

# Neighborhood dweller's retail agglomeration patronage intentions: the moderating role of region brand and consumer's affective commitment

**MARCELO BRANDAO**

Federal University of Espírito Santo

**Thiago Guedes**

Universidade Federal do Espírito Santo

**Arthur Sarcinelli**

São Paulo School of Business Administration

Cite as:

BRANDAO MARCELO, Guedes Thiago, Sarcinelli Arthur (2024), Neighborhood dweller's retail agglomeration patronage intentions: the moderating role of region brand and consumer's affective commitment. *Proceedings of the European Marketing Academy*, 53rd, (119895)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



# Neighborhood dweller's retail agglomeration patronage intentions: the moderating role of region brand and consumer's affective commitment

## **Abstract**

Consumer's patronage intention towards a retail agglomeration is a consequence of their evaluation of the attributes present in this retail format. This relationship is affected by the quality of the customer experience or individual's assessment such as affective commitment with the shopping experience or experience with the region's own brand. An on-site survey of 360 consumers from a Brazilian city shows that the quality of the customer experience mediates the relationship between neighborhood retail agglomeration attributes and patronage intention while region's brand experience and affective commitment act as moderators, meaning that neighborhood retail offers are more attractive when they convey a better customer experience or when clients have lower levels of experience with the region's brand or affective commitment with retailers.

**Subject Areas:** *Consumer Behaviour, Customer Satisfaction and Delight, Marketing-Mix Effectiveness, Retailing, Service Marketing*

**Track:** Retailing & Omni-Channel Management