

## Factors Influencing Store Atmosphere on Consumers Purchase Intention towards Apparel in Chennai

K. Bharathi<sup>a</sup> and S. Sudha<sup>b</sup>

<sup>a</sup>Ph.D Research Scholar, School of Management Studies, Vels University

E-mail : bharathikarupiah1@gmail.com

<sup>b</sup>Associate Professor, School of Management Studies, Vels University

E-mail : sudha.sms@velsuniv.ac.in

**Abstract :** The objectives of the study is to analyses the significant contact of Store Display / Layout of consumer Purchase Intention towards apparel in Chennai, To examine the impact of Store Lighting on consumer Purchase Intention on Apparel in Chennai The research draws on a quantitative research , we close 100 respondents to conduct structured questionnaire method , different Statistical Package for Social Science study such as regression, reliability analyses are approved on to assess which of folks Store ambience can create consumer purchase intention on apparel in Chennai. The reliability test proved that all variables of this study provided consistent and stable results. Multiple Regression analyses indicated that there are significant relationships between design & layout and consumer Purchase Intention for this study. In nutshell, this study finished that store ambience is an vital factor on determining consumers purchase behavior. Hence, it is vital to constantly conduct expectations research with in-depth information on this subject since store ambience is predict as fundamental for nowadays production world. The study focuses on Chennai region and specific to in store atmosphere. The study can be extended to other regions to find the similarities or differences across regions.

**Keywords :** Display & layout, Lighting, Purchase intention , Store Atmosphere, Apparel.

### 1. INTRODUCTION

In our competitive Market, a good-looking store atmosphere is necessary for cheering consumers to purchase product. Researcher examine a significant numeral of studies have been completed support on the proposal of the surroundings of the environment on a fulfillment stage and buying behavior of the consumer. Hence previous review of literature regarding the impact of the entire location of the store on the emotional reaction of customers and they are come close to buying and trustworthiness relics narrow.

## **2. REVIEW OF LITERATURES**

Robert Donovan J (1982) said that the importance of physical and psychological motivation in spurring the customers purchase decision and to evaluate customers with esteem to the surroundings of a advanced level store, *i.e.* Store Display & Layout and Store Lighting. Philip Kotler(1973-1974) identified that these feature and worried the significance of resolutely conniving the ambience of store area to induce exact approach commencing the shoppers and consumers purchase intention could be exaggerated by as long as important and exclusive store ambience . Madjid Rahmat (2014) said that store atmosphere would be upper than its influence with purchasing decisions if through feeling, but the ambience shop directly to radically affect purchasing decisions.

K.L Wakefield and J. J. Basker(1998) said that Store atmosphere have highly impact on the like hood of consumers to stay in the shop. C. W James Bitner and J Barnes (1992) examines store ambience of the corporeal store is extremely vital because it manipulate consumers insight towards the armed forces supply because marketers did not conceal the shop.

Kumudha A & Jocelyn Jennifer J (2014 ) said that store atmosphere is one of the recent endorsement tools used by a retailers to increase the number of foot fall in his store. The clothing store have a unique way to catch the attention of consumers especially women. It is not only the set-up of the store but the other key fundamentals of the store ambience that makes them stand out among their challengers.

L W Turley and Ronald Milliman (2000) studies also show that this association occurs across a number of different categories of stores and situations. Although there may be some debate about whether the ambience can persuade time spent in an atmosphere, there is enough substantiation to be able to clearly state that the an effect on customer spending and that variations of ambience variables affect the amount of money people spend for the purchase.

Archana Kumar (2010) said that the customer behavior towards single-brand clothing marketers by employing Russell model. In addition to the conventional store ambience stimuli of ambient cues, design cues, social cues, this article introduced trade in cues as a stimulus within the single-brand clothing retail shop. It is also integrated both affective cognitive evaluations as customers interior states. The consequence of motivation on approach-avoidance behaviors was mediated by these interior states. This researcher also implemented the concept of store as brand which was evaluated to identify the merchandise carried by the store to be a single holistic entity.

Hosseini and Jayashree Sreenivasan(2014) said that ambience predilection is deeply impact by environment image. The store proportions have major impact to be focus for consumers to the store. Though, ambience of store can only magnetize consumers if the final anticipation of the previous is satisfied, and then the customers does not experience a incongruity among their prospect. Singh Priyanka et al (2014) stated that Retail Shoppability is the ability of the retail ambience to translate customers stipulate into purchase. It is making customers needs significant in specific retail setting & turning shoppers into buyer. The primary inspiration to study store image has been to examine the store layout & store ambience as a forecaster of store performance customer behavior.

Levy M and Weitz B.A e(2001) examines that the customer behavior will also influenced by the store ambience. Customer perception towards store ambience will be more increase from the customer purchase decisions.

Barry Berman and Joel R Evans(1995) said that the environment stimuli or Height of building fundamentals into four types: the Color of the building of Surrounding Stores the peripheral of the store, *i.e.*, the design and layout variables, and Size of building general interior of purchase and decoration variables.

This research have been intended to examine the communal influence of all main environmental variables like lighting of store, layout and display of store at particular spot in occasion. Hence Research turn into yet additional helpful mainly for the background of a rising state like Chennai , which have barely any investigate data accessible resting on the stated material.

### 3. OBJECTIVES

This study aims to know the consumer Purchase Intention in Chennai towards the purchase of apparel based on the store ambience . The objectives of the study are

- a) To Analyses the major impact of Store Layout/ Display of consumer Purchase Intention on apparel in Chennai
- b) To examine the impact of Store Lighting on consumer Purchase Intention on Apparel in Chennai

### 4. VARIOUS FACTORS INFLUENCING ON STORE ATMOSPHERE

#### Consumer Purchase Intention

Fashion clothing has a short product lifespan. Purchase intensions of customers influenced largely by store atmosphere visual display social factors and celebrity endorsements. Consumer purchase intention that will influence buying behavior activities . Researchers examines eagerness of consumers to stay extra time in the store, convey excellent idle talk about the store, purchase additional in the outlook and re-purchase in future .

#### Store display and layout

Layout and display of Store are attractive into deliberation when marketers expect to manipulate customer behavior on encouraging ways. Consumer view towards layout/ display will impact the consumers value awareness. The worth awareness has a burly collision on consumer. Layout and display of store design are contributes to two fourth of market sales.

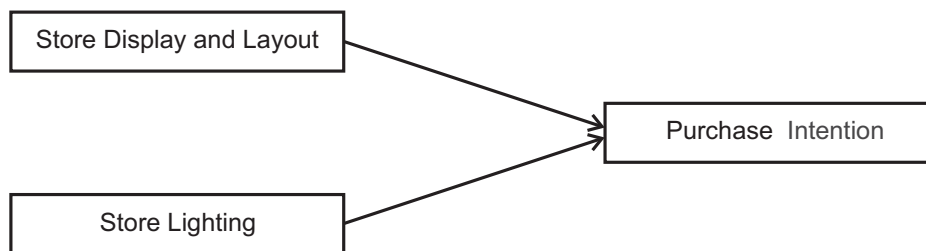
#### Store Lighting

Lighting is one of the major feature of store ambience that has better collision on customer behavior and also when the ambience is dazzling, consumers are more expected to view and feel the products in the environment of the store

### 5. RESEARCH METHODOLOGY

#### Conceptual Framework

**Source :** Riaz Hussainl and Mazhar Alil (2015), Effect of Store Atmosphere on Consumer Purchase Intention, IJM S.



**Figure 1**

The structure on top projected support to give out the base in the study. Reason of this research is toward observe how layout and display , lighting affect consumer Purchase intention. The structure contain two independent variable which are lighting, layout/ display. In the meantime, one dependent variable is purchase intention.

## Data Analysis

Primary and Secondary data collection method were implemented. Primary statistics was composed with apply of designed questionnaires Five point Likert scale will be used in the study. The research was carry out among 100 customers to identify the factors influencing on store atmosphere towards apparel.

Reliability test was accomplished to determine the size interior uniformity. Data from the survey was examined with the Statistical Package for Social Science.

## Reliability Statistic

Reliability tool will be guarantee during satisfactory standards of Cronbach's alpha. The Table. 1 explain the review of dependability figures meant for two independent variables (store display and layout and store lighting), dependent variable (Purchase intension). Reliability is 0.922 which is very good.

**Table 1**  
**Reliability Statistics for two Independent variable and one Dependent variable**

<i>Variables</i>	<i>No. of Items</i>	<i>Cronbach's Alpha</i>
Store Display and layout	5	.857
Store Lighting	5	.804
Purchase Intension	5	.732
Overall Reliability	15	.922

## 6. DATA ANALYSIS AND INTERPRETATION

### Multiple Linear Regression

**Table 2**  
**Model Summary**

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.832 <sup>a</sup>	.692	.686	1.495

a. Predictors : (Constant), lighting , display/layout

**Table 3**  
**ANOVA<sup>b</sup>**

<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Regression	487.873	2	243.937	109.103	.000 <sup>a</sup>
1 Residual	216.877	97	2.236		
Total	704.750	99			

a. Predictors: (Constant), lighting , display/layout

b. Dependent Variable: purchase intension

### Interpretation

Multiple Linear Regression (MLR) method use stride go into regression method was consequently carry out in SPSS. The Table 2 illustrate the multiple regression model review and more than fit numbers. The adjusted R<sup>2</sup> of the representation 0.686 with R<sup>2</sup> value of 0 .692 so as to way the linear regression give details is 69.2 % of the variance in the information.

The Table 3 denotes that F-test is extremely significant, therefore it shows that there is a significant association between the variables in the representation. The Table 4 explain the linear regression guess counting the interrupt and the levels of significance. Independent variables are store display/layout, Store lighting are significant.

**Table 4**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
	(Constant)	.490	.538	.911		.365
1	Display/layout	.687	.111	.633	6.196	.000
	Lighting	.136	.061	.228	2.230	.028

<sup>a</sup> Dependent Variable: purchase intension

## 7. CONCLUSION

The main purpose of carry out this research was to recognize the collision of environmental variables on the customer purchase intention towards store of Chennai. Previous researchers have been carry out on these variables, but typically conducted North region. This study conducted specifically in Chennai. This study inspected the influencing of, lighting, display and layout on purchase intention of customers.

Based on this research, we suggested to the marketers and retailers that they must take into account the Lighting. The display of the products should be made fitting for consumers to discover and feel good. Store Retailers should take into deliberation the ambience display and layout so the customers are confident and unprovoked to visit for a second time. Appropriate lighting is recommend for able to seen of the attires to customers.

Further study will be directed to gather the answer from customers throughout quantitative in addition to qualitative investigate to recognize extra concerning the impact of these erratic based scheduled for the customer purchase intention. Particularly study was limited to Chennai state. Study will be able to extensive to other regions to find the similarities or differences across regions.

## 8. REFERENCES

- [1] Berman, Barry, and Evans, Joel R., *Retail management: A Strategic Approach*, 6<sup>th</sup> ed, Prentice-Hall, Inc, Englewood Cliffs, NJ, 1995, pp 36-38
- [2] Bitner, James C. W., & Barnes, J. Measuring the prototypical and meaning of retail environments, *Journal of Retailing*, 1992, pp 194-220.
- [3] Donovan Robert J, Store Atmosphere: An Environmental Psychology Approach. *Journal of Retailing*. 1982, vol58, pp. 34-56
- [4] Hosseini Zohre & Sreenivasan Jayashree, Influence of the Store Ambiance on customers Behavior –Apparel Stores in Malaysia, *International Journal of Business and Managements*. Vol 9, Nov 2014, pp 62-65
- [5] Kotler Philip, Atmospherics as a marketing tool. *Journal of Retailing*, 1973-1974, vol 49 pp.48–55
- [6] Kumar Archana, The Effect of Store Environment on consumer Evaluations and Behavior toward single-Brand Apparel Retailers, *Trace : Tennessee Research and Creative Exchange*. Aug 2010, pp 97-157
- [7] Kumudha A & Jocelyn Jennifer J, A Study on the atmospheric Elements of an Apparel Outlet and It’s Impact on Women during their Shopping, *Tirpude’s National Journal of Business Research*, 2014, pp 52-58.

- [8] Levy, M & Weitz, B.A. . *Retailing management*, 8<sup>th</sup> ed, McGraw-Hill, IRWIN 2001. pp 122-123
- [9] Rahmat Madjid , The influence Store Atmosphere Toward Customer Emotions and Purchase Decisions International. *Journal of Humanities and Social Science Inventions*, Dec 2014, pp.11-19
- [10] Singh Priyanka, Katiyar Neha, Verma Gaurav, Retail Shoppability : The Impact of Store Atmospherics and Store Layout on Consumer Buying Patterns. *International Journal of Scientific & Technology Research*, Vol 3, Aug 2014, pp15-23.
- [11] Turley L W and Milliman Ronald, Atmospheric Effects on shopping Behavior: A Review of the Experimental Evidence, *Elsevier Journals*, 2000, pp 193-211.
- [12] Wakefield, K.L and Basker.J , Excitement at the Mall: Determinants and Effects on Shopping Response. *Journal of Retailing*,1998, pp .515-39.