

WEAVING A WEB BASED ON STORE-ATMOSPHERICS IN CONTEXT TO INDIAN APPAREL RETAIL MARKET

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Abstract : The store atmosphere reflects the overall image of the organization and thereby, influence consumer behaviour individually (Bitner 1992). As per the detailed information, it can be concluded that the main focus of the study is to established theory related to atmospheric cues and their effect on purchase intention or probability and measure different cues and their explanatory power in relation to the purchase intention for apparel, accessories, and shoes. In addition to this, the study also explores the inter-relation between the individual unknown variables and the global extent. To analysis the atmosphere of apparel retail market, it can be said that store atmosphere reflects the overall image of the organization and thereby, influence consumer behaviour individually (Bitner 1992). IndexTerms –Atmospherics, Music, Light, Apparel.

I. INTRODUCTION

With the intensification of the competition in the retail market, managers have always had to move beyond a product focus based on customer experience (Puccinelli et al., 2009). Also, with the proliferation of retail outlets along with the product offerings, a revolution has been viewed beyond the augmented product (Kotler, 1974). Donovan and Rossiter (1982) applied arousal, pleasure, and dominance model conducted by Mehrabian and Russell (1974) in retail settings, in the belief that analyzing retail space according to the dimensions could predict effectively the customer behaviour (Crowley, 1993). A crucial dimension of retail internalization is represented by operating networks of physical stores. The store atmosphere reflects the overall image of the organization and thereby, influence consumer behaviour individually (Bitner 1992). A tangible representation or image of a service organization and its services is created by the physical environment (Baker, Berry, & Parsuraman, 1988). Furthermore, the stores can provoke feelings of either happiness or irritation. However, it becomes crucial for the retail stores to create a positive in-store environment, as this can easily increase the money spent and the consumer's time (Spies et al., 1997). Thus, lighting, music, scent, colours and flooring indirectly excite the senses of shoppers (Berman & Evans, 1998). Moreover, according to the ACP Connections, only 83% of all the in-store communications appeal to one sense, which is the eyes, and only 17% are left to cater to the remaining four senses. 75% of the consumer's emotions are influenced by the smell, and 65% mood change chance when exposed to the positive sounds. It is hence found that the retailers use the sight as a sense to attract maximum consumers into their stores, but envisage the consumer's experience when smell, sound, and touch are added to the in-store environment (ACP Connections). This paper thereby focuses on the variety of factors and commences with the objective of detail background on the store atmospherics, atmospheric elements and its influence on the consumer buying behaviour. With the advancement in the retailing scenario in India, there is a change in terms of experience value, comfort and consumer learning. This change is evident from the growing trends of the organized retailing in India, which is constantly rising. There is a positive sign for the organized retailing due to emerging conditions, although the share of the unorganised retailing is quite high. Thus, these emerging retailing conditions have thereby put both the shoppers and the retailers in a flux with no clear idea as to what might extend the value addition in the long run (Sinha & Banerjee, 2004). The interaction of the consumers during the shopping experience (Sarel, 1996) forms the matter of concern in India for the retailers, because of the burgeoning retailing conditions. Therefore, by minimising the cost, efforts and time, the evaluation of the consumer's perception of atmospheric cues can enhance customer value, craft retail store images and increase the performance, in attracting and retaining the new customers. Thus, the researchers have highlighted the significance of the relationship between the consumer behaviour and the retail environment.

II. LITERATURE REVIEW

With the intensification of the competition in the retail market, managers have always had to move beyond a product focus based on customer experience (Puccinelli et al., 2009). Also, with the proliferation of retail outlets along with the product offerings, a revolution has been viewed beyond the augmented product (Kotler, 1974). Donovan and Rossiter (1982) applied arousal, pleasure, and dominance model conducted by Mehrabian and Russell (1974) in retail settings, in the belief that analyzing retail space according to the dimensions could predict effectively the customer behavior (Crowley, 1993). A crucial dimension of retail internalization is represented by operating networks of physical stores. The store atmosphere reflects the overall image of the organization and thereby, influence consumer behavior individually (Bitner 1992). A tangible representation or image of a service organization and its services is created by the physical environment (Baker, Berry, & Parsuraman, 1988). Furthermore, the stores can provoke feelings of either happiness or irritation. However, it becomes crucial for the retail stores to create a positive in-store environment, as this can easily increase the money spent and the consumer's time (Spies et al., 1997). Thus, lighting, music, scent, colors and flooring indirectly excite the senses of shoppers (Berman & Evans, 1998). Moreover, according to the ACP Connections, only 83% of all the in-store communications appeal to one sense, which is the eyes, and only 17% are left to cater to the remaining four senses. 75% of the consumer's emotions are influenced by the smell, and 65% mood change chance when exposed to the positive sounds. It is hence found that the retailers use the sight as a sense to attract maximum consumers into their stores, but envisage the consumer's experience when smell, sound, and touch are added to the in-store environment (ACP Connections). This paper thereby focuses on the variety of factors and commences with the objective of detail background on the store atmospherics, atmospheric elements and its influence on the consumer buying behavior. With the advancement in the retailing scenario in India, there is a change in terms of experience value, comfort and consumer learning. This change is evident from the growing trends of the organized retailing in India, which is constantly rising. There is a positive sign for the organized retailing due to emerging conditions, although the share of the unorganized retailing is quite high. Thus, these emerging retailing conditions have thereby put both the shoppers and the retailers in a flux with no clear idea as to what might extend the value addition in the long run (Sinha & Banerjee, 2004). The interaction of the consumers during the shopping experience (Sarel, 1996) forms the matter of concern in India for the retailers, because of the burgeoning retailing conditions. Therefore, by minimizing the cost, efforts and time, the evaluation of the consumer's perception of atmospheric cues can enhance customer value, craft retail store images and increase the performance, in attracting and retaining the new customers. Thus, the researchers have highlighted the significance of the relationship between the consumer behavior and the retail environment.

STORE ATMOSPHERICS

Atmospherics when referring to a retail store relates to the ambience and aesthetics of a store. The aesthetic appeal such as the color, lighting, music, crowding, fragrance, the arrangement of products on store windows and storefront exhibits the store atmosphere and has a vital role to play in influencing buyers' perception and assessment of the store (Chebat and Sirgy, 2010). In the marketing literature, various studies have analyzed the atmospheric impact of stores on shopping behaviors of buyers (Kotler, 1973; Yalch & Spangenberg, 1990; Areni and Kim, 1994; Sherman et al., 1997, Turley and Milliman, 2000). Mehrabian and Russell (1974) have suggested a framework which has been dominating this field of literature so far. The model which emerges from Environmental Psychology is a stimulus-organism-response (S-O-R) model used to describe and predict the influence of environmental variables on emotional states of people and sequentially their behavior. Subsequently, there has been an intensified interest that arose for investigation of the role of buyers' sentiments to understand the impact of atmospherics on the patterns of behavior that the buyers exhibit. Various studies such as (example, Sherman and Smith, 1986; Baker et al., 1992; Sherman et al., 1997; Dawson et al., 1990; Tai and Fung, 1997) have used this model as a foundation for assessing the influence of store atmospherics on purchase intentions.

There have been various studies that have also been done to track the impact of store atmospherics on impulsive buying decisions. Mohan et al. (2013) conducted a study to assess the impact of four features of store environment (music, employee, light and layout) and two other features (impulse buying tendency and shopping enjoyment tendency) on impulse purchasing behavior. A structured questionnaire was distributed to gather responses from 733 respondents in a mall. The survey was conducted in a mall in Chennai (South India). Using a structural model examined with AMOS, the authors discovered that the store environment positively induced impulse buying behavior. A study by Mattila&Wirtz (2008) aimed to explore the impact of environmentally induced stimulation in influencing unplanned buying behavior. Field study in various retail outlets in Singapore was done as a part of this study wherein a wide range of outlets ranging from small cosmetic shops to high-end furniture stores were targeted. The research established that environmental design variables tend to increase buyer stimulation which has a positive impact on impulse purchases. Thus, it can be instituted based on these studies that various variables of store atmosphere positively influence the impulsive purchase decision of the customers visiting the retail stores.

Another common theme based on which various studies have been developed is the impact of sensory information from store atmospherics on cognitive or affective states. This, in turn, is thought to be capable of altering shopping behaviors (Grossbart et al., 1990). To better understand the manner in which the store atmospherics impact shopper behavior, it is essential to acknowledge the mood and emotions of the buyers while shopping in a particular store. Mood fluctuations are experienced in almost every shopping encounter and could have a notable impact on customer purchase behavior (Swinyard, 1993). A consumer's emotion and mood states are considered situational variables which influences his or her inclination to buy (Belk, 1975). There have been various studies supporting the impact of retail atmospherics on consumer purchase behavior mediated by moods and emotions (Donovan and Rossiter, 1982; Baker et al., 1992; Sherman et al., 1997; Fiore et al., 2000; Yalch and Spangenberg, 2000; Dennis et al., 2010; Ferreira and Oliveira Castro, 2011; Morrison et al., 2011). Thus, the literature sufficiently supports the active role of atmospherics in influencing the purchase behaviors of shoppers. A mediating role of moods and emotions has also been identified as an influencer in the relationship between atmospherics and purchase intentions.

STIMULUS FOR SHOPPING FROM THE RESPONDENTS' PERSPECTIVE

The customers choose to visit certain stores while they ignore certain others, even when various such stores have similar products to sell. Various factors stimulate such decisions to stick to a particular retail store such as the name of the store, store atmospherics, the visible popularity of the store, and consumer expectations of the merchandise variety (Turley and Milliman, 2000). Concerning the external stimulus, flowers and landscaping, in particular, were found to generate positive emotional reactions in the customers belonging to both genders (Haviland-Jones et al. 2005; Bengman et al. 2012; Mower et al. 2012; Spence et al. 2014). In this regard, the literature also unveils that the tree plantations integrated within the retail settings are potent enough to render pleasurable and therapeutic experiences for customers. They are also likely to enhance customer perceptions of retailers, product sales and store footfall for the merchants (Joye et al. 2010). Store window displays are also increasingly being used to shape consumer perceptions of store/brand which consequently have an impact on the store entry decisions (Park et al., 1989; Edwards and Shackley, 1992; Sen et al., 2002).

Concerning the influence of layouts and designs of the retail store outlets on consumer purchase behavior, Juel-Jacobsen (2015) asserted that adequately defined policies of urban retail designs are significant for the retail managers particularly for the supermarkets and super retail markets. As per Lewison (1994) the store design impacts both the shopping climate and shopping conduct of shoppers visiting the store. A very well-planned store layout can add to a positive shopping environment, which results in the sort of shopping conduct a retailer would want to accomplish. However, as of now, loads of stores still aim to expand based on conventional and repetitious designs for their store format, resulting in much obsolete store designs (Juel-Jacobsen, 2015). Another relevant store layout aspect that should be considered by the retailers is the allotment of the right products to the right shelves. Effective space allocation management for shelves of a retail store does not only reduces the financial perils related to the

empty product counters, but it can also drive higher customer satisfaction and an enhanced consumer relationship (Fancher, 1991). More importantly, it can have a notable positive influence on product sales (Hwang et al., 2005).

EMOTIONAL STATE OF SHOPPERS

Mehrabian and Russell's (1974) proposed a model outlining three situation based predictors of emotions, i.e. pleasure, arousal, and dominance (PAD). It is considered to be one of the most suitable frameworks when any research is conducted with the intent of capturing the emotional reactions of consumers to environmental stimuli (Richins, 1997). Russell (1989) proposed that the dimensions of arousal and pleasure can appropriately represent the spectrum of emotions exhibited in against the environmental stimuli. Taking into account this proposal, many conventional retailing studies have used only pleasure and arousal dimensions to assess the spectrum of emotional responses of the customers (e.g. Eroglu et al., 2001). However, dominance is also an imperative part of the model as the consumers need to be in greater control when choosing and concocting product related information to decide to purchase. Soodan and Pandey (2016) studied to analyze the relevant emotions in consumer's purchase decision relating to FMCG products. They conducted a factor analysis on the survey data gathered in north India to assess the role of emotions in purchases of FMCG products. The results of their study confirmed that shopping emotions are important predictors of consumer purchase intention.

Cheng et al. (2009) studied to analyze the effect of atmospheric factors such as music and color in physical stores on consumer's purchase intent. They concluded that both color and music cause a significant impact on respondents' emotional responses. More specifically, participants felt more pleasant and aroused under warm color conditions and fast music than the customers who were exposed to an atmosphere having cool colors and slow music. The exterior atmosphere of a retail outlet, its interior atmosphere, shop layout, and internal decoration are the components of atmospherics using which the retail shops can generate pleasure, passion, and a sense of freedom or dominance when the consumers are in a retail store. The atmosphere in retail outlets triggers various emotions in a shopper, who is then stimulated to increase or curb his spending (Mowen and Minor, 2001). Madjid (2014) conducted a study to explore and examine the impact caused by store atmospherics on the emotions and purchase decisions of a consumer. They used a self-structured questionnaire for the collection of relevant data. The study population for this research were the customers in the supermarket Mega MatahariKendari, and 100 respondents were taken as a sample for the same. Structural Equation Modeling (SEM) was used to analyze the collected data. Research results established that a better store atmosphere has a significant positive influence on customer emotions and purchase intent. Hence, customer emotions have a significant positive impact on consumer purchase intent. Also, customer emotions act as a mediator in the relationship between the purchase decisions and store atmospherics.

BEHAVIORAL RESPONSE OF THE SHOPPERS

The three emotional states that have been discussed in the previous section direct and mediate the impact of the atmospherics on consumer response which triggers behavior either represented by taking an approach or a decision to avoid. For instance, consumers responding positively will prefer an environment wherein they can look around and communicate with other individuals present in a retail store. It will cause better performance and consumer satisfaction (Mehrabian & Russell 1974). Personal features such as the mood states have been shown to be affected by atmospherics. A highly arousing atmosphere will likely impact a person in a fatigued and anxious state differently an individual who was all relaxed and calm when he/she entered a retail store (Gardner 1985). Further, the people who are sensitive about time are more likely to be affected by a crowded store than those who are less time sensitive (Harrell & Hutt 1976).

Baker (1987) emphasized that the atmospherics, such as the music, fragrance or space are not likely to lead to sales conversions when they are merely meeting the expectations of the customers. Also, an extreme atmospheric element, such as the store temperature which is either very high or very low can cause an avoidance behavior in the retail shoppers. There could be

irregularities to this belief when the extreme levels may influence consumer behavior positively, for instance, the scent of bread drawing more customers to a bakery (Baker 1987).

From the reviewed literature in this section, it can be seen that most of the studies revolve around the establishment of the impact of store atmospherics on consumer purchase behavior. Considering this, the literature also supports the presence of a mediating effect of emotions and mood in influencing the relationship between store atmospherics and consumer purchase behavior, but, the same in the context of India has been studied to a significantly lesser extent. Notably, there are only a few studies that have tried to explore this relationship in the context of the Indian economy. Hence, the present study intends to assess the same. Further, it was also seen that the existing literature conducted in this respect also fails to address the impact of atmospherics on consumer purchase behavior concerning the apparel retail outlets. More or large, randomly, the customers visiting the malls were contacted for most studies conducted previously. This study will thus bring specificity to this domain of research by considering only the customers who visit the apparel stores. Last but not the least, the reviewed literature has mostly established the relationship between atmospherics and consumer behavior, but, the specific atmospheric cues which are likely to influence a customer's purchase intent more than the others have been highlighted previously to a significantly lower extent. Hence, the present study attempts to bridge these research gaps by attempting to identify the specific environmental cues that are more likely to influence the customer's decision to purchase in the context of the apparel industry of India. Based on the identified information, in this study, a model will be conceptualized based on which the retailers might be able to identify the specific atmospheric cues which are more important for improving customer loyalty and ensuring increased footfall. No such model has been seen to exist based on the previous researches reviewed. The information pertaining to consumer purchase intent is essential for effective store revenue management. Thus, the present study is likely to provide meaningful insights to the retailers in general and the researchers belonging to this domain of research.

III. RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research approach reflects the styles which are totally based on the various research principles and belief that helps the researcher to make the right framework and execution of the plan in a proper way. Also, to analyze the store-atmospherics of the retail market in India, a deductive research approach that is quantitative has been used by the researcher (Kysel, Kristek, Moczo, Csicsay, Cipciar & Srbecky, 2014, May). The deductive research approach is the best fit for collecting the data in secondary methods with the help of modelling tools for making an adequate comparison between the factors that influence the consumers to purchase intention and buying decision.

RESEARCH DESIGN

The whole research is based on primary and secondary data analysis, therefore this research has been conducted on descriptive research design for cumulating the facts and information by making the in-depth study and referring various articles in an effective manner (Karaveli, Soytaş & Akinoglu, 2015). In addition to this, a model has been prepared by the researcher to determine the store attributes and their relevance in the store selection process in consumers. The study includes structured questions wherein the response options are predetermined with the use of Likert-scale and involve substantial sample respondents. The primary data is collected through close-ended questionnaires that helps in identifying exterior stimulus based on store design, display and ambience of the store. Further, the research worked through the data in detail, so as to identify interior stimulus based on question about store ambience, aroma and scents; the design and layout of the store having an impact on the consumers purchase decision; the impact of crowdedness or gathering of more people in the store on consumers; people response in terms of approach and avoidance of the store in light of store atmosphere and factors that involve pleasure, dominance and arousal with respect to store-atmospherics in apparel retail markets in India. Also, the study performs literature exploration and synthesis (secondary data collection) by using the computer and electronic databases on web such as EBSCO, Google Scholar, IEEE, Google Search Engine, NLP literature, online newsletters, existing thesis on this subject and peer reviewed journals on social media analysis and information extraction.

SAMPLING METHOD

In order to make a focus on the sample design, the judgemental sampling method is incorporated by the researcher so that the right modelling approach could be determined (Farfan & Breyer, 2017). Further, the use of Experience-Sampling Method (ESM) also affirmed on describing variations in consumer purchase and buying decision attributing to store atmospherics in the retail apparel market in India. It is used to obtain empirical data on the following types of variables: (a) frequency of purchasing products from the store, social interaction, and changes in-store experience ; (b) frequency, intensity, and patterning of consumer behaviour in purchase decision, i.e., emotional, cognitive, and conative dimensions of knowledge; (c) frequency and patterning of thoughts, including quality and intensity of store ambience, visuals and aura. Also, this selection is executed using a non-statistical approach in including non-probability elements in the sample. Moreover, for the convenient collection of data, a non-statistical approach is incorporated for sampling.

SAMPLE

In gaining a better understanding and pe on the associated factors and impact of store-atmosphere on retail apparel retail market of India a sample size is 500 respondents as they were considered to provide sufficient input to ascertain findings. For the pilot study, the sample size is around 125.

INSTRUMENT DEVELOPMENT

Survey is a branch that involves applied statistics of survey methodology and human research surveys, studies the sampling of individual units from a population and associated techniques of survey data collection, such as methods for improving the number and questionnaire construction, also accuracy of responses is inferred in the conducted surveys. This data analysis based on store-atmospherics in Indian apparel retail market is executed via a survey instrument developed by adapting existing scales selected from the literature review. In addition to this, by examining the parameters of degree of organized retail, store attributes, store selection and purchase patterns attributing to store atmospherics methods are used by the researcher. Moreover the presence of other factors such as exterior and interior stimulus, the approach and avoidance behaviour of consumers and the impact of situational factors such as task definition, perceived risk, social surroundings, physical surroundings and temporal aspects on retail marketing decisions with respect to apparel. Interaction and interactivity are considered as an influential factor by scholars in their research (Sedig, Parsons, & Babanski, 2012). Also, the focus on customer experience has advanced, a greater realization of the richness and complexity of this experience has become apparent. Subsequently, the emergence of the sensory marketing approach to enhancing customer experience has occurred (Ganda, 2012; Hulten, 2011). Among the other factors observed to affect apparel retail marketing is store atmospherics as a remarkable influence on shopper purchase decision and buying behaviour. A growing body of affirmations indicates that modern consumers engage with sensory marketing and an experience economy (Summers, & Hebert, 2001). Middleton (2002) also reported about a reference on more stimulating versus a tranquil shopping environment likely is a factor of the shoppers' ages. Based on the reviewed literature, the predictor variables were identified as interactivity, store atmospherics, and shopping enjoyment. Owing to the above concepts applied methodology would aid in findings would help the retailers to a better comprehension of the effect concerning store atmosphere variables on consumers retail format choice behaviour in apparel retail market more effective retail marketing strategies for competitive advantage.

IV. DATA ANALYSIS

Missing value analysis

Missing value analysis is used to test whether there is missing values in the dataset. Missing values of more than 5% for any dataset distorts the study results. Hence a missing value analysis is conducted in order to check whether missing values exists in the dataset used. From the following table we can observe that the missing values were not the problem for this data analysis.

Univariate Statistics

	N	Mean	Std. Deviation	Missing		No. of Extremes ^a	
				Count	Percent	Low	High
ES1	125	3.560	1.5523	0	.0	0	0
ES2	125	3.408	1.0633	0	.0	5	0
ES3	125	3.848	1.1574	0	.0	19	0
ES4	125	3.960	1.1873	0	.0	16	0
ES5	125	3.848	1.1917	0	.0	17	0
ES6	125	3.856	1.0679	0	.0	15	0
ES7	125	3.848	1.0705	0	.0	0	0
ES8	125	3.784	1.1885	0	.0	0	0
ES9	125	3.824	1.2119	0	.0	0	0
GIS1	125	3.832	1.1125	0	.0	0	0
GIS2	125	3.808	1.1825	0	.0	0	0
GIS3	125	3.672	1.1898	0	.0	12	0
GIS4	125	3.648	1.2716	0	.0	0	0
GIS5	125	4.000	1.0925	0	.0	13	0
GIS6	125	3.776	1.1207	0	.0	.	.
GIS7	125	3.816	1.1244	0	.0	0	0
GIS8	125	3.792	1.2135	0	.0	0	0
GIS9	125	3.816	1.2007	0	.0	0	0
GIS10	125	3.840	1.1245	0	.0	15	0
GIS11	125	3.888	1.1375	0	.0	17	0
GIS12	125	3.816	1.1457	0	.0	0	0
GIS13	125	3.880	1.1472	0	.0	17	0
GIS14	125	3.736	1.2323	0	.0	0	0
GIS15	125	3.680	1.1331	0	.0	9	0
LDS1	125	3.896	1.3003	0	.0	0	0
LDS2	125	3.904	1.1175	0	.0	18	0
LDS3	125	3.304	1.0413	0	.0	15	0
LDS4	125	3.720	1.2155	0	.0	0	0
LDS5	125	3.672	1.2429	0	.0	14	0
LDS6	125	3.504	1.2928	0	.0	16	0
LDS7	125	4.048	1.0988	0	.0	13	0
PDS1	125	3.832	1.0218	0	.0	.	.
PDS2	125	3.784	1.1541	0	.0	0	0
PDS3	125	3.832	1.1552	0	.0	21	0
PDS4	125	3.784	1.2087	0	.0	0	0
PDS5	125	3.944	1.1451	0	.0	15	0
HS1	125	3.864	1.0028	0	.0	.	.
HS2	125	3.792	1.0947	0	.0	0	0
HS3	125	3.744	1.2437	0	.0	0	0
HS4	125	3.696	1.2522	0	.0	0	0
HS5	125	3.544	1.3350	0	.0	20	0
AAB1	125	3.704	1.2953	0	.0	0	0
AAB2	125	3.528	1.2987	0	.0	18	0

AAB3	125	3.944	1.0799	0	.0	16	0
AAB4	125	3.928	.8815	0	.0	10	0
AAB5	125	3.760	1.1458	0	.0	0	0
AAB6	125	3.600	1.3320	0	.0	0	0
AAB7	125	3.808	1.1757	0	.0	0	0
AAB8	125	3.856	1.1050	0	.0	17	0
PL1	125	3.840	1.1317	0	.0	0	0
PL2	125	3.880	1.1331	0	.0	18	0
PL3	125	3.752	1.0751	0	.0	.	.
AR1	125	3.808	1.2870	0	.0	0	0
AR2	125	3.768	1.0786	0	.0	6	0
AR3	125	3.712	1.2235	0	.0	0	0
DOM1	125	3.672	1.1898	0	.0	12	0
DOM2	125	3.648	1.2716	0	.0	0	0
DOM3	125	4.000	1.0925	0	.0	13	0

a. Number of cases outside the range ($Q1 - 1.5 \cdot IQR$, $Q3 + 1.5 \cdot IQR$).

b. . indicates that the inter-quartile range (IQR) is zero.

Normality

From the following table we can observe that the value of multivariate kurtosis was less than 1.96 for most of the items. But, all the items in the data are said to be normally distributed. So they can be considered for further analysis.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
ES1	125	1.0	5.0	3.560	1.5523	-1.032	.430
ES2	125	1.0	5.0	3.408	1.0633	-.578	.430
ES3	125	1.0	5.0	3.848	1.1574	.609	.430
ES4	125	1.0	5.0	3.960	1.1873	.861	.430
ES5	125	1.0	5.0	3.848	1.1917	1.004	.430
ES6	125	1.0	5.0	3.856	1.0679	1.007	.430
ES7	125	1.0	5.0	3.848	1.0705	.618	.430
ES8	125	1.0	5.0	3.784	1.1885	.372	.430
ES9	125	1.0	5.0	3.824	1.2119	.507	.430
GIS1	125	1.0	5.0	3.832	1.1125	.418	.430
GIS2	125	1.0	5.0	3.808	1.1825	.392	.430
GIS3	125	1.0	5.0	3.672	1.1898	.221	.430
GIS4	125	1.0	5.0	3.648	1.2716	-.328	.430
GIS5	125	1.0	5.0	4.000	1.0925	1.228	.430
GIS6	125	1.0	5.0	3.776	1.1207	.712	.430
GIS7	125	1.0	5.0	3.816	1.1244	.523	.430
GIS8	125	1.0	5.0	3.792	1.2135	.068	.430
GIS9	125	1.0	5.0	3.816	1.2007	.433	.430
GIS10	125	1.0	5.0	3.840	1.1245	1.048	.430
GIS11	125	1.0	5.0	3.888	1.1375	.676	.430
GIS12	125	1.0	5.0	3.816	1.1457	.336	.430

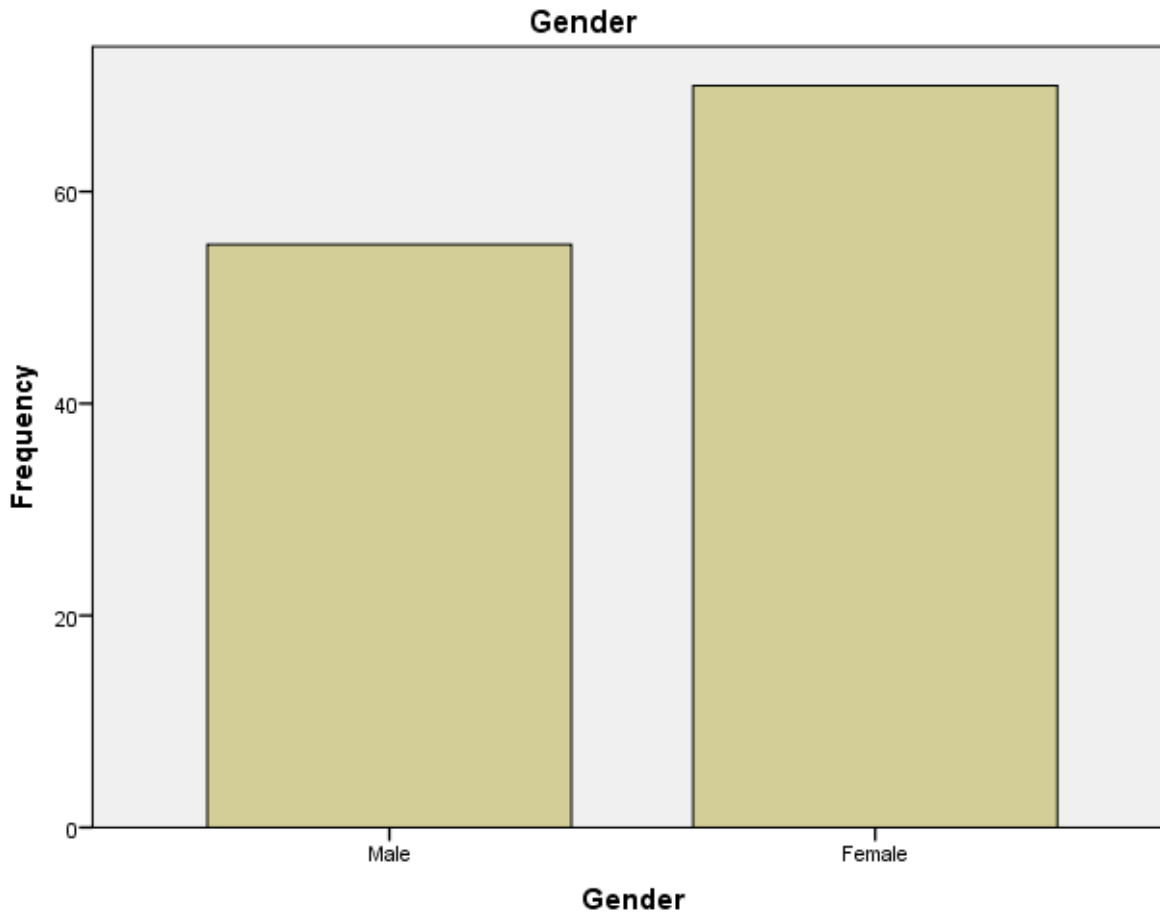
GIS13	125	1.0	5.0	3.880	1.1472	.783	.430
GIS14	125	1.0	5.0	3.736	1.2323	.340	.430
GIS15	125	1.0	5.0	3.680	1.1331	.221	.430
LDS1	125	1.0	5.0	3.896	1.3003	.259	.430
LDS2	125	1.0	5.0	3.904	1.1175	.759	.430
LDS3	125	1.0	4.0	3.304	1.0413	.288	.430
LDS4	125	1.0	5.0	3.720	1.2155	-.180	.430
LDS5	125	1.0	5.0	3.672	1.2429	.060	.430
LDS6	125	1.0	5.0	3.504	1.2928	-.544	.430
LDS7	125	1.0	5.0	4.048	1.0988	1.743	.430
PDS1	125	1.0	5.0	3.832	1.0218	.871	.430
PDS2	125	1.0	5.0	3.784	1.1541	.316	.430
PDS3	125	1.0	5.0	3.832	1.1552	.641	.430
PDS4	125	1.0	5.0	3.784	1.2087	.408	.430
PDS5	125	1.0	5.0	3.944	1.1451	1.002	.430
HS1	125	1.0	5.0	3.864	1.0028	1.154	.430
HS2	125	1.0	5.0	3.792	1.0947	.639	.430
HS3	125	1.0	5.0	3.744	1.2437	-.263	.430
HS4	125	1.0	5.0	3.696	1.2522	.083	.430
HS5	125	1.0	5.0	3.544	1.3350	-.400	.430
AAB1	125	1.0	5.0	3.704	1.2953	-.329	.430
AAB2	125	1.0	5.0	3.528	1.2987	-.366	.430
AAB3	125	1.0	5.0	3.944	1.0799	.987	.430
AAB4	125	1.0	5.0	3.928	.8815	.500	.430
AAB5	125	1.0	5.0	3.760	1.1458	-.017	.430
AAB6	125	1.0	5.0	3.600	1.3320	-.372	.430
AAB7	125	1.0	5.0	3.808	1.1757	.602	.430
AAB8	125	1.0	5.0	3.856	1.1050	.646	.430
PL1	125	1.0	5.0	3.840	1.1317	.707	.430
PL2	125	1.0	5.0	3.880	1.1331	1.003	.430
PL3	125	1.0	5.0	3.752	1.0751	1.278	.430
AR1	125	1.0	5.0	3.808	1.2870	-.010	.430
AR2	125	1.0	5.0	3.768	1.0786	.389	.430
AR3	125	1.0	5.0	3.712	1.2235	-.097	.430
DOM1	125	1.0	5.0	3.672	1.1898	.221	.430
DOM2	125	1.0	5.0	3.648	1.2716	-.328	.430
DOM3	125	1.0	5.0	4.000	1.0925	1.228	.430
Valid N (listwise)	125						

Descriptive statistics

From the following table we can observe that, about 56.0% of the study subjects in this study were females. Following bar chart also shows taller bar corresponding to the same.

Gender

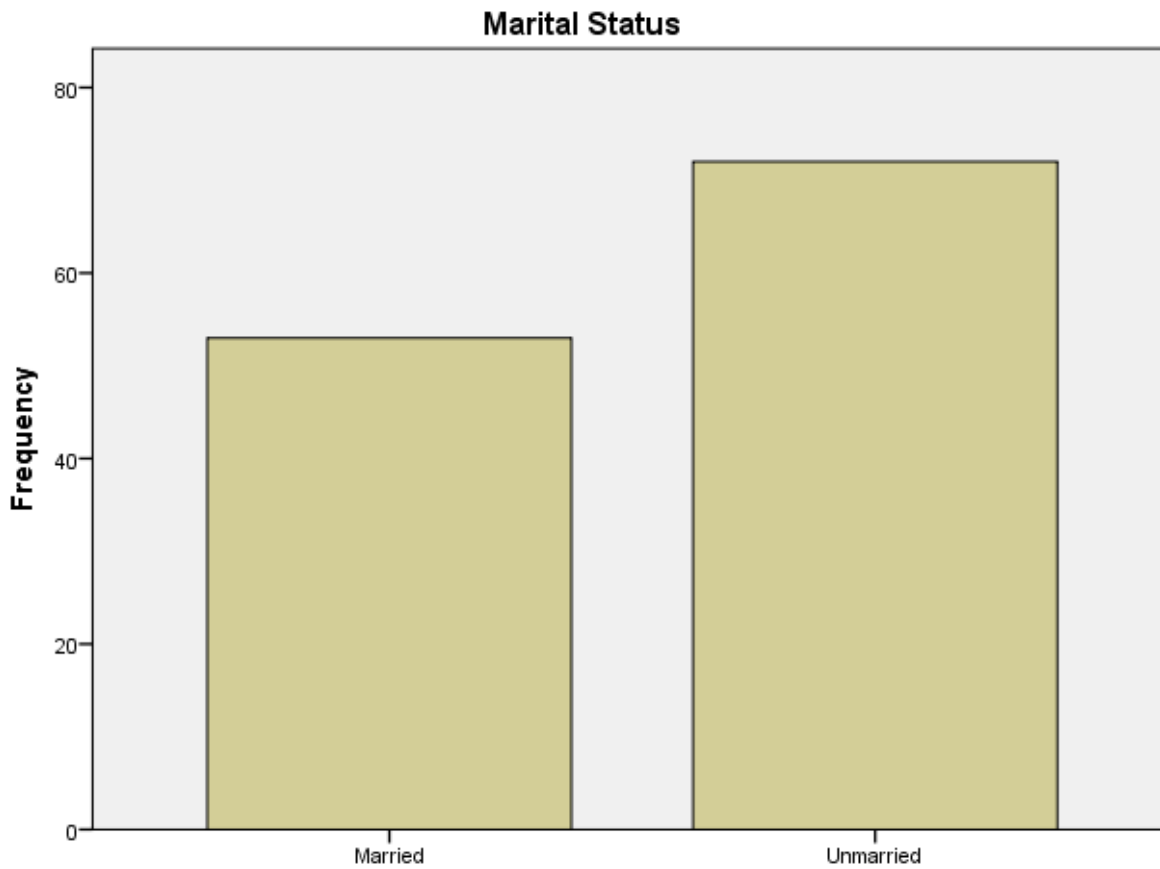
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	55	44.0	44.0	44.0
Valid Female	70	56.0	56.0	100.0
Total	125	100.0	100.0	



From the following table we can observe that, about 57.4% of the study subjects in this study were Unmarried. Following bar chart also shows taller bar corresponding to the same.

Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Married	53	42.4	42.4	42.4
Valid Unmarried	72	57.6	57.6	100.0
Total	125	100.0	100.0	

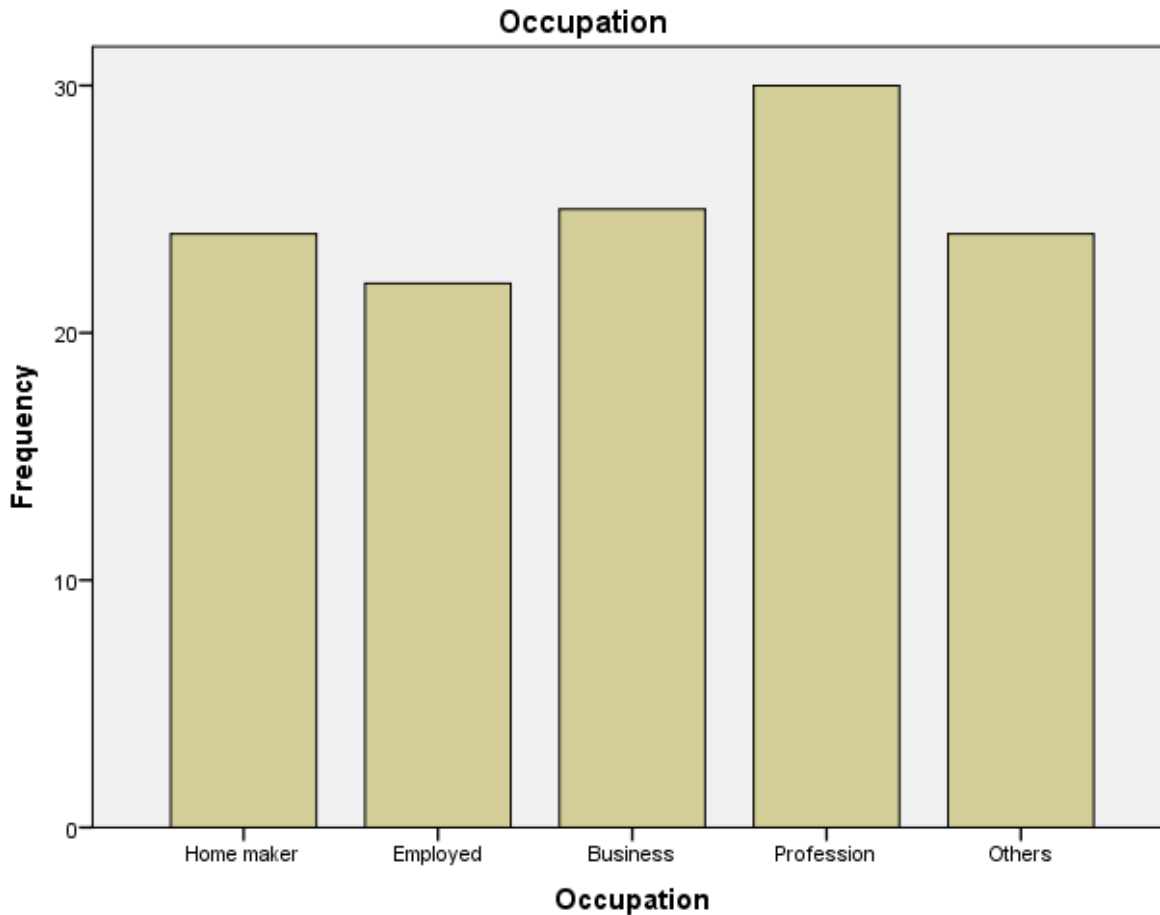


Marital Status

From the following table we can observe that, about 24.0% of the study subjects in this study were professionals. Following bar chart also shows taller bar corresponding to the same.

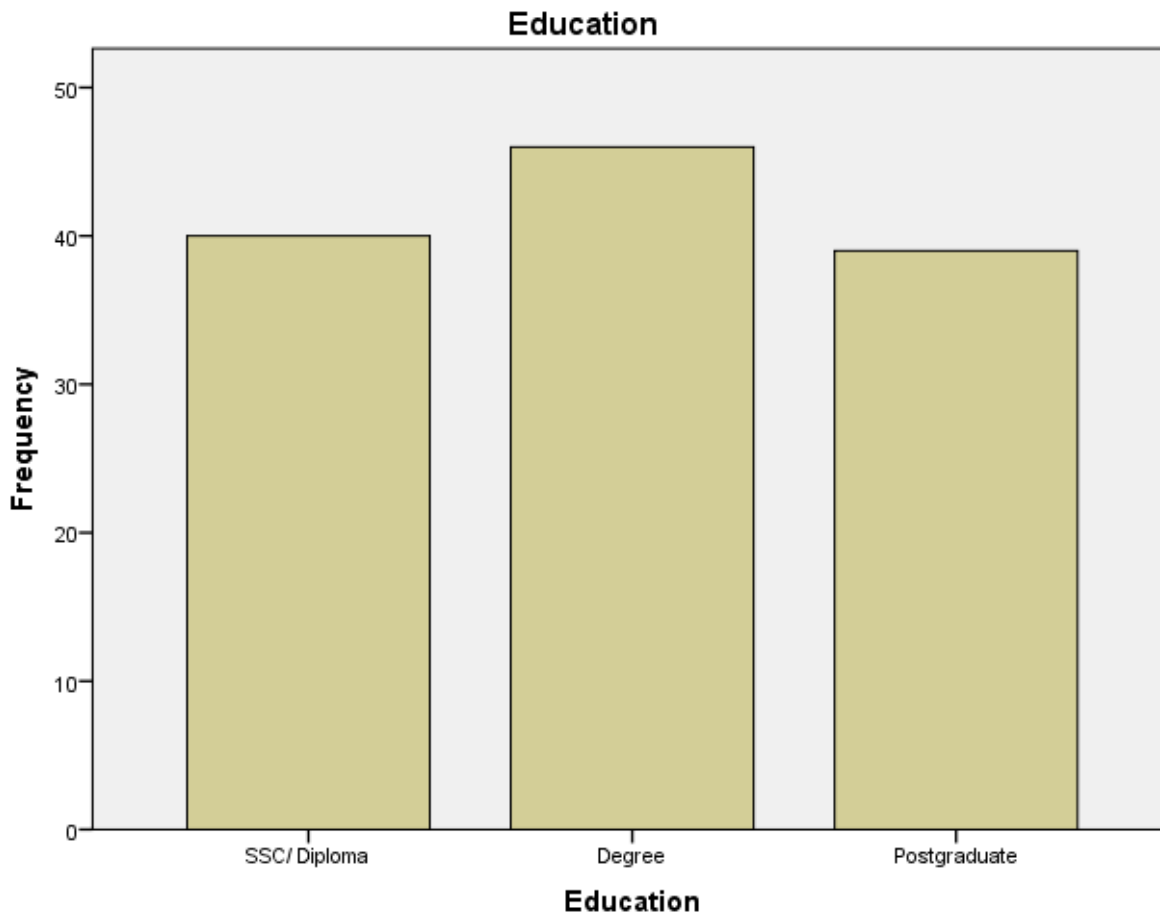
Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Home maker	24	19.2	19.2	19.2
Employed	22	17.6	17.6	36.8
Business	25	20.0	20.0	56.8
Profession	30	24.0	24.0	80.8
Others	24	19.2	19.2	100.0
Total	125	100.0	100.0	



From the following table we can observe that, about 36.8% of the study subjects in this study were educated up to degree. Following bar chart also shows taller bar corresponding to the same.

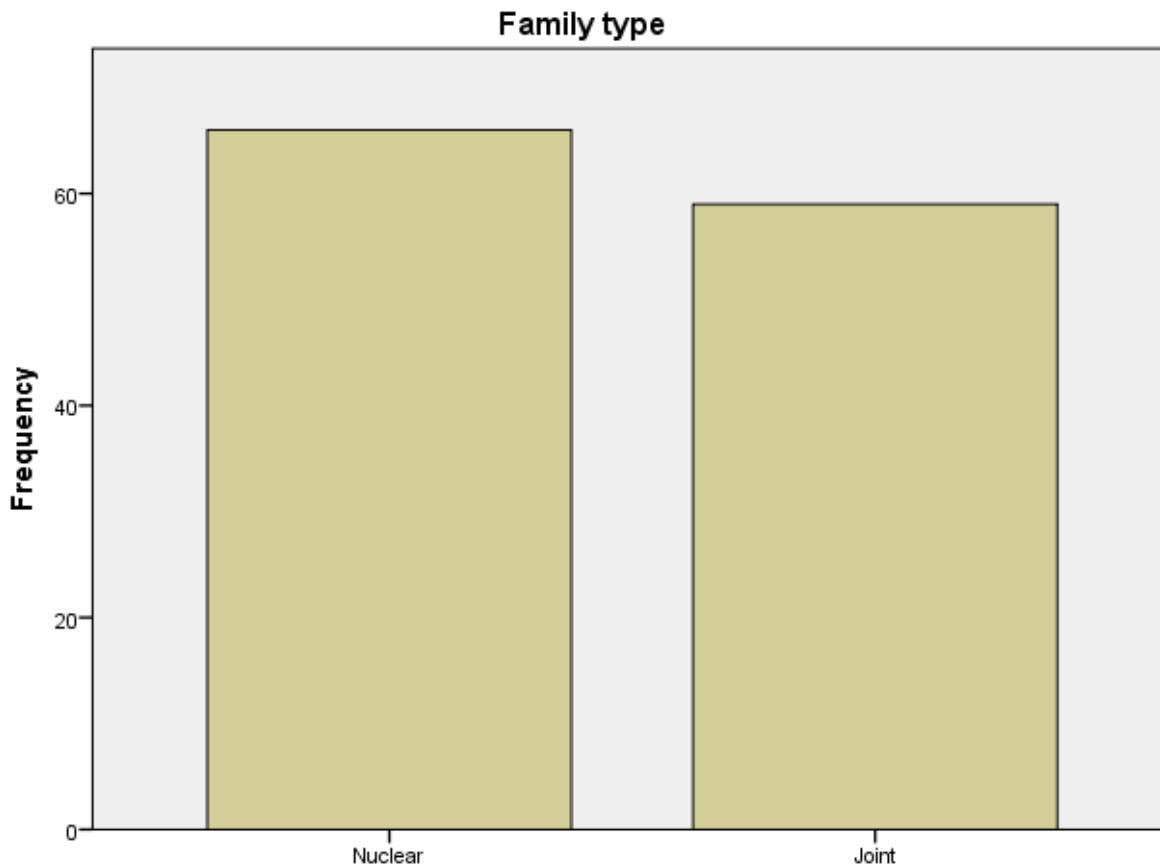
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
SSC/ Diploma	40	32.0	32.0	32.0
Degree	46	36.8	36.8	68.8
Postgraduate	39	31.2	31.2	100.0
Total	125	100.0	100.0	



From the following table we can observe that, about 52.8% of the study subjects in this study belonged to nuclear type of family. Following bar chart also shows taller bar corresponding to the same.

Family type

	Frequency	Percent	Valid Percent	Cumulative Percent
Nuclear	66	52.8	52.8	52.8
Valid Joint	59	47.2	47.2	100.0
Total	125	100.0	100.0	

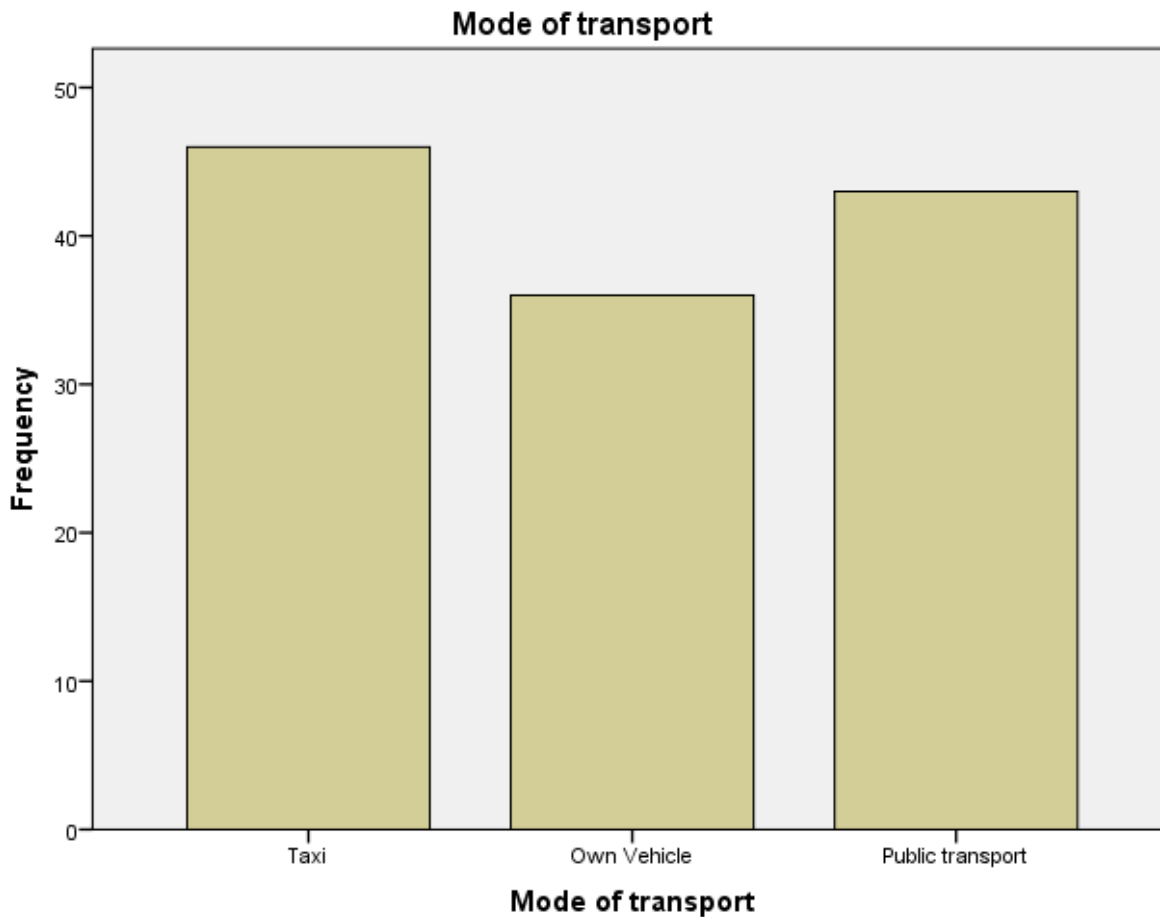


Family type

From the following table we can observe that, about 36.8% of the study subjects in this study were using Taxi as mode of transport. Following bar chart also shows taller bar corresponding to the same.

Mode of transport

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Taxi	46	36.8	36.8	36.8
Valid Own Vehicle	36	28.8	28.8	65.6
Valid Public transport	43	34.4	34.4	100.0
Total	125	100.0	100.0	



From the following table we can observe that, about 51.2% of the study subjects in this study preferred shopping with the family. Following bar chart also shows taller bar corresponding to the same.

You prefer shopping with

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Family	64	51.2	51.2	51.2
Friends	61	48.8	48.8	100.0
Total	125	100.0	100.0	

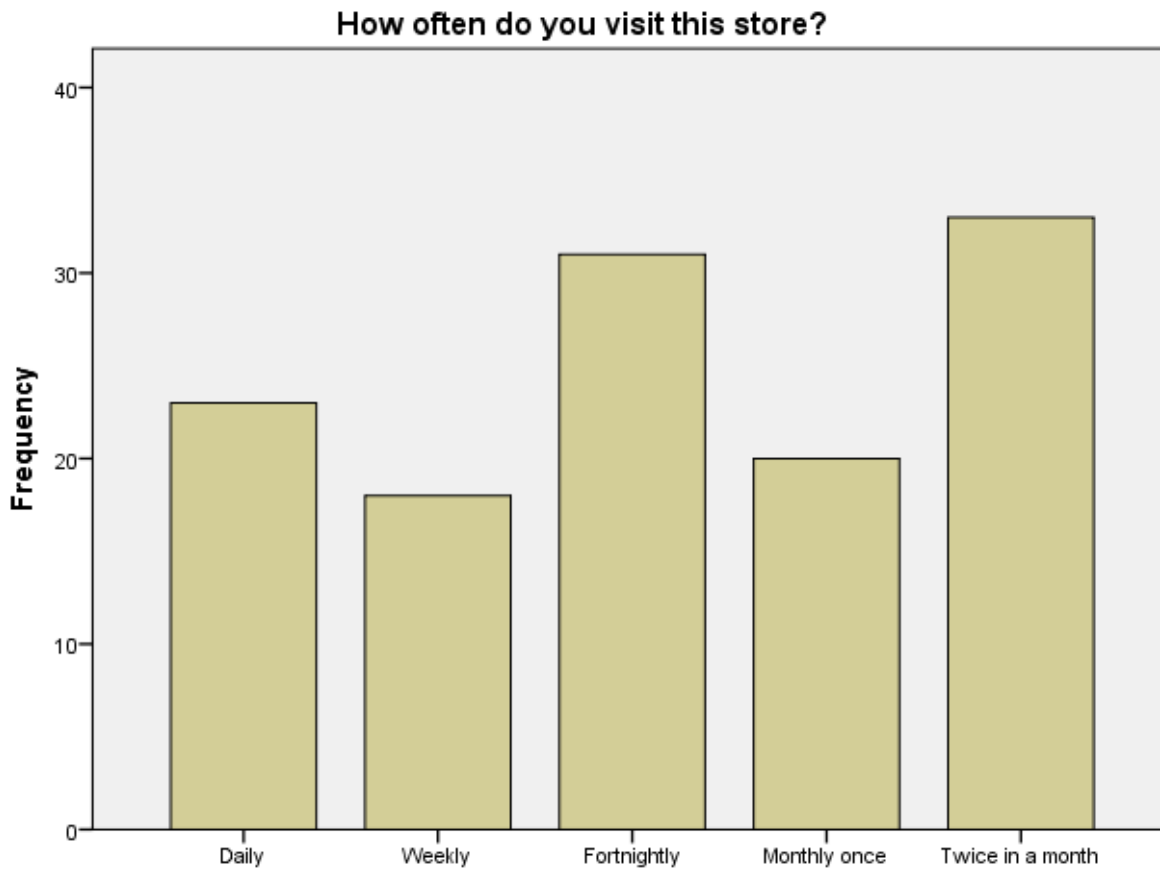


You prefer shopping with

From the following table we can observe that, about 26.4% of the study subjects in this study were visiting this store twice in a month. Following bar chart also shows taller bar corresponding to the same.

How often do you visit this store?

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	23	18.4	18.4	18.4
Weekly	18	14.4	14.4	32.8
Fortnightly	31	24.8	24.8	57.6
Monthly once	20	16.0	16.0	73.6
Twice in a month	33	26.4	26.4	100.0
Total	125	100.0	100.0	

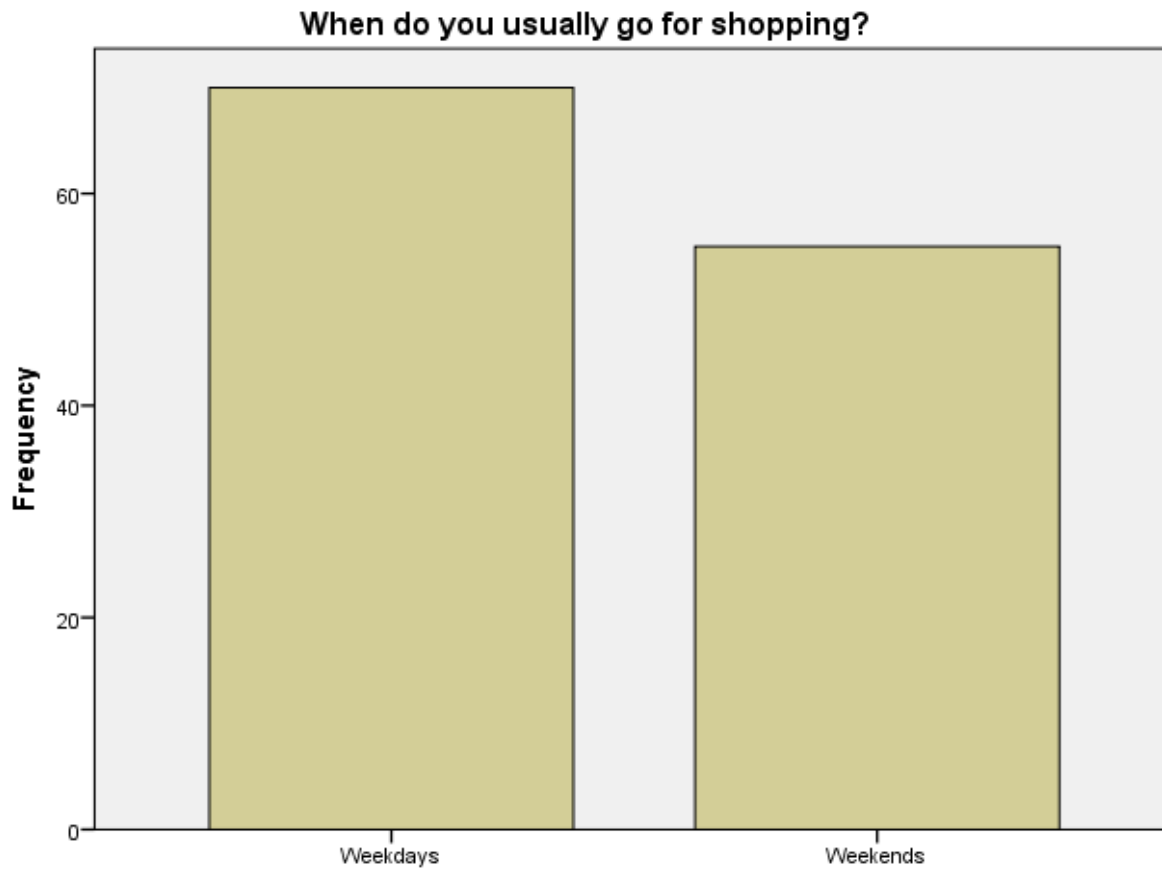


How often do you visit this store?

From the following table we can observe that, about 56.0% of the study subjects in this study usually go for shopping on weekdays. Following bar chart also shows taller bar corresponding to the same.

When do you usually go for shopping?

	Frequency	Percent	Valid Percent	Cumulative Percent
Weekdays	70	56.0	56.0	56.0
Valid Weekends	55	44.0	44.0	100.0
Total	125	100.0	100.0	



When do you usually go for shopping?

From the following table we can observe that, statement “ES4” had a high mean value of 3.96 with a standard deviation of 1.19 and statement “ES2” had a low mean value of 3.41 with a standard deviation of 1.06.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
ES1	125	1.0	5.0	3.560	1.5523	-1.032	.430
ES2	125	1.0	5.0	3.408	1.0633	-.578	.430
ES3	125	1.0	5.0	3.848	1.1574	.609	.430
ES4	125	1.0	5.0	3.960	1.1873	.861	.430
ES5	125	1.0	5.0	3.848	1.1917	1.004	.430
ES6	125	1.0	5.0	3.856	1.0679	1.007	.430
ES7	125	1.0	5.0	3.848	1.0705	.618	.430
ES8	125	1.0	5.0	3.784	1.1885	.372	.430
ES9	125	1.0	5.0	3.824	1.2119	.507	.430
Valid N (listwise)	125						

From the following table we can observe that, statement “GIS5” had a high mean value of 4.0 with a standard deviation of 1.09 and statement “GIS4” had a low mean value of 3.65 with a standard deviation of 1.27.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
GIS1	125	1.0	5.0	3.832	1.1125	.418	.430
GIS2	125	1.0	5.0	3.808	1.1825	.392	.430
GIS3	125	1.0	5.0	3.672	1.1898	.221	.430
GIS4	125	1.0	5.0	3.648	1.2716	-.328	.430
GIS5	125	1.0	5.0	4.000	1.0925	1.228	.430
GIS6	125	1.0	5.0	3.776	1.1207	.712	.430
GIS7	125	1.0	5.0	3.816	1.1244	.523	.430
GIS8	125	1.0	5.0	3.792	1.2135	.068	.430
GIS9	125	1.0	5.0	3.816	1.2007	.433	.430
GIS10	125	1.0	5.0	3.840	1.1245	1.048	.430
GIS11	125	1.0	5.0	3.888	1.1375	.676	.430
GIS12	125	1.0	5.0	3.816	1.1457	.336	.430
GIS13	125	1.0	5.0	3.880	1.1472	.783	.430
GIS14	125	1.0	5.0	3.736	1.2323	.340	.430
GIS15	125	1.0	5.0	3.680	1.1331	.221	.430
Valid N (listwise)	125						

From the following table we can observe that, statement “LDS7” had a high mean value of 4.05 with a standard deviation of 1.1 and statement “LDS6” had a low mean value of 3.5 with a standard deviation of 1.29.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
LDS1	125	1.0	5.0	3.896	1.3003	.259	.430
LDS2	125	1.0	5.0	3.904	1.1175	.759	.430
LDS3	125	1.0	4.0	3.304	1.0413	.288	.430
LDS4	125	1.0	5.0	3.720	1.2155	-.180	.430
LDS5	125	1.0	5.0	3.672	1.2429	.060	.430
LDS6	125	1.0	5.0	3.504	1.2928	-.544	.430
LDS7	125	1.0	5.0	4.048	1.0988	1.743	.430
Valid N (listwise)	125						

From the following table we can observe that, statement “PDS5” had a high mean value of 3.94 with a standard deviation of 1.14 and statement “PDS2” had a low mean value of 3.78 with a standard deviation of 1.15.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
PDS1	125	1.0	5.0	3.832	1.0218	.871	.430
PDS2	125	1.0	5.0	3.784	1.1541	.316	.430
PDS3	125	1.0	5.0	3.832	1.1552	.641	.430
PDS4	125	1.0	5.0	3.784	1.2087	.408	.430
PDS5	125	1.0	5.0	3.944	1.1451	1.002	.430
Valid N (listwise)	125						

From the following table we can observe that, statement “HS1” had a high mean value of 3.86 with a standard deviation of 1.0 and statement “HS5” had a low mean value of 3.54 with a standard deviation of 1.33.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
HS1	125	1.0	5.0	3.864	1.0028	1.154	.430
HS2	125	1.0	5.0	3.792	1.0947	.639	.430
HS3	125	1.0	5.0	3.744	1.2437	-.263	.430
HS4	125	1.0	5.0	3.696	1.2522	.083	.430
HS5	125	1.0	5.0	3.544	1.3350	-.400	.430
Valid N (listwise)	125						

From the following table we can observe that, statement “AAB3” had a high mean value of 3.94 with a standard deviation of 1.08 and statement “AAB2” had a low mean value of 3.53 with a standard deviation of 1.3.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
AAB1	125	1.0	5.0	3.704	1.2953	-.329	.430
AAB2	125	1.0	5.0	3.528	1.2987	-.366	.430
AAB3	125	1.0	5.0	3.944	1.0799	.987	.430
AAB4	125	1.0	5.0	3.928	.8815	.500	.430
AAB5	125	1.0	5.0	3.760	1.1458	-.017	.430
AAB6	125	1.0	5.0	3.600	1.3320	-.372	.430
AAB7	125	1.0	5.0	3.808	1.1757	.602	.430
AAB8	125	1.0	5.0	3.856	1.1050	.646	.430
Valid N (listwise)	125						

From the following table we can observe that, statement “AR1” had a high mean value of 3.81 with a standard deviation of 1.29 and statement “AR3” had a low mean value of 3.71 with a standard deviation of 1.22.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
AR1	125	1.0	5.0	3.808	1.2870	-.010	.430
AR2	125	1.0	5.0	3.768	1.0786	.389	.430
AR3	125	1.0	5.0	3.712	1.2235	-.097	.430
Valid N (listwise)	125						

From the following table we can observe that, statement “DOM3” had a high mean value of 4.0 with a standard deviation of 1.1 and statement “DOM2” had a low mean value of 3.65 with a standard deviation of 1.27.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
DOM1	125	1.0	5.0	3.672	1.1898	.221	.430
DOM2	125	1.0	5.0	3.648	1.2716	-.328	.430
DOM3	125	1.0	5.0	4.000	1.0925	1.228	.430
Valid N (listwise)	125						

Correlations

From the following table we can observe that statement “ES1” had a high correlation coefficients and statement “ES5” had low correlation coefficient and none of the variable had correlation coefficient of more than 0.9 and thus excluding the multicollinearity.

Correlations

	ES1	ES2	ES3	ES4	ES5	ES6	ES7	ES8	ES9
ES1	1								
ES2	.637**	1							
ES3	.681**	.424**	1						
ES4	.546**	.396**	.412**	1					
ES5	.474**	.342**	.275**	.600**	1				
ES6	.394**	.379**	.256**	.294**	.388**	1			
ES7	.406**	.246**	.300**	.205*	.235**	.425**	1		
ES8	.486**	.409**	.310**	.102	.153	.185*	.323**	1	
ES9	.494**	.369**	.337**	.118	.132	.130	.135	.505**	1

From the following table we can observe that statement “GIS1” had a high correlation coefficients and statement “GIS13” had low correlation coefficient and none of the variable had correlation coefficient of more than 0.9 and thus excluding the multicollinearity.

Correlations

	GIS1	GIS2	GIS3	GIS4	GIS5	GIS6	GIS7	GIS8	GIS9	GIS10	GIS11	GIS12	GIS13	GIS14	GIS15
GIS1	1														
GIS2	.478**	1													
GIS3	.190*	.522**	1												
GIS4	.106	.116	.365**	1											
GIS5	.272**	.187	.298**	.157	1										
GIS6	.319**	.314**	.410**	.289**	.586**	1									
GIS7	.375**	.325**	.352**	.383**	.243**	.492**	1								
GIS8	.273**	.275**	.226	.292**	.122	.262**	.480**	1							
GIS9	.285**	.361**	.347**	.295**	.160	.353**	.291**	.444**	1						
GIS10	.365**	.316**	.196*	.124	.184*	.336**	.302**	.094	.384**	1					
GIS11	.285**	.290**	.277**	.257**	.130	.221*	.198*	.135	.127	.263**	1				
GIS12	.216*	.301**	.316**	.365**	.271**	.382**	.186*	.210*	.175	.127	.417**	1			
GIS13	.060	.221*	.367**	.408**	.187	.405**	.314**	.312**	.370**	.123	.027	.339**	1		
GIS14	.220*	.258**	.347**	.414**	.341**	.430**	.419**	.502**	.381**	.179*	.146	.285**	.611**	1	
GIS15	.213*	.255**	.185*	.190*	.241**	.242**	.359**	.309**	.330**	.358**	.235**	.221*	.113	.320**	1

From the following table we can observe that statement “LDS3” had a high correlation coefficients and statement “LDS1” had low correlation coefficient and none of the variable had correlation coefficient of more than 0.9 and thus excluding the multicollinearity.

Correlations

	LDS1	LDS2	LDS3	LDS4	LDS5	LDS6	LDS7
LDS1	1						
LDS2	.304**	1					
LDS3	.095	.614**	1				
LDS4	.247**	.247**	.476**	1			
LDS5	.343**	.331**	.377**	.462**	1		
LDS6	.391**	.296**	.167	.209*	.500**	1	
LDS7	.105	.332**	.340**	.258**	.330**	.238**	1

From the following table we can observe that statement “PDS2” had a high correlation coefficients and statement “PDS5” had low correlation coefficient and none of the variable had correlation coefficient of more than 0.9 and thus excluding the multicollinearity.

Correlations

	PDS1	PDS2	PDS3	PDS4	PDS5
PDS1	1				
PDS2	.502**	1			
PDS3	.317**	.493**	1		
PDS4	.166	.215*	.482**	1	
PDS5	.040	.192*	.334**	.539**	1

From the following table we can observe that statement “HS4” had a high correlation coefficients and statement “HS1” had low correlation coefficient and none of the variable had correlation coefficient of more than 0.9 and thus excluding the multicollinearity.

Correlations

	HS1	HS2	HS3	HS4	HS5
HS1	1				
HS2	.356**	1			
HS3	.243**	.494**	1		
HS4	.121	.195*	.535**	1	
HS5	.122	.249**	.391**	.534**	1

From the following table we can observe that statement “AAB2” had a high correlation coefficients and statement “AAB8” had low correlation coefficient and none of the variable had correlation coefficient of more than 0.9 and thus excluding the multicollinearity.

Correlations

	AAB1	AAB2	AAB3	AAB4	AAB5	AAB6	AAB7	AAB8
AAB1	1							
AAB2	.583**	1						
AAB3	.472**	.499**	1					
AAB4	.412**	.435**	.504**	1				
AAB5	.419**	.438**	.198*	.462**	1			
AAB6	.370**	.477**	.259**	.236**	.491**	1		
AAB7	.243**	.283**	.258**	.041	.175	.486**	1	
AAB8	.325**	.362**	.155	.022	.176*	.256**	.345**	1

From the following table we can observe that statement “PL2” had a high correlation coefficients and statement “PL3” had low correlation coefficient and none of the variable had correlation coefficient of more than 0.9 and thus excluding the multicollinearity.

Correlations

	PL1	PL2	PL3
PL1	1		
PL2	.381**	1	
PL3	.067	.320**	1

From the following table we can observe that statement “AR3” had a high correlation coefficients and statement “AR1” had low correlation coefficient and none of the variable had correlation coefficient of more than 0.9 and thus excluding the multicollinearity.

Correlations

	AR1	AR2	AR3
AR1	1		
AR2	.334**	1	
AR3	.379**	.487**	1

From the following table we can observe that statement “DOM1” had a high correlation coefficients and statement “DOM3” had low correlation coefficient and none of the variable had correlation coefficient of more than 0.9 and thus excluding the multicollinearity.

Correlations

	DOM1	DOM2	DOM3
DOM1	1		
DOM2	.365**	1	
DOM3	.298**	.157	1

Reliability

Reliability in statistics indicates the inter item consistency between the constructs. The cronbach's alpha in this study ranged from 0.51 to 0.857 which is deemed to be poor to good in consistency.

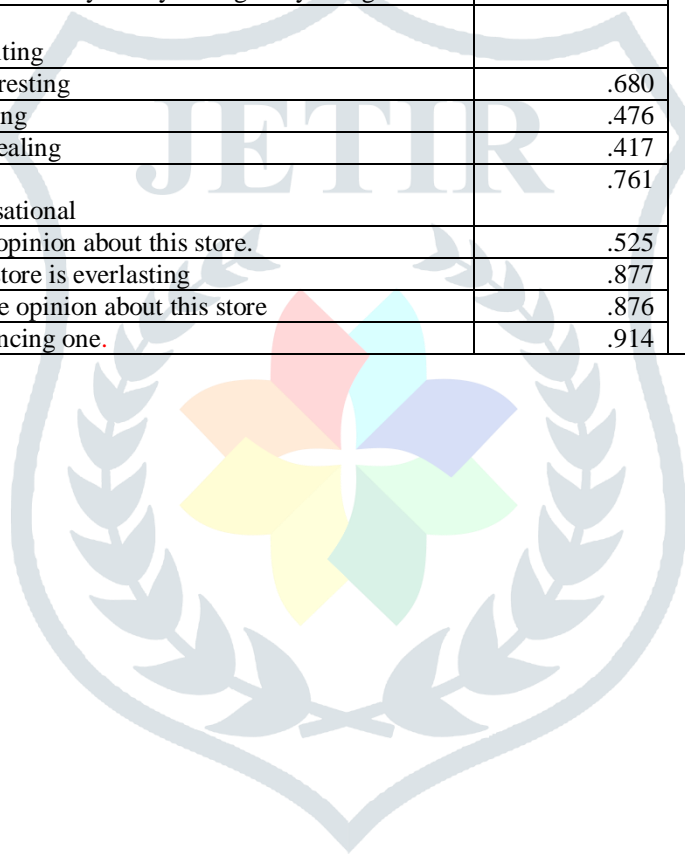
Variables	Cronbach's alpha (α)
Exterior stimulus	0.831
General Interior Stimulus	0.857
Layout and design stimulus	0.762
Point of purchase and decoration display stimulus	0.712
Human stimulus	0.711
Approach/ Avoidance behaviour	0.804
Pleasure	0.51
Arousal	0.662
Dominance	0.531

Factor analysis

When all the items were forced to form a single factor, the factor analysis was able extract 14 components with a variance of 72.028%. The factor loadings were more than 0.4 except for 6 items. These six items were deleted from further analysis.

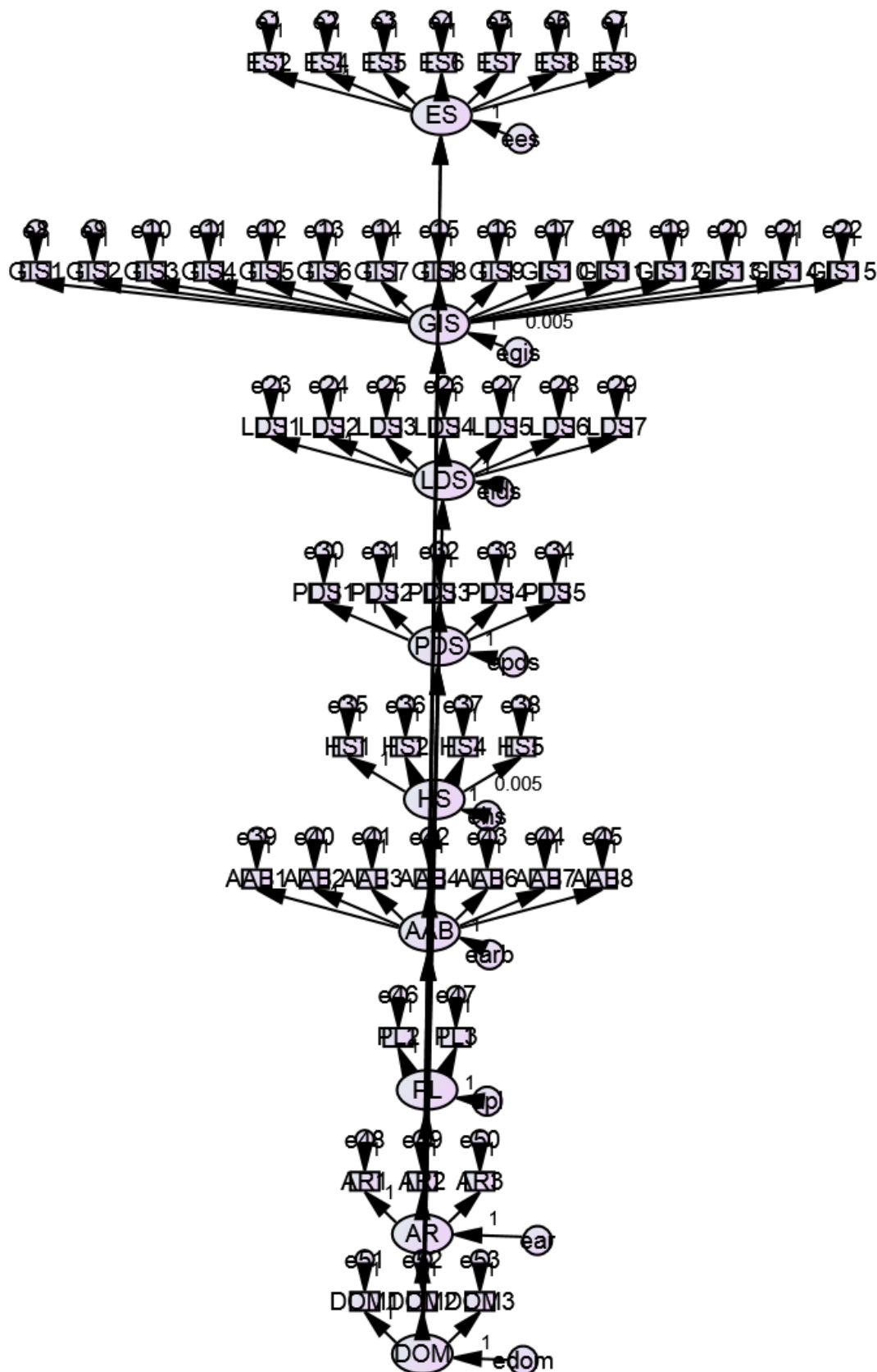
Item code	Items	Factor Loadings	Variance (%)
ES1	Display windows tells you about product and services inside the store.		72.028%
ES2	Store selection is based on parking facility also.	.452	
ES3	Lawns & garden around store makes you feel positive while shopping.		
ES4	Electronic kiosk available makes your purchase easy.	.629	
ES5	Design of the display windows tell you about the image of the retail brand.	.720	
ES6	Signboard quality makes you feel about the class/image of the retail-store.	.490	
ES7	"Shopping experience" is improved by friendly and helpful Store greeters.	.618	
ES8	Store greeters at gate attract you to be in the store.	.621	
ES9	Architectural style (design of building) makes you feel to be in the store.	.732	
GIS1	The background music played in the store can enhance your interest in shopping.	.470	
GIS2	The tempo of the background music makes you want to stay longer in the store.	.541	
GIS3	Background music makes your purchase enjoyable.	.877	
GIS4	Popular music is making you spend more time in the store.	.876	
GIS5	Music and color play similar role in making your shopping enjoyable.	.914	
GIS6	Aroma in the store (not in the merchandise) makes your shopping feel enjoyable.	.642	
GIS7	Aroma helps in making opinion about the merchandise in the store.	.492	
GIS8	Warm scented store seems dense physically. (warm scented-vanilla,cinnamom,incense,amber,scpices)/Cool scented rose,bergamot,orange,jasmine,mimosa,blossoms)	.455	
GIS9	In the warm scented store - buying costly brands of apparels occurs more.	.511	
GIS10	Color helps most of the time in evaluation of merchandise	.450	
GIS11	Temperature tells about physical closeness in store.	.605	
GIS12	Bright light shows discount image in fashion store.	.660	
GIS13	Bright light makes you feel uneasy in store.	.690	
GIS14	Glare and sparkling light helps you to be more interested in purchase.	.664	
GIS15	You want to spend more time on softer floor.	.486	
LDS1	The products having maximum shelf display is more attention seeking.	.581	
LDS2	Large assortments at one place confuses you in purchase.	.539	
LDS3	You go for the things placed centrally in the shelf even in the case of it is not visually centrally seen.	.806	
LDS4	Product which are on top seems to be more value generating/valuable purchase based.	.454	
LDS5	Grid form layout based store are less crowded.	.557	
LDS6	Freeform layout is more relaxed feeling creating excitement for purchase.	.515	
LDS7	Passing through checkout area or standing in queue makes you feel buying.		
PDS1	Highlighted & bold words give you more information about the merchandise.	.459	
PDS2	A visually appealing product makes you think less about its price.	.657	
PDS3	Pricing relates to the status quotient of the brand.	.617	
PDS4	Visually appealing product makes you feel the product.	.580	
PDS5	Store aesthetics effect your purchase behavior.	.686	

HS1	More people in store means better quality of product and service.	.810
HS2	More merchandise in store means discount image based brand.	.437
HS3	Congested store makes you feel uneasy.	
HS4	Stressed employee in store makes you avoid the purchase to be made.	.586
HS5	Uniform of employee affects your purchase.	.491
AAB1	Shopping in this store was enjoyable.	.586
AAB2	Store environment was up to the mark.	.591
AAB3	In this store you feel friendly and open to anyone next to you.	.604
AAB4	Spending time browsing in this store is something you like most.	.552
AAB5	You would avoid returning to this store	
AAB6	Here you try to avoid people and avoid being open to them.	.473
AAB7	Looking across or exploring this store is something you avoid.	.564
AAB8	Here you spent more money than you originally thought of.	.531
PL1	This store was exciting	
PL2	This store was interesting	.680
PL3	This store was boring	.476
AR1	This store was appealing	.417
AR2	This store was sensational	.761
AR3	I have a favorable opinion about this store.	.525
DOM1	Experience in the store is everlasting	.877
DOM2	You have a positive opinion about this store	.876
DOM3	This store is influencing one.	.914



Preliminary model

The path diagram for the preliminary model which is used for confirmatory factor analysis was as follows,



CMIN

Model	NPAR	CMIN
Default model	118	6362.252

Validity**Convergent validity**

The principal component analysis was carried out to reduce large set of data to obtain meaningful smaller set of constructs. Each variable used in the analysis was measured by multi item constructs by factor analysis with varimax rotation to check the unidimensionality among the items. The constructs included in the confirmatory factor analysis had cronbach's alpha of more than 0.7. The cronbach's alpha indicated the internal consistency between the constructs and it is deemed to be good. All the items included in the analysis had factor loadings of 0.4. Hence this indicated the assessment and validation by using the discriminant and convergent validity. The convergent validity was also assessed by using the factor loadings of latent constructs which had a significant p value of less than 0.001. This test supported that the constructs had convergent validity.

Discriminant validity

The discriminant validity indicated by correlation matrix where majority of the constructs had a correlation coefficient of less than 0.85 and also by using the path analysis where the correlations among the latent constructs were less than 1.

PILOT STUDY**RELIABILITY TESTING**

Cronbach Alpha is a reliability test conducted within SPSS in order to measure the internal consistency i.e. reliability of the measuring instrument (Questionnaire). It is most commonly used when the questionnaire is developed using multiple likert scale statements and therefore to determine if the scale is reliable or not.

Q1: Exterior stimulus

Reliability Statistics	
Cronbach's Alpha	N of Items
.831	9

Here, cronbach's alpha = 0.831

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

Q2: General interior stimulus

Reliability Statistics	
Cronbach's Alpha	N of Items
.857	15

Here, cronbach's alpha = 0.857

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

Q3: Layout and design stimulus

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	7

Here, cronbach's alpha = 0.762

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

Q4: Point-of-purchase and decoration display stimulus

Reliability Statistics	
Cronbach's Alpha	N of Items
.712	5

Here, cronbach's alpha = 0.712

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

Q5: Human stimulus

Reliability Statistics	
Cronbach's Alpha	N of Items
.711	5

Here, cronbach's alpha = 0.711

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

Q6: APPROACH/AVOIDANCE BEHAVIOUR

Reliability Statistics	
Cronbach's Alpha	N of Items
.804	8

Here, cronbach's alpha = 0.804

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

Q7: Pleasure

Reliability Statistics	
Cronbach's Alpha	N of Items
.697	3

Here, cronbach's alpha = 0.697

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

Q8: Arousal

Reliability Statistics	
Cronbach's Alpha	N of Items
.720	3

Here, cronbach's alpha = 0.720

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

Q9: Dominance

Reliability Statistics	
Cronbach's Alpha	N of Items
.700	3

Here, cronbach's alpha = 0.700

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

COMBINED

Reliability Statistics	
Cronbach's Alpha	N of Items
.966	58

Here, cronbach's alpha = 0.966

It reflects high reliability of the measuring instrument. Furthermore, it indicates high level of internal consistency with respect to the specific sample.

V. FINDINGS

Due to the intensification of the competition found in the retail market, manager always try to make focus on their products as per the customer experience. The main porpoise of the study is to analysis the store atmosphere and stimulus for shopping from the respondent's perceptive. In order to collect the data, the researcher mainly adopted quantitative research method which include

descriptive research design and non-probability sampling method for collecting and analysing the facts effectively. As per the collected data, it was examined in this study that about 56.0% of the study subjects in this study were females in which 57.4% of the study subjects in this study were Unmarried and .0% of the study subjects in this study were professionals in which 36.8% of the study subjects in this study were educated up to degree and about 52.8% of the study subjects in this study belonged to nuclear type of family.

The study also examine the mode of transport that are highly adopted by the respondents and it was found that about 36.8% of the respondents were using Taxi as mode of transport in 51.2% of the study subjects in this study preferred shopping with the family. To make focus on the visiting of store, it was examined in the study that about 26.4% of the study subjects in this study were visiting this store twice in a month and 56.0% of the study subjects in this study usually go for shopping on weekdays.

To test the reliability, the study mainly focuses on the exterior stimulus with the help of Cronbach Alpha and conducted SPSS to measure the internal consistency and found that the cronbach alpha value was 0.831 which reflect highly reliability. The study also tested the reliability of gender interiors stimulus with the value of 0.857, layout and design stimulus with the value of 0.762, point-of-purchase and decoration display stimulus of 0.712, human stimulus of 0.711, approach and avoidance behaviour of 0.804, pleasure with 0.697, arousal with 0.720, dominance with 0.700 an combined that showed value of cronbach alpha was 0.966 which indicate high reliability with high level of consistency effectively.

VI. CONCLUSION AND RECOMMENDATION

As per the detailed information, it can be concluded that the main focus of the study is to established theory related to atmospheric cues and their effect on purchase intention or probability and measure different cues and their explanatory power in relation to the purchase intention for apparel, accessories, and shoes. In addition to this, the study also explores the inter-relation between the individual unknown variables and the global extent. To analysis the atmosphere of apparel retail market, it can be said that store atmosphere reflects the overall image of the organization and thereby, influence consumer behaviour individually (Bitner 1992). A tangible representation or image of a service organization and its services is created by the physical environment (Baker, Berry, & Parsuraman, 1988). Thus, lighting, music, scent, colours and flooring indirectly excite the senses of shoppers (Berman & Evans, 2010). The study also focus on stimulus for shopping from the respondent's perspective and it was examined that there are various factors stimulate such decisions to stick to a particular retail store such as the name of the store, store atmospherics, the visible popularity of the store, and consumer expectations of the merchandise variety (Turley and Milliman, 2000). Concerning the external stimulus, flowers and landscaping, in particular, were found to generate positive emotional reactions in the customers belonging to both genders (Haviland-Jones et al. 2005; Bengman et al. 2012; Mower et al. 2012; Spence et al. 2014). In addition to this, emotional state of shoppers such as pleasure, arousal, and dominance also affect the retail market. Furthermore, behaviour of shopper which mainly includes Personal features such as the mood states have been shown to be affected by atmospherics (Mehrabian & Russell 1974). Hence, it can be said that it is essential for the apparel retail market to make focus on the customer demand and want by analysing the perception, behaviour and attitude so that they will be able to make effective changes in their operational activity effectively.

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