

Servicescape Concept Evolution: Systematic Review of Literature 1995- 2017

Evolución del concepto *Servicescape*: revisión sistemática de la literatura 1995-2017

CORTES-NAVAS, Sandra Liliana [1](#); ROJAS-BERRIO, Sandra [2](#)

Received: 23/11/2017 • Approved: 18/12/2017

Content

- [1. Introduction](#)
- [2. Method](#)
- [3. Results](#)
- [4. Conclusions](#)
- [References](#)

ABSTRACT:

This document is intended to explain Servicescape concept evolution from 1995 to 2017, after was coined by Mary Jo Bitner (1992). Systematic Review of Literature (RSL) was welcomed as a methodology with scientific database Scopus, which issued 325 documents. The results present a description of: type of document, scope, variables and methodological perspectives. Future lines for concept development and management implications are presented. Main results indicate that Servicescape is a relevant concept in literature, due to an increasing number of publications in time; Likewise, areas in which it has been more reviewed are Tourism and Entertainment and Health; in the same way, most used variables in studies are quality of the experience, environmental factors and user behavior.

Keywords: Services management and marketing; Servicescape; systematic literature review

RESUMEN:

Este documento pretende explicar la evolución del concepto *Servicescape* de 1995 a 2017, después fue acuñado por Mary Jo Bitner (1992). La revisión sistemática de la literatura (RSL) fue bienvenida como una metodología con la base de datos científica Scopus, que emitió 325 documentos. Los resultados presentan una descripción de: tipo de documento, alcance, variables y perspectivas metodológicas. Se presentan líneas futuras para el desarrollo del concepto y las implicaciones de gestión. Los principales resultados indican que Servicescape es un concepto relevante en la literatura, debido a un número creciente de publicaciones en el tiempo; Del mismo modo, las áreas en las que ha sido más revisado son Turismo y Entretenimiento y Salud; de la misma manera, las variables más utilizadas en los estudios son la calidad de la experiencia, los factores ambientales y el comportamiento del usuario.

Palabras clave: gestión y comercialización de servicios; *Servicescape*; revisión sistemática de la literatura

1. Introduction

Servicescape has been understood as the study of service design, composed by environmental dimensions as space and its function, signs, symbols, tools and people who interact in service environment; in this respect, the concept encompasses space as holistic, and is understood as a whole. At the same time, employees are responsible to give answers and in this scenario customers operate with capable of being evaluated behaviors, according to concept developer Mary Jo Bitner.

Therefore, based on the measurements that may derive from environmental dimensions, the space, its function, signs, symbols, and people, you can get to detail the approach, the satisfaction and to explore how long they are willing to spend in certain place, and consequently, their willingness to pay and spend. Likewise, the notion of perceived value in environmental variables is built from the customers vision. (M. J. Bitner, 1992).

It is relevant to indicate, that *Servicescape*'s concept was created by Bitner (1992) and has inspired many academics to study it as a phenomenon and, in turn, to review the possible mediating variables, in multiple sectors. This has been providing high value to organizational strategies implementation, tactics and marketing programs. However, there is no evidence of a literature systematic review that allows to summarize, identify, evaluate, interpret and synthesize reported researches about this concept.

In this context, the relationship between marketing and *Servicescape* is symbiotic as the service environment is co-created between the organization, its partners and the customer, who interact in the same service environment, given that individuals behaviors are influenced by physical environment and from it they can develop marketing strategies.

Therefore, this document has as main objective to systematically review the literature generated after *Servicescape* term was developed, with the purpose of giving account the concept evolution over time. In this context, were observed aspects as: evolution of literature, issued documents, scope, involved variables and methodological perspectives.

Moreover, marketing managers can count on a consultation framework from which to build their new strategies, depending on the scope. Also, may be interested in obtaining new results on the study of physical service environment, as well as to propose successful strategies in other contexts and review successful cases to replicate in their business. At the same time, it can be useful as a starting point to new service universes construction.

2. Method

To shape this document, a search equation was executed in *Scopus*, which a systematic review of literature was realized. The protocol for this purpose was developed in agreement to the parameters indicated by Perez-Rave et al. (2012) and Kitchenham (2004). Therefore, the following activities were developed for every stage:

1. Definition of interest questions: which is the evolution of literature production studying *Servicescape*? what kind of documents have been produced? what areas have been subject of empirical validation? what variables has been addressed to *Servicescape* concept? which methodological perspectives has *Servicescape* been approached?
2. Exploration strategies: a search equation was constructed to be executed in *Scopus* to perform the process, previously validated by the research team and adjusted to the research questions, which was: "TITLE-ABS-key (*Servicescape*) AND PUBYEAR > 1994 AND PUBYEAR < 2018". This equation used the term coined in literature to define the layout of service environments and was closed on August 29, 2017.
3. Inclusion criteria: were used exclusively documents that gave account of progress and associated literature with *Servicescape* concept, and, therefore, marketing and management service scope.
4. Removal procedure and data synthesis: a review of the issues concerning this research questions were realized: production of literature evolution, type of documents subject to validation areas, and

methodological perspectives variables.

The aforementioned was based on literature that indicates parameters for a systematic review of literature (Almeida, Barreiros, & Saraiva, 2011; Brereton, Kitchenham, Budgen, Turner, & Khalil, 2007; Chicaíza-Becerra et al., 2017; Kitchenham, 2004; López, Méndez, Paz, & Arboleda, 2016; Medina-lópez, Marín-garcía, & Alfalla-luque, 1989; Pérez-Rave et al., 2012; Petersen, Feldt, Mujtaba, & Mattsson, 2007). In this order of ideas, it is important to consider that the search equation led to 325 abstracts, with 216 fulfilling inclusion and exclusion criteria.

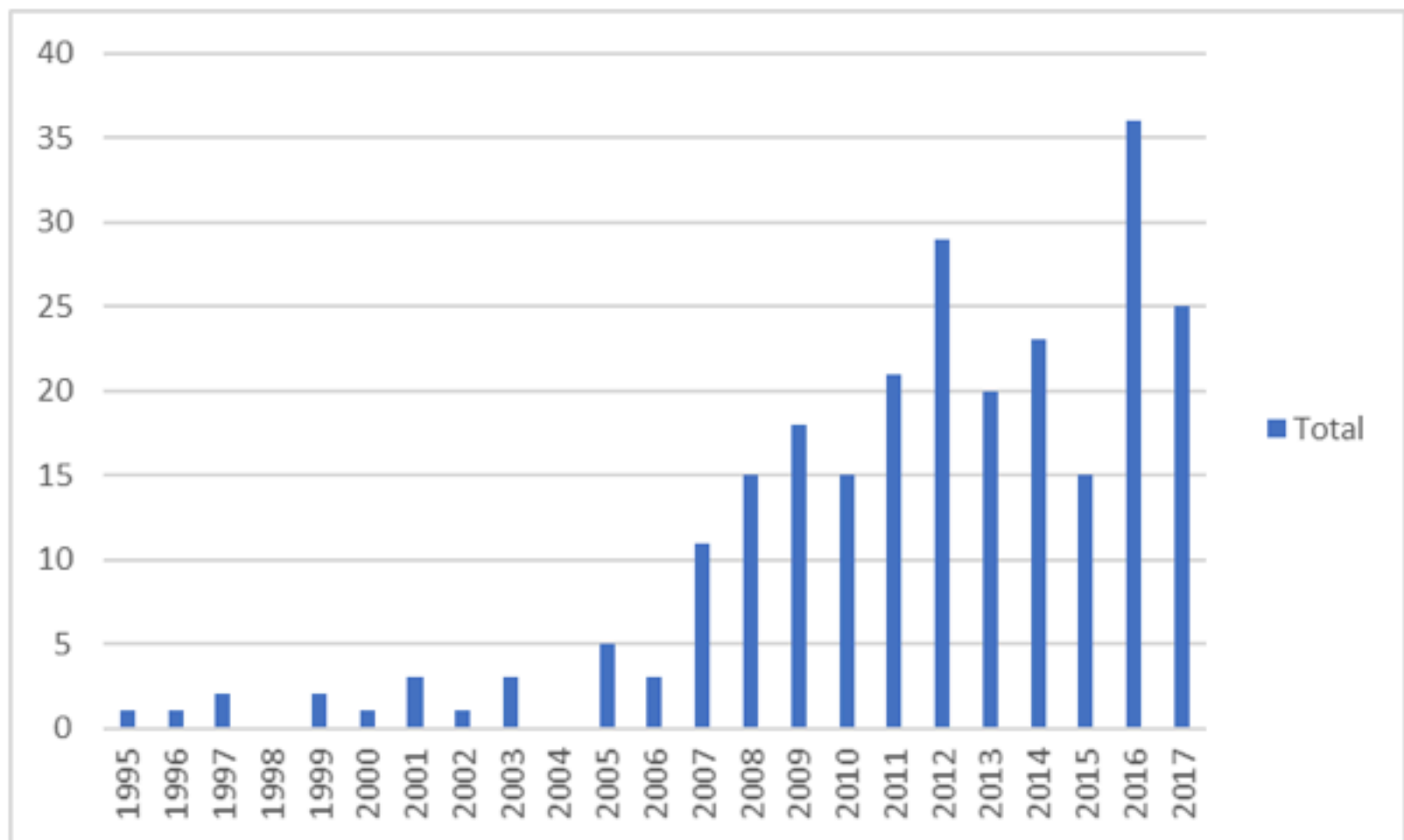
3. Results

Main results of literature systematic review are presented below. In the first instance, is indicated how there has evolved literature, secondly, the type of documents, followed the scope; afterward, the variables that have been addressed to explore *Servicescape* concept are presented and finally the methodological perspectives are indicated.

3.1. Literature Evolution

Literature evolution is presented in Figure 1, in terms of quantity of documents; the growing tendency of academic production with *Servicescape* as topic of interest is evidenced; it is relevant to point out that there is an apparent decrease in 2015, a peak in 2016 and another apparent decrease in 2017, which may be due to the systematic review of literature implementation closing date.

Figure 1
Servicescape literature evolution from 1995 to 2017



Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

3.2. Type of documents

The types of documents showed by the search equation, that fulfill the inclusion and exclusion criteria, are mostly articles (86.57%), then with a significantly less than 6.02% participation follow proceedings, then comes reviews with 4.63%, followed by chapters of books with 2.31%

and 0.46% of editorial. It is important to indicate that the magazine with more Servicescape publications is Journal of Services Marketing 6%, followed by International Journal of Hospitality Management 5%; likewise, there are a good number of other publications such as: Managing Service Quality 4%, Journal of Service Management 3%, Journal of Retailing and Consumer Services 3% and Journal of Service Research 2%, additional participation is distributed in other publications.

Table 1
Type of documents in *Servicescape literature* from 1995 to 2017

Type of Document	Number of documents	Percentage
Article	187	86.57%
<i>Proceedings</i>	13	6.02%
Review	10	4.63%
Book Chapter	5	2.31%
Editorial	1	0.46%
Total	216	100%

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

3.3. Scope

Regarding *Servicescape* scope, empirical validation has been approached for diverse sectors, being Tourism and Entertainment predominant with 61% participation, followed by health 13%, retail 8%, other sectors like education, banking and finance, business to business, telecommunications and transport have equal or less 5% participation; this information is presented in Table 2 .

Table 2
Servicescape empirical validation Sectors

Sector	Percentage
Tourism and Entertainment	61%
Health	13%
Retail	8%
E-Commerce	5%
Education	5%
Banking and Finance	4%

Business to Business, Telecommunications and Transport	3%
Total	100%

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

Deepen information about more relevant fields of application in *Servicescape* quantity of documents is presented below. In the first instance, specific concerns of the literature in regard with tourism and entertainment have reviewed issues as *Servicescape* management in travelers' experiences (LeBlanc & Nguyen, 1996; Rowley & Slack, 1999), gastronomic experiences (K.-Y. Chen, 2014; Ellen & Zhang, 2014; Kauppinen-Räsänen, Rindell, & Åberg, 2014; C. J. Lee, Wang, & Cai, 2015; Lund & Marinova, 2014; Song & Ma, 2012; Verhoeven, van Rompay, & Pruyn, 2009).

Likewise, within tourism sector framework, several researchers reviewed specific times and occasions of tourist's experience that can be managed by the organizations, from transport, voice-to-voice and storytelling influence, up to co-creation mechanisms (Abubakar & Mavondo, 2014; Chiou & Chen, 2012; Dedeoğlu, Küçükergin, & Balıkçioğlu, 2015; Gnoth & Martin, 2014; Mossberg, 2008; Musa & Thirumoorthi, 2011; Prebensen & Foss, 2011); in addition, *Servicescape* was studied with some special features as: tourism for disabled people (Raissova, 2015), tourism in farms (Choo & Petrick, 2014) and natural tourism (Fredman, Wall-Reinius, & Grundén, 2012). Although hotel service is linked to tourism, there were several authors that focused only on *Servicescape* referred to hospitality (Ariffin, Nameghi, & Zakaria, 2013; Daunt & Harris, 2012b; Ismail, 2011; J. Kim & Hardin, 2010; S. Lee & Jeong, 2012; Lim, 2014).

Similarly, in Tourism and Entertainment framework, areas of study are: experiences in museums (Ardley, Taylor, McLintock, Martin, & Leonard, 2012; Chronis, 2015), wine tasting experience (Bruwer, Pratt, Saliba, & Hirche, 2014; J. Hwang & Kunc, 2015), festivals (Bruwer, 2013, 2014, 2015; Bruwer & Kelley, 2015), theme parks (Dong & Siu, 2012, 2013; Min, Hyun, Kim, & Lee, 2017), sports (Fernandes & Neves, 2014; Hightower Jr., 2013), night clubs (Skinner, Moss, & Parfitt, 2005), casinos (Liu & Wan, 2011) and churches (van der Merwe, Grobler, Strasheim, & Orton, 2013).

At second instance, another evident concern in *Servicescape* literature is Health field, in this research context we find focused on hospital care authors (Ardley, Mcmanus, & Floyd, 2013; Holder & Berndt, 2011; Leister, 2014; Pantouvakis, 2012; Thorwarth, Arisha, & Harper, 2009), nurses role (Parish, Berry, & Lam, 2008), consumer approach (Ardley & Chen, 2017), disabled customers characteristics (Baker, Holland, & Kaufman-Scarborough, 2007), patients in clinic features, elderly (Meshram & O'Cass, 2013) and medical tourism (Loureiro, 2015).

In third instance, *Servicescape* literature shows retail as a relevant area to study customers' behavior in their own environment (Cockrill, Goode, & Emberson, 2008; Dubé & Morin, 2001; Hilliard & Baloglu, 2008; O'Cass & Grace, 2008; Venkatraman & Nelson, 2008), analyzing their supermarkets behavior (Bouzaabia, van Riel, & Semeijn, 2013).

3.4. Addressed Variables

In *Servicescape studies* framework, 425 main variables were found in this systematic literature review window; the predominant variable is quality of experience evaluation 31%, followed by environmental factors 28%, user behavior 16%, interaction with staff 6%, authenticity, image and service environment aesthetics 5%, value creation and communication 3%, e-*Servicescape*, social factors and loyalty 2%, price and cost-benefit relationship, demographic variables, time of service and brand 1%.

Table 3
Addressed Variables in *Servicescape* study

--	--

Variable	Participation
Quality of Experience	31%
Environmental factors	28%
User Behavior	16%
Interaction with staff	6%
Authenticity, Image and Aesthetics	5%
Value creation and communication	3%
E-Servicescape	2%
Social factors	2%
Loyalty	2%
Price and cost/benefit relationship	1%
Demographic Variables	1%
Time of Service	1%
Brand	1%
Grand Total	100%

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

Deepen information about *Servicescape* research variables presented below. In first instance, *Quality of Experience* from here QoE, is a variable that more incentive authors in wanting to verify global acceptance of received services (Abubakar & Mavondo, 2014; Ardley et al., 2012; Ariffin et al., 2013; Bonfanti, 2013; Bruwer & Kelley, 2015; Chronis, 2005, 2015; Clarke & Schmidt, 1995; Collier & Barnes, 2015; Dedeoğlu et al., 2015; Dong & Siu, 2013; Ellen & Zhang, 2014; Fernandes & Neves, 2014; Kauppinen-Räisänen, 2015; K. Lee, Chung, & Nam, 2014; Loureiro, 2015; Pang, 2013; Robinson & Clifford, 2012). In the foregoing framework, Dedeoğlu et al research is outlined (Dedeoğlu et al., 2015). Their aim was to examine the effect on value perception, image, and perceived pleasure by customers during service.

Likewise, in restaurant field, quality of experience perceived by customers variable was used (Zemke, Hertzman, Raab, & Singh, 2011); arguing as objective to obtain an understanding of restaurant's clients expectations and preferences for background sound, and determine if demographic variables, especially age, can affect these preferences; literature reveals the importance of authenticity moderating variable (Meng & Choi, 2017).

Lin and Mattila (2010) show that both service landscape and meeting service affect users pleasure and satisfaction. In this sense, Musa & Thirumoorthi (Musa & Thirumoorthi, 2011) review "Red Palm" from QoE point of view, a reward to the best evaluated accommodations given by backpackers in 2006 in Asia; this study sought for the results reasons, examining quality of

service and Servicescape establishment. From an hermeneutic analysis with NVIVO software they analyzed 192 reviews in web pages, which were reinforced by 18 in-depth interviews. The most relevant findings show that tangibles are the most important dimension of QoE, followed by security and empathy. Thus, the most important tangible elements are facilities, staffing, and location. Regarding empathy, kindness and cleanliness perception are the most significant; staff was an important part of the result as QoE is linked to their provided service perception, their courtesy, individualized attention and willingness to help gave important points in the evaluation.

From other perspectives, user behavior is another significant variable due to their direct interaction with atmosphere and service (Ang, Leong, & Lim, 1997; Aubert-Gamet & Cova, 1999; Baker et al., 2007; K.-Y. Chen, 2014; Chronis, 2005; Cockrill et al., 2008; Daunt & Harris, 2012a; Forrest, 2013; Grove & Fisk, 1997; Harris & Daunt, 2013; Hightower Jr., Brady, & Baker, 2002; L.-J. J. Hwang, 2007; Johnstone, 2012; Johnstone & Todd, 2012; Keillor, Hult, & Kandemir, 2004; Kubacki, Skinner, Parfitt, & Moss, 2007; Lai, Chong, Ismail, & Tong, 2014; LeBlanc & Nguyen, 1996; I. Y. Lin, 2004; Maguire & Geiger, 2015; Mari & Poggesi, 2013; Namasivayam & Mattila, 2007; Paninchukunnath & Goyal, 2011; Prebensen & Foss, 2011; Raissova, 2015; Reynolds & Harris, 2009; Skinner et al., 2005; Song & Ma, 2012; Thorwarth et al., 2009; Tombs & McColl-Kennedy, 2010; Venkatraman & Nelson, 2008; Vilnai-Yavetz & Gilboa, 2010; Xie, Shen, & Zheng, 2011; Yang, 2014). In this respect, user behavior in restaurant variable (K.-Y. Chen, 2014; Song & Ma, 2012) aims to study the relationship between Servicescape perceived by the client and his behavior, all within environmental psychology scope.

Likewise, as it was indicated, creation and communication of value variable has also been widely addressed in literature - For further reference: We suggest the reader to review the related literature (Ardley et al., 2013; Ayas, Eklund, & Ishihara, 2008; Blocker & Barrios, 2015; Brunner-Sperdin et al., 2012; Cahoon, 2007; Cant & Erdis, 2010; Chang et al., 2013; Chiou & Chen, 2012; Chtou et al., 2009; Dean, 2014; Hilliard & Baloglu, 2008; Hsieh & Pai, 2010; Jang et al., 2015; Jeon & Kim, 2012; Keillor et al., 2007; Khare, 2010; J. Kim et al., 2009; J. Kim & Hardin, 2010; Miles et al., 2012; Minkiewicz et al., 2011; Oakes & Warnaby, 2011; Parish et al., 2008; Perrone, 2009; Reimer & Kuehn, 2005; Rosenbaum & Massiah, 2010; Rosenbaum et al., 2013, 2011; Rosenbaum & Smallwood, 2011; van der Merwe et al., 2013; Vilnai-Yavetz & Rafaeli, 2006; Walker, 2001; Wang & Mattila, 2013) -. In fact, it was found that in relatively peculiar areas as religious precincts (van der Merwe et al., 2013), this study demonstrated that it is very useful to identify Christians' real motivations to congregates, where music is a determining factor for the young people to attend religious services; while the church design and used symbols are also relevant in value creation by their followers generating loyalty, which is highly relevant at the time to communicate and create value.

In the same way, environmental factors variable is addressed by diverse documents exclusively (Bae & Leem, 2014; Brügggen, Foubert, & Gremler, 2011; Bruwer, 2015; Bruwer & Lesschaeve, 2012; Bruwer et al., 2014; Campbell & DiPietro, 2014; Chua, Othman, Boo, Abkarim, & Ramachandran, 2010; de Nisco & Warnaby, 2013; Demoulin, 2011; Dong & Siu, 2012, 2013; Dubé & Morin, 2001; Griffiths & Gilly, 2012; Holder & Berndt, 2011; Hooper, Coughlan, & Mullen, 2013; Lazaris & Vrechopoulos, 2014; C. J. Lee et al., 2015; B. Y.-J. Lin, Leu, Breen, & Lin, 2008; I. Y. Lin, 2010a; Liu & Wan, 2011; Nilsson & Ballantyne, 2014; Oakes & North, 2008; Pantouvakis, 2012; Rosenbaum, 2009; Rowley & Slack, 1999; Siu, Wan, & Dong, 2012; Tinnilä, 2012; Uhrich & Benkenstein, 2012; Wells & Daunt, 2015), even so, this is implicit in the vast majority of reviewed documents.

It is important to indicate that environmental factors are a key piece in all service scenarios; in fact, Chua et al. (2010) addresses Servicescape failures in the food service industry, related to bad management of the physical environment and recovery strategies of dissatisfied customers; this analysis revealed that cleaning problems were the most reported in the food service industry, followed by some design drawbacks; also, they indicate that in failures at

landscapes services cases, is generally more difficult to regain customers. Therefore, the recommendation is to closely monitor services landscapes and implement appropriate recovery strategies.

3.5. Methodological Perspectives

This section is dedicated to explain instruments, collection techniques and sources used by Servicescape addressed articles in a specified method of this systematic review of literature observation window.

Used Instruments

It should be noted that in most of Servicescape's documents, the questionnaire referred as survey is preferred as instrument, which includes both surveys and scales, with the latter predominating. Thus, questionnaire is 78% preferred by the studies, which report having used it; other studies were 11% in favor of in-depth interviews, and 11% observation logs, as presented in Figure 2 .

It is relevant to highlight a research, whose instruments are: questionnaire and researchers called ServLab observation (Meiren, Vvan Husen, & Karni, 2009), in this exercise, a virtual reality is simulated, that allows to visualize new service concepts, creating an environment close to reality (for example, sounds can be reproduced or smells or situations introduced) testing the interaction between clients and employees with actors support (service theater). According to the authors, this allows detecting and rectifying potential service errors before going live, generating further costs reduction.

Figure 2. Instruments used in Servicescape investigation

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

Additionally, it is relevant to indicate that although photo-elicitation technique was not so recurrent, Venkatraman and Nelson (2008) apply it through consumers, who record their experience at a Starbucks in Beijing through photography. Subsequently, these images are used in-depth interviews, where implications for new landscapes of global services in local markets are discussed as a result.

Source

The primary source is the most used by *Servicescape* researchers, taking 65% of participation, 15% of the studies make use of secondary sources and 20% use both primary and secondary sources, as presented in Table 4 .

Table 4
Sources used in Servicescape studies

Type of Source	Empirical Validation	Participation
Primary	(Ang et al., 1997; Ardley et al., 2012; Ariffin et al., 2013; Athanasopoulou, 2008; Baker et al., 2007; Blocker & Barrios, 2015; Brügger et al., 2011; Brunner-Sperdin, Peters, & Strobl, 2012; Bruwer, 2014, 2015, 2013; Bruwer & Kelley, 2015; Bruwer & Lesschaeve, 2012; Bruwer et al., 2014; Campbell & DiPietro, 2014; Cant & Erdis, 2010; Chang, Jeng, & Hamid, 2013; K.-Y. Chen, 2014; Choo & Petrick, 2014; Chronis, 2005, 2015; Chtou, Chang, & Yhng, 2009; Chua et al., 2010; Cockrill et al., 2008; Daunt & Harris, 2012b; Dean, 2014; Demoulin, 2011; Dong & Siu, 2012, 2013; Dubé & Morin, 2001; Ellen & Zhang, 2014; Ellway, 2014; Enz, 2009; Fernandes & Neves, 2014; Fischer, Gainer, & Bristor, 1997; Fowler & Bridges, 2012; Grace & O'Cass, 2005; Griffiths & Gilly, 2012; Grove & Fisk, 1997; Harris & Ezeh, 2008; Hightower, 2013; Hilliard & Baloglu, 2008; Holder & Berndt, 2011; Hopkins, Grove, Raymond, & Laforge, 2009; J. Hwang & Kunc, 2015; L.-J. J. Hwang, 2007; Jang, Ro, & Kim, 2015; Jeon & Kim, 2012; Johnstone, 2012; Johnstone & Todd, 2012; Kauppinen-Räsänen, 2015; Kauppinen-Räsänen et al., 2014; Keillor, Lewison, Hult, & Hauser, 2007; S. H. Kim & Koh, 2007; Koo, Andrew, & Kim, 2008; Kubacki et al., 2007; Lai et al., 2014; LeBlanc & Nguyen, 1996; C. J. Lee et al., 2015; L. T.-S. Lee & Vichet, 2008; S. Lee, 2011; S. Y. Lee & Kim, 2014; Li, Ma, Zhao, & Liu, 2012; B. Y.-J. Lin et al., 2008; I. Lin & Mattila, 2010; I. Y. Lin, 2010a, 2010b; Liu & Wan, 2011; Loureiro, 2015; McGrath, Sherry Jr., & Diamond, 2013; Meiren et al., 2009; Meshram & O'Cass, 2013; Miles, Miles, & Cannon, 2012; Minkiewicz, Evans, Bridson, & Mavondo, 2011; Monica Hu, Chen, & Ou, 2009; Moss, Parfitt, & Skinner, 2009; Mossberg, 2008; Musa & Thirumoorthi, 2011; Namasivayam & Mattila, 2007; Naqshbandi Muzamil & Munir, 2011; D. T. Nguyen, DeWitt, & Russell-Bennett, 2012; N. Nguyen, 2006; O'Cass & Grace, 2008; Paninchukunnath & Goyal, 2011; Pantouvakis, 2010; Pareigis, Echeverri, & Edvardsson, 2012; Perrone, 2009; Prebensen & Foss, 2011; Raissova, 2015; Reimer & Kuehn, 2005; Rosenbaum, 2005, 2009; Rowley & Slack, 1999; Siu et al., 2012; Skinner, Kubacki, Parfitt, & Moss, 2008; Skinner et al., 2005; Tan, Aziz, Awang, & Zaiton, 2012; Thorwarth et al., 2009; Tombs & McColl-Kennedy, 2010; Tran, Strutton, & Taylor, 2012; Tuzovic, 2008; Urich & Benkenstein, 2012; van der Merwe et al., 2013; Värlander, 2009; Venkatraman & Nelson, 2008; Verhoeven et al., 2006, 2009; Vilnai-Yavetz & Gilboa, 2010; Vilnai-Yavetz & Rafaeli, 2006; Vilnai-Yavetz & Tifferet, 2009; Walker, 2001; Wang & Mattila, 2013; Warden & Chen, 2009; Wirtz, Mattila, & Tan, 2007; Xie et al., 2011; Zemke et al., 2011)	65%
Secondary	(Abarbanel et al., 2012; S. Lee & Jeong, 2012; Lim, 2014; Papadopoulou, Andreou, Kanellis, & Martakos, 2000, 2001; Parish et al., 2008)	15%
Mixed	(Ardley et al., 2013; Bouzaabia et al., 2013; Cahoon, 2007; Chiou & Chen, 2012; Fredman et al., 2012; Gnoth & Martin, 2014; Ismail, 2011; Khare, 2010; J. Kim & Hardin, 2010; Lund & Marinova, 2014; Maguire & Geiger, 2015; Pantouvakis, 2012; Roy, Lassar, & Butaney, 2014; Wells & Daunt, 2015)	20%

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

4. Conclusions

Servicescape's Literature Systematic Review seeks to relate all published articles on this phenomenon (2005-2017) where important aspects were observed such as: literature evolution, type of published documents, scope of application, intervening variables and methodological perspectives. In summary, it leaves a comprehensive and disaggregated theoretical framework about Servicescape literature. It also reveals the model behavior, for example, where it has been tested before, and for what its findings have served.

Additionally, it allows to see how new business entrepreneurs consider these marketing tools before starting a business, ensuring some success since they have the tools to build a good service environment. It was also found that studies scopes can be diverse, there are no limitations when applying the model. However, it became clear that for future research there are many sectors that have not been explored, such as: automotive, hardware, governmental, among others.

Compared to other Servicescape literature reviews, this study has significant implications for both marketing professionals and academics as it provides an original and unique framework for Servicescape's events investigation and application. It should also be noted that this review was made without any prior inclination for any sector, which is why it differs from previous similar works, which focus on some of the variables or specific sectors (Bonfanti, 2013; S. C. Chen, Raab, & Tanford, 2015; Clarke & Schmidt, 1995; Forrest, 2013; Hall, 2010; Hightower Jr., 2013; Keillor et al., 2004; J. Kim, Bernhard, & Jang, 2009; K. Lee et al., 2014; S. Lee & Jeong, 2012; Lim, 2014; I. Y. Lin, 2004; Mari & Poggesi, 2013; Morin, Dubé, & Chebat, 2007; Nilsson & Ballantyne, 2014; Oakes & North, 2008; Orth, Heinrich, & Malkewitz, 2012; Papadopoulou, Andreou, Kanellis, & Martakos, 2000, 2001; Reynolds & Harris, 2009; Riviezzo, de Nisco, & Napolitano, 2009; Rosenbaum & Massiah, 2010, 2011; Rosenbaum & Montoya, 2007; Rosenbaum, Moraru, & Labrecque, 2013; Rosenbaum, Sweeney, & Smallwood, 2011; Song & Ma, 2012; Thompson & Arsel, 2004; Tinnilä, 2012).

On the other hand, one limitation in this study is that its observation window covers until 2017, it is important for future RSL to look for recent years articles, in order to enrich the theoretical framework left by this first immersion.

In this order of ideas, it is relevant to indicate that the interest in developing a Systematic Review is based on the investigators need to summarize Servicescape existing information in a rigorous and impartial way. This is the first register of a Systematic Literature Review on this phenomenon, one of its values is the referential framework obtained by the review, an issue that can ultimately give guidance of what is being considered in this concept, for example variables, objectives statement and empirical findings.

Thus, nine representative variables were determined throughout the systematic review: scope of application, literature evolution, type of documents, Servicescape analyzed variables, Servicescape analyzed central dependent variables, Instrument, recollection techniques, source and type of research, which provide data that allow to determine the discussion of what has been working in terms of service environment construction.

Although reviewed literature was extensive, it is determined that Servicescape is still an incipient model since none of the authors did a probabilistic sampling research, in most cases it was evidenced that it was not probabilistic. It is recommended for future investigations to address Servicescape with conclusive and determining sample, that in addition to giving probabilistic connotation it can also be conclusive, this could be done if start from some already completed studies, as Namasivayam and Mattila (2007) article, where the results indicate that Servicescape have an important effect on consumers moods. From this study could be start a probabilistic connotation investigation.

In any case, previous research presents Servicescape as a concept that can be applied to any area of business, it is important that managers who have not yet realized their existence can count with this document to improve service environments creation and design performance.

In addition, future researchers are invited to explore Servicescape, especially for emerging topics such as tourist destinations management, topics related to regions' hallmarks - wineServicescape-, festivals management -festivalscape-, educational service environments design -eduscape- (Wells & Daunt, 2015; Winter & Chapleo, 2017) and digital atmospheres service environments design, e-Servicescape (Ballantyne & Nilsson, 2017; Huang, Li, Mou, & Liu, 2017; Sreejesh & Ponnamp, 2017; Wu, Quyen, & Rivas, 2016).

References

- Abubakar, B., & Mavondo, F. (2014). Tourism Destinations: Antecedents to Customer Satisfaction and Positive Word-of-Mouth. *Journal of Hospitality Marketing and Management*, 23(8), 833–864. <https://doi.org/10.1080/19368623.2013.796865>
- Almeida, A., Barreiros, E., & Saraiva, J. (2011). Mecanismos para Guiar Estudos Empíricos em Engenharia de Software: Um Mapeamento Sistemático. In *Proceedings of 8th Experimental Software Engineering Latin American Workshop* (pp. 37–46). ESELAW.
- Ang, S. H., Leong, S. M., & Lim, J. (1997). Comparing more and less customized retail services. *Journal of Retailing and Consumer Services*, 4(1), 13–24. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-0041822700&partnerID=40&md5=ad5f759e5bbaae790603d05c0b3da42e>
- Ardley, B., & Chen, N. C. (2017). Strategies and servicescapes: Delivering user-focused health care in Europe and China. *Strategic Change*, 26(3), 273–280. <https://doi.org/10.1002/jsc.2128>
- Ardley, B., Mcmanus, J., & Floyd, D. (2013). Does Europe still represent a healthy deal in times of increased global challenges and reduced levels of growth? A market, service and social perspective of European healthcare. *Public Money and Management*, 33(6), 421–428. <https://doi.org/10.1080/09540962.2013.836003>
- Ardley, B., Taylor, N., McLintock, E., Martin, F., & Leonard, G. (2012). Marketing a memory of the world: Magna Carta and the experiential servicescape. *Marketing Intelligence and Planning*, 30(6), 653–665. <https://doi.org/10.1108/02634501211262618>
- Ariffin, A. A. M., Nameghi, E. N., & Zakaria, N. I. (2013). The effect of hospitableness and servicescape on guest satisfaction in the hotel industry. *Canadian Journal of Administrative Sciences*, 30(2), 127–137. <https://doi.org/10.1002/CJAS.1246>
- Athanasopoulou, P. (2008). Antecedents and consequences of relationship quality in athletic services. *Managing Service Quality*, 18(5), 479–495. <https://doi.org/10.1108/09604520810898848>
- Aubert-Gamet, V., & Cova, B. (1999). Servicescapes: From modern non-places to postmodern common places. *Journal of Business Research*, 44(1), 37–45. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-0032615579&partnerID=40&md5=54bc7c37f2777d2ee896616f50e1106b>
- Ayas, E., Eklund, J., & Ishihara, S. (2008). Affective design of waiting areas in primary healthcare. *TQM Journal*, 20(4), 389–408. <https://doi.org/10.1108/17542730810881366>
- Bae, D. J., & Leem, C. S. (2014). A visual interactive method for service prototyping. *Managing Service Quality*, 24(4), 339–362. <https://doi.org/10.1108/MSQ-12-2013-0281>
- Baker, S. M., Holland, J., & Kaufman-Scarborough, C. (2007). How consumers with disabilities perceive “welcome” in retail servicescapes: A critical incident study. *Journal of Services Marketing*, 21(3), 160–173. <https://doi.org/10.1108/08876040710746525>
- Ballantyne, D., & Nilsson, E. (2017). All that is solid melts into air: the servicescape in digital service space. *Journal of Services Marketing*, 31(3), 226–235. <https://doi.org/10.1108/JSM-03-2016-0115>
- Bitner, M. (1992). Servicescapes: the impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71. <https://doi.org/10.2307/1252042>
- Bitner, M. J. (1992). Servicescapes: the Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56(2), 57–71. <https://doi.org/10.1017/CBO9781107415324.004>
- Blocker, C. P., & Barrios, A. (2015). The Transformative Value of a Service Experience. *Journal of Service Research*, 18(3), 265–283. <https://doi.org/10.1177/1094670515583064>

- Bonfanti, A. (2013). Towards an approach to signage management quality (SMQ). *Journal of Services Marketing*, 27(4), 312–321. <https://doi.org/10.1108/08876041311330780>
- Bouzaabia, O., van Riel, A. C. R., & Semeijn, J. (2013). Managing in-store logistics: A fresh perspective on retail service. *Journal of Service Management*, 24(2), 112–129. <https://doi.org/10.1108/09564231311323926>
- Brereton, P., Kitchenham, B. A., Budgen, D., Turner, M., & Khalil, M. (2007). Lessons from applying the systematic literature review process within the software engineering domain. *The Journal of Systems and Software*, 80(4), 571–583. <https://doi.org/10.1016/j.jss.2006.07.009>
- Brüggen, E. C., Foubert, B., & Gremler, D. D. (2011). Extreme makeover: Short-and long-term effects of a remodeled servicescape. *Journal of Marketing*, 75(5), 71–87. <https://doi.org/10.1509/jmkg.75.5.71>
- Brunner-Sperdin, A., Peters, M., & Strobl, A. (2012). It is all about the emotional state: Managing tourists' experiences. *International Journal of Hospitality Management*, 31(1), 23–30. <https://doi.org/10.1016/j.ijhm.2011.03.004>
- Bruwer, J. (2013). Service quality perception and satisfaction in a new zealand festivalscape: Buying behavior effects. *Tourism Analysis*, 18(1), 61–77. <https://doi.org/10.3727/108354213X13613720283683>
- Bruwer, J. (2014). Service quality perception and satisfaction: Buying behaviour prediction in an australian festivalscape. *International Journal of Tourism Research*, 16(1), 76–86. <https://doi.org/10.1002/jtr.1901>
- Bruwer, J. (2015). Service performance and satisfaction in a South African festivalscape. *Anatolia*, 26(3), 434–446. <https://doi.org/10.1080/13032917.2014.984313>
- Bruwer, J., & Kelley, K. (2015). Service performance quality evaluation and satisfaction in a USA wine festivalscape buying behavioural effects. *International Journal of Event and Festival Management*, 6(1), 18–38. <https://doi.org/10.1108/IJEFM-04-2014-0009>
- Bruwer, J., & Lesschaeve, I. (2012). Wine Tourists' Destination Region Brand Image Perception and Antecedents: Conceptualization of a Winescape Framework. *Journal of Travel and Tourism Marketing*, 29(7), 611–628. <https://doi.org/10.1080/10548408.2012.719819>
- Bruwer, J., Pratt, M. A., Saliba, A., & Hirche, M. (2014). Regional destination image perception of tourists within a winescape context. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2014.904846>
- Cahoon, S. (2007). Marketing communications for seaports: A matter of survival and growth. *Maritime Policy and Management*, 34(2), 151–168. <https://doi.org/10.1080/03088830701240342>
- Campbell, J. M., & DiPietro, R. B. (2014). Sign of the times: Testing consumer response to local food signage within a casual dining restaurant. *Journal of Retailing and Consumer Services*, 21(5), 812–823. <https://doi.org/10.1016/j.jretconser.2014.06.010>
- Cant, M. C., & Erdis, C. (2010). Incorporating customer service expectations in the restaurant industry: The guide to survival. *Corporate Ownership and Control*, 8(1 E), 485–493. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-84897136622&partnerID=40&md5=55ac534d58568660897cbc94e46a12c3>
- Chang, H. H., Jeng, D. J.-F., & Hamid, M. R. A. (2013). Conceptualising consumers' word-of-mouth behaviour intention: Evidence from a university education services in Malaysia. *Service Business*, 7(1), 17–35. <https://doi.org/10.1007/s11628-012-0142-1>
- Chen, K.-Y. (2014). Assessing the effects of restaurant-related attributes on customer behavioral intention. *Actual Problems of Economics*, 153(3), 134–140. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-84930006327&partnerID=40&md5=0727e296df62e58d3bd962f8af5e8357>

Chen, S. C., Raab, C., & Tanford, S. (2015). Antecedents of mandatory customer participation in service encounters: An empirical study. *International Journal of Hospitality Management*, 46, 65–75. <https://doi.org/10.1016/j.ijhm.2015.01.012>

Chicaíza-Becerra, L., Riaño-Casallas, M. I., Rojas-Berrio, S. P., & Garzón-Santos, C. (2017). *Revisión Sistemática de la Literatura en Administración* (No. 29). Bogotá D.C., Colombia. <https://doi.org/10.13140/RG.2.2.15345.89443>

Chiou, Y.-C., & Chen, Y.-H. (2012). Service quality effects on air passenger intentions: A service chain perspective. *Transportmetrica*, 8(6), 406–426. <https://doi.org/10.1080/18128602.2010.548837>

Choo, H., & Petrick, J. F. (2014). Social interactions and intentions to revisit for agritourism service encounters. *Tourism Management*, 40, 372–381. <https://doi.org/10.1016/j.tourman.2013.07.011>

Chronis, A. (2005). Our Byzantine heritage: Consumption of the past and its experiential benefits. *Journal of Consumer Marketing*, 22(4), 213–222. <https://doi.org/10.1108/07363760510605326>

Chronis, A. (2015). Substantiating Byzantium: The role of artifacts in the co-construction of narratives. *Journal of Consumer Behaviour*, 14(3), 180–192. <https://doi.org/10.1002/cb.1509>

Chtou, W.-B., Chang, M.-H., & Yhng, C.-C. (2009). Customers' expectations of complaint handling by airline service: Privilege status and reasonability of demands from a social learning perspective. *Psychological Reports*, 104(2), 468–472. <https://doi.org/10.2466/PRO.104.2.468-472>

Chua, B. L., Othman, M., Boo, H. C., Abkarim, M. S., & Ramachandran, S. (2010). Servicescape failure and recovery strategy in the food service industry: The effect on customer repatronization. *Journal of Quality Assurance in Hospitality and Tourism*, 11(3), 179–198. <https://doi.org/10.1080/1528008X.2010.483419>

Clarke, I., & Schmidt, R. A. (1995). Beyond the servicescape. The experience of place. *Journal of Retailing and Consumer Services*, 2(3), 149–162. [https://doi.org/10.1016/0969-6989\(95\)00055-0](https://doi.org/10.1016/0969-6989(95)00055-0)

Cockrill, A., Goode, M., & Emberson, D. (2008). Servicescape matters - Or does it? The special case of betting shops. *Marketing Intelligence and Planning*, 26(2), 189–206. <https://doi.org/10.1108/02634500810860629>

Collier, J. E., & Barnes, D. C. (2015). Self-service delight: Exploring the hedonic aspects of self-service. *Journal of Business Research*, 68(5), 986–993. <https://doi.org/10.1016/j.jbusres.2014.09.036>

Daunt, K. L., & Harris, L. C. (2012a). Exploring the forms of dysfunctional customer behaviour: A study of differences in servicescape and customer disaffection with service. *Journal of Marketing Management*, 28(1–2), 129–153. <https://doi.org/10.1080/0267257X.2011.619149>

Daunt, K. L., & Harris, L. C. (2012b). Motives of dysfunctional customer behavior: An empirical study. *Journal of Services Marketing*, 26(4), 293–308. <https://doi.org/10.1108/08876041211237587>

Dean, D. H. (2014). Visual Antecedents of Patronage: Personal and Professional Items in the Servicescape. *Services Marketing Quarterly*, 35(1), 68–83. <https://doi.org/10.1080/15332969.2014.856744>

de Nisco, A., & Warnaby, G. (2013). Shopping in downtown: The effect of urban environment on service quality perception and behavioural intentions. *International Journal of Retail and Distribution Management*, 41(9), 654–670. <https://doi.org/10.1108/IJRDM-05-2013-0106>

Dedeoğlu, B. B., Küçükergin, K. G., & Balıkçioğlu, S. (2015). Understanding the Relationships of Servicescape, Value, Image, Pleasure, and Behavioral Intentions among Hotel Customers. *Journal of Travel and Tourism Marketing*. <https://doi.org/10.1080/10548408.2014.982268>

- Demoulin, N. T. M. (2011). Music congruency in a service setting: The mediating role of emotional and cognitive responses. *Journal of Retailing and Consumer Services*, 18(1), 10–18. <https://doi.org/10.1016/j.jretconser.2010.08.007>
- Dong, P., & Siu, N. Y.-M. (2012). Servicescape elements, customer predispositions and service experience: The case of theme park visitors. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2012.09.004>
- Dong, P., & Siu, N. Y. M. (2013). Servicescape elements, customer predispositions and service experience: The case of theme park visitors. *Tourism Management*, 36, 541–551. <https://doi.org/10.1016/j.tourman.2012.09.004>
- Dubé, L., & Morin, S. (2001). Background music pleasure and store evaluation: Intensity effects and psychological mechanisms. *Journal of Business Research*, 54(2), 107–113. [https://doi.org/10.1016/S0148-2963\(99\)00092-2](https://doi.org/10.1016/S0148-2963(99)00092-2)
- Ellen, T., & Zhang, R. (2014). Measuring the Effect of Company Restaurant Servicescape on Patrons' Emotional States and Behavioral Intentions. *Journal of Foodservice Business Research*, 17(2), 85–102. <https://doi.org/10.1080/15378020.2014.902642>
- Ellway, B. P. W. (2014). The voice-to-technology (V2T) encounter and the call centre servicescape: Navigation, spatiality and movement. *Journal of Service Management*, 25(3), 349–368. <https://doi.org/10.1108/JOSM-01-2013-0022>
- Enz, C. A. (2009). The physical safety and security features of U.S. hotels. *Cornell Hospitality Quarterly*, 50(4), 553–560. <https://doi.org/10.1177/1938965509345963>
- Fernandes, T., & Neves, S. (2014). The role of servicescape as a driver of customer value in experience-centric service organizations: the Dragon Football Stadium case. *Journal of Strategic Marketing*, 22(6), 548–560. <https://doi.org/10.1080/0965254X.2014.914058>
- Fischer, E., Gainer, B., & Bristor, J. (1997). The sex of the service provider: Does it influence perceptions of service quality? *Journal of Retailing*, 73(3), 361–382. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-0031229619&partnerID=40&md5=71298185d1fb8e8bbcd9ed8b5f9af0d8>
- Forrest, R. (2013). Museum atmospherics: The role of the exhibition environment in the visitor experience. *Visitor Studies*, 16(2), 201–216. <https://doi.org/10.1080/10645578.2013.827023>
- Fowler, K., & Bridges, E. (2012). Service environment, provider mood, and provider-customer interaction. *Managing Service Quality*, 22(2), 165–183. <https://doi.org/10.1108/09604521211218972>
- Fredman, P., Wall-Reinius, S., & Grundén, A. (2012). The Nature of Nature in Nature-based Tourism. *Scandinavian Journal of Hospitality and Tourism*, 12(4), 289–309. <https://doi.org/10.1080/15022250.2012.752893>
- Gnoth, J., & Martin, B. (2014). Recreational needs and service performance expectations. *Tourism Analysis*, 19(4), 477–489. <https://doi.org/10.3727/108354214X14090817031152>
- Grace, D., & O'Cass, A. (2005). Service branding: Consumer verdicts on service brands. *Journal of Retailing and Consumer Services*, 12(2), 125–139. <https://doi.org/10.1016/j.jretconser.2004.05.002>
- Griffiths, M. A., & Gilly, M. C. (2012). Dibs! customer territorial behaviors. *Journal of Service Research*, 15(2), 131–149. <https://doi.org/10.1177/1094670511430530>
- Grove, S. J., & Fisk, R. P. (1997). The impact of other customers on service experiences: A critical incident examination of "getting along." *Journal of Retailing*, 73(1), 63–85. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-0040517064&partnerID=40&md5=1a17c2078d664b73add7919ffbc3fc2a>
- Hall, M. (2010). Consuming authentic neighborhood: An autoethnography of experiencing a neighborhood's new beginnings and origins within its servicescapes. *Research in Consumer*

Behavior. [https://doi.org/10.1108/S0885-2111\(2010\)0000012013](https://doi.org/10.1108/S0885-2111(2010)0000012013)

Harris, L. C., & Daunt, K. (2013). Managing customer misbehavior: Challenges and strategies. *Journal of Services Marketing*, 27(4), 281–293. <https://doi.org/10.1108/08876041311330762>

Harris, L. C., & Ezeh, C. (2008). Servicescape and loyalty intentions: An empirical investigation. *European Journal of Marketing*, 42(3–4), 390–422. <https://doi.org/10.1108/03090560810852995>

Hightower, R. (2013). Investigating the green Leadership in Energy and Environmental Design (LEED) servicescape scale in Brazil. *Construction Innovation*, 13(3), 242–265. <https://doi.org/10.1108/CI-Oct-2011-0045>

Hightower Jr., R. (2013). Leveraging sport brands with the servicescape. In *Leveraging Brands in Sport Business* (pp. 142–156). <https://doi.org/10.4324/9780203108994>

Hightower Jr., R., Brady, M. K., & Baker, T. L. (2002). Investigating the role of the physical environment in hedonic service consumption: An exploratory study of sporting events. *Journal of Business Research*, 55(9), 697–707. [https://doi.org/10.1016/S0148-2963\(00\)00211-3](https://doi.org/10.1016/S0148-2963(00)00211-3)

Hilliard, T. W., & Baloglu, S. (2008). Safety and security as part of the hotel servicescape for meeting planners. *Journal of Convention and Event Tourism*, 9(1), 15–34. <https://doi.org/10.1080/15470140802104557>

Holder, M., & Berndt, A. (2011). The effect of changes in servicescape and service quality perceptions in a maternity unit. *International Journal of Health Care Quality Assurance*, 24(5), 389–405. <https://doi.org/10.1108/09526861111139205>

Hooper, D., Coughlan, J., & Mullen, M. R. (2013). The servicescape as an antecedent to service quality and behavioral intentions. *Journal of Services Marketing*, 27(4), 271–280. <https://doi.org/10.1108/08876041311330753>

Hopkins, C. D., Grove, S. J., Raymond, M. A., & Laforge, M. C. (2009). Designing the e-servicescape: Implications for online retailers. *Journal of Internet Commerce*, 8(1–2), 23–43. <https://doi.org/10.1080/15332860903182487>

Hsieh, P.-F., & Pai, J.-T. (2010). What is the difference of innovation between industrial and service cluster? A case study. *International Journal of Sustainable Society*, 2(4), 355–375. <https://doi.org/10.1504/IJSSOC.2010.036941>

Huang, D., Li, Z., Mou, J., & Liu, X. (2017). Effects of flow on young Chinese consumers' purchase intention: a study of e-servicescape in hotel booking context. *Information Technology and Tourism*, 17(2), 203–228. <https://doi.org/10.1007/s40558-016-0073-0>

Hwang, J., & Kunc, M. (2015). Business dynamics of on-premise wine trade: Cases from South Korea. *International Journal of Wine Business Research*, 27(3), 239–254. <https://doi.org/10.1108/IJWBR-08-2014-0034>

Hwang, L.-J. J. (2007). The Hotel Servicescape for Chinese Female Travellers. *Advances in Hospitality and Leisure*. [https://doi.org/10.1016/S1745-3542\(06\)03014-1](https://doi.org/10.1016/S1745-3542(06)03014-1)

Ismail, A. R. (2011). Experience marketing: An empirical investigation. *Journal of Relationship Marketing*, 10(3), 167–201. <https://doi.org/10.1080/15332667.2011.599703>

Jang, Y., Ro, H., & Kim, T.-H. (2015). Social Servicescape: The Impact of Social Factors on Restaurant Image and Behavioral Intentions. *International Journal of Hospitality and Tourism Administration*, 16(3), 290–309. <https://doi.org/10.1080/15256480.2015.1054758>

Jeon, S., & Kim, M. (2012). The effect of the servicescape on customers' behavioral intentions in an international airport service environment. *Service Business*, 6(3), 279–295. <https://doi.org/10.1007/s11628-012-0136-z>

Johnstone, M.-L. (2012). The servicescape: The social dimensions of place. *Journal of Marketing Management*, 28(11–12), 1399–1418. <https://doi.org/10.1080/0267257X.2012.694370>

- Johnstone, M.-L., & Todd, S. (2012). Servicescapes: The role that place plays in stay-at-home mothers' lives. *Journal of Consumer Behaviour*, 11(6), 443–453. <https://doi.org/10.1002/cb.1383>
- Kauppinen-Räsänen, H. (2015). Are service marketing models really used in modern practice? *Journal of Service Management*, 26(3), 346–371. <https://doi.org/10.1108/JOSM-06-2014-0164>
- Kauppinen-Räsänen, H., Rindell, A., & Åberg, C. (2014). Conveying conscientiousness: Exploring environmental images across servicescapes. *Journal of Retailing and Consumer Services*, 21(4), 520–528. <https://doi.org/10.1016/j.jretconser.2014.04.001>
- Keillor, B. D., Hult, G. T. M., & Kandemir, D. (2004). A Study of the Service Encounter in Eight Countries. *Journal of International Marketing*, 12(1), 9–35. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-1642377670&partnerID=40&md5=d0dbd51ce91728f4d803eadafbbac539>
- Keillor, B. D., Lewison, D., Hult, G. T. M., & Hauser, W. (2007). The service encounter in a multi-national context. *Journal of Services Marketing*, 21(6), 451–461. <https://doi.org/10.1108/08876040710818930>
- Khare, A. (2010). Online banking in India: An approach to establish CRM. *Journal of Financial Services Marketing*, 15(2), 176–188. <https://doi.org/10.1057/fsm.2010.13>
- Kim, J., Bernhard, B. J., & Jang, D. (2009). Global “seat belts” for problem gamblers?: Intersections of culture, technology, and responsible gambling. *Journal of Travel and Tourism Marketing*, 26(4), 348–354. <https://doi.org/10.1080/10548400902976422>
- Kim, J., & Hardin, A. (2010). The impact of virtual worlds on word-of-mouth: Improving social networking and servicescape in the hospitality industry. *Journal of Hospitality Marketing and Management*, 19(7), 735–753. <https://doi.org/10.1080/19368623.2010.508005>
- Kim, S. H., & Koh, J. (2007). The effect of e-scape on internet shoppers' cognition, emotion, and behavior response. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-84870964178&partnerID=40&md5=b491e5b96e8027c126906eabde6d873f>
- Kitchenham, B. (2004). Procedures for performing systematic reviews.
- Koo, G.-Y., Andrew, D. P. S., & Kim, S. (2008). Mediated relationships between the constituents of service quality and behavioural intentions: A study of women's college basketball fans. *International Journal of Sport Management and Marketing*, 4(4), 390–411. <https://doi.org/10.1504/IJSMM.2008.022378>
- Kubacki, K., Skinner, H., Parfitt, S., & Moss, G. (2007). Comparing nightclub customers' preferences in existing and emerging markets. *International Journal of Hospitality Management*, 26(4), 957–973. <https://doi.org/10.1016/j.ijhm.2006.12.002>
- Lai, K. P., Chong, S. C., Ismail, H. B., & Tong, D. Y. K. (2014). An explorative study of shopper-based salient e-servicescape attributes: A Means-End Chain approach. *International Journal of Information Management*, 34(4), 517–532. <https://doi.org/10.1016/j.ijinfomgt.2014.01.010>
- Lazaris, C., & Vrechopoulos, A. (2014). Human-computer vs. consumer-store interaction in a multichannel retail environment: Some multidisciplinary research directions. https://doi.org/10.1007/978-3-319-07293-7_33
- LeBlanc, G., & Nguyen, N. (1996). An examination of the factors that signal hotel image to travellers. *Journal of Vacation Marketing*, 3(1), 32–42. <https://doi.org/10.1177/135676679600300103>
- Lee, C. J., Wang, Y. C., & Cai, D. C. (2015). Physical factors to evaluate the servicescape of theme restaurants. *Journal of Asian Architecture and Building Engineering*, 14(1), 97–104. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-84921291493&partnerID=40&md5=004f66f77650f0110ca51d8f54974df3>
- Lee, K., Chung, K.-W., & Nam, K.-Y. (2014). The role of servicescapes as touchpoints for

- different service settings (pp. 318–322). <https://doi.org/10.1109/TIDMS.2013.6981253>
- Lee, L. T.-S., & Vichet, K. (2008). The effects of service climate and servicescape on service convenience in the hospital. *International Journal of Services and Standards*, 4(4), 415–436. <https://doi.org/10.1504/IJSS.2008.020057>
- Lee, S. (2011). Evaluating serviceability of healthcare servicescapes: Service design perspective. *International Journal of Design*, 5(2), 61–71. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-80053487239&partnerID=40&md5=d9fb82e7ae437d38c6530142dbff758e>
- Lee, S., & Jeong, M. (2012). Effects of e-servicescape on consumers' flow experiences. *Journal of Hospitality and Tourism Technology*, 3(1), 47–59. <https://doi.org/10.1108/17579881211206534>
- Lee, S. Y., & Kim, J. H. (2014). Effects of servicescape on perceived service quality, satisfaction and behavioral outcomes in public service facilities. *Journal of Asian Architecture and Building Engineering*, 13(1), 125–131. <https://doi.org/10.3130/jaabe.13.125>
- Leister, J. E. (2014). The hospital servicescape as an indicator in the process of building trust within patient selection decisions. *Gesundheitsökonomie Und Qualitätsmanagement*, 19(6), 272–280. <https://doi.org/10.1055/s-0033-1355809>
- Li, M., Ma, Q., Zhao, X., & Liu, R. (2012). Studies on the relationship between social cues in the servicescape and customer behavioral intention (pp. 233–237). <https://doi.org/10.1109/IJCSS.2012.56>
- Lim, W. M. (2014). The Antecedents and Consequences of Customer Hedonism in Hospitality Services. *Journal of Hospitality Marketing and Management*, 23(6), 626–651. <https://doi.org/10.1080/19368623.2014.846838>
- Lin, B. Y.-J., Leu, W.-J., Breen, G.-M., & Lin, W.-H. (2008). Servicescape: Physical environment of hospital pharmacies and hospital pharmacists' work outcomes. *Health Care Management Review*, 33(2), 156–168. <https://doi.org/10.1097/01.HMR.0000304504.27803.64>
- Lin, I., & Mattila, A. (2010). Restaurant servicescape, service encounter, and perceived congruency on customers' emotions and satisfaction. *Journal of Hospitality Marketing and Management*, 19(8), 819–841. <https://doi.org/10.1080/19368623.2010.514547>
- Lin, I. Y. (2004). Evaluating a servicescape: The effect of cognition and emotion. *International Journal of Hospitality Management*, 23(2), 163–178. <https://doi.org/10.1016/j.ijhm.2003.01.001>
- Lin, I. Y. (2010a). The combined effect of color and music on customer satisfaction in hotel bars. *Journal of Hospitality Marketing and Management*, 19(1), 22–37. <https://doi.org/10.1080/19368620903327675>
- Lin, I. Y. (2010b). The interactive effect of Gestalt situations and arousal seeking tendency on customers' emotional responses: Matching color and music to specific servicescapes. *Journal of Services Marketing*, 24(4), 294–304. <https://doi.org/10.1108/08876041011053006>
- Liu, X. R., & Wan, Y. K. P. (2011). An examination of factors that discourage slot play in Macau casinos. *International Journal of Hospitality Management*, 30(1), 167–177. <https://doi.org/10.1016/j.ijhm.2010.06.003>
- López, A., Méndez, D., Paz, A., & Arboleda, H. (2016). Desarrollo e Instrumentación de un Proceso de Vigilancia Tecnológica basado en Protocolos de Revisión Sistemática de la Literatura Development and Implementation of a Technology Surveillance Process Based on Systematic Literature Review Protocols. *Información Tecnológica*, 27(4), 155–165. <https://doi.org/10.4067/S0718-07642016000400017>
- Loureiro, S. M. C. (2015). Medical tourists' emotional and cognitive response to credibility and Servicescape. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2015.1050363>

- Lund, D. J., & Marinova, D. (2014). Managing revenue across retail channels: The interplay of service performance and direct marketing. *Journal of Marketing*, 78(5), 99–118. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-84921353565&partnerID=40&md5=003cb39fde7d7a0b41cce3990f2ac2a0>
- Maguire, L., & Geiger, S. (2015). Emotional timescapes: The temporal perspective and consumption emotions in services. *Journal of Services Marketing*, 29(3), 211–223. <https://doi.org/10.1108/JSM-02-2014-0047>
- Mari, M., & Poggesi, S. (2013). Servicescape cues and customer behavior: a systematic literature review and research agenda. *Service Industries Journal*, 33(2), 171–199. <https://doi.org/10.1080/02642069.2011.613934>
- McGrath, M. A., Sherry Jr., J. F., & Diamond, N. (2013). Discordant retail brand ideology in the House of Barbie. *Qualitative Market Research*, 16(1), 12–37. <https://doi.org/10.1108/13522751311289749>
- Medina-lópez, C., Marín-garcía, J., & Alfalla-luque, R. (1989). BÚSQUEDAS SISTEMÁTICAS DE BIBLIOGRAFÍA . (A methodological proposal for the systematic literature review) (2 No. 1) (Vol. 1).
- Meiren, T., Vvan Husen, C., & Karni, R. (2009). Laboratory support for service engineering and design (Vol. 3, pp. 59–63). Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-70349155871&partnerID=40&md5=e2d12f679bedae1f20e713cd1da1767c>
- Meng, B., & Choi, K. (2017). Theme restaurants' servicescape in developing quality of life: The moderating effect of perceived authenticity. *International Journal of Hospitality Management*, 65, 89–99. <https://doi.org/10.1016/j.ijhm.2017.06.011>
- Meshram, K., & O'Cass, A. (2013). Empowering senior citizens via third places: Research driven model development of seniors' empowerment and social engagement in social places. *Journal of Services Marketing*, 27(2), 141–154. <https://doi.org/10.1108/08876041311309261>
- Miles, P., Miles, G., & Cannon, A. (2012). Linking servicescape to customer satisfaction: Exploring the role of competitive strategy. *International Journal of Operations and Production Management*, 32(7), 772–795. <https://doi.org/10.1108/01443571211250077>
- Min, D. A., Hyun, K. H., Kim, S.-J., & Lee, J.-H. (2017). A rule-based servicescape design support system from the design patterns of theme parks. *Advanced Engineering Informatics*, 32, 77–91. <https://doi.org/10.1016/j.aei.2017.01.005>
- Minkiewicz, J., Evans, J., Bridson, K., & Mavondo, F. (2011). Corporate image in the leisure services sector. *Journal of Services Marketing*, 25(3), 190–201. <https://doi.org/10.1108/08876041111129173>
- Monica Hu, M.-L., Chen, T.-K., & Ou, T.-L. (2009). An importance-performance model of restaurant dining experience. *Advances in Hospitality and Leisure*. [https://doi.org/10.1108/S1745-3542\(2009\)0000005015](https://doi.org/10.1108/S1745-3542(2009)0000005015)
- Morin, S., Dubé, L., & Chebat, J.-C. (2007). The role of pleasant music in servicescapes: A test of the dual model of environmental perception. *Journal of Retailing*, 83(1), 115–130. <https://doi.org/10.1016/j.jretai.2006.10.006>
- Moss, G. A., Parfitt, S., & Skinner, H. (2009). Men and women: Do they value the same things in mainstream nightclubs and bars. *Tourism and Hospitality Research*, 9(1), 61–79. <https://doi.org/10.1057/thr.2008.37>
- Mossberg, L. (2008). Extraordinary experiences through storytelling. *Scandinavian Journal of Hospitality and Tourism*, 8(3), 195–210. <https://doi.org/10.1080/15022250802532443>
- Musa, G., & Thirumoorthi, T. (2011). Red Palm: Exploring service quality and servicescape of the best backpacker hostel in Asia. *Current Issues in Tourism*, 14(2), 103–120. <https://doi.org/10.1080/13683500903511125>

- Namasivayam, K., & Mattila, A. S. (2007). Accounting for the Joint Effects of the Servicescape and Service Exchange on Consumers' Satisfaction Evaluations. *Journal of Hospitality and Tourism Research*, 31(1), 3–18. <https://doi.org/10.1177/1096348006292996>
- Naqshbandi Muzamil, M., & Munir, R. S. (2011). Atmospheric elements and personality: Impact on hotel lobby impressions. *World Applied Sciences Journal*, 15(6), 785–792. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-81555195419&partnerID=40&md5=3936d521312c6de1aad648c066d23597>
- Nguyen, D. T., DeWitt, T., & Russell-Bennett, R. (2012). Service convenience and social servicescape: Retail vs hedonic setting. *Journal of Services Marketing*, 26(4), 265–277. <https://doi.org/10.1108/08876041211237569>
- Nguyen, N. (2006). The collective impact of service workers and servicescape on the corporate image formation. *International Journal of Hospitality Management*, 25(2), 227–244. <https://doi.org/10.1016/j.ijhm.2005.06.001>
- Nilsson, E., & Ballantyne, D. (2014). Reexamining the place of servicescape in marketing: A service-dominant logic perspective. *Journal of Services Marketing*, 28(5), 374–379. <https://doi.org/10.1108/JSM-01-2013-0004>
- O' Cass, A., & Grace, D. (2008). Understanding the role of retail store service in light of self-image-store image congruence. *Psychology and Marketing*, 25(6), 521–537. <https://doi.org/10.1002/mar.20223>
- Oakes, S., & North, A. C. (2008). Reviewing congruity effects in the service environment musicscape. *International Journal of Service Industry Management*, 19(1), 63–82. <https://doi.org/10.1108/09564230810855716>
- Oakes, S., & Warnaby, G. (2011). Conceptualizing the management and consumption of live music in Urban space. *Marketing Theory*, 11(4), 405–418. <https://doi.org/10.1177/1470593111418798>
- Orth, U. R., Heinrich, F., & Malkewitz, K. (2012). Servicescape interior design and consumers' personality impressions. *Journal of Services Marketing*, 26(3), 194–203. <https://doi.org/10.1108/08876041211223997>
- Pang, H.-K. (2013). Weight analysis of servicescape factors for wellness and quality of life (Vol. 3, p. 1622). Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-84905118172&partnerID=40&md5=1386612f7fba572e155fd75f08796f24>
- Paninchukunnath, A., & Goyal, A. (2011). Service worker behaviours and service setting facets – consumers' perspective. *Qualitative Research in Organizations and Management*, 23(3), 304–326. <https://doi.org/10.1108/13555851111143231>
- Pantouvakis, A. (2010). The relative importance of service features in explaining customer satisfaction: A comparison of measurement models. *Managing Service Quality*, 20(4), 366–387. <https://doi.org/10.1108/09604521011057496>
- Pantouvakis, A. (2012). Internal marketing and the moderating role of employees: An exploratory study. *Total Quality Management and Business Excellence*, 23(2), 177–195. <https://doi.org/10.1080/14783363.2012.647846>
- Papadopoulou, P., Andreou, A., Kanellis, P., & Martakos, D. (2000). Enabling trust formation within agent-mediated virtual environments. *Virtual Reality*, 5(3), 149–159. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-52849101061&partnerID=40&md5=b42ead9181711e96fa5a784641a6b6a9>
- Papadopoulou, P., Andreou, A., Kanellis, P., & Martakos, D. (2001). Trust and relationship building in electronic commerce. *Internet Research*, 11(4), 322–332. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-3843050133&partnerID=40&md5=44c54d3dbeb3326678f19856420c49be>
- Pareigis, J., Echeverri, P., & Edvardsson, B. (2012). Exploring internal mechanisms forming

customer servicescape experiences. *Journal of Service Management*, 23(5), 677–695.

<https://doi.org/10.1108/09564231211269838>

Parish, J. T., Berry, L. L., & Lam, S. Y. (2008). The effect of the servicescape on service workers. *Journal of Service Research*, 10(3), 220–238. <https://doi.org/10.1177/1094670507310770>

Pérez-Rave, J., Álvarez-Jaramillo, G., & Henao-Velásquez, J. (2012). ¿Cómo identificar la literatura “poco - vital” y cuantificar su representatividad? Aplicación al problema del vendedor viajero < TSP >. *Actualidad Y Nuevas Tendencias*, (8), 51–60.

Perrone, A. (2009). How servicescape enhances service quality. *International Journal of Knowledge, Culture and Change Management*, 9(2), 103–111. Retrieved from

<http://www.scopus.com/inward/record.url?eid=2-s2.0-77749249175&partnerID=40&md5=fa5af9c55d71c48cb01aed8bcbf99d9f>

Petersen, K., Feldt, R., Mujtaba, S., & Mattsson, M. (2007). Systematic Mapping Studies in Software Engineering.

Prebensen, N. K., & Foss, L. (2011). Coping and co-creating in tourist experiences.

International Journal of Tourism Research, 13(1), 54–67. <https://doi.org/10.1002/jtr.799>

Raissova, A. (2015). Hospitality servicescapes seen by visually impaired travelers. *Advances in Culture, Tourism and Hospitality Research*. <https://doi.org/10.1108/S1871-317320150000010008>

Reimer, A., & Kuehn, R. (2005). The impact of servicescape on quality perception. *European Journal of Marketing*, 39(7–8), 785–808. <https://doi.org/10.1108/03090560510601761>

Reynolds, K. L., & Harris, L. C. (2009). Dysfunctional Customer Behavior Severity: An Empirical Examination. *Journal of Retailing*, 85(3), 321–335.

<https://doi.org/10.1016/j.jretai.2009.05.005>

Riviezzo, A., de Nisco, A., & Napolitano, M. R. (2009). Importance-performance analysis as a tool in evaluating town centre management effectiveness. *International Journal of Retail and Distribution Management*, 37(9), 748–764. <https://doi.org/10.1108/09590550910975808>

Robinson, R. N. S., & Clifford, C. (2012). Authenticity and festival foodservice experiences. *Annals of Tourism Research*, 39(2), 571–600. <https://doi.org/10.1016/j.annals.2011.06.007>

Rosenbaum, M. S. (2005). Meet the cyberscape. *Marketing Intelligence and Planning*, 23(7), 636–647. <https://doi.org/10.1108/02634500510630177>

Rosenbaum, M. S. (2009). Restorative servicescapes: Restoring directed attention in third places. *Journal of Service Management*, 20(2), 173–191.

<https://doi.org/10.1108/09564230910952762>

Rosenbaum, M. S., & Massiah, C. (2010). Beyond the physical servicescape: How social, symbolic, and restorative servicescapes influence consumer behavior. In *Environmental Psychology: New Developments* (pp. 195–210). Retrieved from

<http://www.scopus.com/inward/record.url?eid=2-s2.0-84895302579&partnerID=40&md5=66d638573197c567ddf7d2892643d4c2>

Rosenbaum, M. S., & Massiah, C. (2011). An expanded servicescape perspective. *Journal of Service Management*, 22(4), 471–490. <https://doi.org/10.1108/09564231111155088>

Rosenbaum, M. S., & Montoya, D. Y. (2007). Am I welcome here? Exploring how ethnic consumers assess their place identity. *Journal of Business Research*, 60(3), 206–214.

<https://doi.org/10.1016/j.jbusres.2006.09.026>

Rosenbaum, M. S., Moraru, I., & Labrecque, L. I. (2013). A Multicultural Service Sensitivity Exercise for Marketing Students. *Journal of Marketing Education*, 35(1), 5–17.

<https://doi.org/10.1177/0273475312461257>

Rosenbaum, M. S., & Smallwood, J. A. (2011). Cancer resource centres: Transformational services and restorative servicescapes. *Journal of Marketing Management*, 27(13–14), 1404–

1425. <https://doi.org/10.1080/0267257X.2011.624531>

Rosenbaum, M. S., Sweeney, J., & Smallwood, J. (2011). Restorative cancer resource center servicescapes. *Managing Service Quality*, 21(6), 599–616.

<https://doi.org/10.1108/09604521111185600>

Rowley, J., & Slack, F. (1999). The retail experience in airport departure lounges: Reaching for timelessness and placelessness. *International Marketing Review*, 16(4–5), 363–375. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-0001244932&partnerID=40&md5=b33e4ebb361d103d1cbf55c21f4e5b23>

<http://www.scopus.com/inward/record.url?eid=2-s2.0-0001244932&partnerID=40&md5=b33e4ebb361d103d1cbf55c21f4e5b23>

Roy, S. K., Lassar, W. M., & Butaney, G. T. (2014). The mediating impact of stickiness and loyalty on word-of-mouth promotion of retail websites: A consumer perspective. *European Journal of Marketing*, 48, 1828–1849. <https://doi.org/10.1108/EJM-04-2013-0193>

Siu, N. Y.-M., Wan, P. Y. K., & Dong, P. (2012). The impact of the servicescape on the desire to stay in convention and exhibition centers: The case of Macao. *International Journal of Hospitality Management*, 31(1), 236–246. <https://doi.org/10.1016/j.ijhm.2011.06.011>

Skinner, H., Kubacki, K., Parfitt, S., & Moss, G. (2008). Polish nightclubs and bars: Management insights into what customers really want. *Journal for East European Management Studies*, 13(2), 154–169. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-76849088233&partnerID=40&md5=8226a4c344a1e1a8abc8fb86b85901b3>

Skinner, H., Moss, G., & Parfitt, S. (2005). Nightclubs and bars: What do customers really want? *International Journal of Contemporary Hospitality Management*, 17(2), 114–124.

<https://doi.org/10.1108/09596110510582314>

Song, Y., & Ma, Q.-H. (2012). Empirical research on the relationship between perceived servicescape and customer citizenship behavioral intention. *Dongbei Daxue Xuebao/Journal of Northeastern University*, 33(9), 1353–1356. Retrieved from

<http://www.scopus.com/inward/record.url?eid=2-s2.0-84867850317&partnerID=40&md5=01ad55f1bacb8c2a4af4ba52e47b6d9b>

<http://www.scopus.com/inward/record.url?eid=2-s2.0-84867850317&partnerID=40&md5=01ad55f1bacb8c2a4af4ba52e47b6d9b>

Sreejesh, S., & Ponnampalath, A. (2017). Investigating the Process Through which E-Servicescape Creates E-Loyalty in Travel and Tourism Websites. *Journal of Travel and Tourism Marketing*, 34(1), 20–39. <https://doi.org/10.1080/10548408.2015.1126213>

Tan, S. E., Aziz, Y. A., Awang, K. W., & Zaiton, S. (2012). Tourist satisfaction with overall tour guiding experience in Taman Negara National Park, Malaysia (pp. 533–537). Retrieved from

<http://www.scopus.com/inward/record.url?eid=2-s2.0-84866919105&partnerID=40&md5=50f4f20359da467930bdf5131f5f44b7>

<http://www.scopus.com/inward/record.url?eid=2-s2.0-84866919105&partnerID=40&md5=50f4f20359da467930bdf5131f5f44b7>

Thompson, C. J., & Arsel, Z. (2004). The Starbucks brandscape and consumers' (anticorporate) experiences of glocalization. *Journal of Consumer Research*, 31(3), 631–642.

<https://doi.org/10.1086/425098>

Thorwarth, M., Arisha, A., & Harper, P. (2009). Simulation model to investigate flexible workload management for healthcare and servicescape environment (pp. 1946–1956).

<https://doi.org/10.1109/WSC.2009.5429210>

Tinnilä, M. (2012). A classification of service facilities, servicescapes and service factories. *International Journal of Services and Operations Management*, 11(3), 267–291.

<https://doi.org/10.1504/IJSOM.2012.045659>

Tombs, A. G., & McColl-Kennedy, J. R. (2010). Social and spatial influence of customers on other customers in the social-servicescape. *Australasian Marketing Journal*, 18(3), 120–131.

<https://doi.org/10.1016/j.ausmj.2010.04.001>

Tran, G. A., Strutton, D., & Taylor, D. G. (2012). Do microblog postings influence consumer perceptions of retailers' e-servicescapes? *Management Research Review*, 35(9), 818–836.

<https://doi.org/10.1108/01409171211256217>

Tuzovic, S. (2008). Investigating the concept of potential quality: An exploratory study in the

real estate industry. *Managing Service Quality*, 18(3), 255–271.

<https://doi.org/10.1108/09604520810871874>

Uhrich, S., & Benkenstein, M. (2012). Physical and social atmospheric effects in hedonic service consumption: Customers' roles at sporting events. *Service Industries Journal*, 32(11), 1741–1757. <https://doi.org/10.1080/02642069.2011.556190>

van der Merwe, M. C., Grobler, A. F., Strasheim, A., & Orton, L. (2013). Getting young adults back to church: A marketing approach. *HTS Teologiese Studies / Theological Studies*, 69(2). <https://doi.org/10.4102/hts.v69i2.1326>

Värlander, S. (2009). The construction of local authenticity: An exploration of two service industry cases. *Service Industries Journal*, 29(3), 249–265. <https://doi.org/10.1080/02642060701842878>

Venkatraman, M., & Nelson, T. (2008). From servicescape to consumptionscape: A photo-elicitation study of starbucks in the New China. *Journal of International Business Studies*, 39(6), 1010–1026. <https://doi.org/10.1057/palgrave.jibs.8400353>

Verhoeven, J. W. M., Pieterse, M. E., & Pruyn, A. T. H. (2006). Effects of interior color on healthcare consumers: A 360 degree photo simulation experiment. *Advances in Consumer Research*, 33, 292–293. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-43249104821&partnerID=40&md5=f85549c8d1aec8fb54f838335511c8c6>

Verhoeven, J. W. M., van Rompay, T. J. L., & Pruyn, A. T. H. (2009). The price facade: Symbolic and behavioral price cues in service environments. *International Journal of Hospitality Management*, 28(4), 604–611. <https://doi.org/10.1016/j.ijhm.2009.03.013>

Vilnai-Yavetz, I., & Gilboa, S. (2010). The Effect of Servicescape Cleanliness on Customer Reactions. *Services Marketing Quarterly*, 31(2), 213–234. <https://doi.org/10.1080/15332961003604386>

Vilnai-Yavetz, I., & Rafaeli, A. (2006). Aesthetics and professionalism of virtual servicescapes. *Journal of Service Research*, 8(3), 245–259. <https://doi.org/10.1177/1094670505281665>

Vilnai-Yavetz, I., & Tifferet, S. (2009). Images in academic web pages as marketing tools: Meeting the challenge of service intangibility. *Journal of Relationship Marketing*, 8(2), 148–164. <https://doi.org/10.1080/15332660902876893>

Walker, J. (2001). Client views of TESOL service: Expectations and perceptions. *International Journal of Educational Management*, 15(4), 187–196. <https://doi.org/10.1108/09513540110394438>

Wang, C.-Y., & Mattila, A. S. (2013). The Impact of Servicescape Cues on Consumer Prepurchase Authenticity Assessment and Patronage Intentions to Ethnic Restaurants. *Journal of Hospitality and Tourism Research*, 39(3), 346–372. <https://doi.org/10.1177/1096348013491600>

Warden, C. A., & Chen, J. F. (2009). When hot and noisy is good: Chinese values of renao and consumption metaphors. *Qualitative Research in Organizations and Management*, 21(2), 216–231. <https://doi.org/10.1108/13555850910950040>

Wells, V. K., & Daunt, K. L. (2015). Eduscape: The effects of servicescapes and emotions in academic learning environments. *Journal of Further and Higher Education*. <https://doi.org/10.1080/0309877X.2014.984599>

Winter, E., & Chapleo, C. (2017). An exploration of the effect of servicescape on student institution choice in UK universities. *Journal of Further and Higher Education*, 41(2), 187–200. <https://doi.org/10.1080/0309877X.2015.1070400>

Wirtz, J., Mattila, A. S., & Tan, R. L. P. (2007). The role of arousal congruency in influencing consumers' satisfaction evaluations and in-store behaviors. *International Journal of Service Industry Management*, 18(1), 6–24. <https://doi.org/10.1108/09564230710732876>

Wu, W.-Y., Quyen, P. T. P., & Rivas, A. A. A. (2016). How e-servicescapes affect customer online shopping intention: the moderating effects of gender and online purchasing experience. *Information Systems and E-Business Management*. Department of Business Administration, Nanhua University, No. 55, Sec. 1, Nanhua Rd., Dalin, Chiayi, Taiwan.

<https://doi.org/10.1007/s10257-016-0323-x>

Xie, L., Shen, W., & Zheng, Y. (2011). Examining the effect of service experiences on the attitude towards and intention on using self-service technology (pp. 2233–2240).

<https://doi.org/10.1109/CSSS.2011.5975034>

Yang, C.-Y. (2014). Study on the interaction between the food and beverage servicescape and customer waiting experience. *Revista Internacional de Sociologia*, 72(Extra 2), 9–22.

<https://doi.org/10.3989/ris.2013.08.03>

Zemke, D. M., Hertzman, J. L., Raab, C., & Singh, D. (2011). A little more noise and a little less conversation? ambient noise in restaurants. *Journal of Foodservice Business Research*, 14(3), 256–271. <https://doi.org/10.1080/15378020.2011.594384>

1. Researcher **Politecnico Grancolombiano University**. Faculty of Arts, Communication and Marketing. Master's degree in Strategic Management of Marketing. Email: slcortesn@poligran.edu.co

2. Assistant Professor. School of Business Administration and Public Accounting, Faculty of Economics, **Universidad Nacional de Colombia** - Sede Bogotá. Business Administrator, Master's Degree in Administration and Doctorate in Administrative Sciences. sprojasb@unal.edu.co

Revista ESPACIOS. ISSN 0798 1015
Vol. 39 (Nº 13) Year 2018

[Index]

[In case you find any errors on this site, please send e-mail to webmaster]

©2018. revistaESPACIOS.com • ®Rights Reserved