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SATISFACTION AND IMPULSIVE BUYING IN THE BEHAVIOR OFRESIDENTS AND TOURISTS IN STORES WITH HIGH HUMAN DENSITY: THE MODERATING INFLUENCE OF THE CROWDING PERCEPTION.

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Gabriela Martins dos Santos[1]
Marlette Cassia Oliveira Ferreira[2]
Flávio Santino Bizarrias[3]
Marcelo Moll Brandão[4]

ABSTRACT

This study analyses the moderator influence of the crowding perception about relations between the utilitarian or hedonic value perception, impulsive buying and the satisfaction customer locals and tourists in the retail context of tourist city. The choice of this scenario was motivated by the lack of research evaluating the buying relations when the high people's density is observed in environments that crowding consumers accustomed or not to human density. The work contributes to the advancement of studies on crowding to analyze the phenomenon in tourism environment by assessing the influence of context and to consumer habit in to their reactions you human density. It was realized survey with residents and tourists. Dates were analyzed using structural equation modeling multigroup. In general, it was concluded that the tourists don't suffer from the crowding in significantly store environment, unlike the residents who show discomfort with this phenomenon.

Keywords: Crowding; Hedonic and utilitarian value perception; Impulsive buying; Satisfaction.

Affiliation Federal Institute of Education, Science and Technology of São Paulo
Country, Brazil, Specialization in Financial Management from the Federal Institute of Education, Science and Technology of São Paulo (2019). Graduate in Process Management of the Federal Institute of Education, Science and Technology of São Paulo (2014). Experience in Management with emphasis in Public Management. Currently accounting technician in the Federal Institute of Education, Science and Technology of São Paulo. E-mail: gabicaragua@gmail.com. ORCID: https://orcid.org/0000-0002-5407-0165

2 Affiliation: Federal Institute of Education, Science and Technology of São Paulo
Country, Brazil, PhD in Business Administration from UNINOVE and Interdisciplinary master's degree in Administration, Communication and Education. Bachelor's degree in Social Communication Qualification in Advertising, Graduation in General Administration, Graduation in Pedagogy. Professor at the Federal Institute of Education, Science and Technology of São Paulo - Caraguatatuba. She has experience in Administration, mainly on General Administration and Marketing, working on the following subjects: marketing, consumer behavior, retail, emotion, crowding and coping. E-mail: marlettecassia@gmail.com. ORCID: https://orcid.org/0000-0002-9506-9785

3 Affiliation UNINOVE, Country Brazil, Postdoctorate in International Marketing from ESPM-SP. He is a Professor and Researcher at the Stricto Sensu Graduate Program in Project Management (PPGP) at Nove de Julho University. PhD in Business Administration and master's degree in business administration from Nove de Julho University, Professor of Higher Education at the same IES. He has a specialization in Marketing from ESPM-SP and a degree in Business Administration from Universidade Presbiteriana Mackenzie (2000). His main research subjects are: marketing and project management, consumer behavior, implicit (automatic) brand attitudes, crowding, and consumer identity. He has professional experience in Administration, mainly on Marketing.
E-mail: flavioxsp@hotmail.com. ORCID: https://orcid.org/ 0000-0001-5574-7820

4 Affiliation, UNINOVE, Country Brazil, PhD in Business Administration from EAESP/FGV. He currently works at the Administration Department of Espírito Santo Federal University. He is a Professor and Researcher at the Stricto Sensu Graduate Program in Administration at Espírito Santo Federal University. Marcelo does research in Quantitative Social Research, Business Administration and Marketing. Attractiveness of the Agglomeration and perceived life of quality on the neighborhood in the metropolitan regions'; consumer behavior; Marketing expenses and outcomes. E-mail: mollmkt@gmail.com. ORCID: https://orcid.org/0000-0002-8593-734X

RESUMO

Este estudo analisa a influência moderadora da percepção de crowding sobre as relações entre a percepção de valor utilitário ou hedônico, compra impulsiva e a satisfação dos clientes moradores locais e turistas, em um contexto de varejo de uma cidade turística. A escolha deste cenário se motivou pela ausência de pesquisas que avaliem as relações de compra quando a alta densidade de pessoas se observa em ambientes que aglomeram consumidores habituados ou não à densidade humana. O trabalho contribui para o avanço dos estudos sobre crowding ao analisar o fenômeno em um ambiente de turismo avaliando a influência do contexto e hábito do consumidor nas suas reações à densidade humana. Foi realizado um survey com moradores e turistas. Os dados foram analisados por meio de modelagem de equações estruturais multigrupo. Concluiu-se que os turistas de modo geral não sofrem influência da aglomeração no ambiente de loja de forma significativa, diferentemente dos moradores que demonstram desconforto diante deste fenômeno.

Palavras-Chave: *Crowding; Percepção de valor hedônico e utilitário; Compra por Impulso; Satisfação.*

1 INTRODUCTION

The study of the consumer behavior, in general, is centered in the way as the individual do the buying and in the influences suffered for him during this process. The measure that the companies search to reach competitive strategy in order to keep and to conquer new customers become relevant to understand the variables that determine the consumer behavior to understand more about the perception of its customers.

The storekeepers increasingly seek to get a competitive differential, and for this it is necessary more than a good product on the shelf to determine the choice of the store for the customer. The agglomeration, the sound, music are factors that influence the buying environment of the consumer. Baker, Levy and Grewal (1992) suggest that the social interaction and the influence of the activation of the store environment can cause the pleasure and the excitement beyond a positive relation with the will to buy, or impulsive buying (MATTILA; WIRTZ, 2008; LEE; KIM; I READ, 2011), as well as the quality perception with the offered service (HANKS, LINE, KIM, 2017). Thus the agglomeration can result in high levels of activation (EROGLU; HARREL, 1986). It is essential to understand factors that influence the permanence of the consumer in a full environment of people and/or furniture and products and, from this, to develop strategies that potentiate the impulsive buying when the density is positive, or reduce the negative impact of this phenomenon of form that selling doesn't diminish.

The people have little time to realize its buying's, therefore they need to organize its day to realize by means of its activities, using to advantage a small free time to realize buying's. However when it is travelling, taking a walk, the small buying activities, to get in a new supermarket cannot represent loss of time for a tourist, but yes a diversion. This activity can be considered hedonic, therefore the buying many times are of products for some type of meeting or party. The same task to go to a supermarket for a resident that he sees the full city with the tourist presence or same to be in the line is reason to generate dissatisfaction. For the resident of tourist city the task of buying in a supermarket is much more utilitarian and the agglomeration cannot be pleasant, that it can takes to the abandonment of buying (ALBRECHT; HATTULA; LEHMANN, 2017). This direction, one gives credit that the resident of tourist city is not bothered that the tourist in the agglomeration condition, because he is stressed and it presents a big crowding perception.

Griffin, Babin and Modianos (2000) consider that the perception of the store environment is understood under a contextual dimension, since experiences, values and particular conceptions of each society can moderate the reactions of the individuals to the store environment. The crowd-

ing perception depends on how much the consumer is accustomed with the agglomeration, and this custom with the situation of crowding can have negative effect to the consumer (EROGLU; HARREL, 1986; BRANDÃO; RELATIVE, 2012) and to influence its satisfaction (PONS et al., 2016).

In this study the main hypothesis is that the crowding perception exerts a moderator effect to the answers of residents and tourist to the human density being. Thus, the human density would be a factor of stress and loss of control about the situation in a bigger degree for residents than tourists that live deeply a hedonic experience in its stay in the city.

The tourists from the great cities also more are accustomed to the human density. The answer of the residents to the human density being it would be different of the tourists because they are resident its day the day and of this form, the human density being in the store could confuse the tasks common of these residents, beyond passing most of the year in density conditions well lesser human being of what in the dates and holiday and vacation.

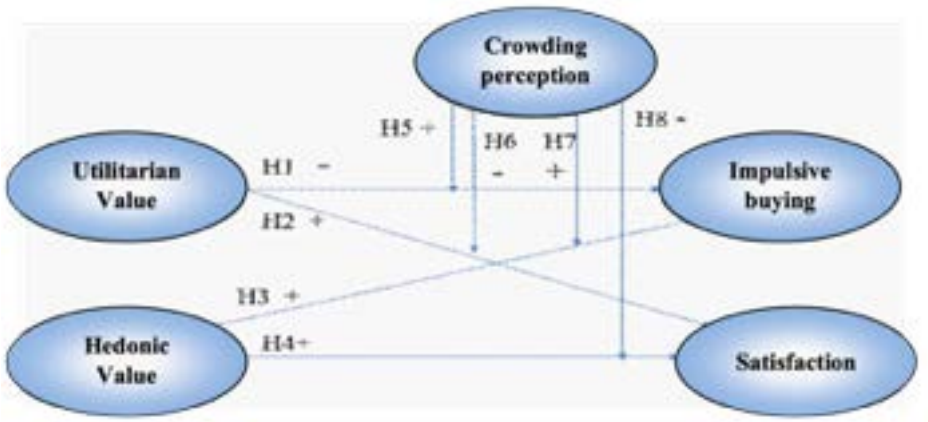
The people agglomeration inside of the store comes being investigated since 1970 and still they are divergent. The evidences about the effect of the human density being or agglomeration of people inside of the store still demand more studies. For Rapoport (1975) the density can be measured, but the subjective crowding perception, not having negative positive connotation nor of the psychological view (STOLKS, 1972; HARREL, HUNT; ANDERSON, 1980; MEHTA; SHARMA and SWANMI, 2013). From the displayed one, it was arrived following question of research: how the agglomeration perception of the public consumer different influences the relation between the hedonic perception or utilitarian value and impulsive buying and satisfaction?

Thus, the objective of this research is to test the influence of the crowding perception (or agglomeration perception) with regard to the impulsive buying, customers satisfaction from the utilitarian and hedonic value, comparing the behavior of residents and tourist at Caraguatatuba city located in the north coast of the São Paulo State.

2 THEORETICAL MODEL AND DEVELOPMENT OF THE HYPOTHESIS

The model to be tested in this research intends to analyze the relation between the perception utilitarian value, hedonic; impulsive buying and satisfaction, moderate for the crowding perception in a buying context in the retail. Figure 1 presents the theoretical model tested for residents and tourist of the observed city:

Figure 1 - Considered theoretical model for residents



Source: The authors

One expects that consuming in visit the tourist cities have a different reaction to the crowding perception, its results on the impulsive buying and the satisfaction. At the same time, one expects that the tourists when meeting in a context of crowding perception have a big tolerance to the high density, thus will not have different answers in function of the agglomeration in the store. To follow the theoretical revision is elaborated and is presented the tested hypothesis of the study in the empirical research.

2.1 Consumer Satisfaction

Oliver (1993) affirms that the satisfaction can influence the positive emotions, as well as the dissatisfaction of the negative emotions, that in turn affect the general satisfaction. The satisfaction drift of the taken care of desire and necessity. Jones et al (2010) point out that the culture can moderate the relation between the crowding perception and the satisfaction with the buying. In its work the authors had discovered that the negative effect of the crowding perception on the buying satisfaction is bigger for the American buying's than to the Australians buying's. Satisfaction also is observed as factor that takes to loyalty (GONÇALVES SON et al., 2010), as consequence of a certain inertia of the individual, in a not complex way of decision-making, related to the habit and not reflection.

2.2 Behavior of impulsive buying

Diverse factors influence the impulsive buying (AMOS; HOLMES; KENESON, 2014). It is possible to understand the impulsive buying as the buying of products that the customer did not intend to acquire, but that occurs in function of some stimulus created by the environment or selling point. According Applebaum (1951) it can occur with the help of the external memory of the consumer when the store uses selling techniques to favor the impulsive buying (STERN, 1962).

Impulsive buying occurs when a consumer tries sudden and constant a necessity to buy something immediately (ROOK; FISHER, 1995), it isn't planned, occur in reply to a strong desire to buy, are followed by a conflict between the desire and the control and, to the being a decision of fast buying and without planning, it takes the individual to buy without thinking about the consequences, therefore the individual that impulsively buying search a way of gratifying (COAST, 2003; BLACKWELL; MINIARD; ENGEL, 2008, AMOS; HOLMES; KENESON, 2014). Thus, the buying decision starts to be automatic and all the process of search and evaluation of the alternatives is minimized. The impulsivity of the consumer directly becomes related with the existing stimulus in the environment of store to the wakening a sudden necessity to buy, being this aggravated by the absence of planning (HOCH; LOEWENSTEIN, 1991)

In the recreational buying, in other words, that one in which the consumer takes a walk for the environment of store without establishing one intention of buying previously, the individual is strong subject to buy impulsively, since this type of buying constitutes a situation without commitment, in search of pleasant sensations (BEATTY; FERREL, 1998). According with the authors, the impulsive consumer tends to circulate it for more time in the store in search to satisfy its pleasure of hedonic buying and consequently he spends more financial resources than initially he intended. In opposite, how less it will be the available time for the accomplishment of a buying, minor will be the probability of buying not planned, therefore the consumer will extremely see itself inclined to be objective in its acquisitions.

2.3 Store environment

The store environment exerts influence on the consumer. Turley and Milliman (2000) point different variable perceived for the consumer at the moment of the buying. The external variables say respect to the external environment in the store, as the localization, the architecture style, address and localization of the building. The internal variables deal with the music perception, of smell it, of the color, merchandising and temperature. The layout and design variables analyze the corridor, the circulation space, the equipment and the cash registers. The human variables beings deal with the characteristics of the employees, agglomeration and the customers characteristics.

The Bakers and Wakefield (2012) affirm that the crowding perception, as reply to the social variable in a store environment, can have a negative effect on the consumer identifying that the personal differences can cause different answers of the consumer depending on the buying reason, either the buying "task" or the "social" buying.

2.4 Hedonic and utilitarian value perception

The value perception realized by means of consumers is based on the benefits and sacrifices in the reception of the product or service (ZEITHAML, 1988). The utilitarian perception value can be understood as the buying of the products in function of its performance and the hedonic perception value can be understood by the emotions and sensations generated for the buying experience affirm Babin, Darden and Griffin (1994) on the basis of the difference of the final result between the desired objective and the realized by means of one.

According Hirschman and Holbrook (1982), the hedonic perception value indicates the aspects of the related behavior of the consumer to the multisensory and emotional aspects of the buying. For Bloch, Sherrell and Ridgway (1986), Hirschman and Holbrook (1982b) the satisfaction perceived with the buying experience is a hedonic benefit.

According to a study realized by means of Bloch, Ridgway and Dawson (1994) the characteristics of the store environment are related with the hedonic value of buying, given that with the researchers, the store physical environment, followed for the layout, the fact of the store to be or not very full, with much decoration and music amongst other aspects, it influences the behavior of buying of the consumer by means of the bred sensations. For Hernandez (2009) the store ambiance is centered in the value created to try buying (BABIN; DARDEN; GRIFFIN, 1994; BABIN; DARDEN, 1994, TELLER, 2008), that it can generate profits for the consumer with the buying, like a reward intrinsic (HIRSCHMAN; HOLBROOK, 1982), being able to motivate impulsive buying (MATTILA; WIRTZ, 2008) and to generate the satisfaction in the buying.

For Babin, Darden and Griffin (1994) the utilitarian perception is a rational buying to reach to the objectives considered previously for the consumer. The buying is faced as a routine activity for the acquisition of a product. Gertner and Diaz (apud ARRUDA et al, 2007) affirm that the utilitarian benefit can be related the satisfaction, localization of the product or information at the selling point.

It takes to the formularization of the first hypothesis of this study, such as for residents of tourist city, or tourist when in a context of high density of people, where (H_1) for the residents, the utilitarian buying value will have a negative relation and significant with the impulsive buying, (H_2) for the residents the utilitarian buying value will have a positive and significant relation with the satisfaction, (H_{1a}) for the tourists the utilitarian buying value will have a negative relation and significant with the impulsive buying and (H_{2a}) for the tourists the utilitarian buying value will have a positive and significant relation with the satisfaction.

The hedonic perception value, on the other hand, is focused on that I can earn with this buying, affirm Babin, Darden and Griffin (1994), as it rewards. The buying is a pleasant activity, to satisfy to desires (HIRSCHMAN; HOLBROOK, 1982b). Sherry (1990) relates that the side amused and pleasant of the buying can be reached, beyond being a form that the individual can use to run away from the routine activities. For residents or visitors of a tourist destination, the hedonic buying value will have positive effect. Therefore, it was established the last hypothesis of this study, namely, (H_3) for the residents the hedonic buying value will have a positive relation and significant with the impulsive buying, (H_4) for the residents the hedonic buying value will have a positive relation and significant with the satisfaction, (H_{3a}) for the tourists the hedonic buying value will have a positive relation and significant with the impulsive buying e (H_{4a}) for the tourists the hedonic buying value will have a positive and significant relation with the satisfaction.

Although the consumer to search the value of buying thus hedonic as the utilitarian Teixeira and Hernandez (2012) stand out of another form that the way to buy is related with the act to do shopping as an objective for hedonic buying, or to do shopping with a definite objective if the buying will be utilitarian.

In summary, the utilitarian buying value establishes that more efficient situations of buying search. In this direction, it doesn't expect a positive relation with the impulsive buying, therefore this is characterized by sensations of pleasure without much deliberation of the consumer. However, it doesn't expect that it has a positive relation with the satisfaction. On the other hand, the hedonic value of buying presents characteristics of search of pleasure as in the impulsive buying, and then it doesn't expect that it has a positive relation with the impulsive buying, and also with the satisfaction. The crowding perception is observed as an important moderator in situations of high human density being. However, in the condition of tourist in visit to a fuller environment, this relation will not have effect, therefore the tourist has the trend to observe the situation of buying in way that is more flexible.

2.5 Crowding perception in the retail

Considered as a multidimensional concept, the crowding perception, in accordance with Hui and Bateson (1991) is composed by human density perception, that it occurs when the consumers face with an unexpected amount of other consumers that disables them to inside keep the control on its choices of the store environment, and for the perception of space density, that one in condition in which the consumer is hindered to make its options of buying, for the complexity to still locate its products or, when it doesn't obtain to move due to exaggerated amount of products in the store (MACHLEIT; EROGLU; MANTEL, 2000).

This aspect of the store environment generally causes negative resulted such to the retail store as to the consumer. The more people come into the store or the more the space is filled by products, greater the number of consumers that will try the sensation of discomfort due the limitation of space (HAWKINS; MOTHERSBAUGH; BEST, 2007). Consumers feel more discomforted when he lacks infrastructure in retail environment (QUEZADO; COAST; FUENTES, 2014).

This negative answer in function of crowding perception by consumer can be related with behavioral measures in an environment with restricted or uncomfortable space, which disables to accomplish the task planned. Therefore, the relation of crowding perception in the retail environment with the consumers becomes evident that do shopping guided for "task", therefore these note more the agglomeration than those that do shopping by means of the "social" buying. The consumers guided for the task have greater control necessity, they have a predetermined objective to realize by means of definitive buying in definitive time and they tend to note the density

as agglomeration in clearer way, and in turn they feel stressed. The social or guided consumers for the task don't characterize themselves essentially for facing the buying as a diversion, without have great intention in acquiring a product or service (EROGLU; HARREL; MACHLEIT, 1990; BAKER; WAKEFIELD, 2012). In this direction, the resident of tourist destination seems to have a buying still guided to the task and the tourist a more social buying.

Therefore, when the buying is of utilitarian value and it deals with an impulsive buying, something originally hedonic, to the resident of tourist destination, the relation between a utilitarian buying value and the impulsive buying is still more uncomfortable when the increase of the people in the environment of buying is observed. In the same way, the search of a more efficient buying is less satisfactory. This in takes them to the formularization of the fifth and sixth hypothesis: (H_5) the crowding perception will go to moderate the relation between utilitarian Value and Buying for impulsive in residents, being fortified this relation (originally negative); (H_6) the crowding perception moderates the relation between utilitarian Value and Satisfaction in residents, reducing the force of this relation.

However, when the buying is of hedonic value, and the resident of tourist city relates with the impulsive buying, infects it of the increase of the present density in the buying environment will go to increase the force of this relation. This in takes them to the formularization of the seventh hypothesis of this study: (H_7). The crowding perception will go to moderate the relation between hedonic Value and Buying for impulsive in residents, being fortified this relation.

In the role of resident of a tourist region, the consumer has in the crowding perception a factor that becomes its experience of utilitarian or hedonic buying, something uncomfortable and less satisfactory. It takes to the formularization of the eighth hypothesis for a group of resident consumers of tourist destination: (H_8) the crowding perception will go to moderate the relation between hedonic Value and the Satisfaction for residents, being reduced the force of this relation.

To reduce the crowding perception on the part of the consumer is a difficult task for the marketing professionals, this because in retail store this phenomenon occurs in specific occasions, as on weekends, explains Hawkins, Mothersbaugh and Best (2007). The retailers need to balance the cost to have a bigger store than the necessary one with the cost to have unsatisfied customers during the main periods of buying, and for this the authors recommend the increase of the picture of employees in the rush time to reduce the agglomeration sensation.

In the research about crowding perception, the tolerance to crowding can be a variable observed in the relation between crowding perception and satisfaction. In the work of Machleit, Eroglu and Mantel (2000) the tolerance to crowding appear likes a moderator variable between the crowding perception and the satisfaction. In the work of Pons and Laroche (2007) the culture can moderate the satisfaction of the buying and the crowding perception and in the one of Pan and Siemens (2011) it influences the intention to explore the store. The stimuli at the selling point can generate positive affective evaluations to an object, establishing the familiarity (ZAJONC, 1965). How bigger the familiarity, greater the influence in the behavior of the consumer, that includes the search of information, the choice of alternatives until the buying, taking it to prefer it what it is familiar. The familiarity can increase the perception of control of the consumer on the environment (DION, 2004) and being capable to take decisions without pressures, reducing the effect of negative emotions generated by sufficiently dense environments of people and objects.

In a context where the consumer is with a motivation of buying without pressures of time or pressing necessity of control (like as the tourists in general), or of another form, with little orientation for the task, one expects that crowding has less effect about motivation of buying and its answers in terms of impulsive buying and satisfaction than in consumers guided for the

task (as the residents of tourist cities). Therefore, it is expected that tourist consumers will be less impacted by the crowding perception, therefore it will have positive effect, in the measure where they search sensations pleasant, exactly that collectively, reducing its negative sensations with the high density of people (BAKER; WAKEFIELD, 2012). Taken in set, these aspects take to the following hypothesis of this study for the group of consuming tourists:

The search of an efficient buying for the tourist is less pressing. For visiting tourists the human agglomeration has a positive effect (LEE; KIM; I READ, 2011) in the measure where the tourist observes in the agglomeration the positive excitement of the tourist environment. In the visitation to a tourist place, the infrastructure and the natural conditions of the place in a certain level will go to minimize the impact of the crowding perception of the tourist, therefore the agglomeration of people indicates a common choice of a destination reflecting in a positive situation (NEUTS; NIJKAMP, 2012; JURY; DAMIAN; FERNÁNDEZ-MORALES, 2013).

When the tourist is faced with an impulsive decision, the goal of the efficiency doesn't suffer alteration from the crowding perception, therefore the context in itself where it finds the tourist is hedonic and impulsive. The feeling of satisfaction is expected. For the tourists the increase of the crowding perception will not go to modify the relation between utilitarian value and satisfaction: (H_{5a}) the crowding perception will not go to moderate the relation between utilitarian Value and Buying for impulsive in tourist e (H_{6a}) the crowding perception doesn't moderate the relation between utilitarian Value and Satisfaction;

The same way and in still more natural way, when the buying is from hedonic value, as well as the context lived deeply for the tourist, the crowding perception doesn't modify the relation with an impulsive buying, therefore this relation already is pleasant by its very nature (LEE; KIM; I READ, 2011). The satisfaction in the tourist experience also is expected in the hedonic buying: (H_{7a}) the crowding perception will not go to moderate the relation between hedonic Value and Buying for impulsive in tourist and (H_{8a}) the crowding perception doesn't moderate the relation between hedonic Value and the Satisfaction for the tourists.

3 METHOD

In this section the variable of the study will be observed, characteristics of the sample, field's procedures and analysis criteria. The relations between the constructs by means of a quantitative and descriptive work in the measure had searched where it establishes from theory and in the technique of multivariate analysis of modeling of structural equations relations between independent and dependent variable with the influence of one third moderator variable. The moderation test was realized by means of the comparison of the results of the models considered for the two groups of respondents (resident and tourist).

3.1 Variable study

In this study negative emotions are generated by a visual simulation presenting an environment with high density of people and objects in a situation of retail buying

The value degree of hedonic buying of a consumer that derives of a buying experience was measured by means of a scale of the Likert type, with seven suitable items of the scales developed by Babin, Darden and Griffin (1994). The pointers of this variable are: " I had fun doing this buying", "I did this buying because he wanted, it was not for obligation", "this buying really represented an escape", "to do this buying was a true distraction for me"," I forgot my problems

while he made this buying”,” comparing with other things that I could have fact, the time spent in this buying was very pleasant”, “I continued the buying not because he needed, but because he wanted”.

The value degree of utilitarian buying of a consumer, that derives of a buying experience was measured by means of a scale of the Likert type with six suitable items of the scales developed by Babin, Darden and Griffin (1994) and are: “the time passed in this supermarket wasn’t very pleasant”, “the product that I bought was accurately what I was needing”,” I did this buying with rapidity”,” I spent only the time necessary to do this buying”,” the price that I paid in this buying compensated the time I spent”,” was easy to do this buying accurately because I knew exactly what I wanted to buy”.

The crowding perception was measured by means of a scale of the Likert type with eight suitable items of the scale developed for Machleit, Kellaris and Eroglu (1994) and the pointers of this variable are: “when I do shopping in the supermarket of my city, it has more circulation of people”, “this place gives me the feeling of very spacious sensation (r)”, “this place seems to me ample (r)”, “I feel squeeze/little space when circulating in this place”, “in my opinion, this place is very crowded”, “it had much circulation of customers for this place during my buying”, “this place makes with that the customers feel suffocated”, “in my opinion this place is empty (r)”.

The degree of buying impulsiveness of the consumer was measured by means of a scale of the Likert type with seven suitable items of the scale developed for Rook and Fisher (1995). The pointers of this variable are: “I always buy more than I had planned”, “I always plan my buying before going to the supermarket (r)”, “I always have a pleasure sensation when I buy something that I hadn’t planned”,” when I see a newness and I like it, I always buy”, “I always buy the items that had planned to buy neither more nor less (r)”,” when I go to the supermarket, I always buy things that didn’t plan”,” I always feel necessity to buy only to have the sensation that I bought something”.

The satisfaction degree of the consumer was measured by means of a scale of the Likert type, with three items of the scale developed for Maxham and Netemeyer (apud LOPES; TEIXEIRA; MORETTI, 2012). The pointers of this variable are: “to buy in this supermarket it was one of the best things that I could have done”, “I am satisfied with my decision to have bought in this supermarket”, “I feel happy for having bought in this supermarket”.

3.2 Sample

The research universe was composed by tourist cities residents of the coast of São Paulo state in the first scene, and by tourists in visit to these cities where 160 residents and 140 tourists had been interviewed. The residents are from Caraguatatuba City and the tourists were in this city, during the period of data collection that occurred between January 18th and April 24th 2014.

3.3 Strategy of data collection

The data had been gotten by a survey realized by means of the São Paulo tourist cities coast with the application of questionnaires structuralized with the help of a notebook to have access to the Google Docs. The interviewees approached the boardwalk of Caraguatatuba city had finished to leave the supermarket and they were with bags and products and they were asked “answer the questions thinking about its last buying in the supermarket”.

3.3 Data analysis criteria

To analyze the data some procedures had been established at the first. First of all an initial exploration of the data to normality verification by means of Kolmogorov-Smirnov test (KS, p-value >5% indicates normal distribution), homoscedasticity by means of the Levene test of variances equality (p-value > 5% represent equality of the variances of the errors standard), more indicated for distributions of not normal data, and multicollinearity by means of the factor of inflation of variation (VIF < 5 indicate multicollinearity absence) using software SPSS 15.0.

Later stage it realized the structural equations modeling (SEM) by means of Smart-PLS software 2.0M3, indicated for estimation by means of squared minimums partial (RINGLE; WENDE; WILL, 2005), based in variance matrix, sufficiently adjusted the reduced samples, formative or reflective models, and parametric distribution or not.

In the SEM it was observed the convergent validity (higher loads than 0,7) and square roof of the Average Extracted Variance (AEV > 0,5). In addition, the values of internal consistency had been observed (Cronbach alpha > 0,6, and Composite reliability > 0,7). The discriminating validity initiated by means of the analysis of the AEV, whose square roof must be bigger between the proper constructs of what its correlation with the excessively constructs ones. For the discriminating validity of the model also the crossloadings matrix was verified, loads of the item bigger in its respective constructs then others.

For measurement of the general adjustment of the model beyond the verification of the index of general adequacy of the called model Goodness of Fit (GoF), gotten for the geometric average between the average R^2 (determination coefficient) and the average AEV (minimum GoF of 0,36 is adjusted for studies developed in the areas of social sciences). The procedures of bootstrapping, or resampling had been realized by means of, for analysis of the way coefficients where critical values of t of student are 1,64 for p< 0,1,1,96 for p< 0,5, 2,57 for p< 0,01. Below of 1,64 it is not significant (n.s.).

In non-parametric data distributions the estimate of significance of the tests as in the regular regressions cannot be used. Therefore, the systematic resampling of the data (bootstrapping) made by means of the Smart-PLS is indicated to test the significance of the relations of the structural model. Samples are drafted randomly to test the way coefficients of the model. The procedure of resampling to the repeated being diverse times forms a distribution of way coefficients that approach to the way coefficients of the population and then it can observe the errors and shunting line standard of the model. T tests of student are realized by means of the hypothesis of the way coefficient of each resampling to be equal the zero (p> 005). As the resampling they are various, the test is repeated sometimes, confirming (p< 0,05) or not it coefficient way tested originally (HAIR et al., 2013).

Also the test of blindfolding with value estimation of the predictive value of the elaborated models was realized by means of, where Q^2 stops > 0 the model haves predictive relevance, and Q^2 approximately zero, or less than zero does not have predictive relevance, and f^2 that it evaluates how much construct is useful for the construction of the model (0,012 has little utility, 0,15 medium utility, and 0,35 great utility) (HAIR et al., 2013).

For the moderation testing followed the described procedure by Hair al. (2013, p. 261) for continuous moderators variable, not categorical, where compares the size of the effect of the moderation in the relations of the tested model. For this effect also then bootstrapping by means of one is realized by means of the procedure has “t” test of student. The acceptance of the moderation hypothesis gave for t ≥ 1,96. Figure 3 presents the Moderation model tested by means of

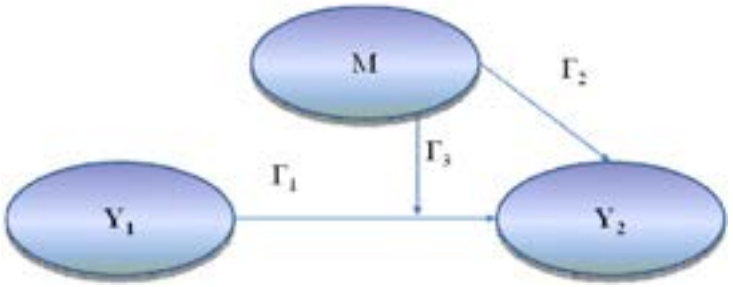
the equation of the effect of the moderator variable (M) on the relation between an exogenous variable (Y_1) and an endogenous variable (Y_2) described by means of the equation:

$$Y_2 = (\Gamma_1 * Y_1) + (\Gamma_2 * M) + [\Gamma_3 * (Y_1 * M)]$$

Note: Γ represents the way coefficient of the observed relation;

($\Gamma_1 * Y_1$) describes the simple effect of the independent variable on the dependent variable, the term (Γ_2*M) represents the effect of the moderator variable, and the resultant term of the [Γ_3* (Y1*M)] represents the term of the interaction, in order words, Γ_3 coefficient express that it forms simple Γ1 effect modifies when the moderator variable (M) increases or reduces its value affecting the relation $Y_1 \rightarrow Y_2$ (HAIR et al., 2013).

Figure 3 - Moderation model



Source: Elaborated for authors from Hair et al. (2014)

4 RESULTS

In this section the results of the empirical phase of the study will be presented.

4.1 Sample

The majority of the interviewed ones are between 30 and 39 years old, corresponding 32% of residents and 31% of the tourists. The interviewed ones had been 160 tourists being 96 women and 64 men. The residents had totalized 140 interviewed being 91 female gender and 49 male gender.

In the analysis on the power of buying of the interviewed residents (ABEP, 2013) one got the following results: 51% of the searched ones belong to social rank “B”, 35% belong to social rank “C”, 10% to the social rank “A” and 4% form social rank “D”. With respect to the buying power of the searched tourists the following data had been gotten: 56% of the interviewed ones belong to social rank “B”, 28% to the social rank “A” and 16% to social rank “C”. None of the questioned ones belongs to the social rank “D” and “E”. The analysis demonstrates of the socioeconomic profile of the sample demonstrates that although the heterogeneity of the data the searched supermarket is attended in its great part for consumers of high buying power, classified between the social ranks “B1” and “B2”.

4.2 Previous analysis of the data base

The preliminary exam of the data identified that the variable did not follow an univariate normal distribution (significant Kolmogorov-Smirnov test to the 5% level, p-value <0,05) and

multicollinearity standards didn't have (VIFs under 5). The normality absence beyond strengthened the decision of the use of the matrix of variances for the SEM with use of software PLS, beyond the predictive character and of identification of constructs guiding key in model (HAIR et al., 2013, p. 19).

In addition, it is observed the homogeneity of the variances (p> 0,05, homoscedasticity) by means of Levene test (HAIR et al, 2013) for the variable of both the samples. All the tests had indicated significant equality of the variances between residents and tourist (crowding perception, Levene test=0,503, p=0,479, hedonic value, Levene test=1,499, p=0,222; utilitarian value, Levene test=1,884, p=0,172; satisfaction, Levene test=1,474, p=0,226 and impulsive buying, Levene test=0,003, p=0,954), pointing that the groups don't have significant variation of the error standard between itself. The Levene test was used by absence of normality of the data.

4.3 Analysis of the indicators and of the structural measures

In both the tested models observed good predictive quality and relevance of the used constructs. Table 1 presents average, median, standard deviation and variance for the constructs and samples of tourist and residents.

	Resident				Tourist			
Variable	Average	Median	SD	Var	Average	Median	SD	Var
Impulsive buying	4,185	4,5	1,374	1,89	4,327	4,6	1,351	1,827
Crowding perception	3,871	3,2	1,652	2,732	3,885	3,875	1,814	3,291
Satisfaction	4,797	4,667	1,179	1,39	4,718	4,667	1,301	0,169
Utilitarian value	4,273	4,667	1,667	2,782	4,33	4,667	1,619	2,621
Hedonic value	4,186	4,167	1,446	2,093	4,099	4,6	1,459	2,129

Table 1 - Averages, median, standard deviation and variance of the constructs
Source: The authors

Both the models had been tested with regard to the dependent variable Satisfaction and impulsive Buying. During the search of adjustment of the structural models for nomological validation and search of convergent and discriminant validity, some item had been removed. The structural model adjustment index had been satisfactory according to the established criteria analysis at the beginning and can be observed in Table 2 for the sample of residents, and in Table 3 for the sample of tourist. The internal consistency indicators (Cronbach Alpha and composite reliability) presented adequate.

Constructs	AEV	Reliability	R^2	Cronbach Alpha	Communality	Redundancy
Impulsive buying	0,729	0,931	0,659	0,907	0,729	-0,422
Crowding perception	0,742	0,945		0,931	0,742	
Satisfaction	0,777	0,912	0,700	0,856	0,777	-0,803
Utilitarian value	0,845	0,942		0,908	0,845	
Hedonic value	0,710	0,936		0,917	0,710	

Table 2 - Adjustment indicators of the structural model to the sample of residents
$AEV_{average}$ = 0,748R^2_{medium} = 0,903 GoF=0,826
Source: The authors

Constructs	AEV	Reliability	R^2	Cronbach Alpha	Communality	Redundancy
Impulsive buying	0,664	0,907	0,750	0,872	0,664	-0,019
Crowding perception	0,808	0,944		0,921	0,808	
Satisfaction	0,787	0,917	0,676	0,865	0,787	0,103
Utilitarian value	0,752	0,900		0,836	0,752	
Hedonic value	0,760	0,940		0,920	0,760	

Table 3 - Adjustment indicators of the structural model to the sample of tourists

$AEV_{average}$ = 0,748 R^2_{medium} = 0,882 GoF=0,815

Source: The authors

These results indicate the convergent validity of the structural model of both the observed groups. After that discriminant validity was evaluated on the basis on the cross loading of the constructs versus its items. These results were adequate. The discriminant validity was also observed by means of the correlation between the variable and the square root of the AEV (this last relation being bigger in its respective constructs than the correlations with the others variables).

By means of the resampling technique bootstrapping with 200 repetitions searched to analyze the significance of loads of the structural ways. The result of this stage is demonstrated in Tables 4 and 5, for residents and tourist.

Hypothesis	Relationship	Original coefficient	Average of the 200 subsamples	Standard error	Test t	*P-value*	*Status*
H1	Utilitarian value → Impulsive buying	-1,051	-1,038	0,193	5,458	p< 0,0001	Accepted
H2	Utilitarian value → Satisfaction	0,646	0,648	0,208	3,107	p< 0,0001	Accepted
H3	Hedonic value → Impulsive buying	-0,227	-0,289	0,224	1,014	ns	Rejected
H4	Hedonic value → Satisfaction	0,48	0,471	0,242	1,985	p< 0,0001	Accepted
H5	Crowding perception* Utilitarian Value → Impulsive buying	0,729	0,704	0,319	2,283	p< 0,0001	Accepted
H6	Crowding perception* utilitarian Value → Satisfaction	-1,128	-1,111	0,377	2,996	p< 0,0001	Accepted
H7	Crowding perception* hedonic Value → Impulsive buying	0,646	0,649	0,292	2,209	p< 0,0001	Accepted
H8	Crowding perception* hedonic Value → Satisfaction	-0,467	-0,565	0,221	2,112	p< 0,0001	Accepted

Table 4 - Analysis of the structural ways shows residents

Critical values of t: 1,64 p< 0,1; 1,96 p< 0,5; 2,57 p< 0.01, n.s. = not significant, * Moderator Relation

Source: The authors

Hypothesis	Relationship	Original coefficient	Average of the 200 subasamples	Error standard	Test t	*P-value*	*Status*
H1a	Utilitarian value → Impulsive buying	-0,313	-0,324	0,122	2,56	p< 0,001	Accepted
H2a	Utilitarian value → Satisfaction	0,451	0,515	0,143	3,164	p< 0,001	Accepted
H3a	Hedonic value → Impulsive buying	0,284	0,271	0,138	2,06	p< 0,001	Accepted
H4a	Hedonic value → Satisfaction	0,824	0,883	0,2	4,117	p< 0,001	Accepted
H5a	Crowding perception* Value utilitarian→ Impulsive buying	-0,334	-0,317	0,169	1,977	p< 0,001	Rejected
H6a	Crowding perception* utilitarian Value → Satisfaction	-0,342	-0,494	0,282	1,213	ns	Accepted
H7a	Crowding perception* Value hedonic→ Impulsive buying	0,188	0,224	0,14	1,342	ns	Accepted
H8a	Crowding perception* hedonic Value → Satisfaction	-0,292	-0,407	0,228	1,279	ns	Accepted

Table 5 - Analysis of the structural ways shows tourist

Critical values of t: 1,64 p< 0,1; 1,96 p< 0,5; 2,57 p< 0,01 n.s. = not significant

*Moderator Relation

Source: The authors

Table 6 views the pointers of predictive relevance (Q^2) and construct utility (f^2) in the construction of the considered model. The blindfolding test points with respect to the predictive capacity of the tested model. Q^2 pointers more "zero" have predictive validity, and f^2 pointers signal the construct utility in the forecast of the model, otherwise, if the omission of construct would result in significant alteration in the coefficient of determination of the model (R2). The critical values are 0,012 (low utility), 0,15 (medium utility and 0,35 (big utility) (HAIR et al, 2013).

	Q^2		f^2	
Construct	**Resident**	**Tourist**	**Resident**	**Tourist**
Impulsive buying	0,45	0,439	-	-
Crowding perception	-	-	0,645	0,599
Satisfaction	0,492	0,373	-	-
Utilitarian value	-	-	0,782	0,412
Hedonic value	-	-	0,678	0,466

Table 6 - Predictive relevance and utility to the model

Source: The authors

Have been observed that in the sample of residents the utilitarian Value reached greater predictive capacity in the model (f^2=0,782) and in the sample of tourist the greater predictive capacity was observed in construct hedonic Value. The model was capable to explain 65.9% of impulsive buying (Q^2=0,45) and 70% of the satisfaction (Q^2=0,492) for the sample of residents, and 75% (Q^2=0,439) and 67.6% (Q^2=0,473) respectively for the sample of tourist, reaching an adjusted predictive value of these constructs.

5 DISCUSSION OF RESULTS AND FINAL CONSIDERATIONS

The considered model analyzed the relation between hedonics or utilitarian values with the impulsive buying and moderate satisfaction for the crowding perception, in a buying context in the retail with high density of people. This analysis was realized by means of considering differences between tourist and residents of a littoral city of São Paulo State yet. The model reached a good capacity of explanation of the impulsive buying (R2=65.9% residents, R2=75% tourist) and of the satisfaction (R2=70% residents, R2=67.60% tourist), with excellent quality of adjustment (Q^2=0,450 resident, Q^2=492 tourist), what in it allows them to trust the conclusions of the model.

It was observed mainly that the crowding perception has distinct impacts in residents or tourist of a region with great tourist appeal, and in high level (f2=0,645 residents, f2=0,599 tourists). By residents were observed that people density has a more excellent impact. In a situation with utilitarian buying value the impulsive buying is avoided, in order words, the greater the utilitarian buying, less impulsive buying (Γresident before the moderation = - 0,657, p< 0.001). This relation accents with the moderation of the crowding perception in significant way (H1: Γresident after moderation = - 1.051, p< 0,05). This result is about the fact of the resident already live in a condition where the tourist presence becomes more complicated its day-by-day, more in situations of utilitarian buying yet. It will have to search to become the buying a functional and more efficient task with the tourist presence yet.

The tourist behaves in a similar way. The greater the utilitarian buying, less impulsive buying. This relation keeps with the crowding perception in significant way, but it lightly reduces in significant way after its influence ($\Gamma_{\text{tourist before the moderation}}$ = - 0,500, p< 0,05, for $\Gamma_{\text{tourist after of the moderation}}$ = - 0,313, p< 0,05, $H1_a$). Exactly in a situation of utilitarian buying the tourist was affected by the high density of people in the buying. The goal of the trip is the diversion and the pleasure, thus the task of buying with functional character doesn't stimulate the search of products intensely, as all its time and energy were dedicated to the hedonics tasks yet.

The resident is of course satisfied with the utilitarian buying ($\Gamma_{\text{resident after the moderation}}$ = 0,646, p< 0,05, H2), and this relation keeps after the moderation of the crowding perception, and if H5 strengthens (, $\Gamma_{\text{moderation perception of tourist crowding}}$ =0,729 = p< 0,05), because this is even a pressing objective in the tourist constantly, to keep the task of buying with good performance to preserve the experience of the trip over all. The tourist is enough in the utilitarian buying with its decision to buy little for impulsive, on the other hand this doesn't change with the high density ($\Gamma_{\text{moderation perception of tourist crowding}}$ = -0,342 p> 0,05), therefore, the satisfaction keeps significant in the relation with the utilitarian buying ($\Gamma_{\text{tourist after the moderation}}$ = 0.451, p< 0,05, $H2_a$).

The high density didn't cause effect on the satisfaction of the tourist, even so it inverts the perspective, generating of certain way a dissatisfaction (H6a). It is believed that this explains about the context of the tourist, who even so search effectiveness in the buying, isn't always affected on account of the great amount of people, therefore is passing through, visiting the city, and to buy in a store doesn't configure a task where it evaluates the buying experience. The resident, however, already was not reasonable satisfied with the utilitarian buying, and as the high

density generates a bigger rejection to buy for impulsive, the resident is more affected with this decision in significant way, being less satisfied generally (H6, Γmoderation crowding perception = -1,128, p< 0,05).

Both the resident and the tourist buys more for impulsive when the buying is from hedonic value, but that is more salient in the tourists then in the residents (Γresident = 0,183 versus Γtourist = 0,457, p< 0,05, in tests without the moderation). However, the effect of the crowding perception about the relation value hedonic impulsive buying are different in residents and tourist. The resident tends to buy little by impulsive, or this relation at least exists (H3, Γmoderation perception of resident crowding = - 0,227, p> 0,05), probably because it search a task of efficient buying in reason of the great amount of people, as shows the biggest importance of the utilitarian value (f2=0,782) of what the hedonic (f2=0,678) in the structural model for residents yet.

The relation still exists to the tourist independent of the high density of people (H_{3a}, $\Gamma_{tourist}$ = 0,284, p< 0,05), and doesn't change in reason of the moderation of the crowding perception (Γmoderation crowding perception tourist = 0,188, p> 0,05, H_{7a}). It is worth noting how hedonic value (f_2=0,466) is more important than utilitarian value (f_2=9,412) for the tourist. Otherwise, the presence of more people even becomes the experience of the tourist most pleasant in the buying task, since that congruent with its objective to get more pleasure, taking an impulsive buying capable to feed its excitement.

It is considerate that the tourist probably doesn't affect itself for the crowding at the retail buying because in its context the buying perception is hedonic by its very nature and it will not change to variation of amount of people at the place. This is clearly to observe that the resident is satisfied with its hedonic buying, but this satisfaction reduces with the high density of people due to crowding perception, what it does not happen exactly with the tourists, who exactly satisfied in a hedonic buying this satisfaction is not affected by the crowding perception (H_{6a} and H_{7a}).

The moderation of the crowding perception reached significant value in the tourists, on opposite between utilitarian Value and Impulsive buying (H5a, $\Gamma_{tourist\ moderation}$ = - 0,334, p< 0.001), but, reducing the negativity of this relation ($\Gamma_{tourist\ before\ the\ moderation}$ = - 0,500 for $\Gamma_{tourist\ after\ of\ the\ moderation}$ = - 0,313, H_{1a}). This result signals a perspective of reduction of the negative effect of the crowding perception. This seems to have itself to the buying context of the tourist, hedonic essentially.

The relation between hedonic buying value and impulsive buying on the part of the resident (H3) wasn't confirmed even so has reached the intended meaning (Γ = - 0,227, ns.). It have been believed that this result has occurred, therefore the condition of resident of a touristic center, typically hedonic, the experience of impulsive buying must be minimized, in detriment of a more efficient buying due to search of hedonics sensations in the context of the proper locality, and not in the buying. The tourist context and the characteristics of the place can be the cause of this effect (JURADO; DAMIAN; FERNÁNDEZ-MORALES, 2013).

On the other hand, the relation to the tourist between utilitarian buying value and impulsive buying was moderate for the crowding perception (H5a, p< 0.001, on opposite of the expected one). Although this moderation in significant way did not expect, a possible cause for this must be the tradition of negative effect of the crowding perception. It is worth mentioning that even so significant, this relation was next to the limit (t=1,977).

Usually, this study it concludes that the crowding perception has a less impact on tourist due to its context of consumption, where the activity of tourism allows that it can tolerate more the aspects related to the biggest agglomeration of people in the buying environment, on opposite of the resident of a tourist city that presents little tolerance with the agglomeration of people at the moment of the buying feeling with little control and more discomfort.

5.1 Academic implications

This study it related for the first time utilitarian or hedonic the perception of buying's to the impulsive buying and satisfaction comparing itself two groups of consumers at distinct moments in one same buying context, resident or tourist, in an environment of high density of people. The phenomenon of crowding characterized by generating negative emotions (MACHLEIT; EROGLU; MANTEL, 2000; EROGLU; MACHLEIT; BARR, 2005), or positive (PAN; SIEMENS, 2011; BAKER; WAKEFIELD, 2012) in the consumer. Negative emotions can come of the sensation of uncontrolled felt for the consumer in dense environments of people and things. On the other hand, crowding can bring positive sensations, as when the buying has a pleasant social motivation. In this study observed that for the tourists the negative effect is reduced or insignificant, in order words, the negative emotions that the high-density looks like to have little effect on tourist. This adds to the literature of crowding to identify a consumers group who in one same buying condition react in different way to crowding.

A limitation of this study is not to consider variables more than they can be influencing the reached results, like for example, the profile of the consumers how much to the income or culture, that would take the distinct effect of crowding, eliciting negative or positive emotions. The buying environment has many aspects that can intervene in the reactions of the consumers, and to consider a utilitarian way and another hedonic restricts other comments.

5.2 Managerial implications and suggestions for future studies

The understanding of as the extended context of consumer buying relates with the specific buying environment is excellent for the organizations in the measure where it allows that they better plan and they manage the situations of buying environment in accordance with the segment that is serving. Buying motivation can be the same one, but the density of people is perceived in different way for residents and tourist trying that different strategies are used by the organizations.

New studies can complement the findings of this work in considering new variable that can help to explain the different reactions of residents and tourist to the human density being. Strategies of confrontation of stress caused by the crowding perception, like a coping, or even, the comment of new contexts where the high-density human being brings positive effect, on the other hand, can be to contribute theoretically.

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Contribution of authors

Contribution	[Author 1]	[Author 2]	[Author 3]	[Author 4]
1. Definition of research problem	√	√		
2. Development of hypotheses or research questions (empirical studies)	√	√		
3. Development of theoretical propositions (theoretical work)	√			
4. Theoretical foundation / Literature review	√	√		
5. Definition of methodological procedures		√		
6. Data collection	√			
7. Statistical analysis		√	√	
8. Analysis and interpretation of data	√	√		
9. Critical revision of the manuscript		√	√	√
10. Manuscript writing	√	√	√	√
11. Other (please specify)				