

# To Study the Modern Retail Store Atmosphere Cues and its Significance for Designing the Store by Retailers: With Special Reference to Uttar Pradesh State in India

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**Abstract**—The present study has based on retail store atmosphere and its selected different ambient elements is: store layout and display, music, light and cleanliness and participant factors and try to analyze the importance of these selected variables for designing to store by retailers at the state of Uttar Pradesh in India. the primary objective of this research paper, whether the store selected visual and non visual elements should be taking in more concern while designing in store physical setting and secondary objective is, to investigate the how the store selected different visual and non-visual elements is interacted with each other in store and also see their strength level of interaction. Using the survey method for data collection with devolved 5 points likart scale where scale has given the different rating of store selected elements in questionnaire in the form of close ended questionnaire. Using the simple random sampling under the probability sampling for selecting the retail store and customers. SPSS statics software is used for data analysis. Study Results shows that all selected variable is playing significant role into designing the store ambience with offering the different products/services. Further results revealed that these selected variables are associated with each other's with different Pearson valve of correlation. This study result will be only benefited to the Uttar Pradesh Store retailer not for other states store retailers due to different demography of customers. By implementing the results of study, Uttar Pradesh store retailers could offer the best store atmosphere and also may satisfied the overall retail shopping experiences of customers and can also create the positive store brand image inside the customers mind which impulse them to do revisit to store in future.

**Keywords:** Store atmosphere, store environmental physiology, music, store layout and display, light, shopping intention

## 1. INTRODUCTION

Since customer's preference and choices are getting change and seek for extra benefits and shopping fun form store atmosphere kotler (1973). A unique and pleasant store atmosphere is one of those elements which highly demanded by the customers Turley and Milliman (2000). Due to this reason retailers are becomes more conscious about

the store interior physical setting Baker, Levy, & Grewal (1992). As per Levy and Weitz (2009), store atmosphere is referred as the overall quality of surrounding store environment with using the different atmospheric cues like, Lighting, colour, music and scent. Kotler (1973) mentioned that different cues of store atmosphere such as sound, color and textures has directly impacted on customer arousing behavior and contributed a favorable, purchase probability. According to Maherabian –Russell model (1974), has explained the effect of store atmosphere stimuli on customer behavior and also mentioned, consumers emotion will drive different decision. Bitner (1992) did further studies on the atmospheric stimuli with the customer response and also explored the types of those stimuli and its effect on different customer behavior. In a pleasant store atmosphere consumer act first as emotionally and go along with functional feature (Schmitt, 1999). According to Baker (2000), has discussed that the customer patronage intention has affected by these two important factors, first factor is store atmosphere, second is service provided by the Traders.

## 2. WHAT MAKES AN STORE ATMOSPHERE?

Baker et al.(1992) defined the different store environment factors into three groups based on impact on shopping behavior :first is as ambient factor such as : Music, Scent, lighting etc., second is social factor such as people present in the shopping environment example sales persons and customers, etc. and third is design factors such as store layout, color scheme, fixture and merchandising display etc. Turley and Milliman (2000) suggested more refined taxonomy of atmospheric elements and also explained its impact on shopping behavior. However, many of these variables have not been researched yet.

The results of study by (Baker, 1992) is indicates that ambient factors, such as music, fragrance or scent do not show any

encouragement for purchase decisions when these factors are simply designed. In contrast well designed ambient factors such as very high or very low temperature can reduce the meeting level of avoidance behavior. The well designed stores may meet the expectation to customers when they visited to store well designed store might be influenced their shopping behavior for example the used different perfume for bakery products to successfully attracted the customers towards products (Bainbridge 1998, 36).

The functional factors is expressing the behavior of customers in the services cape and which includes layout factor, signage and comfort factors and displayed by table 1, and shows the factors presented by social factors that involve the people present in the services cape, like sale persons services, who attain to customer as Personnel in environment also store size, visual outlook, communication and behavior have impacted to shopping behavior (Bitner 1990, 119)

**Table 1: Table of Atmospheric Variables**

External Variables	General Interior Variables	Layout and Design Variables	Point-of-purchase Variables	Human Variables
Exterior signs	Flooring and carpeting	Space design and allocation	POP displays	Employees characteristics
Entrances	Color schemes	Placement of merchandise	Signs and cards	Employees uniforms
Exterior display windows	Lighting	Grouping of merchandise	Wall decorations	Crowding
Heights of Building	Music	Placement of equipment	pictures	Privacy
Size of building	Scents	Placement of cash registers	Artwork	
Color of building	Paint and wall paper	Waiting rooms	Product display	
Surrounding stores	Ceiling composition	Department locations	Usage instructions	
Lawns and gardens	merchandise	Traffic flow	Price display	
Address and location	temperature	Racks and cases		
Architectural	cleanliness	Waiting cues		
Surrounding	P.A usage	Furniture		
Parking availability	Tobacco smoke	Dead areas		

Source: Turley and Milliman (2000, p.194)

### 3. ENVIRONMENTAL PSYCHOLOGY AND SHOPPING BEHAVIOR (INTENTIONS TO BEHAVE)

Environmental psychology is to examining the relationship between planned environment and human behavior Store atmosphere has significant impact on customer behavior (Baker et al.,2002; Bitner, 1992; Hoffman & Turley, 2002).Solomon (2009,p.33) has explained that consumer behavior as the activities of individual or selected groups undertaken when obtaining ,consuming and disposing of product and services. Many times we buy things which has unplanned to buy. According to Blythe (2008), we select the things that we believe, we required daily basis. Blythe (2008), has mentioned that marketers, could not ignore customer decision making process, and also says that the all marketers decision should considered customers as in centre.

Donovan and Rossiter (1992) suggested that shopping behavior as the willingness to stay more or leave, browsing or not browsing, and perform in or not in an environment. Barman and Evas (1995) found, that enjoyment, internal store setting examination, gathering more information, purchasing and satisfaction as could be possible shopping behaviors. Turley and Milliman (2000)described the shopping behavior, are the approach behavior and long stay in the store. Many researchers have realized the significant impact of store atmosphere on consumer behavior (Baker et al.,2002; Bitner,1992;Hoffman & Turley,2002; Russell & Mehrabian,197), but the empirical research for the impact of store atmosphere on consumer behavior is still limited (Areni & Kim, 1993; Bitner, 1992; Turley & Millman, 2000).

### 4. LITERATURE REVIEW

#### 1. Music Variable

Volume, rthyme and tempo these three factors has manipulated by retailers to get more attention of customers to their stores (Millman, 1982, 1986; Smith, Patricia,& Ross,1966; Yalch & Spengenberg,1993). Playing proper music in store could able to stimulate the mind of consumers and lead the positive emotional response (Ruchi, Zillur, & Iswar,2010).Proper music means that playing the right music with right tempo at the right time may create the positive effect on consumer shopping decision (Ruchi et al.,2010). According to Bruner (1990),customers' feeling may be controlled by the playing background music .With favourable and suitable background music in the retail store could help to reduce the negative effect regarding waiting in que for services because background music could distracts the customers in the since waiting time (Hui, Dube,& Chebat (1997). Milliman (1986) music is one of the most effective way in generating positive emotions and also music effect silently to the customers. Alpert, Judy and Mark (1986, 1988) identified that happy music create the happy mood towards the particular object: while sad music can create the

higher purchase intention for the product Milliman (1982) found that ,the tempo of background music is one of the important factor that could influence the in-store traffic flows.

## **2. Lighting Variable:**

According to Ruchi et al., lighting is used to give more focus to product and create an d 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 Meharbian (1976), in-store lighting is one of the significant factors which have higher impact on consumer behaviour. Vaccaro, Yacetepe, Baumgarten, and

Lee (2008),found thatWhen the store is brighter, customer are more likely to give attention and touch the product in the store (Vaccaro et al., 2008). Many people have believed that bright light allow them to see the merchandising clearly and also feel them as livens up the store atmosphere (Ruchi et al.).

## **3. Cleanliness and Participant Factors**

According to Akinyele (2010), mentioned 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, 2011Carpenter 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. Thus, Ganjanakyek has proven in his study that cleanliness factor also influences the customer shopping behaviour.Fournier (1998), found that relationship between customers and salespersons is inexplicable unless customer not contacting the salesperson regarding their quires. 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).

## **4. Store Layout and Display**

According to Turley and Milliman (2000), store display and layout has included fixture, merchandising In-store traffic flow, department location, and allocation of floor space within department. Store display and layout, are considering when retailers are willing to get attracted more customers. According to Kotler (1973-1974),product display is selected merchandising that deliver the message of retailers to the customer like, discount offer, new arrival ,promotion etc.It is

able to guide visual attention of consumer on desirable presented merchandising ( Cahan & Robinson,1984).The overall design of display and layout has accounted one fourth into retail sales (Mills, paul,& Moorman,1995).Many shoppers like shop in store ,allows them walk easily with proper guideless (Titus & Everett,1995).

## **5. OBJECTIVE**

In the present study we are undertaking the following objectives:

1. To check the significance level of all four (store layout and display, music, light, and cleanliness and participant factors) selected store variable for creation of a retail experience for overall shopping experiences.
2. To check the all four selected variable (store layout and display, music, light, and cleanliness and participant factors) interaction with each other's.

## **6. RESEARCH METHODOLOGY:**

In the beginning of the study research will start by collecting the relevant literature related to the topic and the objectives of the study. The literature will study the research findings of the similar studies conducted in the field of organised retail in the other countries. Literature will include the research papers, case studies and other secondary sources of information in the same field. Purpose of the literature review is concept building and exploring the various dimensions in the area of the research problem. After the literature review and considering a flexible research design, a well-structured questionnaire, towards store atmospheric factors for design

## **7. SAMPLING PROCEDURE AND DATA COLLECTION**

The two different type of retail market is in Uttar Pradesh State first is unorganized market which covers major shares of the retail market and another is organized. Study will mainly concentrate on the organized retail store. After deciding the universe a relevant sample size will be chosen according to the current requirements of the study. A random sampling method will be used for selecting the samples. Study will be mainly based on primary data collection from the samples selected from the universe. However, secondary data may also be used if needed anywhere during the research as per the current requirements of the study. Primary data from the sample will be collected by using the method of questionnaire, as well as based on the observations.

**8. DATA ANALYSIS AND ITS INTERPRETATION**

**1. Store layout and display**

**Descriptive Statistics**

**Table 2**

	N	Minimum	Maximum	Mean	Std. Deviation
A1	200	1	5	3.36	1.256
A2	200	1	5	3.52	1.211
A3	200	1	5	3.30	1.302
A4	200	1	5	3.44	1.246
A5	200	1	5	3.46	1.259
A6	200	1	5	3.47	1.252
A7	200	1	5	3.58	1.149
A8	200	1	5	3.54	1.173
B1	200	1	5	3.66	1.246
B2	200	1	5	3.79	1.189
B3	200	1	34	3.87	2.498
B4	200	1	5	3.72	1.262
B5	200	1	5	3.51	1.224
C1	200	1	5	3.55	1.227
C2	200	1	5	3.54	1.194
C3	200	1	5	3.54	1.272
C4	200	1	5	3.53	1.194
C5	200	1	5	3.46	1.306
C6	200	1	5	3.51	1.182
C7	200	1	5	3.60	1.178
C8	200	1	5	3.33	1.257
C9	200	1	5	3.41	1.253
D1	200	1	5	3.44	1.184
D2	200	1	5	3.49	1.147
D3	200	1	5	3.42	1.127
D4	200	1	5	3.47	1.177
D5	200	1	5	3.41	1.126
D6	200	1	5	3.36	1.194
D7	200	1	5	3.38	1.180
D8	200	1	5	3.43	1.175
D9	200	1	5	3.32	1.155
LAUOUT AND DISPLAY	200	1.5161	4.6129	3.203710	.5216773
Valid N (list wise)	200				

As according to table 2, shows, mean valve of scale items (A1-A9) for store layout and display variables is “3” which shows store layout and display is playing significant role while designing the store.

**2. Music**

Table 3: Below Shows table for Descriptive statistics for Music Variable.

**Descriptive Statistics**

**Table 3**

	N	Minimum	Maximum	Mean	Std. Deviation
2B1	200	1	5	3.33	1.232
2B2	200	1	5	3.29	1.293
2B3	200	1	5	3.35	1.246
2B4	200	1	5	3.32	1.263
2B5	200	1	5	3.27	1.343
2B6	202	1	5	2.93	1.366
2B7	200	1	5	3.96	.660
2B8	200	1	5	3.23	1.005
2B9	200	1	5	3.25	1.395
2B10	200	1	5	3.24	1.435
2B11	200	1	5	3.39	1.255
2B12	200	1	5	3.36	1.203
Valid N (list wise)	200				

As according to table 3, shows, mean valve of scale items (2B1-

2B12) for music variable is “3” which shows music is playing significant role while designing the store.

**3. Light**

Table 4: Below Shows table for Descriptive statistics for Light variable Descriptive Statistics

**Table 4**

	N	Minimum	Maximum	Mean	Std. Deviation
3C1	200	1	5	3.47	1.134
3C2	200	1	5	3.46	1.259
3C3	200	1	5	3.38	1.270
3C4	200	1	5	3.38	1.246
3C5	200	1	5	3.37	1.183
3C6	200	1	5	3.47	1.240
3C7	200	1	5	3.41	1.166
3C8	200	1	5	3.56	1.279
3C9	200	1	5	3.35	1.177
3C10	200	1	5	3.47	1.240
3C11	200	1	5	3.36	1.207
3C12	200	1	5	3.45	1.231
3C13	200	1	5	3.33	1.195
3C14	200	1	5	3.46	1.267
3C15	200	1	5	3.43	1.262
3C16	200	1	5	3.37	1.183
3C17	200	1	5	3.46	1.255
Valid N (listwise)	200				

As according to table 4, shows, mean valve of scale items (3C1- 3C17) for music variables is “3” which shows light is playing significant role while designing the store.

**4. Cleanliness and Participant Variables**

Table 5: Below Shows table for Descriptive statistics for cleanliness and participant variable

**Descriptive Statistics**

**Table 5**

	N	Minimum	Maximum	Mean	Std. Deviation
4D1	200	1	5	3.55	1.298
4D2	200	1	5	3.26	1.173
4D3	200	1	5	3.43	1.145
4D4	200	1	5	3.27	1.031
4D5	200	1	5	3.29	1.146
4D6	200	1	5	3.20	1.107
4D7	200	1	5	3.58	1.293
4D8	200	1	5	3.27	1.168
4D9	200	1	5	3.41	1.152
4D10	200	1	5	3.30	1.031
4D11	200	1	5	3.30	1.130
4D12	200	1	5	3.19	1.103
4D13	200	1	5	3.56	1.310
4D14	200	1	5	3.27	1.175
4D15	200	1	5	3.36	1.152
4D16	200	1	5	3.26	1.042
4D17	200	1	5	3.30	1.143
4D18	200	1	5	3.17	1.102
4D19	200	1	5	3.57	1.313
4D20	200	1	5	3.25	1.181
4D21	200	1	5	3.30	1.151
4D22	200	1	5	3.21	1.092
4D23	200	1	5	3.27	1.145
4D24	200	1	5	3.27	1.189
4D25	199	1	5	3.32	1.270
4D26	199	1	5	2.96	1.222
4D27	200	1	5	2.98	1.130
Valid N (list wise)	198				

As according to table 4, shows, mean valve of scale items (4D1-4D27) for cleanliness and participant variables is "3" which shows a significant role while designing the store.

Table 6: Below shows the correlation valve of selected variable (Store layout, music, light and participant factor) with each other's in store.

**Correlations**

**Table 6**

	STORE LAYOUT AND DISPLAY	MUSIC	LIGHT	CLEANLINESS AND PARTICIPANT
STORE LAYOUT AND DISPLAY	1	-.063	.882	.184
Correlation		.379	.000	.009
Sig. (2-tailed)		200	200	200
N	200	200	200	200
MUSIC	-.063	1	-.067	.052
Correlation	.379		.348	.464
Sig. (2-tailed)	200	200	200	200
N	200	200	200	200
LIGHT	.882	-.067	1	.212
Correlation	.000	.348		.003
Sig. (2-tailed)	200	200	200	200
N	200	200	200	200
CLEANLINESS AND PARTICIPANT	.184	.052	.212	1
Pearson Correlation				
Sig. (2-tailed)	.009	.464	.003	
N	200	200	200	200

- 1. Store layout and display:** shows the -0.63 for music variables which shows that music and store layout and display is weak negatively to each other's, into second observed is light valve .882 which shows that light and store layout and display is positively strongly associated to each other and third is cleanliness and participant valve is .184 which shows that cleanliness and participant factors is weak positively associated with store layout and display.
- 2. Music:** from table 5 shows the -0.63 for store layout and display variables which shows that store layout and music and is play is weak negatively to each other's, into second observed is light valve -.067 which shows that light and music is strongly negatively associated to each other and third is cleanliness and participant valve is .052 which shows that cleanliness and participant factors is weak positively associated with music.

3. **Light:** from the table 5 shows the .882 for store layout and display variables which shows that store layout and light is strongly positively associated to each other's, into second observed is music value -.067 which shows that music and light is strongly negatively associated to each other and third is cleanliness and participant value is .052 which shows that cleanliness and participant factors is weak positively associated with light.
4. **Cleanliness and Participant factors:** from the table 5 shows the .184 store layout and display variable which shows weak positively associated with cleanliness and participant, second observed is 0.52 value for music factor which shows that music and cleanliness and participant weak positive associated to each other and third is light value is .212 which shows that light is strongly positively associated with cleanliness and participant factors is

### Practical Implication

Store retailer of Uttar Pradesh state, should understand the importance of different elements stores while designing their interior and exterior physical setting with help of these elements is store layout and display, music, light and cleanses and participant with offering the different products and services to the customers of Uttar Pradesh.

With growing demand for unique and Innovative store atmospherics from the shoppers retailers should developed deep understanding with their store place based customers demography as well their shopping behavior towards store. Interstate migration of people, growing fast internet access information, leads the change in their taste, choice, preference and attitude towards store. This why customers are seeking for more store experiences with their shopping task, if one's a customer have an bad experiences with store shopping so they will not revisit to store in future.

Uttar Pradesh store retailer should try to build the store atmosphere with selected research papers store factors carefully with offering different products and services to customers and try to meet each customers basic need to expected need from store ambience and product/services .if

retailers successfully design the store as per customers choice of store place and it will produce positive results as in store sales and will create brand image among others same store retailer in market.by offering the store physical design with this research paper selected, retailer can also attract to new customers along with retaining their old customers.

### 9. LIMITATIONS

The study will be conducted under certain limitations. The study will be conducted in the Uttar Pradesh organized retail store in India only. There may also be some financial and time constraints limiting the study.

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