A SYSTEMATIC ASSESSMENT FOR INVESTIGATING THE DESIGNED ATMOSPHERICS, ATTITUDE, BEHAVIOURAL IMPACT AND ITS RELATIONSIHPS IN RETAIL ENVIRONMENT. (WITH RESPECT TO RELIANCE TRENDS, BANGALORE)

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Abstract:

Consumer shopping experience depends on their mood which could be impacting on all decisions that they take to the situations influence their current choices, particularly in the retail industry. India has occupied the fifth-largest global destination in retails space. The research investigates that how atmospherics, behavior and attitude are impacting the sales of a retail outlet with reference to visual merchandising. To know which factor has influenced the most in the sales and to know which factor has loaded more. The factors we took in the study are store display, window display, color and lighting, behavior, attitude, and purchase intention/sales. Henceforth the researcher made a modest effort to find the impact of Atmospherics, Attitude, Behavioural Impact and Its Relationships in Retail Environment

Keywords: investigate atmospherics Visual merchandising, retail outlet, behavior, attitude, consumers.

Introduction:

Marshall field & company, Chicago came to know that "PURCHASER BEWARE" regime are being replaced by **"SELLER BEWARE"**.In the 19th century, they changed their business from wholesale to retail.Merchandising visualsgained the immense popularity in 20^{th}century and retail business transformed as lavish shopping experience to the customer.

Tough time for corporate firms in global competitive era.To achieve the modest increase in

competition, the customer's focus is to put the positive mood into the customer's mind and make them spend more time in the retail store. Therefore, foremost responsibility of the retailer is to focus more on atmosphere insideof retail store which kindles the customer to take the purchase decision.

Three significant variables such as environmental psychology's perceptual, conation and affective approaches depend on retail store environments. Environmental psychology and consumers' arousal is the central theme of the research which talks about cognitive way of thinking of an individual how he perceives realizes and remembers the environment. Gestalt psychology theory explains the memory depiction of three -dimensional information the so called "mental maps ".

In 1981, Bost 1987 argued that various experimental experiments in the shop environment suggest an important connection between the presence of shop maps and shopping sentiments. Grossbart and Rammohan proposed that retailers should exchange verbal and non-verbal information on internal customer charts.

Therefore, a friendly environment in the retail store is a most promising level of stimulator and modest structure that, on the one hand, is cognitively " relaxing" but highly activates key artifacts that, on the other hand, help shape mental store maps.

The research has been focused on three areas. The first area addresses on emotion of the customer in retail atmospheric conditions like humor, happy togetherness, the pleasant feeling throughout of the shopping is the marketing strategy which stimulates to spend more time in retail store. The Second focused area covers the managerial aspects of emotions in retiling i.e. employee- customer interaction. Third area exemplifies the business practice based on insights from the store visits and corporate presentations.

Literature Review:

Visual merchandising:

Visual merchandising is a retailer-used optimization strategy to present and! To attract the attention of the consumer and motivate them to take the buying decision, highlight the goods, facilities, features and advantages. Until today, butchers and florists have used this

strategy to draw and retain customers.

Kotler stressed in 1974[1] that the atmospheric elements of retail stores are considered to be part of visual marketing. In Kotler's study, the gaps were identified by Donovan and Rossiter (I 982)[2] and expanded the definition of the atmosphere of the store by classifying physical variables of the store, such as store

design, architectural design, wall color and social factors like the face to face interaction with the customer care associate and the individual's actions towards the predisposed object. A part from VB, variety of factors such as the combination of colors, the lighting, the way the merchandiser presents, store design and layout of the store, mannequins, furniture, fixtures and other props) play vital role in generating a favorable buying environment. Qualitative research indicates that this effective visual advertisement allows men's fashion retailers to create a powerful identity through the use of cultural memes (Matthews et al. 2013[3]). Different merchandising strategies used by the retailer to draw the attention of the customer to generate the rush for retail store Eroglu (2003)[4]. Kaur, A. (20I3)[5] ,the study recognized that there are three primary components of visual marketing, in particular, the window displays, innovative product assortments cleanliness of the store. " The main elements that were most closely linked to the intention of buying were: the color of the products, the style of presentation, fixtures, signage, the quality of materials, and lighting.

Widow display

The art of presenting products increases customer interest and generates positive customer buying behavior. Retailers use this as a technique to generate rush in the store. Retailers are vigorously focusing more on different types of presentations to attract and vibrant than their competitors in order to leave a positive impression on their customers. Razzouk, Seitz and Chaudhuri (200 I)[6] stated many retailers offer the same type of product to consumers. But, the way it presents its products that catches the attention of customers. Mcewan (2010)[7] expressed that window display is a compelling factor that not only provokes potential shoppers to see the merchandise but also coveys what variety of products are being sold in the store, additionally urge them to make that essential purchase immediately.

Store Displays

Product display, Mannequins, Product shelf position

The study says that the Retailers understood the importance of merchandise presentation in the

store than any other marketing or promotional tool to improve the sales. Bustos (2004) [8] analyzes the effectiveness of merchandise display in creating an excellent store brand image. Mohd. Arif Hussain (2013) [9] observed that the display arrangements in an attractive manner arouse interest in purchasing the products and generates a positive image into the customer 's minds. Merchandise displays create awareness, educate, persuade, entertain, and convince buyers (Pegler, 2006[10] Buyers are always sensitive towards the impressions that they develop and information they get in the retail stores Underhill (2009[11]). Therefore, merchandise displays have direct impact on the consumer buying process. Kumar and Leone (I 988[12] thrown a light that the POP displays are precious in maximizing store sales. Clark (2007[13] The author expresses that the mannequins industry also relies upon the comp any 's financial limits; that's why they should serve as workhorses during the entire year with innovation as their trump card. Neha Malhotra (2010) [14] In this analysis, the author also noted that the mannequins in a store look very good if they are arranged systematically. Finally concluded that to maintain the image of the retail store mannequins are very important. Therefore, whenever it is necessary, the old mannequins should be replaced by new mannequins to create a unique look to the store.

Store Atmospherics Lighting & Color

KR.Pillai (2011[15])Visual merchandisers has rated high for lighting elements when they design store ambiance, but in reality, most of the respondents disfavourbly responded towards lighting arrangements in the store. Bellizi and Hite, 1992, Mehrabian (I974) [16] "said that lighting is a crucial element of store atmosphere which influence buyers, the rooms with bright colors are more exciting than those in low light conditions. " (Quoted in Summers and Herbert, 2001[17]

Store Layout and Signage   :

The success of the retail stores depends on its layout design which makes them to feel comfortable of a customer to enjoy the shopping., Garaus et al. (2015) [18] empirically stated that inside environmental conditions stimulates the customer to stay in the store longer and enjoy a shopping experience without traffic.

All large stores more emphasis on store design which helps to generate significant traffic in the store at the same time minimizes the psychic energy for customers. The kinds of store design are free flow design, grid, the running track and the spine. These designs may vary with respect to the nature of retail.

 Grewe, Baker, Levy and Voss (2003) [19] emphasized that the selection of the store design must

be made taking into account the target market requirement and the nature of products it offers, made it possible for impulse purchases.

Store Environment:

Kleinman and Rebecca (2002) [20] explained the store environment and its relationship with respect to its image. The author tries to communicate that the interior is one-third of the store experience. Turley and Milliman (2000) [21] identified the store environment make the customer to spend more time in the store that has a connection to the purchase decision. Groeppe l-Klein (2005) [22] stated that inside atmosphere of retail store has a great impact on their consideration of goods and causes the consumer to respond to the store. There is no significance correlation between Impulse buying and store displays. Kim Jong Sung (20 I 3) [23], the store environment will not only be a sales space but a space that will reflect the consumer's fast-changing consumer trend in their lifestyle.

Retail research found that the results are consistent. Experimental research suggests that cold-coloured environments inside of retail store is more attractive than warm-coloured Therefore, it is believed that the purple/ blue interior walls will generate a higher level of positive affective image and higher purchase intentions compared to a darker shade like red / orange.

Retail Store Environment - Influences shopping behavior:

Customer ' s actual behavior is being mediated by the important emotional responses of pleasure, excitement and dominion. For example, willingness to spend considerable amount of time and money and to consume more depends on store atmosphere. Research conducted on environmental psychology revealed that shopper purchase behavior is influenced by environmental qualities of the store. Furthermore, they give pleasure shopping experience and excitement. They make the customers to show more attention and positive purchase behavior in the store (Donovan and Rossiter, 1982) [24].

Customer expectations, loyalty, purchasing decision:

Consumers have expectations in terms of display that should meet their expectations, the brand can be reassessed and they are able to express cognitive and affective behavioral responses to visual merchandising. However, they are less able to use visual merchandising unlike other branding strategies to recognize a particular fashion brand. Visual stimuli help to build strong brands by differentiating brands, converting the first time customer into the part ne r of the business and tum them as loyal customers with respect to prices, reducing bulk and protecting

against competition (Schmitt and Simons on 1997 [25]). As a result, smart retailers select their target market, offer the tailor made products, use advertising strategies to draw their attention and finally leaves a good image into their mind and make them as loyal customers.

Identification of Research Gap :

After a thorough review of collected research articles, the researcher came to know the designed atmosphere and presentations techniques inside of the store are may vary from store to store. Therefore, researcher decided to study " A Systematic assessment for investigating the Designed Atmospherics, Attitude, Behavioural impact and its relationships in Retail Environment ".

It is found that hardly a few studies have been undertaken in this research area with branded apparel categories. Secondly, **in** many pieces of research, it was found that very few variables have been considered for their study, and many variables at one have not been studied. Each year many researchers have been undertaken to work on the above initiatives, which in tum cleared the path for further study and need for a more comprehensive and specific solution to address the fundamental role of visual merchandising in influencing the customers for positive store behaviour, which further improves sale. After thorough literature reviews, Effect of visual merchandising on evaluation and purchase behavior of customers in south Indian apparel stores is an important topic to study, but limited research done in this area. Hence the researcher fixed the study topic as " **A** Systematic Assessment for Investigating the Designed Atmospherics, Attitude, Behavioural Impact and Its Relationships **in** Retail Environment.

By studying the previous research reports on window displays, product display, mannequins, product shelf position, lighting, interior color, signage and store layout variables have been chosen for the study which can influence the behavior of the consumer and make them to take purchase decision. Hence the hypotheses are developed from the dimensions found in the literature review of visual merchandising their relation in terms of visual merchandising towards purchase decision is to be found.

Conceptual Framework:

| Store Display |
| Window Display |
| Color & Lighting |
| Behavior |
| Attitude |

Purchase Intention/ Sales
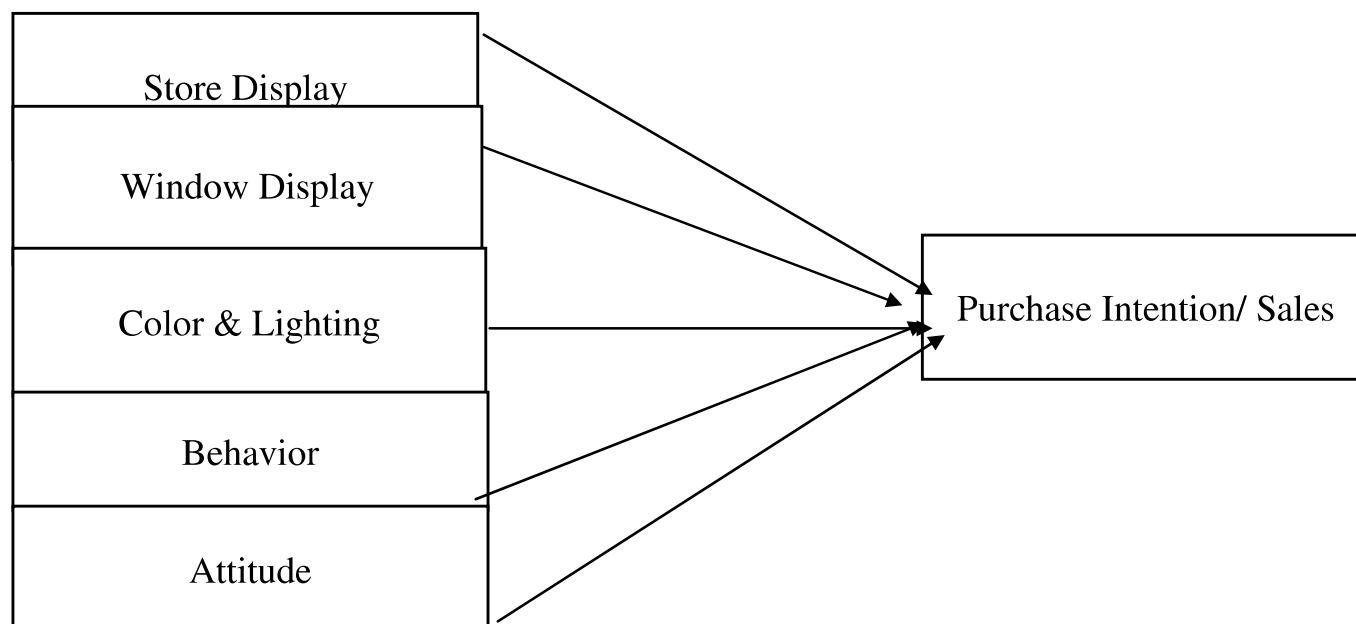
Based on the reviewed extant literature, the researcher hypothesized the following:

HYPOTHESIS DEVELOPMENT:

H I: Store Display has positive attitude towards intension/ sales of buying Reliance Trends products.

H2: Window Display has positive attitude towards intension/ sales of buying Reliance Trends products.

H3: Color & Lighting has positive attitude towards intension/ sales of buying Reliance Trends products.

H4: Behavior has positive attitude towards intension/ sales of buying Reliance Trends products.

H5: Attitude has positive towards intention/ sales of buying Reliance Trends products

Need for the study:

The basic motto of the study is to see how atmospherics, behavior and attitude are able to draw the attention of customer to generate the sales. None of the research has not been done on these three factors combined and everyone as of now has done this study individually. Store atmosphere, mood and purchase behavior found that the customers rate establishments differently based on atmosphere. We could investigate this study in Reliance retail store

Bangalore to know the impact of ambience, image to attract customers, but targeting and engaging additional human senses such as sound and smell (atmospherics). Atmosphere is the different contributor to the customer experience which provides more insight into the phenomenon of visual merchandising affec6ng the consumer buying or sales.

Statement of the problem:

To find out how visual merchandising factors, attitude and behavior of the consumers are affecting the modelling space i.e., how it stimulate the consumer's behavior towards purchase decision.

Objectives of the study:

* To find the buying choices are made before reaching the store or based on visual displays in the store are influencing their behavior to take the purchase decision
* **To** examine the influence of layout on enhancing sales and record the customer buying Behavioral responses.
* **To** explore the impact of window, display, mannequin display, signage, colors and lighting, behavior and attitude on consumer impulse buying.
* **To** study which dimensions of visual merchandising having major impact.

Factor Loading

S.No	Constituent Variables	Factor Loading Value	Factor Extracted
l.	Customer attention toward s strong lighting in retail store? Attraction of cool colors vs than the stores with warm colors?	0.781	Color and lighting
	Customer responses towards the products placed in shelves	0.773	
	with respect to color, brand and size, easy trace out?	0.757	
	Does good lighting impact the atmosphere of the reliance trends?	0.758	
	Customer preference affecttowards the tone of colorsof fashion product?	0.747	

2.	Customer's Shopping experience with reliance trends?	0.694	Behavior
	Do you have difficulty controlling my urge to buy when you see a good offer?	0.697	
	Tendency of customer towards a good deal at reliance trends they tend to buy more than they intended to buy?	0.692	
	Share your experience on Impulse purchase and you feel regret?	0.632	
	Do you sometimes feel a bit reckless about what I buy? Do you carefully plan most of my purchases?	0.638 0.604	
3.	Customer feel towards the products provided by reliance trends are of good quality?	–0673	Attitude
	Shopping can change your mood?	0.690	
	Customer ' s sense of excitement towards impulse purchase?	0.653	
	If collections are less in reliance trends, I will wait for some days for the same?	0.645	
	Do you feel very comfortable in buying products in reliance trends?	0.657	
	Do you buy things according to how I feel at the moment?	0.608	
4.	Does aisle should be designed in a way that avoids in-store traffic jams?	0.728	Store Display
	Does the display help you find the products?	0.684	
	Do the consumers often intend to buy unplanned products if the store has proper productshelving?	0.690 0.636	
	Does a good store layout make it easier *for* consumers to find desired products?		
5.	Does window display is a good source for retailers to advertise promotional campaigns (Seasonal discounts, new arrivals, sales etc.)?	0.711	Window Display
	Does offers are clearly informed through display in reliance trends?	0.737 0.671	
	Does mannequin in display influence my buying behavior?	0.625	
	Does the displays and promotional offers informed in the store attract we?		
6.	I plan to buy Reliance products in the future.	0.848	Purchase intention/
	I am very likely to buy Reliance products in the future	0.895	Sales

I would advise others to buy and use Reliance products	0.822	

Reliability Statistics:

Reliability Statistics		
Cronbach's Alpha	Cronbach 's Alpha Based on Standardized Items	N of Items
.820	.820	35

Interpretation

Thereliabilityshouldbeabove0.6hencetheCronbach'salphawith35itemsis0.820,soitisreliable.

Reliability Statistics of Store Display (ASD):

Reliability Statistics	ASD)	
Cronbac h's Alpha	Cronbach 's Alpha Based on Standardized Items	No. of Items
.655	.655	4

Interpretation :

The reliability should be above 0.6 hence the Cronbach's alpha of store display with 4 items is 0.655, so **it** is reliable.

Reliability Statistics of Window Display (AWD):

Reliability Statistics (AWD)		
Cronbach h's Alpha	Cronbach 's Alpha Based on Standardized Items	No. of items
.801	.801	9

Interpretation:

The reliability should be above 0.6 hence the Cronbach ' s alpha of window display with 9 items is 0.801, so **it** is reliable.

Reliability Statistics of Color & Lighting (ACL):

Reliability Statistics (ACL)		
Cronbach 's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.834	.834	5

interpretation:
The reliability should be above 0.6 hence the Cronbach' s alpha of color and lighting with 5
items is 0.834, so it isreliable.
Reliability Statistics of Behavior (B):

Reliability Statistics (B)		
Cronbach's Alpha	Cronbach 's Alpha Based on Standardized Items	N of Items
.779	.779	7

lnterpreta:tion
The reliability should be above 0.6 hence the Cronbach' s alpha of behavior with 7 items is
0.779, so it is reliable.
Reliability Statistics of Attitude (A):

Reliability Statistics (A)		
Cronbach 's Alpha	Cronbach 's Alpha Based on Standardized Items	N of Items
.771	.771	7

interpretation:
The reliability should be above 0.6 hence the Cronbach ' s alpha of attitude with 7 items is
0.771, so it is reliable

Model Summary of Regression									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	FChange	df1	df2	Sig.FChange
I	.982 ᵇ	.964	.964	.07908	.964	1856.209	5	344	.000

a. Predictors: (Constant), Attitude, Window Display, Color & Lighting, Store
   Display,Behavior
b. Dependent Variable: Purchase intention/Sa les

interpretation:
Coefficient of determination R-Square (R^2)explains the variance in dependent variable
(i.e. Purchase intention). The dependent variable explains 96.4% of variance. If the
value of R^2 is above 50% means its good here in this study the value of R^2 is 96.4 % so
it very good.

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
I Regression	58.036	5	11.607	1856.20 9	.000b
Residual	2.15 1	344	.006		
Total	60.187	349			

a. Dependent Variable: Purchaseintention/Sales

b.   Predictors: (Constant), Attitude, Window Display, Color & Lighting, Store Display,Behavior

interpretation:

ANOVA explains there is significant variance exists in all the variance. There is a

significant variance in the regression model that is the variable s use d in the regression

model has significant variance. The variable used in regression model has hugevariance.

Coefficients of Regression:

Coefficients of Regression					
	Un standardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
I (Constant	.540	.039		1 3.747	.000
) Store	.204	.006	.340	31.92 8	.000
Behavior	.209	.006	.359	32.71 5	.000
Attitude	.200	.006	.339	31 .333	.000

a. Dependent Variable: Purchase intention/Sales

Interpretation :

- The significant value of Store display is 0.000 which is less than 0.05 therefore it is significant, the beta value 0.340. Store display has positive impact on purchase intention and hence, the hypothesis (H I) isaccepted.

- The significant value of Window display is 0.000 which is less tlhan 0.05 therefore it is significant, the beta value 0.280. Window display has positive impact on purchase intention and hence, the hypothesis (H2) isaccepted.

- The significant value of Color & Lighting is 0.000 which is less than 0.05 therefore it is significant, the beta value 0.370. Color & Lighting has positive impact on purchase 'intention and hence, the hypothesis (H3) isaccepted.

- **The** significant value of Behavior is 0.000 which is less than 0.05 therefore it is significant, the beta value 0.359. Behavior has positive impact on purchase intention and hence, the hypothesis (1--14) isaccepted.

- **The** significant value of Attitude is 0.000 which is less than 0.05 therefore it is significant, the beta value 0.339. Attitude has positive impact on purchase intention and hence, the hypothesis (1--15) isaccepted.

FINDINGS, SUGGESTIONS & CO CLUSION
Findings:

- The maximum number of respondents are of Female with 51 .4% and maximum respondents who purclhase Reliance trends products are unmarried people with71.1%.

- Maximum number of respondents who purchase Reliance trends products are from the age group of 21 -30 years with percentage of 72.3%.

- Maximum number of respondents who purchase Reliance trends products are having educational qualification as postgraduate with 57.1% and having income level with the range from less than 10,000 with percentage 39.7% and maximum respondents with the occupation of students with51.1%.

- MostoftherespondentsvisitReliancetrendsstoreveryrarelywiththepercentageof48.3%and most of them buy clotlhes from Reliance trends store with a percentage of 78.9%.

- TheKMOvalue is found to be 0.781 which is acceptable, and the significance is 0.000 andhighest factor color and lighting loaded with significance of 0.780 and the least factor behavior loaded witlh significance of 0.622.

- **The** reliability statistics is used to check the internal consistency and it should be morethan0.6 but we found in our study that the Cronbach ' s alpha is to be 0.820 with 35 items and it is reliable.

- The findings of the study indicate that there is positive impact of store display, window display, color & lighting, belhavior and attitude on purchase intention or sales in Reliance trends and we found out that the value of $R^2$is above 50% means its good here in this study tlhe value of $R^2$is 96.4 % so it verygood.

- From Brand analysis we found that Reliance trends are g1vmg more priority by the customers and we have also proved theoretically also that the customers prefer Reliance trends products over other companyproducts.

- From the study we found that color factor is influencing the customers more in attracting themtothestoreandtochoosetheirproductsandtheleastfactorinfluencingthecustomers   is windowdisplay.

- From the study we found that Netplay brand of Reliance trends private brand has been most preferred by the customers and the least preferred private label brand of Reliance trends is Perfomax.

Suggestions:

- The present study clearly shows that majority of people who are visiting Reliance trends store are in the range of 21-30 years. Concentration on other age groups is also very much necessary for the growth of sales in Reliance trends store. This can be done by way of increasing awareness through wide advertisement and supplying them with their range of products.

- Visual merchandising is of great importance. Customer who walks into the store with some product in mind may go for impulse purchase.Window display should contain all tile details of the product. It influences the overall shoppingexperience.

- Most of the customers who are visiting the store having education of Postgraduate and students are being the majority of visiting the store, but we also need to think of the other occupationalcustomers.

Conclusion:

The objective of the study is to find out that which factors i.e., atmospherics, attitude, behavior in reference with visual merchandising are influencing the customers to visit the store and how it is influencing in the increase of the sales of thestore. From thestudy wefound thatmany customers are purchasing clothes mainly from the store and color of thestore and the products areinfluencing the customers more as compared with other factors. Visual display is not creating interestin the products with in store music or recorded information, window display etc., and the company has to concentrate more on window display and other visual merchandising factors so that they can easily increase their sales and we found out that most of the students are buying from Reliance trends store because of the brand name and tile price or offers that the store provides to the customer are high which in turn influences more students as they have less pocket money and the store is offering their products with less and affordable prices forthem.

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