

Exploring the Boundary Conditions for Overcoming Low Store Accessibility

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Abstract

For retailers, low store accessibility is one of the biggest challenges. This study examines the factors overcoming the disadvantages of low accessibility. The results show that outcome simulation and hedonic service can overcome the disadvantages of low accessibility. Specifically, Results of study 1 indicate that when consumers are involved with outcome simulation, behavior intention are not influenced by accessibility level. However, when consumers are involved in process simulation, they prefer to visit the stores located in near distance. Next, Results of study 2 indicate that the negative effect of low accessibility on consumer's behavioral intention is dampened in stores providing hedonic service associated with experiential and pleasurable benefits. However, when stores provide utilitarian services related to the practical and functional benefits of consumption offerings, consumers prefer to visit the near store. Taken together, for retailers with low store accessibility, they should make consumers focus the experiential and hedonic benefits of service to overcome it.

Keywords: Store accessibility, Mental simulation, Process-focused simulation, Outcome-focused simulation, Service context, Hedonic service, Utilitarian service, Behavior intention

1. Introduction

For many retailers, low store accessibility is one of the biggest challenges. Many stores want to know what would be the best way to overcome the disadvantages caused by the store's low accessibility. If so, under what conditions customers would be less influenced by the effects of accessibility?

Previous literature supports the importance of convenience of store when consumers repurchase a product (e.g., Ashley, Ligas, and Chaudhuri 2010; Berry, Seiders, and Grewal 2002; Seiders, Berry, and Gresham 2000). According to the principle of location theory, the distance of store is inversely related to the store attractiveness (Ashley et al. 2010; Inman, Shankar, and Ferraro 2004). Therefore, this study tries to provide the solution for retailer's hot concerns and suggest more effective marketing strategies to retail managers. Various companies have their stores on different locations. Therefore, it is inevitable that sales are heavily influenced by the geographical characteristics. Accessibility is nonmonetary costs that require consumers to spend time and efforts. Therefore, it is critical for a company to minimize perceived nonmonetary costs so as to increase consumers' retention or behavior intention.

This study explores the factors overcoming the disadvantages of low store accessibility. That is, this study examines the moderating effects of mental simulation and service context between accessibility and behavior intention. The findings from this study have some practical implications. This paper contributes to retailers by investigating the factors moderating the relationship between store accessibility and consumers' behaviors.

Managers can overcome the disadvantages of inconvenient accessibility by utilizing consumers' mental simulation and provide differentiated hedonic services if retailers cannot choose a location that is easy to access. In this point, exploring the potential ideas and ways for developing outcome-oriented thinking and hedonic aspects of service in advertising and consumers' minds represents a promising avenue for further research.

2. Literature Review

2.1 Accessibility

Consumers think time/effort costs such as shopping convenience importantly (Seiders, Voss, and Grewal 2005). Non-monetary costs (time/effort) are negatively related to revisit intention and store evaluation. Perceptions of time cost are negatively related to commitment to store and accessibility of retailer and pleasurable shopping experiences are expected to heighten consumers' store commitment (Ashley et al. 2010; Baker, Parasuraman, Grewal, and Voss 2002; Inman et al. 2004). Store accessibility is one of the important factors that attract customers to the stores (Berry et al. 2002; Seiders et al. 2000). High accessibility means ease of transportation which represents by a short distance and time to the store. It is generally agreed that, all other things being equal, consumers prefer to visit stores which are convenient and easy to go. The retail location theory highlights that the consumer's perceived distance from a store has a negative relation with their attraction to the store (Ashley et al. 2010; Inman et al. 2004).

High store accessibility enhances consumers' perceived value in terms of convenience, while low store accessibility decreases it due to perceived effort, time cost, and sacrifice perceptions (Ashley et al. 2010). Consumer would feel much more satisfied when they visit the stores closely located. In addition, according to Wu and Hsing's study (2006) high accessibility, better accessibility implies fewer impediments to the shoppers making their trip to the store. Thus, customers would be likely to form the more positive attitude and behavioral intention as well.

According to the cost-benefit framework on consumer's perceived value or utility, utilities gained from purchasing are determined by the differences between benefits and costs. In this context, costs include monetary costs of products like price as well as non-monetary costs like time, efforts and physical fatigue. Especially, time and efforts are directly related with consumer's shopping experience, which have been regarded as the important predictors of consumers' patronage intentions (Ashley et al. 2010; Baker et al. 2002). If it takes a lot of time and efforts to get to store, then customers would think the store has low value to them because of inconvenience. Therefore, time and efforts are utilized to manipulate store accessibility in this study using scenarios.

2.2 Mental Simulation

When making decisions on purchases or visits, consumers could simulate the process or benefits of receiving a service (Escalas and Luce 2003, 2004; Pham and Taylor 1999; Thompson et al. 2009; Zhao, Hoeffler, and Zauberman 2007). Mental simulations enhance the links between thoughts and actions (Pham and Taylor 1999). Mental simulation refers to the imitative representation of real or hypothetical events (Taylor and Schneider 1989). It can be regarded as the cognitive construction of hypothetical events/scenarios or reconstruction of real ones (Anderson 1983; Carroll 1978; Escalas and Luce 2003, 2004; Gregory, Cialdini, and Carpenter 1982). It can include reconstructions of previous events, rehearsals of upcoming potential events, fantasies, or a combination of real and hypothetical ones (Taylor et al. 1998).

There are two conceptual types of mental simulations: outcome-focused simulation and process-focused simulation. Process-focused simulation involves on the step-by-step elaboration and planning process that finally results in one's desired outcome (Escalas and Luce 2004; Taylor et al. 1998). This allows people to create a plan and a way of doing something in details before beginning. The step-by-step thinking and rehearsal of a process-focused simulation is more likely to lead to the creation of action plan and increases the likelihood of enacting a plan, affecting behavioral intentions and actual behavior.

On the other hand, outcome-oriented process stimulates consumers to think out and focus on the end benefits or a state they want to arrive or achieve (Taylor et al. 1998). Outcome-focused simulation involves a goal picturing, goal orientation, and goal-setting, so rehearsing the end goal or final outcome that one wants to obtain may drive and facilitate one's efforts to gain the goal or promote self-efficacy perceptions. Similarly, it could be said that

customer who is more outcome-focused will think about the end-goal rather than the process or steps they need to take.

Previous literature on mental simulation notes that it can have an influence on consumers' future outcomes through some changes in attitude, behavioral intention, or even behavior itself (Anderson 1983; Carroll 1978). Mental simulation has been applied to the study of various marketing domains, especially for the promotion and advertising fields in particular. Even though mental simulations seem to facilitate behavioral intentions and actual behavior, little research has been conducted the differential effects of two distinct types of mental simulations on behavioral intentions and actual behavior. For instance, customers who are planning for shopping could either visualize themselves going to the stores or think about them picking up items at the stores. By doing so, they would try to find the most comfortable or efficient ways to get whatever they needed from the retail shopping. So in this study mental simulation has been applied to retailing context where low store accessibility is one of the biggest challenges. We would like to examine the moderating effect of mental simulation on consumer's behavioral intention when they are planning to buy some products in different service contexts.

2.3 Service context: Hedonic vs. utilitarian service

The service context is likely to influence customer's expectations on consumption experience (Mattila 2001). Research on previous consumption experience has noted that consumers buy services due to the utilitarian and hedonic benefits (Hirshman and Holbrook 1982; Huang and Lin 2011; Stafford et al. 2002; Wirtz and Lee 2003). Utilitarian services are related to the instrumental, functional, and practical benefits of consumption, while hedonic services are considered as having more experiential, pleasurable/fun and value-expressive benefits (Huang and Lin 2011; Batra and Ahtola 1991; Chitturi et al. 2007; Dhar and Wertenbroch 2000). Generally, services can be dichotomized into utilitarian or hedonic. Utilitarian services are connected to functional and rational task performance, such as hospital, banking, and bookstore. On the other hand, hedonic services are related to enjoyment and pleasure, such as clubs, restaurants, and café (Huang and Lin 2011).

The current research investigates the impact of accessibility on behavioral intention in hedonic and utilitarian service contexts. Hedonic service contexts furnish consumers with hedonic benefits such as excitement and enjoyment (Jiang and Wang 2006). In hedonic service contexts, consumers are likely to accumulate their affect and feelings while shopping around the store into their long-term memory and they might recall them easily when necessary (Jiang and Wang 2006). Consumers generally use hedonic services for hedonics goals such as enjoyment and pleasure. Thus, consumers evaluate the hedonic service grounded on how much fun and excitement from their shopping experience in retail stores (Jiang and Wang 2006). Hence, hedonics cues such as pleasure and fun will be more salient and important influencers in the hedonic services evaluation (Batra and Ahtola 1991; Jiang and Wang 2006).

On the contrary, utilitarian services mainly provide certain functional and instrumental utilities from inherent attributes of services such as dental service or solve consumers' practical problems like realty consulting (Jiang and Wang 2006). Consumers evaluate the utilitarian service based on the functional and instrumental utilities that service itself provides (Batra and Ahtola 1991; Jiang and Wang 2006). Consumers using utilitarian service are more likely to store their experiences and thoughts from service's utilitarian attributes into their memory. Therefore, the utilitarian values versus hedonic ones will be more considered as critical and important in evaluating the utilitarian services (Batra and Ahtola 1991; Jiang and Wang 2006).

Generally, hedonic services provide more experimental and sensory indulgent consumption such as excitement, pleasure, and fun, whereas utilitarian services are primarily functional and instrumental consumption (Hirschman and Holbrook 1982; Strahilevitz and Myers 1998). The conceptual distinction of hedonic and utilitarian services will help us to explain the effect of accessibility level on behavioral intentions. It may even help clarify the boundary condition under which low store accessibility will overcome its negative influence.

In this study, we defined hedonic services is ones whose central characteristics of consumption experience are a sensory and affective experiences of fantasy, pleasure, and fun (Batra and Ahtola 1991; Hirschman and Holbrook 1982). On the other hand, utilitarian services are regarded as ones whose consumption experience is largely characterized by a more cognitively driven, instrumental, functional, or practical experience (Strahilevitz and Myers 1998).

3. Hypothesis Development

3.1 Accessibility and Mental Simulation

Keller and McGill (1994) found that more easily imagined salient attributes of service have a differential impact on consumer's decision making. For outcome-focused mental simulation, envisioning the outcomes or end-benefits of service that one wants to obtain may facilitate the efforts to attain the goal and make actions necessary to get what one wants. Thus, if consumers are involved with outcome simulation, they would mainly focus on benefits of service, but less focus on the non-monetary costs such as store distance and time taken, which may lead to dampen the negative effect of low accessibility.

Compared to the outcome simulation, process-focused simulation includes elaboration on the step-by-step planning process which results in a desired outcome (Escalas and Luce 2004; Taylor et al. 1998; Thompson et al. 2009). Process-focused thoughts and elaboration results in focusing on means and end benefits, thus it escalates decision-making difficulty when consumers experience trade-offs between benefits of service and procedure (e.g., time, efforts) of receiving services (Thompson et al. 2009). This decision-making difficulty leads to detrimental impact on consumers' subsequent behavioral intentions. Therefore, if consumers are involved with the process simulation, they would be more likely to concern about the procedure rather than benefits or pleasures they could ultimately get from purchasing products or receiving services. The future plan for how to attain a goal includes actionable and accurate details. Thus, process-focused consumers might consider more about specific routes or transportation needed to take for shopping. Based on the above logic, we predict differential effects of both mental simulations (process versus outcome simulation) in explaining the relationship between accessibility and behavioral intention. Therefore, we propose the following hypotheses;

H₁: The effect of accessibility on behavior intention will be moderated by the mental simulation.

H_{1a}: Under process-focused simulation, high accessibility will result in higher behavior intention compared to low accessibility.

H_{1b}: Under outcome-focused simulation, there will be no difference in behavior intention between low and high accessibility.

3.2 Accessibility and Service context

Store accessibility is an important factor in retail shopping. To overcome the disadvantages caused by low accessibility, retailers should find ways to trade off the inconvenience of time and efforts to get there. So this research suggests that service contexts could be a potential moderator between accessibility and consumers' behavior intention. Specifically, this research examines consumers' behavior intention in two service contexts, one of which is considered as superior on a hedonic characteristics and the other is regarded as superior on a utilitarian characteristics.

Hedonic services generally highlight more on experiential benefits such as pleasure than utilitarian services. Hedonic services emphasize sensory indulgence and pleasant and exciting aspects in the consumption experience. When consumers decide to go shopping to enjoy hedonic services characterized by experiential attributes, they would likely to focus more on the pleasurable and emotional benefits of service and relatively neglect non-monetary costs like time cost and efforts sacrificed to get to stores. In other words, they willingly invest their time and efforts to experience such benefits.

In contrast, utilitarian services bring more cognitive and functional benefits (Holbrook and Hirschman 1982; Oliver 1999; Woodruff and Gardial 1996). When imagining taking utilitarian services, customers would think more the functional and instrumental benefits of services rather than experiential benefits (pleasure or fun), which leads to evaluate the costs and benefits of services in detail. Applying the cost-benefit framework to utilitarian services, consumers would decide their behavior intentions by considering together the benefits from services and non-monetary costs for receiving services. Non-monetary costs such as time and efforts are important factors for customers' consideration in visiting the stores. Therefore, consumers would think about detailed shopping trip routes or transportation which they need to take in order to go to the stores. In this respect, behavior intention will be affected by the magnitude of accessibility. That is, they would likely to purchase the necessary products in the stores that are easily accessible with no need to take efforts to visit. Based on the above logic, we predict the

moderating effect of service context between accessibility and behavioral intention. Therefore, we propose the following hypotheses;

H₂: The effect of accessibility on behavior intention will be moderated by service context.

H_{2a}: For utilitarian service, high accessibility will result in higher behavior intention compared to low accessibility.

H_{2b}: For hedonic service, there will be no difference in behavior intention between low and high accessibility.

4. Study 1

4.1 Method and Design

We used a 2(Accessibility: high vs. low) x 2(Mental simulation: process-focused vs. outcome-focused simulation) between-subject design. 107 undergraduate students attending universities in Seoul participated in exchange for course credit.

Pretest 12 university students were asked to answer the interview and survey for the pretest of the experiment 1 in order to find the most suitable stimulation materials for the scenario. Through the pretest, the electronic store is selected as it is familiar to the student and also has both utilitarian and hedonic characteristics (to control the moderating effect of service context). Low accessibility as 30 minutes of metro transfer and high accessibility as 10 minutes of metro transfer was also selected for accessibility manipulation.

Procedure In two experiments, H1 and H2 were examined. Both studies use the same basic methodology, based on the presentation of scenario, stimuli, and questions. At the beginning of the survey, participants were asked to complete the brief open-ended questionnaires for the manipulation of mental simulation adopted by Escalas and Luce (2003, 2004) and Zhao et al. (2007). The scenario and stimuli for manipulation of accessibility level will be given to the participants. Scenarios of accessibility level are followings; Low accessibility is manipulated as follows. You must buy a particular cellular phone accessory. AA electronic store is located where it takes 10 minutes by metro from where you are. High accessibility is manipulated as follows. You must buy particular cellular phone accessory. AA electronic store is located where it takes 30 minutes by metro from where you are.

This study used three items (Cronbach's $\alpha = .85$) to measure the behavior intention, modified scales from Pham's (1998) study. On seven-point scale (1=not likely at all, 7=extremely likely), participant is asked to rate the degree of their likelihood of 1) current intention to visit the store, 2) future intention to visit the store and 3) recommendation to friends.

Next, for the manipulations check, participants were asked to mark their perceptions on store accessibility and their focus on end-benefits and desired pleasures of shopping products(for outcome-focused simulation) and processes of going to electronic stores(for process-focused simulation). Finally, in order to prevent the participants from getting affected or biased by current mood status, they are asked to rate their current feelings and their frequency of visits to electronic stores.

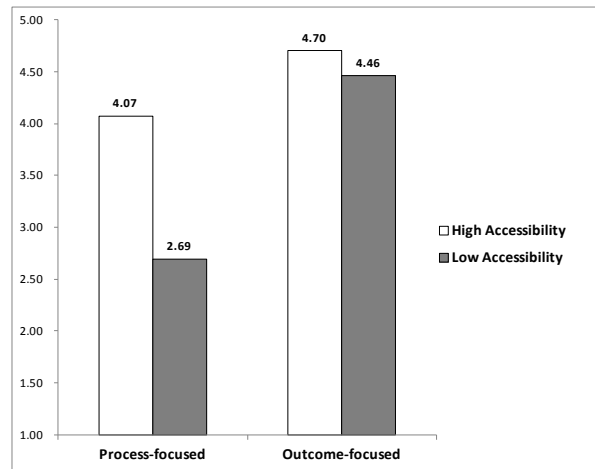
4.2 Results

Intended manipulations were successfully checked. Hypothesis H1, H1a and H1b was tested by ANOVA. The results of the hypothesis analysis are presented in Table 1 and Figure 1. Hypothesis 1 predicted that the effect of accessibility on behavior intention will be moderated by the mental simulation. Table 1 reveals that a interacting effect in the hypothesis ($F=4.903$, $p=.029$), contributing support for Hypothesis 1 (See Table 1 and Figure 1).

Table 1: ANOVA Analysis Results

Dependent Variable: Behavior intention

Source	Type III Sum of Squares	d.f.	MS	F-value	Sig.
Intercept	1679.928	1	1679.928	824.344	.000
A. Accessibility	17.459	1	17.459	8.567	.004
B. Mental simulation	37.816	1	37.816	18.556	.000
A x B	8.785	1	8.785	4.311	.040
Error	209.903	103	2.038		

Figure 1: Findings of Study 1

According to the results, intended manipulation was successfully checked. Hypothesis H1a and H1b were tested by planned contrast. The results of the hypothesis analysis are presented in Table 2 and Figure 1. Hypothesis 1 predicted that the effect of accessibility on behavior intention will be moderated by the mental simulation. In H1a, we have proposed that under process-focused simulation, high accessibility will result in higher behavior intention compared to low accessibility. To examine H1a, we conducted planned contrast. Planned contrast indicated that under process-focused simulation, high accessibility ($M=4.07$) will result in higher behavior intention compared to low accessibility ($M=2.69$) ($F(1,103)=12.810$, $p=.001$, $\eta^2=.094$). These results support H1a. Next, H1b stated that under outcome-focused simulation, there will be no difference in behavior intention between low and high accessibility. To examine H1b, planned contrast was also employed. Planned contrast indicated that under outcome-focused simulation, there will be no difference in behavior intention between low ($M=4.46$) and high accessibility ($M=4.70$) ($F(1,103)=.363$, $p=.548$, $\eta^2=.003$). These results support H1b.

Table 2: Descriptive Statistic

Dependent Variable: Behavior intention

Accessibility	Mental simulation	Mean	SD	N
High Accessibility	Outcome focused	4.70	1.51	23
	Process focused	4.07	1.33	26
Low Accessibility	Outcome focused	4.46	1.15	29
	Process focused	2.69	1.41	29

4.3 Discussion

The results of study 1 demonstrated that the effect of accessibility on behavior intention is moderated by the mental simulation. The hypothesis analysis indicated that the results support H1, namely, that the moderating role of mental simulation between accessibility and behavior intention. Further, in support of H1a and H1b, under process-focused simulation, high accessibility resulted in higher behavior intention compared to low accessibility; while under outcome-focused simulation, there is no difference in behavior intention between low and high accessibility.

5. Study 2

5.1 Method and Design

We used a 2 (Accessibility: high vs. low) x 2 (Service context: utilitarian vs. hedonic) between-subject experimental design. 72 undergraduate students in Seoul participated in exchange for course credit.

Pretest A total number of 12 participants were asked to answer the interview and survey to identify the suitable stimuli for the scenario of study 2. They were told about what hedonic and utilitarian services are. Then, they

were asked to think out and list up as many utilitarian and hedonic services as possible. Finally, bookstore and cafe were selected, given that most participants agreed that these were typical and representative ones for hedonic and utilitarian services that university students in Korea frequently visited and used. Through some pretests, low accessibility as 30 minutes of walk and high accessibility as 10 minutes of walk was also selected for accessibility manipulation.

Procedure and measures Study 2 uses the same basic methodology as Study 1. Our instructions ask participants to read the scenario and see the stimuli to manipulate accessibility and service context. Low accessibility and utilitarian service manipulations are as follows; You must buy particular book in order to write the term paper in class. AA bookstore is located where it takes 30 minutes by walk from where you are. High accessibility and utilitarian service manipulations are as follows; You must buy particular book in order to write the term paper in class. AA bookstore is located where it takes 10 minutes by walk from where you at. Low accessibility and hedonic service manipulations are as follows; it is 2 p.m. on Sunday afternoon. It's been a while since you met a friend. But you just had a great lunch with her/him and now you're looking for a nice café around. Fortunately, you just found AA café from Naver portal website. It takes 30 minutes by walk from where you are. AA café website describes that it offers soft, comfortable sofa, cozy atmosphere, and various coffee blends and dessert. High accessibility and hedonic service manipulations are as follows; it is 2 p.m. on Sunday afternoon. It's been a while since you met a friend. But you just had a great lunch with her/him and now you're looking for a nice café around. Fortunately, you found AA café from 'Naver' portal website. It takes 10 minutes by walk from where you at. AA café websites describes that it offers soft, comfortable sofa, cozy atmosphere, and various coffee blends and dessert.

This study used three items (Cronbach's $\alpha = .88$) to measure the behavior intention, modified scales from Pham's (1998) study. On seven-point scale (1=not likely at all, 7=extremely likely), participant is asked to rate the degree of their likelihood of 1) current intention to visit the store, 2) future intention to visit the store and 3) recommendation to friends. Next, for the manipulation checks of accessibility and service contexts, participants were asked to rate about their perceptions on accessibility level, hedonic/utilitarian aspects of bookstore and café. Finally, in order to prevent the participants from getting affected or biased by current mood status, they are asked to rate their current feelings and their frequency of visits to the store (bookstore or café).

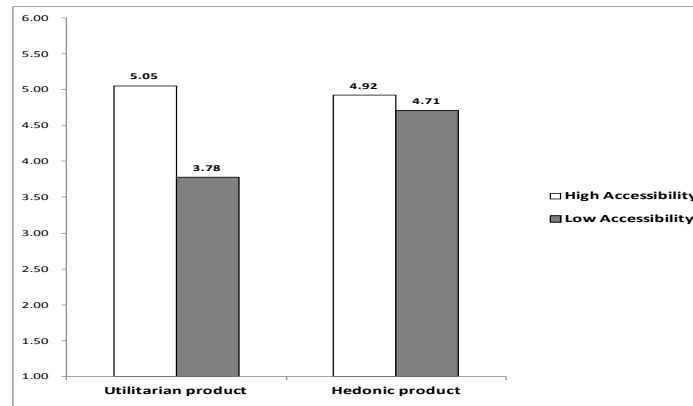
5.2 Results

Intended manipulations were successfully checked. H_{2a} and H_{2b} were tested by planned contrast. The results of the hypothesis analysis are presented in Table 3 and Figure 2. Hypothesis 2 predicted that the effect of accessibility on behavior intention will be moderated by service context.

Table 3: ANOVA Analysis Results

Dependent Variable: Behavior intention

Source	Type III Sum of Squares	d.f.	MS	F-value	Sig.
Intercept	1531.691	1	1531.691	1305.575	.000
A. Accessibility	9.702	1	9.702	8.270	.005
B. Service context	2.89	1	2.89	2.471	.121
A x B	5.098	1	5.098	4.346	.041
Error	79.777	68	1.173		

Figure 2: Findings of Study 2

In H2a, we have proposed that for utilitarian service, high accessibility will result in higher behavior intention compared to low accessibility. Planned contrast indicated that for utilitarian service, high accessibility ($M=5.05$) will result in higher behavior intention compared to low accessibility ($M=3.78$) ($F(1, 68)=12.337$, $p=.001$, $\eta^2 = .149$). These results support H2a. Next, H2b stated that for hedonic service, there will be no difference in behavior intention between low and high accessibility. Planned contrast indicated that for hedonic service, there will be no difference in behavior intention between high ($M=4.92$) and low accessibility ($M=4.71$) ($F(1, 68)=.337$, $p=.563$, $\eta^2 = .004$). These results support H2b.

Table 4: Descriptive Statistics

Dependent Variable: Behavior intention

Accessibility	Service Context	Mean	SD	N
High Accessibility	Utilitarian	5.05	1.27	19
	Hedonic	4.92	.95	17
Low Accessibility	Utilitarian	3.78	1.24	17
	Hedonic	4.71	.86	19

5.3 Discussion

The results of study 2 demonstrated that the effect of accessibility on behavior intention is moderated by the service context. We tested for the moderating role of service context (utilitarian versus hedonic) between accessibility and behavioral intention proposed in H2a and H2b. The results support H2, namely, the moderating role of service. Furthermore, in support of H2a and H2b, for utilitarian service, high accessibility resulted in higher behavior intention compared to low accessibility; while for hedonic service, there was no difference in behavior intention between low and high accessibility.

6. Conclusions and Limitations

The present study indicates that mental simulation and service context provide a means for overcoming the disadvantages of store's low accessibility. Specifically, retailers can benefit via consumer's increased behavioral intentions by encouraging consumers to mentally simulate outcome-focused thoughts on service and increasing the associations related to hedonic attributes of service that drive visit decisions in their minds. In Study 1, outcome-focused thoughts led to higher behavioral intentions than process-focused thoughts. Results of study 2 indicate that the negative effect of low store accessibility on consumer's behavioral intention is dampened in stores having more experiential, pleasurable and value-expressive benefits. Taken together, these findings indicate that inducing outcome-oriented thinking and strengthening store's associations related to hedonic and sensory aspects of providing service in consumer's minds may be an effective and useful strategy to overcome the disadvantages and weaknesses of store's low accessibility.

This study extends the current literature on consumer behavior by demonstrating the boundary conditions for low store accessibility. Future research is needed to investigate the moderating effect of mental simulation across

various product classes. For instance, the service contexts used in these studies are from comparably low-priced and low-involvement categories. In contrast, more expensive or high-involvement service or product classes in which the additional elements need to be considered as the part of the service/product benefit may show different effects.

Though this study demonstrated the effect of accessibility on behavior intention with moderating effects of mental simulation and service context, psychological mechanism behind these effects could not be presented in this study. Therefore, examining the underlying mechanism in the future research would have meaningful implications.

Also, the findings from this study have some practical implications. This research contributes to retailers by examining the factors moderating the relationship between the non-monetary shopping costs (store accessibility) and consumer behaviors. Store managers can overcome the disadvantages and weaknesses of the inconvenience due to low accessibility by utilizing consumers' mental simulation and provide differentiated hedonic services if retail stores cannot have a good location condition. Often, companies encourage consumers simulating mentally by using direct appeals (e.g., "Imagine your life in a hilton hotel"). A number of studies supported the notion that mentally simulating a product/service experience can have significant effects on consumer behavior (Thompson, Hamilton, and Petrova 2009; Escalas and Luce 2003, 2004; Gregory et al. 1982; Keller and Block 1997; Petrova and Cialdini 2008). In this point, exploring the potential ideas and ways for developing outcome-oriented thinking and hedonic aspects of service in advertising and consumers' minds represents a promising avenue for further research.

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