

A Study on Customer Expectation Towards Store Atmospheric With Reference to Apparel Retail Shop

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ABSTRACT - The purpose of this research is to identify the influence of all critical store atmospheric stimuli on customer patronage intention towards clothing stores. Past researches found there is significant relationship between store atmosphere and customer patronage intention. Yet, many past studies only investigated the impact of one store atmospheric stimulus on customer patronage intention. The neglect of other atmospheric stimuli in those previous studies did not provide accurate results for the importance of overall store atmosphere on customer patronage intention. Hence, Five independent variables such as display and layout, music, lighting, cleanliness and participant factors are selected from two different theoretical frameworks. For this quantitative research, 240 sample has been chosen to conduct questionnaire survey. Those respondents are selected by using simple random sampling at retail outlets in Tiruppur, Coimbatore, Erode, Palladam, Ooty. Based on data collected from our questionnaire survey, different SPSS analyses such as reliability, correlation and regression analyses are carried on to evaluate which of those atmospheric stimuli can create customer patronage intention towards clothing stores. The customer purchase decision will increase if Music factor, Lighting factor and Participation factor increases.

Keywords: *Customer Expectations, Atmospherics, Patronage, Apparel, Retail shop.*

1. INTRODUCTION

A tradition store that solely focuses on selling product hardly survives in this modern world. People demand more than just a product when shopping in a store. In this 21st century, customers hunger for comfortable environment, nice atmosphere, and creative design of the store as well [1]. Hence, it is a trend for retailers to create store with high attractive power in order to stimulate the sales and to increase popularity of store and ensure future visit from customer that made up the customer patronage intention. Store atmosphere such as music, lighting, product and design layout, crowding, colour and much more is believe able to affect customer patronage intention.

2. LITERATURE REVIEW

According to Levy, the main attribute that aims to intensify the store atmosphere was with the mix of different cues such as lighting, colour, background music, layout, space, design and scent [2]. The store atmosphere appears ready to have an effect on client feeling and experiences. Besides, according to Milliman, (1986) classified “atmosphere” as a term that is used to detail the customer feeling towards the shopping experience which occurs rarely [3]. When the purchasers receive fantastic experiences while visiting a store, they're going to pass a positive word of mouth to their closed peoples resembling friends and families. The likelihood of the customer to return back to the shop is also high since they were comfort with the shop atmosphere. In addition, Kotler (1973) was the primary one that used the “atmosphere” term described it as the style of store environment which will stimulate buyers’ emotions and ultimately have an effect on their purchase behaviour [4]. Developing a powerful positive atmosphere has become necessary to the businesses to sustained

competitive advantage. Birtwisle and Shearer (2009), has stated that analysis concerning the store atmosphere has created store image, allowed retailers to develop positioning strategies, and enable their stores to differentiate them in terms of the products and services on offer [5]. A store atmosphere which is dynamic in nature form a positive impression of a retail store through numerous technique of communication such as word of mouth, personal expertise, advertising, recommendation and then (Estelami et al,2006) [6].

Sirgy et al. (2000) recommend that a decent combination atmosphere factors in a store will produce a good overwhelming context and generate positive perceptive emotions regarding the shop among consumers [7]. Store environmental factors will influence the subjective feelings skilled by consumers within the store and influence the shopping experience, consumption quantity, perceived quality, satisfaction, and shopping price (Babin & Attaway, 2000) [8]. Therefore, a nice store atmosphere will have an effect on the time consumers spending in the store.

Based on Hu & Jasper (2006), store atmosphere additionally provide impacts on the customer minds [9]. In earlier days, store displays were mainly used just for the promotional functions. However, store managers have identified new roles for challenging atmosphere as customers today became additionally sophisticated and knowledgeable. To make their shopping experience more exiting, the current store atmosphere includes roles like communicating product information and store image, helping shoppers in purchase decisions [10]. Additionally, customers perceived that they will look for a store that have high graphics dimension more in-store displays (Mitchell & Oppewal, 2009) [11].

Customer patronage intention is combination of attitude, normative beliefs and motivations that will influence purchasing behaviour (Burnkrant& Page, 1982; Fishbein&Ajzen, 1975) [12]. Kotler (1973-1974) stated that store atmosphere will affect store image and patronage intention. According to Baker et al. (2002); Macintosh and Lockshin (1997), willingness of customers to shop longer in store, deliver good word-of-mouth of the store, buy more in the future and repurchase made up patronage intention in retailing industry [13].

According to Donovan and Rossiter (1982), retailers have to fully understand the patronage intention of their target customers in order to forecast behaviour of their customers in the future [14]. Grewal, Rajdeep, Thomas, and Anthony (2003b) mentioned that retailers might influence consumer patronage decisions through several factors such as by having a desirable assortment of products, place and time that customer required and preferable price level [15].

3. PROPOSED THEORETICAL / CONCEPTUAL FRAMEWORK

The framework above shows proposed framework to serve as foundation of our study. We modified two frameworks from international journal of wine business research and journal of business and economic research. Purpose of this study is to examine the how display and layout, music, lighting, cleanliness, and participant factors affect customer patronage intention.

The framework consists of five independent variables which are display and layout, music, lighting, cleanliness, and participant factors. Meanwhile, there is one dependent variable which is patronage intention.

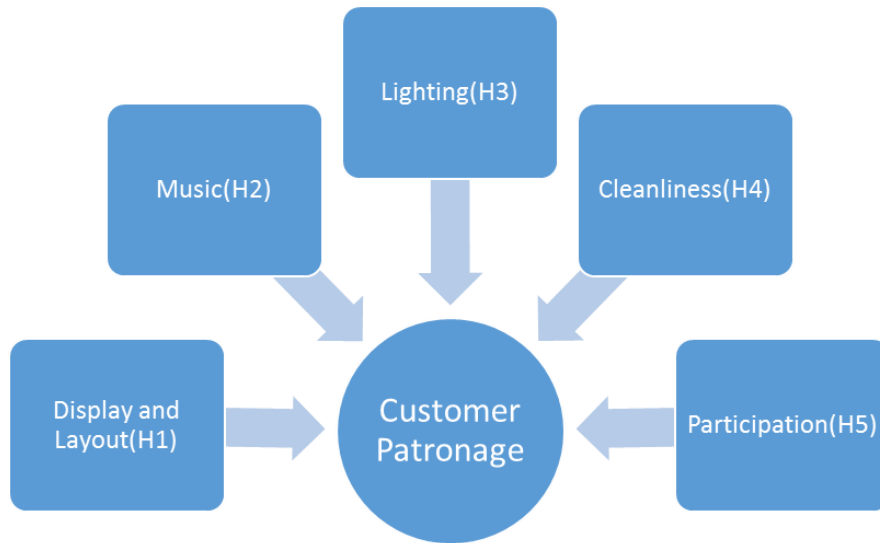


Figure 1.1: Proposed Conceptual Framework

In this proposed framework, there are five hypotheses developed to test on the relationships of variable which are:

H1: There is a significant relationship between display and layout and customer patronage intention.

H2: There is a significant relationship between music and customer patronage intention.

H3: There is a significant relationship between lighting and customer patronage intention.

H4: There is a significant relationship between cleanliness and customer patronage intention.

H5: There is a significant relationship between participant factors and customer patronage intention.

3.1. OBJECTIVES OF STUDY

- To study the customers expectations towards store atmospheric.
- To highlight the significant impact of display and layout on customer patronage intention towards clothing stores at classic polo.

3.2. HYPOTHESIS: OCCUPATION WITH DISPLAY AND LAYOUT

H0: There is no significance difference between the Occupation with display and layout.

H1: There is a significance difference between the with Occupation with display and layout.

Occupation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	74.402	10	7.440	3.771	.000
Within Groups	451.848	229	1.973		
Total	526.250	239			

INTERPRETATION

The above table shows the one-way ANOVA between the Display and layout with Occupation. From the table it is inferred that the p-value ($p=.000$) which is lesser than the significance level states that there is a significance difference between the Occupation with display and layout. Therefore, **H1 is accepted.**

3.3. HYPOTHESIS: INCOME LEVEL WITH LIGHTING

H0: There is no significance difference between Income level with the Lighting.

H1: There is a significance difference between Income level with the Lighting.

Income	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.306	10	2.931	3.237	.001
Within Groups	207.344	229	.905		
Total	236.650	239			

INTERPRETATION

The above table shows the one-way ANOVA between the Lighting with Income. From the table it is inferred that the p-value ($p=.001$) which is lesser than the significance level states that there is a significance difference between Income level with the Lighting. Therefore, **H1 is accepted.**

3.4. HYPOTHESIS: AGE GROUP WITH MUSIC

H0: There is no significance difference between Age group and Music.

H1: There is a significance difference between Income level and the Lighting.

Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.675	12	1.640	2.345	.007
Within Groups	158.725	227	.699		
Total	178.400	239			

INTERPRETATION

The above table shows the one-way ANOVA between the Music with Age. From the table it is inferred that the p-value ($p=.007$) which is lesser than the significance level states that there is a significance difference between Income level with the Lighting. Therefore, **H1 is accepted.**

3.5. HYPOTHESIS: OCCUPATION WITH PARTICIPATION

H0: There is no significance difference between Occupation and Participation.

H1: There is a significance difference between Occupation and Participation.

Occupation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	76.146	15	5.076	2.526	.002
Within Groups	450.104	224	2.009		
Total	526.250	239			

INTERPRETATION

The above table shows the one-way ANOVA between the Participation and Occupation. From the table it is inferred that the p-value ($p=.001$) which is lesser than the significance level states that there is a significance difference between the Occupation and Participation. Therefore, **H1 is accepted.**

3.6. CORRELATION

PEARSON CORRELATION	DISPLAY	LIGHTING	MUSIC	CLEANLINESS	PARTICIPATION	PATRONAGE
DISPLAY AND LAYOUT	1	.747**	.482**	.572**	.615**	.544**
LIGHTING		1	.634**	.602**	.584**	.571**
MUSIC			1	.523**	.533**	.587**
CLEANLINESS				1	.741**	.651**
PARTICIPATION					1	.749**
PATRONAGE						1
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

INTERPRETATION

In order to study the relationship among the customer expectation towards store atmosphere Karl Pearson correlation has administrated.

- Regarding display and layout significant correlation has been 75% in case of lighting since their correlation coefficient is significant at 1 percent level.
- Regarding lighting significant correlation has been noticed 63% in case of music since their correlation coefficient is significant at 1 percent level.
- Regarding music significant correlation has been noticed 59% in case of patronage since their correlation coefficient is significant at 1 percent level.

- Regarding cleanliness significant correlation has been noticed 74% in case of participation and since their correlation coefficient is significant at 1 percent level.
- Regarding participation significant correlation has been noticed 75% in case of patronage since their correlation coefficient is significant at 1 percent level.

3.7. INDEPENDENT SAMPLE t-TEST

HYPOTHESIS: GENDER WITH THE PARAMETERS OF CUSTOMERS' EXPECTATION

H0: the parameters of customers' expectation are not differed based on gender category.

H1: the parameters of customers' expectation are differed based on gender category.

Independent Samples Test			
	t-test for Equality of Means		
	t	df	Sig. (2-tailed)
Participation	1.090	238	.277
Cleanliness	.260	238	.795
Display layout	1.365	238	.174
Music	-.431	238	.667
Lighting	1.378	238	.169

INTERPRETATION

The parameters of customers' expectation on stores like display and layout, lighting, music, cleanliness, and participation are considered for mean comparison based on gender the 'p' value of the all parameters are greater than 0.05. So that null hypothesis is accepted that the parameters are not differed based on gender category.

3.8. REGRESSION ANALYSIS

The value of R square is .622 indicating that there is 62% of variance in the customer patronage are explained by the display and layout, lighting, music, cleanliness and participation. The value of R square is significant as indicated by the p value ($p=.000$) of f statics as given in the below ANOVA table, then the estimated regression equation is given below the coefficients table.

ANOVA TABLE

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	32.750	5	6.550	77.118	.000 ^b
Residual	19.874	234	.085		
Total	52.624	239			

COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.018	.171		5.957	.000
Display & layout	.025	.063	.025	.393	.695
Lighting	.048	.065	.052	.742	.459
Music	.168	.043	.211	3.898	.000
Cleanliness	.106	.053	.126	1.990	.048
Participation	.398	.052	.498	7.672	.000
Dependent Variable: Patronage					

$$Y = 1.018 + .025 X_1 + .048 X_2 + .168 X_3 + .106 X_4 + .398 X_5$$

Y = Patronage

X1 = Display & layout

X2 = Lighting

X3 = Music

X4 = Cleanliness

X5 = Participations

INTERPRETATION

The p value is observed to be 0.000, indicating that the model is statistical, the R square value is 0.622. we also note that t-test for significance of individual dependent variables indicates that the significant level of 0.05 (confidence level 95%), only Music factor, Lighting factor and Participation

factor are statistically significant at 95% confidence limits. The customer purchase decision will increase if Music factor, Lighting factor and Participation factor increases.

4. CONCLUSION

In nutshell, this research concluded that store atmosphere is an important factor influencing customers' patronage behavior. Hence, it is essential to continuously conduct future research with in-depth knowledge on this topic because store atmosphere is foreseen as vital for today's business world. The customer purchase decision will increase if music factor, lighting factor and participation factor increases. In India modern retailing will take more time. While comparing with other countries the growth of modern formats has been much slower in India with some restrictions in the development of this sector by the presence of regulatory and structural constraints.

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