

Store Atmospherics and Customers Buying Behaviour

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ABSTRACT - Marketers all over the world are spending their maximum time, money and efforts to convince customers that they are producing goods and services that are answers to their needs and wants. In present scenario where retail marketing is gaining dominance, marketing giants in India and abroad are striving to make specific strategies for retail outlets to please customers. Kotler (1973), Yalch and Spangenberg (1990) have highlighted the importance and impact of atmospherics as a marketing tool. Levy, Weitz and Pandit (2008) opined that atmospherics comprises of elements like lighting, colour, music sense and scent which stimulates a customer to take action. Researchers all over the world are trying to analyze the impact of atmospherics on the psychological process of buying where marketers gains their attention, develops interest towards products and services, kindles their desire and take action of purchase of a product or service.

In the present paper the researchers have tried to study the impact of selected elements of atmospherics on the buying behaviour of customers. The data was collected empirically and tested using appropriate statistical techniques.

Key words : Store Atmospherics, AIDA Model, Buying Behaviour.

I. INTRODUCTION

In today's markets the customers are highly demanding and they want to be treated royally so that the marketers can hope for the chance of repeat purchases which can be converted into loyalty in the long run. The decision making related with purchases is underlined by a host of factors which can be related to the bundle of benefit offered by product or services or issues related to purchase experience. The purchase experience is usually shaped by behavior of staff or the ambience of the store which is studied in detail as store atmospherics.

A large number of researchers and marketing practitioners have highlighted the importance and impact of atmospherics as a marketing tool. Kotler (1973) introduced the term atmospherics and defined as "design of an environment through visual communication, lighting, colour, music, scent to stimulate customers' perceptual and emotional responses and ultimately to affect their purchase behavior." Levy, Weitz and Pandit (2008) opined that atmospherics comprises of elements like lighting, colour, music sense and scent which stimulates a customer to take action. Yalch and Spangenberg (1990) opined that the elements of atmospherics namely visual communication, lighting, colour, music, scent should work in unity to facilitate and influence purchase decision.

Researchers all over the world are trying to analyze the impact of atmospherics individually on the psychological

process of buying where marketers gains their attention, develops interest towards products and services, kindles their desire and take action of purchase of a product or service. Kalcheteva and Weitz (2006) analyzed the importance of atmospherics on purchase decision from a specific store. Their study indicated that store atmospherics have a positive impact on gaining attention, kindling desire, inducing actions related with purchase and repurchase. Burke (1996) highlighted the importance of sensory organs on the buying behavior of customers. He indicated that the marketers are using the inputs of virtual media to create an atmosphere which will influence the shopping behavior of consumers.

Franke (2002) investigated the impact of store design on the foot fall of customers. It was understood that the ambience of a store can be used to exercise pull strategy by marketers. The design of the store along with its positive ambience creates a shopping experience which the consumers prefer to relieve if they are satisfied by the experience.

In the above backdrop the present paper is an attempt to study the impact of selected elements of atmospherics on the buying behavior of customers. The study is an attempt to understand the following issues:

1. Customers' satisfaction with elements of store atmospherics at D-Mart in Raipur City.

2. Impact of store atmosphere on Attention, Interest, Desire, Action and satisfaction of customers at D-Mart in Raipur City.

The researchers have collected data from 100 sampled respondents from the city of Raipur who visited the D-Mart for shopping. The responses were collected with the help of a schedule which was divided into two parts. Part one comprised of questions related with demographic profile and part two studied the customer perception regarding the elements of atmospherics and their respective impact on purchase decision. The researchers have developed the following model to test these objectives.

Customers’ satisfaction with elements of store atmospherics at D-Mart in Raipur City

The researchers have studied the satisfaction of customers on five point likert scale towards the elements of atmospherics namely (i) visual communication, (ii) lighting, (iii) colour, (iv) music and (v) Fragrance. The researchers have framed the following hypothesis.

H₀: There is no significant difference in respondents satisfaction related with selected elements of store atmospherics at D-Mart in Raipur City.

H_a : There is significant difference in respondents satisfaction related with selected elements of store atmospherics at D-Mart in Raipur City.

Table No. 1: Customers’ satisfaction with elements of store atmospherics

	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Visual Communication	100	4.6166	.49030	72.936	99	.000
Use of Lighting	100	4.0334	.66298	47.123	99	.000
Use of Color	100	4.0834	.56122	56.358	99	.000
Use of Music	100	4.2166	.55515	58.835	99	.000
Use of Fragrance	100	4.1000	.83767	37.914	99	.000

(Source: Survey Data)

Table No. 2: Impact of Store Atmospherics on AIDAS

	VC	L	C	M	F	A	I	D	AP	S
VC	1									
L	.716	1								
C	.546	.659	1							
M	.422	.532	.013	1						
F	.012	.011	.011	.011	1					
A	.539	.526	.321	.024	.039	1				
I	.386	.284	.222	.017	.031	.652	1			
D	.174	.169	.099	.018	.041	.610	.713	1		
AP	.386	.216	.532	.017	.022	.042	.622	.711	1	
S	.197	.101	.017	.010	.014	.038	.613	.605	.862	1

(Source: Primary Data)

Note: VC is Visual Communication, L is Use of Lighting, C is Use of Color, M is Use of Music, F is Use of Fragrance, A is Attention, I is Interest, D is Desire, A is Action (Purchase), S is Satisfaction(Repeat Purchase)

From the above table it is found that t value at 5% level of significance at 99 degree of freedom and at 95% confidence level is 72.936, 47.123, 56.358, 58.835 and 37.914, respectively. Since P value is less than 0.5 for all the statements related with satisfaction, hence null hypothesis, that, there is no significant difference in respondents satisfaction related with selected elements (**Visual Communication, Use of Lighting, Use of Color, Use of Music, Use of Fragrance**) of store atmospherics at D-Mart in Raipur City, stands rejected.

Impact of Store Atmospherics on Attention, Interest, Desire, Action and satisfaction of customers

The researchers have tried to analyze the impact of selected elements of store atmospherics on Attention, Interest, Desire, Action and satisfaction of customers of D-Mart in Raipur city. The researchers tried to analyze the relation between the elements of atmospherics namely Visual Communication, Use of Lighting, Use of Color, Use of Music, Use of Fragrance on the process of securing attention of customers, developing their interest, kindling their desire which will lead to action related with purchase intention and customer satisfaction that will be further resulting into future actions of repeat purchases. The researchers have framed the following hypothesis:

H₀: There is no significant relation between Store Atmospherics on Attention, Interest, Desire, Action and satisfaction of customers at D-Mart in Raipur City

H_a : There is significant relation between Store Atmospherics on Attention, Interest, Desire, Action and satisfaction of customers at D-Mart in Raipur City

It can be seen from the table no.2, which is showing coefficient correlation matrix that visual merchandise has significant positive correlation with attention, interest, desire, action and satisfaction as the calculated value of Pearson ‘r’ was found to be .539, .386, .174, .386 and .197 respectively.

Further Use of lighting has strong positive correlation with securing attention as the value of Pearson ‘r’.526. The values of Pearson ‘r’ between colour and purchase action was found to be .532. Further music and scent display a

lesser impact on Attention, Interest, Desire, Action and satisfaction of customers at D-Mart in Raipur City.

II. CONCLUSION

In today' market attraction of customers is an important strategic issue. The advancement of technology with strict rules are making it difficult for marketers to attract and retain customers. It has become essential for marketers to understand the psychological process of decision making of customers in order to attract and retain them. The use of elements of store atmospherics by departmental stores has become an important tool for marketers. If the marketers are able to provide a catalyst in the form of right Visual Communication, Lighting, Color, Music and Fragrance, it will surely have appositve impact on the process of securing attention of customers, developing their interest, kindling their desire which will lead to action related with purchase intention and customer satisfaction that will be further resulting into future actions of repeat purchases.

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