

# How Anticipated Fit between Experiential Features and Physical Stores Affects Visit Intentions

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## **Abstract:**

As expectations for shopping experiences in physical retail grow, retailers must offer engaging and convenient experiential features to attract customers. This study examines how the anticipated fit between an experiential feature and a store influences visit intentions. Based on schema and congruity theories, we propose that higher anticipated fit enhances visit intentions through increased anticipated hedonic and utilitarian shopping value. Results from an online experiment with 213 participants show that anticipated fit is influenced by the interaction between store and experiential feature. Anticipated fit positively affects visit intentions both directly and via anticipated hedonic and utilitarian shopping value. These findings suggest that by carefully selecting experiential features that align with customer expectations, retailers can enhance anticipated shopping value and encourage more store visits.

*Keywords: Experiential retailing, anticipated fit, visit intentions*

*Track: Retailing & Omni-Channel Management*