IMPACT OF RETAIL STORE ENVIRONMENTAL MARKETING CUES ON CONSUMER BUYING PHYSIOLOGY

Arti Lata

Shri Mata Vashino Devi University, Jammu & Katra, India

Abhishek Ranjan Singh

Lecturer, Norton University, Phnom Penh, Cambodia

ABSTRACT

*The research objective is to identify and verify the cause-and-effect relationship environmental sensory components (i.e., display and layout, music, light and cleanliness and participant), consumer emotion, and consumer behaviour intension in a apparel context by applying the Mehrabian-Russell, Stimuli-Organism-Response model. The result showed the acceptance level of model fit (χ^2/df 4.189, $p < 0.001$ CFI 0.869**GFI 0.808**RMSEA 0.072**) for the proposed model. Store display and layout, light had significant impact on pleasure of emotion, and music and cleanliness and participant had direct impact on customer behavior intension. Store pleasure significantly influences on customer behaviour intension: however, arousal and customer retail experience did not. These study results have important implication for the apparel retail industry in understanding how to create and manage their sensory environment resource to affect customer's emotion and behaviour intension*

Key words: MR Model; Store Sensory Cues; Consumer Behaviour; Consumer emotion; Retail Industry; Multi-sensory effect.

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1. INTRODUCTION

The Apparel retail sector in India is one of prominent and fast rising booming trade sector in the economy; through having total market size of US\$ 65 billion in 2016-2017 and expected to grow US\$ 223 billion by 2021 (IBEF, 2017). The Apparel retail industry has been expending at a compound annual rate of 6.8. Since 1998. This growth is highly dominated by unorganized retail sector comprising 94 per cent of the overall retail bazaar. Structured retail in India is predictable to be 9 percent of entirety retail market by 2015 and 20 percent by 2020, where

Apparel sector is accounted for the largest share 8% in Indian retail business, following by food and grocery and consumer durable. Health and beauty segment contributed the lowest 1% of the total sector revenue. A varied set of retail formats have emerged over the last few decades to cater to the Indian consumer. As noted by Sinha and Kar (2007), it is difficult to fit a successful international format directly and expect a same performance in India considering the diversity in terms of taste and choices existing in India. As they have predicted, and in line with the casualties and grapping challenges of achieving desired profit levels, there has been large scale experimentation in the adoption of winning retail format to suit different geographical and segments of customer. In addition, the rural population of the country which is more than 70 per cent of the country 1.21 billion population has one of driving factor of Apparel organized retailers to look for new areas of growth. But the growth trends, issues and challenges in rural markets are somewhat different with compare to urban areas. But, as viewed by Kohli and Bhagwati (2011) that even though Apparel retail industry analysts are optimistic in the organized retail sales projections, they reasoned that the industry is likely to fall behind growth rate.

Under the current scenario, Apparel organized retail market in India has been booming and successfully enter in the market and also showing continues growth by the completing the existing players in market. In this environment, customer retention is becoming tuff as shoppers become savvier and willing to shop at a wide variety of stores and across a broad range of retailing formats. Thus, the purpose of the current researches as to expanded the near into the formation of store satisfaction along with shopping satisfaction. This research proposes to test theoretical Buying behaviour framework to explore store elements and its ability to affects customers emotions, attitude and behaviour intention.

Walters & White (1987) described to the term “visual merchandising”, as the set of activities which helps into merchandise identification and its selection with effective merchandise display. Explained this term as “everything the customer view by necked eye, external and internal both factors that build a positive perception of a business and result leads is catch attention, interest, desire and response on the part of the customer shopping behaviour” (Ebster and Garau, (2011).Diamond & Diamond (2007) elaborated on the goal of visual merchandising in their attempt to explain the concept visual merchandising. Store retailers adopted visual merchandising technique with following the basic objective of attracting customers in order to sell product (Bastow-Shoop et al., 1991).Therefore, visual merchandising has become more concerned with both how the product and/or brand are visually communicated to the customers a (Wanninayake & Randiwela, 2007). The role of visual merchandising is to create awareness among customers about a product and provide associate information about as explained by, recall customers (Gajanayake, Gajanayake, & Surangi, (2011).

According to (Mills et al., 1995), Visual merchandising involved as both interior to exterior presentation technique such as; exterior display window, interior displays i.e. Form displays, floor wall merchandising along with promotion signage. Layout, shelf space techniques, lighting, colors, cleanliness, and music Agnihotri & Oburai, (2009). Window display is one of most important and prominent technique with goal to attract attention and ultimately to enter the store Gajanayake et al., (2011). Store elements such as cleanliness factor of Store impacts the length of stay more with respect to time of customers for shopping, visited frequency of store for shopping and another lighting and colors are also considered as part of the visual merchandising techniques (Ebster & Garau, 2011).

Source: Adapted from Bell and Ternus (2006:20) and Levy et al. (2012: 487-492)

Figure 1 Visual merchandising

2. LITRETURE REVIEW

Mehrabian and Russell proposed the stimuli-organism-response (SOR) Model that explained environmental stimuli (S) induce emotional reaction (O) and influence ultimate influence consumer's behaviour response (R) (1975). Donovan & Rossiter (1982) followed, Mehrabian – Russell Model (M –R Model), based on store atmospheric stimuli will effect on customer's emotional response and also impact their approach or avoidance behavior. Spengenberg, Crowley & Henderson (1996) that pleasant odor of scent could impulse to customer for more buying. Store atmosphere can be positively influence customer's perception on the credibility of salespeople (Sharma & Stanford (2000). Bitner (1990) study's findings added a term as services cape which affects not only customers but also employee's as both "interact with each other within the organization's physical facility". In addition to personality traits as suggested in the PAD, also hopes, mind states of individuals entering an environment and so on are influencing the impact of services capes on internal responses De Young (1999).

3. CONCEPTUAL AND THEORACTICAL BACKGROUD OF RESEARCH

According to (Kotler, 1973) defined the word store atmospherics as "purchasing environments to produce particular emotional effects in the buyer that encourage his purchase probability and studies typically group pretending reactions into two kinds of behaviour – Approach or avoid". Approach behaviour is explained as positive approach other one is avoidance behaviour is explained as negative approach (Mehrabian & Russell model 1974).

Baker, Levy & Grewal (1992) described a word service cape is described the "sum of all objective physical factors that can be controlled by the store to success or failure. The basic fundamental of the M-R model suggests using the load of an environment as a general measure of the environment, which intensified the degree of novelty and complexity Mehrabian & Russell (1974). Comprehensive impact of the environment on the level of pleasure and arousal without environmental measure Donovan & Rossiter (1982). Later, Donovan et al have tested a 14 item scale measuring information rate. A factor analysis identified five factors with eigenvalues greater than 1.0, of which two were deemed to be unreliable, suggesting that the stimulation measure load is not a good predictor. They content

that “more realistically, retailers need a taxonomy that applied to manipulative in-store factors” Donovan et al. (1994).

Source: based on Mehrabian & Russell (1974), Bitner (1992)

Figure 2 Model of Store Atmospherics Effect on Consumer and Employee Behaviour

3.1 Window Display and Color

Window display, is visually displaying to products in store at different place and silently guiding to consumer's Kerfoot et al, (2003). Component of window display (e.g. size, style, color) has significantly influence, emotion level (pleasant and arousal) of the consumer's. Mehrabian and Russell (1974) suggested that type of display used by store (e.g. flat, hanging, full size mannequin) influencing a customer's behaviour response positively suggested by Mehrabian and Russell (1974). Kotler (1973) suggested color, brightness, size and Shapes as a visual dimension that influence consumer's buying intension. A warm color (e.g. Pink) is more affective on pleasure-arousal emotions that the customer's extra spending money and time Bellize & Hite, (1992).

Brightful and colorful environment is correlated with pleasure and arousal Mehardian & Russell (1974) that attract consumer shopping of pattern Summer & Hebert (2001). Color, decoration, design were examined to affect customer's emotion and purchase Baker et al, 2002; Spies, Hence & Loesch, 1997; Tai, & Fung (1997). The physical environment such as lighting, color, signage style of furnishing, layout and well décor could be controlled by the retailer to increased customer's affective behavior Bitner (1992).

3.2 Music

Smith & Curnow (1966) revealed that customers spend less time in the stores when the music is high. Milliman (1982) experiment results identified that tempo of music affected the speed in which consumers walked around a store. Milliman (1986) father showed that the background music in restaurants affect the time customers remain into the place showing that slow tempo music leads customers spend more time in the restaurant than high tempo music.

Milliman (1982) followed out research in a supermarket and reported that more sales volume is due to played slow music with low volume were fast music, in this order of ideas customers who stay long in a supermarket tend to purchase more than those who spend less

time. Milliman (1982), conducted an experiment with no music, slow tempo music and fast tempo music and found that the slower shoppers walk through the store,

3.3 Light

Ruchi (2003) Lighting is used to give more focus to product and create an atmosphere. Lighting has directly impacted the customer perception towards the retail store image, brand and also their mood to shop in the store. In store lighting influences the customer's perception for the store, value and also their expenditure Areni & Kim, (1994). According to James and Mehrabian (1976) in-store lighting is one of the significant factors which have higher impact on consumer behavior. According to Vaccaro, Yacetepe, Baumgarten, and Lee (2008) found that brighter light with having low intensity is creating the positive customer perception for the product.

3.4 Cleanliness and Participant

Akinyele (2010) that cleanliness could improve store atmosphere. Cleanliness of a store will create positive impression among consumers and lead them stay for a longer time and also assess them for revisit the store again in future Gajanayake, Gajanayake, & Surangi, (2011). Fournier (1998) found that relationship between customers and salespersons is inexplicable unless customer not contacting the salesperson regarding their queries. Customer will have different expectations towards salespersons based on types of store atmosphere.

In different types organized retail stores, salesperson will provide different information and responsibility towards their target customers Harris, Harris, & Baron, (2001). Situational factors that significantly impacted the customer experience with employees and services (Bell, Paul, Morris, & Micheal, (1991). Attitude and behavior of the employees also will affect the customers' experiences towards the store Customer feel satisfied when the employees are able to solve their queries. Akinyele (2010) that cleanliness could improve store atmosphere. Cleanliness of a store will create positive impression among consumers and lead them stay for a longer time and also assess them for revisit the store again in future Gajanayake, Gajanayake, & Surangi, (2011).

Carpenter and Moore (2006) Showed that cleanliness is the most important among other store atmospheric cues that affects customers to buy more things and stay longer. The study has conducted by Gajanayake (2011) and mentioned that mean average value of cleanliness is 3.770, which ranked as second most important store atmospheric stimuli and also proved in his study that cleanliness factor also influences the customer shopping behavior.

4. THE PROPOSED RESEARCH MODEL FOR STUDY

The proposed research model is to test the impact of Apparel store atmosphere on the consumer shopping behaviour and to test the impact of store layout and display on shopping behaviour, the impact of music on shopping behaviour, impact of lighting on shopping behaviour, and cleanliness and participant factors on shopping behavior.

A hypothesis derives from theory and is used whether to validate, revise or invalidate theories through research. In this study, buyer's purchase tendency and selected visual merchandising techniques are meant to be the variables which allowed us to define the hypotheses of our research

- H1: Store layout and display significantly influences on pleasure, arousal, customer's retail experiences and behaviour intention.
- H2: Store music significantly influences on pleasure, arousal, customers retail experiences and behaviour intention.

- HI: Store Light significantly influences on pleasure, arousal, customers retail experiences and behaviour intention.
- HI: Store cleanliness and participants significantly influences on pleasure, arousal, customers retail experiences and behaviour intention.
- HI: Store Pleasure significantly influences on customers retail experiences and behaviour intention.
- HI: Store Arousal significantly influences on customers retail experiences and behaviour intention

Figure 3 The Proposed Research Model

5. RESEARCH DESIGN AND SAMPLE

The research design is divided into two sections; first section is exploratory study and second is descriptive in nature. In the exploratory study the “Atmospheric Cues” of “Apparel Stores” were interviewed to understand and investigate the dimensions of atmospheric cues. The study was purely focused on the impact of atmospheric cues in terms of Apparel retail stores, selected as a product category for conducting this research.

The sample size used is 600 but 100 was outliers hence, total revised sample size total 500. The used sampling technique was mall method, were asked to customer for filled the survey questionnaire form. Thus sampling procedure is purposive in nature. The survey was conducted in Indian organized apparel stores. SPSS 21 and AMOS 21 statically tool has been used to analyses the research data.

5.1 Data Analysis and Interpretation

The structural model is tested only after the measurement model is tested by its fitness and reliability after Confirmatory Factor Analysis.

5.2 Observed Outcome of CFA and SEM

5.2.1 CFA For Total Measurement Model

Following conducting CFA for all selected store atmospherics factor to check the measurement model testing. In this step, entity scale items were weighted on their fitting factors and every factor were correlated with each other

Figure 4 Path Diagram of Final Refined Measurement Model

CFA was carried out for the measurement model that is included of 8 factors measured by 40 scale items. The outcome of CFA for the overall measurement model are shown in table 1 below

Table 1 CFA Results for Overall Measurement Model

	No. of Item	χ^2 (df)	χ^2/df	CFI	GFI	RMSEA	Results
Initial Model Results	43	4887.590(1019)	4.796	0.813 [*]	0.739 ^{**}	0.079 ^{**}	Item.M1,M2,M5,P5 and A3,A4,A6 are eliminated in modification
Refined Models Results	40	3337.989(761)	4.386	0.836 [*]	0.854 ^{**}	0.075 ^{**}	
Final Refined Model Results	40	2852.743(681)	4.189	0.869 [*]	0.808 [*]	0.072 ^{**}	

The initial model values of CFI and RMSEA indicated that the measurement model fit is acceptable except the value of GFI show unacceptable fit of the measurement model.

5.3 Variances Detailed with Independent Variables in Dependent Variables

The predicting capability of a model can be accessed by the sum of variance detailed by independent variables in the dependent variables. The superior the amount of variance higher shall be model predicting potential. In structural equation modeling analysis, the value of variance is reported in terms of squared multiple correlations associated to dependent variables. It is equivalent to R value in Regression Analysis. The squared multiple correlations of dependent variables of the study are shown in table below 2.

Table 2 Variance Explained by Structural Model

Sl. NO.	Dependent Variable	Independent Variable	Squared Multiple Correlation (R)
1	Pleasure	Store Display and Light, Music, Light and Cleanliness and participant.	0.684
2	Arousal	Store Display and Light, Music, Light and Cleanliness and participant.	0.714
3	Customers Retail Experience	Store Display and Light, Music, Light and Cleanliness and participant.	0.575
4	Behaviour Intention	Store Display and Light, Music, Light and Cleanliness and participant.	0.734

As can be seen from above table the four store atmospheric factors, i. e., store display and layout, store music, store light and store cleanliness and participant act as independent variable's for pleasure, arousal, customer retail experiences and behaviour intention. The four store atmospheric elements explained as 68.4% of variation in pleasure and 57.4% of variance in arousal, 71.7% of variance in customer retail experience and 73.4% of variance in Behaviour Intention. This means that these entire store atmospheric factor is good enough to predict and well explained emotional behaviour than cognition.

For the customer retail experience, the independent variables are Store Display and Light, Music, Light and Cleanliness and participant. These independent variables explained by 71.7% of variance in customer retail experience. For the Behavior Intention, the independent variables are Store Display and Light, Music, Light and Cleanliness and participant. These independent variables explained by 73.4% of variance in Behaviour Intention. This indicates that customer

retail experience and behavior intention are strongly influenced by both cognitive evaluations based on pleasure and arousal cognitive factors. In overall, these results indicate that model of the present study can forecast and clarify the buyer behaviour and responses in terms of store atmospherics-based shopping

5.4 Hypothesis testing Results and Interpretation

The effect of store display and layout are assessed by the following hypothesis:

H1: Store layout and display significantly influences on pleasure, arousal, customer's retail experiences and behaviour intention and customers retail experiences and behaviour intention

Table 3 Regression Coefficient and other statistics of Store layout and Display on pleasure, arousal,

Hypothesis		Hypothesis's Statements	Regression Coefficient	Standard Error	Critical Ratio	Results
H1	H1a	Store layout and display on pleasure,	0.45*			Significant
	H1b	store layout and display on pleasure, arousal,	0.11*			Significant
	H1c	store layout and display on pleasure, arousal,	0.30*			Significant
	H1d	store layout and display on pleasure, arousal,	0.5*			Significant

Finding: The regression coefficient of store display and layout on pleasure (0.45), arousal (0.11) and customer retail experience (0.30) and behaviour intention (0.5) are statically significant and positive. The hypothesis's related to the effects of store display and layout on effective evaluation in pleasure (H1a) arousal (H1b), Customer retail experiences (H1c) and behaviour intention (H1d) were accepted.

5.4.1 Music

The effect of music is assessed by the following hypothesis:

H2: Store music significantly influences on pleasure, arousal, customers retail experiences and behaviour intention

The regressions wrights of store music on pleasure, arousal, and customer retail experiences and behaviour intention in below table 3.

Table 4 Regression Coefficient and other Statistics of Music

Hypothesis		Hypothesis Statements	Regression Coefficients	Standard Error	Critical Ratio	Results
H2	H2a	Store Music on pleasure,	0.29*			Significant
	H2b	Store Music on arousal,	-0.02			Not Significant
	H2c	Store Music on customer retail experience,	-3.01			Not Significant
	H2d	Store Music on Behaviour Intention,	-0.02			Not Significant

Finding: The regression coefficient of music on pleasure (0.29), arousal (-0.02) and customer retail experience (-0.301) and behaviour intention (-0.02) are statically not significant and negative. The hypothesis's related to the effects of store music on effective evaluation in pleasure (H2a) arousal (H2b), Customer retail experiences (H2c) and behaviour intention (H2d) were rejected.

5.4.2 Lights

The effect of store light is assessed by the following hypothesis:

HI: Store Light significantly influences on pleasure, arousal, customers retail experiences and behaviour intention.

Table 5 Regression Coefficient and other statistics of Light

Hypothesis		Hypothesis's Statements	Regression Coefficients	Standard Error	Critical Ratio	Results
H3	H3a	Store light on pleasure,	0.05*			Significant
	H3b	Store light on arousal,	-0.30			Not Significant
	H3c	Store light on customer retail experiences,	-0.02			Not Significant
	H3d	Store light on behaviour intention,	0.62*			Not Significant

Finding: The regression coefficient of store light on pleasure (0.05), arousal (-0.30) and customer retail experience (-0.02) and behaviour intention (0.62) are statically not significant and negative. The hypothesis related to the effects of store light on effective evaluation in pleasure (H3a) arousal (H3b), Customer retail experiences (H3c) and behaviour intention (H3d) partially accepted.

The value of regression coefficient on pleasure (0.05) is positive and statistically significant. The hypothesis related to the influence of store light on pleasure (H3a) is accepted. This indicated that store light significantly influences' the feeling of happiness or pleasure.

The value of regression coefficients on arousal (-0.30) is negative and statistically insignificant. The hypothesis related to the influence of store light on arousal (H3b) is not accepted. This indicated that store light is not significantly influences' the arousal.

5.4.3 Cleanliness and Participant factor

The effect of store cleanliness and participants are assessed by the following hypothesis:

HI: Store cleanliness and participants significantly influences on pleasure, arousal, customers retail experiences and behaviour intention.

Table 6 Regression Coefficients and other Statistics of Store cleanliness and participants on *pleasure, arousal, and customers retail experiences and behaviour intention*

Hypothesis		Hypothesis's Statements	Regression Coefficients	Standard Error	Critical Ratio	Results
H4	H4a	Store cleanliness and participants on pleasure,	0.14*			Significant
	H4b	Store cleanliness and participants on arousal,	0.62 *			Significant

	H4c	Store cleanliness and participant's customer retail experience's,	0.54*			Significant
	H4d	Store cleanliness and participants on behaviour intention,	0.17*			Significant

Finding: The regression coefficient of store cleanliness and participant on pleasure (0.14), arousal (0.62) and customer retail experience (0.54) and behaviour intention (0.17) are statically significant. The hypothesis's related to the effects of store CP on effective evaluation in pleasure (H4a) arousal (H4b), Customer retail experiences (H4c) and behaviour intention (H4d) fully accepted. The value of regression coefficients on pleasure (0.14) is positive and statistically significant. The hypothesis related to the influence of store cleanliness and participant on pleasure (H4a) is accepted. This indicated that store this factor significantly influences' the feeling of happiness or pleasure.

The value of regression coefficients on arousal (0.62), is positive and statistically significant. The hypothesis related to the influence of store cleanliness and participant on pleasure (H4b) is accepted. This indicated that store cleanliness and participant significantly influences' the excitement feeling of arousal.

The value of regression coefficients on cleanliness and participant (0.54) is positive and statistically significant. The hypothesis related to the influence of store cleanliness and participant on arousal (H4c) is accepted.

This indicated that store cleanliness and participant is significantly influences' the overall store stratification with shopping of cleanliness and participant

5.4.4 Pleasures

The effect of store cleanliness and participants are assessed by the following hypothesis:

HI: Store pleasure significantly influences on pleasure, arousal, customers retail experiences and behaviour intention.

Table 7 Regression Coefficient and other statistics of pleasure, on customers retail experiences and behaviour intention.

Hypothesis		Hypothesis's Statements	Regression Coefficients	Standard Error	Critical Ratio	Results
H5	H5a	Store pleasure on customer retail experience's,	0.06			Not Significant
	H5b	Store pleasure on behaviour intention	0.19*			Significant

Findings: The regression coefficient of store pleasure on customer retail experience (0.06) and behaviour intention (0.19) are statically not significant and negative. The hypotheses related to the effects of store pleasure on effective evaluation in pleasure (H5a) arousal (H5b), fully accepted.

5.4.5 Arousal

HI: Store arousal significantly influences on pleasure, arousal, customers retail experiences and behaviour intention.

Table 8 Regression Coefficients and other statistics of Store cleanliness and participants on pleasure, arousal, and customers retail experiences and behaviour intention.

Hypothesis		Hypothesis's Statements	Regression Coefficients	Standard Error	Critical Ratio	Results
H6	H6a	Store arousal on customer retail experience's,	0.53			Significant
	H6b	Store arousal on behaviour intention	0.05*			Significant

Findings: The regression coefficient of store pleasure on customer retail experience (0.53) and behaviour intention (0.05) are statically significant.

The hypothesis related to the influence of arousal on customer retail experience's (H6a) is accepted. This indicated that store arousal significantly not influences' the store satisfaction.

The value of regression coefficients of arousal on behaviour intention (0.05), is statistically significant. The hypothesis related to the influence of arousal on behaviour intention (H6b) is accepted. This indicated that store arousal significantly influences' the response of customers.

5.5 The Finding of The Study, Summarized as Follow

The study developed a model supported to the traditional Stimulus-Organism-Responses (SOR) model in organize to detain consumer shopping behaviour towards an Apparel store. The satisfactory model fit of the proposed research model and the variance explained by independent variables in dependents variable's recommended that the model possibly will be efficient to depict consumer's perception towards Apparel store environmental stimuli and behaviour responses towards Apparel store. The study model conform to the traditional SOR paradigm; that is; the stimuli (refers as store atmospheric factors) has an effects on the organism (direct effect on emotion state is pleasure and arousal), which is turn influenced the responses behaviour (sales, recommendation to the store, revisit)

6. CONCLUSION

This study developed an empirical framework to depict the relationship between Apparel store atmospheric factors (store layout and display, Music, Light and Cleanliness and Participant), customer's emotional states (pleasure, arousal) and behaviour state (customer retail experiences and behaviour intention). The structural equation modeling technique applied for the framework revealed significant results confirming the SOR model. These results imply that both academicians and retail mangers can adopt this model evaluate the SOR model not just in the context of one or two stimuli as well as emotions as organism, but can extend by including additional input and mediating variables when there is a need model more comprehensively. Finding of the study indicate significantly impact of store atmospherics on both on cognitive and affective states of the customers. Different factors of store atmospherics have varying influences on customer perception and shopping behaviour.

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