

CONSUMERS' EMOTIONS IN STORE ENVIRONMENT: WHY DO EMOTIONS ARISE?

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Abstract

Emotions have significant impact on formation of consumer in-store behaviour, satisfaction and loyalty. Answering the question “what are determinants responsible for consumers’ emotions elicitation in store” may indicate for the scholars and retail professionals the ways to increase desired or diminish undesired emotional experience in store environment. Objective store environment does not self affect consumers, it has impact to individual only after it is interpreted and appraised. Purpose of this paper is on the basis of critical review of research on environment-emotion relationship, indicating limitations and opportunities for following studies, to develop conceptual framework of store environment – consumer emotion relationship, where subjective environment appraisal concept would be integrated. This causal problem-solving construct combines subjectively appraised environmental characteristics, which are responsible for triggering emotions. Framework can be used as instrument to improve store environment, create marketing signals, it is relevant for instructing personnel how to identify consumer emotions and deal with them.

Keywords: Consumer emotions, store environment, subjective environment appraisal, causes of emotions.

JEL Classification: M31 (marketing)/M30 (marketing general).

Introduction

To date, emotions in store environment has received considerable attention in the consumer behaviour literature. Participation of emotions in the retail shopping process is analyzed in various ways: as a tool for activating or inhibiting a given consumer behaviour (Griskevicius et al., 2010; Pawle, Cooper, 2006; Han et al., 2007; Lin et al., 2006), as a consequence of the relationship with the environment (Zielke, 2011; Li et al., 2009; Ryu, Jang, 2008; Andreu et al., 2006). According to Lazarus (1991), emotions arise only if the situation is evaluated as important and is challenging or threatening for person well being. In-store emotions signal about the importance and relevance of the purchasing situation. According to psychologists emotions are tightly related to motivational, goal and expectation system. It is one of the reasons why most of the studies identify significant emotional involvement in the formation of consumer behaviour and following behavioural consequences as attitude formation and loyalty. Therefore retailers create and monitor store environment with the aim to influence consumers’ emotional state and to maximize the impact on consumer behaviour (Andreu et al., 2006). Numbers of studies have been carried out to reveal the store environment variables, such as music, music tempo, style of decoration, lighting, visual stimuli, video advertising, consumer density, product selection, etc. impact on consumers’ emotions and behaviour (Chebat, Michon, 2003; El Sayed et al., 2003; Morrin, Chebat, 2005; Andreu et al., 2006; Ryu, Jang, 2008; Li et al., 2009). The limitations of such studies are that *they usually apply dimensional approach and examine only positive and/or negative emotions, without distinguishing specific emotions*. Though is known that emotions with equal valence and strength, such as hope and happiness or anger and fear, have a different effect on behaviour in situations such as risk assessment (Lerner, Keltner, 2000; Raghunathan, Pham, 1999), product evaluation (Lerner et al., 2004; Griskevicius et al., 2010), heuristics use (Tiedens, Linton, 2001), likelihood of negative feedback (Nyer, 1997), evaluation of inappropriate service (Dunning et al., 2004). The summation of positive and negative emotions results in the loss of important information (Machleit, Eroglu, 2000). Therefore, in order to identify a more precise emotional impact and meaning, it is necessary to investigate cases with specific consumer emotions (Griskevicius et al., 2010). Another limitation is that *studies do not uncover reasons, why any factor or whole store environment causes such emotions*. To the very same consumer, same environment in different situations may lead to different emotions. This is due to varying environmental interpretations depending on the purchase context (Belk, 1975). The **main problem** is that understanding why do specific emotion arise in store environment remains unclear. **The purpose of this research** is to develop conceptual framework of store environment – consumer emotion relationship, where subjective environment appraisal concept would be integrated in. **Research method:** on the basis of critical review of scientific literature, the systematic and comparative analysis is provided.

The structure of this paper is as follows. In the first part, conceptual considerations of store environment and consumer emotions relationship as object of further research are highlighted. The underlying construct of subjective store environment evaluation is described in the second part. In the third part advantages and opportunities of application of Appraisal theory of emotion in store environment and consumer emotion relationship are discussed and conceptual framework is proposed. As for conclusion, a number of implications are summarized and recommendations for further research are discussed.

Store Environment and Consumer Emotion Relationship

Impact of store environment, its perception and assessment is one of the major interest areas of leading professionals in retail outlets (Kaltcheva, Weitz, 2006). It is argued that the store environment has a greater impact on the purchase process than the product itself (Summers, Hebert, 2001).

In this article with reference to critical literature review and research papers analysis the conceptual framework of relationship between store environment and consumer emotions is being developed. The relationship framework (Figure 1) construed utilizing Mehrabian, Russell (M-R) environmental model (Donovan, Rossiter, 1982). Model is especially popular in studies of its kind and is widely used in consumer behaviour research (Bitner, 1992; Fiore, Kim, 2007). Model is based on stimulus-organism-response (SOR) logic, combines the environmental and approach-avoidance response variables that are mediated by individual emotional state (Donovan, Rossiter, 1982). After adapting this model to consumer behaviour studies, store environment is equated to environmental stimuli variable, which affects the state-emotions of the consumer, and they in turn influence the reaction - consumer behaviour (Donovan, Rossite, 1982; Quartier, Vanrie, VanCleempoel, 2009).

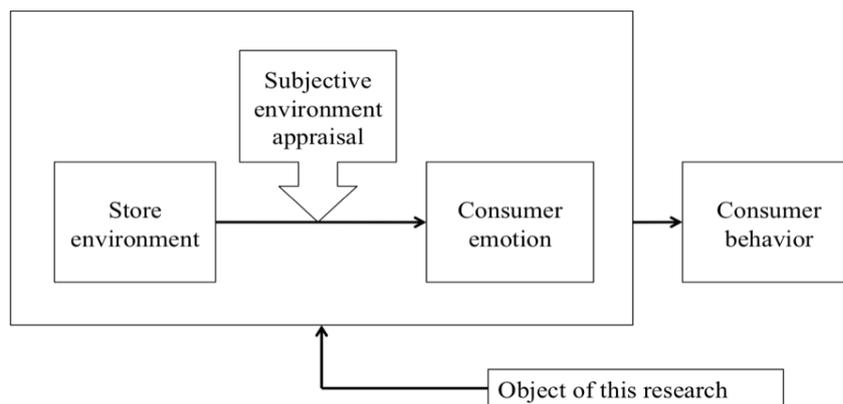


Figure 1. Integrating of subjective environment appraisal construct in store environment and consumer emotion relationship

With the purpose to solve emotion causality problem the subjective environmental appraisal construct is integrated. It is assumed that subjective appraisal of store environment reflects the causes and mechanisms that determine emotion elicitation. This is based on preposition that the objective store environment itself does not induce salient emotions. Emotions appear only after subjective assessment of the relevant aspects of store environment and their significance to the individual. Subjective store environment appraisal construct is discussed with reference to studies on environmental impact on emotions, and to Appraisal Theory of Emotion (Smith, Ellsworth, 1985; Lazarus, 1991; Roseman, 2001; Scherer, 2005), which focuses on emotion's causality. The rest of this article covers the discussion on store environment, subjective environment appraisal and consumer emotions' variables and aspects of their interactions.

Concept of Subjective Store Environment Appraisal

Researchers define store environment and classify its characteristics differently. On the one hand, it could be influenced by abundance of factors in the store environment; on the other hand, the diversity of interpretations can be related to the nature of store environment: shops, internet, and services companies. Study context and objectives is of great importance in defining store environment as well. In some cases it

may be the evaluation of only one signal in store environment, and in other cases - a holistic study on environmental impact.

Generalization of studies where retail store environment impact is researched, show two main approaches: (1) store environment is defined as a person independent objective environment with all its inherent attributes (Turley, Milliman, 2000; Turley, Chebat, 2002; Andreu et al., 2006) and (2) store environment is an integral part of the shopping situation (Belk, 1975; Stanton, Bonner, 1980; Stoltman, Morgan, Anglin, 1999; Davies et al., 2001; Moye, Kincade, 2002; Zhuang et al., 2006; Fiore, Kim, 2007).

According to generalization of store environment research, it can be stated that the majority of scientists unambiguously agree that the objective store environment is a significant research aspect on impact on consumers' emotional state and behaviour, however the opinions on utilization and evaluation of situational, subjective and instantaneous factors vary. One reason for the ambiguous treatment is that there is no clear description of the variables reflecting the situation (El Sayed et al., 2003). Moreover, the claim that the inclusion and assessment of specific situations in studies of relationship between environment and behaviour does not meet the parsimony principle, a large amount of variables reduce the likelihood of significant relationship between independent and dependent variables identification, increase research costs (time and money costs) and do not guarantee the universal application of results, is introduced as an argument (Russell, Mehrabian, 1976).

At the same time, according to scientists, who include situation in the causes list for consumer behaviour, the appealing only on objective store environmental is clearly insufficient to investigate the retail shopping process, direction and reasons. Belk (1975), one of the first who fused circumstances, context and situations to one construct, which is used for consumer behaviour investigation, says that the situation is characterized by all the factors that are expressed in a given area and at a specific time, except those related to personal attributes such as character, intelligence, sex, and race, and interest/marketable items' (product/brand) attributes. Such interpretation of the situation on the one hand might seem logical; on the other hand, it is complex and multidimensional.

In this stage of theoretical analysis, problematic of store environment and consumer interaction becomes clear. This is due to description of a relationship process between objective environment and individual. The objective environment does not self-affect a consumer - the environmental impact to individual is possible only after it is understood, interpreted and evaluated (Russell, Mehrabian, 1976). In other words, the impact of objective environment is inseparable from the individual's subjective perception, which involves his purposes, motives, needs (Morschett et al., 2005).

According to Stanton, Bonner (1980), the retail-purchasing situation is the result of interaction between objective store environment and the psychological consumer component, i.e. subjective appraisal or evaluation of environment (Figure 2).

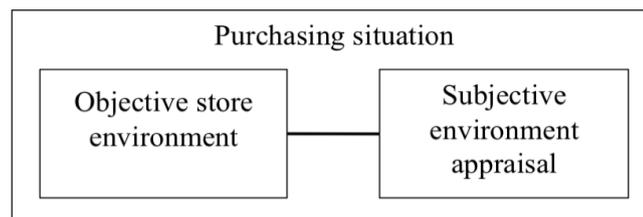


Figure 2. Concept of purchasing situation

The main issue at this point is to determine subjective environment evaluation construct relevant to emotions triggering and elicitation. Some researches are done where as moderators of store environment effect are integrated motivation (Kaltcheva, Weitz, 2006; Lunardo, Mbegue, 2009), perceived control (Lunardo, Mbegue, 2009), perceived fairness (Chebat, Slusarczyk, 2006; Namkung, Jang, 2010), expectations (Burns, Neisner, 2006), and ethical perceptions (Babin et al., 2004). Lunardo, Mbegue (2009) research results showed that utilitarian motivation moderates the effect of perceived control on consumer stress in retail environment, at the same time at any level of utilitarian motivation no significant relationship between perceived control and pleasure was revealed. The conclusion was made that when consumer shop for utilitarian purpose control potential is seen as an end in itself and lack of it leads to stress, and presence is not associated with pleasure. Namkung, Jang (2010) investigated relationship between fairness perception, consumer emotions and behavioural intentions. Research showed that some of the fairness dimensions (price,

procedural) had significant effect on consumer negative emotions, some of them (price, interactional, outcome) on positive. Kaltcheva, Weitz (2006) with reference to two studies proposed that motivational orientation (task-oriented, recreational) moderates the effect of arousal on pleasantness. All these findings show that some constructs of environment evaluation moderates in emotion elicitation processes, but depending on the context, on the task of the research different significant effect of that varies from study to study. The problem is that no explanation why these moderators cause negative or positive effect on emotion is presented. And it can be related with selection of irrelevant approach for the emotion research.

In summary emotions arise in store environment as a result of evaluation of purchasing situation, which consists of the objective store environment variables, including physical environment, i.e. objective, consumer-independent items with different functions in the environment: atmosphere, convenience, facilities, security, merchandise, promotional, services; and social environment, i.e. all people around (personnel, other shoppers, companions), and aspects of subjective evaluation of this environment that are important and relevant for emotion elicitation. These aspects of subjective evaluation or appraisal are discussed in later section.

Application of Appraisal Theory of Emotion in Store Environment and Consumer Emotion Relationship

Attitudes towards nature of emotions. In emotion studies there are distinguished two main conceptually different research directions: physiological and cognitive. Originator of emotion theories James (1884) describes emotions as specific feelings caused by changes in physiological state, associated with the automatic and motor functions (de Sousa, 2010). According to Strongman (1996), with reference to James theory the research direction was formed to support the physiological nature of emotion. Moors (2009) compares various emotion theories in terms of causation and points out that James' theory is not an explanation of mechanism which causes emotions, that is what causes the somatic and motor responses.

Starting from the Arnold (1960), who first used the term appraisal to refer to the cognitive process involved in emotion elicitation, and then with the Lazarus (1966, 1991), Scherer (1984), Smith and Ellsworth (1985), scholars proposed idea that cognition is an antecedent of emotion and critiqued of mainstream theories of emotions, which emphasized physiological nature of emotion. Appraisal theorists put the cognitive component at the very onset of the emotional experience prior physiological reaction. The cognitive component determines which stimulus evokes emotion, which emotion arises, and how intense it is (Moors, 2009).

Approach to emotion classification and measurement. Watson and Spence (2007) claim that in the theory of consumer behaviour dominate three approaches to research emotions: (1) categorical, (2) dimensional, and (3) based on the appraisal theory. Approach based upon appraisal theory is being used in behaviour studies relatively recently, while the dimensional and categorical distinction between emotions and their measurement is dominant.

Categorical approach of a study can be described by use of emotions grouped into categories and tools created to measure them (Emotion Profile Index (Plutchik, Kellerman, 1974); DES (Izard, 1977); CES (Richins, 1997) cited in Richins, 1997). Emotions are grouped into categories according to symptoms of occurrence (e.g. facial expression (Izard, 1977)) or semantic meanings of emotions (Richins, 1997). One of the main drawbacks of this approach is that emotions' categories do not explain why different groups of emotions has a different impact on the behaviour, does not explain what is the cause of emotions (Watson, Spence, 2007).

Dimensional research approach is one of the most common in consumer behaviour studies. The analysis of scientific literature indicates that Donovan, Rossiter (1982) were first who used this approach in their study on consumer behaviour. Authors relied on the dimensions measuring the emotional status, proposed by Mehrabian, Russell (1974), pleasure/unpleasantness, excitement/no excitement and domination/submission. It is the main drawback of dimensional approach, i.e. insufficient appraisal of content differences of emotions with the same tone and level of excitement, for example, anger and fear.

Approach based upon appraisal theory. The third group of scientists argues that emotional differences are determined by how organisms appraise the surrounding environment. Smith and Ellsworth (1985) say that 'the experience of emotion is closely associated with organism's appraisal of its environment' (Smith, Ellsworth, 1985, p. 817). Appraisal is the interpretation of characteristics of event or environment. The essence of approach based upon appraisal theory is that the unique appraisal set, which gave rise to the specific emotion, of the situation is revealed, which in turn leads to a specific behaviour (Lerner, Keltner,

2000). Emotion type depends on such environmental characteristics appraisal, e.g. joy occurs when the situation is appraised as goal relevant, the responsibility for the situation falls on circumstances, the certainty about what is in process is high (Roseman, 2001).

Despite the fact that the approach based upon appraisal theory is described as 'especially relevant approach' (Johnson, Stewart, 2005, p.3), which can be used to explore emotions in consumer behaviour research, there is no single stance, ambiguous constructs, terminology and methodology are used.

In order to further analyze research access based upon appraisal theory, the possibilities and limitations of use of assessment theory in studying the expression of specific emotions in consumer behaviour, is discussed.

Application of appraisal theory of emotion in consumer research. In the beginning of analysis assumptions made by Roseman, Smith (2001) that argue the relevance of appraisal theory in the study of emotions can be introduced:

1. Emotions are different from one another in appraisal sets of the situation.
2. Differences between appraisals explain personal and time differences between emotional reactions. Interpretation of the event, not the event itself causes emotions. For different individuals, who make different appraisals of the same event, different emotions will occur. Similarly, when the same individual evaluates the same situation differently or at different times different emotion occurs.
3. In all situations with same appraisal sets, same emotion will occur. All situations with presence of same emotions have some common features.
4. Appraisal precedes emotion. Appraisal starts the emotional process: physiological, expressive, behavioural, and other, attributed to faced emotion.
5. The appraisal process determines that the resulting emotion is an appropriate response to the situation.
6. Controversial, uncontrolled and inappropriate appraisal determines the irrational aspects of emotions. The conflict between the unconscious, automatic and consciously reflected appraisals causes emotions that seem unreasonable and irrational. Inability to control the motivational and comprehensible evidence can explain the perceived inability to control emotions.
7. Changes in appraisal can explain clinical and developmental changes in emotions. If during developmental or clinical intervention change in the model of situation's appraisal occurs, emotion caused by that situation will also change.

With reference to introduced arguments, it can be noted that the essential functions of access based on evaluation theory are the following: to find out (a) main characteristics of the specific situation or event that is being appraised and (2) how the arising emotions and the appraisal process are related with one another (Smith, Ellsworth, 1985; Roseman, 2001). It is believed that all that is identified confirms the suitability of appraisal theory in solving this research related problems. The first feature allows you to determine what physical and/or social store environment factors cause emotions associated with the purchase. Implementation of the second function reveals the mechanism for emergence of that emotion; knowledge of its principles allows controlling and diverting adverse effect on emotions.

In discussion of situational characteristics, it should be noted, that in works of different authors the quantity of them varies from four to ten. Roseman (2001) discusses five appraisals that characterize the situation, Smith, Ellsworth (1985) discusses eight, Scherer (2001) - ten, Watson, Spence (2007) - four.

The theoretical summary of performed analysis helps to conclude that the variety of situational characteristics, heterogeneous terminology, and different definitions can be regarded as a major weakness of appraisal theory. Many authors identify similar characteristics in different terms, which would entail the ambiguous treatment of those characteristics. For example, it can be inferred that the outcome desirability (Spence, Watson, 2007) and goal relevance (Lazarus, 1991; Roseman, 2001) is the same characteristic, differing only in semantic expressions.

In order to identify relevant characteristics for appraisal of the situation in the context of this paper the comparative analysis of those characteristics is made.

As one of the key characteristics, determining the nature of emotion (positive or negative emotion), **motive consistency** characteristic is identified. Roseman (2001) relates this appraisal to the *situational state*, i.e. situation is appraised as equivalent to or incompatible with the motives (preferred or not). Lazarus (2001) includes appraisals of *goal relevance* and *goal congruence* to the primary appraising group. According to scientist first of all individual appraises how the situation is important to and facilitates his well-being. Scherer (2001) argues that during appraisal of *goal relevance* the importance and relevance of the event in

the hierarchy of dominant goals/needs is determined. The importance and relevance degree depends on the amount of related targets and/or target location within a hierarchical structure of goals (Scherer, 2001). Spence, Watson (2007) collates and combines the characteristics of motive consistency with *outcome desirability*. According to authors, outcome desirability reflects appraisal of the situation, when determined whether those outcomes are going to be good or bad for human welfare, i.e. appraisal of the situation as good or bad subject to the desired level (Spence, Watson, 2007). All above-mentioned versions of motive consistency appraisal have one general feature its relationship to motivational and goal system of the person and it determines positive or negative emotional connotation. Studies show that in about 88 percent of cases, the appraisal of situation for motive consistency was significant for emergence of emotions (Spence, Watson, 2007). However, if alone, it does not reflect a particular emotion - only in combination with other appraisals it is possible to determine a specific emotion (Watson, Spence, 2007).

Next characteristic **agency** (responsibility) is more often a source of negative not positive emotions. It appraises all, that is responsible for the accident, and who has controlled the process. *Responsibility* can be given to the same consumer, to another person or circumstances (Smith, Ellsworth, 1985). According to Yi and Baumgartner (2004) the appraisal of responsibility is combined with the appraisal of *control* on the grounds that in most cases the intermediary aspect is the controlling aspect. According to Smith, Ellsworth (1985), the organism tends to quickly appraise its ability to control the situation - whether other people can control it, or nobody else can control it. The appraisal of mediation is the significant-second in the process of emotions' formation; it is present in about 7 percent of cases (Watson, Spence, 2007). Although the effect seems small in comparison to the goal relevance, but in some combination of appraisal (especially in the case of negative emotions) it is crucial (Smith, Ellsworth, 1985). Another characteristic by some authors attributed as being close to characteristic of responsibility is *legitimacy or fairness*. It reflects how individuals appraise moral consistency of the situation. Appraisal of legitimacy is closely linked with responsibility (Smith, Ellsworth, 1985). The dimension of agency reflects the emergence, level and appraisal of the signal (fair (legal) or unfair (illegal)) of emotion caused by responsibility of the individual, another person or thing. Often, these appraisals are aggregated to match *self-concept* dimension suggested by Scherer (2001). The latter reflects the appraisal of individuals, associated with social norms and personal standards. According to Spence, Watson (2007), this appraisal is significant in situation of complaints or brand changing.

Probability reflects the perceived risk of the consequences of the situation. It has impact on emotion formation, as it shows how someone is confident with the outcome (Smith, Ellsworth, 1985). A high level of uncertainty is associated with such emotions as hope and fear. For example cosmetic advertising tends to produce hope, while tobacco prevention uses messages that cause fear. Uncertainty is more associated with the intended use or purchase experience. Some authors (Roseman, 2001) associate *certainty* with *attention* (uncertain - high attention, certain - low), but in some cases, they have a different effect. E.g. when some individuals have no guarantee in what is happening and do not care about that, or when watching a sleeping baby they are certain but still level of attention is high. Meanwhile, attention is seen as first reaction to the situation that determines the incentive to pay attention, ignore or avoid. Attention reflects the degree of focus on individual awareness and susceptibility. Smith and Ellsworth (1985) argues that attention is a phenomenon that has emerged before appraisal, and which is not participating in the formation of emotions.

Additionally Roseman (2001) in the case of negative emotions proposes appraisal of the **problem type**, which distinguishes such emotions as anger and contempt, guilt or shame, frustration or disgust. Author proposes that depending whether a motive-inconsistent event is unwanted because it blocks attainment of a goal (instrumental problem type) or unwanted because of some inherent characteristic (intrinsic problem type).

In summary of potential to use the appraisal theory in research of consumer emotions, it is concluded that theory of emotional appraisal is appropriate for investigation of environment-person relationship, because it allows the identification of relevant aspects/essential characteristics of the environment as a assumptions that lead to particular type of emotional reaction. Today's level of testing revealed that situation/event's relevance with individual goals and motives is the main characteristic. Its appraisal determines whether the resulting emotion is positive or negative. However, for the specificity to rise other event/situation's characteristics are more powerful, that is assigning the responsibility to the event, certainty and problem type.

With reference to Roseman (2001) proposed structure of emotion system (Table 1), showing appraisals and resulting emotional response. There are possible combinations of appraisals that produce

distinct emotions presented. On the base of these combinations research of consumers emotions in store environment can be implemented. This matrix enables depending on the aim of the research to reveal causes of the in-store emotions and based on situation features and evaluations anticipate which specific emotion and corresponding behaviour will be activated.

Table 1. Structure of emotions

		Positive Emotions		Negative Emotions	
		Probability	Motive-Consistent	Motive-Inconsistent	
Agency	Circumstances-caused	Uncertain	Hope	Fear	
		Certain	Joy	Frustration	Disgust
	Other-caused	Uncertain/ Certain	Love, liking	Anger	Contempt
	Self-caused	Uncertain/ Certain	Pride	Guilt	Shame
				Instrumental Problem	Intrinsic Problem

Source: Adopted from Roseman (2001, p.70-71)

With reference to in store environment analyzed and to subjective environment evaluation as moderation function of store environment and consumer emotion disclosed in previous sections, the framework of subjectively appraised store environment and consumer emotions relationship is presented (Figure 5). Structure and elements of the model are adapted with reference to Mehrabian-Russell (1974) environmental behaviour model. Considering Belk (1975), Stanton, Bonner (1980), Magnusson (1981), Stoltman et al. (1999) insights and the concept of appraisal theory, the subjective construct for environmental appraisal is integrated into the model (Smith, Ellsworth, 1985; Lazarus, 1991; Roseman, 2001; Scherer, 2005, Moors, 2009).

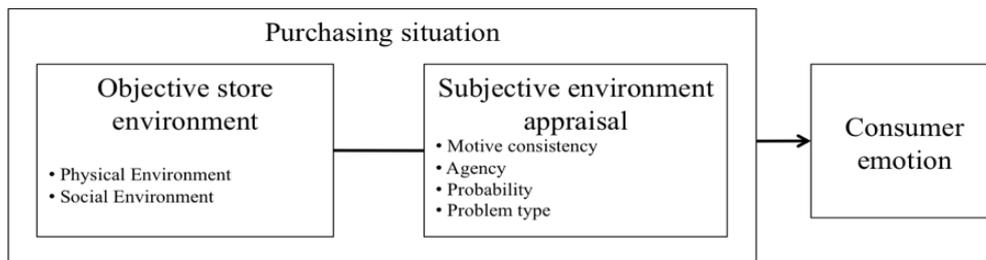


Figure 5. Subjectively appraised store environment and consumer emotion relationship framework.

As discussed above the objective store environment consists of two sets of factors: physical and social factors. Turley, Milliman (2000) contends that it is topical to study store environment’s impact in ‘macro’ level. Trying to determine how consumers appraise the store environment in general, herewith to distinguish which factors or groups are of biggest significance to emergence to some kind of behaviour. One of the most significant environmental characteristics that promote rise of emotions is the responsibility for the current situation/event. In store environment this characteristic (responsibility for the event) can be attributed to physical environment (circumstances), social environment (to other individuals within store environment), and oneself, the consumer may be a source of emotion. Studies of emotions show that emotions mostly occur because of social aspects (Manstead, Fischer, 2001).

In terms of both the appraisal of store environment and the origin and structure of emotions, the construct for subjective appraisal of the store environmental is identified. On the one hand, scientists stress that the impact of objective store environment is possible only at presence of subjective appraisal (Belk, 1975; Magnusson, 1981; Stoltman et al., 1999). On the other hand, one element of emotional structure that determines the nature of emotion is environment (situation, event) appraisal (Lazarus, 1991; Roseman, 2001).

Conclusions and future research directions

This review has revealed that though consumer emotion in store environment is relevant and popular subject of consumer behavior research, some limitations of these studies are disclosed. Limited researches are implemented in regard of specific consumer emotion such as anger, joy, liking, pride, frustration, etc. elicited by store environment. Another limitation is that most of the studies do not uncover reasons, why any factors or whole store environment causes such emotions. One of the reasons of this gap is that in most research store environment is treated as objective environment and no causal effect on emotion can be detected as no evaluation process is regarded.

Store environment and consumer emotion relationship research usually rely on measurement of direct environment impact on emotions and it seems to be over-simplistic in revealing the causes and mechanisms that determine emotion elicitation. Therefore study of store environment and consumer emotion relationship with integrated subjective environment appraisal construct opens a promising avenue for further research.

Literature analysis on environment impact on consumer emotions and behavior identified, that objective environment variables and their subjective appraisal must be treated as complex construct of purchasing situation. Interpretation of the store environment, not the environment itself causes emotions. At the same time subjective evaluation characteristics must be relevant for emotion elicitation.

Adopting appraisal theory of emotion in store environment-consumer relationship research will help to explain consumers' specific emotions elicitation process. According to scientific literature analysis emotions are elicited by appraisals set of purchasing situation characteristics such as motive consistency, agency, probability and problem type, which can be treated as subjective appraisal, construct content. Integrations above mentioned appraisals as subjective environment evaluation in store environment and consumer emotion relationship allows understand the causes of in-store consumers' emotions.

Applications of appraisal theory of emotions also enables explain differences of in-store emotions. As analysis revealed different appraisal sets of the purchasing situation will lead to specific consumer emotion elicitation. At the same time differences between appraisals depend on personal and time differences between emotional reactions. It means for different customer, who makes different appraisals of the same purchasing situation, different emotion will occur. Similarly, when the same individual evaluates the same situation differently or at different times different emotion occurs. Additionally, in all purchasing situations with same appraisal sets, same emotion will occur. All purchasing situations with presence of same emotion, e.g. anger has some common features: motive inconsistent, responsibility for the event distributed to another person, instrumental problem type.

Identified determinants of in-store consumers' emotions may indicate the ways to increase desired or diminish undesired experiences in store environment. Framework can be used as instrument to improve retail environment adopting it to increase desired or diminish undesired experience in the store. It is relevant for instructing personnel to identify consumer emotion and to deal with them. Additionally relating proposed framework with consumer behavioral aspects would explain the complex nature of emotional mediation in store environment and consumer behavior relationship and expand the knowledge and understanding of affective processes in consumer behavior.

Further it is recommended to test proposed framework in different contexts. It can be examined from the specific consumer emotions perspective, e.g. will the same appraisal set dominate in most situations, when consumer experiencing anger, or specific situation can be researched with the aim identify variation of situation characteristics evaluated and responsible for different specific emotions, e.g. sales person and consumer encounters in product return situations.

Framework can be applied measuring components of environmental signal, advertising message in terms of appraisals. It can reveal the process of emotional response to researched environmental signal or advertising message, e.g. knowledge that signal or advertisement is appraised, as motive inconsistent is more informative than a simple measurement of negative effect.

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