The Impact Of Store Environment On Buying Decision Of Customers  
In Retail Setting  
1 Dharma Teja, 2 Dr..M.Kishore Babu  

Abstract  

Extent literature suggests that retail environmental characteristic influence on decision making. The store environment that influence the customer perception and attitude towards stores. Mainly the store environment depends on Layout, Place (Locality), Lights, Music position of the products & Sales persons. The apparel of the store has influence on consumer decision making. This type of research design used in this study was exploratory by using qualitative research focused on identifying store environment attitudes and image by a selected group of consumers. The several hypotheses were significant as proposed except for a few which were not significant. By applying primary research methodology we can observe the moments of customers decision making on store environment.  

Keywords: Store atmospherics, in-store marketing, store layout, path data, customer movement, customer behaviour, impulse buying, store retail.  

Introduction  

In-store marketing is a relatively largely studied subject within the marketing literature and it is widely accepted that the correct combination of store layout and store environment factors performs as a critical determinant in the consumer’s mind-set in choosing a store, and also posits a strong influence on shopping behaviour inside the store and is an active thrust for impulse purchases. The “marketing researchers have come to the realization that if consumers are influenced by physical stimuli experienced at the point of purchase, then, the practice of creating influential atmospheres should be an important marketing strategy for most exchange environments”.  

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Bitner (1990) phrased it even more radically, stating that atmospheric planning can be the cause or divider between a business’ success and failure. The objective of this study is to explore the objective of the study are a guide for researches and readers to know what the researches need to do. Objective is written by either beginning with an action verb or an infinitive. To identify possible problems encountered with the present system, and hence it partially serves a commercial purpose, yet it comes with an academic offset. This study is also important from an academic point of view, because attempts to shed light upon in-store customer behaviour in regards to store layout, shopping paths, attention capturing and store atmospherics have mainly taken place in grocery store, clothing store and mall settings.  

Big bazaar stores are a part of a nationwide co-operative retail chain S-Group, yet this particular study takes place in a Vijayawada location and a store, Big bazaar. Under the contemplation of this study are in Andhra Pradesh in-store premises and the company’s actual customers, who were reached within the store premises at the times of their self-engaged shopping trips. Vijayawada is a relatively large retail and home improvement store with 140000m2 floor space and about 35 000 different product items in its assortment. It provides employment for roughly 500 staff members, the number extending up to 600 during summer season peaks. Annual turnover sets at around 15000000 rs, and a vague distribution of sales derived from different product categories. The concept of Wednesday Bazaar was promoted as (Cheapest Day of the Week). Initiated in January 2007, the idea behind this scheme was to draw customers to stores on Wednesdays, the day when consumer presence is usually less. According to the chain, the aim of the concept was to give homemakers the power to save the most. Big Bazaar Pvt., Ltd operates a hypermarket that offers fashion and general merchandise such as home furnishings, utensils, crockery, cutlery, sports goods, electronics, toys,
footwear, men's and women's apparel, accessories such as sunglasses, watches, and handbags, luggage, fruits, vegetables, and stationary products. The company sells its products through its retail stores located nationwide. Big Bazaar Pvt., Ltd was founded in 2001 and is based in Mumbai, India. The company operates as a subsidiary of Future Retail Limited.

Table 1: Segments and profits of big bazaar:

<table>
<thead>
<tr>
<th>Shopper type</th>
<th>Total share</th>
<th>Female</th>
<th>Male</th>
<th>Accompanied</th>
<th>Alone</th>
<th>New format</th>
<th>Old format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-meditated</td>
<td>22.71</td>
<td>21.21</td>
<td>23.87</td>
<td>20.37</td>
<td>25.32</td>
<td>19.87</td>
<td>31.37</td>
</tr>
<tr>
<td>Economizing</td>
<td>15.22</td>
<td>14.33</td>
<td>15.91</td>
<td>16.93</td>
<td>13.30</td>
<td>17.15</td>
<td>9.31</td>
</tr>
<tr>
<td>Seeking support</td>
<td>13.16</td>
<td>14.60</td>
<td>12.04</td>
<td>18.76</td>
<td>6.91</td>
<td>13.94</td>
<td>10.78</td>
</tr>
<tr>
<td>Recreational</td>
<td>7.31</td>
<td>6.06</td>
<td>7.96</td>
<td>5.96</td>
<td>8.44</td>
<td>7.85</td>
<td>4.90</td>
</tr>
</tbody>
</table>

Although above Table presents exact numeral data of shopper types in a study, it is utilized within this study to provide solely a general overview of shopper types, sex ratios among the types and whether these types are normally shopping alone or accompanied. As shown in, hurried, list driven and pre-decided. Maneuvering the store happened straightforwardly with specific racks and product areas targeted. Leaving the store as soon as possible was also found to be a common nominator within the group. The third largest shopper group was the economizing shoppers (17.15%). Themes such as bargain seeking, budget consciousness, and discount seeking and price consciousness were brought about when observing the group. The economizers observed merchandise which offered discount, went straight to discount section and even asked personnel for discounts. The fourth main category was the support seekers (13.94%), who were affected by the store ambience, consultative on personnel and indecisive with purchases. In regards to orientation in the store, the support seekers sought personnel immediately after entering the store, without independently strolling around. The second smallest group was the low information seekers (10.58%), which showed two types of shoppers within the category, who were either customers who were familiar with the store and moved around comfortably. The smallest identified shopper type was the recreational shoppers (7.85%), seeking ambience, browsing, being expressive in their behavior and impulsive in their purchases.

(1) Capturing the attention of shoppers in order to differentiate products.

(2) Reminding the shoppers of previous and ongoing marketing communications stimuli.

(3) Informing consumers about products attributes.

(4) Creating images of positive associations and

(5) Persuading consumers towards impulse purchases.

Research methodology:

From the foregoing discussions on literature review, inference and research structure, this study intends to explore the relationship among every variable in practical context, so as to acknowledge the relationship among shopping environment of retail store, customers Valuation, customer emotional response and customer behavioral response. To Test the hypotheses proposed and involved in developing and administering a questionnaire to a convenience sample of consumers, then assessing
the reliability of the scales employed, and conducting a path analysis model to examine impulse buying and store environment behaviors among respondent

**Objectives of study**

The objective of the study is a guide for researches and readers to know what the researches need to do. These usually follow the chronological sequence of the statement of the problem and its specific questions.
1. To study the **impact of communication** used for the customer attention
2. To determine the **impact of product displaying** to attract the customers
3. To determine the influence of **lighting and layouts** on consumer retail decision
4. To identify the impact of **store environment** on buying decision.
5. To identify possible problems encountered with the present system and offer recommendations

**Review of literature**

Vahid Reza Mirabi, Ebrahim Samiey (2015). Extant literature suggests that retail environmental characteristics or store atmospherics influence consumers’ current store behavior, and future store patronage decisions. Store environment has been found to influence consumers’ perceived image of and attitude toward a store. So, the objective of this study was to investigate factors influencing store environment perception in chain stores of Iran. The results show that music, light, layout, color and sales persons have a positive impact on positive effect of the store environment. And among these factors sales person factor has greater impact on positive effect of the customers than other factors. The retail shoppability as the ability of the retail environment to translate consumer demand into purchase with the various determinants for it as store layout, navigation, product profilation and presentation, defining the shopping attitude i.e intentions for store entry and purchase. This has led to an explosion in the number of products available in many retail channels. Stevens (1980) stated retailer have claimed that they have influenced customer’s buying behavior by manipulating store atmospheric via layout, color, lighting and music.

Priyanka Singh, Neha Katiyar, Gaurav Verma (2014). The retail shoppability as the ability of the retail environment to translate consumer demand into purchase with the various determinants for it as store layout, navigation, product profilation and presentation, defining the shopping attitude intentions for store entry and purchase but retailers believe stocking more products means selling more products. Store Environment the atmospheric as a competitive tool in an attract and maintain a specific target market especially where product and price differences are nominal. From retailers’ point of view, store atmosphere is designed to create a buying environment that produces specific psychological effects on buyers to enhance the probability of purchasing. Viewed from shoppers’ perspective, store atmosphere represents bases on which consumers form their perception of the store surroundings.

The findings from the study indicate: All store atmospheric factors, have significant impact on customer approach behaviors. 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. This reveals that the design factor of a store is the biggest environment factor that impacts customer approach behaviors; its power of influence and interpretation are significantly higher than others.

As researchers began to focus on the behavioral dimensions of impulse buying they moved away from viewing impulse buying as an unplanned purchase. Rook and Hoch state the growing consensus among researchers when they suggest that defining impulse buying as unplanned is neither a sufficient condition nor a necessary condition for construal as an impulse purchase, since consumers clearly use store layout as external memory aid. In fact, consumers may plan impulse buys. Rook discusses situations wherein consumers have occasionally described how they plan to go on impulse buying excursions. Rook suggests impulse buying occurs: when a consumer experiences a sudden, often persistent urge to buy something immediately. The impulse to buy is hedonically complex and
may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences.

Amel GRAA, Maachou DANI-ELKEBIR, Mohamed BENSAID (2014). The results of this study indicate that environmental factors influence impulse behavior in the food store among Algerian shoppers in different manners; atmospheric factors appears to be a significant factor, to promote impulse buying retailers should create a store environment where the negative perceptions of impulse are reduced, stores should have highly legible environment and implement steps to promote shopping efficiency. This implies that marketers and retailers need to design shopping environment that reduce the expected shopping difficulties of their target consumers. It is important to understand that shoppers have varying types and amounts of product and store knowledge, which may affect their navigational search strategies.

Mohamad Saad, Madiha Metawie. Studying consumer behaviors in developing countries (e.g., Egypt) adds more insights to our understanding for such behaviors. Egypt started major economic reform operation since 1990s. Such reforms are accompanied by a rapidly growing middle class in Egypt, especially in major cities. Such increase in middle-class consumers creates a very attractive market for international firms because they are increasingly exposed to Western products and lifestyles through the media. Accordingly, because of the increasingly important role of international business and the growing interest in cultural differences in consumer behavior, it is necessary to examine consumer behaviors in general and consumer buying behaviors in particular in developing countries.

Umair Akra, et all (2016). Rook defines impulse purchase as a buying that occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. Similarly define it as a sudden purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task. According to impulse buying is the purchase of an item with least deliberation under the influence of a sudden and powerful urge. Impulsive behavior is irresistibly arousing but less deliberative as compared to planned purchasing conducts found that coupons together with low cost vouchers, shop show, commercials and promotions, behaviors of store staff and promoting value were substantial determinants of impulsive buying.

External factors specific to a person, for example their socioeconomic status, gender, lifestyle, and family background additionally have effect on their impulse buying behavior. Consumers who're single, of a low socio-financial status, materialistic and/or female tend to exhibit impulse buying. In the eyes of Chang yet at all the consumers with more positive emotional reactions towards the store atmosphere are more inclined towards impulsive purchases.

Research problems and questions: The driving factors of this study deal with retail store’s atmospheric stimuli, the layout especially and finding out the components that entice the customers to proceed along the store premises. Furthermore, the ultimate goal is to discover the most effective points of sale, which areas of the store get the most trafficked and what other factors might possibly come about, that effect the completion and the course of the shopping trip. Therefore, the main research problem is: -How do the store environment factors affect customers’ shopping behaviour in retail context?

The assisting research problems are: - How friendly do you find the employees of this store? - What factors will you consider while buying merchandise? - What comes first to your mind when you think of the department store? - Whether store choice behavior depends on store atmospherics?

Methodology

From the foregoing discussions on literature review, inference and research structure, this study intends to explore the relationship among every variable in practical context, so as to acknowledge the relationship among shopping environment of retail store, customers Valuation, customer emotional response and customer behavioral response . To Test the hypotheses proposed and involved in developing and administering a questionnaire to a convenience sample of consumers, then assessing the reliability of the scales
employed, and conducting a path analysis model to examine impulse buying and store environment behaviors among respondents.

**Sample Technique**

In the questionnaire design, all parts except basic personal data applied sampling method technique, with a closed form of structured questionnaire. The contents included different parts: The first part was demographic data, including customer’s name, gender, and age. The second part was likert and gutman scale questions and the store atmosphere measurement of chain store hypermarket. The data was collected from the mega stores in rural area of and mall intercept technique was used to collect data on study variables. The reason behind the collection of data from these malls are because they are standing at most populated areas where people can easily purchase and make impulse buying due to their atmosphere and environment impact of the stores. The data was collected through self administered questionnaire process.

**Methodology and Approach:**
For this study, two types of Sources of data used, one is primary sources and another one is secondary sources.

**Primary Data:** In these primary sources the data collected from individuals, who are visiting the retail stores.

**Secondary Data:** In these secondary sources the data collected from various resources like books, journals and magazines, articles.

Sample of about 310 members is to be taken and preparing a questionnaire in structure type. Most of questions based on 5 point Likert scale and two point Guttman scale to conduct survey on that and finding solutions for the problem in that 160 are males and 140 are females who visited retail stores in Vijayawada.

**Sampling method:**

**Population of the Study**
Population for this study can be identified as the retail consumers located in the city of Vijayawada.

Assumption: As the information provided by the one of the retail organised store (Big bazaar) the retail consumers visited to big bazaar is 35000 population per month. In that 3000-5000 population are regular consumers.

**Sample Design**
A sample design is the framework or road map that serves as the basis of sample selection. The sample for the study was respondents are retail consumers located in Vijayawada city.

**Sampling Frame**
All the retail consumers of different age group are taken as the sample frame for this study.

**Sampling Unit**
Sample unit identified for this study are retail consumers of different occupations and age groups.

**Sampling Technique**
In this study convenient sampling technique on the basis of geographical location was adopted for data collection. To ensure randomness in the sample 300 unit respondents were chosen as mentioned above.

**Sample size**
In this study totally 300 retail consumers

**Data Collection:**
The data collection process focused on retail consumer between different age group with a structured and self-administered questionnaire. Below sections provide the process of scale adoption.

**Hypotheses of the study:**

**Study 1:** Hypothesis H0: There is no influence of communication used by employee on customer attention based on age.

Hypothesis H1: There is influence of communication used by employee on customer attention based on age
It is evident from the above table the significant test between the communications used by the employee on the customer attention based on age is 0.003 while less than 0.05 so the null H0 is rejected & H1 is accepted.

Study 2: Hypothesis H0: There is no influence of communication used by employee on customer attention based on gender.

Hypothesis H1: There is influence of communication used by employee on customer attention based on gender.

It is evident from the above table the significant test between the communications used by the employee on the customer attention based on gender is 0.000 while less than 0.05 so the null H0 is rejected & H1 is accepted.

Study 3: Hypothesis H0: There is no influence of a impact of product displaying on attracting the customers based on age.

Hypothesis H1: There is influence of a impact of product displaying on attracting the customers based on age.

Inference: It is evident from the above table the significant test between the impact of product displaying on attracting the customers based on age is 0.000 while less than 0.05 so the null H0 is rejected & H1 is accepted.

Data collecting:

The field data of this study was gathered with a one data collecting method direct observation of customer movement. The data will be collected from the different kind of retailing stores mainly from Big bazaar. The mall intercept technique was used to collect data on study variables. The reason behind the collection of data from these malls are because they are standing at most populated areas where people can easily purchase and make impulse buying due to their atmosphere and environment of the stores.

Primary data may be collected either through observation or through direct communication with respondents in one form. Questionnaire Method in this method a questionnaire is mailed or directly approach to the person concerned with a request to answer the questions and return the questionnaire.

Data analysis:

In field studies, which comprise of information congregated abreast by both interviewing and observing study subjects, the analyzing of information occurs along the entire process of conducting the research, instead of strictly in a certain phase of the research. According to Shahid Rasheed (2015) volume - 2 part of the analyzing process is revising the research problems, concepts and attributes in the field. Moreover, the researcher constructs analysis of the phenomena occurring in the field during the process of gathering information or even before it, either systematically or implicitly Shahid Rasheed (2015) volume - 2. This occurred partially conducting this study withal, as the researcher had paid three visits to the store deliberately assessing the store atmosphere, layout and point-of-purchase displays before the actual field study phase had taken place. Hence, it can be said analysis at a vague level had already commenced as the research problems were yet to be composed to their final form. Madiha Metawie (2015) emphasize that the method of analysis needs to be of such type that induces answers to the existing research problems the most efficaciously. Relative to this study, the most suitable method of analysis was thematic analysis, amassing the larger themes derived from the interviewed and observed information, and categorizing the results in specific themes. The theoretical framework of this study divides into three major topics (store atmosphere, store layout, impulse buying), yet intertwining into an unified larger entirety of in-store marketing within a stores retail complex, making thematic analysis an applicable method of analysis for this particular study.

Analysis:

Table 2: Reliability Statistics
Cronbach's Alpha

<table>
<thead>
<tr>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.835</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

Validity implies precise and exact results acquired from the data collected. In technical terms, a measure can lead to proper and correct conclusions to be drawn from the sample that is generalizable to the entire population. The chi square test has approved in reliability test.

Hypothetical analysis:

Chi-square Test is used for testing the hypothesis

1. Age by how friendly you find the employees of this store

Table 3: Chi-Square Tests

<table>
<thead>
<tr>
<th>Hypothesis A: The following hypothesis tests whether there is a impact of communication used by employee on customer attention based on age.</th>
<th>Hypothesis B: The following hypothesis tests whether there is a impact of communication used by employee on customer attention based on gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>Likelihood Ratio</td>
</tr>
<tr>
<td>161.674\textsuperscript{a}</td>
<td>126.630</td>
</tr>
</tbody>
</table>

Hypothesis A: The following hypothesis tests whether there is a impact of communication used by employee on customer attention based on age.

Hypothesis H0: There is no influence of communication used by employee on customer attention based on age.

Hypothesis H1: There is influence of communication used by employee on customer attention based on age.

It is evident from the above table the significant test between the communication used by the employee on the customer attention based on age is 0.003 while less than 0.05 so the null H0 is rejected & H1 is accepted.

Table 4: Chi-Square Tests
It is evident from the above table the significant test between the communication used by the employee on the customer attention based on gender is 0.000 while less than 0.05 so the null H0 is rejected & H1 is accepted.

**Table 5: Chi square test**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>72.476</td>
<td>3</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>75.193</td>
<td>3</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>56.948</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hypothesis A: The following hypothesis tests whether there is a impact of product displaying on attracting the customers based on age.

Hypothesis H0: There is no influence of a impact of product displaying on attracting the customers based on age.

Hypothesis H1: There is influence of a impact of product displaying on attracting the customers based on age.

Inference: It is evident from the above table the significant test between the impact of product displaying on attracting the customers based on age is 0.000 while less than 0.05 so the null H0 is rejected & H1 is accepted.

**Table 6: Chi square test**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>82.077</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>94.486</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>13.576</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hypothesis B: The following hypothesis tests whether there is a impact of product displaying on attracting the customers based on gender.

Hypothesis H0: There is no influence of a impact of product displaying on attracting the customers based on gender.

Hypothesis H1: There is influence of a impact of product displaying on attracting the customers based on gender.

It is evident from the above table the significant test between the impact of product displaying on attracting the customers based on gender is 0.001 while less than 0.05 so the null H0 is rejected & H1 is accepted.

**Table 7: Chi-Square Tests**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>129.638</td>
<td>96</td>
<td>.000</td>
</tr>
</tbody>
</table>
Hypothesis A: The following hypothesis tests whether there is an impact of lighting & layouts on customer retail decision based on age.

Hypothesis H0: There is no influence of there is an impact of lighting & layouts on customer retail decision based on age.

Hypothesis H1: There is influence of there is an impact of lighting & layouts on customer retail decision based on age.

It is evident from the above table the significant test between there is an impact of lighting & layouts on customer retail decision based on age is 0.001 while less than 0.05 so the null H0 is rejected & H1 is accepted.

Table 8: chi square test

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>116.269</td>
<td>72</td>
<td>.001</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>137.421</td>
<td>72</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>6.824</td>
<td>1</td>
<td>.002</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hypothesis B: The following hypothesis tests whether there is an impact of lighting & layouts on customer retail decision based on gender.

Hypothesis H0: There is no influence of there is an impact of lighting & layouts on customer retail decision based on gender.

Hypothesis H1: There is influence of there is an impact of lighting & layouts on customer retail decision based on gender.

It is evident from the above table the significant test between there is an impact of lighting & layouts on customer retail decision based on gender is 0.002 while less than 0.05 so the null H0 is rejected & H1 is accepted.

Table 9: Chi-Square Tests
Hypothesis A: The following hypothesis tests whether the store environment influence the buying decision of customers based on age.

Hypothesis H0: There is no influence of the store environment influence the buying decision of customers based on age.

Hypothesis H1: There is influence of the store environment influence the buying decision of customers based on age.

It is evident from the above table the significant test between there is a impact of lighting & layouts on customer retail decision based on gender is 0.001 while less than 0.05 so the null H0 is rejected & H1 is accepted.

Table 10: Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>22.085a</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>23.469</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>11.95</td>
<td>1</td>
<td>0.001</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hypothesis B: The following hypothesis tests whether the store environment influence the buying decision of customers based on gender.

Hypothesis H0: There is no influence of the store environment influence the buying decision of customers based on gender.

Hypothesis H1: There is influence of the store environment influence the buying decision of customers based on gender.

It is evident from the above table the significant test between there is a impact of lighting & layouts on customer retail decision based on gender is 0.001 while less than 0.05 so the null H0 is rejected & H1 is accepted.

Findings

- Of the total 300 respondents among which 85 respondents who perceive that 28.3% strongly agree. 151 respondents who perceive that 50.3% are agree. 52 respondents who perceive that 17.3% are neutral .5 respondents who perceive the 1.7% is disagree. 7 respondents who perceive that 2.3% are strongly disagree with store locations.
- Of the total 300 respondents among which 34 respondents who perceive that 11.3% strongly agree. 209 respondents who perceive that 69.7% are agree. 49 respondents who perceive that 16.3% are neutral .8 respondents who perceive the 2.7% are disagree with the wide range of products in stores.
• Of the total 300 respondents among which 58 respondents who perceive that 19.3% strongly agree. 179 respondents who perceive that 59.7% are agree. 54 respondents who perceive that 18.0% are neutral. 9 respondents who perceive the 3.0% are disagree with the information provided by the staff regarding the merchandise.

• STORE ATMOSPHERICS: This factor has emerged as a most important determinant of research. The Major element of this factor includes window display and temperature etc.

• STORE LAYOUT/STORE DESIGN: This factor has emerged as the second most important determinant of research. The Major element of this factor includes planned interior design and parking's.

• CUSTOMER SERVICE: This factor emerged as the important determinants of research. The Major elements consisting this factor include employee knowledge about the product prompt service and individual attention. This study shows that prompt service & employee knowledge affects the customer’s buying pattern.

• COMPETITIVE PRICING: This factor has emerged as the effective determinants of research. The elements consisting this factor include point of sale & point of purchase and competitive category. This study reveals that proper signage on respective gondola and on merchandise category help customers as silent sales assistants.

• MERCHANDISE: This factor has emerged as a relevant factor of research. The Major elements of this factor include visual merchandise, product price.

• RELIABILITY: This factor has also emerged as an important finding of research. Element of this factor is to provide service at the time promises. It affects the purchase decision.

Conclusion:

The aim of this study was to investigate factors influencing the customer environment perception in chain stores. The proposed hypotheses were tested using SPSS software path coefficients of all hypotheses were statistically significant in the predicted direction and all hypotheses were supported.

The results shed light upon the store atmospherics’ effect on customers’ purchase behavior and general perceptions about the store. The conclusions in this chapter a bridge the results, provide managerial implications and suggest theoretical insertions with fresh insight into hyper store retailing sector to contribute to the existing marketing literature which generally portrays different business sectors (i.e. grocery stores, malls, clothing stores, department stores). The research questions are answered commensurate with the imparted theoretical framework. Furthermore, in the hope of providing practicable solutions for hyper store retailers.

As customers often interpret a service employee’s affective delivery as part of the service itself, customers hold expectations about service employee’s display of positive emotion. Given the impact of employee displayed emotion on customer emotion and perceptions, such social element requires increased managerial emphasis on hiring talented and qualified frontline employees with lively, courteous, cheerful, and extroverted personalities, which should be included as criteria within the employee selection process. Results show positive emotions evoked during consumption have an important relationship to customer satisfaction. This is consistent with past research, suggesting positive consumption emotions will exert a positive influence on satisfaction of the consumers. Therefore, it is important for retailers to offer consumers the appropriate store environments and to develop strategies to better understand consumers’ situations. Managers need to recognize the overwhelming benefits derived from paying particular attention to service environments in differentiating themselves from competitors.

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