RETAIL APPAREL STORE ATMOSPHERICS: INFLUENCE ON CUSTOMER SATISFACTION, EXPERIENCE, PURCHASE INTENTION AND PATRONAGE

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DIVYANSHI JAIN

RETAIL APPAREL STORE ATMOSPHERICS: INFLUENCE ON CUSTOMER SATISFACTION, EXPERIENCE, PURCHASE INTENTION AND PATRONAGE

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By

Divyanshi Jain

Department of Family and Community Resource Management

Faculty of Family and Community Sciences

The maharaja Sayajirao University of Baroda

Vadodara

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DEDICATED TO MY BELOVED GRAND PARENTS

MR. PARASMALJI BHANSALI

AND

LATE. MRS. HULASIDEVI BHANSALI

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FACULTY OF FAMILY AND COMMUNITY SCIENCES
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

Ethical Compliance Certificate 2022-2023

This is to certify that **Ms. Divyanshi Jain's** study titled, **Retail Apparel Store**

Atmospherics: Influence on Customer Satisfaction, Experience, Purchase

Intention and patronage has been approved by the Institutional Ethics Committee

for Human Research (IECHR), Faculty of Family and Community Science, The

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Prof Shagufa Kapadia

Chairperson

IECHR

Prof Mini Sheth

Member Secretary

IECHR

DEPARTMENT OF FAMILY AND COMMUNITY RESOURCE MANAGEMENT
FACULTY OF FAMILY AND COMMUNITY SCIENCES
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA
VADODARA

CERTIFICATE

This is to certify that the thesis entitled "RETAIL APPAREL STORE ATMOSPHERICS: INFLUENCE ON CUSTOMER SATISFACTION, EXPERIENCE, PURCHASE INTENTION AND PATRONAGE" submitted for partial fulfilment of the requirement for the Degree of Masters in the Faculty of Family and Community Sciences (Family and Community Resource Management) to The Maharaja Sayajirao University of Baroda, carried out by Ms. Divyanshi Jain, is her original bonafide work.

Dr. Shilpi Saraswat
Research Guide
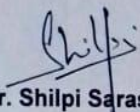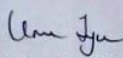
Prof. (Dr.) Uma Iyer
I/c Head
Department of Family and Community Resource Management
Faculty of Family and Community Sciences
The Maharaja Sayajirao University of Baroda
Vadodara

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CHAPTER - I

INTRODUCTION

The threat of online shopping propels physical store retailers to innovate and design their retail atmosphere to create unforgettable shopping experiences to compete effectively and retain customers (Angula and Zulu, 2021). Several retail outlets offer similar products and services to the consumers. The competition is not only from outside but also from within as different retail formats. Indian consumers are looking forward to the organized retail. With the passage of time, as organized retail evolves, consumers will have exposure to newer formats; new terms will come into play and atmospherics emerged as the key differentiator.

Retail environment of the store creates atmospheres that affect buying behavior of the shoppers (Kotler, 1973; Donovan & Rossiter, 1982). Individuals judging their emotional states with their behavior has been proven through a large number of psychological research. However, the contributory role of emotional reactions to atmospheric factors in determining buying behavior remained undefined (Schachter & Singer, 1962). In addition to that lighting, store layout, merchandise assortment, background music, class of traffic and odor/ store aroma also has an impact on consumer buying behavior (Chebat & Dube, 2000).

Various scholars have examined the impact of atmospheric factors like crowding, background music, lighting color and olfactory cues on shopping behaviors (Yalch & Spangenberg, 1988; Hui & Bateson, 1991). However, Donovan and Rossiter (1982) hypothesized the effect of pleasure, excitement and dominance as factors of retail environments that influence purchasing behavior. Healy et al. (2007) argued that the atmospheric/ambient conditions of the store (visual, aural, olfactory, and tactile cues) can be used to increase a consumer's rate of consumption, and influence customer product evaluations and purchase behavior. Furthermore, Helmefalk and Hultén (2017) posit that retail atmospherics strongly impact consumer cognitions and emotions during the purchase decision process.

1.1 Store Atmospherics

Akram et al. (2016) stated that store atmospherics incorporates the elements of the physical nature of the retail outlet, elements designed to create a certain appearance for the outlet. The design and look of the outlet are created to attract and delight customers. Several physical factors incorporate store atmosphere, including color, lighting, music, cleanliness, store and merchandise layout, décor, scent, and temperature. Sezgin and Küçükköylü (2014) cited that store atmosphere incorporates a certain look and ambiance produced by the physical features of a retail store in order to attract customers. The overall atmospheric setting of a retail outlet in which various stimulants are involved which may be store decoration, product forms, packaging, colors, lighting, air ventilation, scents, music, and display of products in the store, among others. The appearance, attitude, and demeanor of employees, coupled with how they interact with customers, may also affect store atmosphere. According to Das (2014), store atmosphere is the process of deploying significant perceptual, attitudinal, and emotional impacts on purchasing by enticing customers into the store and keeping them engaged and fascinated. Retailers use this as their positioning strategy, where the created atmosphere interprets the retailer's values, mission, and guiding philosophy. In the process, environmental indications such as color, music, lighting, and cleanliness create the shopping context.

Research on how retail environments can affect consumer behavior owes much to the work of Kotler (1973). Researchers have largely explored how individual atmospheric variables such as music (Milliman, 1982; Yalch and Spangenberg, 2000; Morin et al., 2007), colour (Bellizzi and Hite, 1992), odor/scent (Hirsch, 1995; Spangenberg et al., 1996; Michon et al., 2005), lighting (Areni and Kim, 1994), and crowding (Machleit et al., 2000) can affect a range of outcomes in retail stores, treating them as independent causal effects. These outcomes have included affective responses (Bellizzi and Hite, 1992), shopping duration (Yalch and Spangenberg, 2000), merchandise evaluations (Areni and Kim, 1994), and shopping satisfaction (Machleit et al., 2000).

When a customer enters a store, they do not experience the music in isolation; they do not smell the scent without seeing the colors as well, they do not walk on the floor-covering without feeling the ambient temperature. The typical customer experiences degrees of stimuli as an on-going, integrated experience. Moreover, it is important to understand how atmospherics can affect the entire retail process, from the basic dilemma of whether or not to enter a store to the actual purchase decision (Ballantine et al., 2010).

Retail atmospherics is the combination of all the tangible and intangible elements of a retail outlet, controlled and managed by the owner or managers for enriched shopping behavior of the consumer that is favorable to the seller (Eroglu & Machleit, 1989). The shopping process involves customer interactions with people, merchandise, process, systems, technology and the entire physical environment. Store atmosphere comprises all the sensory effects such as physical features and design in the customer journey touchpoint that contribute to the consumer experience (Gültekin & Saraç, 2021). As such, store owners are altering their environment to have exciting experiences (Munaro et al., 2019).

Kim et al. (2021) showed that physical retailers will not evaporate; however, retailers should improve their store environment to keep up with customers' shopping habits. They further stated that high-experience products such as clothing require to be seen and touched before a customer can make a purchasing decision. There is a lot of attention focusing on the increase of online shopping and shopper experience strategies. To compete successfully, understanding how best to provide customer experience to stimulate repurchase behavior within the physical store environment has become necessary.

As defined by Kotler (1973), the concept of atmospherics is defined as "The effort invested to create a desirable buying environment in order to induce specific emotional responses in consumers and ultimately, increase their purchase probability". The effect of store atmosphere on consumer

behavior has recently received much attention (Berčík et al., 2016; Helmefalk & Hultén, 2017; Barros et al., 2019; Bonfanti & Yfantidou, 2021).

1.2 Store Atmospherics and Extent of Satisfaction of customers

When consumers are satisfied with the environment where they shop, they are more likely to enter the store, buy more and be more satisfied with both the store and the products bought (Baker et al., 2002; Areni & Kim 1993 and Michon et al., 2005). Shopping satisfaction could be considered as the sum total of subjective judgement of fulfilment resulting from shopping activity, and needless to say that store choice will be based on the shopping satisfaction that a customer is likely to achieve by shopping in a particular store (Paul et al., 2016).

Gerstner and Libai (2006) contend that recent reports in the popular media suggest that service quality and customer satisfaction are declining. Poor service results from poor selection of employees, lack of training, service process failures, or misalignment of incentives and, more generally, gaps in organizational knowledge and perceptions. Retail service providers, who apply customer relationship management, view customers as assets. An alternative to increasing customer retention and profits is improving customer satisfaction and improving staff morale which leads to improve staff attitude towards customers

1.3 Store Atmospherics and Customer experience

Retail customer experience is a manifestation of customers' perceived cognitive, emotional, sensorial, and behavioral value derived through their interactions with store clues during entire process of shopping. It is a multidimensional construct incorporating four dimensions – joy, mood, leisure, and distinctive. It encompasses the total experience which includes search, purchase, consumption, and after sales phases of the experience (Verhoef et al., 2009). It is created by a series of clues (a) related to actual functioning of retail (logical dimension) and (b) emotional dimension involving five senses and the environment (Knee, 2002). A retail store experience involves activities such as browsing, price comparisons, search

for merchandise, evaluating product variety and quality, and interaction with store personnel (Terblanche & Boshoff, 2001). Retailers use immersive technology, which stimulates customers' visual, auditory, olfactory, and tactile faculties to energize shopping experiences and radically transform the way in which consumers not only interact with, but also form emotional bonds with, brands (Jones et al., 2006). Studies have found that retail customer experience significantly influences customer satisfaction, willingness to spend more time and money, retail patronage, loyalty, and profitability (Mehrabian & Russel, 1974; Holbrook & Hirschman, 1982; Donovan & Rossiter, 1982; Lucas, 1999; Arnold et al., 2005; Wong & Sohal, 2006; Crosby & Johnson, 2007). It has also emerged from the literature that store convenience and store atmospherics are significant contributors in formation of retail customer experience.

1.4 Influence of Store Atmospherics on Purchase Intention

Purchase intention of the consumer depends on the store characteristic, like location, assortment, and atmosphere of a particular brand. It can be defined as willingness to make a purchase of a specific product or service" Purchase intention of the customers consists of several steps, first step is Problem identification, then search out the information about the problem, evaluating the alternatives, finally customer make a purchase on these basis. Post-purchase behavior develops through these steps (Engel et al., 1995). Sometimes consumers buy the product in store that is more attractive and make decision on the spot. The intention of purchasing, the consumer may be impulse buying or partially pre-programmed and can be fully pre-planned.

1.5 Influence of Store Atmospherics on Store Patronage

Patronage refers to the customer's ability to return to the store and purchase products in the future (Liu et al., 2016; Meyer et al., 2017; Simanjuntak et al., 2020). Therefore, firms must formulate strategies that encourage customers to engage in repurchase behavior (Wilson et al., 2019), making customer experience important than ever. Because of the competitive nature of the retail industry, patronage becomes crucial as it

signifies repeat purchase (Antwi, 2021), which to be comparable to loyalty (Zhu et al., 2020). When customers demonstrate satisfaction customarily attributed to experience, they tend to exhibit repurchase behaviors (Kazancoglu & Demir, 2021). As justified by Zhu et al. (2020), repeat purchase is based on the consumer's level of satisfaction with prior experiences. Customers who have a positive experience in the store are more likely to return. Store experience has been found to positively impact patronage (Kavitha & Haritha, 2018). There has been considerable interest in studies relating to store atmospherics in emerging economies, including retail atmospherics on store patronage in supermarkets (Dokcen et al., 2021) and store environment impulse buying (Hashmi et al., 2020).

Chen and Hsieh (2011) affirmed that customers' patronage and revisit intentions depend on retailers' hospitality. Retailers, therefore, need to welcome people and do business in an inviting and pleasant environment. The design elements of the store must keep the customer captivated. Customers will then demonstrate approach behavior, showing support for the store (Harun et al., 2018). Leenders et al. (2019) agreed, noting that store design is responsible for several factors, including the mood it creates. If a pleasant mood is aroused in a customer, they will revisit the store repeatedly. Retailers who understand the importance of sustainability would implement strategic decisions to retain existing customers and attract new ones. This includes strategies to attract customers to revisit the store (Singh et al., 2019).

Justification of the study

Retailers witnessed significant growth in customers` satisfaction. What satisfies the customer assumes various forms, from the merchandise the business has, through store layout, employee behavior, store philosophy, and principles. For a business that offers products and services to customers who have to be physically present, issues of this nature cannot be ignored as they are part of achieving customers` satisfaction. Hence, it became imperative to ascertain the extent of satisfaction of customers with the store atmospherics of retail apparel store.

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The total experience of the customers at the retail apparel store is created by the series of factors such as joy, mood, leisure and distinctiveness. Customer experience occurs when a customer interacts with products (experience with the product) or the physical environment of the retailer and its personnel, policies, and practices (shopping experience). It also occurs when the customer consumes and uses the product (consumption experience). Previous studies have found that store atmospherics are significant contributors in formation of retail customer experience. Therefore, it was considered important to ascertain customer experience in selected retail apparel store of Vadodara city.

The attractive and impressive atmospherics of retail chain outlets creates an enjoyable experience among the consumers, which directly affects consumers' purchase intention and their decision-making process. The probability of customers staying longer in store increases due to atmospheric stimulus. Therefore, it was considered important to find out the influence of store atmospherics on purchase intention of customers.

Several retail outlets offer similar products and services to the consumers. The competition is not only from outside but also from within as different retail formats. Consumers have multiple criteria for selecting a store. Distance from the store, breadth of merchandise and availability are primary stirring factors in choosing the retail outlet. The other reasons identified were ambience and patronized store both. Hence it became imperative to find out the influence of store atmospherics on retail apparel store patronage.

Several studies were found through review of literature focusing on areas such as "Impact of store atmospherics and store layout on customers' experience and their buying patterns" (Bagdare,2014; Mathur and Goswami,2014; Singh et al., 2014; Angula and Zulu, 2021), "Impulse buying behavior among female shoppers" (Pinto et al., 2020), "Factors defining store atmospherics in convenience stores" (Prashar et al., 2015), "Effect of store atmosphere on consumer purchase intention, personal shopper behavior and store performance" (Man, 2014; Hussain and Ali, 2015; Behera et al., 2021), "Role of in-store atmospherics, retail atmospherics and impulse buying tendency on post-purchase regret" (Parsad et al., 2019; Bharathi and Dinesh, 2020),

"Measuring customer experience in physical retail environments" (Bagdare and Jain 2013, Bustamante and Rubio, 2017), "The influence of store atmospherics on customers' satisfaction, its impact on time spent and impulse buying" (Gogoi, 2013; Paul et al., 2016; Ndengane et al., 2021), "A conceptual model of the holistic effects of atmospheric cues in fashion retailing" (Ballatine et al., 2014), "Effectiveness of retail lighting and temperature in terms of consumer's perception, satisfaction, emotions, behavior" (Reddy et al., 2011; Decre and Pras, 2013; Quartier et al., 2014; Ketencioglu, 2021), "Review of retail store lighting: implications for colour control of products" (Hinks and Shamey, 2011), "A Look at Implications of Changing Store Layout and Design" (Goswami and Gupta, 2013), "Understanding Perceived Retail Crowding" (Mehta, 2013) and "Impacts of visual merchandising and price sensitivity on customer attention, their buying behavior and store choice decision" (Cant and Hefer, 2012; Mandal and Rahul R., 2014; Soomro et al., 2017; Karim et al., 2020; Khisa et al., 2020). A dearth of researches were found focusing on influence of store atmospherics on customer satisfaction, customer experience, purchase intention of customers and retail apparel store patronage. However, empirical studies relating to influence of store atmospherics on retail customer experience are rare to found. Most of the studies have been conducted in Western context (US and Europe). Few studies of empirical nature have been conducted in the Indian context in the area of store atmospherics and retail customer experience. Hence, the present research was undertaken.

Courses such as "Commercial Space Designing", "Lighting in Interiors", "Interior Design and Furnishing" and "Furniture Design" are the courses offered at Under-graduate and Post-graduate level of study in the Department of Family and Community Resource Management. Hence, the findings gathered from the present research would widen the information and will help in strengthening the curriculum.

The findings will be of help to the Architects and Interior Designers as they can consider store atmospherics which helps in getting customer satisfaction, while designing retail stores. It will also be equally helpful to the students of "Interior Design" specialization to gain knowledge about the store atmospherics with

regard to customer satisfaction, purchase intentions and other behavioral dimensions.

Statement of the problem

The present research aims to find out influence of store atmospherics on customer satisfaction, purchase intention and store patronage.

Objectives of the study

1. To ascertain the extent of satisfaction of customers with the store atmospherics of selected retail apparel store of Vadodara city.
2. To ascertain customer experience in selected retail apparel store of Vadodara city.
3. To find out the influence of store atmospherics on purchase intention of customers.
4. To find out the influence of store atmospherics on retail apparel store patronage.

Delimitations

1. The present study was limited to the selected retail apparel store of Vadodara city.
2. The respondents were those who buy apparels from the selected retail apparel store of Vadodara city.
3. The respondents were those who could read and understand English language.
4. The respondents were those who were willing and had time to participate in the study.

Hypotheses

1. There exists relationship between store atmospherics and extent satisfaction, purchase intention and store patronage.

CHAPTER – II

REVIEW OF LITERATURE

This chapter provides the literature related to the present research topic focusing on store atmospherics influencing on customer satisfaction, experience, purchase intention and store patronage. A survey of literature was undertaken to get familiarize with the subject matter concerned with present research. The sources of collecting literature were journal research articles, books and other sources relevant to the area of research. The present chapter is divided into the following sections.

2.1 Theoretical Orientation

For the presentation, the theoretical literature is divided into following subheads namely:

2.1.1 Retail Apparel Stores

2.1.2 Dimensions of Store Atmospherics

    2.1.2.1 Cleanliness

    2.1.2.2 Music

    2.1.2.3 Scent

    2.1.2.4 Temperature

    2.1.2.5 Lighting

    2.1.2.6 Color

    2.1.2.7 Product display/Layout

    2.1.2.8 Employee behavior

2.1.3 Customer Satisfaction with Store Atmospherics

2.1.4 Customer Experience

2.1.5 Purchase Intention

2.1.6 Store Patronage

2.2 Related Researches

2.2.1 Researches conducted outside India

2.2.2 Researches conducted within India

Conclusion

2.1 Theoretical Orientation

Theoretical Orientation is the section which describes about the theoretical content related to the topic of the study. These are discussed independently in the succeeding description.

2.1.1 Retail Apparel Stores

Retail stores which are those involved in selling of range of clothings. Consumers buy apparel to communicate their value to others and, thus, are connected with the emotions (Kaiser, 1997; Kim, 2005). According to PTI Report (Press Trust of India Report, 2019), "The Indian apparel market, pegged at around USD 65 billion, is the second-largest retail market after food & grocery in India". Varying demographic characteristics, rising disposable income, changing taste of shoppers are compelling reasons for the growth of the organized retail industry (IBEF, 2019). The domestic apparel market is "expected to grow at nearly 11 percent CAGR in 2017–2021 period to reach a value of USD 85 billion by 2021" (PTI, 2019). The store layout, visual merchandising, brand availability, and loyalty points are important determinants for the choice of the apparel store (Prakash et al., 2017).

2.1.2 Dimensions of Store Atmospherics

Earlier consumers mainly focused on product functions or attributes to opt for a shopping place. Nowadays, consumers ask for added beneficial elements to select retail stores for their purchases. A pleasant atmosphere of the retail chain stores is one of those elements which are extremely desired. The role of store atmosphere in the success of retail outlet cannot be neglected (Turley & Milliman, 2000). Retail chain outlets are gradually replacing small traditional retailers. The success of the retail chain industry in comparison to traditional retailers is attributed to convenience, choice of goods, huge space and low prices.

> "Store Atmospherics is a term that is used to explain feelings towards the shopping experience which cannot be seen" (Milliman, 1986).

Kotler (1973) describes the atmospherics as

> "the design of the of retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability".

The attractive and impressive store atmospherics of retail chain stores creates an enjoyable experience among the consumers, which directly affects consumers' purchase intention and their decision-making process (Srinivasan & Srivastava, 2010). Wakefield & Baker (1998) proved that the probability of customers staying longer in store increases due to store atmospheric stimulus. When a consumer feels satisfied from the retail environment of the store, he spends more time in a particular store and buys more because of pleasant environmental stimuli (Bohl, 2012). The environment has a huge impact on the consumers' emotion and satisfaction. The impressive atmosphere of the retail chain outlets enhances the customer satisfaction level and purchase experience (Silva & Giraldi, 2010).

Prior researches have examined the effects of in-store factors on the shopping experience and behavioural intentions such as background music (Milliman, 1986; Gopal, 2010; Morrison et al., 2011; Santos & Freire, 2013), lighting (Baker et al., 1992; Areni & Kim, 1994; Lin & Yoon, 2015), color (Bellizzi & Hite, 1992; Brengman, 2002), and store layout (Liu et al., 2007; Nirushan & Nirushan, 2017). Mattila and Wirtz (2008) deliberated the role of environmental factors in stimulating impulse purchases in a retail setting. Badgaiyan and Verma (2014) detailed the effect of intrinsic factors such as personality, impulse buying tendency, culture, materialism, and shopping enjoyment tendency on impulse buying behavior. Sharma et al. (2010) established a positive association between consumer impulsiveness, optimum stimulation level and impulse buying and variety-seeking behavior. Herabadi et al., (2009) argued in favour of hedonistic considerations of the shoppers offering a cognitive facet driving impulse purchase. A subsequent study by Sharma et al. (2014) indicated

consumer impulsiveness as an outcome of the "three-dimensional construct consisting of cognitive, affective, and behavioral dimensions". Floh and Madlberger (2013) observed the significance of atmospheric cues such as store design, navigation, and content, on shopping enjoyment, and, ultimately, impulse buying behavior in the context of online stores.

Following is the detail description of dimensions of store atmospherics of retail apparel stores:

2.1.2.1 Cleanliness: Cleanliness is the appearance of the retail chain outlet that improves the atmosphere which affects the customers feeling towards the outlet. Customers create positive or negative word of mouth about retail chain outlet by looking at the cleanliness (Banat & Wandebori, 2012). Cleanliness can improve store atmosphere (Gajanayake et al., 2011). Cleanliness of a store creates positive impression among consumers and makes them stay longer in the store. Product display and Cleanliness are very important for the outlet selection (Wanninayake & Randiwela, 2007). Cleanliness of the outlets creates an image of comfort and luxury in the customer's mind due to which customers stay for more time in retail chain outlets and make more purchases (Yun & Good, 2007).

2.1.2.2 Music: Music can be defined as a sound that impacts consumers' conscious and unconscious decisions (Banat & Wandebori, 2012). Music played in retail outlet significantly impacts consumer purchase intention. Music styles and tempos deeply influence consumers in increasing sales of the retail outlets. Pleasant music is associated with longer consumption time (Holbrook & Anand, 1990). The variety of the background music significantly impacts on the consumer perceptions and preferences (Bruner, 1990). Consumers spend less time in stores when the music is played louder as compared to soft (Smith & Ross, 1966). Impact of loudness on musical preference is moderated by gender, with females reacting more adversely than males to louder music (Kellaris et al., 1993). Music generally influences positively

while fast tempo music mediates influence on the shopper's perception (Michon & Chebat, 2004). Music has a constructive impact on the customers' sum of time and money spent due to good environment (Herrington, 1996).

Music has often been considered when looking at the effects of other factors in-store, such as music and retail density (crowding) (Eroglu et al., 2005); music and wait expectations as contributors to store atmosphere evaluation, as a precursor to store patronage intentions (Grewal et al., 2003); and as a means of enhancing salespersons' persuasive efforts within a store environment (Chebat & Dube, 2000). Music is an easily controllable element of the atmosphere by way of varying the tempo and, hence, is an attractive ambient factor (Ding & Lin, 2012). Customers seemingly make an impulse purchase when fast music is played in the store (Ma et al., 2017).

2.1.2.3 Scent: Presence or absence of scent in the retail chain outlets has noticeable impact on the consumer purchase intention. Scent is a pleasant fragrance that influences customer mood and emotions which make the customers stay more time and feel excited (Banat & Wandebori, 2012). Right use of scents improves evaluations of products that are unfamiliar or not well liked (Morrin & Ratneshwar, 2000). Scent has a major effect on how consumer evaluates the merchandise (Spangenberg et al., 2006) Customers spend more time in shopping when the environment contains good music and scent (Yalch et al., 2000). Selection of one scent should be preferred over multiple scents. Shoppers spend more money at the outlets with single scent compared to those consumers who are exposed to multiple fragrances (Haberland, 2010). The selection of scent must consider the targeted gender to make theme pleasing, so that customers spend more time and money at a retail outlet to purchase goods (Spangenberg et al., 2006).

Olfactory cues (scent) have been considered to have an impact on affect evaluations and behaviour (e.g., Spangenberg et al., 1996),

including perceptions of store environmental attributes as part of the retail brand image (Ward et al., 2007), though in contrast to Kaltcheva and Weitz (2006), Douce and Janssens (2013) suggest that while the presence of a pleasant scent can work with affect intensity, there is no evidence that shopper motivation interacts with olfactory cues. In line with the preposition that needs to be looked at interacting stimuli (Parsons, 2011), it has been shown that music and scent work together when congruent in terms of their arousing qualities to significantly enhance approach and impulse buying behaviour as well as satisfaction (Mattila and Wirtz, 2001). Indeed, music and scent have been shown to have a significant effect on emotions and satisfaction levels, increased pleasure levels – leading to time and money spent, approach behaviour, and satisfaction with the shopping experience and their interaction can lead to increased time spent in-store and pleasure (Morrison et al., 2011).

2.1.2.4 Temperature: Temperature at retail outlet is among those atmospheric variables that greatly impact the consumer purchase intention. Extreme temperature, very low or very high creates negative feelings among customers; it leads to dissatisfaction among the customers and consequently, customers spend less time in outlet and produce negative word of mouth (Lam, 2001).

2.1.2.5 Lighting: Lighting is used to highlight products. It creates excitement and has a positive impact on consumer purchasing behavior (Mehrabian, 1976). When the lighting used in the retail chain outlets is of good color, consumers are inclined to touch products to assess quality (Areni & Kim, 1994). Consumer's choice of store is moderately influenced by the lighting and store layout (Wanninayake & Randiwela, 2007). Stores with proper lighting, music, color, scent and displays will motivate the customers to visit the store again in the future (Yoo et al., 1998). The main purpose of using brighter lighting in retail outlets is to grab the customers' attention so that they start purchasing from the outlets due to their comfort. Lighting, visual merchandising, and display fixtures significantly contribute to store atmosphere in Indian retail

stores (Singh et al., 2014). Well-planned lighting designs are a boon for store interiors and can help in gaining customer attention to merchandise, sales promotion, and create shopping pleasure (Smith, 1989). Lighting and music jointly induce a pronounced effect on customers' in-store emotions (Yoo et al., 1998).

2.1.2.6 Color: Color builds feelings and affects consumer behavior and attitude (Banat & Wandebori, 2012). It could stimulate memories, thoughts, and experiences. For instance; "red retail environments tend to be generally unpleasant, negative, tense, and less attractive than green and blue" (Bellizzi et al., 1983). Color has great impact on the consumer's perception about the merchandise (Yuksel, 2009). Good color of the retail chain outlet will grab the customers' attention and create positive perception about the merchandise (Crowley, 1993). Colors in the store environment have perceptual attributes that affect the customer's perception and attract footfalls towards a retail display (Bellizzi et al., 1983). Further, it can drive purchase intentions and actual behavior (Bellizzi & Hite, 1992). Warmer colors are affiliated with physiological stimulation (Gerard, 1958) and elated mood states (Schaie & Heiss, 1964; Bellizzi & Hite, 1992). Paradoxically, retail stores having warmer colors are usually unpleasant, while cooler colors are perceived as pleasant (Bellizzi & Hite, 1992).

2.1.2.7 Product display/Layout: Products in the retail chain outlets should be displayed in such a way that attracts the consumers. Product display in the retail outlets is a stimulus to attract the consumers to make impulse buying (Abratt et al., 1990). Design and display of products in the retail chain outlets contribute one fourth sales of the outlets (Mills et al., 1995). The display can be defined as grouping of products, shelf Space, and allocation of floor space, department allocation and wall decorations. Layout is defined as division of selling area, space utilized and arrangement of products (Banat & Wandebori, 2012). Product display has a strong impact on the consumers purchase intention and customer's perception about the product. Customer's movement in the

stores is immensely influenced by the display of the products in the stores (Ward et al., 1992).

The store's layout and display are essential functional elements. When designing an environment, small details like plastic bags or sanitary facilities should be taken into account because they have an impact on the store's overall image. The way products are displayed affect retail sales significantly. Products tend to be merchandised strategically. In self-service stores, staple goods are placed after a consumer cross over the space for luxury goods or non-essential items. What is less obvious is that this strategy is affected (negatively) by supply side factors such as the availability of trade deals. It is important to note that although consumers may seek particular brands, the final choice of a retail consumer is also affected by merchandise display and location of the retailers. Therefore, it is not apparent how a retailer will react in a competitive environment even if a sizable segment of the market seeks consistent merchandise assortment. Mitchell and Ingram (2002) observed that merchandise display is at a premium in most retail stores, particularly those that depend on high sales volume. Such stores attempt to optimize the display space used and allocate cost (a fraction of rent) for product lines according to the contribution to sales and profitability. The determination of the best product mix and layout are the thorny problems in retailing, where increasingly the number of products and categories available to the retail buyer is increasing but retail shelf space is finite and fixed at a point of time.

2.1.2.8 Employee behavior: The behavior an employee does towards customers. The person who provides assistance in terms of products and services required by customers. Employees present and act in a manner that is satisfactory to customers, as they present the face of the company. Bitner (1990) advocates that employee behavior contributes to shopper evaluations. Crawford and Melewar (2003) contend that the store staff's presence in a store influences impulse buying. Employees provide product guidance, answer the queries by which customer frustration is reduced during the buying process

(Parboteeah, 2005; Virvilaite et al., 2009; Yu & Bastin, 2010; Husnain et al., 2019). Customers who received good quality service from the store sales personnel displayed higher impulse buying and revisited the intentions than those who received poor quality service (Pornpitakpan et al., 2017). The sales conversion rate increased by half when the salesperson-initiated contact with the customers who visited apparel stores (Underhill, 2009).

Customers' perception of the store crowding and employee friendliness collectively impact the impulse buying decisions (Mattila & Wirtz, 2008). Atulkar and Kesari (2017) noticed higher footfalls in retail stores during weekends and holidays with a larger number of families, thus, prompting impulse buying. Husnain et al. (2019) showed a positive relationship between family influence, time availability, and impulse buying behavior among generation consumers. Luo (2005) argued that the presence of peers in the store enhances the desire for impulse buying, while family reduces it. Oliver and Swan (1989) opined that the salesperson's conduct and actions could impact customer satisfaction.

All the above-mentioned dimensions of store atmospherics may have relationship with customer satisfaction and customer experience and may influence purchase intention of customers and retail apparel store patronage; therefore, designers and owners must take utmost care in designing process.

2.1.3 Customer Satisfaction with Store Atmospherics

Kotler (1973), Yalch and Spangenberg (1990), Crowley (1993), and Babin and Darden (1996) has embraced store atmospherics as influencing store satisfaction. Eroglu and Machleit (1990) and Eroglu and Harrell (1986) suggested that the perception of crowding is an important store attribute that may affect customer satisfaction with the retail environment. Machleit and Mantel (2001) found that the effect of emotions on shopping satisfaction depends on the shopper's perceived control over the shopping experience.

Retailers work on very small margins. The more the sales revenue the more will be the profit margin. In order to increase the revenue, the retailers have to pull in more crowds to the retail outlets. More crowds will be pulled to the retail outlet if the customer likes the place, is accessible, convenient, stores the products of customer's choice and has a wide assortment of products. It is very important to the retailer to increase the value of the elements in the retail value chain to pull in more customers. The more the total satisfaction offered by the retailer the more will be the customer loyalty. In short, the customer will shop again in the retail outlet if he/she is totally satisfied (Gogoi, 2013).

2.1.4 Customer Experience

Poulsson and Kale (2004) define experience as a state produced in any individual in response to a stimulus. For Schmitt (1999), experiences are triggered by specific stimuli; they are not self-generated but induced, and they have cause and purpose. Thus, experiences are not evaluations or affective states present in the individual but states that arise in the presence of a stimulus (Brakus et al., 2009). Goode et al. (2010) identify the component parts of an experience as thoughts, emotions, activities, and appraisals during or as the result of a stimulus. For Poulsson and Kale (2004), these states are profoundly interconnected and feed back into each other as the experience develops.

Experience in the retail environment context is the result of interaction between a subject (the customer) and an object (the experience provider), and the act of co-creation between the two. Customer experience occurs when a customer interacts with products (experience with the product) or the physical environment of the retailer and its personnel, policies, and practices (shopping experience). It also occurs when the customer consumes and uses the product (consumption experience). Lemon and Verhoef (2016) synthesize the components and stages of customer experience to define it as a "multidimensional construct focusing on a customer's cognitive, emotional, behavioral, sensorial, and social

responses to a firm's offerings during the customer's entire purchase journey."

It has emerged from the study results that retail customer experience is a multidimensional construct incorporating four dimensions – joy, mood, leisure, and distinctive. The first dimension, joy, is expressed with measurement items relating to satisfaction, pleasure, and engagement. Literature on retailing and customer experience supports that joy related elements are integral to the journey of the shopper. Customers expect to derive feelings of fun, fantasy, enjoyment and pleasure from shopping trip (Holbrook and Hirschman, 1982; Jones et al., 2006). Responding to the customers' evolving desires and increasing competitive pressures, creating a pleasurable experience has become imperative for retailers.

Mood has emerged as the second dimension constituted by three measurement items – good, happy and excited. Customer develop positive feelings after undergoing a joyful/pleasurable retail experience (Jain and Bagdare, 2011). Positive mood has been reported to be associated with beneficial retail performance (Babin and Darden, 1996). Managing customers' mood is a challenging task as it is determined by dynamic interplay of human emotions.

The third dimension is labelled as leisure which is constituted by measurement items – relaxing, refreshing, and delightful. Shopping is fast emerging as one of the many escapes consumers look out to get relieved in a busy, complex and stressful life. Engaging shoppers in a retail store demand stimulating all the five sensory receptors of the customers in a guided manner. The right sensory stimuli, if applied appropriately, can calm, relax, de-stress, energise, improve mood, influence decision-making and the propensity to spend (Soars, 2009). Retail atmospherics plays a critical role in engaging, relaxing and refreshing shoppers to create leisurely feeling (Bellenger and Korgaonkar, 1980; Backstrom, 2011).

Fourth dimension of retail customer experience is distinctive which is constituted by the measurement items – uniqueness, memorable and wonderful. The constitution of this dimension is in agreement with the

propositions of Pine and Gilmore (1998) and Palmer (2010). Differentiation is crucial for creating the store image. Being distinctive in terms of offerings, ambience, process, people, technology or any other store related elements, is necessary for attracting and retaining customers in a highly competitive environment. Customers look forward to a unique, delightful and memorable retail experience which can be remembered for a long period of time.

2.1.5 Purchase Intention

Babin et al. (2003) found that the combination of colors and lighting has important role in influencing the consumer purchase intention. Some experimental research proposed that cool-colored in store settings are favored more over warm-colored store settings (Bellizi et al., 1983; Crowley, 1993). Furthermore, in one of the experimental research where hypothetical television purchase suggested there can be decrease in likelihood of postponing the purchase decision in case of blue background as compared to a red background (Bellizi and Hite, 1992). Hence, it is believed that violet/blue interior walls will generate higher level of positive affective tone and increased purchase intentions than compared to darker tone like red/orange. Lighting along with color has been tested in various experiments, in one of the research it was revealed that as a classical music and soft lights combination signals consumers to expect pay higher prices (Baker et al., 1994), lights also moderate color's effect. In an independent lighting research, it's suggested that bright fluorescent (soft) lights and warm (cool) colors are more used by discount stores (Baker et al., 1992; Bellizi and Hite, 1992; Schlosser, 1998).

2.1.6 Store Patronage

Customer patronage intention is combination of attitude, normative beliefs and motivations that will influence purchasing behaviour (Burnkrant & Page, 1982; Fishbein & Ajzen, 1975). Kotler (1973) stated that store atmosphere will affect store image and patronage intention. According to Baker et al. (2002); Macintosh and Lockshin (1997), willingness of customers to shop longer in store, deliver good word-of-mouth of the

store, buy more in the future and repurchase made up patronage intention in retailing industry.

According to Donovan and Rossiter (1982), retailers have to fully understand the patronage intention of their target customers in order to forecast behaviour of their customers in the future. Grewal et al. (2003) mentioned that retailers might influence consumer patronage decisions through several factors such as by having a desirable assortment of products, place and time that customer required and preferable price level. Kim and Runyan (2011) showed that multiple kiosks within a shopping mall increased shoppers' perception of crowding, and thus negatively influenced their patronage intention and increased their avoidance behaviours.

2.2 Related Researches

2.2.1 Researches conducted outside India

An experimental research was conducted by **Hinks and Shamey (2011)**, on "Review of retail store lighting: implications for colour control of products" to document and discuss recent advances in colour control from the retail store lighting perspective and also to suggest likely and needed future directions to continuously advance the colour management of products to be displayed in retail settings. The spectral irradiances at 10 locations in two stores in North Carolina, United States were measured using a calibrated spectroradiometer equipped with a cosine receptor. The findings revealed that consistent illumination in store B generally results in consistent predicted colour differences for both pairs across the store, whereas variability in illumination in store A results in significant variability in predicted colour differences across the store.

Cant and Hefer (2012), carried out an explorative research study on "Visual Merchandising Displays: Wasted Effort Or Strategic Move? The Dilemma Faced by Apparel Retail Stores". The primary research question posed in the study was to determine the effect of visual merchandising displays on consumer perceptions. The data were collected via questionnaire using purposive sampling technique and the samples were customers of apparel retail outlets in Tshwane, South Africa. The study sampled 16 customers at apparel retail outlets. The main conclusions that can be drawn from this research is that the women were more attentive to the complete retail experience which includes visual merchandising displays. In comparison, men search for signs in a store about where to find what they are looking for. The perceptions of the participants indicated that the visual merchandising displays contributed to the image of the store and also added to the character of the store. Spatial orientation and perfectly designed visual merchandising displays are definitely themes that affect the consumers' perception of an apparel retail store. Consumers perceived visual merchandising displays as a tool to establish a 'purchasing' environment and as a vehicle to portray the brand of the store. Visual merchandising was influenced by personal preferences,

contextual aspects such as themes, type of store and brand or branding, gender to some extent, quality of the visual merchandising display and sensory and cognitive aspects. Ill-fitting themes in apparel retail stores were noticed, in terms of whether the items displayed are actually available in store, or whether it sends the correct message with the complement of the display.

An experimental research was conducted by **Decré & Pras (2013)**, on "Simulating in-store lighting and temperature with visual aids: methodological propositions and S–O–R effects". The objective of this research was to propose a methodology to infer the effect of different levels of lighting and temperature in a controlled environment with visual aids and to test the impact of the simulated stimuli on environmental perceptions and behavioural intentions, following a Stimulus Organism Response model. The data were collected via questionnaire and observation schedule using random sampling technique and the samples were the customers and students of Paris, France. The study sampled 196 students and 110 local participants at three retail outlets: a bookstore, a clothing store and a furniture store. The findings demonstrated that a slightly warm temperature has a more positive impact on environmental perceptions and behavioural intentions than a slightly cool temperature. The stimulative perception mediated the relationship between lighting and both intention to spend time in the store and purchase intention and temperature and intention to spend time in the store. The results confirmed the benefit of using digitally manipulated stimuli with photographs in controlled environments. The impact of the simulated stimuli on environmental perceptions (stimulating and relaxing) and behavioural intentions (intention to buy and intention to spend time in the store) were tested. Both a bright cool light and a slightly warm temperature had a stimulating effect on participants' store perception. Under these conditions, participants also increased their intentions to buy and to spend time in the store. It was found that under the simulated conditions, the participants accurately perceived the differences of lighting and temperature levels, as predicted.

Ballatine et al. (2015), conducted an exploratory research on "A conceptual model of the holistic effects of atmospheric cues in fashion retailing". The purpose of the study was to examine how the holistic atmospheric cues encountered in a retail environment contribute to the creation of a retail experience and to know how atmospheric cues impact on various stages of the retail experience. The data were collected via interview schedule using snowball sampling technique and the samples were the female customers of women's fashion sector in large suburban shopping malls in Christchurch, New Zealand. This study sampled 18 responses. The findings showed that perceived store image congruency to be the primary antecedent towards forming intentions to enter a store within the women's fashion sector. The findings revealed that the role of self-image and store image congruence was found that an incongruent store image provided an unpleasant stimulus which was avoided, whereas a store image congruent with self-image provided a pleasant stimulus that would be approached. It has been noted that millions are spent each year in the retail sector designing, building and refurbishing stores.

A descriptive research was undertaken by **Man (2014)**, on "Store environment effects on impulse buying behavior of international streetwear flagship stores" with the aim to explore store environmental factors that influence consumer emotion states in international streetwear retailing flagship stores and to examine the relationships between urge to buy and impulse buying behaviour in international streetwear retailing flagship stores. The data were collected via questionnaire using systematic sampling technique and the samples were the customers of flagship stores in Hung Hom, Hong Kong. This study sampled 130 responses at three flagship stores. The results showed that the model was capable to explain the relationship. The findings revealed that majority of the respondents were well educated. Over one-quarter of respondents have educational level of post-secondary or below; which showed that the flagship stores shoppers have also attracted younger and less educated people in Hong Kong. Improper or loud music may cause physical discomfort and may induce negative affect. Although loud music can

attract customers to enter the store, it also can affect their emotional states negatively and might influence their buying decision eventually. Overall, although loud music may make customers feel annoyed, pop music may not play as influential as loud music and thus not significant to influence customers emotional states.

Quartier et al. (2014), conducted an experimental research on "As real as it gets: What role does lighting have on consumer's perception of atmosphere, emotions and behaviour?" aimed to study the impact of lighting on atmosphere perception, emotions and behaviour of consumers in a realistic setting. Ninety-five participants performed a realistic shopping task. The participants were observed and they were questioned regarding their emotional responses to the retail space and their perception of atmosphere at the super market in Diepenbeek, Belgium. The experimental environment consisted of a stand-alone 'box' of 9 x 9 m, containing two smaller rooms for conducting pre- and post-experimental interviews, and a modular, fully modifiable room, designed as a mini-supermarket with seven product categories (groceries, fruit & vegetables, dairy products, bread, soda, wine, and cosmetics), all priced with credits. The simulated room was equipped with a one-way-mirror and observation cameras, in-store browsing behaviour (e.g., route taken, walking speed, time spent in the store) was observed and recorded. The results indicated that although significant effects on behaviour were absent, realistic lighting settings can have subtle effects on the perceived atmosphere and experienced emotions and lighting in itself can be used to communicate a certain image. The results demonstrated that a majority of people correctly recognised the atmosphere, even though this was merely communicated through lighting. For both the Discounter and the Hard-Discounter, the "correct" supermarket was less frequently selected (respectively, by 27% and 18%) and the perception of the atmosphere of these two settings was less distinct, i.e., the responses were more evenly spread across the other response alternatives.

Hussain and Ali (2015), conducted a descriptive research on "Effect of Store Atmosphere on Consumer Purchase Intention". The research study

aimed at identifying the effects of atmosphere on the consumer purchase intention in international retail chain outlets of Karachi, Pakistan. The data were collected through a questionnaire using convenience sampling technique and a sample of 300 customers was taken who usually visited the international retail chain outlets. The findings indicated that atmospheric variables such as cleanliness, scent, lighting, and display/layout have a positive influence on consumers' purchase intention; whereas music and colour have insignificant impact on consumers' purchase intention. The temperature has almost no impact on the purchase intention of the consumers.

An empirical study was carried out by **Bustamante and Rubio (2017)**, on "Measuring customer experience in physical retail environments". The purpose of this research study is to propose and validate a scale to measure in-store customer experience and to explore how well the theory reviewed on in-store customer experience (ISCX) and its components fit shopping situations in retail stores in Madrid, Spain. A total of 800 complete questionnaires were obtained. The study identified types of experiences that the stores in the chain provided (cognitive, affective, social, and physical) and evaluated the stimuli likely to provide shopping experiences (retail atmosphere, assortment, service interface, availability of information, etc.). The results provided evidence that a formative third-order scale with a reflective second-order dimension (social experience) and three reflective first-order dimensions (cognitive, affective, and physical experience) has satisfactory psychometric properties. Results showed both a strong direct relationship between in-store customer experience and store loyalty, and a significant indirect effect of in-store customer experience on store loyalty through customer satisfaction with the retail store. In-store customer experience thus, positively affects satisfaction with the store and store loyalty. The results also showed that the total effect of experience on loyalty is higher than its effect on satisfaction.

Soomro et al. (2017), conducted a descriptive research study on "Effect of Visual Merchandising Elements of Retail Store on Consumer Attention".

The aim of the study was to determine how visual merchandising influences consumer attention. The data were collected via questionnaire using convenience sampling technique and the samples were the customers of retail markets in Pakistan. The study sampled 280 responses from the retail markets. The study concluded that marketers should focus on visual merchandising strategies for attracting customers and increase the footfall of store which may also lead to gain an edge over competitors. Results validated that visual merchandising is a very important tool and has effect on impulse buying behavior. The study also revealed that window display and floor merchandising have positive correlation with impulse buying behavior and overall visual merchandising has a significant impact on the consumer buying behavior and in increasing the footfall of the stores. Findings revealed that people were usually attracted towards the stores that looks attractive and eye catching which resulted in impulsive buying as well. It was found that lighting is necessary to grab the attention of the consumers and encourage them towards initiating the purchase. It also revealed that if store layout is bad then it will have negative impact on consumer overall experience. The study concluded that visual merchandising has an impact on consumer attention along with enhancing the consumer behavior. It was found that to gain the attention of consumers' window display, color & lighting, store interior design plays a very vital role. It was also found that getting consumers attention and consideration is something very important for the store managers to increase their buying.

A descriptive research study was conducted by **Karim et al. (2020)**, on "The Effects of Visual Merchandising and Price Sensitivity on Impulse Purchase Behaviour Among Young Apparel Shoppers in Bangladesh". The purpose of the study was to examine the relationship between visual merchandising, price sensitivity and impulse purchase behavior among young apparel shoppers and to understand the effects of visual merchandising and price sensitivity on impulse purchase behavior among young apparel shoppers in Bangladesh. The data were collected via questionnaire using convenience sampling technique where students

from the university with minimum shopping experience were the part of the survey, thus the samples were young apparel shoppers. The result signified that both visual merchandising and price sensitivity positively and significantly affected shoppers' shopping enjoyment and impulse purchase behavior, which shoppers' shopping enjoyment positively affected impulse purchase behavior. Results also found that shopping enjoyment mediates the relationship between visual merchandising, price sensitivity and impulse purchase behavior. It was found that shopping enjoyment significantly and positively affects impulse purchase behavior. It was also found that visual merchandising found to have significant and positive influence on impulse purchase behavior. It was also found that young consumers perceive the store environment, mannequin display and wide variety of apparel selection influence them to attempt unplanned purchase. Results found price sensitivity to have significant and positive relationship with impulse purchase behavior. Price sensitive consumers were bargain hunter who looked for discounts but they don't hesitate to pay more when it comes to new apparel. It was found that rather than being a rational thinker, consumers seek hedonic gratification such as consumer feel enjoyed and pleased by shopping environment and price offered by apparel stores. It was also found that shopping enjoyment mediate the relationship between visual merchandising, price sensitivity and impulse purchase behavior.

A descriptive research study was conducted by **Khisa et al., (2020)**, on "Impacts of Visual Merchandising on Customer Buying Behaviour in Bangladeshi Clothing Stores" aimed to identify visual merchandising and its effect on customers and to investigate the dominant factors of visual merchandising influencing customers' buying behaviour and in-store promotion activities. The data were collected via questionnaire using random sampling technique and the samples were the customers of clothing retail stores in the city of Chittagong (Chattogram), Bangladesh. This study sampled 60 responses at three clothing retail stores. The findings revealed that women exhibited more responses during the survey. The findings also revealed that interior signs and the space layout

is major attention for customers. Some of the customers strongly agree with interior signs as well as space layout to find their desired product with no trouble and some of the customers strongly agreed with exterior signs, lighting, and music due to the mental satisfaction of their subconscious mind. Consumers regarded less about windows display but focal point, cleanness, and colour on average. It also revealed that interior signs and space layout are mostly attracting the customers and interiors sign gives exact information without communicating, whereas a proper space layout gives to find their desired product area without a struggle. Additionally, other attributes add a new degree for impulse buying such as music, focal point, light system, clean environment because impulse buying is interconnected on also mental satisfaction.

A descriptive research study was carried out by **Angula and Zulu (2021)**, on "Tackling the 'death' of brick-and-mortar clothing retailers through store atmospherics and customer experience" with objectives to investigate the effect of store atmospherics on customer experience and ultimately repurchase intention. The data were collected from 390 respondents who visited physical clothing stores regularly in the city of Johannesburg in South Africa where the data were collected via questionnaire. The study used a convenient sampling technique and out of the 390 respondents, 314 were between the ages of 18-25. The results showed that only store layout, lighting, and employee interaction affect customer experience positively and it significantly impacts repurchase intention. The study also revealed that only one ambient aspect, lighting, is an enhancer of customer experience and not music. The study results confirmed the most vital relationship to be between customer experience and repurchase intention within the physical retail clothing store environment. The findings demonstrated that innovating the store environment should be based on shop layout, illumination, and employee contact to create appealing experiences.

Ketencioglu (2021), conducted an experimental research on "Effectiveness of retail lighting in terms of user satisfaction and light quality" in order to create visuality that can perform different tasks and

perceive spaces and objects and to investigate the effect of lighting design on customers' visual comfort and satisfaction. The data were collected via questionnaire and the samples were the customers who visited the retail stores. This study sampled 30 responses at two retail stores in Izmir, Turkey. The results showed that lighting design, visual and physical comfort conditions have an effect on customer satisfaction. The findings revealed that the lighting conditions in both stores were moderate, neither overly satisfied nor overly dissatisfied, considering the brightness levels of both stores, it is possible to say that in general, customers find Store B brighter than Store A. The reason for this may be the type of luminaires used and the amount of use. It also revealed that, the use of light and color together in retail lighting design is done with the aim of increasing customer attraction. It also revealed that, there is a relationship between the perception of bright environment, perceived product quality and customer satisfaction. The important thing in lighting is the design of the exhibition areas and the showcases at the entrance. The colors, materials and signs seen with the effect of the light to be used in these places are the most important elements in the design of the stores. Results from customers' comments on these questions showed that daylight plays an important role in people's perceptions of the adequacy of lighting conditions. It has been determined that other factors such as the level of illumination and the color of the light are also important.

A descriptive research study was conducted by **Ndengane et al., (2021)**, on "The influence of store atmospherics on customers' satisfaction at selected South African retail outlets". The study aimed to examine the influence of atmospheric store elements on the factors that influence customers` satisfaction. The study was conducted in four retail outlets in Cape Town, South Africa. The data were collected through a questionnaire distributed to the outlets' customers. A systematic random sampling technique was used to select 388 respondents. The findings revealed that, customers are stimulated by innovative atmospheric cues and can be seduced by the environment in which they shop. Thus, retailers must create an appealing shopping experience for customers. It

also revealed that retail growth and profitability are often motivated by small factors, making a big impact on customers` satisfaction and loyalty. The findings provided a broad-based overview of several factors, namely ambient, design, and social factors. These factors, if well handled, can improve the customer's shopping experience. Remaining competitive in the market takes more than just making a sale, attracting and keeping customers through relevant innovations is key, and so retailers need to constantly revisit and re-energize their store atmospheric strategies.

2.2.2 Researches conducted within India

Reddy et al., (2011), conducted an experimental research on "Role of in-store lighting in store satisfaction". The study aimed to fill this gap by understanding the role of in-store lighting in the formation of store satisfaction. The major aim of this research study was to empirically study the perceptions of the store lighting and its relationship with perceptions of customer retail experience specifically store satisfaction. Since customers tend to categorize the effect of lighting, a survey was conducted in order to identify the dimensions specifically those affecting the consumer's visual appraisal. The study sampled 388 shoppers of retail store of India. The data were collected by using random sampling technique. This study provided a better understanding of the impact of lighting on store satisfaction in a retail environment. The findings revealed that satisfaction is built among other things (like emotions, values, attributions, etc.) by store image. It also revealed that even with the enormous set of visual environmental cues present in retail environments, lighting does play a significant role in creating an ambiance. It was found that store lighting which enhances the image of the store contributes more to the formation of store satisfaction than the store lighting which enhances appeal of the store.

An exploratory research study was carried out by **Bagdare and Jain (2013)**, on "Measuring Retail Customer Experience" with an aim to develop a reliable and valid measure of retail customer experience. The data were collected using convenience sampling technique and the

samples were the shoppers who shops at shopping malls from four different locations in the city of Indore, Madhya Pradesh. The study sampled 676 responses. The study conceptualized retail customer experience as a reliable and valid multidimensional construct, explained in four dimensions: leisure, joy, distinctive and mood. It was found that shopping is a leisurely and joyful journey. Findings revealed that contemporary retailing engaged the customers by carefully crafting and delivering experiential benefits to their shoppers. It was found that the dimensions of retail customer experience incorporate elements of cognitive, emotional, sensorial and behavioural dimension to express customers' responses towards retail store operations.

A descriptive research study was carried out by **Gogoi (2013)**, on "Antecedents of Customer Satisfaction in A Retail Store Environment and its Impact on Time Spent and Impulse Buying" to focus on the Customer Satisfaction to increase the sales revenue and also to make them loyal. To find out the impact of antecedents of Human behaviour viz. crowding, emotional responses, and customer satisfaction on the time spent and impulse purchase made by the customer. To find out if human crowding has an impact on the time spent and impulse buying. To find out if spatial crowding has an impact on the time spent and impulse buying. The data were collected via questionnaire using non-probabilistic judgemental sampling technique and the samples were the consumers of the retail outlets in Wakad, Pune; India. The study sampled 480 responses. It was concluded that Human Crowding has a positive effect on Arousal which showed that shoppers will be more influenced to come to a retail outlet if there is a pleasant crowd in the Retail outlet. Whereas Spatial Crowding has a positive on all the three factors of emotions viz. pleasure, arousal and dominance. It showed that shoppers feel happy and joyful and excited and are stimulated to buy products of their choice in a pleasant spatial environment. It also showed that shoppers may also be dominated and driven by the positive store environment. It was concluded that pleasure, arousal and dominance have a positive impact on the customer satisfaction. A shopper will be more satisfied if the store environment

excites and gives pleasure to browse through the aisles and buy the product. Findings revealed that satisfaction had a positive impact on the time spent and impulse buying which showed that a satisfied customer will eventually spend more time on the outlet. The more the time a shopper spends on a retail outlet, the more he is prone to make an impulse purchase.

Goswami and Gupta (2013), carried out a descriptive research study on "A Look at Implications of Changing Store Layout and Design in India" aimed to implement the retailer's strategy, to build loyalty by providing a rewarding shopping experience, to increase sales on a visit, to control costs, to meet legal requirements, to retain performing employees and to see if it is possible to build loyalty and increase sales by modifying the store environment. The data were collected via a structured questionnaire and the samples were the customers of the store in Noida, India. This study sampled 175 responses at the stores. The study concluded that customer satisfaction contributes to employer satisfaction and vice-versa. While it is generally assumed that retail firms will and should use fast responses when threatened by lower product line margins, the term fast should not be confused with "fastest possible response" in order to avoid being "too fast" or "too late" rather, evidence suggested that retailers should be intentional in designing the store systems to be in line with the information content of the product/service offering so that they are both deliberate and flexible in managing product line margins along with the most appropriate store operating design strategy. The study revealed that consumers' perception of the assortment range germinates from the number of stock-keeping units proposed and the availability of the favourite brands. It was found that consumers' evaluation of the overall store assortment was based on the perceived choice within the product categories, they were highly sensitive to the assortment range. It was also found that retail buyers typically navigate through SKUs (Stock Keeping Unit), features thereof; prices, labels, products and an assortment of retail formats. It was also found that consumers were influenced by store location and the associated travel costs while choosing a store.

Consumers chose a store to minimize total cost in which case they would not want to revisit a store to purchase an out-of-stock item, which would mean extra travel expenses, causing higher levels of stress resulting into dissatisfaction which is directly linked to negative attitude towards a store.

Mehta (2013), conducted an experimental research study on "Understanding Perceived Retail Crowding: A Critical Review and Research Agenda" with objectives to integrate the knowledge that may help in understanding of consumer behavior in crowded retail settings, to provide a conceptual clarification of the construct of perceived retail crowding, to synthesize the findings and methodologies of more than three decades of empirical investigation in the area of crowding in the marketing literature, and delineate the possible sources of discrepancy in the findings and to identify possible avenues for future research. The data were collected via questionnaire using convenience sampling technique and the samples were the shoppers in Kolkata, India. Findings revealed that crowded hedonic settings like discos and restaurants have produced positive responses from consumers. In neutral settings, the effects were found to be inverted U-shaped. It was found that the effects of perceived crowding appeared to be contingent on several other factors as expectations of crowding, personal tolerance for crowding, individual's optimal stimulation level, store-type, time spent in the store, and shopping intention. The findings revealed that gender has produced non-significant, or at best inconclusive moderating effects on consumer responses. Findings indicated that perceived crowding is an important yet a difficult variable to control for managers. The findings also revealed that perceived retail crowding is a complex process that results from a combination of many personal, cultural, situational, and environmental factors, it also underlined the innumerable ways in which perceived crowding can affect consumer behavior and shopping outcomes in retail settings. In spite of the growth in the literature on perceived retail crowding over the years, there are issues that still need attention.

A descriptive research study was carried out by **Bagdare (2014)**, on "Convenience and Atmospherics as Predictors of Retail Customer

Experience". The purpose of this study was to find the impact of Convenience and Atmospherics on Retail Customer Experience (RCE) in new format stores in India and to find the association between Convenience, Atmospherics and Retail Customer Experience in new format stores in India and to analyse the relative contribution of constituent factors of convenience and atmospherics in formation of Retail Customer Experience. The data were collected via a structured questionnaire using random sampling technique and the samples were the customers who visited the retail stores. This study sampled 676 responses at the retail store in the city of Indore, India. The findings revealed that store convenience play a relatively greater role in experience formation as compared to store atmospherics and it has been observed that retail customers expect to maximize the derived benefits from different elements present in the store. The analysis also revealed a significant positive association between Retail Convenience and Retail Customer Experience and Atmospherics and Retail Customer Experience. The results revealed that store convenience play a relatively greater role in experience formation as compared to store atmospherics. Structural Equation Modelling revealed that the Retail Customer Experience is influenced significantly and positively by Store Convenience and Store Atmospherics.

A descriptive research study was carried out by **Mandal and Rahul R. (2014)**, on "Impact of Visual Merchandising on Consumer Store Choice Decision in South Indian Supermarkets". The main purpose of the study was to examine the consumer reaction to the Visual Merchandising in supermarkets in South India, to review customers' responses on the visual merchandising of supermarkets, to examine the influence emerged from visual merchandising on consumer's store choice behavior, to identify the influence made by the Lighting on consumer's store choice decisions, to examine the impact made by Design Layouts on consumer store preference, to find out the influence made by Product Display to encourage customer's buying decisions and to evaluate the relative importance of cleanliness of supermarket premises on customers store

choice behavior. The data were collected via questionnaire. The sample was composed of 200 respondents of Chennai, Kochi, Warangal and Mangalore, India. The study revealed that the influence emerged from Product Display and Cleanliness on consumer store choice decisions is very significant. The Lighting and Design Layouts moderately influenced their store choice behavior. The overall conclusion is that visual merchandising has significant impact on store choice decision of customers in South India. The findings also showed that influence emerged from visual merchandising on consumer's store choice decisions is strong. The findings revealed that all variables of visual merchandising are having more responses for all-age categories, gender, occupation, and education levels which means except any demographic difference, customers are considering visual merchandising as the important factor in their store choice decisions. The findings showed that both 18 to 30 and 31 to 50 aged customers highly consider cleanliness of supermarket outlets as the most important variable in their store choice decisions. However, 32 of 18 to 30 aged customers selected product display as the most important variable and 16 customers have selected design layout as main variable. In addition, 34 and 20 respondents have indicated that they consider design layout and product display respectively as important variables in store choice decisions.

Mathur and Goswami (2014), carried out an exploratory research study on "Store atmospheric factors driving customer purchase intention – An Exploratory study". The research study attempted to assess the store atmosphere strategies of organized retail store of Udaipur, Rajasthan and various applied approaches of retail stores to attract and retain the customer. The primary data was collected by means of a survey sheet as well as a questionnaire. The sample was composed of 155 customers of different retail stores by using convenience sampling technique. The results of this research showed that the store atmosphere is an important determinant of purchase intention in retail stores. The findings revealed that the product quality & variety influences the purchase decisions the most but strongly followed by the impact of store atmosphere. Most of the

customers expend about Rs. 600 per visit to the stores. Here retailers can select their target segment & the product's category where they can lay emphasis to increase the sales. It was observed that most of the customers spent only 30 min to 1hr in the store so there must be something very interesting and attractive to hold them inside the store for long thus arousing interest in them to purchase more. The findings showed that most of the store clearly indicates the dominance of straight storefront in the retail stores of the city as compared to the angled & arcade ones, the arcade type being present in only 1 store which indicates that either the consumers like the straight storefront or its structure doesn't affect their buying intentions at a particular store. Approximately all the stores have wide entrances depicting their popularity amongst retailers as well as consumers. The display windows are surprisingly absent in most of the stores. This somehow showed that the retailers are not paying much attention to display their merchandise through display window.

An empirical research was carried out by **Singh et al. (2014)**, on "Retail Shoppability: The Impact of Store Atmospherics & Store Layout on Consumer Buying Patterns" The primary motive was to study store image, to investigate the store atmospherics & store layout as a predictor of consumer behaviour and store performance, and to measure the impact of different store atmospherics on consumer's attention, perceived value and purchase intention and, the impact of different visual communications used on consumer's attention, perceived value and purchase intention. The data were collected via questionnaire using random sampling technique and the samples were the customers who visited the retail stores. This study sampled 200 customers at eight retail stores in Uttar Pradesh, India. The findings from the study indicated that all store atmospheric factors, have significant impact on customer approach behaviours, ordering from high to low according to the extent of impact, the factors are design factors, intangible factors, image of service personnel, visual stimulus and image of other customers. It also revealed that intangible factors and image of service personnel, that is, music, noise, room temperature, clothing and attitude of service personnel etc.

are also considered by customers as critical factors that will influence their behaviours. All the aforementioned factors have significantly positive correlation with customer approach behaviours, indicating that customer behaviours in hypermarkets are mainly affected by the environment factors that have biggest relevance with commodity. Finally, the study proposed specific suggestions and measures of how to create a pleasant store atmosphere and convenient store layout in retail store to promote retail shoppability according to results of empirical analyses. It also indicated that customers pay special attention to the designing in a store, including whether the layout and overall structure is reasonable, how is the interior decoration, whether the signs and marks are clear, whether the display of commodities in corridor space, commodity information and classification are complete and convenient.

Prashar et al., (2015), conducted an exploratory research on "Factors Defining Store Atmospherics in Convenience Stores: An Analytical Study of Delhi Malls in India". The study was undertaken to identify various signs of store atmospherics variables that influence the buying behaviour of buyers and to determine the composition of atmospherics for the retail stores in malls and to understand relationship between various factors. The data were collected via questionnaire using non-probabilistic quota sampling technique and the samples were the customers who visited the retail stores. This study sampled 120 responses at retail stores in NCR Delhi, India. The findings revealed that store atmospherics comprise of nine factors: sensitive, budget seeker, space seeker, music, querulous, idler, sensuous, pleasure seeker and relaxer; store atmospherics in a mall is a cumulative impact of service(s) offered under each factor. The study revealed that customers are sensitive, space seekers and sensuous, constituents of these factors reveal distinct patterns in terms of composition of store atmospherics. Some strategies were suggested to better the store atmospherics in retail stores inside malls. Results of study revealed interesting patterns in terms of composition of store atmospherics.

Paul et al., (2016), conducted an exploratory research study on "Consumer satisfaction in retail stores: theory and implications". The purpose of this research was to find out the determinants of consumer satisfaction in small and large retail stores in an emerging market. The data were collected using a 39-item structured questionnaire developed by the authors and the sample consisted of 225 consumers who shop at retail outlets (Convenience sample of 125 consumers from small and 100 consumers from large stores respectively). The findings revealed that smaller formats are preferred by customers since travelling long distances to large retail outlets involve dis-economy. It also revealed that most of the smaller formats also have lower overhead expenditure as they are mostly located in semi-urban and rural neighbourhoods. However, competitiveness in terms of price and cost also works in favour of larger formats due to economies of scale and better sourcing power. The study concluded that attitudes which are significant predictors of shopping satisfaction have been classified into those favourable to large formats, those favourable to small format and neutral attitudes which are favourable to both the type of formats. Large formats provide superior experience in terms of self- picking, choice, ambience and arrangement. Shopping at larger formats is also a family outing for many people which has been found to have a stronger influence than other factors on shopping satisfaction among those favourable to larger formats. As regards the statistical significance, the factors favourable to small format were found to be more significant than those favourable to large format. It also revealed that customers avail benefit by engaging in bulk purchases, which in turn results in spreading per trip cost on larger number and quantities of items. The findings also revealed that the more the attention paid on deal proneness and shopping economy related aspects by the retailers in general, the higher the likelihood of customer satisfaction and resultant profit for those retailers. It also revealed that the maximum care given to the factors such as shopping experience, ambience and family shopping by the large retailers, the higher the likelihood of expected return for them. It also revealed that the better the small retailers understand the importance of staff friendliness, shop location and social desirability

factors, the higher the likelihood of their survival in the long run, in the wake of foreign direct investment in the retail sector. It was concluded that the retailers, whether large or small, who meet the specific needs and demands of the retail shoppers and shopping environment, would be able to sustain a profitable venture over the long term. The efforts on the part of the big or small retailers to make the above factors favourable would give them a competitive advantage than the other retail formats.

Parsad et al., (2019), carried out a research on "Role of In-Store Atmospherics and Impulse Buying Tendency on Post-Purchase Regret". The research study attempted to comprehend and examine the direct and indirect impacts of store atmospherics, urge to buy impulsively and impulsive buying on post-purchase dissonance in the form of regret and to develop a theoretical model depicting associations of different predictors of store atmospherics like light, music, color, display and sales personnel and impulse buying tendency, with urge to buy impulsively, impulse purchasing and regret. The data were collected via questionnaire and the samples were the customers who visited the retail stores. This study sampled 203 responses at retail stores in Delhi, Mumbai, Hyderabad and Raipur, India. The findings revealed that shoppers' impulsive purchasing was positively linked to the feeling of regret. The study also noted the influence of positive and negative affect on urge to buy impulsively, which further is directed to impulse buying. It has been observed that when shoppers browse products in retail outlets, they continuously experience urge for buying more and most of the time, shoppers are not able to resist their urge to purchase more. Indian retailers and mall developers are however, focusing on creating outlets with large spaces and ignoring the importance light and music. It becomes pertinent for managers to invest in improving in-store light and music that might encourage store visitors to devote extra time for browsing various products. This shall elicit impulsive responses from the shoppers. The findings showed that the impulse buying leads to post-purchasing dissonance (regret). It is observed that positive affect can be used by marketers to decrease regret.

Bharathi and Dinesh (2020), undertook a case study on "A Comparative Analysis on Retail Atmospherics-A Case Study of Few Selected Branded Retailers in India" aimed to channelize the retail atmospherics through a comparative study and, to study and analyse retail atmospherics and customer expectations towards retail atmospherics and, atmospheric effects on shopping behaviour. The data were collected via questionnaire from 15 branded retail outlets in India, by visiting the outlets and interviewing the store manager. The findings revealed that retail atmospherics like colour, space, music, ambience, perfume, facilities like trial room, restroom, parking, kids lounge, trolleys, sign boards, public transportation nearby, hygiene, cleanliness and friendly/knowledgeable employee in the retail outlet is going to enhance the overall customer experience in the outlet and attract more number of customers and definitely there was a relationship between retail atmospherics and consumer buying behaviour because where ever the facilities are lacking it was seen that customer footfalls and time spent in that outlet or loyalty is less when compared to place where all the facilities were provided. There is positive effect of retail atmospherics on shopping behaviour and the customers have high expectations towards retail atmospherics for better shopping experience. The customers majorly looked for ambient improvement which will help customers better shopping experience and made a analysis about how retail atmospherics may work or why it is important and how atmospherics can be implemented and what are its impact.

A descriptive research study was carried out by **Pinto et al. (2020)**, on "Impulse buying behavior among female shoppers: Exploring the effects of selected store environment elements". The study intended to analyze the impact of store layout, ambient factors, and employees on impulsive decision-making among female customers visiting the apparel outlets. The data were collected via structured questionnaire from 385 female shoppers in Karnataka, India using convenience sampling technique. The study results suggested that attributes such as store design and navigation have a substantial impact on shopping enjoyment, while the in-

store content did not have any effect. Store atmosphere influences the store image and shoppers' attitude towards it. It was found that constructs such as store layout, ambience and employees were found to be significantly positively correlated with impulse buying behavior. The variables largely explain the variation in impulse buying under store ambiance. It was also found that store ambiance, well-structured layout, and pleasant shopping experience are essential determinants of customer satisfaction. The study results implied that the number of store staff and sales skills are critical aspects of impulse buying in the apparel business and true assets to the retail organization. Additionally, poor customer interaction, staff shortage, and high employee attrition could discourage the store's revenue generation. It was found that the free flow store layout has a constructive effect on impulse buying among female customers. It was also found that customers seemingly make an impulse purchase when fast music was played in the store. The study concluded that to a certain degree, in a chaotic shopping environment, floor merchandising and lightings were less likely to affect impulse buying behavior. The study found that female shoppers make impulse purchases predominantly during their visit to the stores which implied the increased purchasing power due to additional income. It also showed that the stores surveyed are innovative, visually appealing and stimulating the impulse buying intention. The result also showed that among all the underlying factors, 'sufficient employees in the store' had the highest effect on the impulse buying intention, followed by knowledgeable employee guidance which showed that the number of sales staff and their retail skills are critical aspects to impulse buying decisions made by female shoppers in apparel stores. The study concluded that female shoppers are impulsive towards apparel products and their impulsivity can be elevated by felicitous employee intervention and judicious spending on the store interior designs, especially the choice of ambient scents which can induce a feeling of inquisitiveness.

Behera et al., (2021), conducted an empirical research study on "Retail atmospherics effect on store performance and personalised shopper

behaviour: A cognitive computing approach". The purpose of this study was to explore the atmospheric effects on brick-and- mortar store performance and personalised shopper's behaviour using cognitive computing based in-store analytics in the context of emerging market. The data were collected from 35 shoppers of a brick-and-mortar retailer through questionnaire survey and analysed using quantitative method. The result of the analysis revealed month-on-month growth in footfall count, conversation rate, units per transaction, average order value, dwell time, purchase intention, emotional experience and a month-on-month decline in remorse. The retailers need to focus on three control gates of shopper behaviour: entry, browsing and exit. Attention should be paid to the cognitive computing solution to judge the influence of retail atmospherics on store performance and behaviour of personalised shoppers. Retail atmospherics create the right experience for individual shoppers and forceful use of it has an adverse impact. The findings revealed radical growth for cleanliness, scent feature and considerable growth was observed for music, temperature, lighting, and colour atmospheric stimuli. Personalisation will make the shopper feel that their mind has been read and the overall shopping experience in the shop will have a mammoth effect. The study also observed that cleanliness is given the second most priority for the shopper, and it improves the atmosphere which affects the shoppers' good feeling towards the store. It also revealed that some small-scale brick-and-mortar stores failed to realise the atmospheric advantages of store performance and shopper satisfaction. Such businesses must appreciate the benefits in terms of the monetary performance of the store, market value and shopper value.

Conclusion

The review of literature collected based on the objectives of the study gave an insight into the dimensions of store atmospherics which are cleanliness, music, scent, temperature, lighting, color, product display, layout and employee behavior. The reviews collected, highlighted that store atmospherics have relationship with customer experience and satisfaction and have influence on purchase intention and store patronage.

Based on empirical literature reviewed, it was evident that researches conducted outside India focused on areas such as "visual merchandising display and problems of apparel stores", "impact of visual merchandising on customer buying behavior", "effects of store atmosphere on consumer purchase intention", "retail lighting and user satisfaction and light quality", "customer experience with physical retail environment", "lighting and consumer's perception, emotions and behavior", "clothing retailers, store atmospherics and customer experience", "store environment with impulse buying behavior", "in-store lighting and temperature with visual aids", "retail store lighting and colour control" and "store atmospherics and customer's satisfaction". While the researches conducted in India were focusing on "in-store atmospherics with impulse buying tendency and post-purchase regret", "convenience, atmospherics and retail customer experience", "store atmospherics", "retail shoppability with store layout and consumer buying patterns", "Store atmospherics and customer purchase intention", "in-store lighting with store satisfaction", "retail atmospherics and store performance and personalised shopper behaviour", "store layout and design" and "consumer satisfaction in retail stores". However, dearth of researches were found ascertaining extent of satisfaction with dimensions of store atmospherics, customer experience and influence of store atmospherics on purchase intention and store patronage. It was found that the impact of lighting and music on a customer's experience and likelihood to make a purchase was significant. However, social factors, such as an employee's presence in-store, which has been positively associated with enjoyable in-store experiences, can also stimulate purchase intention. Despite the fact that this genre appeared highly interesting, there was a paucity of research on purchase intention and customer satisfaction with retail apparel stores in India. Therefore, the researcher was interested in carrying out present research on the topic undertaken.

CHAPTER – III

METHODOLOGY

The present research aimed to find out the influence of store atmospherics on customer satisfaction, experience, purchase intention and store patronage. In order to achieve the aims of the present study, a detailed plan of work and sequential procedure was followed, which is presented in the chapter under the following sub-heading:

3.1 Research Design

3.2 Variables and Conceptual framework under study

3.3 Operational Definitions

3.4 Locale of study

3.5 Unit of inquiry

3.6 Sample Size and Sampling Procedure

3.7 Selection, Description and Development of the tools

3.8 Data Collection

3.9 Data Analysis

3.1 Research Design

The present study has descriptive research design. The main purpose of descriptive research is explanation of the set of circumstances as it is present as such. Descriptive research design was thought to be most appropriate method to carry out the present research because it gathered the data on demographic details of the respondents, influence of store atmospherics on customer satisfaction, experience in selected retail apparel store, purchase intention and store patronage.

3.2 Variables and Conceptual framework under study

There were two sets of variables in the present research viz. Independent and Dependent variables.

3.2.1 Independent Variables: For the present research the independent variables were:

- **Situational Variable:** Store Atmospherics which includes Cleanliness, Music, Scent, Temperature, Lighting, Color, Product display/layout and Employee behavior.

3.2.2 Dependent Variables of the respondents: For the present research the dependent variables were:

- Extent of satisfaction of customers with store atmospherics
- Purchase intention of customer
- Store Patronage

3.2.3 Hypothetical Relationship between Variables: A schematic diagram showing hypothetical relationship between selected variables is presented below:

```
                    ┌─────────────────────────────┐
                    │     Variables under study    │
                    └─────────────────────────────┘
                                   │
                    ┌──────────────┴──────────────┐
                    ▼                              ▼
        ┌───────────────────────┐      ┌───────────────────────┐
        │ Independent variables  │      │  Dependent variables   │
        └───────────────────────┘      └───────────────────────┘
```

Situational Variables:

Store Atmospherics

- Cleanliness
- Music
- Scent
- Temperature
- Lighting
- Color
- Product display/layout
- Employee behavior

Customer Satisfaction

Purchase Intention

Store Patronage
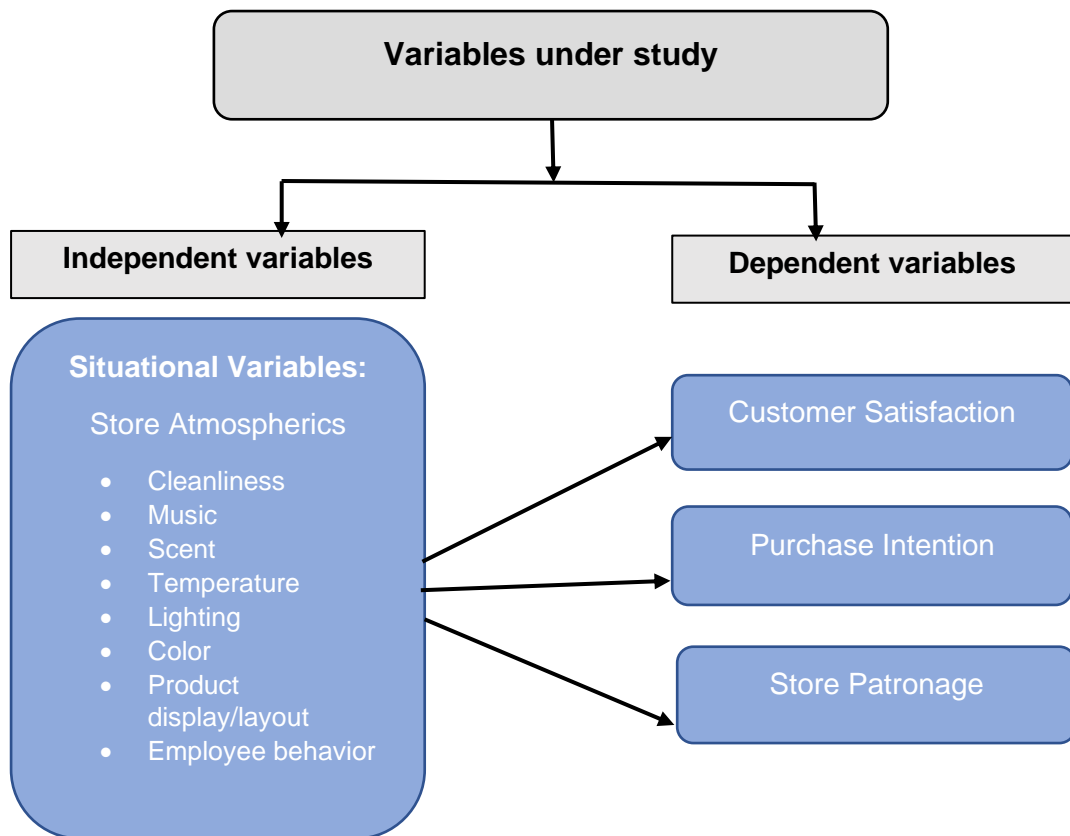
Figure 1: Schematic Framework to show Hypothetical Relationship among Variables under study

Explanation of Conceptual Framework

It was theorized that store atmospherics such as cleanliness, music, scent, temperature, lighting, color, product display/layout and employee behavior have influence on customer satisfaction, purchase intention, and store patronage.

3.3 Operational Definitions

3.3.1 Store atmospherics: For the present study, it was operationally defined as the controllable characteristics of retail store which entice customers to enter the store. It includes:

3.3.1.1 Cleanliness: For the present study, it was operationally defined as appearance of the store in relation to neatness and organisation of products and displays.

3.3.1.2 Music: For the present study, it was operationally defined as a type of music played in the store.

3.3.1.3 Scent: For the present study, it was operationally defined as the kind of odor perceived through nose.

3.3.1.4 Temperature: For the present study, it was operationally defined as the feeling of hotness or coldness in the store.

3.3.1.5 Lighting: For the present study, it was operationally defined as the deliberate use of light to achieve general or aesthetic effects in the store.

3.3.1.6 Color: For the present study, it was operationally defined as the color of interior of the store which includes walls, ceiling, flooring and display units.

3.3.1.7 Product display: For the present study, it was operationally defined as grouping of products, shelf space, allocation of floor space.

3.3.1.8 Layout: For the present study, it was operationally defined as the division of selling area, space utilized and arrangement of products.

3.3.1.9 Employee behavior: For the present study, it was operationally defined as the behavior of an employee towards customers.

3.3.1.10 Signages: For the present study, it was operationally defined as a sign displayed in the stores that ensures the details about identity, location and information about the store.

3.3.1.11 Window display: For the present study, it was operationally defined as a display of products shown in a store's window.

3.3.1.12 Visual merchandising displays: For the present study, it was operationally defined as the display which is used to introduce new products or brand extensions to consumers as well as to decorate a store.

3.3.2 Retail Apparel stores: For the present study, it referred to stores which are involved in selling range of clothing.

3.3.3 Extent of satisfaction with store atmospherics: For the present study, it was operationally defined as customer's overall satisfaction based on their experience and met expectations with the store atmospherics of selected retail apparel stores. This was assessed through a summated rating scale where the customers were asked to state the extent of satisfaction with the dimensions of Store Atmospherics. The responses were "Highly Satisfied", "Satisfied",

"Neutral", "Dissatisfied" and "Highly Dissatisfied" which were scored 5 through 1 respectively to these responses. High scores reflected high extent of satisfaction of customers with the store atmospherics.

3.3.4 **Customer experience:** For the present study, it referred to total experience of the customers at the retail apparel store related to feeling of joy, mood, leisure and distinctiveness. This was assessed through a summated rating scale where the customers were asked to state their experience in the retail apparel stores in terms joy, mood, leisure and distinctive where the responses were "To High Extent", "To Some Extent" and "To low Extent" which were scored 3 through 1 respectively. High scores reflected positive customer experience in the selected retail apparel stores.

3.3.5 **Purchase intention:** For the present study, it was operationally defined as the customer's willingness to make a purchase of clothing/apparel from the selected retail apparel stores. This was assessed through a summated rating scale where the customers were asked to state whether the dimensions of store atmospherics influence their purchase intention. The responses were "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree" which were scored 5 through 1 respectively. High scores reflected high intention of purchase from retail apparel stores.

3.3.6 **Store Patronage:** For the present study, it was operationally defined as the motives that take customers towards selection of selected retail apparel store and repeat purchase over a series of purchase events. This was assessed through a summated rating scale where the customers were asked to respond whether the dimensions of Store Atmospherics influence towards store patronage. The responses were "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree" which were scored 5 through 1 respectively. High scores reflected patronage towards retail apparel stores.

3.4 Locale of study

The locale of the study was Vadodara city. Vadodara has plenty of retail apparel stores in and around the city. It is one of the fastest growing cities in Gujarat. More than 120 apparel stores are located in the areas of Vadodara city viz. Alkapuri, Vadsar and Navapura with lively ambiance and the high-spirited atmosphere with apparels at amazing prices, whether it's clothing material or readymade clothing. Various styles of apparels are available in branded and non-branded stores of Vadodara.[1]

Key for Map of Vadodara City (Plate no.1)

Areas selected	⬭
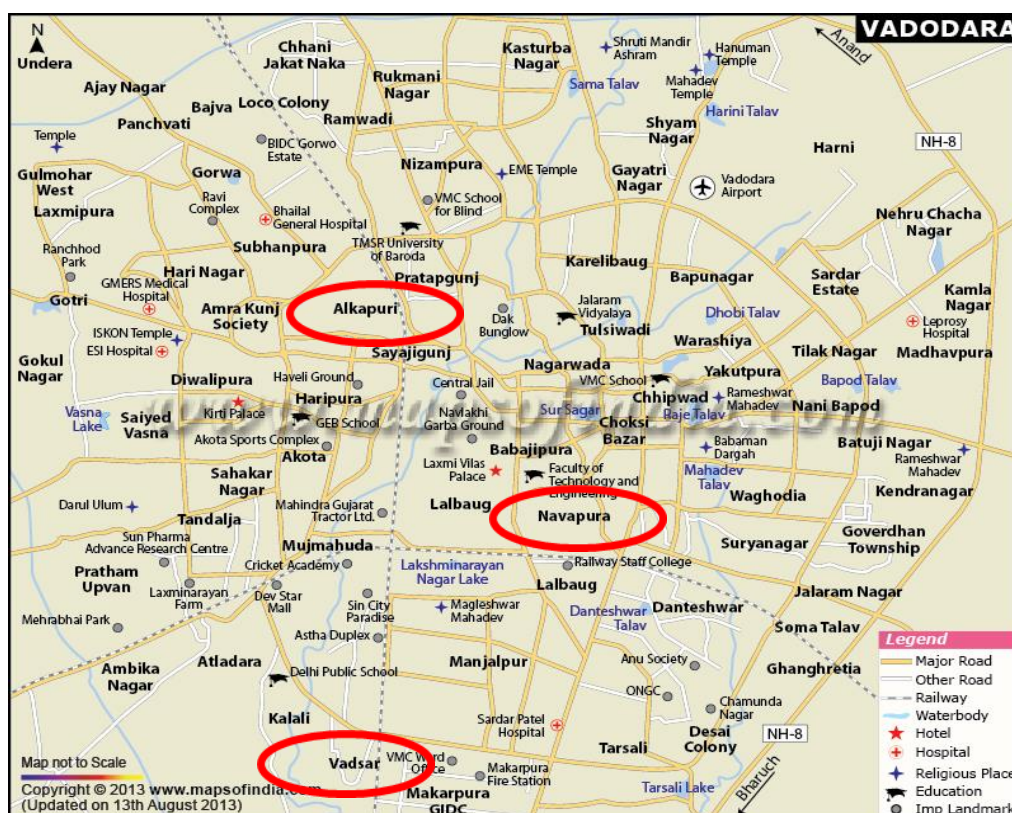
Plate no.1: Map of Vadodara City [2]

3.5 Unit of inquiry

The unit of inquiry were customers of selected retail apparel stores of Vadodara city.

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3.6 Sample Size and Sampling Procedure

3.6.1 Sample Size: The total sample size constituted 125 customers who visited the selected retail apparel stores of Vadodara city.

3.6.2 Sampling Procedure: There were two sampling techniques used for the selection of the sample.

Convenience Sampling Technique (For selecting Retail Apparel Stores)

The sample were collected from the selected areas of Vadodara city viz. Vadsar, Navapura and Alkapuri. From each area, several apparel stores were approached in each area. Those who gave permission to collect data, were considered as a sample. Thus, total three retail apparel stores were selected as sample.

Random Sampling Technique (For selecting Customers)

The data were collected from customers of selected retail apparel stores of Vadodara city. The researcher went to these stores and approached the customers on weekdays and weekends. Through random selection, 125 customers as samples were selected, to determine the influence of store atmospherics on customer satisfaction, experience, purchase intention and store patronage. The consent was taken from the respondents and were asked to co-operate in giving the needed information for the present study.

3.6.3 Inclusion criteria

- The present study was limited to customers of retail apparel stores only.
- The respondents were those who buy apparel from selected retail apparel store.
- The respondents were those who can read and understand English language.
- The respondents were those who were willing and had time to participate in the study.

3.6.4 Exclusion criteria

- The present study excluded those who were the customers of stores selling other products/items.
- The present study excluded those who were unable to read and understand English language.
- The present study excluded those who were not willing and do not have time to participate in the study.

3.7 Selection, Description and Development of the tools

3.7.1 Selection of the Tool

For the present study, Interview schedule as data collection tool was developed. It was developed to find out the influence of store atmospherics on customer satisfaction, experience, purchase intention and store patronage.

Interview schedule: The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. The interview schedule was thought best because of the following advantages:

1) It was in-expensive than other methods as the researcher themselves collected the data through face-to-face interview.
2) It led to more responses as the queries faced by the respondents was cleared out at the same time.
3) It was free from biasness as misreading of questions were reduced through face-to-face interaction.

3.7.2 Description of the tool

Based on the information gathered through review of related literature, interaction with experts in the field and guidance of the experts, interview schedule was prepared. A care was taken to include all the questions that would elicit the information needed to attain the objectives of the study.

3.7.3 Development of the tool

The various section of the tools developed for the study are described in detail as follows:

3.7.3.1 Interview schedule for customers of the selected Retail Apparel Stores

The interview schedule comprised of five sections which are described as below:

Section I Background Information: This section contained background information of the respondent, such as name, age (in years), gender, educational qualification, occupation, personal monthly income (in rupee), type of family, size of family and family monthly income (in rupee).

Section II Extent of Satisfaction of customer with Store Atmospherics of the Retail Apparel Store: This section contained dimensions of store atmospherics. The dimensions of store atmospherics considered were cleanliness, music, scent, temperature, lighting, color, product display, layout and employee behavior. This was assessed through a summated rating scale where the customers were asked to state the extent of satisfaction with the Store Atmospherics. The responses were "Highly Satisfied", "Satisfied", "Neutral", "Dissatisfied" and "Highly Dissatisfied" which were scored 5 through 1 respectively. High scores reflected high extent of satisfaction of customers with the store atmospherics.

Section III Customer Experience in Selected Retail Apparel Store: This section contained items indicating customer experience in selected retail apparel stores. The experience was assessed in terms of joy (pleasurable, satisfying, engaging), mood (good, happy, exciting), leisure (refreshing, relaxing, delightful) and distinctiveness (unique, memorable, wonderful). It was a standardized scale developed by Bagdare and Jain (2013). It was a summated rating scale where the customers were asked to state their experience in the retail

apparel stores in terms "To High Extent", "To Some Extent" and "To low Extent" which were scored 3 through 1 respectively to these responses. High scores revealed positive customer experience in the selected retail apparel stores.

Section IV Influence of Store Atmospherics on Purchase Intention: This section contained statements related to influence of store atmospherics on purchase intention of customers. The dimensions of store atmospherics considered were cleanliness, music, scent, temperature, lighting, color, product display and layout. This was assessed through a summated rating scale where the customers were asked to state to whether the dimensions of store atmospherics influence their purchase intention. The responses were "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree" which were scored 5 through 1 respectively. High scores reflected high intention of purchase of the customers.

Section V Store Patronage: This section contained statements regarding the store patronage of the store. This was assessed through three statements showing their action of revisit, repurchase and encouraging others to purchase from that store. The customers were asked to respond whether they "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree" with each statement. The scores ascribed were 5 through 1 respectively to these responses. High scores reflected high store patronage.

3.7.4 Establishment of Content Validity of the tool

The scales prepared by the researcher for the present study were given to the panel of total 5 judges, who were from Department of Family and Community Resources Management, Faculty of Family and Community Science, The Maharaja Sayajirao University of Baroda, Vadodara. They were requested to check the clarity and relevance of the content for each scale. They were also requested to state whether each statement fell in category under which it was listed. A consensus of 80% among the

judges was taken as yardstick for the final tool. Minor modifications were required to be made in the final tool.

3.7.5 Establishment of Reliability

The establishment for the scales were prepared by the researcher through pretesting and reliability of the scales.

Pretesting: A pilot study was conducted to find out the feasibility and clarity of the scales developed. Therefore, the developed scales were pretested on the sample of 30 customers of apparel store who visited the selected retail apparel stores.

Reliability of the scales: The reliability of the scales was established through split-half method of establishing reliability. For this method the scales were divided in two using odd even method. The co-efficient of correlation was found between the two halves. In "Extent of Satisfaction of Customer with Store Atmospherics of the Retail Apparel Store" scale total 8 items were framed. In "Customer Experience in Selected Retail Apparel Store" scale total 12 statements were framed. In "Influence of Store Atmospherics on Purchase Intention" scale total 33 statements were there and in "Store Patronage" scale total 3 statements were listed. Cronbach's alpha formula was applied to estimate the reliability co-efficient for all the scales. The Cronbach's alpha was estimated using following formula:

$$\rho_T = \frac{k^2 \overline{\sigma_{ij}}}{\sigma_X^2}$$

Where, P_T is the tau-equivalent reliability, k is number of items, σ_{ij} was covariance between Xi and Xj and $\sigma^2 x$ is item variances and inter-item covariances [3]. In order to get the overview of each of the scale used in present study, the reliability coefficient are given in **table 1**. The reliability values were found to be high for all the scales as reported below:

Table 1: Overview of the scales with reliability values

Sr. No.	Scales	Values
1.	Extent of Satisfaction of Customer with Store Atmospherics of the Retail Apparel Store	0.729
2.	Customer Experience in Selected Retail Apparel Store	0.073
3.	Influence of Store Atmospherics on Purchase Intention	0.952

3.8 Data Collection

The data were collected by the researcher between 6 p.m. to 9 p.m. during evening time on weekdays and weekends from October 2022 to December 2022. The interview schedule was used for data collection. The purpose of research was explained and rapport was built so as to get the true responses. The researcher personally interviewed the customers by visiting the selected retail apparel store. Consent was taken from the respondents who visited the selected retail apparel store and the owner and managers of the selected retail apparel store. The data was collected only by those respondents who enthusiastically and willingly gave the needed information for the study.

3.9 Data Analysis

The procedure used to analyze the data were categorization, coding, tabulation and statistical analysis.

3.9.1 Categorization

The following categories were made to enable researcher to analyze the data for further statistical application.

i. **Age (in years):** Age is completed years of the respondent at the time of data collection. The obtained range of age of the respondents on the basis of equal interval are as follows:

1) 21 - 34 years

2) 35 - 46 years

3) 47 - 60 years

ii. Gender: It referred to the gender of the respondents and was categorized as below:

1) Male
2) Female

iii. Educational Qualification: It referred to formal education obtained by the respondents at the time of data collection and was categorized as follows:

1) Higher Secondary
2) Graduation
3) Post-Graduation

iv. Occupation: It referred to the engagement of the respondents in monetary occupation at the time of data collection and was categorized as follows:

1) Service
2) Business
3) Self Employed
4) Home maker
5) Part time job

v. Personal monthly income (in rupees): It referred to the monthly income of individual respondent acquired from various sources in duration of a month. It was categorized as follows:

1) Below ₹ 25,000
2) ₹ 25,001 - ₹ 50,000
3) ₹ 50,001 and above

vi. Type of Family: It was categorized on the basis of following type they belonged to:

1) Nuclear
2) Joint

vii. Size of Family: It referred to number of family members staying together in a house at the time of data collection which was categorized as follows:

1) Small (2-4 members)
2) Medium (5-7 members)
3) Large (More than 8 members)

viii. Family monthly income (in rupees): It referred to the monthly income of a family acquired from various sources in duration of a month. It was categorized as follows:

1) ₹ 50,000
2) ₹ 50,001 – ₹ 100,000
3) ₹ 100,001 and above

ix. Customer Satisfaction with the store atmospherics of the selected retail apparel store: It referred to customer satisfaction with the dimensions of store atmospherics of selected retail apparel store which was categorized as "High Extent of Satisfaction", "Moderate Extent of Satisfaction" and "Low Extent of Satisfaction".

Table 2: Categorization and range of scores for dimensions of store atmospherics affecting customer satisfaction

Sr. No.	Customer Satisfaction with the store atmospherics of the selected retail apparel store	Range of scores
1.	High Extent of Satisfaction	30-40
2.	Moderate Extent of Satisfaction	19-29
3.	Low Extent of Satisfaction	8-18
	Overall	57- 87

The scale consisted of dimensions of store atmospherics of the retail apparel store. Store atmospherics comprised of cleanliness, music, scent, temperature, lighting, color, product display, layout and employee behavior. The respondents were asked to respond on 5-point continuum in terms of responses "Highly Satisfied", "Satisfied", "Neutral", "Dissatisfied" and "Highly Dissatisfied" which were scored 5 through 1 respectively. The total number of items were 8, hence minimum score was 8 and maximum score was 40. Minimum and maximum possible score were divided into three categories which were "High Extent of Satisfaction", "Moderate Extent of Satisfaction" and "Low Extent of Satisfaction" with the store atmospherics. High scores revealed high extent of satisfaction of customers with the dimensions of store atmospherics.

x. Influence of Store Atmospherics on purchase intention: It referred to the influence of store atmospherics on purchase intention of customers of selected retail apparel store which were categorized as "High Extent of Influence", "Moderate Extent Influence" and "Low Extent Influence".

Table 3: Categorization and range of scores for dimensions of store atmospherics influencing purchase intention of customers.

Sr. No.	Influence of Store Atmospherics on purchase intention of customers	Range of scores		
		High extent of influence	Moderate extent of influence	Low extent of influence
1.	Cleanliness	15-20	10-14	4-9
2.	Music	19-25	12-18	5-11
3.	Scent	12-15	9-11	5-8
4.	Temperature	11-15	8-10	3-7
5.	Lighting	19-25	12-18	5-11
6.	Color	19-25	12-18	5-11
7.	Product display/ Layout	15-20	10-14	4-9
8.	Employee behavior	15-20	10-14	4-9
	Overall	129-175	82-128	35-81

The scale consisted of statements related to dimensions of store atmospherics of the retail apparel store. Store atmospherics comprised of cleanliness, music, scent, temperature, lighting, color, product display, layout and employee behavior. The respondent were asked to respond on 5-point continuum in terms of responses "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree" which were scored 5 through 1 respectively. The total number of statements were 35, hence minimum score was 35 and maximum score was 175. Minimum and maximum possible score were divided into three categories which were "High Extent of Influence", "Moderate Extent of Influence" and "Low Extent of Influence" of store atmospherics on purchase intention of customers. It was determined for the entire scale. High scores revealed high extent of influence of store atmospherics on purchase intention of customers.

Coding

Coding operation is usually done at this stage through which the categories of data are transformed into scores that were tabulated and counted. Scores were given to each response, then the information from each section of the questionnaire were transferred on the excel sheet.

Tabulation

Tabulation is a part of the technical procedure wherein the classified data are put in the form of tables. The data were transferred from excel sheet into tabular form to give a clear picture of findings.

Statistical Analysis

Descriptive statistics: The data were presented in frequencies, percentage, mean, standard deviation and weighted mean.

Relational statistics: Co-efficient of Correlation was computed to test the hypothesis postulated for the study.

Table 4: Relational statistics applied to test the hypothesis

Test	Independent and Dependent Variables
Co-efficient of Co-relation r-test	**Independent Variable:** Store Atmospherics (Cleanliness, Music, Scent, Temperature, Lighting, Color, Product display/layout, Employee behavior). **with** **Dependent Variables:** 1. Extent of Satisfaction of Customer 2. Purchase Intention of customers of selected retail apparel stores of Vadodara city. 3. Store Patronage

CHAPTER – IV

FINDINGS AND DISCUSSION

An attempt was made to ascertain the extent of satisfaction and experience of customers with the store atmospherics of selected retail apparel stores of Vadodara city. Influence of store atmospherics on purchase intention of customers and store patronage was also found. This chapter deals with presenting, interpreting and discussing the findings obtained through analysis of the data collected through interview schedule. The results are presented under following sub sections:

Section:1 4.1 Background Information of the respondents

           4.1.1 Personal Information
           4.1.2 Family Information

Section:2 4.2 Extent of Satisfaction of customer with Store Atmospherics of the Retail Apparel Store

Section:3 4.3 Customer Experience in selected Retail Apparel Store

Section:4 4.4 Influence of Store Atmospherics on Purchase Intention of customers

Section:5 4.5 Influence of Store Atmospherics on Store Patronage

Section:6 4.6 Testing of Hypothesis

Section:1

4.1 Background Information of the respondents

This section deals with information regarding customers of the selected retail apparel stores of Vadodara city. The results regarding personal and family information of the respondents are presented here.

4.1.1 Personal Information: This section contained information regarding age, gender, educational qualification, occupation and personal monthly income of the respondents.

Table 5: Distribution of the respondents according to their personal information

Sr. No.	Personal Information of the Respondents	Responses of Stores (n=125)	
		f	%
1.	**Age (in years)**		
	21-34 years	92	**73.60**
	35-46 years	22	17.60
	47-60 years	11	8.80
	Mean	28.79	
	S.D.	10.50	
2.	**Gender**		
	Male	61	48.80
	Female	64	**51.20**
3.	**Educational Qualification**		
	Higher Secondary	34	27.20
	Graduation	62	**49.60**
	Post-Graduation	26	20.80
4.	**Occupation**		
	Service	18	14.40
	Business	16	12.80
	Self Employed	14	11.20
	Home maker	12	9.60
	Part time job	61	**48.80**
5.	**Personal Monthly Income (in Rupees)**		
	≤ ₹ 25,000	73	**58.4**
	₹ 25,001 - ₹ 50,000	38	30.4
	≥ ₹ 50,001	2	1.6
	No Income	12	9.6
	Mean	₹ 28472	
	S.D.	₹ 19980.06	
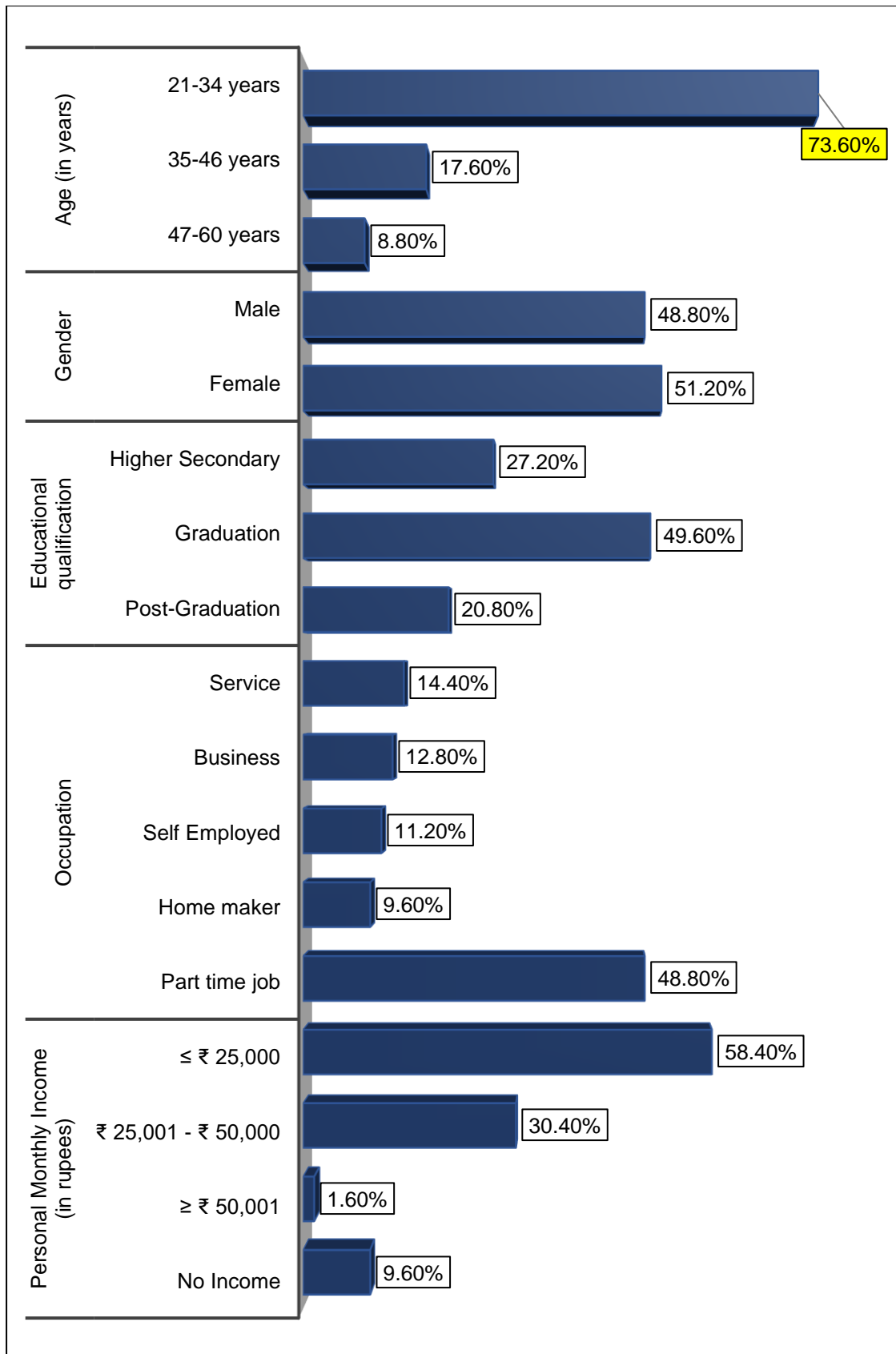
Figure 2: Percentage distribution of the respondents according to their personal information (n=125)

Age (in years): The age of the respondents ranged between 21 to 60 years with the mean age of 28.79 years **(Table 5 and Fig.2)**. Little less than three-fourth (73.60%) of the respondents were in the age group of 21-34 years. Less than one-fifth (17.60%) of the respondents were in the age group of 35-46 years and less than one-tenth (8.80%) of the respondents were in the age group of 47-60 years.

Gender: It was found that almost one-half (51.20%) of the respondents were females and little less than one-half (48.80%) of the respondents were males **(Table 5 and Fig.2)**.

Educational Qualification: The data in **table 5 and fig.2** revealed that little almost one-half (49.60%) of the respondents were graduate. Little more than one-fourth (27.20%) of the respondents were educated till higher secondary (12th standard). Less than one-fourth (20.80%) of the respondents holds post-graduation degree.

Occupation: The data revealed that little less than one-half (48.80%) of the respondents were doing part time jobs. More than one-tenth of the respondents were doing service (14.40%) and business (12.80%). Little more than one-tenth (11.20%) of the respondents were self-employed. Almost one-tenth (9.60%) of the respondents were home makers **(Table 5 and Fig.2)**.

Personal Monthly Income: The total personal monthly income of the respondents ranged between ₹5000 to ₹100,000 with the mean of ₹28,472 **(Table 5 and Fig.2)**. Majority of the respondents were doing part time job, therefore minimum personal monthly income is ₹5000. It was found that less than two-third (58.4%) of the respondents were having personal monthly income less than or equal to ₹25,000. Little more than one-third (30.4%) of the respondents were earning between ₹25,001 to ₹50,000. Only 1.6 per cent of the respondents were earning equal to or more than ₹50,001 as personal monthly income and 9.6 per cent of the respondents were having no income at the time of data collection.

4.1.2 Family Information: This section contained information about family variables viz. type of family, size of family and family monthly income of the respondents.

Type of family: The results revealed that less than three-fourth (70.40%) of the respondents belonged to nuclear family. More than one-fourth (29.60%) of the respondents had joint family type **(Table 6 and Fig.3)**.

Size of family: It was observed from the data in **table 6 and fig. 3**, that almost two-third (66.40%) of the respondents had small sized of family with two to four members. Little more than one-fourth (25.60%) of the respondents had medium size of family having five to seven members. Less than one-tenth (8%) of the respondents had large family size where 8 or more members were staying together.

Family Monthly Income: The total monthly income of the family ranged between ₹50,000 to ₹500,000 with the mean ₹143,544 **(Table 6 and Fig.3)**. More than one-third (41.60%) of the respondents had family monthly income equal to or more than ₹100,001. Little less than one-third (31.20%) of the respondents had family monthly income between ₹50,001 to ₹100,000. More than one-fourth (27.20%) of the respondents had family monthly income ₹50,000.

Table 6: Distribution of family information of the respondent

Sr. No.	Family Information of the Respondents	Responses of Stores (n=125)	
		f	**%**
1.	**Type of family**		
	Nuclear	88	**70.40**
	Joint	37	29.60
2.	**Size of Family**		
	Small (2-4 members)	83	**66.40**
	Medium (5-7 members)	32	25.60
	Large (≥ 8 members)	10	8.0
3.	**Family Monthly Income (in Rupees)**		
	₹ 50,000	34	27.20
	₹ 50,001 – ₹ 100,000	39	31.20
	≥ ₹ 100,001	52	**41.60**
	Mean	**₹ 1,43,544**	
	S.D.	**₹ 109368.38**	
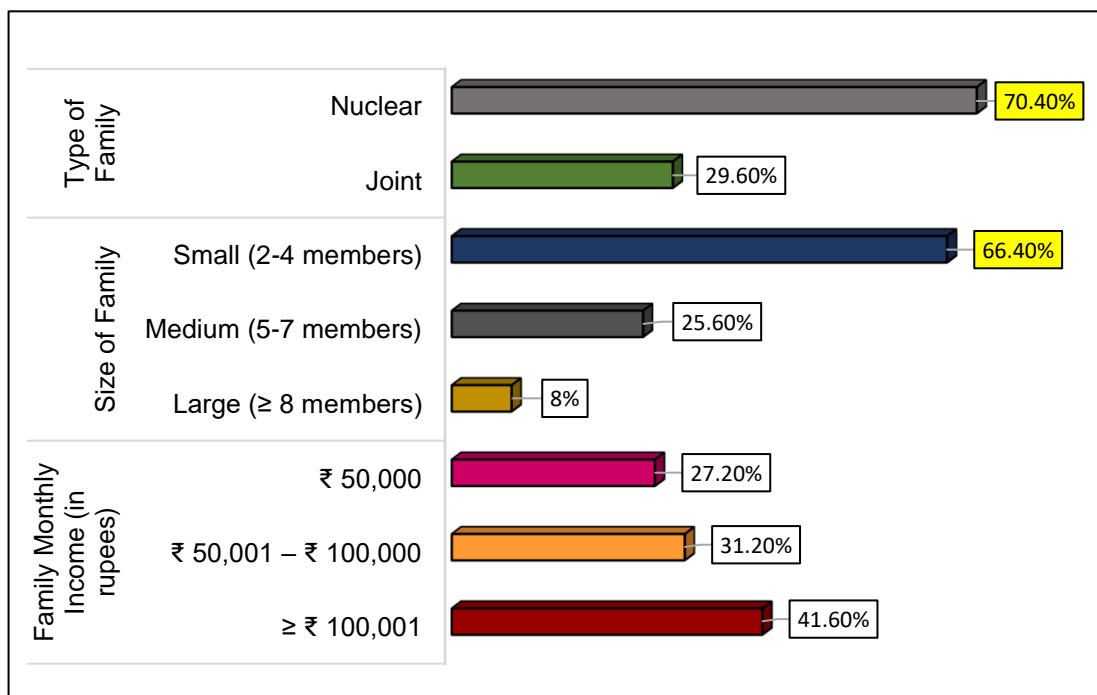
Figure 3: Percentage distribution of family information of the respondents (n=125)

4.2 Extent of Satisfaction of customer with Store Atmospherics of the Retail Apparel Store

A probe was made to find out the satisfaction of the customers as respondents with the store atmospherics of the selected retail apparel stores. The dimensions of store atmospherics considered were Cleanliness, Music, Scent, Temperature, Lighting, Color, Product display/layout and Employee behavior of the selected retail apparel stores.

On the basis of the respondent's responses in **table 7 and fig.4**, it was found that more than one-half of the respondents were satisfied with the color (54.4%), temperature (51.2%) and lighting (51.2%) of the selected retail apparel stores. Very few respondents were dissatisfied with music (3.2%) played in the selected retail apparel stores.

The weighted mean scores for satisfaction of the respondents with dimensions of store atmospherics of the selected retail apparel stores was found **(Table 7 and Fig. 4)**. The computed weighted mean for each section for dimensions of the store atmospherics revealed that scores for "Employee behavior" (4.14) and "Product display/layout" (4.12) were the highest among all sub sections. The scores for "Temperature" (3.92) and "Scent" (3.89) were the lowest among all sub sections. The average weighted mean on entire scale was **4.04**.

Plate No. 2: Conversation with the customer of the selected retail apparel store

Table 7: Distribution of satisfaction of the respondents with the dimensions of store atmospherics of the selected retail apparel store

Sr. No.	Dimensions of store atmospherics	Respondents (n=125)										Item Intensity (Weighted Mean) (5 -1)
		Highly Satisfied		Satisfied		Neutral		Dissatisfied		Highly Dissatisfied		
		f	%	f	%	f	%	f	%	f	%	
1.	Cleanliness	39	31.2	59	**47.2**	26	20.8	1	0.8	0	0	4.09
2.	Music	36	28.8	58	**46.4**	27	21.6	4	**3.2**	0	0	4.01
3.	Scent	30	24	55	**44**	37	29.6	2	1.6	1	0.8	3.89
4.	Temperature	29	23.2	64	**51.2**	26	20.8	5	4	1	0.8	3.92
5.	Lighting	38	30.4	64	**51.2**	20	16	3	2.4	0	0	4.09
6.	Color	33	26.4	68	**54.4**	23	18.4	0	0	1	0.8	4.06
7.	Product display/layout	43	34.4	57	**45.6**	22	17.6	3	2.4	0	0	**4.12**
8.	Employee behavior	48	38.4	49	**39.2**	25	20	3	2.4	0	0	**4.14**
										Average Weighted Mean		4.04
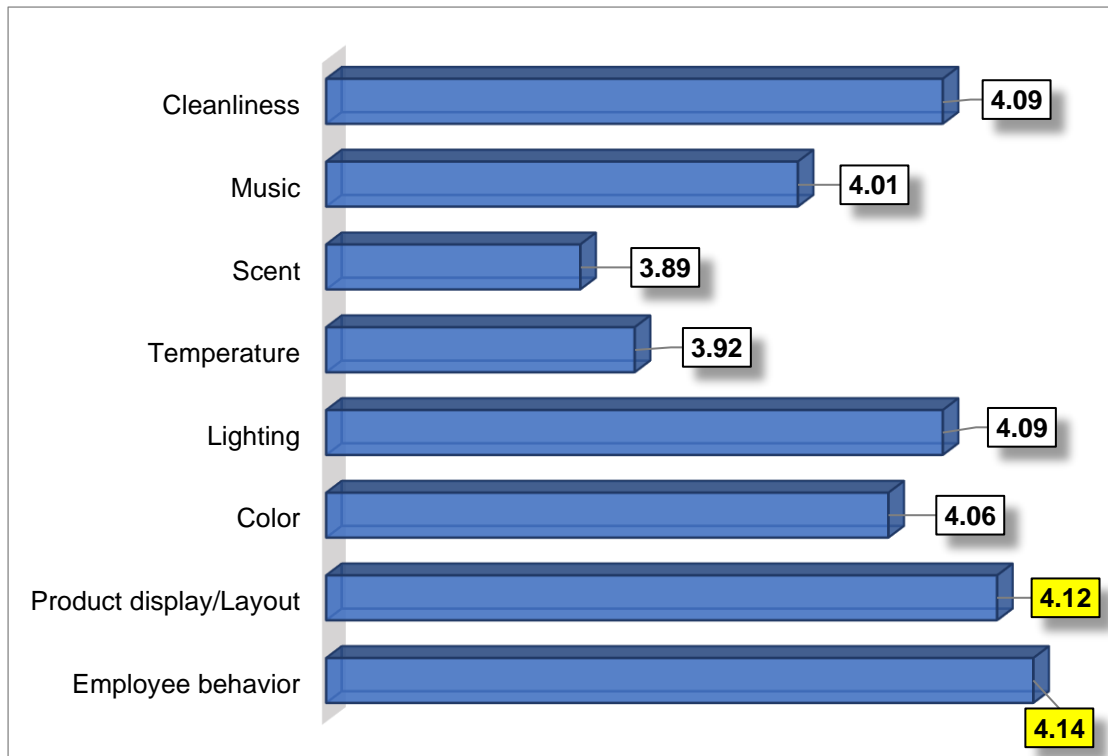
Figure 4: Distribution of satisfaction of the respondents with the dimensions of store atmospherics of the selected retail apparel store (n=125)

4.2.1 Extent of Satisfaction of Customer with Store Atmospherics of the Retail Apparel Store

This section contained dimensions of store atmospherics, which were cleanliness, music, scent, temperature, lighting, color, product display, layout and employee behavior. The respondents were asked to respond on 5-point continuum in terms of responses "Highly Satisfied", "Satisfied", "Neutral", "Dissatisfied" and "Highly Dissatisfied" which were scored 5 through 1 respectively. There were 8 dimensions of store atmospherics, hence minimum score was 35 and maximum score was 40. Minimum and maximum possible score were divided into three categories which were "High Extent of Satisfaction", "Moderate Extent of Satisfaction" and "Low Extent of Satisfaction" with the store atmospherics. It was determined for the entire scale. High scores revealed high extent of satisfaction of customers with the dimensions of store atmospherics of selected retail apparel store.

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Table 8: Distribution of the respondents according to their extent of satisfaction with the dimensions of store atmospherics of the selected retail apparel stores

Sr. No.	Extent of satisfaction with the dimensions of store atmospherics of the selected retail apparel stores	Range of scores	Respondents (n=125)	
			f	%
1.	High Extent	(30-40)	90	**72**
2.	Moderate Extent	(19-29)	35	28

It was found that majority of the respondents were satisfied to high extent (72%) with the store atmospherics. More than one-fourth of the respondents were satisfied to moderate extent (28%) with the store atmospherics **(Table 8)**.

Section:3

4.3 Customer Experience in selected Retail Apparel Store

This section contained items indicating customer experience in selected retail apparel stores. The customer experience was found in terms of joy (pleasurable, satisfying, engaging), mood (good, happy, exciting), leisure (refreshing, relaxing, delightful) and distinctiveness (unique, memorable, wonderful). This is a standardized scale developed by Bagdare and Jain (2013). The customer experience was assessed through a summated rating scale where the customers were asked to state their experience in the retail apparel stores in terms of "To High Extent", "To Some Extent" and "To low Extent" which were scored 3 through 1 respectively to these responses. High scores reflected positive customer experience in the selected retail apparel stores.

Joy: On the basis of respondent's responses in **table 9**, it was found that less than two-third (61.6%) of the respondents were feeling engaged to some extent while shopping in the store. Less than one-half (45.6%) of the respondents felt pleasured to low extent while shopping in the store. Less than one-half (42.4%) of the respondents were feeling satisfied to high extent while shopping in the store.

Mood: It was found from the data in **table 9** that less than one-half of the respondents were feeling good (46.4%) and happy (42.4%) to high extent while shopping in the store. Less than one-half (44%) of the respondents were feeling excited to low extent while shopping in the store.

Leisure: It was found from the data in **table 9** that less than two-third (60%) of the respondents were feeling delightful to some extent while shopping in the store. Less than one-half (48.8%) of the respondents felt refreshed to high extent and relaxed to some extent while shopping in the store.

Distinctive: After analysis of the data, it was found that more than one-half of the respondents had wonderful experience (55.2%) to some extent and unique experience (54%) to high extent while shopping in the store. Almost

one-half (48.8%) of the respondents had memorable experience to some extent while shopping in the store **(Table 9)**.

Table 9: Distribution of the respondents according to their experience in selected retail apparel store

Sr. No.	Factors of customer experience	To high extent		To some extent		To low extent		Item Intensity (Weighted Mean) (3-1)
		f	%	f	%	f	%	
1.	**Joy**							
	Pleasurable	53	42.4	15	12	57	**45.6**	1.97
	Satisfying	53	42.4	31	24.8	41	32.8	**2.09**
	Engaging	19	15.2	77	**61.6**	29	23.2	1.92
				Average Weighted Mean				1.99
2.	**Mood**							
	Good	58	**46.4**	46	36.8	21	16.8	**2.3**
	Happy	53	42.4	47	37.6	25	20	**2.22**
	Exciting	42	33.6	28	22.4	55	44	1.9
				Average Weighted Mean				**2.14**
3.	**Leisure**							
	Refreshing	61	**48.8**	45	36	19	15.2	**2.34**
	Relaxing	44	35.2	61	**48.8**	20	16	**2.19**
	Delightful	22	17.6	75	**60**	28	22.4	1.95
				Average Weighted Mean				2.16
4.	**Distinctive**							
	Unique	54	43.2	49	39.2	22	17.6	**2.26**
	Memorable	34	27.2	61	48.8	30	24	**2.03**
	Wonderful	31	24.8	69	**55.2**	25	20	**2.05**
				Average Weighted Mean				**2.11**
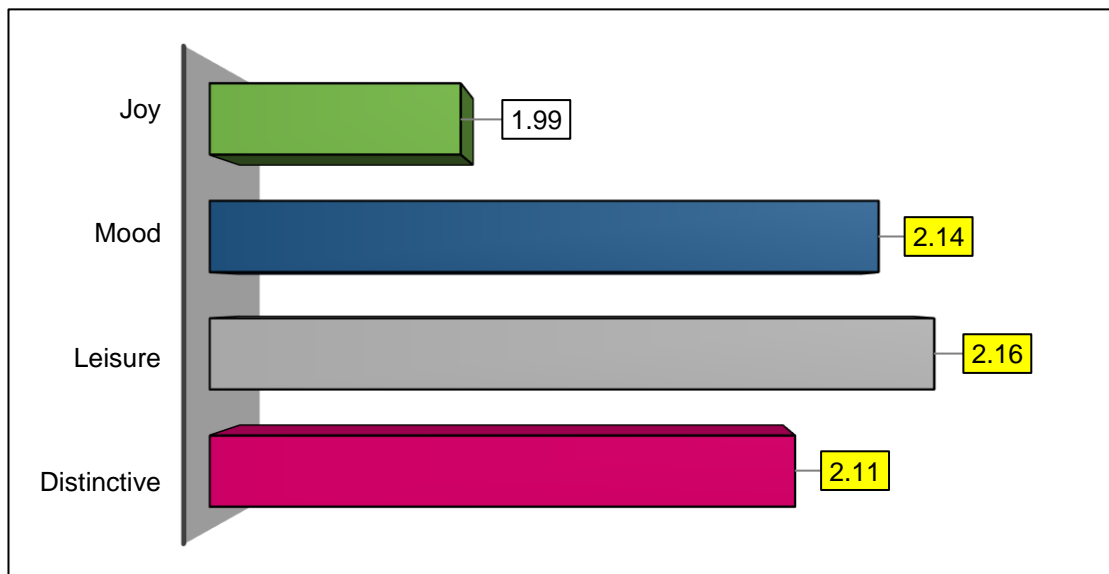
Figure 5: Distribution of the respondents according to their experience in selected retail apparel store (n=125)

The weighted mean scores for each sub section of the experience of the respondents in the selected retail apparel stores was found **(Table 9 and Fig. 5)**. The computed weighted mean for each sub section of the experience of the respondents with store atmospherics revealed that scores for "Leisure" (2.16), "Mood" (2.14) and "Distinctive" (2.11) were highest among all sub sections. The scores for "Joy" (1.99) were lowest among all sub sections. The average weighted mean on entire scale was **2.1**.

Section:4

4.4 Influence of Store Atmospherics on Purchase Intention of customers

This section contained statements related to dimensions of store atmospherics that might influence purchase intention of customers. The dimensions of store atmospherics considered were cleanliness, music, scent, temperature, lighting, color, product display/layout and employee behavior.

On the basis of the respondent's responses in **table 10**, it was found that more than one-half (52%) of the respondents agreed that they would like to purchase from the store, because the shelves were very clean. Less than one-half of the respondents agreed that they would like to shop for longer duration in the store, because of cleanliness (48.8%) and they would like to purchase from the store, because of the cleanliness maintained there (48%). Less than one-half (44%) of the respondents agreed on the purchase from the store, because the background music was kept at a constant volume. Less than one-half (43.2%) of the respondents agreed on the purchase from the store, because of the fragrance of scent in the store. Almost one-half (49.6%) of the respondents agreed on purchasing from the store, because of the temperature maintained there. Almost one-half (49.6%) of the respondents agreed on purchasing from the store, because of the type of lighting fixtures installed. Less than one-half (48%) of the respondents agreed that the light focusing on the products allowed them to evaluate the quality of the products and encouraged them to purchase more. Little more than one-half (51.2%) of the respondents agreed on shopping for longer duration in the store, because of the color of walls, flooring, ceiling, display units. More than one-half of the respondents agreed that the corridors in the store allowed a good circulation and encouraged them to purchase from the store (54.4%) and purchasing from the store, because of the well-organised product display/layout (52.8%). One-half (50.4%) of the respondents agreed on purchasing from the store, because of the product organization which allows them to identify the location of products in the store easily. Less than one-half (48%) of the

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respondents agreed that store display window allowed them to see displayed products clearly and encouraged them to purchase more. Less than one-half of the respondents agreed on purchasing from the store, because the employee was having good product knowledge (45.6%), on purchasing from the store, because the employees provided good service quality to them (44%) and purchasing from the store, because of the politeness of employee (43.2%).

The weighted mean scores for each sub section of the scale was found **(Table 10)**. The computed weighted mean scores revealed that scores for "Cleanliness" (4.18) and "Employee behavior" (4.12) were highest among all the sub sections. The scores for the "Music" (3.73) were lowest among all the sections.

Table 10: Distribution of the respondents according to the influence of store atmospherics on their purchase intention

Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Item Intensity (Weighted Mean) (5-1)
		f	%	f	%	f	%	f	%	f	%	
A	**Cleanliness**											
1.	Would like to purchase from the store, because of the cleanliness maintained there.	45	36	60	**48**	19	15.2	1	0.8	0	0	4.19
2.	Would like to shop for longer duration in the store, because of cleanliness.	37	29.6	61	**48.8**	24	19.2	3	2.4	0	0	4.06
3.	Would like to purchase from the store, because the shelves were very clean.	41	32.8	65	**52**	19	15.2	0	0	0	0	4.17
4.	Would like to purchase from the store, because the products were neat and clean.	53	42.4	56	44.8	16	12.8	0	0	0	0	**4.29**
									Average Weighted Mean			**4.18**
B	**Music**											
1.	Would like to purchase from the store, because of the music played there.	26	20.8	52	**41.6**	35	28	10	8	2	1.6	**3.72**
2.	Would like to shop for longer duration in the store, because of music played there.	25	20	50	**40**	35	28	12	9.6	3	2.4	3.66
3.	Would like to purchase from the store, because of the volume maintained of the background music.	31	24.8	55	**44**	34	27.2	4	3.2	1	0.8	3.89
4.	Would like to purchase from the store, because the type of music which was played at the store was the kind of music that the cutomer usually listen to.	27	21.6	43	34.4	45	36	9	7.2	1	0.8	3.69
5.	Would like to purchase from the store, because of the rhythm of the background music.	26	20.8	48	38.4	40	32	10	8	1	0.8	3.70
									Average Weighted Mean			3.73

Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Item Intensity (Weighted Mean)
		f	%	f	%	f	%	f	%	f	%	(5-1)
C	**Scent**											
1.	Would like to purchase from the store, because of the fragrance of scent in the store.	30	24	54	**43.2**	33	26.4	5	4	3	2.4	**3.82**
2.	Would like to shop for longer duration in the store, because of the fragrance of scent.	28	22.4	53	**42.4**	33	26.4	9	7.22	2	1.6	3.77
3.	The scent in the store encouraged customers to buy more.	30	24	53	**42.4**	34	27.2	5	4	3	2.4	3.81
										Average Weighted Mean		3.8
D	**Temperature**											
1.	Would like to purchase from the store, because of the temperature maintained there.	29	23.2	62	**49.6**	28	22.4	3	2.4	3	2.4	3.89
2.	Would like to shop for longer duration in the store, because of the comfortable indoor temperature.	37	29.6	52	41.6	30	24	6	4.8	0	0	**3.96**
3.	The temperature in the store encouraged the customer to purchase more.	27	21.6	54	43.2	34	27.2	9	7.2	1	0.8	3.77
										Average Weighted Mean		3.87
E	**Lighting**											
1.	Would like to purchase from the store, because of sufficient lighting of the store.	38	30.4	54	43.2	28	22.4	5	4	0	0	4
2.	The light focusing on the products allowed customers to evaluate the quality of the products and encouraged them to purchase more.	40	32	60	**48**	20	16	5	4	0	0	**4.08**
3.	Would like to purchase from the store, because the light at the corners of the store was sufficient.	39	31.2	57	45.6	26	20.8	3	2.4	0	0	4.06
4.	Would like to purchase from the store, because of the type of lighting fixtures installed.	26	20.8	62	**49.6**	32	25.6	5	4	0	0	3.87

Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Item Intensity (Weighted Mean) (5-1)
		f	%	f	%	f	%	f	%	f	%	
5.	Would like to purchase from the store, because the customer could see the products clearly due to light.	36	28.8	58	46.4	27	21.6	3	2.4	1	0.8	4
									Average Weighted Mean			4.002
F	Color											
1.	Would like to shop for longer duration in the store, because of the color of walls, floor, ceiling, display units.	33	26.4	64	**51.2**	21	16.8	6	4.8	1	0.8	**3.98**
2.	Would like to purchase from the store, because of the color of walls.	32	25.6	54	43.2	31	24.8	8	6.4	0	0	3.88
3.	Would like to purchase from the store, because of the color of the ceiling.	30	24	50	40	32	25.6	11	8.8	2	1.6	3.76
4.	Would like to purchase from the store, because of the color of flooring.	29	23.2	49	39.2	40	32	6	4.8	1	0.8	3.79
5.	Would like to purchase from the store, because of the color of the display units.	34	27.2	46	36.8	37	29.6	8	6.4	0	0	3.85
									Average Weighted Mean			3.85
G	Product display/ Layout											
1.	Would like to purchase from the store, because of the well-organised product display/layout.	36	28.8	66	**52.8**	20	16	2	1.6	1	0.8	4.07
2.	The corridors in the store allowed a good circulation and encouraged customer to purchase from the store.	37	29.6	68	**54.4**	19	15.2	1	0.8	0	0	**4.13**
3.	Would like to purchase from the store, because of the product organization which allowed customers to identify the location of products in the store easily.	37	29.6	63	**50.4**	23	18.4	2	1.6	0	0	4.08

| Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Item Intensity (Weighted Mean) (5-1)
		f	%	f	%	f	%	f	%	f	%	
4.	Store display window allowed customers to see displayed products clearly and encouraged them to purchase more.	37	29.6	61	**48.8**	26	20.8	1	0.8	0	0	4.07
										Average Weighted Mean		4.09
H	**Employee behavior**											
1.	Would like to purchase from the store, because of the politeness of employee.	46	36.8	54	**43.2**	23	18.4	1	0.8	1	0.8	4.14
2.	Would like to purchase from the store, because the employees provided good service quality to the customer.	48	38.4	55	**44**	21	16.8	0	0	1	0.8	4.21
3.	Would like to purchase from the store, because of the appearance of employee.	39	31.2	51	40.8	28	22.4	5	4	2	1.6	3.86
4.	Would like to purchase from the store, because the employee was having good product knowledge.	51	40.8	57	**45.6**	16	12.8	1	0.8	0	0	**4.26**
										Average Weighted Mean		4.12

4.4.1 Extent of influence of store atmospherics on their purchase intention

The scale consisted of statements related to extent of influence of store atmospherics on purchase intention of customers. Store atmospherics comprised of cleanliness, music, scent, temperature, lighting, color, product display, layout and employee behavior. The respondents were asked to respond on 5-point continuum in terms of responses "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree" which were scored 5 through 1 respectively. The total number of statements for entire scale were 35, hence minimum score was 35 and maximum score was 175. Minimum and maximum possible scores were divided into three categories which were "High Extent of Influence", "Moderate Extent of Influence" and "Low Extent of Influence" of store atmospherics on purchase intention of customers. It was determined for the entire scale. High scores revealed high extent of influence of store atmospherics on purchase intention of customers of selected retail apparel store **(Table 11 and Fig.6)**.

The analysis revealed that majority of the respondents were influenced to a high extent with cleanliness (85.6%), employee behavior (79.2%). More than three-fourth of the respondents were influenced to a high extent with product display/layout (78.4%). More than two-third of the respondents were influenced to a high extent with temperature (72%) and lighting (68%). More than one-half of the respondents were influenced to a high extent with scent (64%), color (63.2%) and music (50.4%). Majority (55.2%) of the respondents were influenced to a high extent with all the dimensions of store atmospherics of selected retail apparel stores **(Table 11 and Fig.6).**

Table 11: Distribution of the respondents according to extent of influence of store atmospherics on their purchase intention

Sr. No.	Extent of influence of store atmospherics on purchase intention of customers of the selected retail apparel stores	Range of scores	Respondents (n=125)	
			f	**%**
1.	**Cleanliness**			
	High Extent	(15-20)	107	**85.6**
	Moderate Extent	(10-14)	18	14.4
2.	**Music**			
	High Extent	(19-25)	63	**50.4**
	Moderate Extent	(12-18)	58	46.4
	Low Extent	(5-11)	4	3.2
3.	**Scent**			
	High Extent	(11-15)	80	**64**
	Moderate Extent	(8-10)	38	30.4
	Low Extent	(3-7)	7	5.6
4.	**Temperature**			
	High Extent	(11-15)	90	**72**
	Moderate Extent	(8-10)	32	25.6
	Low Extent	(3-7)	3	2.4
5.	**Lighting**			
	High Extent	(19-25)	86	**68.8**
	Moderate Extent	(12-18)	37	29.6
	Low Extent	(5-11)	2	1.6
6.	**Color**			
	High Extent	(19-25)	79	**63.2**
	Moderate Extent	(12-18)	42	33.6
	Low Extent	(5-11)	4	3.2
7.	**Product display/ Layout**			
	High Extent	(15-20)	98	**78.4**
	Moderate Extent	(10-14)	27	21.6
8.	**Employee behavior**			
	High Extent	(15-20)	99	**79.2**
	Moderate Extent	(10-14)	25	20
	Low Extent	(4-9)	1	0.8
9.	**Overall**			
	High Extent	(129-175)	69	**55.2**
	Moderate Extent	(82-128)	56	44.8
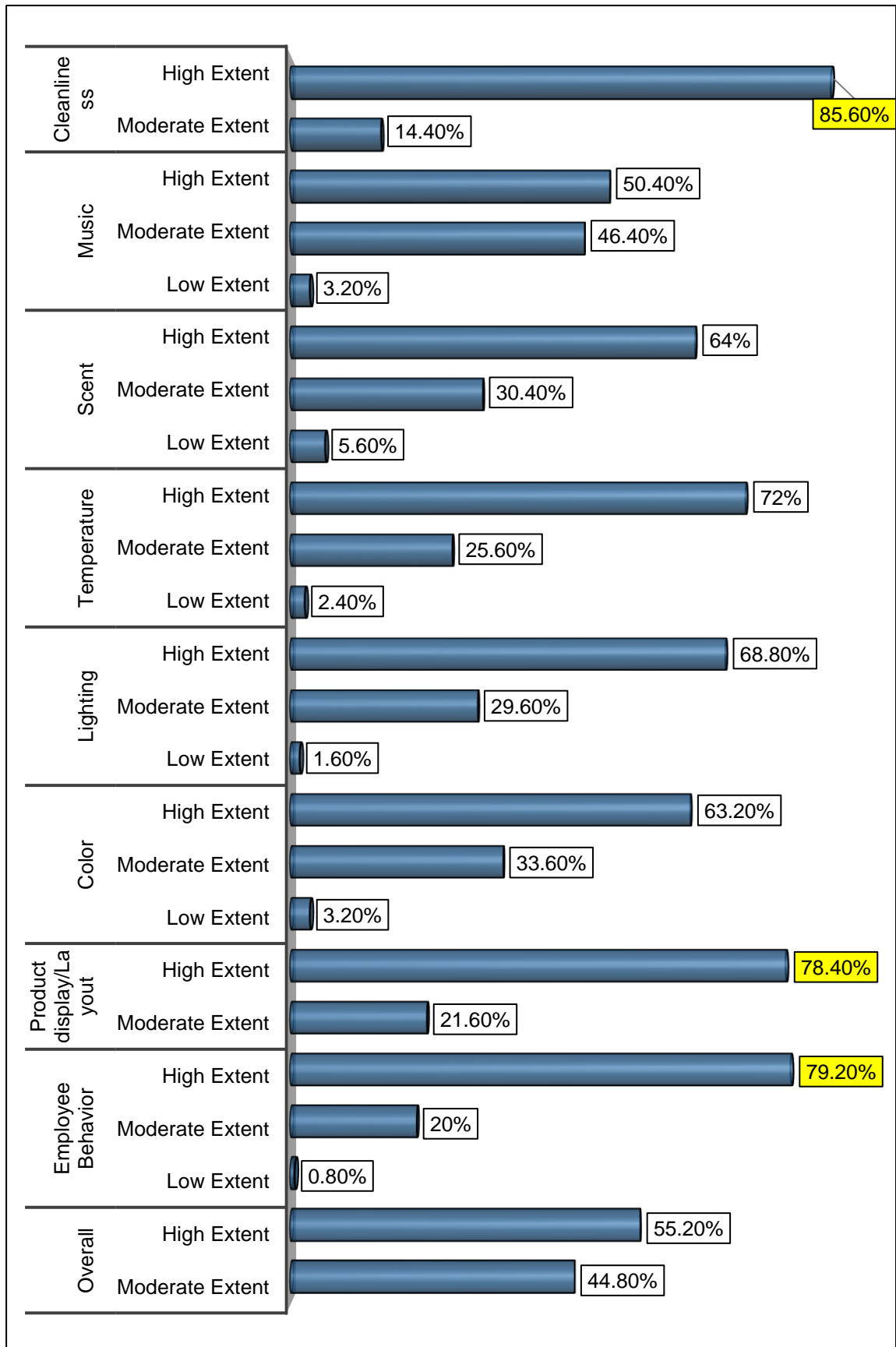
Figure 6: Percentage distribution of the respondents according to extent of influence of store atmospherics on their purchase intention (n=125)

Section:5

4.5 Influence of Store Atmospherics on Store Patronage

This section contained statements which revealed influence of store atmospherics on store patronage, which was assessed through three statements showing their action of revisit, repurchase and encouraging others to purchase from that store. The respondents were asked whether they would like to visit the store again, whether they would like to tell their family and friends about the store and whether they would like to repurchase in the future from the same store. The responses were "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree" which was scored 5 through 1 respectively to these responses. High scores reflected high extent of influence of store atmospherics on store patronage.

The results showed that it was found that, more than one-half of the respondents agreed that they will tell their family members and friends about the store (54.4%), they will visit the store again (52.8%) and will be repurchasing in the future from the same store (52.8%). Only 0.8 per cent of the respondents strongly disagreed on visiting the store again **(Table 12)**.

Table 12: Distribution of the respondents according to Influence of Store Atmospherics on Store Patronage

Sr. No.	Store Patronage	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Item Intensity (Weighted Mean) (5-1)
		f	%	f	%	f	%	f	%	f	%	
1.	Would like to visit the store again.	48	38.4	66	**52.8**	10	8	0	0	1	0.8	**4.28**
2.	Would like to tell their family and friends about the store.	37	29.6	68	**54.4**	19	15.2	1	0.8	0	0	4.13
3.	Would like to repurchase in the future from the same store.	38	30.4	66	**52.8**	18	14.4	3	2.4	0	0	4.11
										Average Weighted Mean		4.17
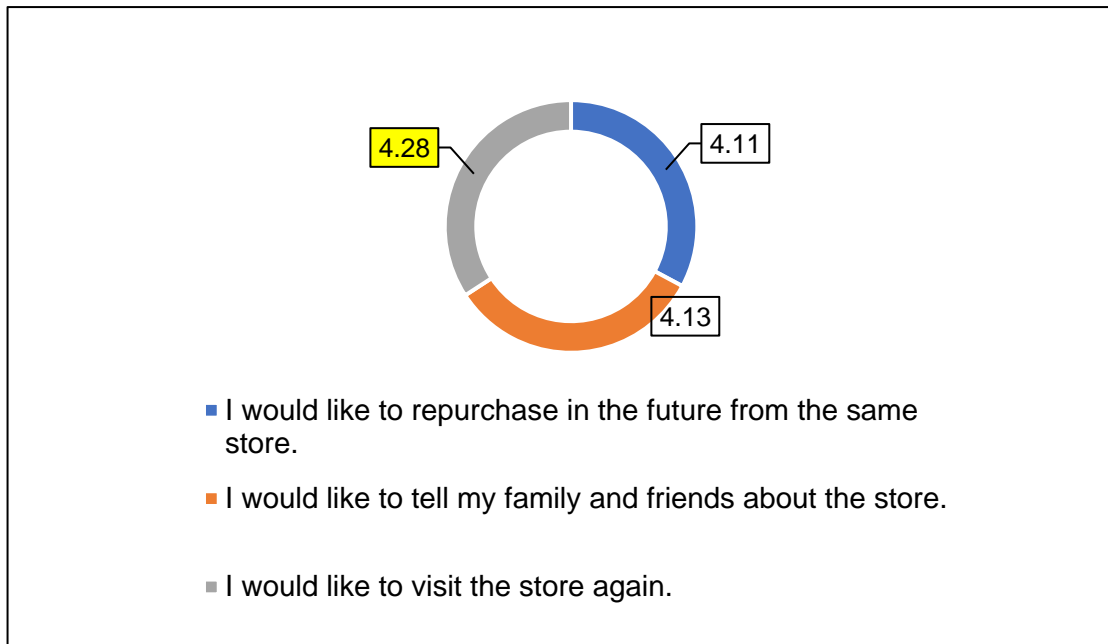
Figure 7: Distribution of the respondents according to influence of store atmospherics on store patronage (n=125)

The weighted mean score for each statement was found **(Table 12 and Fig.7)**. The computed weighted mean scores revealed that scores for the statement "I would like to visit the store again" (4.28) was highest among all the three statements. The scores for the statements "I would like to tell my family and friends about the store" (4.13) and "I would like to repurchase in the future from the same store" (4.11) was lowest among all the three statements. The average weighted mean was 4.17.

Conclusion

The data were gathered from the customers visiting the selected retail apparel stores of the Vadodara city through interview schedule, in order to ascertain the extent of satisfaction and experience of customers with the store atmospherics, influence of store atmospherics on purchase intention of customers and store patronage. Little less than three-fourth of the respondents were in the age group of 21-34 years. Little more than one-half of the respondents were females. It was found that little less than one-half of the respondents were graduate. More than one-half of the respondents were doing part time job. Majority of the respondents were having income below and equal to ₹25000 with the mean of ₹28472. Less than three-fourth of the respondents belonged to nuclear family. Two-third of the respondents had small size of family with two to four family members and less than one-half of the respondents had family monthly income equal to and above ₹1,00,001 with the mean of ₹1,43,544.

The respondents were satisfied with the employee behavior and product display/layout as dimensions of store atmospherics. The mean weighted scores calculated supported the findings. The average weighted mean for entire scale was **4.04**. The computed weighted mean for each sub section of the experience of the respondents with store atmospherics revealed that scores for "Leisure", "Mood" and "Distinctive" were highest among all sub sections. The scores for "Joy" were lowest among all sub sections. The average weighted mean on entire scale was **2.1**.

It was found that, majority of the respondents were satisfied with cleanliness, employee behavior, product display/layout and temperature. More than one-half of the respondents were satisfied with lighting, scent, color and music. More than one-half of the respondents were influenced by all the dimensions of store atmospherics of selected retail apparel stores**.**

The computed weighted mean for each statement of the influence of store atmospherics on store patronage revealed that scores for "I would like to visit the store again" was highest among all the three statements. The scores for "I would like to tell my family and friends about the store" and "I would like to repurchase in the future from the same store" was lowest among all the three statements. The average weighted mean on entire scale was **4.17**.

Section:6

4.6 Testing of Hypotheses

Several hypotheses were formulated to find out the relationship between selected variables. In the present investigation, as per the nature of variables coefficient of correlation was computed. For the purpose of statistical analysis, the hypothesis were formulated in null form. The results are presented in this section.

H_{01}: There exists no influence of store atmospherics on satisfaction of customers

Co-efficient of correlation was computed to find out relationship between the extent of satisfaction of customers and dimensions of store atmospherics.

Table 13: Co-efficient of correlation showing relationship between the extent of satisfaction of customers and dimensions of store atmospherics

Sr. No.	Dimensions of store atmospherics	n	r-value	Level of significance
1.	Cleanliness		0.712	0.01
2.	Music		0.620	0.01
3.	Scent		0.660	0.01
4.	Temperature	125	0.670	0.01
5.	Lighting		0.694	0.01
6.	Color		0.681	0.01
7.	Product display/layout		0.701	0.01
8.	Employee behavior		0.715	0.01

A significant relationship was found between extent of satisfaction of customers and dimensions of store atmospherics. Hence, the null hypothesis was rejected **(Table 13)**. Therefore, it can be conjectured that the store atmospherics plays an important role in satisfying the customers.

H_{02}: There exists no influence of store atmospherics on purchase intention of customers

Co-efficient of correlation was computed to find out relationship between purchase intention of customers and dimensions of store atmospherics.

Table 14: Co-efficient of correlation showing relationship between purchase intention of customers and dimensions of store atmospherics

Sr. No.	Dimensions of store atmospherics	n	r-value	Level of significance
1.	Cleanliness		0.478	0.01
2.	Music		0.483	0.01
3.	Scent		0.514	0.01
4.	Temperature	125	0.310	0.01
5.	Lighting		0.411	0.01
6.	Color		0.352	0.01
7.	Product display/layout		0.491	0.01
8.	Employee behavior		0.514	0.01

A significant relationship was found between purchase intention of customers and dimensions of store atmospherics. Hence, the null hypothesis was rejected **(Table 14)**. Therefore, it can be concluded that store atmospherics have influence on purchase intention of the customers.

H_{O3}: There exists no influence of store atmospherics on store patronage

Co-efficient of correlation was computed to find out relationship between store patronage and dimensions of store atmospherics.

Table 15: Co-efficient of correlation showing relationship between store patronage and dimensions of store atmospherics

Sr. No.	Dimensions of store atmospherics	n	r-value	Level of significance
1.	Cleanliness		0.478	0.01
2.	Music		0.341	0.01
3.	Scent		0.375	0.01
4.	Temperature	125	0.304	0.01
5.	Lighting		0.349	0.01
6.	Color		0.412	0.01
7.	Product display/layout		0.393	0.01
8.	Employee behavior		0.449	0.01

A significant relationship was found between store patronage and dimensions of store atmospherics. Hence, the null hypothesis was rejected **(Table 15)**. Therefore, store atmospherics was found to have influence on store patronage of the selected retail apparel store.

Conclusion

A significant relationship was found between extent of satisfaction of customers and dimensions of store atmospherics. Therefore, it can be conjectured that the store atmospherics plays an important role in satisfying the customers. A significant relationship was found between purchase intention of customers and dimensions of store atmospherics. Therefore, it can be concluded that store atmospherics have influence on purchase intention of the customers. A significant relationship was found between store patronage and dimensions of store atmospherics Therefore, store atmospherics was found to have influence on store patronage of the selected retail apparel store. Hence, it can be concluded that store atmospherics has an impact on customer satisfaction and store atmospherics was also found to have influence on purchase intention of the customers and store patronage. Therefore, store atmospherics should be considered to enhance customer satisfaction, purchase intentions and store patronage.

CHAPTER – V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Physical store retailers must innovate and design their retail atmosphere to create unforgettable shopping experiences to compete effectively and retain customers. Atmospheric factors such as crowding, background music, lighting color and olfactory cues have an impact on buying behavior, and store atmospherics incorporate physical factors such as color, lighting, music, cleanliness, store and merchandise layout, décor, scent, and temperature. Retail atmospherics is the combination of all the tangible and intangible elements of a retail outlet, controlled and managed by the owner-managers for enriched shopping behavior. It is the process of deploying significant perceptual, attitudinal, and emotional impacts on purchasing by enticing customers into the store and keeping them engaged and fascinated. Retail customer experience is a manifestation of customers' perceived cognitive, emotional, sensorial, and behavioral value derived through their interactions with store clues during entire process of shopping. Customers who have a positive experience in the store are more likely to return. It is important to understand how atmospherics can affect the entire retail process, from the basic dilemma of whether or not to enter a store to the actual purchase decision.

Several studies were found through review of literature focusing on visual merchandising display in relation with problems faced by retailers of apparel stores, impact of visual merchandising on customer buying behavior, effects of store atmosphere on consumer purchase intention, retail lighting and user satisfaction and light quality, customer experience with physical retail environment, lighting and consumer's perception, emotions and behavior, clothing retailers, store atmospherics and customer experience, store environment with impulse buying behavior, in-store lighting and temperature with visual aids, retail store lighting and colour control, store atmospherics with customer's satisfaction, in-store atmospherics with impulse buying tendency and post-purchase regret,

convenience, atmospherics and retail customer experience, store atmospherics, retail shoppability with store layout and consumer buying patterns, Store atmospheric factors driving customer purchase intention, in-store lighting with store satisfaction, retail atmospherics with store performance and personalised shopper behaviour, store layout and design and consumer satisfaction in retail stores. However, dearth of researches were found to have influence on extent of satisfaction, customer experience, purchase intention and store patronage. Despite the fact that this genre appeared highly interesting, there was a paucity of research on purchase intention and customer satisfaction with retail apparel stores in India.

Courses such as "Commercial Space Designing", "Lighting in Interiors", "Interior Design and Furnishing" and "Furniture Design" are the courses offered at Under-graduate and Post-graduate level of study in the Department of Family and Community Resource Management. Hence, the findings gathered from the present research would widen the information and will help in strengthening the curriculum by making suitable modifications, if needed. Many retail giants will use dimensions of store atmospherics to help identify their retail brand and set it apart from competitors.

Statement of problem

The present research aims to find out influence of store atmospherics on customer satisfaction, purchase intention and store patronage.

Objectives of the study

1. To ascertain the extent of satisfaction of customers with the store atmospherics of selected retail apparel store of Vadodara city.
2. To ascertain customer experience in selected retail apparel store of Vadodara city.
3. To find out the influence of store atmospherics on purchase intention of customers.

4. To find out the influence of store atmospherics on retail apparel store patronage.

Delimitations

1. The present study was limited to the selected retail apparel store of Vadodara city.
2. The respondents were those who buy apparels from the selected retail apparel store of Vadodara city.
3. The respondents were those who can read and understand English language.
4. The respondents were those who were willing and had time to participate in the study.

Hypothesis

1. There exists relationship between store atmospherics and extent of satisfaction, purchase intention and store patronage.

Methodology

The present research study was descriptive in nature. The samples for the present study were collected personally by the researcher through random sampling technique from the selected three retail apparel stores of Vadodara city. These three retail apparel stores were selected through convenience sampling technique. The stores were located in Alkapuri, Vadsar and Navapura, areas of Vadodara city. The data were collected from 125 respondents who visited the selected retail apparel stores of the Vadodara city. For the present study, interview schedule was developed.

Interview Schedule was developed to collect data from the customers visiting selected retail apparel stores. Apart from background information, it comprised of four sections "Extent of Satisfaction of Customer with Store Atmospherics of the Retail Apparel Store", "Customer Experience in Selected Retail Apparel Store", "Influence of Store Atmospherics on Purchase Intention" and "Store Patronage".

The section "Extent of Satisfaction of Customer with Store Atmospherics of the Retail Apparel Store" comprised of dimensions of store atmospherics. The dimensions of store atmospherics considered were cleanliness, music, scent, temperature, lighting, color, product display, layout and employee behavior. It had 5 points continuum in terms of responses "Highly Satisfied", "Satisfied", "Neutral", "Dissatisfied" and "Highly Dissatisfied" which were scored 5 through 1 respectively. High scores reflected to high extent of satisfaction with store atmospherics. The section "Customer Experience in Selected Retail Apparel Store" comprised of items indicating customer experience in selected retail apparel stores. It included joy (pleasurable, satisfying, engaging), mood (good, happy, exciting), leisure (refreshing, relaxing, delightful) and distinctiveness (unique, memorable, wonderful). This scale was a standardized scale developed by Bagdare and Jain (2013). It had 3 points continuum in terms of responses "To High Extent", "To Some Extent" and "To low Extent" which were scored 3 through 1 respectively to these responses. High scores reflected to positive customer experience in the selected retail apparel stores. The section "Influence of Store Atmospherics on Purchase Intention" comprised of the statements related to influence of store atmospherics on purchase intention of customers of selected retail apparel stores. The dimensions of store atmospherics considered were cleanliness, music, scent, temperature, lighting, color, product display and layout. It had 5 points continuum in terms of responses "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree" which were scored 5 through 1 respectively to these responses. High scores reflected to high intention of purchase of the customers in the selected retail apparel stores. The section "Store Patronage" contained statements which revealed influence of store atmospherics on store patronage, which was assessed through three statements showing their action of revisit, repurchase and encouraging others to purchase from that store. It had 5 points continuum in terms of responses "Strongly Agree", "Agree", "Neutral", "Disagree" and "Strongly Disagree" which were scored 5 through 1 respectively to these responses. High scores reflected to high extent of store patronage of the selected retail apparel stores.

The tool was validated by the panel of 5 judges, who were from Department of Family and Community Resources Management, Faculty of Family and Community Science, The Maharaja Sayajirao University of Baroda, Vadodara. A consensus of 80% among the judges was taken as yardstick for the final tool. Minor modifications were required to be made in the tool. The reliability of the scales was established through split-half method of establishing reliability. For this method the scales were divided in two using odd even method. The co-efficient of correlation was found between the two halves. Cronbach's alpha formula was applied to estimate the reliability co-efficient for all the scales. The reliability value of the scale for the section "Extent of Satisfaction of Customer with Store Atmospherics of the Retail Apparel Store" was found to be 0.729, "Customer Experience in Selected Retail Apparel Store" was found to be 0.073 and "Influence of Store Atmospherics on Purchase Intention" was found to be 0.952.

Major Findings

The major findings of the study are presented here.

Interview Schedule

Section I Background Information: The age of the respondents ranged between 21 to 60 years with the mean age of 28.79 years. Little less than three-fourth of the respondents were in the age group of 21-34 years. Almost one-half of the respondents were females and little less than one-half of the respondents were males. Almost one-half of the respondents were graduate. Little less than one-half of the respondents were doing part time jobs. The total personal monthly income of the respondents ranged between ₹5000 to ₹100,000 with the mean of ₹28,472. It was found that less than two-third of the respondents were having personal monthly income less than or equal to ₹25,000. Less than three-fourth of the respondents belonged to nuclear family. Almost two-third of the respondents had small size of family with two to four members. The total monthly income of the family ranged between ₹50,000 to ₹500,000 with the mean ₹143,544. More than one-third of the respondents had family monthly income equal to or more than ₹100,001.

Section II Extent of Satisfaction of Customer with Store Atmospherics of the Retail Apparel Store: A probe was made to find out the satisfaction of the customers with the store atmospherics of the selected retail apparel stores. The data stated that little more than one-half of the respondents were satisfied with the temperature and lighting of the selected retail apparel stores. Less than one-half of the respondents were satisfied with the cleanliness, music, scent and product display/layout of the selected retail apparel stores. More than one-third of the respondents were satisfied with the employee behavior of the selected retail apparel stores. Little more than one-fourth of the respondents were highly satisfied with the color of the selected retail apparel stores. The mean weighted scores were found high for "Employee behavior" and "Product display/layout". The scores for the "Temperature" and "Scent" were found to be lowest. The average weighted mean on entire scale was **4.04**. The analysis of the data also revealed that, majority of the respondents were satisfied to a high extent with all the dimensions of store atmospherics of selected retail apparel stores.

Section III Customer Experience in Selected Retail Apparel Store: This section contained items indicating customer experience in selected retail apparel stores. The customer experience was found in terms of joy (pleasurable, satisfying, engaging), mood (good, happy, exciting), leisure (refreshing, relaxing, delightful) and distinctiveness (unique, memorable, wonderful). It was found that less than two-third of the respondents felt engaged to some extent while shopping in the store. Less than one-half of the respondents felt good and happy to high extent while shopping in the store. Less than two-third of the respondents had feeling of delightful to some extent while shopping in the store. More than one-half of the respondents had wonderful experience to some extent and unique experience to high extent while shopping in the store. The mean weighted scores were found high for "Leisure" and "Mood". The scores for "Joy" were lowest among all sub sections. The average weighted mean on entire scale was **2.1**.

Section IV Influence of Store Atmospherics on Purchase Intention: This section contained statements related to dimensions of store atmospherics that

might influence purchase intention of customers. It was found that more than one-half of the respondents agreed that they would like to purchase from the store, because the shelves were very clean. Less than one-half of the respondents agreed to purchase from the store, because the background music was kept at a constant volume and the fragrance of scent in the store. Almost one-half of the respondents agreed on purchasing from the store, because of the temperature maintained and the type of lighting fixtures installed in the store. More than one-half of the respondents agreed on shopping for longer duration in the store, because of the color of walls, flooring, ceiling, display units and also agreed that the corridors in the store allowed a good circulation and encouraged them to purchase from the store and purchasing from the store, because of the well-organised product display/layout. Less than one-half of the respondents agreed on purchasing from the store, because the employee was having good product knowledge, employees provided good service quality to them because of the politeness of employee. The weighted mean scores for "Cleanliness" and "Employee behavior" were highest among all the sub sections. The scores for "Music" were lowest among all the sections. Majority of the respondents were influenced to a high extent with all the dimensions of store atmospherics of selected retail apparel stores.

Section V Store Patronage: This section contained three statements which influences the store patronage. It was found that, more than one-half of the respondents agreed that they will tell their family members and friends about the store, they will visit the store again and will be repurchasing in the future from the same store. The weighted mean scores for the statement "I would like to visit the store again" (4.28) was highest among all the three statements. The scores for the statements "I would like to tell my family and friends about the store" (4.13) and "I would like to repurchase in the future from the same store" (4.11) was lowest among all the three statements. The average weighted mean was **4.17**.

Testing of Hypotheses

- A significant relationship was found between extent of satisfaction of customers and dimensions of store atmospherics.
- A significant relationship was also found between purchase intention of customers and dimensions of store atmospherics.
- A significant relationship was also found between store patronage and dimensions of store atmospherics.

Conclusion

A study was conducted on selected retail apparel stores of Vadodara city to ascertain the extent of satisfaction of customers with the store atmospherics of selected retail apparel store and customer experience in selected retail apparel store of Vadodara city. The influence of store atmospherics on purchase intention of customers and store patronage was also found. The data were gathered from the customers visiting the selected retail apparel stores of the Vadodara city. It was found that little less than three-fourth of the respondents were in the age group of 21-34 years. Little more than one-half of the respondents were females. It was found that little less than one-half of the respondents were graduate. More than one-half of the respondents were doing part time job. Majority of the respondents were having income below and equal to ₹25000 with the mean of ₹28472. Less than three-fourth of the respondents belonged to nuclear family. Two-third of the respondents had small size of family with two to four family members and less than one-half of the respondents had family monthly income equal to and above ₹1,00,001 with the mean of ₹1,43,544. The respondents were satisfied with the employee behavior and product display/layout of the selected retail apparel stores. According to the respondents' experiences with store atmospherics, "Leisure", "Mood", and "Distinctive" were the three factors experienced by them. Majority of the respondents were influenced with all the dimensions of store atmospherics of selected retail apparel stores. The influence of store atmospherics on store patronage revealed that customers would like to visit the store again, would like to

tell their family and friends about the store and also would like to repurchase in the future from the same store.

Results of statistical analysis showed that store atmospherics has an impact on customer satisfaction, purchase intention of the customers and store patronage. Hence, it can be concluded that store atmospherics plays an important role in retail apparel stores. Therefore, a competitive market takes more than just making a sale, attracting and keeping customers through relevant innovations is key, and so retailers need to constantly revisit and re-energize their store atmospheric strategies. Thus, retailers must create an appealing shopping experience for customers satisfaction and retention.

Implications of the Study

The findings of the present study had the following implications:

For the Department of Family and Community Resource Management

The department of Family and Community Resource Management offers courses such as "Commercial Space Designing", "Lighting in Interiors", "Interior Design and Furnishing" and "Consumer Education" as subjects offered to the students at Graduation and Post-Graduation level. The findings of the study will be helpful for the students as they will learn the importance of store atmospherics in designing any retail store or other commercial spaces.

For Interior Designers and Architects

The findings of the present study would act as feedback to the interior designers and architects to consider dimensions of store atmospherics while designing commercial spaces.

For the Owners of the Selected Retail Apparel Stores

The present study would be beneficial to the owner of retail apparel stores as it focuses on the dimensions of store atmospherics which leads to satisfaction of

customers. A satisfied customer will definitely make decisions for purchase and develop store patronage.

Recommendations for the Future Studies

1. A similar research can be undertaken in other cities of Gujarat state.
2. A similar research can be conducted on a larger sample size.
3. A comparative study can be conducted between apparel stores.
4. A similar research can be conducted on other outlets.
5. A layout design of the store can be proposed incorporating store atmospherics.

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APPENDIX – I

FACULTY OF FAMILY AND COMMUNITY SCIENCES
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

Ethical Compliance Certificate 2022-2023

This is to certify that **Ms. Divyanshi Jain's** study titled, **Retail Apparel Store Atmospherics: Influence on Customer Satisfaction, Experience, Purchase Intention and patronage** has been approved by the Institutional Ethics Committee for Human Research (IECHR), Faculty of Family and Community Science, The Maharaja Sayajirao University of Baroda. The study has been allotted the ethical approval number **IECHR/FCSc/M.Sc./2022/03.**

Prof Shagufa Kapadia
Chairperson
IECHR

Prof Mini Sheth
Member Secretary
IECHR

APPENDIX - II

Estd. 1949

DEPARTMENT OF FAMILY & COMMUNITY RESOURCE MANAGEMENT
FACULTY OF FAMILY & COMMUNITY SCIENCES
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA, VADODARA
ACCREDITED GRADE 'A' BY NAAC

PERMISSION LETTER

Respected Sir/Ma'am,

I Divyanshi Jain, M.Sc. 2nd year student of Department of Family and Community Resource Management at the Maharaja Sayajirao University of Baroda, Gujarat. For the partial fulfilment of my master's degree, I am conducting research on "**RETAIL APPAREL STORE ATMOSPHERICS: INFLUENCE ON CUSTOMER SATISFACTION, EXPERIENCE, PURCHASE INTENTION AND PATRONAGE**".

The objective of the study is:

- To ascertain the extent of satisfaction of customers with the store atmospherics of selected retail apparel store of Vadodara city.
- To ascertain customer experience in selected retail apparel store of Vadodara city.
- To find out the influence of store atmospherics on purchase intention of customers.
- To find out the influence of store atmospherics on retail apparel store patronage.

In order to collect data, we need the responses from the customers visiting your retail store. Hence, allow me to contact the customers who visit your store. All efforts to protect your identity and keep the information confidential will be taken. Only the researcher has access to the responses. Your store name will only be used to contact customers and will not be associated with any research findings.

If you have any further questions concerning this study, please feel free to contact me through-

Phone no: 9408896200

Email ID: divyanshij1210@gmail.com

To participate, please tick on "I Agree".

o I AGREE

o I DISAGREE

Your permission will be greatly appreciated.

Signature of the store owner: _____

Divyanshi Jain   **Dr. Shilpi Sarswat**
M.Sc. (F.C.Sc.) Student   Supervisor &Assistant Professor
Department of FCRM   Department of FCRM
FFCSc., MSU   FFCSc., MSU

APPENDIX - III

INFORMED CONSENT FORM

The Department of Family and Community Resource Management, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara, supports the practice of protection of human participants in research. The following will provide you with information about the research survey that will help you decide whether or not you wish to participate. If you agree to participate, please be aware that you are free to withdraw at any point throughout the duration of the research without any penalty. In this study we will find out about store atmospherics. All the information will remain confidential and not be associated with your name. If you have any further questions concerning this research, please feel free to contact Ms. Divyanshi Jain through Phone +91 9408896200, email id: divyanshij1210@gmail.com.

Please indicate with your signature on the space below that you understand with participation in the study involves and agree to participate. Your participation is strictly voluntary. All information will be kept confidential and your name will not be associated with any research findings.

_____

Signature of the Store Owner/Manager

Divyanshi Jain   **Dr. Shilpi Sarswat**
M.Sc. (F.C.Sc.) Student   Supervisor & Assistant Professor
Department of FCRM   Department of FCRM
FFCSc., MSU   FFCSc., MSU

APPENDIX - IV

DEPARTMENT OF FAMILY & COMMUNITY RESOURCE MANAGEMENT
FACULTY OF FAMILY & COMMUNITY SCIENCES
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA, VADODARA
ACCREDITED GRADE 'A' BY NAAC

INFORMED CONSENT FORM

The Department of Family and Community Resource Management, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara, supports the practice of protection of human participants in research. The following will provide you with information about the research survey that will help you decide whether or not you wish to participate. If you agree to participate, please be aware that you are free to withdraw at any point throughout the duration of the research. In this study you will be asked about your background information (Name, Age, Gender, Educational qualification, Occupation, Personal monthly income, etc.), your Experience, Satisfaction, Purchase Intention and Store Patronage in Retail Apparel Stores. All the information will remain confidential and not be associated with your name. Your participation in this study will require approximately 10-15 minutes. If you have any further questions concerning this research, please feel free to contact Ms. Divyanshi Jain through Phone +91 9408896200, email id: divyanshij1210@gmail.com.

Please indicate with your signature on the space below that you understand with participation in the study involves and agree to participate. Your participation is strictly voluntary. All information will be kept confidential and your name will not be associated with any research findings.

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Name & Signature of the Participant

Divyanshi Jain   **Dr. Shilpi Sarswat**
M.Sc. (F.C.Sc.) Student   Supervisor & Assistant Professor
Department of FCRM   Department of FCRM
FFCSc., MSU   FFCSc., MSU

APPENDIX - V

Interview Schedule

Section I: Background Information

1. **Name** _____

2. **Age (in years)** _____

3. **Gender**
   - o Male
   - o Female
   - o Other_____

4. **Educational Qualification**
   - o Higher Secondary
   - o Graduation
   - o Post-Graduation
   - o Other higher degree, please specify _____

5. **Occupation**
   - o Service
   - o Business
   - o Self Employed
   - o Home maker
   - o Part time job
   - o Other_____

6. **Personal Monthly Income (in Rupee)**_____

7. **Type of Family**
   - o Nuclear
   - o Joint

8. **Size of Family**
   - o Small (2-4 members)
   - o Medium (5-7 members)
   - o Large (More than 8 members)

9. **Family Monthly Income (in Rupee)** _____

Section II: Extent of Satisfaction of Customer with Store Atmospherics of the Retail Apparel Store

Following are the dimensions of store atmospherics that can influence customer satisfaction. Kindly tick mark (✓) to what extent you were satisfied with the dimensions of the store atmospherics of the retail apparel store.

Dimensions of store atmospherics	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Cleanliness					
Music					
Scent					
Temperature					
Lighting					
Color					
Product display/ Layout					
Employee behavior					

Section III: Customer Experience in Selected Retail Apparel Store

Following are the factors of customer experience in retail apparel stores. Kindly tick mark (✓) to what extent did the following you have experienced in retail apparel stores.

Sr. No.	Factors of customer experience	To high extent	To some extent	To low extent
1.	**Joy**			
	Pleasurable			
	Satisfying			
	Engaging			
2.	**Mood**			
	Good			
	Happy			
	Exciting			
3.	**Leisure**			
	Refreshing			
	Relaxing			
	Delightful			
4.	**Distinctive**			
	Unique			
	Memorable			
	Wonderful			

Section IV: Influence of Store Atmospherics on Purchase Intention

Following are the dimensions of store atmospherics that can influence purchase intention of customer. Kindly tick mark (✓) to what extent did the following dimensions of store atmospherics influence your purchase intention.

Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	**Cleanliness**					
	I would like to purchase from the store, because of the cleanliness maintained here.					
	I would like to shop for longer duration in the store, because of cleanliness.					
	I would like to purchase from the store, because the shelves are very clean.					
	I would like to purchase from the store, because the products are neat and clean.					
2.	**Music**					
	I would like to purchase from the store, because of the music played here.					
	I would like to shop for longer duration in the store, because of music played here.					

Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	I would like to purchase from the store, because the type of music which is played at the store is the kind of music that I usually listen to.					
	I would like to purchase from the store, because of the rhythm of the background music.					
3.	**Scent**					
	I would like to purchase from the store, because of the fragrance of scent in the store.					
	I would like to shop for longer duration in the store, because of the fragrance of scent.					
	The scent in the store encourages me to buy more.					
4.	**Temperature**					
	I would like to purchase from the store, because of the temperature maintained here.					
	I would like to shop for longer duration in the store, because of the comfortable					

Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	indoor temperature.					
	The temperature in the store encourages me to purchase more.					
5.	**Lighting**					
	I would like to purchase from the store, because of sufficient lighting of the store.					
	The light focusing on the products allows me to evaluate the quality of the products and encourages me to purchase more.					
	I would like to purchase from the store, because the light at the corners of the store is sufficient.					
	I would like to purchase from the store, because of the type of lighting fixtures installed.					
	I would like to purchase from the store, because I can see the products clearly due to light.					
6.	**Color**					

Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	I would like to shop for longer duration in the store, because of the color of walls, floor, ceiling, display units.					
	I would like to purchase from the store, because of the color of walls.					
	I would like to purchase from the store, because of the color of the ceiling.					
	I would like to purchase from the store, because of the color of flooring.					
	I would like to purchase from the store, because of the color of the display units.					
7.	**Product display/ Layout**					
	I would like to purchase from the store, because of the well-organised product display/layout.					
	The corridors in the store allow a good circulation and encourages me to purchase from the store.					
	I would like to purchase from					

Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	the store, because of the product organization which allows me to identify the location of products in the store easily.					
	Store display window allows me to see displayed products clearly and encourages me to purchase more.					
8.	**Employee behavior**					
	I would like to purchase from the store, because of the politeness of employee.					
	I would like to purchase from the store, because the employees provide good service quality to me.					
	I would like to purchase from the store, because of the appearance of employee.					
	I would like to purchase from the store, because the employee is having good					

Sr. No.	Dimensions of store atmospherics and purchase intention	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	product knowledge.					

Section V: Store Patronage

Following are the statements related to patronage. Kindly tick mark (✓) to what extent did the following influence the store patronage.

Sr. No.	Store Patronage	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I would like to visit the store again.					
2.	I would like to tell my family and friends about the store.					
3.	I would like to repurchase in the future from the same store.					

ABSTRACT

Store atmospherics incorporates the elements of the physical nature of the retail outlet, elements designed to create a certain appearance for the outlet. The design and look of the outlet are created to attract and delight customers. The aim of the study was to ascertain the extent of satisfaction of customers and customer experience with the store atmospherics of selected retail apparel store of Vadodara city, to find out the influence of store atmospherics on purchase intention of customers and store patronage. The research design for the present study was descriptive in nature. The retail apparel stores in Alkapuri, Vadsar and Navapura areas of Vadodara city were selected through convenience sampling technique. A sample of 125 customers visiting the selected retail apparel stores was selected randomly. For the present study, interview schedule was developed as a data collection tool. The interview schedule comprised of five sections which were Background information of the respondents, satisfaction of customer with store atmospherics of the retail apparel store with 0.729 reliability, customer experience in selected retail apparel store with 0.073 reliability and influence of store atmospherics on purchase intention with 0.952 reliability. Validation was taken by the experts from the related field.

It was found that the mean age of the respondents was 28.79 years. Almost equal percentage of the respondents were males and females. It was found that the respondents were graduate. Majority of the respondents were doing part time job. The respondents were having mean personal monthly income of ₹28472. The respondents belonged to nuclear family. The respondents had small size of family with two to four family members and the respondents had mean family monthly income of ₹1,43,544. After the analysis of the data, it was found that the respondents were satisfied with the employee behavior and product display/layout of the selected retail apparel stores. The respondents experienced the feeling of good, happy, exciting, refreshing, relaxing, delightful, unique, memorable and wonderful in the retails store. The respondents were influenced with all the dimensions of store atmospherics of selected retail apparel stores. The store

atmospherics was found to have impact on customer satisfaction, intention to make purchases as well as their likelihood to visit the store again. It was found that store atmospherics plays a significant role in retail apparel stores. Thus, taking into account the dimensions of store atmospherics in commercial areas will aid students and interior designers. Additionally, it will draw the owner's attention of retail stores to consider store atmospherics for enhancing customer satisfaction, their customer experience, their likelihood of making a purchase and visiting again.