



The University of Tehran Press

Interdisciplinary Journal of Management Studies
(IJMS)

Home Page: <https://ijms.ut.ac.ir>

Online ISSN: 2981-0795

Consumer's Reaction to the Observance of Hygienic Principles in the Stores During the Outbreak of COVID-19 Pandemic

Mohsen Akbari^{1*} | Salman Eivazinezhad² | Arezoo Hosseinzadeh³

1. Corresponding Author, Department of Business Administration, Faculty of Management and Economics, University of Guilan, Guilan, Iran. Email: akbarimohsen@gmail.com

2. Department of Business Management, Faculty of Management and Accounting, Shahid Beheshti University, Tehran, Iran. Email: salman.eivazinezhad@gmail.com

3. Department of Business Administration, Faculty of Management, Rahbord Shomal, Rasht, Guilan, Iran. Email: arezoo.hosseinzadeh71@gmail.com

ARTICLE INFO

Article type:

Research Article

Article History:

Received 11 April 2022

Revised 08 March 2023

Accepted 10 April 2023

Published Online 18 December 2023

Keywords:

*Hygienic Principles,
Consumer's Reaction,
COVID-19,
Survey experiment.*

ABSTRACT

The purpose of this study is to investigate the consumers' reaction to the observance of hygienic principles in the store during the outbreak of the COVID-19 pandemic. The statistical population of the present study included all Rasht citizens who are at least 18 years old. The data collection instrument for this study was a questionnaire that was prepared in the form of two scenarios an inter-subject and scenario-based experiment. According to each scenario, 138 samples completed the questionnaire based on watching the submitted video. also for data analysis purposes, Structural Equation Modeling (SEM) and Smart PLS software. The study results illustrated that the significance level for all four behavioral reactions including store attachment, willingness to more pay, repurchase intention, and word-of-mouth advertising was less than 0.05, pointing out a significant difference between customers' reactions in the two stages of the experiment. Also, under high and under-hygienic states, the effect of store attachment, and word-of-mouth advertising on the repurchase intention is positive but the level of influence in the hygienic state is more than that of the low hygienic state. Also, the moderating role of word-of-mouth advertising to an attachment on the store and willingness to pay more has been evaluated positively in both states, and in under hygienic state the level of moderation is higher.

Cite this article: Akbari, M.; Eivazinezhad, S. & Hosseinzadeh, A. (2024). Consumer's Reaction to the Observance of Hygienic Principles in the Stores during the Outbreak of COVID-19 Pandemic. *Interdisciplinary Journal of Management Studies (IJMS)*, 17 (1), 347-364. DOI: <http://doi.org/10.22059/ijms.2023.344248.675156>



© Mohsen Akbari, Salman Eivazinezhad, Arezoo Hosseinzadeh. **Publisher:** University of Tehran Press.
DOI: <http://doi.org/10.22059/ijms.2023.344248.675156>

1. Introduction

Marketing is the science of influencing consumer behavior and customer characteristics. Changing market conditions have led businesses to try to retain existing customers instead of gaining new ones. That's because recovering lost customers require 5 times more energy and higher expenditure and time. Thus, only 68% of lost customers can be recovered (Çetinkaya & Durukan, 2020). Therefore, nowadays, retailers are increasingly aware that providing appropriate and principled services is effective in shaping consumer behavior and attracting loyalty to making repeated purchases. Therefore, the kind of services provided in stores should meet the needs of customers (Manthiou, et al., 2013). One of the most challenging issues in marketing and consumer behavior resides within the field of customer choice and the type of purchase behavior. Many factors are involved in shaping purchase behavior and affect its complexity, the most important of which include individual factors, commodity factors, and situational factors (Shafei and Narimani, 2017). In today's store environment, the main focus is on purchasing choices and customer decision-making processes. Moreover, it's noteworthy that consumer behavior can influence customers' mental orientation. This selective approach to identifying, searching for information, and selecting decision-making processes is a motivational part of the purchase and values consumer behavior styles (Rezaei, 2015).

The design of stores and the way they provide services are factors that can have a direct impact on customer behavior and shopping experience and by focusing on the interests and tastes of customers, stores can improve customer attraction (Briesemeister & et al., 2018). On the other hand, in terms of factors affecting conscious buying behavior, systematization and analysis of the impact of psychological processes related to individuals can be very important in the situation of buying and selling products. The focus of these psychological processes is on shopping motivations, shopping engagement, and perceived purchase risks of conscious buying behavior (Christiane, 2018). It can also be noted that store space can have a significant impact on consumer attitude and experience because factors such as music, lighting, and proper layout have a positive effect on consumer behavior (Chinomona & et al., 2018).

In accordance with the concepts of customer behavior and sales amount, the Corona pandemic, functioning as an environmental factor, has posed a significant threat to the survival and vitality of corporations. Mehta et al. (2020) emphasize that consumers, who are pivotal in driving market competitiveness, growth, and economic integration, have encountered behavioral shifts due to the economic instability stemming from the pandemic, which these situations have exerted a substantial influence on consumer behavior. It needs to be duly noted that consumers defined as individuals who recognize needs or desires, engage in purchasing, and participate in the consumption process, constitute the prerequisite of market competitiveness and growth (Mehta et al., 2020; Wijewardene, 2022). The utility derived by a typical consumer crucially relies on the consumption of a spectrum of goods and services, encompassing agricultural and industrial products, housing, and wealth. Companies that can cope well with this situation will be even stronger during the pandemic by developing a safe environment for customers. The economic downturn caused by the coronavirus pandemic can be described as an era of savings because customers' buying behavior changes dramatically and an atmosphere full of pessimism, skepticism, and distrust of businesses and marketing proposals would result (Varasteh et al.; 2019). Given the current situation, it's only through observing hygienic principles and targeting customer satisfaction, to provide the desired goals in a way that besides complying with ethical standards, would positively affect consumer behavior and would bring about success in the market (Ramya & Mohamed Ali., 2016). In the critical current situation and the global Covid-19 virus pandemic, some preliminary studies on how the Covid-19 pandemic is affecting social responsibility and marketing developments illustrate that the Covid-19 pandemic is a great opportunity for businesses to shift to a more authentic and more credible social responsibility and helps to address global social and environmental challenges (Hongwei Hea & Lloyd Harris, 2020). Therefore, among the influential components in the field of the store environment, the focus on the cleanliness of the service environment is very important and at the same time, it acts as a health-maintaining and stimulant factor. The result of cleanliness of in-store services will be the development of positive reactions in consumer behavior, and cleanliness and dirtiness are considered elements contributing to the feeling of pleasure, trust, credibility, and stimulating positive behavior among customers (Vilnai-Yavetz & Gilboa, 2010). Research shows that consumers change their

shopping patterns during difficult economic times caused by the coronavirus pandemic. Customers are less willing to make purchases during this period and instead are looking for cheaper and more hygienic products, such as special brands, and would spend more time on comparative purchases. They delay purchasing durable and expensive goods. They avoid spending time in the community. In addition, during periods of recession and disease outbreaks, they demand valuable goods, both in terms of quality and hygiene (Hosseini et al., 2011).

Numerous variables within the scopes of hygiene and consumer purchasing intentions have been subject to investigation in prior research. These encompass factors such as Store Attachment (Yu et al., 2021; Delea et al., 2020), Word-of-Mouth advertising (Wijewardene, 2022), and willingness to pay more (Jiang & Wen, 2020). However, what remains the central focus is the interrelationship among these variables specifically in hygiene versus non-hygiene conditions, an aspect yet to be explored within this field of study.

Therefore, in the present study, after a review of the theoretical literature, an attempt will be made to identify key indicators and variables that are affected by hygienic factors within chain stores. In the second step, the researcher seeks to investigate the relationship between the identified factors within the theoretical literature without considering the hygienic situation. Finally, in the third step, we will try to test the designed pattern in two hygienic modes, i.e. low and high, so that its effect and significance can be well illustrated.

The primary objective of this study is to explore the influence of hygiene conditions within a quasi-experimental framework. Given the global significance and paramount importance of hygiene, evaluating its impact holds substantial benefits for the public; this investigation delves into the role of hygiene under two distinct scenarios, which is the first study where the theoretically-derived model is examined within such exclusive contexts. Moreover, this assessment scrutinizes the inter-conceptual correlations within the model extracted from existing literature, specifically focusing on the hygiene mode and disregarding the context of the COVID-19 pandemic. Such an examination aims to shed light on potential modifications in consumer behavior. Therefore, the main research inquiry seeks to unravel the impact of adhering to or neglecting hygiene principles on consumer behavioral patterns and subsequently purchase intentions. Additionally, the study aims to discern whether this variable significantly challenges consumer behavior or not.

2. Literature Review

2.1 Store Attachment

The identity of a place is developed based in light of four principles, namely continuity, self-esteem, self-efficacy, and distinctiveness (Twigger-Ross and Uzzell, 1996), and it shows the cognitive dimension of attachment to a place. Attachment is considered a feeling of love, or a strong positive attitude toward one's property (Shin & Park, 2014). Attachment refers to the tendency of individuals to form strong bonds with objects affecting an individual's interaction with that object (Badrinarayanan, & Becerra, 2018). Attachment is defined as "the cognitive and emotional bonding power of a brand with the customer" (Dolbec & Chebat, 2013).

Park et al. (2010) define attachment as the "power of the brand connection with oneself," which "includes thoughts and feelings about the brand and the brand relationship with itself." From this conceptualization, the attachment includes not only a bond to an object; but also the influence of thoughts and feelings about that object (Park et al, 2010).

2.2 Willingness to more pay

Customers' willingness to pay a higher price indicates their willingness to pay extra for a product (Rambocas et al, 2018). Willingness to pay higher is the level of consumers' willingness to pay a higher price to achieve the desired brand under the same conditions (in terms of equal volume and amount) compared to other competitors (Zamani Moghadam, Jafari Fard, 2014). The willingness to pay higher prices for brands stems from the perceived benefits and credibility of a brand for innovation in a product group (Rambocas et al, 2018). Consumers' willingness to pay a higher price is also important for stores because they can offset the extra incurred costs due to using more health products (Jiang & Wen, 2020).

2.3 Repurchase

The concept of repurchase intention has been studied by many researchers worldwide (Piancatelli et al, 2020 ;Eivazinezhad & akbari,2021). Customer repurchase is a behavioral action leading to the repurchase of services or products from the current provider. Repurchase intention leads to specific marketing benefits such as lower marketing costs, higher market share, and higher profitability (Rambocas et al, 2018). Researchers have defined the intention to repurchase as the actual behavior of a consumer and thus to purchase a similar product or service more than once (Piancatelli et al, 2020). Repurchase is a specific action that is repeated over time. Understanding and analyzing customer behavior is a key factor that helps develop a competitive strategy to maximize customer value by gaining and retaining potential customers (Shafiee et al., 2015).

2.4 Word-of-mouth advertising

Word-of-mouth advertising, a concept within marketing, refers to customers of a brand shares their experiences and satisfaction orally with others (Zhang et al., 2019). Despite not requiring additional effort from an organization, it is acknowledged as an effective factor in marketing strategies. According to Chen and Yuan (2020), many customers' purchasing behaviors are significantly influenced by the recommendations and opinions of their close friends and family members. This influence stems from the trust placed in these individuals and the belief that their recommendations will prove beneficial (Wijewardene, 2022). Word-of-mouth advertising means "providing any positive or negative statements by potential, actual or previous customers about a product or company they have experienced and sharing their experience with others." Advising others is a powerful tool for influencing people, and influencing their behavior and purchasing decisions (Piancatelli et al, 2020). Sociologists and social psychologists have long acknowledged the role of "word-of-mouth advertising " in consumer behavior (Rambocas et al, 2018). Word-of-mouth advertising is recognized as one of the most important customer behaviors that occur after purchasing goods and services (Bujisic et al, 2014).

3. Conceptual Development of the Hypotheses

Hypothesis development has been planned into two different sections; the first section is dedicated to an assessment of the role played by hygienic principles in defining multiple variables namely repurchase intention, store attachment, willingness to pay a higher price, and word-of-mouth advertising. In addition, the second part has been devoted to setting the literature-extracted model as the basis of the study, irrespective of being either hygienic or not. Accordingly, this model will be further studied in the remaining parts of the paper.

3.1 first section: an assessment of the degree of observance of hygienic principles in light of four variables

The correlation between hygienic principles and store management variable

Observance of hygiene principles refers to protecting an individual's safety from any harm incurred on his life or well-being. It can also be considered as creating good conditions for health. Improving hygiene conditions can significantly reduce the risk of life-threatening illnesses. In contrast, inadequate health management can lead to infectious, respiratory, and viral diseases (Delea et al, 2020). The environmental hygiene condition and the personal health status of store employees serve as visible indicators for customers to readily assess the overall hygiene standards within a store's premises (Yu et al., 2021).

Place attachment is formed based on the extent to which these places meet the functional needs of customers, compared to other alternatives (Johnstone et al, 2014). Vilnai-Yavetz & Gilboa (2010) argued that a clean and tidy environment complying with hygiene principles can lead to customer satisfaction and contribute to higher customer confidence. According to Hussain & Ali (2015), cleanliness can improve the atmosphere of the store create a positive feeling among consumers, and would cause them to stay longer in the store, which is considered as an example of store attachment. When customers are faced with a clean and hygienic environment, they think that management values customers and this creates a positive attitude in customers' minds towards that place. On the other hand, Shin and Park (2014) argue that in case of customers' satisfaction with retailers' support, it's more likely for them to become attached to the store and support the store. Hence, we can state the following hypothesis:

H1: Observance of hygienic principles by store staff has a significant effect on store attachment.

The correlation between observance of hygienic principles and willingness to pay more variable

When customers receive more benefits than they expect from the brand, they are willing to pay more and are more likely to accept higher prices (Rambocas et al, 2018). Studies show that customers are influenced by hygiene and cleanliness when making purchasing decisions (Jiang & Wen, 2020). Zemke et al. (2015) found that young customers and women of any age in the hotel sector are willing to pay extra for improved room disinfection. Jiang and Wen (2020) also suggest that customers demand disinfection of the environment during a pandemic, but leave it up to future research whether or not they are willing to pay more; While achieving a higher standard of cleanliness demands investment in technology, equipment, and resources- the price sensitivity inventory developed by Lewis and Shoemaker (1997) has been employed to assess the monetary value respondents would be willing to invest in specific technologies. These technologies include ultraviolet disinfection or ozone disinfection for room sanitation. Song et al., (2022) found that the COVID-19 pandemic heightened people's willingness to pay more for such measures. This effect was sustained in the short term after the pandemic was brought under control, emphasizing the importance of hygiene principles for customers during the pandemic. However, this heightened willingness to pay was not observed in the long term. it is expected that:

H2: Observance of hygienic principles by store employees has a significant effect on customers' willingness to pay more.

The correlation between observance of hygienic principles and word-of-mouth advertising

Customers are highly influential in the creation of either positive or negative word of mouth regarding retail chain outlets. Therefore, cleanliness perception plays a key role in determining the quality of such word of mouth (Banat & Wandebori, 2012). Banat & Wandebori (2012) acknowledged that customers begin to recommend retail sales to others by observing cleanliness. Yu et al. (2021) propose the management of hygiene principles as a tool to minimize the damages of COVID-19 to the hotel industry. This study identifies and confirms the three types of perceived hygiene characteristics through quantitative and qualitative methods. The results show that the observance of hygiene principles has led to the intention to recommend to others among customers. Accordingly, considering the importance of observing hygiene principles for customers during the pandemic, it is expected:

H3: Observance of hygienic principles by store employees has a significant effect on customers' desire to recommend to others

The correlation between observance of hygienic principles and repurchase intention

Evidence suggests that nutritional and health information significantly influences consumer attitudes towards the valuation and purchase intentions of food products (Barreiro-Hurlé et al., 2010; Graham et al., 2017; Nayga et al., 2005). In the current landscape shaped by the COVID-19 pandemic, the adherence to hygiene principles holds a critical position as an environmental factor (Yu et al., 2021). This adherence bears substantial importance because it has the potential to shape customers' initial perceptions of the store environment, subsequently impacting their intentions to make repeated purchases. The products and services offered by the stores are to be used by a high number of customers. In addition, employees have direct and indirect relationships with many people (Hussain & Ali, 2015). Similarly, Barber & Scarcelli (2010) found that cleanliness is an important clue to the perceived quality of the physical environment, and this affects their intention to return. Hossein and Ali (2015) found that store cleanliness affects customers' intention to repurchase. Barber et al. (2011) also found that health is quite an important factor in creating the customer's repurchase intention. Product display and Cleanliness have been perceived to play a significant role in the process of outlet selection (Wanninayake & Randiwela, 2007). Outlets' cleanliness creates an image of comfort and luxury in the customer's mind and that's exactly why customers prefer to stay longer in retail chain outlets and encourages them to make more purchases (Yun & Good, 2007). Mall ambiance (store layout, interiors, lighting, aisle, store size, music, and cleanliness), as well as excellent customer

service, are highly effective in attracting a higher number of customers (Yavas, 2003) Accordingly, it is expected:

H4: Observance of hygiene principles by store staff has a significant effect on customers' desire to repurchase.

3.2 Second section: hypotheses conceptual development for the final model of the research

Studies conducted by He & Anadeson (2021) reveal that attachment, or factors associated with attachment, play a significant role in explaining the divergence in monetary valuation frequently observed between buyers and sellers in demonstrations of the substantial effect. Particularly, individuals assuming the seller's role tend to attribute a higher monetary value to a target object compared to buyers. This discrepancy arises due to the heightened attachment generated when one takes on the role of a seller. Johnston and Conroy (2008), have emphasized the value of finding a proper place for shopping. They argued that similar to how people interact with goods, people may also feel attached to a particular place. For example, they may experience a situational relationship with a store or store location, and these social ties may influence their behavior as consumers and make them willing to pay a higher price for goods. The level of involvement and attachment affects consumer patronage intentions as well (Ohanian and Tashchian, 2011; Sullivan et al., 2012). For example, highly involved consumers place more significance on value for money, product reliability, exchange policies, product quality, price policies, convenience, customer service, location, cleanliness, product assortment, store environment, and parking (Ohanian and Tashchian, 2011). Therefore, the following correlation can be put forward for store attachment and price variables:

H5: Attachment to the store leads to a higher willingness to pay a higher price for store goods.

When shoppers develop store attachment, they view the store as a part of themselves and develop salient thoughts and feelings about the store. As a result, shoppers should become more motivated to engage in relationship-sustaining behaviors and, concomitantly, more willing to expend their resources toward patronizing the store (Badrinarayanan & Becerra, 2019).

Customers are willing to make their purchases at malls to which they are loyal and emotionally attached. Place attachment is correlated with a positive evaluation of a retail setting, excellent customer service, and loyalty (To et al., 2007), which generates a positive attitude and makes people feel more comfortable shopping at malls. Wallach and Verchpels (2012) investigated the range of factors affecting emotional attachment and love between consumers and retailers. They found that emotional attachment has a positive impact on consumers' purchasing intention, which means that investing in building emotional relationships with consumers is likely to lead to loyalty (Wallach and Verchpels, 2012). Attachment is the emotional connection between a person and a particular environment, such as a building, home, or store. Attachment to a place is often created in response to the complex experiences that a person receives from a place, and thus leads to an emotional relationship with that place and can be established just on the first visit (Johnstone & Conroy, 2014). While earlier research by Yuksel et al. (2010) highlights the influential role of place attachment in predicting loyalty and revisitation intentions, more recent studies (Brocato et al., 2015; Debenedetti et al., 2013; Johnson et al., 2015; Horakova, 2022) have expanded on this notion. These studies demonstrate that consumers can form meaningful relationships with various commercial establishments such as shops, service firms, or retail stores. They establish that developing an attachment to these places positively impacts consumer loyalty and intentions to revisit (Brocato et al., 2015; Plunkett et al., 2019; Horakova, 2022). Furthermore, based on Zhe's (2022) research, it is noted that there exists a chain mediating effect wherein 'place attachment → quality of experience → consumer trust → repurchase intention' operates within the model. As a result, the research hypothesis can be expressed in this section as follows:

H6: Attachment to the store leads to the intention of repurchasing from the store.

willingness to pay more plays an important role in shaping the consumer's purchase and repurchase intention, which in turn leads to the final purchase (Hey et al., 2014) and is an important factor in choosing a retail store (Zilke, 2018). Retailers are always looking for the lowest price for products such that their customers' willingness to buy would be increased. Moreover, they always do their best to match their offer with their customer's needs (Gustafson et al., 2006). Pricing literature predicts how any organization would be able to maximize profits by either increasing or decreasing prices (Caviti and Venigala, 2019). Manu and Elliott [2006] and Cox [2005] argued that paying a lower price would result in a sense of achievement for the buyers and would consequently lead to an increase in their purchases. As a result, considering the observance of the principles of health, the following hypothesis can be put forward:

H7: willingness to pay more leads to the repurchase intention of store products.

Studies on the correlation between place attachment and word-of-mouth mode of advertisement suggest that a high level of attachment to a place or company can result in positive customer behaviors, such as spreading positive word of mouth (Ahearne et al, 2005). Given the high level of identification that customers associate with the company as well as the emotional and experiential nature of place attachment, it is predicted that highly attached customers will be more likely to engage in word of mouth (line et al,2018).In general, researchers have found evidence to support the effect of similar concepts on different dimensions of place attachment to different behaviors and goals, such as word-of-mouth advertising (Chen et al., 2018). Word-of-mouth advertising involves face-to-face communication between a recipient and a sender about a service, product, or brand (Ferguson et al, 2010). Consumers trust the opinions of their friends, family, and acquaintances because these opinions are sincere and devoid of any prejudice (Podoshen, 2008). Research shows that only 14% of people trust what they see, read, or hear in commercials. More interestingly, 90% of people trust products or services that are approved by a family member, friend, or colleague, because they are sure that they have no interest in doing so. Interestingly, even in the age of computers and the Internet, people still like to talk to each other in person; 80% of word-of-mouth advertising conversations occur in the form of live conversations and 20% of these conversations are online (Hasangholipour, 2015). For a long time, researchers have illustrated the importance of "word-of-mouth advertising" in the formation of opinions and behaviors of consumers (NAM ET AL, 2019). Thus, it seems that word-of-mouth recommendations are more reliable and trustworthy (PYLE ET AL, 2021). Stokes and Lomax (2007) also showed that word-of-mouth advertising is more effective than printed content displaying information about the product, and therefore companies try to exploit the power and influence of word-of-mouth advertising. Dining experiences can evoke positive emotions that then lead to beneficial brand outcomes, form positive future intentions, and powerfully influence positive word of mouth making the customer pay a higher price for the brand(Sukhu & Bilgihan,2021); also information credibility will determine the extent to which one adopts the viewpoint of the received information and takes further economic decisions, such as more sharing of brand information and increased willingness to pay more(You et al,2021). Farzin's (2022) findings emphasize that word-of-mouth communication indirectly influences consumer behavioral responses while also directly impacting decisions, notably the willingness to pay. Satisfied customers tend to share their positive experiences with friends, family, and others, contributing to positive word-of-mouth (WOM) (Parasuraman et al., 2020). These delighted buyers often express their satisfaction by sharing positive feedback on various global social media platforms (Zhang, 2017). The positive WOM from buyers serves as a fundamental catalyst in spreading awareness about a product or service, significantly influencing other buyers and their willingness to pay more, as indicated in studies by Rahmadini and Halim (2018), Wijewardene (2022), among others. In parallel with prior research examining the impact of emotional attachment to places on the propagation of positive WOM and the willingness to pay (Brocato et al., 2015; Strandberg et al., 2020; Horakova et al., 2022), Therefore;

H8: Word of mouth advertising moderates the relationship between store attachment and willingness to pay more.

H9: Attachment to the store leads to a higher willingness to pay a higher price for store goods.

Based on this, the research model can be proposed as follows:

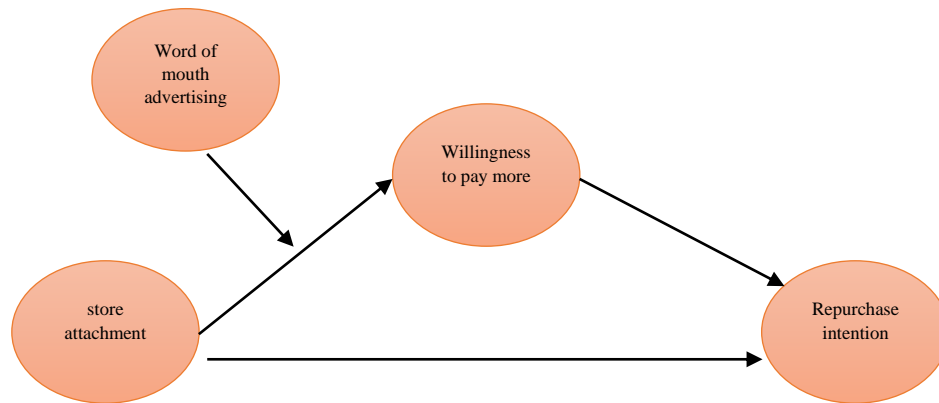


Figure 1. Conceptual model of research

4. Methodology

Quasi-experimental research is one of the most accurate and efficient research methods used to test hypotheses. The main purpose of this study is to investigate the effect of specific environmental conditions on a group of subjects (Ahmadi et al., 2020). Since the present study seeks to investigate the effect of observance of hygiene principles on consumer reactions, this goal is achieved in real conditions and thus using experimental methods can provide researchers with more accurate results. Each of the independent variable states is called a scenario i.e. Stories that present hypothetical situations and require action or judgment by respondents. The scenario-based testing method is a suitable method for measuring the customer's reaction and the type of reaction to hygiene conditions by placing the customer under real and natural conditions (Weber, 1992). This research is an intra-sample scenario-based survey experiment; The reason for using the intra-sample design in the research is that, in general, by considering the control questions, the research had many main questions. The behavior of the subjects has been studied in two distinct states, i.e. low observance of hygiene principles and high observance of hygiene principles. The statistical population of the present study includes all people aged at least 18 years in Rasht who were selected through convenience sampling using the non-probability method. Due to the lack of cooperation of stores in changing hygiene principles and protocols, as well as the risk of spread of COVID-19 disease, in case of low hygiene, instead of using face-to-face visits in the store, a video clip was used to evoke store conditions for study subjects. The method was as follows; first, a one-minute video clip was made from a store where the hygienic principles were at the lowest possible level. Before playing the clip, customers were asked to imagine themselves in this store. After playing the video clip, subjects were asked to answer the questionnaire as customers of this store and based on their observations of the clip. For high observance of hygiene conditions, a store with high observance of hygiene principles was depicted in this one-minute clip. This store was not crowded. A clinical thermometer was used to measure the customer's body temperature at the entrance. At the end of the clip, customers were again asked to imagine themselves in the store and were subsequently asked to complete the questionnaire based on their observations. Two principles were used to determine the sample size. First, based on the G*Power 1 software which is specifically designed for determining the sample size, (at 5% error level and 95% test power), four independent variables, and a large effect size of 0.35, a sample size of 59 is proposed, requiring a maximum of 8 per cell (Cohen, 1988); Accordingly, for each scenario and to increase the comprehensiveness of the research, 143 and 138 questionnaires have been collected for high and low observance of hygiene condition scenarios respectively. Since both scenarios were designed for the questionnaire, they are highly objective and are consistent with the perceived reality of observing the hygienic principles of stores and therefore there is no need to perform the manipulation check (Azizi et al, 2023; Sawyer et al., 1995); This is because the manipulation check is not necessary when the independent variable and its operationalization are identical. In other words, the present study has examined all the cases in question. With this in mind, to be more valid, 4 questions have been categorized as control variables (Yu et al, 2021). The validity and reliability of the questionnaire are given below:

Table 1. Convergent validity and reliability of the questionnaire

variable	item	Cronbach's Alpha of low observance of hygiene condition			Cronbach's Alpha of high observance of hygiene condition			source
		Cronbach's Alpha	Composite Reliability	AVE	Cronbach's Alpha	Composite Reliability	AVE	
Store attachment	3	0/735	0/835	0/629	0/903	0/939	0/837	Johnson et al (2014), Shin & Park (2014)
Willingness to pay more	2	0/925	0/964	0/930	0/824	0/919	0/850	Jaiswal & Niraj,(2011), Keh & Xie (2009)
Word of mouth	3	0/868	0/919	0/791	0/965	0/977	0/935	Rambocas et al (2018), Bujisic et al (2014)
repurchasing	3	0/871	0/921	0/795	0/953	0/970	0/915	Keh & Xie (2009), Rambocas et al (2018)

According to Table 1, the reliability of the questionnaire was evaluated based on two indicators Cronbach's alpha and composite reliability. For both proposed scenarios, the value of the calculated coefficient was higher than 0.7. In addition, convergent and divergent validities were used to measure the validity of the questionnaire. To measure the divergent validity, the AVE coefficient was used, which was greater than 0.5 for all variables. Also, the composite reliability for all variables was greater than Cronbach's alpha, confirming the convergent validity. For divergent validity, the Fornell-Larcker matrices were used and divergent validity would be confirmed when the values on the main diameter of the table would be larger than all values in the same row, which is confirmed in both low and high observance of hygiene conditions. Finally, the collected data were entered into SPSS software. To analyze the data, descriptive statistics (mean and standard deviation), inferential statistics (using SPSS software), fitness of the model in each case, structural equation modeling (SEM), and smart PLS software were used. Also, for proportionality assessment purposes and to check the research in light of the described conditions, four questions were considered as control questions for each of the selected scenarios, which are as follows:

- The store environment and surfaces are continuously disinfected.
- This store's staff comply well with hygiene principles.
- This store implements hygiene protocols in the best manner.
- This store's staff are diligent in disinfection of surfaces.

5. Findings

5.1 Descriptive findings

The individual characteristics of the research population have been described separately in two hygiene conditions (i.e. high and low), which are given in Table 2.

Table 2. Description of the demographic variables

Low observance of hygiene conditions (138)			High observance of hygiene conditions (143)		
gender	male	62	Gender	Male	62
	female	76		Female	81
Marital status	married	105	Marital status	Married	91
	single	33		Single	52
age	Below 30	28	Age	Below 30	50
	30-40	58		30-40	63
	40-50	37		40-50	26
	More than 50	15		More than 50	4
Level of education	diploma	32	Level of education	Diploma	9
	Bachelor's degree	65		Bachelor's degree	50
	Master's degree	27		Master's degree	71
	Ph.D.	14		Ph.D.	13
income	less than 2 million Tomans	12	Income	less than 2 million Tomans	20
	2-4 million Tomans	21		2-4 million Tomans	24
	4-8 million Tomans	52		4-8 million Tomans	41
	More than 8 million Tomans	53		More than a million Tomans	58

Kolmogorov-Smirnov test (checking the normality or non-normality of the data): In this section, to examine the research hypotheses, the type of statistical data should be specified in the first stage. Then, we must implement a parametric or non-parametric test. The output of the k-S test for the questionnaire data under two hygienic and non-hygienic situations is as follows:

Table 3. Summary of the Kolmogorov-Smirnov test results

Variables		Store attachment	Word of mouth advertising	Willingness to pay a higher price	Purchase intentions
Sig.	Hygienic	0.000	0.000	0.000	0.002
	Non-hygienic	0.000	0.000	0.001	0.000
Conclusion	Hygienic	Non-normal	Non-normal	Non-normal	Non-normal
	Non-hygienic	Non-normal	Non-normal	Non-normal	Non-normal

According to Table 3, which is related to the normality of the questionnaire data, all the study's main variables have non-normal data. Therefore, the assumption of normality is rejected for all the variables.

5.2 Inferential Statistics

To test the research hypotheses of the first part, based on the non-normality of the research variables in high and low hygiene status, the Man-Whitney U test has been used. The results of this test for each stage of the test are shown in the following table:

Table 4. Mann-Whitney U test results

Indicators	Store attachment	Purchase intention	Willingness to pay a higher price	Word of mouth advertising
Mann-Whitney U test	12125.000	13452.000	325100.000	2110.000
Wilcoxon test	23003.000	25468.000	67852.000	49389.000
Z score	5.234	4.376	4.438	9.745
Sig.	0.000	0.000	0.000	0.000

In this section, the mean changes of each variable in two different states are shown in Table 5:

Table 5. Changes in the mean of the six variables of the state of " low observance of hygiene principles" and " high observance of hygiene principles"

state	Store attachment	Willingness to pay more	Word-of-mouth advertising	Repurchase intention
low observance of hygiene principles	1/7271	1/5447	1/8768	1/9493
high observance of hygiene principles	3/2727	2/9441	4/0606	4/000

According to Table 5, The mean scores of store attachment, Willingness to pay more, word of mouth advertising, and repurchase intention, in the first stage of the experiment are significantly different from the second stage. Also, high observance of hygiene principles is more probable than the low observance of hygiene principles. Accordingly, in case of high observance of hygiene principles, an increase in the store attachment variable would be observed.

In the following, based on each of the proposed scenarios, the PLS software has been used. The main reason for using this software is the large sample size and the non-normality of the main research variables.

5.3 Fitness of the research model in high observance of hygiene conditions

Based on the outputs taken from PLS software, when the hygiene situation is high, its path coefficients are as follows:

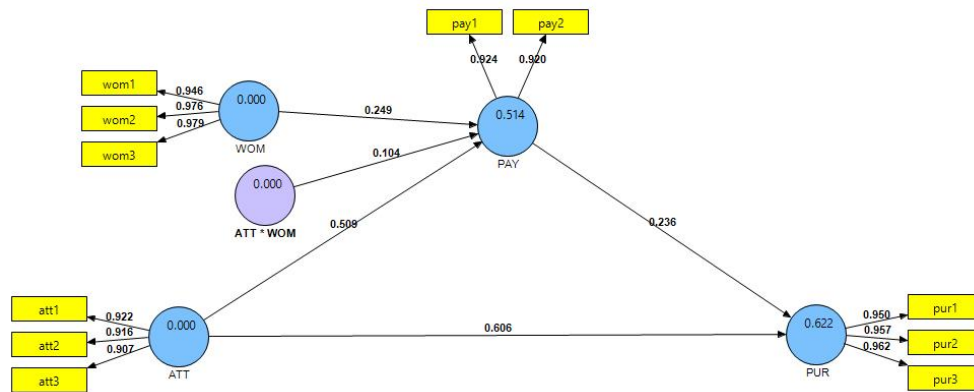


Figure 2. Path coefficients of research model in high observance of hygiene condition

Based on the research model for hygiene status, it can be pointed out that the effect of store attachment, willingness to pay more, and word-of-mouth advertising on purchase intention is positive, among which the role of word-of-mouth advertising is the most significant one. The t-value model is used to make each coefficient significant:

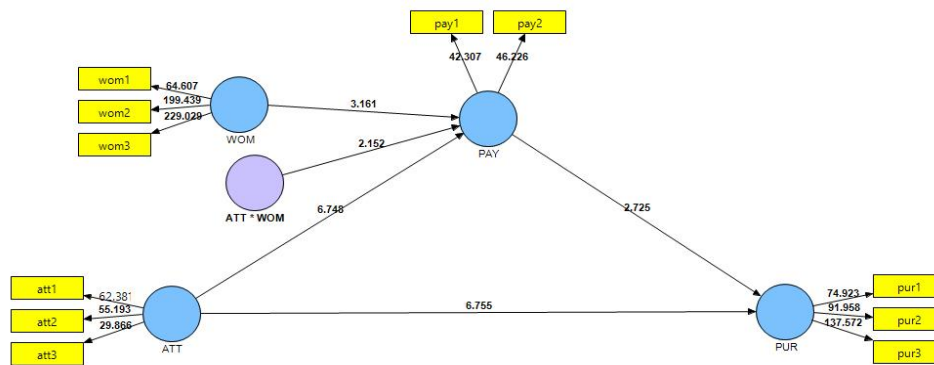


Figure 3. T-value of research model for high observance of hygiene condition

Based on the T-values of the research model for high observance of hygiene conditions, the effect of willingness to pay more on the purchase intention has not been confirmed and the rest were accepted at an error level of 5%. In the next section, low observance of hygiene conditions is examined.

5.4 Fitness of the research model in low observance of hygiene conditions

Under these conditions, first, the research model for the coefficients of each of the research variables is examined:

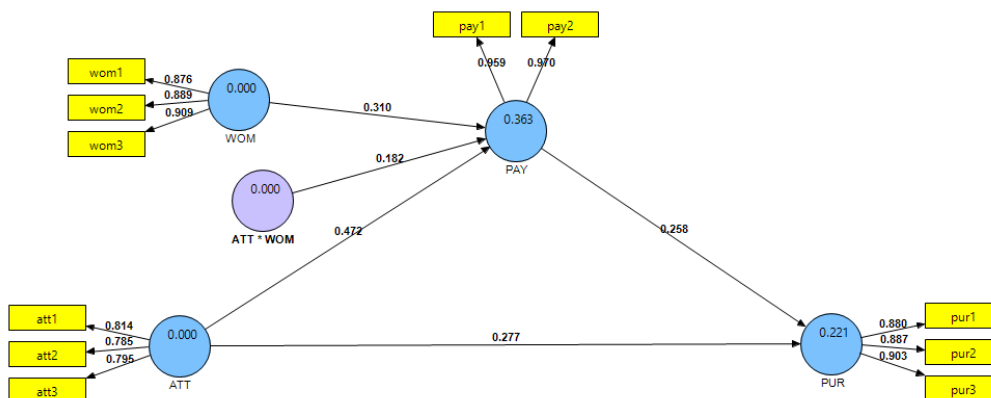


Figure 4. Path coefficients of the research model in low observance of hygiene conditions

According to Figure 4, the path coefficients of the research model for the variable of store attachment to purchase intention were negative; This means that in low observance of hygiene conditions, high attachment is correlated with low purchase intention and vice versa. To evaluate the significance of each variable, t-coefficient has been used:

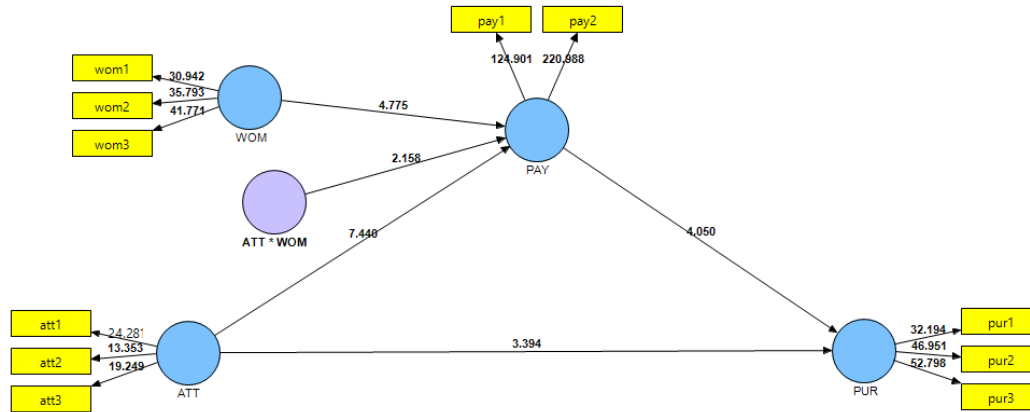


Figure 5. Research t-coefficients in low observance of hygiene conditions

According to Figure 5, research coefficients of each of the variables of store attachment and willingness to pay more have not been confirmed, but the word of mouth advertising has had a positive and significant effect on purchase intention. Based on the output of each research model, the R2 and Q2 coefficients were also examined. According to the research, R SQUARES with three values of 0.19, 0.33, and 0.67 are considered as the criterion value for weak, medium, and strong conditions respectively. The coefficient of determination for this study in high and low observance of hygiene conditions was 0.82 and 0.74, respectively, which indicates quite strong values. The next case is q 2, stating that models whose structural fitness is acceptable should be able to predict the indicators related to the endogenous variable of the model. If the value of q2 in the case of endogenous variable gains three values of 20%, 15%, and 35%, it indicates weak, medium, and strong predictive power, respectively, of the structure or related exogenous structures. In this research, the fitness value is negative for most variables and is moderate for only one variable in low observance of hygiene conditions.

5.5 Fitness of the general research model (goodness of fit)

The goodness of fit (GOF) is calculated in the following formula:

$$\text{GOF} = \sqrt{\text{average (Commonality)} \times \text{average (R2)}}$$

This index can be calculated using the geometric mean of the R2 index and the mean of the redundancy indices. By substituting the mean of AVE values of the first-order constructs and the mean of R2 values of the endogenous constructs of the research model, the GOF standard value is obtained, which has been investigated for each of the cases:

$$\text{GOF} = \sqrt{0/786 \times 0/426} = 0/57 \text{ (low observance of hygiene conditions)}$$

$$\text{GOF} = \sqrt{0/884 \times 0/616} = 0/738 \text{ (high observance of hygiene conditions)}$$

For the overall fitness of the research model, the GOF index is used. If this value is greater than 0.36, the fitness of the model is excellent. If it is between 0.1 and 0.36, the fitness of the model is medium, and if it is less than 0.1, the fitness of the model is weak. Based on the calculated coefficients for both research models, these coefficients are in good condition.

6. Discussion

The study delved into consumer reactions towards compliance with hygiene principles within retail stores, employing an experimental approach utilizing two video clips - one depicting a store with low adherence to hygiene standards and another illustrating a store with high compliance. Analytical techniques including analysis of variance and structural equation modeling were utilized for data analysis. The initial phase of the research examined variables such as repurchase intention, store

attachment, willingness to pay more, and word-of-mouth advertisement in both high and low adherences to hygiene conditions. A notable finding was the substantial difference in store attachment between low and high adherence to hygiene principles. Specifically, when hygiene principles were poorly observed, attachment to the store was significantly lower compared to situations where hygiene standards were rigorously upheld. Thus, it can be inferred that adherence to hygiene principles significantly influences store attachment. In the subsequent part, employing structural equation modeling, the study revealed that in high hygiene conditions, store attachment had a greater effect on willingness to pay more compared to low hygiene conditions (path coefficient of 0.509 against 0.472, respectively). Additionally, store attachment played a more pivotal role in influencing repurchase intention in highly hygienic conditions (path coefficient of 0.606) than in situations with lower hygiene standards (path coefficient of 0.277). Furthermore, the study observed the moderating effect of word-of-mouth advertising in the relationship between store attachment and willingness to pay more. In highly hygienic conditions, this effect was measured at 0.249, while in low hygienic conditions, it recorded at 0.310. Finally, the impact of willingness to pay more on the intention to repurchase in both high and low hygiene conditions was explored. The coefficient for this relationship in highly hygienic conditions was 0.236, whereas for low hygiene conditions, it was 0.258.

In this regard, Vilnai-Yavetz & Gilboa (2010) argued that a clean and tidy state of hygiene can provide customer enjoyment and provide the basis for attachment to the store. According to Hussein and Ali (2015), cleanliness can also create a positive feeling among consumers, which is an example of attachment to the store. Regarding the variable of willingness to pay more, there is a significant difference between the conditions of low and high observance of hygiene principles. Accordingly, in the case of low observance of hygiene principles, the tendency to pay more is very low, but in the case of high observance of hygiene principles, the willingness of customers to make higher payments has increased. Placing customers in high observance of hygiene principles condition has made them willing to pay more to maintain their health, but it should be noted, that the tendency is moderate and has not increased as much as other behavioral reactions studied. This indicates the high price sensitivity of the retail sector customers. Although the observance of hygienic principles has led them to more payment, this increase is not very high. Therefore, store management should keep in mind that it does not have much power to raise prices. This finding aligns with the conclusions drawn by Zemke et al. (2015), who identified that both young customers and women, across various ages within the hotel sector, reveal a willingness to pay extra for enhanced room disinfection services. Conversely, Jiang and Wen (2020) observed customers expressing a desire for environmental disinfection during a pandemic. However, they deferred the determination of whether customers were willing to bear the associated higher costs to future research—a premise corroborated by the current study. Moreover, drawing from Wijewardena's (2022) research, the study confirms the influential role of word-of-mouth advertising on both the willingness to pay more and the inclination to make repeat purchases. Notably, this study discovered a significant disparity between the two groups concerning high and low health conditions.

Regarding the willingness to repurchase in low observance of hygiene principles conditions, there is a significant difference compared to the high observance of hygiene principles conditions. Accordingly, in the case of low observance of hygiene principles, customers were less inclined to return, while in the case of high observance of hygiene principles, this tendency has been greatly increased. Based on these results, it seems that since the observance of hygiene principles is a priority in the current crisis, customers are satisfied with their purchase by observing the high conditions of hygiene in the store, and plan to return to the store. These findings are consistent with previous results. In this regard, Baber and Scarcelli (2010) and Barber et al. (2011) found that cleanliness affects the intention to return. Hossein and Ali (2015) found that store cleanliness affects the customers' intention to repurchase.

In terms of the willingness to the word of mouth advertising, there is a significant difference in the case of low observance of hygiene principles compared to the high observance of hygiene principles. In fact, in the case of low observance of hygiene principles, customers had very little inclination to recommend, while in the case of high observance of hygiene principles, this inclination has significantly increased. This variable had the highest mean among other behavioral reactions under the high observance of hygiene observance conditions. It seems that in case of high observance of hygiene principles, customers tend to share their positive experiences with others and would be more willing to

recommend this store to others. In this regard, Banat & Wandebori (2012) also acknowledged that upon observing cleanliness, customers start recommending a particular store to others.

In the second part of the study, the relationship between the four variables was investigated in two cases of high and low observance of hygiene conditions. In a high hygiene state, the effect of store attachment on willingness to pay more and the intention to repurchase was positive and significant, and this effect was greater for the higher payment variable. Word-of-mouth advertising also has a positive effect on the intention to buy again in high observance of hygiene status, meaning that the better the hygiene status, the greater the role of word-of-mouth advertising in customers' willingness to make repeated purchases. Finally, the willingness to pay more variable does not have a significant effect on the intention to repurchase, which means that a higher price in high observance of hygiene conditions does not necessarily lead to the intention to repurchase, and other variables also affect this relationship.

Attachment to the store, apart from health issues, leads to the development of an emotional relationship with that place and can increase the intention to buy. Also, Welches et al. (2012) believed that most probably, any investment in building emotional relationships with consumers leads to loyalty, which consequently results in attachment to the store. Furthermore, examining the correlation between store attachment and word-of-mouth advertising, Chen and Dwyer (2017) and Kim and Lee (2017) explored the impact of attachment to a place on word-of-mouth advertising, revealing a positive association. Additionally, Ohanian and Tashichian's (2011) research highlighted the influential role of social ties in shaping consumer behavior and their willingness to pay a higher price, specifically linked to attachment to the store. Moreover, according to Hor'akov's (2022), it was evident that store attachment serves as a significant advantage factor in shaping the intention to repurchase and exerting a substantial impact on consumer behavior. Notably, this current research underlines the different roles played by store attachment in the contexts of high and lower hygiene conditions, marking it as one of the primary outcomes of this study. It's noteworthy that the literature abounds with studies devoted to the examination of the correlation among all variables except for the health dimension. The sample for all these studies has been selected from the public community. Also, examining the relationship between the willingness to pay higher prices and the intention to repurchase can be rooted back to Manu and Elliott [2006] and Cox [2005] studies, who believed that paying a reduced price can provide a sense of success for the buyers and would make them make more purchase. Finally, regarding the correlations between word-of-mouth advertising and repurchase intention, Pyle et al. (2021) study is noteworthy, and concluded that the recommendations of word-of-mouth advertising are more reliable and trustworthy. Furthermore, Long and Ching (2010) drew the same conclusion.

In low observance of the hygiene state, attachment to the store leads to a higher probability of word-of-mouth advertisement and willingness to pay more, but it is interesting to note that under such conditions, the effect of attachment to the store on the intention to buy again is negative and inverse and is not significant at the 5% error level. The role of word-of-mouth advertising in the desire to buy again is also positive and significant. The willingness to pay more, like hygiene conditions in the proper situation, does not lead to the intention to repurchase and is not meaningful.

Concluding Remarks(managerial)

Based on the findings of the study, it can be said that observing hygienic principles by stores is regarded as an influential factor in strengthening positive behavioral reactions and reducing negative behavioral reactions. In this regard, it is suggested:

Since attachment is associated with the emotional stimulation of customers, employees must smile at customers when performing and implementing hygiene principles to encourage higher attachment in customers. For example, when measuring body temperature upon arrival, care must be taken in behaving with customers. Also, in other health measures, customers must be treated with amiability and caution, so that observing hygienic principles does not lead to creating a stressful and anxious atmosphere for customers. In general, it is suggested to provide a joyful and loving environment for customers while observing hygienic principles.

Drawing from the research findings, it is evident that the moderating effect of word-of-mouth advertising with store attachment and willingness to pay more is stronger in low hygiene conditions

compared to high hygiene conditions. Therefore, it is recommended that store managers focus on consolidating their existing customer base and strive to minimize employee turnover. This strategy is crucial in fostering customer loyalty, consequently maximizing the company's profitability. Additionally, enhancing store attachment's role in influencing repeat purchases in low hygiene conditions should prompt stores to implement incentive plans aimed at retaining current customers. Special cards or loyalty programs could be utilized to achieve this goal.

Conversely, analyzing the path coefficients of the presented model reveals that store attachment's influence on willingness to pay more is more noticeable in high hygiene conditions compared to low hygiene conditions. This highlights the potential for stores to leverage the hygiene factor as a competitive advantage by justifying a higher price point. Optimizing this aspect in the current store environment can significantly contribute to increased store profitability, especially considering the prevailing conditions.

To increase the willingness to pay more, the store must observe hygienic principles merely as a factor to protect the health of its customers and employees. The store officials mustn't seek higher profitably or attempt to increase the price of products to compensate for hygienic costs. That's because as the results illustrate although customers are more inclined to pay a higher price upon observing hygiene principles, this inclination is not very high and is moderate instead. To increase the intention to return, a good shopping experience must be created for customers. So, it is necessary to keep the level of observing hygiene principles at a constant level. It is also necessary to avoid overdoing in this area, as it may cause inconvenience to customers. For this purpose, a protocol of regular observance of hygiene should be set, which is followed every day.

To increase word of mouth, the store should follow hygienic principles continuously and don't suspend or disrupt them. It is also suggested that masks with the store logo be designed prepared and given to customers in exchange for a determined purchase ceiling.

Also, according to the final research model, under both high and low observance of hygiene statutes, it is recommended that in chain stores, willingness to pay more must be proportionate to and correlated with the hygiene state, meaning that when hygiene conditions must be suitable, encouraging people to be more willing to pay more. Therefore, the role of word-of-mouth advertising will be further critical. On the other hand, in case of poor hygiene conditions, word-of-mouth advertising will work in the opposite direction and may harm the store's status and significantly affect the overall brand value of the store.

Research Limitations

This study has been done through an inter-subject approach. It is suggested that future researchers follow an intra-subjective approach. The present study was conducted by the participants using the video-watching method due to COVID-19 pandemic restrictions and lack of cooperation on the part of stores.

Suggestions fo future research

Given the notable impact of high and low hygiene conditions on the influence of store attachment toward repurchase intention, it is recommended that future research endeavors delve deeper into the examination of the hygiene variable in conjunction with other influential factors affecting purchase intention. This comprehensive investigation would aid in prioritizing and understanding the role of hygiene within the broader context of consumer behavior. Additionally, considering the current research's indication of hygiene as an advantageous factor, it is proposed that further studies compare hygiene against other factors like packaging, pricing, and quality, thereby elucidating its significance within consumer behavior.

Furthermore, it is advisable that future research be conducted in authentic store environments. Although the present study was carried out in large grocery stores, conducting similar research across various industries such as hotels and restaurants, which have been significantly impacted by the ongoing Corona crisis, could offer valuable insights.

References

- Ahearne, M., Bhattacharya, C. B., & Gruen, T. (2005). Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing. *Journal of Applied Psychology*, 90, 574-585.
- Ahmadi, Mohammad Milad; Hendijani, Rosa; Alikhanzadeh, Alireza (2020), Experimental research and its application in the development of management knowledge, *Quarterly Journal of Organizational Knowledge Strategic Management*, 3 (9), 5-49.
- Azizi, S., Ghoreishi, S., & Eivazinezhad, S. (2023). Evaluate The Effect Of Regret Resources, Social Comparison, And Regret On Customer Responses. *Consumer Behavior Studies Journal*, 10(1), 128-146. doi: 10.34785/J018.2022.024.
- Badrinarayanan, V & Becerra,E.(2019). Shoppers' attachment with retail stores: Antecedents and impact on patronage intentions, *Journal of Retailing and Consumer Services*.
- Banat, A., & Wandebori, H. S. T. (2012). Store Design and Store Atmosphere Effect on Customer Sales per Visit Economics, *Management, and Behavioral Sciences*
- Banat, A., & Wandebori, H. S. T. (2012). Store Design and Store Atmosphere Effect on Customer Sales per Visit Economics, *Management and Behavioral Sciences*.
- Barber, N., Goodman, R.J., Goh, B.K., 2011. Restaurant consumers repeat patronage: A service quality concern. *International Journal of Hospitality Management* 30 (2), 329–336.
- Barber, N., Scarcelli, J.M., 2010. Enhancing the assessment of tangible service quality through the creation of a cleanliness measurement scale. *Managing Service Quality* 20 (1), 70–88.
- Barreiro-Hurle, J., Gracia, A., , D.M., 2010. The effects of multiple health and nutrition labels on consumer food choices. *Journal of Agricultural Economics*. 61(2), 426–443.
- Briesemeister, Benny; Kant , Thomas; Galandi, Nadine; Maquet, Andreas; Andersen, Nicolai ; (2018) , *Verkaufsstrategien der Zukunft,Deloitte*.
- Brocato, E.D., Baker, J., Voorhees, C.M., (2015). Creating consumer attachment to retail service firms through sense of place. *Journal of the Academy of Marketing Science* . 43 (2), 200–220.
- Bujisic, M., Hutchinson, J., & Parsa, H. G. (2014). The effects of restaurant quality attributes on customer behavioral intentions. *International Journal of Contemporary Hospitality Management*, 26(8), 1270–1291. doi:10.1108/ijchm-04-2013-0162
- Çetinkaya, N. Ç., & Durukan, T. (2020). Intermediary Role of Brand Trust in the Relationship between Customer Satisfaction and Customer Loyalty. Makale başlığı, *Turkish Studies - Economy*, 15(1), 127-143. <https://dx.doi.org/10.29228/TurkishStudies.40285>.
- Chinomona, Richard; Venter de Villiers, Marike; Chuchu, Tinashe; (2018) , The influence of store environment on brand attitude, brand experience and purchase intention, *Article in South African Journal of Business Management* • March ,PP:1-26
- Christiane, Kerstin ; (2018), *Umweltbewußtes Kaufverhalten von Konsumenten*, Econstor Make Your Publications Visible, PP:1-322.
- Delea, M. G., Snyder, J. S., Woreta, M., Zewudie, K., Solomon, A. W., & Freeman, M. C. (2020). Development and reliability of a quantitative personal hygiene assessment tool. *International journal of hygiene and environmental health*, 227, 113521.
- Eivazinezhad, S., & Akbari, M. (2021). Designing a Perceived Risk Model for Buyers of Unknown Brand Products on Instagram Social Network: Based on the Grounded Theory. *Quarterly Journal of Brand Management*, 8(1), 109-148.
- Ferguson, R. J., Paulin, M. & Bergeron, J. (2010). Customer sociability and the total service experience: Antecedents of positive word-of-mouth intentions, *Journal of Service Management*, 21(1), 25-44.
- Graham, D.J., Lucas-Thompson, R.G., Mueller, M.P., Jaeb, M., Harnack, L., 2017. Impact of explained v. unexplained front-of-package nutrition labels on parent and child food choices: a randomized trial. *Public Health Nutrition*. 20(5), 774-785.
- Gustafsson, K., Jonson, G., Smith, D., Sparks, L.(2006). *Retailing Logistics & Fresh Food Packaging: Managing Change in the Supply Chain*. Illustrated edition. London: Kogan Page Publications.
- Hasangholipour, T. (2015). Theoretical and experimental study of the factors predicting the verbal advertisements of customers about airlines (Case study of Iran Air). *Business Management*, 5(1), 41-60. (In Persian)
- He , S & Anderson, E.(2021). Conceptualizing and measuring pathways for how object attachment affects willingness to pay (WTP), *Current Opinion in Psychology* 2021, 39:121–124.
- He, Y., Chan, L. K. & Tse, S. K.(2014). From consumer satisfaction to repurchase intention: The role of price tolerance in a competitive service market. *Total Quality Management*, Vol. 19, No. 9, 949–961
- Hongwei Hea, Lloyd Harris, (2020), The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy.

- Horakov, J.; Uusitalo, O.; Munnukka, J. and Jokinen, O. (2022). Does the digitalization of retailing disrupt consumers' attachment to retail places?. *Journal of Retailing and Consumer*, 67, 1-7.
- Hosseini, Seyed Mahmoud; Nekouzadeh, Maryam; Makhzan Ghadimi, Maryam (2011), Analysis of marketing strategies of service companies during the recession, *Business Management Perspective*, 6(1). 117-139
- Hussain, R., & Ali, M. (2015). Effect of store atmosphere on consumer purchase intention. *International Journal of Marketing Studies*, 7(2).
- Jiang, Y., & Wen, J. (2020). Effects of COVID-19 on hotel marketing and management: a Kahn, B and Schmittlein, D D (1989). "Shopping Trip Behaviour: An Empirical Study," *Marketing Letters*, 1(1) 55-69.
- Johnstone, M., and D. Conroy. 2014. "Place Attachment: The Social Dimensions of the Retail Environment and the Need for Further Exploration." *Advances in Consumer Research* 35:381-386
- Kaviti, S. & Venigalla, M. M. (2019). Assessing service and price sensitivities, and pivot elasticities of public bikeshare system users through monadic design and ordered logit regression. *Transportation Research Interdisciplinary Perspectives*, 1, 1-14.
- Keh, H. T., & Xie, Y. (2009). Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial Marketing Management*, 38(7), 732-742. doi:10.1016/j.indmarman.2008.02.005
- Lockyer, T. (2005), "The perceived importance of price as one hotel selection dimension", *Tourism Management*, 26(4), 529-537
- Luarn, P., & Hsin, H. (2003). A customer loyalty model for e-service context. *Journal of Electronic Commerce Research*, 4(4): 25-34.
- Manthiou, A., Chiang, L., & Tang, L. R. (2013). Identifying and responding to customer needs on Facebook fan pages. *International Journal of Technology and Human Interaction (IJTHI)*, 9(3), 36-52.
- Mehta, S., Saxena, T. and Purohit, N. (2020). The New Consumer Behaviour Paradigm amid COVID-19: Permanent or Transient? *Journal of Health Management*. 22(2) 291-301. DOI: 10.1177/0972063420940834
- Farzin, M., Sadeghi, M., Fattahi, M. & Eghbal, M.E (2022). Effect of Social Media Marketing and eWOM on Willingness to Pay in the Etailing: Mediating Role of Brand Equity and Brand Identity, *Business Perspectives and Research*, 10(3), 327-343.
- Mohammad Shafiee, Majid; Seifi, Mohsen; Mohammadi, Marjan; (2018); The Effect of Customer Relationship Management on Improving Internal Processes of Customer Satisfaction and Profitability (Case Study: Isfahan Branches of Social Security Organization), *Two Quarterly Journal of Shahed University*, Twenty-fifth Year, no 12, fall and winter 2018
- Nam, K., Baker, J., Ahmad, N., & Goo, J. (2020). Determinants of writing positive and negative electronic word-of-mouth: Empirical evidence for two types of expectation confirmation. *Decision Support Systems*, 129, 113168.
- Piancatelli, C., Massi, M., & Vocino, A. (2020). The role of atmosphere in Italian museums: effects on brand perceptions and visitor behavioral intentions. *Journal of Strategic Marketing*, 1-21. doi:10.1080/0965254x.2020.1786846
- Pine, B.J. and Gilmore, J.H. (1998), "Welcome to the experience economy", *Harvard Business Review*, 76(1), 97-105.
- Podoshen, J. S. (2008). The African American consumer revisited: Brand loyalty, word-of-mouth and the effects of the Black experience. *Journal of Consumer Marketing*, 25(4), 211-222
- Pullman, M. E., & Gross, M. A. (2014). Ability of experience design elements to elicit emotions and loyalty behaviors. *Decision Sciences*, 35(3), 551-578.
- Pyle, M. A., Smith, A. N., & Chevtchouk, Y. (2021). In eWOM we trust: Using naïve theories to understand consumer trust in a complex eWOM marketplace. *Journal of Business Research*, 122, 145-158.
- Rambocas, M., Kirpalani, V. M., & Simms, E. (2018). Brand equity and customer behavioral intentions: a mediated moderated model. *International Journal of Bank Marketing*, 36(1), 19-40. doi:10.1108/ijbm-09-2016-0139
- Ramya, N; Mohamed Ali, SA; (2016) , Factors affecting consumer buying behavior, *International Journal of Applied Research*, 2(10)76-80
- Shafei, Reza, Narimani, Nasim (2017), Environmental and appearance effects of stores on the behavior of most women clothing buyers, *Journal of Modern Marketing Research Quarterly*, 7(3), 41-54.
- Shin, J. K., & Park, M. (2014). Mediating effect of store attachment in formation of store emotions and patronage through art and culture sponsorship in retailing. *Journal of Global Scholars of Marketing Science*, 24(4), 441-452. doi:10.1080/21639159.2014.916898
- Stokes, D., & Lomax, W. (2002). Taking control of word of Mouth Marketing: The case of an entrepreneurial hotelier. *Journal of Small Business and Enterprise Development*, 9(4): 349-357.
- Strandberg, C., Styvén, M.E., & Hultman, M., (2020). Places in good graces: the role of emotional connections to a place on word-of-mouth. *Journal of Business Research*, 119(1), 444-452

- Sukhu, A & Bilgihan, A. (2021). The impact of hedonic dining experiences on word of mouth, switching intentions and willingness to pay, *British Food Journal*. 070X DOI 10.1108/BFJ-10-2020-0901
- To, P. L., Liao, C., Lin, T. H., 2007. Shopping motivations on internet: a study based on utilitarian and hedonic value. *Technovation*, 27(12), 774–787.
- TWIGGER-ROSS AND UZZELL, D. L. (1996). PLACE AND IDENTITY PROCESSES, *Journal of Environmental Psychology* (1996) 16, 205–220
- Varasteh, Hamed; delkhah; Jalil; Yazdani, Hamidreza; (2019) Appropriate marketing and sales strategy during the recession (Case study: fast moving Consumer goods industry), *Business Management*, 3(1), 459-484
- Vilnai-Yavetz, I., & Gilboa, S. (2010). The Effect of Servicescape Cleanliness on Customer Reactions. *Services Marketing Quarterly*, 31(2), 213–234.
- Vlachos, P. A., and Vrechopoulos, A. (2012). “Consumer–retailer love and attachment: Antecedents and personality moderators”. *Journal of Retailing and Consumer Services*, 19, 218–228.
- Wanninayake, W. M. C. B., & Randiwela, P. (2007). the impact of visual merchandising on consumer store choice decisions in Sri Lankan supermarkets. In *7th Global Conference on Business & Economics*, ISBN (pp. 978-0)
- Wijewardene, L. (2022). COVID-19 and buying behavior: Word-of-Mouth as a significant force, *International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)* 9(1), 83-92.
- Yavas, U., 2003. A multi-attribute approach to understanding shopper segments? *International Journal of Retail & Distrib*, 31(11), 541–54.
- You, Y; He, Y; Chen, Q and Hu, M. (2021). The interplay between brand relationship norms and ease of sharing on electronic word-of-mouth and willingness to pay, *Information & Management* 58 (2021) 103410.
- Yu, J., Seo, J., & Hyun, S. S. (2021). Perceived hygiene attributes in the hotel industry: customer retention amid the COVID-19 crisis. *International Journal of Hospitality Management*, 93, 102768. doi:10.1016/j.ijhm.2020.102768
- Yuksel, A., Yuksel, F., Bilim, Y., 2010. Destination attachment: effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management* 31 (2), 274–284.
- Yun, Z. S., & Good, L. K. (2007). Developing customer loyalty from e-tail store image attributes. *Managing Service Quality*, 17(1), 4-22. <http://dx.doi.org/10.1108/09604520710720647>
- Zamani Moghadam, Afsaneh, Jafari Fard, Shiva (2014), Relationship between Customer-Based Brand Equity Dimensions and Customer’s willingness to purchase (Hyundai Car Buyers of Tehran) *Marketing Management*, 9 (25), 51-66
- Zemke, D. M. V., Neal, J., Shoemaker, S. and Kirsch, K. (2015), “Hotel cleanliness: will guests pay for enhanced disinfection?” *International Journal of Contemporary Hospitality Management*, 27(4), 690-710.
- Zhang, Z., Ye, Q., Song, H., and Liu, T. (2019). The structure of customer satisfaction with cruise-line services: an empirical investigation based on online word of mouth. *Current Issues in Tourism*. 18 (5), 450–464.
- Zhe, L; Jie, W & Yuan, H. (2023). The effect of place attachment of geographical indication agricultural products on repurchase intention, *Journal of Retailing and Consumer Services*, 72.
- Zielke, S. (2018). Effects of Price image dimensions on consumer buy intention. *European Journal of Marketing*. 44, 6, 748-770.