온택 시대의 매장 커뮤니케이션에 대한 새로운 접근
: 소셜 미디어를 통한 간접 경험 효과 검증

신현희 / HS Ad BE전략팀 팀장, 서강대학교 광고홍보학과, 박사*

Covid-19가 초래한 온택트 환경은 오프라인 매장의 커뮤니케이션 환경을 전통적 대면 커뮤니케이션 매체를 넘어 소셜미디어를 통한 공유와 확산 매체로 확장시키며, 매장 커뮤니케이션 활동의 패러다임 전환을 촉발하고 있다. 본 연구는 온택트 환경에서 매장 커뮤니케이션에 대한 오프라인 현장에서의 직접적 경험과 소셜미디어를 통한 간접적 경험이 브랜드 태도와 행동 의도에 미치는 영향을 비교 검증하는데 그 목적이 있다. 분석을 위해, 본 연구는 선정된 오프라인 브랜드 매장 중 한 곳을 직접 방문한 응답자 269 명을 대상으로 한 현장 설문 조사와 동일한 브랜드 매장을 블로그를 통해 간접적으로 경험한 응답자 334 명을 대상으로 한 후속 온라인 설문 조사, 두 단계로 진행되었다. 분석 결과, 매장 커뮤니케이션은 이를 직접적, 간접적으로 경험한 응답자의 브랜드에 대한 인지적, 감정적 태도에 모두 유의한 영향을 미치고 있음이 입증되었다. 특히 간접 경험 응답자의 경우, 감정적 태도가 인지적 태도에 유의한 영향을 미쳤으며, 브랜드 신뢰는 직접 경험, 간접 경험 응답자에게서 모두 인지적 태도가 행동 의도에 미치는 영향을 매개하였다. 본 연구는 오프라인 매장 커뮤니케이션의 소셜미디어를 통한 확장 효과를 실증함과 동시에, 향후 온택트 커뮤니케이션에 대한 후속 연구의 방향성을 제시하였다는 점에서 연구의 의의가 있다.

주제어: 매장 커뮤니케이션, 브랜드 태도, 브랜드 신뢰, 직접적 경험, 간접적 경험, 시그널링 효과, 리테일 브랜딩

Ⅰ. Introduction

The keyword that has led the recent changes in retail marketing is omni-channel, the seamless connection with offline and online channels, sparked by the development of digital technology (Brynjolfsson et al., 2013; Verhoef et al., 2015). With the emergence of online shopping channels, consumers' buying paths have rapidly shifted into online, leading to the crisis in brick-and-mortar retail stores. However, typical offline stores have succeeded in expanding new possibilities through online coupling and creating a new standard of offline-online connectivity (Massa et al., 2017).

In the midst of this circumstance, ontact trend has caused an irresistible change in in-store communications activities. Ontact is a relatively new but already widespread concept, which means communications or transactions via a variety of online channels.[1] In

---

* shinhyunhee@daum.net

1) Nowadays, the term 'untact' is more widely used in the Korean society than 'ontact' (despite some criticism that both terms are Konglish). Technically, however, the term ontact is primarily used in this paper because the reduction in face-to-face communication

general, space-based in-store communication can share the value and characteristics of the brand more intuitively and intimately through direct contact with consumers, and has the advantage of visualizing the symbolic value of brand identity (Yu, Tullio-Powb & Akhtar, 2015). Therefore, the role as the brand communication medium of retail stores where consumers meet face-to-face with products and brands in everyday life is gradually expanding. However, essential advantages of in-store communication as a contact media have become to be constrained due to the limited access to site visit triggered by COVID-19 which has hit the globe since early 2020. A new normal in the ontact era has emerged to compensate for these constraints with digital-aligned activities.

In fact, it is not entirely new to research about the need and effectiveness of offline and online connectivity in retail communication. The proliferation of omni-channels through online stores defines the role of each channel in a seamless connected environment. Retail stores, in particular, have the potential to evolve into an influential marketing tool that connects brands with consumers due to the "physicality or entity" of the store itself (De Kelver, 2008). In the omni-channel environment, brick-and-mortar stores function as hubs connecting online stores and traditional channels (Cao, 2014), and the development of

social media is playing a role in bringing retail stores into their daily lives through social media, beyond consumers connecting to networks in retail stores to browse for information and comments (Piotrowicz & Cuthbertson, 2014).

At present, COVID-19 has not yet been calmed down, and each brand is responding quickly to create a substitutes via the ontact method in the form of live streaming or virtual stores. Thus, in the post-contagion era, the sharing and diffusion of experience through any social media channel will continue to accelerate, overcoming the limitations of offline store as a field medium. However, studies that have analyzed the effects of this new form of sharing and diffusion of in-store communication are very insufficient.

Against this backdrop, the present study aims at providing the empirical data and insights about the effect of the indirect experience through online paths on consumer perception in comparison with that of the direct experience through offline retail stores and exploring its marketing potential as a rising in-store communication approach. For these purposes, this study intends to assess to the following research questions: (1) *How do direct experience and indirect experience of retail store visit differ in consumers' perception of brand through in-store communication?* and (2) *How do direct experience and*

means an increase in communication over online paths rather than the absence of communication.

indirect experience of retail store visit differ in the paths by which the perceptual components of in-store communication affect brand attitude and behavioral intention?

2. Theoretical Framework

1. Indirect Experience of In-store Communication

Personal experience, other people's information, and marketer's information in individual purchase decisions are influenced by and combined with each other, such as zero-sum games to influence consumer attitude and purchase decision about a product or brand (Simonson et al., 2014). At this time, the first impression of the brand formed by the consumer using one channel affects the image of the other channel. Thus, the consumer's perception of the brand is formed subjectively as a combination of 'consumer personal experience', 'constructed reality through advertising and media', and 'experiences of others' (Antonides & Van Raaij, 1998). This subjective perception allows each consumer to have their own unique mental map for the brand (Da Silva & Alwi, 2006).

Experience is transformed into participation and communication as a result of interaction between organisms and the environment (Dewey, 1997), and spatial communication is highly useful in stimulating human emotions and affects perceptions of other spaces through interacted feedback. Consumer experience in retail stores plays an important role in

building brand power and differentiating the brand from its competitors (Brakus, Schmitt & Zarantonello, 2009; Hamrouni & Touzi, 2011), and in-store communication embodies the value of the brand based on physical clues and storytelling, such as display and design (Borghini, Diamond, Kozinets, Mc, & Muñiz, 2009). Thus, the store activates the visitor's five senses in one place in a spatial entity, and it becomes another brand entity that enhances the brand's identity through experiential elements such as design, information exchange, and entertainment (Castaldo & Mauri, 2008).

Meanwhile, the experience of in-store communication is not no longer limited to offline only. Consumers are pulling the retail stores into the world of social media by talking and sharing their experiences in offline stores through social media, such as Facebook, Instagram, Youtube, Twitter and blogs (Piotrowicz & Cuthbertson, 2014). The spillover of information on websites, blogs and online can drive positive images of products or brands (Gong, Smith & Telang, 2015). In particular, word-of-mouth (hereafter WOM) plays a vital role in strengthening and disseminating the brand's message to consumers. According to the report produced by Nielsen (2015), 83% of consumers trust recommendations through friends and acquaintances, while 50% of consumers trust the message through the media. The probability of occurring WOM tends

to be even greater when consumers are exposed to and experience interesting or fresh information (Berger, 2014), and consumer enjoyment is an important factor in occurrence of WOM (Lovett, Peres & Shachar, 2013).

According to the theory of reasoned action proposed by Ajzen and Fishbein (1980), the three mechanisms in which persuasion messages change people's attitudes are (1) add a new salient belief to a thing, (2) modifying existing beliefs into the influence of this belief, and (3) changing the importance relativeness between existing beliefs and new beliefs. Kwon and Lenon (2009) applied this to the image transition between offline and online stores. They suggested the following three propositions: (1) brand belief is formed through the image and performance of the previous offline and online stores, (2) there is an interaction effect between offline and online stores on the brand beliefs and attitudes, and (3) these brand beliefs and attitudes influence the direction of product purchase.

2. The Signaling effect in In-store Communication

Companies contemplate how to make unobserved properties recognized by consumers in terms of product quality for sales increase (King, Lenox, & Terlaak, 2005) and how to

communicate their brand philosophy and ethics for building favorable brand image (Holmstrom, 1979). At this time, signaling information about the brand's characteristics works as a way to convince consumers about the brand's product quality (Mavlanova, Benbunan-Fich & Koufaris, 2012). The ultimate goal of this signaling is to stimulate purchase intention by delivering positive aspects of product and service quality or organizational function to consumers (Wells, Valacich & Hess, 2011). The signaling effect occurs when a person who has a small amount of information makes inferences from information provided by a person who has a larger amount of information and acts on the basis of it. Accordingly, if consumers do not have enough information about a certain product's quality, the signal sent by a person with a wealth of information can have a significant impact on the perception of the product quality (Wells, Valacich & Hess, 2011).

Investment on advertising can be also a kind of signal to address the information imbalances that exist between the brand and consumers (Kirmani & Rao, 2000). The signaling effect applies equally to retail stores (Modig & Rosengren, 2014). A good faÇade, a store design or an investment in windows can serve as a signal to the reasoning that it is a good product and a credible company. Thus, retail stores function as one of extrinsic signals, such as products, warranties,

and advertisements, and consumers use them as a clue to estimate brand quality if the signal is perceived as reliable (Connelly et al., 2011).

An efficient retail store environment can draw visitors' attention and mediate their reasoning about product assortment, service quality, store image, and so on (Baker, Grewel, & Parasuraman, 1994; Yani-de-Soraino & Foxall, 2006). Hence, the perceived quality of in-store communications influences consumer attitude and behavioral intention as an indicator that speculates the value and usefulness of the brand (Rego, Reis & Stallbaum, 2016).

When the brick-and-mortar store was recognized as a hub for integrating all sales channels, the likelihood of using offline stores as a platform to provide consumers with personal and direct experience could be high (Piotrowicz & Cuthbertson, 2014). With the proliferation of social media users and frequent information sharing in their daily lives, traditional in-store communication has faced new possibilities: the expansion of consumer experience not only by store visits but also in indirect ways through social media. The sharing of information by people who have experienced in-store communication firsthand could affect brand evaluation of those who did not experience it by generating the signaling effect. The role of retail stores also changes and thereby in-store

communication has become to require more strategic and creative planning.

3. Emotional Responses and Brand Attitude Change

Consumers in certain environments, such as retail stores, experience emotional responses before responding to individual environmental conditions. Mehrabian and Russell (1974) described the process by which these emotional responses are linked to actions as three emotional response models of PAD (pleasure, arousal, dominance). Various elements of communication in retail stores form an inner state of enjoyment and atmosphere, such as happiness, satisfaction, and control, leading to a reaction of consumers to approach or evade the space. It also enhances the emotional connection between brands and egos (Park, MacInnis, & Priests, 2008), and sometimes leads to impulse purchasing (Graa & Dani-el Keber, 2012). In other words, it can be seen that consumer's emotional response to stimuli in the physical spatial environment is an important factor in building affinity and intimacy with the brand.

Meanwhile, prior studies examined cognitive and emotional attitudes as important attributes that constitute the evaluation of consumers' brands (Ailawadi & Keller, 2004). Brand attitude influences the consumer's pur-chasing decision-making process and choice behavior, particularly behavioral intention which is a very important indicator of consumers' preferences and commissions for brands (Jacoby & Chestnut, 1978).

Also, a key variable describing the relationship between consumers and brands is 'Trust' (Morgan & Hunt, 1994; Sirdshmukh, Singh, & Sabol, 2002). Trust plays a very fundamental role in all relationships (Claycomb & Martin, 2002), especially in marketing, which is a very important management factor as a practical strategy for creating competitive advantage. In particular, brand trust is cognitive rather than behavioral (Shingh & Sirdeshmukh, 2000), and brand trust is generally considered a leading factor in brand loyalty (Zeithaml & Bitner, 1996). McCole, Ramsey and Williams (2009) demonstrated that brand trust is an important impact on consumers' perception and behavior of the store, which is the expectation and belief that the store will meet what they want (Eastlick, Lotz & Warrington, 2006), and is an indicator of how consumers behave towards the brand.

4. Research Hypotheses

Based on a literature review, this study assumes that in-store communication will positively change brand attitudes while people experience in-store communication, either directly or indirectly. The signaling effect

supports the assumption that the various communication components described in social media content created by consumers visiting brick—and—mortar stores directly can serve as cues to evaluate brand quality along with store quality. Therefore, the first hypothesis is derived as follows:

H1. In—store communication will have a positive effect on consumers' cognitive and emotional attitudes toward the brand whether the in—store communication experience is direct or indirect.

Differences between consumers who have experienced in—store communication directly or indirectly can be explained at the level of involvement. Consumers who have experienced the in—store communication directly get the different levels of involvement for each in—store communication element, and it can optionally be accepted as a central or peripheral route. Consequently, consumers who have experienced in—store communication directly are expected to utilize both cognitive and emotional pathways in shaping the behavioral intention. On the other hand, based on previous study (Breckler & Wiggins, 1991) that indirect experience has a higher impact on cognitive pathways than direct experiences, it can be predicted that consumers who have experienced in—store communications indirectly will primarily use cognitive

pathways to form behavioral intention. Therefore, in order to verify the assumed differences in brand attitudes between direct experience and indirect experience with in—store communications, the following two hypotheses are derived:

H2. For consumers who have experienced in—store communication directly, both cognitive and emotional attitude toward the brand have a positive effect on their behavioral intention. While for consumers who have experienced in—store communication indirectly through social media, cognitive attitude toward the brand will have a positive effect on their behavioral intention, but emotional attitude toward the brand will not affect their behavioral intention.

H3. For consumers who have experienced in—store communication indirectly through social media, emotional attitude toward the brand has a positive effect on cognitive attitude.

In addition, trust between the brand and consumers arises from perceived uncertainty and risk factors, and is based on faith and expectations simultaneously (McKnight, Choudhury, & Kacmar, 2002). These trusts are transferred from known entities to less known but relevant entities (Strub & Priest, 1976), and can be transferred from one to

another through proximity and physicality (Stewart, 2003). Since people's existing brand trust can also affect brand attitudes through in-store communication, the last hypothesis is derived as follows:

H4. Brand trust will mediate the impact of a consumer's cognitive attitude toward the brand on behavioral intention.

Ⅲ. Method

1. Research Design and Data Collection

In order to verify the proposed hypotheses, this study conducted two phases of survey. The first survey was to analyze the effect of direct experience, and it was targeted at consumers who had visited one of a total of six brand retail stores. Visitors of one of those retail stores were asked to participate in the survey in front of the store exit (intercept survey), with the help of a re-search firm. The time that participants spent on the survey was approximately 5 to 10 minutes. A total of 273 people took part in the survey and among them, 269 ques-tionnaires were used for the final analysis after excluding insincere data from the total collected.

The second survey was conducted to verify the effect of indirect experience of in-store communication. The survey utilized the blogs of the same six retail stores as those used for the first survey. To provide indirect ex-perience to the survey participants, they were asked to respond to the questionnaire after looking at four blogs of one among six brands for at least two minutes (at least 30 seconds for each blog). The time spent for

indirect experience on average was 7.8 minutes and the entire response time was about 10 to 15 minutes. The visual and written information for indirect experience were presented by blog's images and posts shared by consumers who had visited the brand stores directly. The respondents, who were extracted from the panel of online research

〈Table 1〉 Profiles of the Survey Respondents

The First Survey (Respondents with direct experience)

Category		By Brand (N)						Total	
		D'light	Nespresso	Monami	Gentle Monster	Aesop	Line	N	%
Total		46	30	47	50	51	45	269	100.0
Gender	Male	18	9	15	19	14	12	87	32.3
	Female	28	21	32	31	37	33	182	67.7
Age	20s	34	11	36	31	34	25	171	63.6
	30s	11	11	9	16	14	18	79	29.5
	40s	1	8	2	3	3	2	19	7.1
Store stay time	Less than 10 minutes	12	11	14	17	24	3	81	30.1
	10 to 20 minutes	19	18	23	17	26	30	133	49.4
	More than 21 minutes	15	1	10	16	1	12	55	20.4
Purchase	Yes	11	15	29	10	11	15	91	33.8
	No	35	15	18	40	40	30	178	66.2

The Second Survey (Respondents with indirect experience)

Category		By Brand (N)						Total	
		D'light	Nespresso	Monami	Gentle Monster	Aesop	Line	N	%
Total		60	55	53	57	52	57	334	100
Gender	Male	18	17	17	19	20	18	108	32.3
	Female	42	38	36	18	32	39	226	67.7
Age	20s	31	25	30	29	27	30	172	51.5
	30s	19	16	16	17	18	16	102	30.5
	40s	10	14	7	11	7	11	60	18.0
Store stay time	Less than 10 minutes	49	44	42	52	40	50	277	82.9
	10 to 20 minutes	11	11	11	5	12	7	57	17.1
Previous Visit	Yes	8	9	8	5	78	20	60	18.0
	No	52	46	45	50	44	37	274	82.0

firm with purposive quota sampling by gender and age, were a total of 334 people and their profiles are shown in Table 1.

2. Measurement

Based on previous research, the communication elements of retail stores were classified into four parts: relevance (brand value), uniqueness (space design), resolution (information), and amusement (experience). Then, this study reconstructed the measurement used by Kent (2007), Shagal, Shagal and Sharma (2016), Mathwick, Malhotra, and Rigdon (2001) in the existing advertising creativity and retail communication research. Each factor was conceptualized as shown in Table 2.

In order to measure attitude changes through store communication, cognitive attitude reconstructed measures of perceived quality of Vera (2015), Gallarza and Saura (2006), and perceived value of Chen and Tsai (2008). The composition and measurement of emotional attitude were based on the PAD scale of Mehrabian and Russell (1974), but 'dominance' was excluded from the measurement based on the modified model of Russell and Pratt (1980). For behavioral intention, scale used in the study of Zeithaml, Berry and Parasuraman (1996) and Swoboda, Berg and Schramm-Klein (2016) were modified by dividing the purchase intention and recommendation.

In addition, to measure brand trust, Guenzi, Johnson and Castaldo (2009)'s brand trust scale and scale of Sirdeshmukh, Singh and Sabol (2002) were modified. As a result, brand trust was measured by three questions of honesty, promise, and faith.

3. Content Selection for Indirect Experience

In order to extract the content presented in the survey for indirect experience, three researchers who experienced the offline brand store directly extracted five blogs for each

〈Table 2〉 Categorization of In-store Communication

Category		Concept	Sources
Relevance (Brand value)		Implementing brand philosophy and product values consistently and harmoniously	Mathwick, Malhotra & Rigdon (2001) Swoboda, Berg & Schramm-Klein (2003) Petermans & Van Cleempoel (2004) Kent (2007) Sasser & Koslow (2008) Coelho et al. (2011) Modig (2012) Horng et al. (2013) Shagal, Shagal & Sharma (2016)
Uniqueness (Space design)		Building a unique and sensual aesthetic that is different from other brands	
Consumer Needs	Resolution (Information)	Addressing consumer needs by providing information about products and brands	
	Amusement (Experience)	Direct contact and enjoyable experience of products and brands in a variety of ways	

brand, and then cross-checked the similarities with the actual store communication based on the pre-checklist of similarities in terms of design and experience. The checklist was borrowed by the measurement of a prior study for the physical environment element and the experience configuration (Baker, 1987; Berman & Evans, 2001). Thus, it was composed that 1) design elements (architectural façade, logo, signage, interior, product display, furniture, decoration, color), 2) information elements (POP, key visual), 3) social elements (promoter, experience program), and 4) general similarities. Based on this process, a total of 24 blogs for six brands (i.e., four blogs per brand) were finally chosen (see ⟨Figure 1⟩).

⟨Figure 1⟩ Content Examples for Indirect Experience of In-store Communication

Ⅳ. Results

1. Reliability and Validity of the Measurement

Prior to the hypothesis tests, the reliability and validity of the scales were assessed. As reliability test results, for both direct experience and indirect experience, it is confirmed that the reliability coefficient (Crombach's α) for all variables exceeds .8, and internal consistency of the measurement items was ensured (see Table 3). Next, to verify if each configuration concept is valid, confirmed factor analyses were conducted. Results indicated that all measurement scales for both direct experience (χ^2=191.384, df=126, p<.001) and indirect experience (χ^2=710.783, df=320, p<.001) were well-suited to the criteria (see Table 3).

〈Table 3〉 Verifications for Reliability and Validity

Direct Experience

Construct	Component	Ave	CR	Crombach's α
In-store Communication	Relevance	.551	.859	.893
	Uniqueness	.543	.856	.896
	Resolution	.524	.846	.885
	Amusement	.523	.767	.808
Brand Attitude	Cognitive attitude	.731	.844	.861
	Emotional attitude	.755	.861	.881
	Behavioral intention	.725	.887	.926
	Brand trust	.642	.848	.877

* Model fit: χ^2=191.384, df=126, GFI=.901 RMR=.062, RMSEA=.059, NFI=.905, RFI=.907, IFI=.953, TLI=.943, CFI=.952

Indirect Experience

Construct	Component	Ave	CR	Crombach's α
In-store Communication	Relevance	.596	.880	.900
	Uniqueness	.566	.867	.906
	Resolution	.604	.884	.900
	Amusement	.549	.780	.820
Brand Attitude	Cognitive attitude	.664	.798	.813
	Emotional attitude	.803	.891	.898
	Behavioral intention	.719	.885	.917
	Brand trust	.710	.880	.894

* Model fit: χ^2=710.783, df=320, GFI=.906, RMR=.054, RMSEA=.061, NFI=.916, RFI=.901, IFI=.952, TLI=.943, CFI=.952

2. Hypotheses Testing

Before hypothesis tests, the difference in evaluation of retail store communication between direct and indirect experience consumers was compared. As a result, for all the communication elements, there was no statistically significant difference between direct and indirect experience in the evaluation on in-store communication (see Table 4).

The research hypotheses were verified through path analysis using AMOS 18.0. For direct experience, as a result of estimating the model fit before validating the path analysis proposed in this study, it was determined that there was no problem in verifying the hypothesis of this study as it met the standard overall. (see Model fit in Table 5).

For indirect experience, it was also determined that there is no problem to verify

〈Table 4〉 Comparison with the evaluation between Direct and Indirect Experience of In-store Communication

Category	Direct Experience Mean	Indirect Experience Mean	Mean Difference	t	p
Relevance	5.28	5.21	.07	.904	.367
Uniqueness	5.35	5.25	.10	1.235	.217
Resolution	5.17	5.06	.11	1.542	.124
Amusement	5.13	5.11	.02	.202	.840

〈Table 5〉 Hypothesis Test Results: Direct Experience

H	Path	Std. Estimate	Sample Error	p	Result
	Retail Communication → Cognitive Attitude				
	Relevance → Cognitive Attitude	.351	.096	***	Accept
	Uniqueness → Cognitive Attitude	.170	.077	.030	Accept
	Resolution → Cognitive Attitude	.247	.118	.042	Accept
	Amusement → Cognitive Attitude	.167	.106	.089	Reject
H1	Retail Communication → Emotional Attitude				
	Relevance → Emotional Attitude	.124	.089	.135	Reject
	Uniqueness → Emotional Attitude	.189	.082	.008	Accept
	Resolution → Emotional Attitude	−.042	.123	.694	Reject
	Amusement → Emotional Attitude	.818	.144	***	Accept
H2	Cognitive Attitude → Behavioral intention	.675	.155	***	Accept
	Emotional Attitude → Behavioral intention	.064	.077	.285	Reject
H4	Cognitive Attitude → Brand Trust	.845	.074	***	Accept
	Brand Trust → Behavioral intention	.348	.138	***	Accept
Model Fit	χ^2=159.287, df=125, GFI=.915, RMR=.048, RMSEA=.074, NFI=.948, RFI=.927, IFI=.966, TLI=.951, CFI=.965, ***p<.001				

〈Table 6〉 Hypothesis Test Results: Indirect Experience

H	Path	Std. Estimate	Sample Error	p	Result
H1	Retail Communication → Cognitive Attitude				
	Relevance → Cognitive Attitude	.314	.211	.178	Reject
	Uniqueness → Cognitive Attitude	.179	.208	.412	Reject
	Resolution → Cognitive Attitude	.714	.325	.003	Accept
	Amusement → Cognitive Attitude	.652	.377	.025	Accept
	Retail Communication → Emotional Attitude				
	Relevance → Emotional Attitude	.230	.162	.167	Reject
	Uniqueness → Emotional Attitude	.493	.153	***	Accept
	Resolution → Emotional Attitude	.214	.232	.347	Reject
	Amusement → Emotional Attitude	.475	.211	.042	Accept
H2	Cognitive Attitude → Behavioral intention	.740	.139	***	Accept
	Emotional Attitude → Behavioral intention	.076	.090	.305	Reject
H3	Emotional Attitude → Cognitive Attitude	.888	.163	***	Accept
H4	Cognitive Attitude → Brand Trust	.838	.057	***	Accept
	Brand Trust → Behavioral intention	.262	.139	***	Accept
Model Fit	x^2=776.339, df=329, GFI=.907, RMR=.054, RMSEA=.064, NFI=.911, RFI=.907, IFI=.946, TLI=.938, CFI=.946, ***p<.001				

the hypothesis of this study as it met the standard overall. (see Model fit in Table 6).

For Hypothesis 1, in the case of direct experience, the relationship between in-store communication and cognitive attitude toward the brand was statistically significant with relevance, uniqueness, and resolution by standardized path coefficient of .351 (p<.001), .170 (p=.030), and .247 (p=.042) respectively. However, amusement had no significant effect on cognitive attitude. In addition, in-store communication had a statistically positive effect on emotional attitude toward the brand with uniqueness and amusement by standardization path coefficients of .189 (p=.008) and .818 (p<.001) respectively. In

particular, influence of amusement was relatively high. But, relevance and resolution did not significantly affect the emotional attitude.

On the other hand, in the case of indirect experience through social media, the relationship between in-store communication and cognitive attitude toward the brand was significantly positive with resolution and amusement by standardized path coefficient of .714 (p=.003) and .652 (p=.025). Unlike direct experience, it was found that relevance and uniqueness had no significant effect on cognitive attitude, whereas amusement had a significant effect on cognitive attitude. In addition, the relationship between in-store communication and emotional attitude toward

the brand during indirect experience showed the same result as the direct experience. Uniqueness and amusement had a statistically positive effect on emotional attitude by standardized path coefficients of .493 ($p<.001$) and .475 ($p=.042$) respectively. However, relevance and resolution did not significantly affect emotional attitude.

As for Hypothesis 2, in the case of direct experience, the cognitive attitude toward the brand had a statistically positive impact on the behavioral intention with a high level of the standardized path coefficient of .675 ($p<.001$), but the emotional attitude on the behavioral intention was not found. These results were the same as indirect experience consumers. In the case of indirect experience, the cognitive attitude toward the brand had a positive effect on the behavioral intention at a high level of the standardized path coefficient of .740 ($p<.001$), but the emotional attitude did not affect the behavioral intention.

As for Hypothesis 3, in the case of indirect experience, it was shown that the emotional attitude toward the brand had a very high influence on the cognitive attitude with a standardization path coefficient of .888 ($p<.001$). Thus, it was able to be discovered the different path from in-store communication to behavioral intention between the consumers who experienced it directly and indirectly.

As for Hypothesis 4, in the case of direct experience, cognitive attitude had a significant effect on the brand trust with a standardized path coefficient of .845 ($p<.001$) and brand trust on a behavioral intention with a standardized path coefficient of .348 ($p<.001$). Thus, the mediating effect of brand trust on the effect of cognitive attitude on behavioral intention was demonstrated. In the indirect experience, cognitive attitude had a significant effect on the brand trust with a standardized path coefficient of .838 ($p<.001$), and brand trust had also a significant effect on the behavioral intention with a standardized path coefficient of .262 ($p<.001$). Thus, the mediating effect of brand trust between cognitive attitude and behavioral intention was proved.
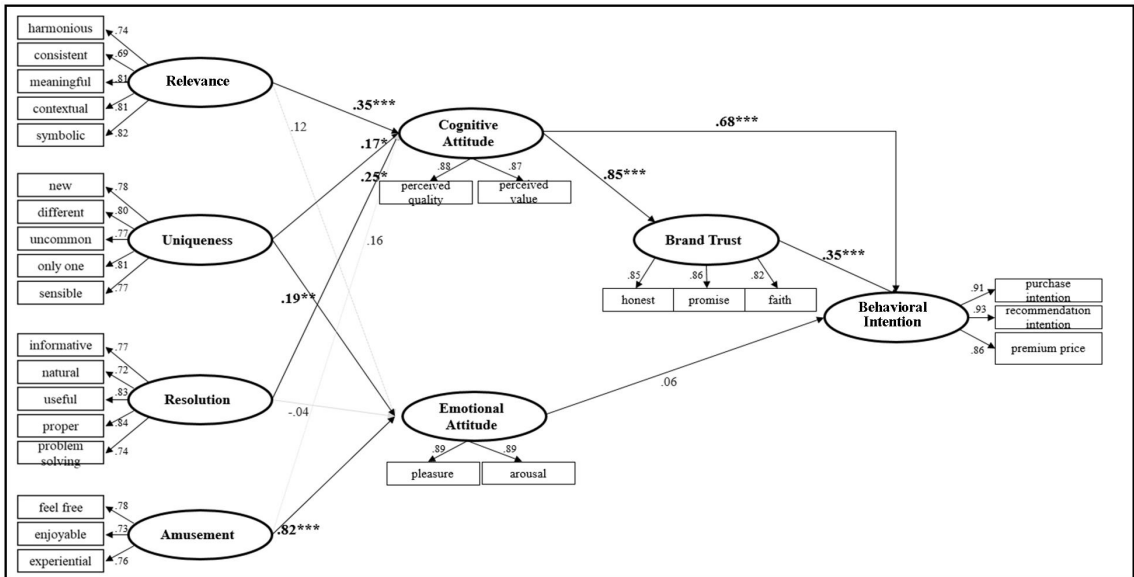
〈Figure 2〉 Path Model: Direct Experience
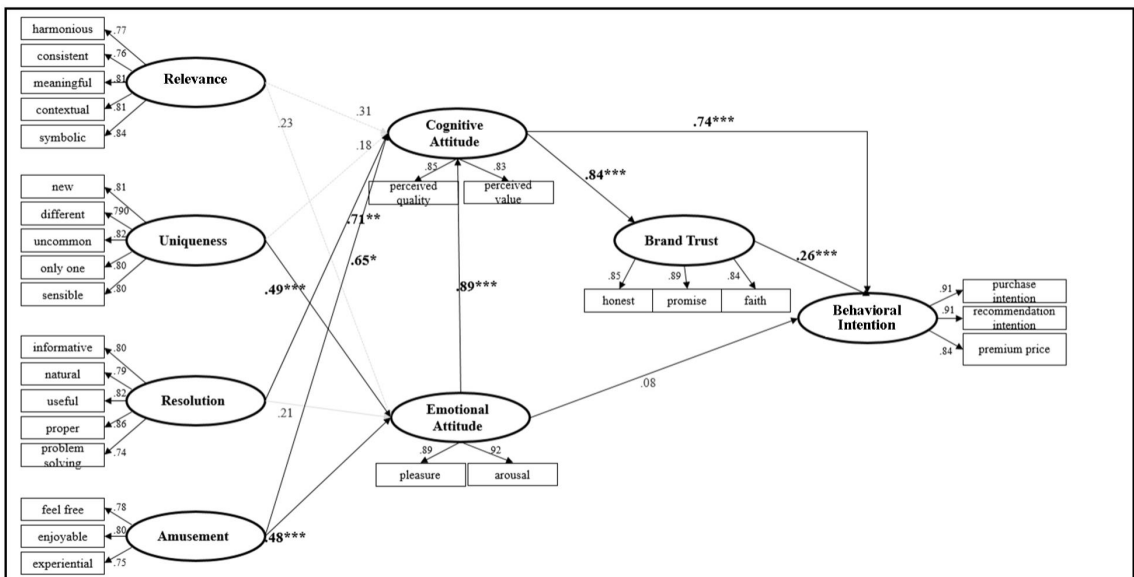
*p⟨.05. **p⟨.01. ***p⟨.001

〈Figure 3〉 Path Model: Indirect Experience

*p⟨.05. **p⟨.01. ***p⟨.001

Ⅴ. Conclusions and Discussion

1. Summary of Findings and Implications

A retail store is an irreplaceable differentiation medium that immediately creates a rational and emotional exchange between consumers and brands by directly experiencing products and brands based on the physicality or entity of space. Space-mediated communication can convey brand values and characteristics more intuitively and intimately through direct contact with consumers, and has the advantage of visualizing the symbolic value of brand identity in the consumer's brand experience process. Therefore, in this study, based on the reviewed literature and the signaling effects, it was inferred that creative retail store communication would act as a signal on consumers' cognitive attitude toward the brand, affecting behavioral intention for purchase, recommendation to others, and premium price. Furthermore, this study also predicted that the creativity of in-store communication would shape emotional attitudes according to the emotional response model.

This study established four hypotheses, especially focusing on the comparison of direct and indirect experiences in the process of attitude change. The main results of the hypothesis test are as follows:

First, for directly experienced consumers, it was found that relevance, uniqueness and resolution of in-store communication significantly influenced cognitive attitude toward the brand, as did uniqueness and amusement on emotional attitude toward the brand. In particular, uniqueness had a significant effect on both cognitive and emotional attitude, and amusement was found to have a high level of impact on emotional attitude. On the other hand, for indirectly experienced consumers, resolution and amusement were proven to have a positive effect on cognitive attitude toward the brand, and uniqueness and amusement on emotional attitude toward the brand. Through this result, it was found that resolution had a significant effect on cognitive attitude formation, while uniqueness and amusement on emotional attitude formation among the elements of in-store communication for both direct and indirect experience. In particular, the difference appeared in cognitive attitude formation, and it was found that relevance and uniqueness affected cognitive attitude for directly experienced consumers, while amusement affected cognitive attitude in addition for indirectly experience consumers.

Second, regarding the dominant type of brand attitude that affect the behavioral in-

tention during in-store communication experience, for both directly and indirectly experienced consumers, it was found that cognitive attitude had a high level of significantly positive impact on behavioral intention, while the effect of emotional attitude was not significant. Therefore, in order for in-store communication to lead to positive behavioral intention (e.g., purchase, information search, recommendation to others), cognitive attitude will be considered more important than emotional attitude in both direct and indirect experiences.

Third, it was predicted that for consumers who had experienced in-store communication indirectly from social media content, emotional attitude would have a positive impact on cognitive attitude, while for consumers who had direct experience of in-store communication, emotional attitude would not affect their cognitive attitude. Results indicate that emotional attitude has proven to take a significantly positive path toward cognitive attitude during indirect experiences, unlike direct experiences. These results show that emotion formed during indirect experience could be linked to behavioral intention through cognitive pathways.

Lastly, the result about the mediating effect of brand trust on the path from attitudes to behavioral intention revealed that brand trust mediated the influence of cognitive attitude on behavioral intention.

In conclusion, the effectiveness of in-store communication was demonstrated for consumers who had indirect experiences through social media without directly visiting the store. Therefore, the retail store communication effect is not limited to spatial constraints, and the additional effect of the indirect experience was verified to provide a theoretical basis for the study of the mutual communication effects in the ontact environments. It can be inferred that photos, video communications, and text posts containing the experiences of people who actually visited the store can be shared without degrading the physicality of the brick-and-mortar store. The results of this study suggest that the diffusion of influence of retail store communication through social media can be very effective due to the substance and powerful visual characteristics of the retail store. In other words, if an entity-based experience is shared as an image through social media, it can be perceived similarly to the actual experience at the corresponding offline store. Therefore, when offline brand stores are combined with online media, the potential as a brand communication medium that overcomes spatial constraints will increase.

The results of this study also provide a new direction for measuring the performance of retail communication by expanding the scope of ROI. Through social media sharing as well as performance in specific stores,

overall brand image and purchase intention can be increased. In other words, in the on-tact era, brick-and-mortar retail store is not just a means of selling, but a powerful brand communication medium that builds trust based on entities. Thus, these findings can help broaden perception of the value of retail store communications. In particular, as the influence of social media grows, e-WOM activities to share and spread the retail ex-perience should be considered as one of the main purposes of in-store communication in the strategic planning stage.

In conclusion, the results of this study will enable the development of more integrated in-store communication strategies and activ-ities by expanding target consumers from di-rect to indirect experiences through social media sharing. This gives retail marketers the flexibility to measure ROI beyond store visits and actual sales. In particular, in the current ontact environment, retail communi-cation can be planned and executed more ef-ficiently by designing various campaigns to increase synergy between online and offline activities, as well as linking offline activities with digital campaigns. By doing this, plan-ning, execution and evaluation of in-store communication, which has been based on subjective judgment, will develop more sys-tematically and actively.

2. Limitations and Suggestions for Further Research

Despite the many implications derived from the empirical research, this study has several limitations. First of all, the scope of indirect experience was limited to blogs in spite of many methods and channels of information sharing and evaluation of retail brand stores. Although it was due to practical limitations of a single study, further studies are recom-mended to expand and systematize indirect experience and its measurement.

Also, since this study was not conducted in an experimental setting where possible ef-fects of many external variables were con-trolled, some other factors could influence the results to some extent. For example, a participant's awareness, previous experience and existing perception of a particular brand and product could affect their evaluation in the survey. Therefore, follow-up studies on the current topic will increase the validity of the findings and complement the results of this study.

Besides, this study has a limitation in not including social cues such as salespeople, which are very influential factors in retail store communication, in addition to brand value, space design, and consumer experience factors. This was because operations and strategies of salespeople differ depending on each retail store environment, and the con-

sumer experience-related items derived in-
formation and services from the salespeople
could offset this. However, salespeople are
important variables that shape the sat-
isfaction of the entire in-store experience
and should be added as independent meas-
urements in future studies.

Finally, this study proved that brand trust
influences as a parameter of cognitive atti-
tudes toward behavioral intentions. However,
since brand trust is a subordinate variable
and can be a leading variable that affects
in-store communication evaluation, it is
necessary to revalidate by controlling the
level of brand trust that consumers have in
advance.

When brick-and-mortar stores are pushed
to overcome the spatial constraints, the pos-
sibility of using social media to facilitate the
indirect experience of in-store communication
increases in the future. From this point of
view, the results of this study are expected
to expand the scope and impact of in-store
communication and contribute to promoting
strategic execution and follow-up research
on the retail store communication as a sub-
ject of spatial and digital synergy.

References

Ailawadi, K. L., & Keller, K. L. (2004). Understanding retail branding: conceptual insights and research priorities. *Journal of Retailing, 80*(4), 331-42.

Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting behavior*. Upper Saddle River: Prentice Hall.

Antonides, G., & Van Raaij, F. W. (1998). *Consumer Behaviour: A European Perspective*. Wiley, London.

Baker, J. (1987). *The role of the environment in marketing services: The consumer perspective: Chicago*. American Marketing Association.

Baker, J., Grewel, D., & Parasuraman, A. (1994). The influence of store atmosphere on customer quality perceptions and store image. *Journal of the Academy of Marketing Science, 22*(4), 328-339.

Berger, J. (2014). Word of mouth and interpersonal communication. A review and directions for future research. *Journal of Consumers Psychology, 24*(4), 586-607.

Berman, B., & Evans, J. R. (2001). *Retail Management: A Strategic Approach*, 8th ed. Prentice Hall, cop., Upper Saddle River, N. J.

Borghini, S., Diamond, N., Kozinets, R. V., McGrath, M. A., Muñiz A. M., & Sherry, J. F. (2009). Why are Themed Brand-stores So Powerful? Retail Brand Ideology at American Girl Place. *Journal of Retailing, 85*(3), 363-75.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing, 73*(3), 52-68.

Breckler, S. J., & Wiggins, E. C. (1991). Cognitive responses in persuasion: Affective and evaluative determinants. *Journal of Experimental Social Psychology, 27*, 180-200.

Brynjolfsson, E., Jeffrey Hu, Y. S., & Rahman, M. (2013). Competing in the Age of Omnichannel Retailing. *MIT Sloan Management Review, 54*(4), 23-29.

Cao, L. (2014). Business model transformation in moving to cross-channel retail strategy: A case study. *International Journal of Electronic Commerce, 18*(4), 69-95.

Castaldo, S., & Mauri, C. (2008). *Store Management*. Milano: Franco Angeli.

Chen, C. F., & Tsai, M. H. (2008). Perceived value, satisfaction, and loyalty of TV travel product shopping: Involvement as a moderator. *Tourism Management, 29*(6), 1166-1171.

Claycomb, C., & Martin, C. L. (2002). Building customer relationships: an inventory of service providers' objectives and practices. *Journal of Services Marketing, 16*(7), 615-635.

Coelho, F., Augusto, M., & Lages, L. F. (2011). Contextual factors and the creativity of frontline employees: The mediating effects of role stress and intrinsic motivation. *Journal of Retailing, 87*(1), 31-45.

Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling theory: a review and assessment. *Journal of Management, 37*(1), 39-67.

Da Silva, R. V., & Alwi, S. F. (2006). Cognitive, affective attributes and conative, behavioral responses in retail corporate branding. *Journal of Product & Brand Management, 15*(5), 293-305.

De Kelver, A. (2008). *Experience shopping. Waar, waarom en hoe mensen over heel de wereld shoppen*. Tielt: Lannoo.

Dewey, J. (1997). *How we think*. Mineola, New York: Dover. Reproduction of the 1910 work published by D.C. Heath.

Eastlick M. A., Lotz, S. L., & Warrington, P. (2006). Understanding online B-to-C relationships: an integrated model of privacy concerns, trust, and commitment. *Journal of Business Research, 59*(8), 877-886.

Gong, J., Smith, M. D., & Telang, R. (2015). Sub-

stitution or Promotion? The Impact of Price Discounts on Cross-Channel Sales of Digital Movies. *Journal of Retailing, 91*(2), 343-357.

Graa, A., & Dani-elKebir, M. (2012). Application of stimulus & response model to impulse buying behavior of algerian consumers. *Serbian Journal of Management, 7*(1), 53-64.

Guenzi, P., Johnson, M. D., & Castaldo, S. (2009). A comprehensive model of customer trust in two retail stores. *Journal of Service Management, 20*(3), 290-316.

Hamrouni, A. D., & Touzi, M. (2011). Technique of collage for store design atmospherics. *Qualitative Market Research: An International Journal, 14* (3), 304-323.

Holmstrom, B. (1979). Moral hazard and observability. *Bell Journal of Economics, 10,* 74-91.

Horng, J. S., Liu, C. H., Chou, S. F. & Tsai, C. Y. (2013). Creativity as a criticalcriterion for future restaurant space design: Developing a novel model with DEMATEL application. *International Journal of Hospitality Management, 33,* 96-105.

Jacoby, J., & Chestnut, R. W. (1978). *Brand Loyalty Measurement and Management,* Wiley, New York.

Kent, T. (2007). Creative space: design and the retail environment. *International Journal of Retail & Distribution Management, 35*(9), 734-745.

King, A., Lenox, M., & Terlaak, A. (2005). The strategic use of decentralized institutions: Exploring certification with the ISO 14001 management standard. *Academy of Management Journal, 48* (6), 1091-1106.

Kirmani, A., & Rao, A. R. (2000). No pain, no gain: a critical review of the literature on signaling unobservable product quality. *Journal of Marketing, 64*(2), 66-79.

Kwon, W. S., & Lennon, S. J. (2009). Reciprocal Effects Between Multichannel Retailers' Offline and Online Brand Images. *Journal of Retailing, 85*(3), 376-390.

Lovett, M. J., Peres, R., & Shachar, R. (2013). On

brands and word of mouth. *Journal of Marketing Research, 50*(4), 427-444.

Massa, L., Tucci, C., & Afuah, A. (2017). A Critical Assessment of Business Model Research. *Academy of Management Annals, 11*(1), 73-104.

Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment. *Journal of Retailing, 77,* 39-56.

Mavlanova, T., Benbunan-Fich, R., & Koufaris, M. (2012). Signaling theory and information asymmetry in online commerce. *Information & Management, 49*(5), 240-247.

McCole, P., Ramsey, E., & Williams, J. (2009). Trust considerations on attitudes towards online purchasing: the moderating effect of privacy and security concerns. *Journal of Business Research, 63*(9/10), 1018-1024.

McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-tailing: an integrative typology. *Information System Research, 13*(3), 334-359.

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology.* the MIT Press.

Modig, E., & Rosengren, S. (2014). Can advertising creativity affect product perceptions and retailer evaluations? *Journal of Product & Brand Management, 23*(6), 452-461.

Morgan, R. M., & Hunt, S. D. (1994). The Commitment: Trust Theory of Relationship Marketing. *Journal of Marketing, 58*(July), 20-38.

Nielsen (2015). Global trust in advertising report. (Retireved from). http://www.nielsen.com/content/dam /nielsenglobal/apac/docs/reports/2015/nielsen-glo bal-trust-inadvertising-report-september-2015. pdf

Park, C. W., MacInnis, D. J., & Priester, J. R. (2008). Brand Attachment and Management of a Strategic Brand Exemplar. in *Handbook of Brand and Experience Management.*

Schmitt, B. H., & Rogers, D. L. (Eds.), *Northa-*

mpton, MA: Edward Elgar Publishing, 3-17.

Petermans, A., & Van Cleempoel, K. (2010). Designing a retail store environment for the mature market: a European perspective. *Journal of Interior Design, 35*(2), 21-36.

Piotrowicz, W., & Cuthbertson, R. (2014). Introduction to the Special Issue Information Technology in Retail: Toward Omnichannel Retailing. *International Journal of Electronic Commerce, 18*(4), 5-16.

Rego, A., Reis, D., Cunha, M. P., & Stallbaum, G. (2016). Store creativity, store potency, store performance, retailing. *Journal of the Ibero American Academy of Management, 14*(2), 130-149.

Russell, J. A., & Pratt, G. (1980). A Description of Affective Quality Attributed to Environments. *Journal of Personality and Social Psychology, 38*(2), 311-322.

Sasser, S. L., & Koslow, S. (2008). Desperately seeking advertising creativity: Engaging an imaginative "3Ps" research agenda. *Journal of Advertising, 37*(4), 5-19.

Shagal, S., Shagal, G., & Sharma, A. (2016). Visual Merchandising: A Key Element in Retail Industry. *Journal of Business Management, 2*(2), 115-120.

Singh, J., & Sirdeshmukh, D. (2000). Agency and trust mechanisms in customer satisfaction and loyalty judgments. *Journal of the Academy of Marketing Science, 28*(1), 150-167.

Simonson, Itamar, Rosen, Emanul (1974). *Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information.* Harper Business.

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer Trust, Value, and Loyalty in Relational Exchange. *Journal of Marketing, 66*(Jan), 5-37.

Stewart, K. J. (2003). Trust transfer on the World Wide Web. *Organization Science, 14*(1), 5-17.

Strub, P. J., & Priest, T. B. (1976). Two patterns of establishing trust: the marijuana user. *Sociological Focus, 9*(4), 399-411.

Swoboda, B., Berg, B., & Schramm-Klein, H. (2013). Reciprocal effects of the corporate reputation and store equity of retailers. *Journal of Retailing, 89*(4), 447-459.

Vera, J. (2015). Perceived brand quality as a way to superior customer perceived value crossing by moderating effects. *Journal of Product & Brand Management, 24*(2), 147-156.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing. Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing, New York University, 91*(2), 174-181.

Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS Quarterly, 35*(2), 373-396.

Yani-de-Soraino, M. M., & Foxall, G. R. (2006). The emotional power of place: the fall and rise of dominance in retail research. *Journal of Retailing and Consumer Services, 13*(6), 403-416.

Yu, H., Tullio-Powb, S., & Akhta, A. (2015). Retail design and the visually impaired: A needs assessment. *Journal of Retailing and Consumer Services, 24*, 121-129.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service. *Journal of Marketing, 60*(2), 31-46.

Abstracts

A New Approach for In-store Communication in the Ontact Era
: Based on the Effect of the Indirect Experience via Social Media

Hyunhee Shin

HS Ad Team Leader / BE strategy team, Sogang University Ph.D. / Advertising and Public Relations

The current ontact environment is accelerating the paradigm shift of retail store communication from traditional ways with offline store-centered activities to expansive and synergistic marketing actions using social media. Considering this background, the present study aimed at exploring the comparative effects of direct and indirect experiences with in-store communication on brand attitudes and behavioral intention. For this purpose, two surveys were conducted: an on-site survey of 269 respondents who visited one of the selected offline brand stores and a subsequent online survey of 334 respondents who indirectly encountered the information and activities of an offline store through blogs. Results indicate that in-store communication had positive effects on both cognitive and emotional attitudes toward the brand for either directly or indirectly experienced consumers. Also, for indirectly experienced consumers, emotional attitude had a positive effect on the cognitive attitude, while for both directly and indirectly experienced consumers, brand trust mediated the effect of cognitive attitude on behavioral intention. Based on the findings, several practical implications for effective in-store communication were discussed and directions for future research were suggested.

Key Words: In-store communication, Brand attitude, Brand trust, Direct experience, Indirect experience, Signaling effect, Retail branding