

Tubillejas-Andres, B., Cervera-Taulet, A., & García, H. C. (2020). How emotional response mediates servicescape impact on post consumption outcomes: An application to opera events. *Tourism Management Perspectives*, 34, 100660. <https://doi.org/10.1016/j.tmp.2020.100660>

How emotional response mediates servicescape impact on post consumption outcomes: An application to opera events Berta Tubillejas-Andrés*, Amparo Cervera-Taulet, Haydee Calderón García School of Economics, University of Valencia, Spain

ARTICLE INFO Keywords: Servicescape Emotions Perceived value Satisfaction Loyalty Mediation Performing arts

ABSTRACT The purpose of this study is to examine how emotions mediate the impact of a holistic servicescape -physical and social- on post-consumption outcomes in the performing arts. Partial Least Square (PLS) was conducted to test the mediation hypothesized relationships on a sample of 867 opera goers. The proposed research model was largely supported by the evidence, and the mediating role of emotions was confirmed. Servicescape influences direct and indirectly attendees' post consumption in opera given that emotions play a partial mediating role which is greater in the case of positive emotions. Based on the results, this study offers specific theoretical and managerial implications concerning the importance of creating positive experiences through suitable servicescapes considering emotions.

1. Introduction

Understanding consumer experience is vital for the efficiency and survival of organizations (Lemon & Verhoef, 2016; Voorhees et al., 2017), particularly for those providing hedonic services such as the performing arts (Sullivan Mort, Weerawardena, & Carnegie, 2003). Performing arts organizations continuously face serious financial constraints due to reduced public spending on the arts and diminishing private support (Troilo, Cito, & Soscia, 2014). In the current Spanish context, a sustained dependence on public subsidies persists (Alternativas, 2017). As a financing and increasing alternative, customer repurchase behavior is still a major concern for performing arts organizations in most European countries (Colbert, 2012; Rentschler, Radbourne, & Carr, 2001). Customer repurchase behavior is a pillar of financial strength and viability for performing arts organizations (Troilo et al., 2014). European theatres suffer similar survival problems: diminishing audiences with steadily increasing ages, financial problems and changes in the management from an artistic-oriented model to a business-oriented one. More than 50% of its budget covers the labour costs alone (Agid & Tarondeau, 2010; Baumol & Bowen, 1966; Hall, Binney, & Viecei, 2016). Although there has been a growing interest of implementing marketing principles in the most important opera theatres (Agid & Tarondeau, 2010), there is a need to expand the marketing orientation approaches -surpassing product orientation- towards the opera experience. This could probably counteract the stereotype of the opera as elitist and expensive –particularly as we have seen many European sites providing new opportunities for private sponsorship and public support. Core services in the cultural sector are now insufficient as the only key ingredients in the service experience. Drawing on the experiential consumption literature, marketing scholars have theorized and empirically demonstrated that performing arts are consumed because they evoke an emotional response and provide positive emotional experience (Troilo et al., 2014). Experience comprises everything that a consumer senses, feels and experiences within a service environment (Pizam & Tasci, 2019).

Consumers are emotional and make an effort to meet their higher-level needs in every aspect of their lives (Hyun, Park, Ren, & Kim, 2018; Robinette, Brand, & Lenz, 2002). Consumers tend to seek novelty and diversity in leisure experiences (Hyun et al., 2018). Emotion represents a critical factor in defining consumption experiences and consumer reactions (Babin, Darden, & Babin, 1998). It is a challenge to generate positive emotions from pleasant servicescapes in order to get loyalty to the organization (Tombs & McColl-Kennedy, 2003). The role of servicescape appears as a key construct in the proposals of many authors working in the service marketing field (Wakefield & Blodgett, 2016). Servicescape becomes a key element (Carù & Cova, 2005; Kworntnik, 2008), being one of the most remarkable elements of the experience (Nguyen, DeWitt, & Russell-Bennett, 2012; Pareigis, Echeverri, & Edvardsson, 2012). Since Bitner's (1992) introduction of the servicescape concept, many conceptual and empirical studies have been conducted. Academic approaches to the servicescape have suffered from conceptual proposals limited to its physical dimension (Grayson & McNeill, 2009) or isolated advances in its social dimension (Hanks & Line, 2018; Tombs & McColl-Kennedy, 2003). Nonetheless, not only physical elements but also social ones contribute to the service experience (Lin & Liang, 2011; Uhrich & Benkenstein, 2012). Consequently, the literature generally lacks proposals that holistically explain the assessment of the servicescape (Mari & Poggesi, 2013; Nilsson & Ballantyne, 2014). Given that the consumer experience is created in the service encounter, it has become critical to firmly establish servicescapes which generate positive emotions, while avoiding negative emotions. Another role of the servicescape is to facilitate the consumer experience and organizations' efficiency (Hoffman & Turley, 2002). Our research is based on an essential holistic approach to the servicescape, in view of that it can be approached as a third-order construct. In the context of servicescape models, SOR approach –stimuli, organism, response– are outstanding to develop the analysis of the impact of the servicescape in the consumers' behavior, taking into account the mediation effect of the emotions (Uhrich & Benkenstein, 2012; Wakefield & Blodgett, 1996). Mediation occurs when a third variable or construct intervenes between two other related constructs (Hadi, Abdullah, & Sentosa, 2016). But none of these have delved deeply into the study of the mediation effect. In the growing trend of second-generation structural equation modeling, the analysis, and reporting of mediation models is a challenge (Hadi et al., 2016). This paper fulfils a research gap updating the SOR model theories to better explain performing arts attendees' experiences. The aim of the study specifically outlines the impact of multiple emotional mediation both positive and negative, in the holistic servicescape's effects, as stimuli; this entails studying not only the physical but also social service encounters regarding post-consumption behavior: perceived value, satisfaction and loyalty. Our theoretical contribution expands knowledge about the mediating effect of emotions generated in a hedonic service. We seek to introduce methodological advances in sectorial applications, in this case, performing arts. The performing arts is an interesting industry for studying this effect due to its high emotional involvement. Apart from the traditional positive value of culture in citizens presented by the literature (Fillis, 2011; Popescu, 2007), consumers enjoy performing arts when their positive reception of the stimuli contributes to generating positive emotions and to improving their mood (Addis, Carù, & Rurale, 2007; Kottasz, 2006). Emotional states are essential in hedonic services (Dong & Siu, 2013). However, only a few papers analyze the role of emotions in the context of servicescape models (Lee, Lee, Lee, & Babin, 2008; Uhrich & Benkenstein, 2012; Vigolo, Bonfanti, Sallaku, & Douglas, 2019). Unfortunately, mediation impact has not been given enough importance in the conceptual models (Wakefield & Blodgett, 2016). In order to achieve the proposed objectives, this paper

is organized as follows: the first section explains the theoretical framework on SOR models and its variables. We then develop a SOR model that adapts the servicescape to the performing arts and hypotheses are established about the emotions' mediation. The methodology section that follows describes the information gathering process and scales employed. Next, we present and discuss the results. Finally, the conclusions and limitations of our research, together with managerial implications are presented.

2. Theoretical framework and hypotheses

2.1. SOR model: servicescape, emotions and post consumption behavior

Servicescape. Servicescape is identified as the environment or scenario where a consumer experience takes place during the service encounter in order to get a particular and desirable consumer behavior (Harris & Ezech, 2008; Hoffman, Kelley, & Chung, 2003). From a classic perspective, research on servicescape in consumer behavior has been analyzed from a SOR perspective (Bitner, 1992; Mehrabian & Russell, 1974). The stimulus is a set of characteristics in the environment which affect individuals' internal states (Loureiro, 2017; McKinney, 2004). The study of the servicescape has been extended from utilitarian to hedonic services, considering only the physical elements of servicescape (Hightower, Brady, & Baker, 2002; Kwortnik, 2008; Wakefield & Blodgett, 2016). Recently, some academics defend the need of holistic approaches that focus not only on its physical dimensions, but also on the social ones together (Mari & Poggesi, 2013). Some researchers have realized that social elements in the service encounter warrant sufficient importance in themselves to be considered as part of the servicescape too (Tombs & McColl-Kennedy, 2003). The social servicescape can elicit emotional and psychological responses to the consumption experience on the part of the focal customer (Miao & Mattila, 2013) and, more recently, researchers have come to refer to the impact of others in the consumption space (Bustamante & Rubio, 2017; Hanks, Line, & Yang, 2017). In sport hedonic services, the elements of the social servicescape have been considered more relevant than the physical ones (Uhrich & Benkenstein, 2012). Nguyen et al. (2012) have demonstrated the importance of the social servicescape in the perceived service quality in the performing arts. Expanding the theoretical framework, servicescape is a third-order construct made up of physical and social dimensions. Based on Turley and Milliman (2000) and Grayson and McNeill (2009), for the physical dimension of the servicescape, we propose a multidimensional construct formed by two first-order dimensions, namely: exterior and interior elements. The social servicescape is determined both by consumers and employees (Bitner, 1992), as well as by the interactions produced among them (Rosenbaum & Massiah, 2011). The social component unquestionably determines experience through direct interactions between customers and other actors in the service encounter, such as employees and other customers (Bustamante & Rubio, 2017). Therefore, we propose a multidimensional construct for social servicescape formed by four first-order dimensions –employees' characteristics, attendees' characteristics, employees and attendees' interactions and attendees' interactions.

Emotions. The Organism part of SOR refers to the intervening internal process which takes place between the stimulus and the final actions, causing alterations in consumers' emotional states (Loureiro, 2017). That process allows consumers to convert the stimulus into meaningful information and utilize it to understand the environment before making a decision (Koo & Ju, 2010; Loureiro, 2017). The role of emotions has been a broadly discussed topic but little consensus has been reached (Palmer & Koenig-Lewis, 2010). An emotion is defined as an affective reaction – attraction or aversion- to perceptions or situations (Richins, 1997). According to Richins

(1997), although emotions are the same, they can have different shades depending on the consumption context. The general definition of emotions assumes that emotions have some degree of intensity –positive or negative- associated to a stimulus that disrupts a stable state of the individual (Abdelkader & Bouslama, 2014). Consequently, it is necessary to consider the context where emotions take place. Emotions are social rather than isolated, individual processes (Mattila & Enz, 2002). To study emotions from a positive vs. negative level of intensity perspective, a general descriptive approach has been followed (De Rojas & Camarero, 2006; Palmer & Koenig-Lewis, 2010). Post consumption behavior. The response is used to express the result of the consumer experience (Loureiro, 2017; McKinney, 2004) and according to Donovan and Rossiter (1982), this can be performed through approach and avoidance behaviors. Perceived value, satisfaction and loyalty are three constructs often use in services research due to their capital importance and interrelation for the companies (Yang & Peterson, 2004). Perceived value is defined as the overall assessment made by the consumer of the utility of a product. It is based on perceptions of what a consumer gives and gets in return (Zeithaml, 1988). Different orientations have supported the complexity of value dimensionality (Gonzalez-Gallarza & Gil-Saura, 2006; Mencarelli, 2008). This is a composite construct which basically compares the customer's benefits with the monetary and non-monetary sacrifices (Lee, Yoon, & Lee, 2007). Derived from this, the most famous and simples categorization identified in the literature for perceived value is utilitarian vs hedonic (Holbrook, 1999). The utilitarian perceived value is perceived through cognitive and functional elements (Iniesta-Bonillo & Sánchez-Fernández, 2008) and contributes to the achievement of social and economic goals (Holbrook & Batra, 1987). The hedonic perceived value, on the other hand, includes affective and emotional elements (Iniesta-Bonillo & Sánchez-Fernández, 2008) and its benefits are rewarding and pleasurable in themselves. While utilitarian value reflects the functional value from a purchasing action, hedonic value refers to the fun and playfulness experienced directly from a purchasing action (Dedeoglu, Bilgihan, Ye, Buonincontri, & Okumus, 2018) and considering the complexity of the performing arts attendees', perceived value should include both dimensions (Hume & Sullivan Mort, 2010). Satisfaction is defined by Oliver (1997, p. 13) as a “judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption–related fulfillment, including levels of under or over fulfillment”. Cognitive and emotional views are considered in describing satisfaction (Oviedo-García, Vega-Vázquez, Castellanos-Verdugo, & Orgaz-Agüera, 2019). Cognitive approach emphasizes satisfaction as a post-consumption assessment that either meets or falls short of previous expectations. On the contrary, emotional approach outlines the emotional reaction generated by consumption, i.e., a consumer's psychological outcome after the consumption experience. Satisfaction, as a result and in accordance with De Rojas and Camarero (2006), not only emphasizes cognitive aspects, but also emotional ones of a customer's experience in service settings (Oliver, Rust, & Varki, 1997; Phillips & Baumgartner, 2002). The purely cognitive perspective is rejected in an increasing number of studies because of the better explanation of the emotional perspective (Brunner-Sperdin, Peters, & Strobl, 2012). Satisfaction can be studied as expectation disconfirmation -evaluative process of expectations and outcomes- or as a result without making any assessment of expectations (López Caro, Fernández Aguirre, & Mariel, 2002). Taking this second point of view, satisfaction may be studied as an isolated assessment after the consumer experience – a transactional perspective (Oliver, 1993)– or a dynamic one over time – accumulative perspective (Fornell, 1992). In the performing arts, satisfaction is recognized from a transactional perspective (De Rojas & Camarero, 2006) -isolated evaluation after the consumption experience (Boulding, Kalra,

Staelin, & Zeithaml, 1993), which emphasizes emotional experience. According to Oliver (1999), loyalty is defined, firstly, as a deep engagement of consumer for repurchasing and, secondly, as the cognitive, affective and long-term behaviorist consumer response. Loyalty is a construct frequently represented by expenditure, repeat attendance, positive word of mouth and others. In fact, it is seen as an evolutionary process in which logical reasons for ongoing patronage give way to emotional associations between the customer and the service, followed by a commitment to rebuy the service and finally the repurchase is produced even where obstacles have been overcome (Fraering & Minor, 2013). That means that intentions may not lead to actions and repeated actions as behavior may not reflect future intentions (Yang & Peterson, 2004). Thus, loyalty contains behavioral (Zeithaml, Berry, & Parasuraman, 1996) and attitudinal (Oliver, 1999) components. These approaches have been treated as being complementary to each other (Yang & Peterson, 2004) or integrative between them (Bowen & Chen, 2001). Behavioral loyalty refers to the purchase frequency, attitudinal to the psychological and emotional commitment to the services and an integrative loyalty can be regarded as the customers' propensity to recommending services to their immediate vicinity (Gürlek, Düzgün, & Uygur, 2017). Unfortunately, loyalty has not been applied in performing arts connected with the servicescape. However, it is convenient to understand how the commitment level of customers gels in loyalty towards a performing arts institution (Chaudhuri & Holbrook, 2003). Loyalty contributes to gaining advantage in relation to competitors and ensures the performing arts organization's sustainability. As part of the service encounter, the servicescape influences consumer behavior, because it affects the emotional consumer state (Babin, Chebat, & Michon, 2004). The servicescape in SOR models can and should strengthen this role. Some researchers propose that this structural dimension is the prime generator of consumer behavior. Baker, Levy, and Grewal (1992) show the positive influence of physical and social elements of the servicescape in consumer perceptions and emotions. The literature suggests that consumer reactions to the physical servicescape are more related to emotional states than cognitive perception; particularly in hedonic services (Turley & Milliman, 2000). In this paper, we seek to show that emotions, both positive and negative, play a mediating role (Dedeoglu et al., 2018), which has precisely been the ignored effect in the SOR model literature (Troilo et al., 2014).

2.2. Emotions as mediator of the relationship between servicescape and perceived value

It has been established that the servicescape may influence utilitarian and hedonic shopping value through emotions (Babin et al., 2004; Babin & Attaway, 2000). Personal interactions between employees and customers influenced the customer's emotions through the employees' characteristics and dialogue (Kraiger, Billings, & Isen, 1989). Employees' behavior was influential on customers' value perceptions (Michael & Keith, 1996). Positive emotions facilitate approach behavior (Barroso, Cepeda, & Roldan, 2006; Han & Back, 2006) whilst negative emotions are associated with defensive or resisting behavior (Hazlett & Hazlett, 1999). The theoretical framework for the relationship between customer positive emotions and post consumption behavior is largely supported in the literature (Lin & Liang, 2011; White, 2010) but not for negative ones in the same intensity. Positive emotions are confirmed to experience higher hedonic and utilitarian values (Griffin, Babin, & Modianos, 2000; Yüksel, 2007). Negative emotions are confirmed to experience utilitarian values – although lower hedonic and utilitarian ones (Babin & Attaway, 2000; Babin, Griffin, Borges, & Boles, 2013). Edvardsson (2005) defends that negative emotions have a stronger effect than positive emotions in post consumption behavior. In the hedonic services sector, the positive assessments of the servicescape have been demonstrated to affect perceived value

(Cheon, 2016; Durna, Dedeoglu, & Balıkcıoglu, 2015; Hightower et al., 2002; Ryu, Lee, & Kim, 2012).

As a result of the previous discussion, we put forward these hypotheses:

H1. Positive emotions mediate the relationship between the servicescape and utilitarian perceived value.

H2. Positive emotions mediate the relationship between the servicescape and hedonic perceived value.

H3. Negative emotions mediate the relationship between servicescape and utilitarian perceived value.

H4. Negative emotions mediate the relationship between servicescape and hedonic perceived value.

2.3. Emotions as mediator of the relationship between servicescape and satisfaction

Historical research has demonstrated that a pleasant servicescape improves satisfaction (Cheon, 2016; Ryu et al., 2012; Wakefield & Blodgett, 2016) and an unpleasant one does not (Leong, Ang, Hui, & Low, 1997). A good relationship between customers and staff contributes to positive satisfaction (Gwinner, Gremler, & Bitner, 1998). Positive interactions among customers also influence their satisfaction (Kwortnik, 2008). Good evaluations of the atmosphere among customers themselves influence satisfaction positively, too (Lin & Liang, 2011). Numerous studies, within various settings, demonstrate that the servicescape influences customers' emotions and satisfaction (Wakefield & Blodgett, 2016). Likewise, a significant association between emotions and satisfaction has been detected (Ali, Kim, Li, & Hyeon-Mo, 2018; Lee, Back, & Kim, 2009; Lin & Liang, 2011; Lin & Worthley, 2012). Emotion directly affects customer satisfaction in the performing arts (Hume & Sullivan Mort, 2010). Moreover, dissimilar effects are found with positive and negative emotions (Koenig-Lewis & Palmer, 2014; Palmer & Koenig-Lewis, 2010). Dubé and Menon (2000), or Lee et al. (2009), for example, found that positive emotions influence satisfaction in a positive direction. Additionally, the positive emotions affect not only the core service assessments in satisfaction, but also the peripheral services (Dubé & Menon, 2000; Lee et al., 2009; Lee & Vichet, 2008). Nevertheless, Koenig-Lewis and Palmer (2014) did not find enough evidence for supporting that positive emotions improve satisfaction. In the same way, in the performing arts, Palmer and Koenig-Lewis (2010) do not find enough evidence for both core service and peripheral service. Conversely, the negative emotions impact negatively in the satisfaction component (Dubé & Menon, 2000; Koenig-Lewis & Palmer, 2014). Del Chiappa, Andreu, and Gonzalez-Gallarza (2014) found different grades of impact of the negative emotions in the satisfaction. In the performing arts, Palmer and Koenig-Lewis (2010) support that the negative emotions affect satisfaction only in the peripheral services. Moreover, contrary to Machleit and Eroglu (2000) who defend that positive and negative emotions influence independently, Dubé and Menon (2000) suggest that decreases in positive emotions may be associated with higher levels of negative emotions. Related to this, Edvardsson (2005) concludes that negative emotions have a stronger effect than positive emotions.

So, our next hypotheses are:

H5. Positive emotions mediate the relationship between servicescape and satisfaction.

H6. Negative emotions mediate the relationship between servicescape and satisfaction.

2.4. Emotions as mediator of the relationship between servicescape and loyalty

The servicescape, and particularly the physical one, contributes to an improvement in loyalty to utilitarian and hedonic services (Harris & Ezech, 2008; Moore, Moore, & Capella, 2005; Wakefield & Blodgett, 2016). Also, positive interactions among customers themselves influence their intentions to repurchase (Kwortnik, 2008). The relationship between employees and customers is crucial in reinforcing the permanence desire, the time spent and their position in the environment (Kim & Lee, 2012; Tombs & McColl-Kennedy, 2010). Positive interactions between consumers improve the repurchase intentions (Kwortnik, 2008). Other studies found significant relationships between the servicescape and key outcomes such as time spent in the shopping facility and the desire to return (Chao, 2008; Merrilees & Miller, 2001; Stoel, Wickliffe, & Lee, 2004). Several studies, within various settings, demonstrate that the servicescape influences customers' emotions and loyalty (Harris & Ezech, 2008; Pullman, Gross, Sciences, & Summer, 2004). Research also shows that positive emotions are positively related to the loyalty (Carreira, Patricio, Natal, & Magee, 2014; Lee et al., 2008; Lee et al., 2009; Yu & Dean, 2001) because they contribute to a likely repeat of the experience (De Ruyter & Bloemer, 1999) and improve the consume and return intentions (Bui & Kemp, 2013; Han & Back, 2006). Related to the negative emotions, they are usually connected to unfavorable consume behaviors (Carreira et al., 2014; Hazlett & Hazlett, 1999; Palmer & Koenig-Lewis, 2010). Nevertheless, Lee et al. (2009) have not found enough support for confirming that they impact negatively in the loyalty component. As Clark and Isen (1982) point out, consumers look for positive emotions and avoid negative ones. It means that the consumers will avoid those situations where the service experiences generate negative emotions.

Consequently, we propose our final hypotheses:

H7. Positive emotions mediate the relationship between the servicescape and loyalty.

H8. Negative emotions mediate the relationship between servicescape and loyalty. Adapting Castro and Roldán (2013),

Fig. 1 summarizes the hypothesized relationships about mediation of our conceptual model.

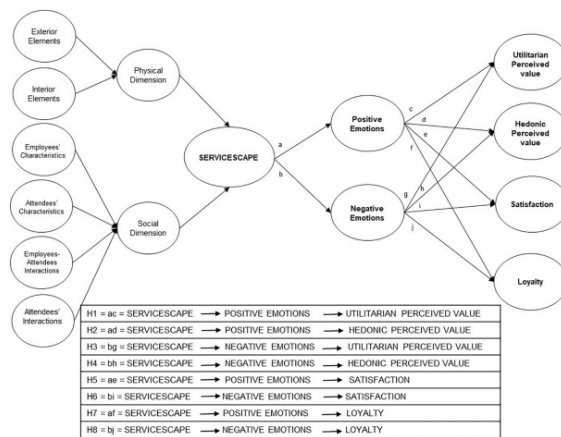


Fig. 1. The theoretical model.

Table 1
Characteristics of the sample.

		%			%
Sex	Men	58.90%	Residence	Valencia capital and metropolitan area	75.96%
	Women	41.10%		Region of Valencia	18.00%
Family net incomes by month	< €1000	1.39%	Occupation	Rest of Spain	5.72%
	€1001-€2000	16.71%		Others	0.23%
	€2001-€3000	29.58%		Worker	46.52%
	€3001-€6000	36.77%		Freelancer	24.97%
	> 6000 €	15.55%		Retired/Pensioner	25.80%
Age	< 40 years	4.20%	Visit Frequency	Unemployed	1.05%
	40-64 years	69.50%		Housework	0.93%
	> 65 years	26.20%		Student	0.35%
Studies	No studies	0.35%	Music studies	< 3 times	5.20%
	Primary education	0.46%		4-6 times	51.56%
	Secondary education	7.97%		> 6 times	43.24%
	Graduate and	57.27%		No music studies	38.57%
				Attendee has musical knowledge but has not done/completed any formal education	48.15%
				Primary or professional music studies	7.97%
				Graduate and university music studies	2.31%

3. Method

3.1. Sample and procedures

Opera is the most significant example of European cultural heritage in the performing arts, not only historically but also currently (Hall et al., 2016). The research was carried out at the Palau de les Arts “Reina Sofia” opera house in Valencia, Spain. Research with a single scene is usual in similar studies (Boerner, Moser, & Jobst, 2011; Hightower et al., 2002; Jobst & Boerner, 2011; Nguyen et al., 2012; Palmer & Koenig-Lewis, 2010; Uhrich & Benkenstein, 2012). Valencia is the third-largest Spanish city after Madrid and Barcelona. Since its opening 2005, Valencia has enjoyed a modern and attractive opera theater that brings together the long tradition of opera houses that exist in Spain -Teatro Real (Madrid) and Gran Teatre del Liceu (Barcelona)- (Agid & Tarondeau, 2010). Its innovative architecture accommodates four venues for performing arts. Consequently, and unlike traditional theatres, the Palau can organize and combine its artistic activity simultaneously, which endows it with a unique and peculiar singularity. In order to ensure content validity in our questionnaire, our empirical procedure was divided into two phases. The first stage consisted of a qualitative study with the aim of obtaining feedback from the items by academic experts and cultural managers. To assess their opinion, we developed personal interviews with two academic marketing researchers from our university and two managers in the Palau de les Arts “Reina Sofia” (namely, the general manager and the marketing manager). Later, the survey instrument was subject to pretesting with 25 operagoers with the aim of further refining and improving its final validity. After that, an online survey was directed to the database census of 3188 opera attendees provided by the opera managers of the Palau. According to Table 1, a response rate of 27.20% provided a sample of 867 operagoers. The sample was made up of men (58.90%) and women (41.10%) mainly from Valencia, Spain (75.96%). Most of the performing arts attendees were over the age of 40 (95.70%) and were graduates or postgraduates (91.22%), while 61.43% of the sample had musical knowledge. Monthly family

net incomes were between €2001 and €6000 (66.35%). It looks that operagoers in the sample are socially well-positioned. Almost 95% of the sample visits the opera house four times or more a year for performances. Partial Least Square as structural equation analysis was applied, implementing SmartPLS 2.0 for Windows 10.1 The use of PLS is recommended when there is a combination of formative and reflective indicators (Diamantopoulos & Winklhofer, 2001). Before estimating the model, we carried out a power analysis with the statistical program G*power 3.1.9.2. We have obtained values superior to 0.80 recommended by Cohen (1988). So, there is enough evidence that the R² we obtained in our PLS analysis would be significantly different to zero. 3.2. Measurement instruments The final questionnaire consisted of the servicescape, emotions, perceived value, satisfaction and loyalty as well as demographic variables and general cultural habits. All multi-item scales assessed on a 0–10-point Likert scale anchored with 0 = completely disagree to 10 = completely agree (Alwin, 1997; Cummins, 1997; Dawes, 2008; Shapiro & Spencer, 2002).

The multidimensional servicescape measurement scale employed combines first, second and third-order constructs. First-order constructs are supported by the theoretical framework and we propose them as latent constructs with reflective indicators. Exterior and interior elements in the servicescape are measured by applying a sixteen-item scale, adapted from Hightower et al. (2002). The qualitative research enabled us to adapt the items concerning the exterior and interior scales of the setting under analysis. Employees' and attendees' characteristics are each measured by a three-item scale, adapted from Hightower et al. (2002). Similarly, employees' and attendees' interactions are measured by a three-item scale from Nguyen et al. (2012). Attendees' interactions are measured by a four-item scale from Moore et al. (2005). However, as proposed in this paper, the holistic servicescape has not been sufficiently studied and there is no support for its second- and third-order dimensions. In this case, they have been defined as an aggregate construct with formative indicators. In order to attain this configuration, a literature review and qualitative research were carried out.

Table 2
Validation of the measurement model. Reliability and convergent validity.

Factor		Factor loading	Weight	T-value (bootstrap)	Cronbach Alpha	CR	AVE	VIF/Tolerance
SERVICESCAPE	PHSCAPE	N/A	0.46	5.12***	N/A	N/A	N/A	0.50/2.01
	SOCSCAPE	N/A	0.62	7.25***				0.50/2.01
PHSCAPE-PHYSICAL SERVICESCAPE	EXT	N/A	0.04	0.34 (n.s.; outer loading > 0.5)	N/A	N/A	N/A	0.54/1.86
	INT	N/A	0.97	12.38***				0.54/1.86
SOCSCAPE-SOCIAL SERVICESCAPE	CEMP	N/A	0.30	3.12***	N/A	N/A	N/A	0.50/1.97
	CATT	N/A	0.47	5.05***				0.66/1.52
	INTEMP	N/A	0.23	2.38***				0.56/1.77
	INTATT	N/A	0.27	3.14***				0.72/1.39
EXT-EXTERIOR ELEMENTS	ENTFE_1	0.75	N/A	10.25***	0.86	0.90	0.63	N/A
	ENTFE_2	0.82	N/A	12.24***				
	ENTFE_3	0.83	N/A	12.42***				
	ENTFE_4	0.81	N/A	11.75***				
	ENTFE_5	0.77	N/A	7.54***				
INT-INTERIOR ELEMENTS	ENTFI_1	0.83	N/A	18.34***	0.93	0.94	0.60	N/A
	ENTFI_2	0.76	N/A	12.57***				
	ENTFI_3	0.85	N/A	17.51***				
	ENTFI_4	0.69	N/A	11.95***				
	ENTFI_5	0.86	N/A	15.17***				
	ENTFI_6	0.83	N/A	16.33***				
	ENTFI_7	0.80	N/A	15.40***				
	ENTFI_8	0.72	N/A	14.27***				
	ENTFI_9	0.71	N/A	12.17***				
	ENTFI_10	0.77	N/A	15.56***				
	ENTFI_11	0.66	N/A	10.22***				
CEMP-EMPLOYEES CHARACTERISTICS	ENTSCEMP_1	0.76	N/A	11.82***	0.80	0.89	0.72	N/A
	ENTSCEMP_2	0.90	N/A	20.02***				
	ENTSCEMP_3	0.88	N/A	17.83***				
CATT-ATTENDEES CHARACTERISTICS	ENTSCESP_1	0.74	N/A	9.29***	0.78	0.87	0.70	N/A
	ENTSCESP_2	0.85	N/A	16.48***				
	ENTSCESP_3	0.90	N/A	20.17***				
INTEMP-EMPLOYEES&ATTENDEES CHARACTERISTICS	ENTSIEMP_1	0.95	N/A	29.91***	0.90	0.95	0.91	N/A
	ENTSIEMP_2	0.96	N/A	31.07***				
INTATT-ATTENDEES INTERACTIONS	ENTSIESP_1	0.79	N/A	10.56***	0.081	0.88	0.64	N/A
	ENTSIESP_2	0.89	N/A	15.66***				
	ENTSIESP_3	0.84	N/A	13.24***				
	ENTSIESP_4	0.68	N/A	8.15***				
POSEMO-POSITIVE EMOTIONS	POSEMO_1	0.88	N/A	27.55***	0.83	0.90	0.75	N/A
	POSEMO_2	0.84	N/A	23.61***				
	POSEMO_3	0.87	N/A	25.86***				
NEGEMO-NEGATIVE EMOTIONS	NEGEMO_1	0.92	N/A	28.46***	0.90	0.94	0.84	N/A
	NEGEMO_2	0.93	N/A	28.15***				
	NEGEMO_3	0.90	N/A	27.50***				
UTILVAL-UTILITARIAN PERCEIVED VALUE	UTILVAL_1	0.96	N/A	50.71***	0.94	0.96	0.90	N/A
	UTILVAL_2	0.94	N/A	45.06***				
	UTILVAL_3	0.95	N/A	37.65***				
HEDVAL-HEDONIC PERCEIVED VALUE	HEDVAL_1	0.89	N/A	24.44***	0.78	0.87	0.69	N/A
	HEDVAL_2	0.78	N/A	18.89***				
	HEDVAL_3	0.82	N/A	16.65***				
SAT-SATISFACTION	SAT_1	0.97	N/A	66.87***	0.96	0.98	0.93	N/A
	SAT_2	0.98	N/A	82.88***				
	SAT_3	0.96	N/A	59.54***				
LOY-LOYALTY	LOY_1	0.93	N/A	29.90***	0.93	0.94	0.77	N/A
	LOY_2	0.95	N/A	34.93***				
	LOY_3	0.91	N/A	28.69***				
	LOY_4	0.81	N/A	20.74***				
	LOY_5	0.79	N/A	18.49***				

CR = Composite Reliability; AVE = Average Variance Extracted; VIF = Variation Inflation Factor; N/A: not applicable.
Contrast based on a two-tailed student-t distribution: ***p < .01; **p < .05.

In performing arts, positive and negative emotions have been measured by a three-item scale from Lee et al. (2008) and Palmer and Koenig-Lewis (2010). Utilitarian perceived value uses Hume and Sullivan Mort's (2010) scale. Hedonic perceived value follows Sánchez-Fernández, Iñiesta-Bonillo, and Criado Gomis (2010) scale. Satisfaction uses Hume and Sullivan Mort's (2010) scale. Loyalty follows Zeithaml et al. (1996) scale and used by several authors like Hightower et al. (2002), Lee et al. (2008), and De Rojas and Camarero (2006). The abovementioned qualitative research confirmed the suitability of the application of the rest of scales to our context with minor changes -see Appendix I. 3.3. Results 3.3.1. Measurement model For estimating measurement model, we have followed the build-up in a two-step approach (Wright, Campbell, Thatcher, & Roberts, 2012). The psychometric properties of the model are presented in Tables 2 and 3. According to the established criteria, all reflective first-order constructs are correctly defined. Specifically, for individual reliability, indicators are favorable (Carmines & Zeller, 1979). In the case of ENTFI_4 and ENTFI_11, they are very close to the criteria of 0.70 established by Carmines and Zeller (1979). However, its factor loading is significant and higher than the limit proposed by Falk and Miller (1992). Following from this, it is recommended to maintain the indicators. Construct reliability, superior than 0.70 in case of Cronbach alpha and 0.80 in case of composite reliability, is favorable too according to Nunnally (1978). Convergent validity is significantly different from zero and greater than the 55% required and therefore, it has also been confirmed (Hair, Hult, Ringle, & Sarstedt, 2014). With regard to discriminant validity, Table 3 shows favorable results obtained (Fornell & Larcker, 1981). Secondly, measurement scales of

second- and third-order constructs properties were checked. As a previous step of its validation analysis, the absence of collinearity was tested (Kleinbaum, Kupper, & Muller, 1988) using IBM SPSS 22 –see Table 2. The FIV and tolerance values are within the strictest limits of 0.20 and 5 respectively, indicating that multicollinearity in the research data is not a concern (Kleinbaum et al., 1988). Since these indicators do not need to be correlated, traditional indicators of reliability are not applicable (Bollen, 1989). Thus, we observe the weights and all of them are statistically significant except for the exterior dimension of the physical servicescape. However, its loading is superior to 0.50 and according to Hair et al. (2014), it is recommend to keep the indicator. Consequently, we can conclude that the formative second- and third-order constructs, are correctly defined through the dimensions proposed. Therefore, drawing from a complete measurement model analysis, we can determine that all constructs are reliable and statistically robust.

Table 3
Validation of the measurement model. Discriminant validity.

	EXT	INT	CEMP	CATT	INTEMP	INTATT	POSEMO	NEGEMO	UTILVAL	HEDVAL	SAT	LOY
EXT	0.79											
INT	0.68	0.77										
CEMP	0.48	0.63	0.85									
CATT	0.41	0.55	0.50	0.84								
INTEMP	0.39	0.52	0.65	0.42	0.95							
INTATT	0.34	0.51	0.42	0.47	0.37	0.80						
POSEMO	0.25	0.36	0.35	0.35	0.29	0.31	0.86					
NEGEMO	-0.24	-0.34	-0.22	-0.27	-0.24	-0.21	-0.40	0.92				
UTILVAL	0.43	0.52	0.44	0.35	0.46	0.36	0.51	-0.42	0.95			
HEDVAL	0.51	0.58	0.52	0.42	0.51	0.51	0.46	-0.33	0.66	0.83		
SAT	0.46	0.57	0.50	0.40	0.48	0.35	0.52	-0.41	0.81	0.64	0.96	
LOY	0.45	0.56	0.46	0.37	0.47	0.39	0.49	-0.38	0.73	0.57	0.78	0.88

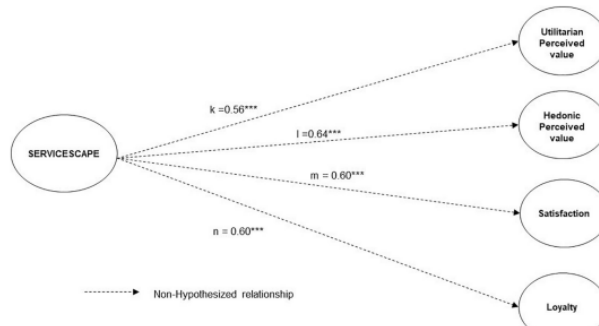
Note: **Diagonal** represents the square root of average variance extracted (AVE); while below the diagonal the estimated correlations are represented.

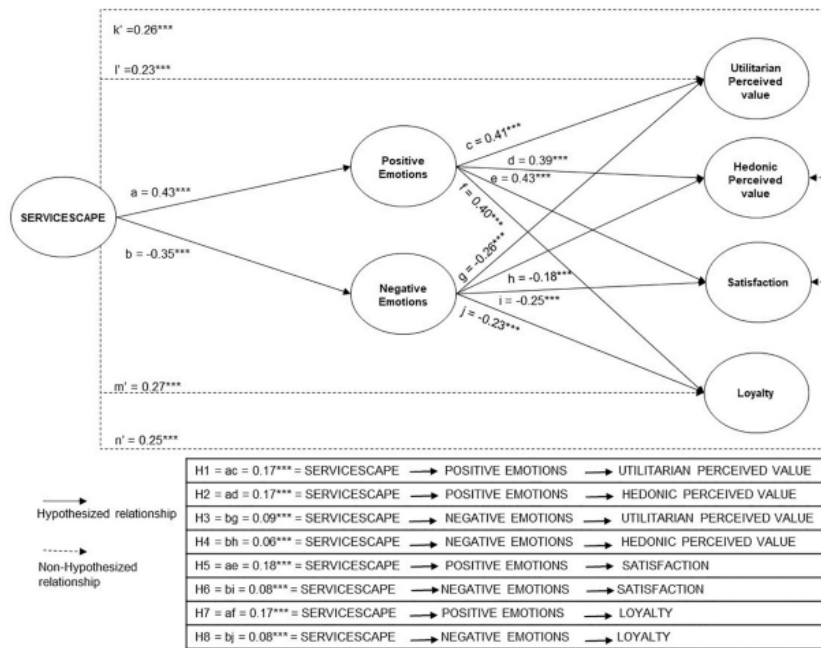
3.3.2. Structural model

With the aim of testing the mediation hypotheses, we applied the analytical approach based on the bootstrap method developed by Preacher and Hayes (2004, 2008). The bootstrap method is a nonparametric resampling test. The main feature of this test is that it does not rely on the assumption of normality (Pardo & Román, 2013). This test presents advantages over Sobel's test (1982) or Baron and Kenny's (1986) mediation analysis (Hadi et al., 2016). In this approach, the test can help determine the mediation effect with certainty and bootstrapping can be used twice: first without the presence of mediation, and secondly, with the presence of mediation. It should be noted that if the direct path is not significant, there is no mediating effect (Wong, 2016). Applying a t-value test for analyzing the accuracy and stability of the proposed hypotheses is performed – see results in Table 4. All the paths are significant. To begin with, the direct effect should be significant if the mediator is not included in the model. Even though this is not a necessary condition (Zhao, Lynch Jr., & Chen, 2010), this kind of situation makes the mediator analysis much easier to understand and interpret (Real, Roldán, & Leal, 2014). First, we have calculated the indirect effects from and checked their significance. All the indirect effects are significant – see Table 4. So, we can conclude that mediation exists. Next, we analyze the variance accounted for (VAF) in order to determine the importance of mediation. According to Ringle et al. (2014), VAF between 20% and 80% indicates a partial mediation of the mediator variable – see Table 4. Figs. 2 and 3 describe the effects of the servicescape on the attendees' behavior in terms of perceived value –utilitarian and hedonic-, satisfaction and loyalty. These effects may be produced through a variety of direct and indirect forces (Hayes, 2009). Specifically, in Fig. 3, the total effect of servicescape on the attendees' behavior can be expressed as the sum of the direct and indirect effects (Taylor, MacKinnon, & Tein, 2007), according to Table 3. This approach has the advantage of being able to isolate the indirect effect pointed out in the hypotheses. The relationships of total and direct effects, although nonhypothesized, are included in our analysis

JOURNAL OF DOCUMENTATION

Contrast based on a two-tailed student-t distribution: *** $p < .01$; ** $p < .05$.





Contrast based on a two-tailed student-t distribution: *** $p < 0.01$; ** $p < 0.05$. B. Tubillejas-Andrés, et al. *Tourism Management Perspectives* 34 (2020) 100660 9 2010).

4. Conclusions

As we mentioned at the beginning of our paper, our research purpose was to delve more deeply into emotional mediation effect. Particularly, we have applied a SOR model where a holistic servicescape was the stimuli, emotions were the organism and post-consumption experience was the response. Differences in outcomes due to positive or negative emotions have been deliberated in the research. Considering the previous debate on the relevance of SOR models, this paper provides both academic and managerial relevant implications about the mediation role of emotions -positive and negative- in hedonic services. Since our focus in this study is performing arts, the main implication of our findings primarily concerns the servicescapes' adaptation for developing positive emotions which contributes to enhance post consumption behavior in terms of perceived value –utilitarian and hedonic-, satisfaction and loyalty. Results show that mediation values of positive emotions are higher than those of negative emotions. This can be explained by the fact that the opera attendees have experienced more positive than negative emotions. In this sense, positive emotions mediation is quite important in terms of hedonic value, meanwhile negative emotions are for utilitarian value. The higher mediation of positive emotions in hedonic perceived value could be explained by the fact that hedonic value is more related with assessments of a pleasant experience. However, in case of having experienced negative emotions, opera attendees are more influenced by them in their evaluations of utilitarian value than positive emotions which is worth highlighting with respect to the previous literature (Babin et al., 2013). With regard to satisfaction and loyalty, the mediation impact of the emotions is really similar, considering the pronounced difference between positive and negative emotions.

4.2. Managerial implications

We believe our findings may have several managerial implications concerning experiences in hedonic opera services. Customer experience is crucial in influencing customers' willingness to repeat an experience. Traditionally, most performing arts managers have paid attention to the play itself without considering surrounding elements affecting the postconsumption outcomes of the attendees. Cultural managers need to understand that, besides the cultural product itself, designing appropriate servicescapes can enhance experience and post-consumption behavior of performing arts attendees through emotions. We suggest that cultural managers become more familiarized with the benefits of building comfortable and attractive physical servicescapes, by creating evocative environments that connect and reinforce the positive emotions, for instance; furthermore, they should not consider dining spaces, coffee shops and workshops as isolated entities. Besides, we suggest that greater awareness be given to the value of social components of the organization. A better communication -digital or not- will reinforce the positive impressions and improve positive emotions. Moreover, we recommend bringing the artistic world closer to the attendees in order to connect with attendees and the society in general. It is advisable to boost reach marketing through social network influencers who share their passion for opera with their followers. In fact, the universal plots of the opera connected with love, honor, death, betrayal, injustice etc. provided and continue to provide direct opportunities for generating and sharing emotions universally. In addition, educational programs play an important role. Carrying out technical workshops -costumes, makeup, lights etc.- in addition to attending live rehearsals, help the operagoers to understand the complexity of an artistic creation. It would also be advisable to train employees to connect with the attendees. Consequently, it is vital to adapt servicescapes that contribute to generate emotional states (Kottasz, 2006) and more explicitly for emerging millennial clients. These new consumer generations, along with recent technological advances -personal electronic devices-, bring new forms of consumption into the servicescape. The omnipresence of technologies during live performances contributes to developing the use of digital librettos and scores in operas; additionally, participation in the social media increases before and after performances. Emotions in the performing arts are conditioned by a process of learning and socialization based on repeated consumption (Palmer & Koenig-Lewis, Fig. 3. Model with mediated effects. More specifically, by taking advantage of the social networks -Instagram, Facebook and Twitter-, we may also encourage attendees to share about their experience. It is suggested that promotional strategies be developed to encourage participation in social networks. Different possibilities may include, for instance, getting people to show that they like opera (performances, webs etc.) or follow opera organizations' social networks to get discounts in tickets, share a hashtag with a photo for participating in competitions or obtaining prizes. In this vein, incentives can be given for interactive participation by means of selfies in a photocall organized by the opera house. Word-of-mouth is possibly the best way to transmit emotions. In this sense, and related to audience development, we recommend that youngsters become youtubers and explain their opera experience. Edutainment, as a combination of education and entertainment, is the way ahead in creating new and younger audiences who are less interested in the classical connotation of the service.

4.3. Limitations and further research

Although collecting data from a single institution is not unusual in this kind of study, future research could consider other organizations in order to generalize findings. Moreover, opera attendees' segmentation analysis can provide insights into enhancing managerial development

and enhance appropriate emotions. Apart from that, additional research on the relationships of the servicescape and other variables of attendees' behavior such as willingness to pay more or complaining behavior are also worthwhile pursuing. In this sense, further supplementary research is called for, including looking at perceived value as an antecedent to satisfaction and loyalty in analyzing these relationships. Furthermore, considering technology can bring into analysis electronic servicescapes or e-servicescapes (Mari & Poggesi, 2013). Finally, the new service dominant logic has affected the SOR point of view due to the fact that this approach understands the service experience as an interaction of the participants that allows for co-creation value and active consumer participation (Vargo & Lusch, 2004). With these extensions of the servicescape in the co-creation of value propositions in different contexts, researchers can examine related interactions, enhancing social engagement and facilitating customer community culture (Wakefield & Blodgett, 2016).

Appendix

Scale items EXT–EXTERIOR ELEMENTS ENTFE_1: The architecture is attractive ENTFE_2: _____ is well placed in its present location.* ENTFE_3: _____'s access and entry are easy* ENTFE_4: _____'s access and entry are well marked* ENTFE_5: In my opinion, _____ is suitably adapted facilities for attendees with functional diversity* INT–INTERIOR ELEMENTS ENTFI_1: _____ is designed in an attractive way* ENTFI_2: _____ has more than enough space for me to be comfortable. ENTFI_3: The style of the interior accessories is fashionable ENTFI_4: The temperature at _____ is pleasant. ENTFI_5: The lighting is excellent at _____. ENTFI_6: The color scheme is attractive ENTFI_7: _____ has a pleasant smell ENTFI_8: The room's acoustic quality is appropriate. ENTFI_9: _____'s seats are comfortable ENTFI_10: The technology used in delivering the service is appropriate* ENTFI_11: The signs used (i.e., bathroom, enter, exit, smoking) are helpful to me CEMP–EMPLOYEES CHARACTERISTICS ENTSCEMP1: There are enough employees at _____ to service customers. ENTSCEMP2: The employees of _____ are neat and well dressed. ENTSCEMP3: Employees of _____ are polite when dealing with attendees.* CATT–ATTENDEES CHARACTERISTICS ENTSCESP1: _____ customers are neat and well dressed. ENTSCESP2: It seems that the attendees of _____ have had a musical education or training* ENTSCESP3: _____ customers are friendly. INTEMP–EMPLOYEES&ATTENDEES CHARACTERISTICS ENSIEMP1: I'd say that the quality of my interaction with the _____ employees is high ENSIEMP2: Overall, I would say that the quality of my interaction with the _____ employees is excellent. INTATT–ATTENDEES INTERACTIONS ENSIESP1: I have developed friendships with other customers I met at _____. ENSIESP2: I enjoy spending time with other customers at _____. ENSIESP3: The other customers at the _____. make my time there more enjoyable. ENSIESP4: There is a good chance I will run into one of my friends at _____. POSEMO–POSITIVE EMOTIONS POSEMO_1: Happy POSEMO_2: Excited POSEMO_3: Energetic NEGEMO–NEGATIVE EMOTIONS NEGEMO_1: Angry NEGEMO_2: Annoyed NEGEMO_3: Disappointed UTILVAL–UTILITARIAN PERCEIVED VALUE UTILVAL_1: For what you receive from this service, the money spent at _____ is worth it. UTILVAL_2: For what you receive from this service, the entry fees paid to _____ are worth it. UTILVAL_3: For what I received from this musical performance, my time and money was well spent. HEDVAL–HEDONIC PERCEIVED VALUE HEDVAL_1: The environment of the _____ has helped you enjoy your stay. HEDVAL_2: Going to the _____ is useful as a temporary escape for you. HEDVAL_3: The staff of _____ has contributed to making your stay more pleasant and entertaining SAT-SATISFACTION SAT_1: I am satisfied with my decision to visit

the _____. SAT_2: I believe that to go to an opera performance at _____ was a wise choice
 SAT_3: I really enjoyed my experience at _____. LOY-LOYALTY LOY_1: I say positive things about
 _____ to other people. LOY_2: I would recommend _____ to someone seeking advice. LOY_3:
 I encourage friends and relatives to go to _____. LOY_4: I consider _____ as the first choice
 when I think about opera. LOY_5: In the next few years, I'll go to _____ to see more opera
 performances. * Added

References

- Abdelkader, S., & Bouslama, N. (2014). The role of sense of community in mediation between positive emotions and attitudes toward brand and message. *Journal of Marketing Research & Case Studies*, 2014, 1–17. <https://doi.org/10.5171/2014.349677>. Addis, M., Carù, A., & Rurale, A. (2007). Consumer immersion in aesthetic experiences at arts exhibitions: Implications for marketing the arts. 9th international conference on arts & cultural management Valencia. B. Tubillejas-Andrés, et al. *Tourism Management Perspectives* 34 (2020) 100660 10 Agid, P., & Tarondeau, J. (2010). The management of opera: An international comparative study. Palgrave Macmillan UK. Ali, F., Kim, W. G., Li, J., & Hyeon-Mo, J. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing and Management*, 7, 1–11. Alternativas, F. (2017). Informe sobre el estado de la cultura en España: Igualdad y diversidad en la era digital. Madrid. Alwin, D. F. (1997). Feeling thermometers versus 7-point scales: Which are better? *Sociological Methods & Research*, 25(3), 318–351. <https://doi.org/10.1177/0049124197025003003>. Babin, B. J., & Attaway, J. S. (2000). Atmospheric affect as a tool for creating value and gaining share of customer. *Journal of Business Research*, 49(1001099), 91–99. [https://doi.org/10.1016/S0148-2963\(99\)00011-9](https://doi.org/10.1016/S0148-2963(99)00011-9). Babin, B. J., Chebat, J. C., & Michon, R. (2004). Perceived appropriateness and its effect on quality, affect and behavior. *Journal of Retailing and Consumer Services*, 11(5), 287–298. <https://doi.org/10.1016/j.jretconser.2003.09.002>. Babin, B. J., Griffin, M., Borges, A., & Boles, J. S. (2013). Negative emotions, value and relationships: Differences between women and men. *Journal of Retailing and Consumer Services*, 20(5), 471–478. <https://doi.org/10.1016/j.jretconser.2013.04.007>. Babin, B. J., Darden, W. R., & Babin, L. A. (1998). Negative emotions in marketing research. *Journal of Business Research*, 42(3), 271–285. [https://doi.org/10.1016/S0148-2963\(97\)00124-0](https://doi.org/10.1016/S0148-2963(97)00124-0). Baker, J., Levy, M., & Grewal, D. (1992). An experimental approach to making retail store environment decisions. *Journal of Retailing*, 68(Winter), 445–460. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. Barroso, C., Cepeda, G., & Roldan, J. (2006). Constructos latentes y agregados en la economía de la empresa. *Decisiones Basadas En El Conocimiento y En El Papel Social de La Empresa*, 22(2003), 979–993. Baumol, W. J., & Bowen, W. G. (1966). Performing arts. The economic dilemma. New York: Twentieth Century Fund. Bitner (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56, 57–71. <https://doi.org/10.1017/CBO9781107415324.004>. Boerner, S., Moser, V., & Jobst, J. (2011). Evaluating cultural industries: Investigating visitors' satisfaction in theatres. *The Service Industries Journal*, 31(6), 877–895. <https://doi.org/10.1080/02642060902960792>. Bollen, K. (1989). Structural equations with latent variables. New York: John Wiley and Sons. Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: From expectations to behavioral

intentions. *Journal of Marketing Research*, 30(1), 7–27. <https://doi.org/10.2307/3172510>.

Bowen, J. T., & Chen, S. L. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 213–217. <https://doi.org/10.1108/09596110110395893>.

Brunner-Sperdin, A., Peters, M., & Strobl, A. (2012). It is all about the emotional state: Managing tourists' experiences. *International Journal of Hospitality Management*, 31(1), 23–30. <https://doi.org/10.1016/j.ijhm.2011.03.004>.

Bui, M., & Kemp, E. (2013). E-tail emotion regulation: Examining online hedonic product purchases. *International Journal of Retail & Distribution Management*, 41(2), 155–170. <https://doi.org/10.1108/09590551311304338>.

Bustamante, J. C., & Rubio, N. (2017). Measuring customer experience in physical retail environments. *Journal of Service Management*, 28(5), 884–913. <https://doi.org/10.1108/JOSM-06-2016-0142>.

Carmines, E. G., & Zeller, R. A. (1979). Reliability and validity assessment. USA: Sage, CA.

Carreira, R., Patricio, L., Natal, J. R., & Magee, C. (2014). Understanding the travel experience and its impact on attitudes, emotions and loyalty towards the transportation provider-A quantitative study with mid-distance bus trips. *Transport Policy*, 31, 35–46. <https://doi.org/10.1016/j.tranpol.2013.11.006>.

Carù, A., & Cova, B. (2005). The impact of service elements on the artistic experience: The case of classical music concerts. *International Journal of Arts Management*, 7(2), 39–54. <https://doi.org/10.2307/41064841>.

Castro, I., & Roldán, J. L. (2013). A mediation model between dimensions of social capital. *International Business Review*, 22(6), 1034–1050. <https://doi.org/10.1016/j.ibusrev.2013.02.004>.

Chao, P. (2008). Exploring the nature of the relationships between service quality and customer loyalty: An attribute-level analysis. *Service Industries Journal*, 28(1), 95–116. <https://doi.org/10.1080/02642060701725610>.

Chaudhuri, A., & Holbrook, M. B. (2003). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>.

Cheon, Y.-S. (2016). A study on the relationship among physical environment of festivals, perceived value, participation satisfaction, and festival image. *International Review of Management and Marketing*, 6(5), 281–287.

Clark, M. S., & Isen, A. M. (1982). Toward understanding the relationship between feeling states and social behavior. In A. Hastorf, & A. Isen (Eds.). *Cognitive social psychology* (pp. 73–108). New York: Elsevier North-Holland.

Cohen, J. (1988). Statistical power analysis for the behavioral sciences. *Statistical Power Analysis for the Behavioral Sciences*. <https://doi.org/10.1234/12345678>.

Colbert, F. (2012). Financing the arts: Some issues for a mature market. *Megatrend Review*, 9, 83–96.

Cummins, R. A. (1997). The Directory of instruments to measure quality of life and cognate areas of study (4th ed.). Melbourne: Deakin University.

Dawes, J. (2008). Do data characteristics change according to the number of scale points used? An experiment using 5-point, 7-point and 10-point scales. *International Journal of Market Research*, 50(1), 61–104. <https://doi.org/10.1177/147078530805000106>.

De Rojas, M. D. C., & Camarero, M. D. C. (2006). Experience and satisfaction of visitors to museums and cultural exhibitions. *International Review on Public and Non Profit Marketing*, 3(1), 49–65. Retrieved from <http://link.springer.com/article/10.1007/BF02893284>.

De Ruyter, K., & Bloemer, J. (1999). Customer loyalty in extended service settings: The interaction between satisfaction, value attainment and positive mood. *International Journal of Service Industry Management*, 10(3), 320–336. <https://doi.org/10.1108/09564239910276917>.

Dedeoglu, B. B., Bilgihan, A., Ye, B. H., Buonincontri, P., & Okumus, F. (2018). The impact of servicescape on hedonic value and behavioral intentions: The importance of previous experience. *International Journal of Hospitality Management*, 72, 10–20. <https://doi.org/10.1016/j.ijhm.2017.12.007>.

Del Chiappa, G., Andreu, L., & Gonzalez-Gallarza, M. (2014). Emotions and visitors' satisfaction at a museum. *International Journal of Culture, Tourism and Hospitality Research*, 8(4), 420–431. <https://doi.org/10.1108/IJCTHR-03-2014-0024>.

Diamantopoulos, A., & Winklhofer, H. M. (2001).

Index construction with formative indicators: An alternative to scale development. *Journal of Marketing Research*, 38(2), 269–277. <https://doi.org/10.1509/jmkr.38.2.269.18845>. Dong, P., & Siu, N. Y. M. (2013). Servicescape elements, customer predispositions and service experience: The case of theme park visitors. *Tourism Management*, 36, 541–551. <https://doi.org/10.1016/j.tourman.2012.09.004>. Donovan, R. J., & Rossiter, J. R. (1982). Store atmosphere: An environmental psychology approach. *Journal of Retailing*, 58(1), 34. Dubé, L., & Menon, K. (2000). Multiple roles of consumption emotions in post-purchase satisfaction with extended service transactions. *International Journal of Service Industry Management*, 11(3), 287–304. <https://doi.org/10.1108/09564230010340788>. Durna, U., Dedeoglu, B. B., & Balıkcıoğlu, S. (2015). The role of servicescape and image perceptions of customers on behavioural intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728–1748. <https://doi.org/10.1108/IJCHM-04-2014-0173>. Edvardsson, B. (2005). Service quality: Beyond cognitive assessment. *Managing Service Quality*, 15(2), 127–131. <https://doi.org/10.1108/09604520510585316>. Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*. Akron, OH: University of Akron Press. Fillis, I. (2011). The evolution and development of arts marketing research. *Arts Marketing: An International Journal*, 1(1), 11–25. <https://doi.org/10.1108/20442081111129842>. Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6–21. Fornell, C., & Larcker, D. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(3), 39–50. <https://doi.org/10.2307/3151312>. Fraering, M., & Minor, M. S. (2013). Beyond loyalty: Customer satisfaction, loyalty, and fortitude. *Journal of Services Marketing*, 27(4), 334–344. <https://doi.org/10.1108/08876041311330807>. Gonzalez-Gallarza, M., & Gil-Saura, I. (2006). Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students' travel behaviour. *Tourism Management*, 27(3), 437–452. <https://doi.org/10.1016/j.tourman.2004.12.002>. Grayson, R. A. S., & McNeill, L. S. (2009). Using atmospheric elements in service retailing: Understanding the bar environment. *Journal of Services Marketing*, 23(6–7), 517–527. <https://doi.org/10.1108/08876040910995301>. Griffin, M., Babin, B. J., & Modianos, D. (2000). Shopping values of Russian consumers: The impact of habituation in a developing economy. *Journal of Retailing*, 76(1), 33–52. [https://doi.org/10.1016/S0022-4359\(99\)00025-1](https://doi.org/10.1016/S0022-4359(99)00025-1). Gürlek, M., Düzgün, E., & Uygur, S. M. (2017). How does corporate social responsibility create customer loyalty? The role of corporate image. *Social Responsibility Journal*, 13(3), 409–427. <https://doi.org/10.1108/SRJ-10-2016-0177>. Gwinner, K. P., Gremler, D. D., & Bitner, M. J. (1998). Relational benefits in services industries: The customer's perspective. *Journal of the Academy of Marketing Science*, 26(2), 101–114. <https://doi.org/10.1177/0092070398262002>. Hadi, N. U., Abdullah, N., & Sentosa, I. (2016). Making sense of mediating analysis: A marketing perspective. *Review of Integrative Business and Economics Research*, 5(2), 62–67. <https://doi.org/10.1037/a0034592>. Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. California: Sage Publications. Hall, E., Binney, W., & Viece, J. (2016). Increasing loyalty in the arts by bundling consumer benefits. *Arts and the Market*, 6(2), 141–165. <https://doi.org/10.1108/AAM-01-2014-0008>. Han, H., & Back, K.-J. (2006). Investigating the effects of consumption emotions on customer satisfaction and repeat visit intentions in the lodging industry. *Journal of Hospitality & Leisure Marketing*, 15(3), 1–30. <https://doi.org/10.1300/J150v15n03>. Hanks, L., Line, N., & Yang, W. (2017). Status seeking and perceived similarity: A consideration of homophily in the social servicescape. *International Journal of Hospitality Management*, 60, 123–132. <https://doi.org/10.1016/j.ijhm.2016.10.007>. Hanks, L., & Line, N. D. (2018). The restaurant social servicescape: Establishing a nomological

framework. *International Journal of Hospitality Management*, 74, 13–21. <https://doi.org/10.1016/j.ijhm.2018.01.022>.

Harris, L. C., & Ezech, C. (2008). Servicescape and loyalty intentions: An empirical investigation. *European Journal of Marketing*, 42(3/4), 390–422. <https://doi.org/10.1108/03090560810852995>.

Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical mediation analysis in the new millennium. *Communication Monographs*, 76, 408–420.

Hazlett, R. L., & Hazlett, S. Y. (1999). Emotional response to television commercials: B. Tubillejas-Andrés, et al. *Tourism Management Perspectives* 34 (2020) 100660 11 Facial EMG vs. self-report. *Journal of Advertising Research*, 39(2), 7–23.

Henseler, J., Ringle, C., & Sinkovics, R. (2009). The use of partial least square path modelling in international marketing. In I. Rudolf, R. Sinkovics, & N. Pervez (Eds.). *Advance in international marketing* (pp. 277–319). Bingley: Emerald Group Publishing Limited.

Hightower, R., Brady, M. K., & Baker, T. L. (2002). Investigating the role of the physical environment in hedonic service consumption: An exploratory study of sporting events. *Journal of Business Research*, 55(9), 697–707. [https://doi.org/10.1016/S0148-2963\(00\)00211-3](https://doi.org/10.1016/S0148-2963(00)00211-3).

Hoffman, K. D., & Turley, L. W. (2002). Atmospheric, service encounters and consumer decision making: An integrative perspective. *Journal of Marketing Theory and Practice*, 10(3), 33–46. <https://doi.org/10.1080/10696679.2002.11501918>.

Hoffman, K. D. D., Kelley, S. W. W., & Chung, B. C. C. (2003). A CIT investigation of servicescape failures and associated recovery strategies. *Journal of Services Marketing*, 17(4), 322–340. <https://doi.org/10.1108/08876040310482757>.

Holbrook, M. B., & Holbrook, M. B. (1999). Introduction to consumer value. *Consumer value, a framework for analysis and research, interpretative marketing research series* (pp. 1–28). London: Routledge.

Holbrook, M. B., & Batra, R. (1987). Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of Consumer Research*, 14(3), 404–420. <https://doi.org/10.1086/209123>.

Hume, M., & Sullivan Mort, G. (2010). The consequence of appraisal emotion, service quality, perceived value and customer satisfaction on repurchase intent in the performing arts. *Journal of Services Marketing*, 24(2), 170–182. <https://doi.org/10.1108/08876041011031136>.

Hyun, H., Park, J., Ren, T., & Kim, H. (2018). The role of ambiances and aesthetics on millennials' museum visiting behavior. *Arts and the Market*, 8(2), 152–167. <https://doi.org/10.1108/aam-04-2017-0006>.

Iniesta-Bonillo, M. A., & Sánchez-Fernández, R. (2008). Tail atmosphere be useful in creating consumer value, satisfaction and loyalty? An empirical investigation in the restaurant industry. 7th international congress marketing trends Venice.

Jobst, J., & Boerner, S. (2011). Understanding customer satisfaction in opera: First steps toward a model. *International Journal of Nonprofit and Voluntary Sector Marketing*, 16(1), 50–69. <https://doi.org/10.1002/nvsm>.

Kim, N., & Lee, M. (2012). Other customers in a service encounter: Examining the effect in a restaurant setting. *Journal of Services Marketing*, 26(1), 27–40. <https://doi.org/10.1108/08876041211199706>.

Kleinbaum, D. G., Kupper, L. L., & Muller, K. E. (1988). *Applied regression analysis and other multivariable methods* (2nd ed.). Boston: PWS-Kent, MA.

Koenig-Lewis, N., & Palmer, A. (2014). The effects of anticipatory emotions on service satisfaction and behavioral intention. *Journal of Services Marketing*, 28(6), 437–451. <https://doi.org/10.1108/JSM-09-2013-0244>.

Koo, D. M., & Ju, S. H. (2010). The interactional effects of atmospheric and perceptual curiosity on emotions and online shopping intention. *Computers in Human Behavior*, 26(3), 377–388. <https://doi.org/10.1016/j.chb.2009.11.009>.

Kottasz, R. (2006). Understanding the influences of atmospheric cues on the emotional responses and behaviours of museum visitors. *Journal of Nonprofit & Public Sector Marketing*, 16(1), 95–121. <https://doi.org/10.1300/J054v16n01>.

Kraiger, K., Billings, R. S., & Isen, A. M. (1989). The influence of positive affective states on task perceptions and satisfaction. *Organizational Behavior and Human Decision Processes*, 44(1), 12–25. [https://doi.org/10.1016/0749-5978\(89\)90032-0](https://doi.org/10.1016/0749-5978(89)90032-0).

Kwortnik, R. J. (2008). Shipped influence on

the leisure cruise experience. *International Journal of Culture, Tourism and Hospitality Research*, 2(4), 289–311. <https://doi.org/10.1108/17506180810908961>. Lee, C. K., Yoon, Y. S., & Lee, S. K. (2007). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ. *Tourism Management*, 28(1), 204–214. <https://doi.org/10.1016/j.tourman.2005.12.017>. Lee, L. T.-S., & Vichet, K. (2008). The effects of service climate and servicescape on service convenience in the hospital. *International Journal of Services and Standards*, 4(4), 415–436. <https://doi.org/10.1504/IJSS.2008.020057>. Lee, Y.-K., Back, K.-J., & Kim, J.-Y. (2009). Family restaurant brand personality and its impact on customer's eMotion, satisfaction, and brand loyalty. *Journal of Hospitality and Tourism Research*, 33(3), 305–328. <https://doi.org/10.1177/1096348009338511>. Lee, Y. K., Lee, C. K., Lee, S. K., & Babin, B. J. (2008). Festivalscape and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, 61(1), 56–64. <https://doi.org/10.1016/j.jbusres.2006.05.009>. Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>. Leong, S. M., Ang, S. H., Hui, L., & Low, L. (1997). Effects of physical environment and locus of control on service evaluation. *Journal of Retailing and Consumer Services*, 4(4), 231–237. [https://doi.org/10.1016/S0969-6989\(96\)00046-X](https://doi.org/10.1016/S0969-6989(96)00046-X). Lin, I. Y., & Worthley, R. (2012). Servicescape moderation on personality traits, emotions, satisfaction, and behaviors. *International Journal of Hospitality Management*, 31(1), 31–42. <https://doi.org/10.1016/j.ijhm.2011.05.009>. Lin, J.-S. C., & Liang, H.-Y. (2011). The influence of service environments on customer emotion and service outcomes. *Managing Service Quality*, 21(4), 350–372. <https://doi.org/10.1108/09604521111146243>. López Caro, C., Fernández Aguirre, K., & Mariel, P. (2002). Índices de Satisfacción del consumidor: Una aplicación de modelos de ecuaciones estructurales a la industria automovilística española. *Documentos de Trabajo BILTOKI*, 4. Loureiro, S. M. C. (2017). Medical tourists' emotional and cognitive response to credibility and Servicescape. *Current Issues in Tourism*, 20(15), 1633–1652. <https://doi.org/10.1080/13683500.2015.1050363>. Machleit, K. A., & Eroglu, S. A. (2000). Describing and measuring emotional response to shopping experience. *Journal of Business Research*, 49(2), 101–111. [https://doi.org/10.1016/S0148-2963\(99\)00007-7](https://doi.org/10.1016/S0148-2963(99)00007-7). Mari, M., & Poggesi, S. (2013). Servicescape cues and customer behavior: A systematic literature review and research agenda. *The Service Industries Journal*, 33(2), 171–199. <https://doi.org/10.1080/02642069.2011.613934>. Mattila, A. S., & Enz, C. A. (2002). The role of emotions in service encounters. *Journal of Service Research*, 4, 268–277. <https://doi.org/10.1177/1094670502004004004>. McKinney, L. N. (2004). Creating a satisfying internet shopping experience via atmospheric variables. *International Journal of Consumer Studies*, 28(3), 268–283. <https://doi.org/10.1111/j.1470-6431.2004.00368.x>. Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge: MIT Press. Mencarelli, R. (2008). Conceptualizing and measuring the perceived value of an arts venue as applied to live performance. *International Journal of Arts Management*, 11(1), 42–59. Merrilees, B., & Miller, D. (2001). Superstore interactivity: A new self-service paradigm of retail service? *International Journal of Retail & Distribution Management*, 29(8), 379–389. <https://doi.org/10.1108/09590550110396953>. Miao, L., & Mattila, A. S. (2013). The impact of other customers on customer experiences. *Journal of Hospitality and Tourism Research*, 37(1), 77–99. <https://doi.org/10.1177/1096348011425498>. Michael, D. H., & Keith, C. J. (1996). Employee performance cues in a hotel service environment: Influence on perceived service quality, value, and word-of-mouth intentions. *Journal of Business Research*, 35(3), 207–215. Moore, R., Moore, M. L., & Capella, M. (2005). The impact of customer-to-customer interactions in a high personal contact service setting. *Journal of Services Marketing*, 19(7), 482–491. <https://doi.org/10.1108/08876040510625981>. Nguyen, D. T., DeWitt, T., & Russell-Bennett, R.

(2012). Service convenience and social servicescape: Retail vs hedonic setting. *Journal of Services Marketing*, 26(4–5), 265–277. <https://doi.org/10.1108/08876041211237569>. Nilsson, E., & Ballantyne, D. (2014). Reexamining the place of servicescape in marketing: A service-dominant logic perspective. *Journal of Services Marketing*, 28(5), 374–379. <https://doi.org/10.1108/JSM-01-2013-0004>. Nunnally, J. C. (1978). *Psychometric theory*. New York: McGraw Hill. Oliver (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research*, 20(3), 418. <https://doi.org/10.1086/209358>. Oliver (1999). Whence consumer loyalty? *The Journal of Marketing*, 63, 33–44. <https://doi.org/10.2307/1252099>. Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York: McGraw-Hill. Oliver, R. L., Rust, R. T., & Varki, S. (1997). Customer delight: Foundations, findings, and managerial insight. *Journal of Retailing*, 73(3), 311–336. [https://doi.org/10.1016/S0022-4359\(97\)90021-X](https://doi.org/10.1016/S0022-4359(97)90021-X). Oviedo-García, M.Á., Vega-Vázquez, M., Castellanos-Verdugo, M., & Orgaz-Agüera, F. (2019). Tourism in protected areas and the impact of servicescape on tourist satisfaction, key in sustainability. *Journal of Destination Marketing and Management*, 12, 74–83. <https://doi.org/10.1016/j.jdmm.2019.02.005>. Palmer, A., & Koenig-Lewis, N. (2010). Primary and secondary effects of emotions on behavioural intention of theatre clients. *Journal of Marketing Management*, 26(13–14), 1201–1217. <https://doi.org/10.1080/0267257X.2010.523008>. Pardo, A., & Román, M. (2013). Reflections on the Baron and Kenny model of statistical mediation. *Anales de Psicología*, 29(2), 614–623. <https://doi.org/10.6018/analesps.29.2.139241>. Pareigis, J., Echeverri, P., & Edvardsson, B. (2012). Exploring internal mechanisms forming customer servicescape experiences. *Journal of Service Management*, 23(5), 677–695. <https://doi.org/10.1108/09564231211269838>. Phillips, D. M., & Baumgartner, H. (2002). The role of consumption emotions in the satisfaction response. *Journal of Consumer Psychology*, 12(3), 243–252. https://doi.org/10.1207/S15327663JCP1203_06. Pizam, A., & Tasci, A. D. A. (2019). Experienscape: Expanding the concept of servicescape with a multi-stakeholder and multi-disciplinary approach (invited paper for ‘luminaries’ special issue of *International Journal of Hospitality Management*). *International Journal of Hospitality Management*, 76, 25–37. <https://doi.org/10.1016/j.ijhm.2018.06.010>. Popescu, R. L. (2007). Challenges and solutions for the development of small and medium sized cities within the European Union. *Administration and Public Management Review*, 120–125. Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior Research Methods, Instruments, & Computers*, 36(4), 717–731. <https://doi.org/10.3758/BF03206553>. Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879–891. <https://doi.org/10.3758/BRM.40.3.879>. Pullman, M. E., Gross, M. A., Sciences, D., & Summer, A. (2004). Ability of experience design elements to elicit. *Decision Sciences*, 35(3), 551–579. Real, J. C., Roldán, J. L., & Leal, A. (2014). From entrepreneurial orientation and learning orientation to business performance: Analysing the mediating role of organizational learning and the moderating effects of organizational size. *British Journal of Management*, 25(2), 186–208. <https://doi.org/10.1111/j.1467-8551.2012.00848.x>. Rentschler, R., Radbourne, J., & Carr, R. (2001). Relationship marketing, audience retention and performing arts organisation viability. *International Journal of Nonprofit and Voluntary Sector Marketing*, 7(2), 118–130. <https://doi.org/10.1002/nvsm.173>. Richins, M. L. (1997). Measuring emotions in the consumption experience. *Journal of Consumer Research*, 24(2), 127–146. <https://doi.org/10.1086/209499>. Ringle, C. M., Smith, D., Reams, R., Sarstedt, M., Ringle, C. M., Smith, D., ... Hair, J. F. B. Tubillejas-Andrés, et al. *Tourism Management Perspectives* 34 (2020) 100660 12 (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for

family business researchers. *Journal of Family Business Strategy*, 5(1), 105–115. <https://doi.org/10.1016/j.jfbs.2014.01.002>.

Robinette, S., Brand, C., & Lenz, V. (2002). *Emotion marketing: The Hallmark way of winning customers for life*. New York, NY: McGraw-Hill.

Rosenbaum, M. S., & Massiah, C. (2011). An expanded servicescape perspective. *Journal of Service Management*, 22(4), 471–490. <https://doi.org/10.1108/09564231111155088>.

Ryu, K., Lee, H.-R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223. <https://doi.org/10.1108/09596111211206141>.

Sánchez-Fernández, R., Iniesta-Bonillo, M. A., & Criado Gomis, A. (2010). Hedonic value, satisfaction and loyalty: An empirical analysis in a service context. *Journal of Marketing Trends*, 1(January), 27–40.

Shapiro, S., & Spence, M. T. (2002). Factors affecting encoding, retrieval, and alignment of sensory attributes in a memory-based brand choice task. *Journal of Consumer Research*, 28(4), 603–617. <https://doi.org/10.1086/338204>.

Sobel, M. E. (1982). Asymptotic confidence intervals for indirect effects in structural equation models. *Sociological Methodology*, 13, 290. <https://doi.org/10.2307/270723>.

Stoel, L., Wickliffe, V., & Lee, K. H. (2004). Attribute beliefs and spending as antecedents to shopping value. *Journal of Business Research*, 57(10), 1067–1073. [https://doi.org/10.1016/S0148-2963\(03\)00016-X](https://doi.org/10.1016/S0148-2963(03)00016-X).

Sullivan Mort, G., Weerawardena, J., & Carnegie, K. (2003). Social entrepreneurship: Towards conceptualisation. *International Journal of Nonprofit and Voluntary Sector Marketing*, 8(1), 76–88. <https://doi.org/10.1002/nvsm.202>.

Taylor, A. B., MacKinnon, D. P., & Tein, J.-Y. (2007). Tests of the three-path mediated effect. *Organizational Research Methods*, 11(2), 241–269. <https://doi.org/10.1177/1094428107300344>.

Tombs, A., & McColl-Kennedy, J. R. (2003). Social-servicescape conceptual model. *Marketing Theory*, 3(4), 447–475. <https://doi.org/10.1177/1470593103040785>.

Tombs, A., & McColl-Kennedy, J. R. (2010). Customers as spatial and social influencers on other customers in the social-Servicescape. Troilo, G., Cito, M. C., & Soscia, I. (2014). Repurchase behavior in the performing arts: Do emotions matter without involvement? *Psychology and Marketing*, 31(8), 635–646. <https://doi.org/10.1002/mar.20724>.

Turley, L., & Milliman, R. E. (2000). Atmospheric effects on shopping behavior. *Journal of Business Research*, 49(2), 193–211. [https://doi.org/10.1016/S0148-2963\(99\)00010-7](https://doi.org/10.1016/S0148-2963(99)00010-7).

Uhrich, S., & Benkenstein, M. (2012). Physical and social atmospheric effects in hedonic service consumption: Customers' roles at sporting events. *The Service Industries Journal*, 32(11), 1741–1757. <https://doi.org/10.1080/02642069.2011.556190>.

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17. <https://doi.org/10.1509/jmkg.68.1.1.24036>.

Vigolo, V., Bonfanti, A., Sallaku, R., & Douglas, J. (2019). The effect of signage and emotions on satisfaction with the servicescape: An empirical investigation in a healthcare service setting. *Psychology & Marketing*, 1–10.

Voorhees, C. M., Fombelle, P. W., Gregoire, Y., Bone, S., Gustafsson, A., Sousa, R., & Walkowiak, T. (2017). Service encounters, experiences and the customer journey: Defining the field and a call to expand our lens. *Journal of Business Research*, 79, 269–280. <https://doi.org/10.1016/j.jbusres.2017.04.014>.

Wakefield, K. L., & Blodgett, J. (2016). Retrospective: The importance of servicescapes in leisure service settings. *Journal of Services Marketing*, 30(7), 686–691. <https://doi.org/10.1108/JSM-08-2016-0291>.

Wakefield, K. L., & Blodgett, J. G. (1996). The effect of the servicescape on customers' behavioral intentions in leisure service settings. *Journal of Services Marketing*, 10(6), 45–61. <https://doi.org/10.1108/08876049610148594>.

White, C. J. (2010). The impact of emotions on service quality, satisfaction, and positive word-of-mouth intentions over time. *Journal of Marketing Management*, 26(5–6), 381–394. <https://doi.org/10.1080/02672571003633610>.

Wong, K. K. K. (2016). Mediation analysis,

categorical moderation analysis, and higherorder constructs modeling in partial least squares structural equation modeling (PLSSEM): A B2B example using SmartPLS. *The Marketing Bulletin*, 26, 1–22.

Wright, R. T., Campbell, D. E., Thatcher, J. B., & Roberts, N. (2012). Operationalizing multidimensional constructs in structural equation modeling: Recommendations for IS research. *Communications of the Association for Information Systems*, 30(23), 367–412.

Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology and Marketing*, 21(10), 799–822. <https://doi.org/10.1002/mar.20030>.

Yu, Y.-T., & Dean, A. (2001). The contribution of emotional satisfaction to consumer loyalty. *International Journal of Service Industry Management*, 12(3), 234–250. <https://doi.org/10.1108/09564230110393239>.

Yüksel, A. (2007). Tourist shopping habitat: Effects on emotions, shopping value and behaviours. *Tourism Management*, 28(1), 58–69. <https://doi.org/10.1016/j.tourman.2005.07.017>.

Zeithaml (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 5–22. <https://doi.org/10.2307/1251446>.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46. Retrieved from <http://www.ama.org>.

Zhao, X., Lynch, J. G., Jr., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>.