



A STUDY ON THE STRATEGIC IMPORTANCE OF RETAIL STORE AMBIENCE FOR RETAINING CUSTOMERS

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ABSTRACT

The Store Ambience is a domain that is made to create a boost among the client's discernments and feelings that will influence their buying conduct. The retail business is the movement of offer of good and administrations to definite customers, and the retailer as the monetary specialist that puts by and by such deals. This implies the retail business is made not just by the offer of items at the stores yet in addition through the business ideas of non-store and also benefits. Consequently the retail business either in items or in administrations is the last phase of the conveyance circuit, where the retailers accept an essential part of middle person between makers, wholesalers or different providers and the last shoppers.

Watchwords: *Ambience, Consumer conduct, Purchasing conduct.*

INTRODUCTIUON

Today when our nation is arranging by guzzling the globalization patterns, there are part of things that are evolving. One key to effective in this changing period is development. This is the same for composed retailing. The shopping background of the client, which is viewed as the most vital angle for the accomplishment of a retail location, is totally subject to development. The thought is basic - improve the consumer loyalty, to increase the value of the whole shopping knowledge. The three components which finish the Shopping Experience are:

1. Merchandise
2. Customer help
3. Store Ambience



The store air all the more generally known as store vibe assumes an extremely imperative part in improving Customer's Shopping Experience. It supplements the other two components specified previously.

Individuals get a kick out of the chance to be in great air, which in retail is the store climate. The store atmosphere is an Environment that is made by visual correspondences, lighting, music, hues and so on., to create a jolt among the client's discernments and feelings that will influence their buying conduct. The store air is tied in with observing and a situation that suits the objective market and welcomes shopper for procurement. The Indian customers by and large shop from business sectors and territories which are cheap, foul, stinking. They purchase products at haggled costs.

In any case, this pattern is evolving. Rather than moving into week after week haats, melas, mandis or some other conventional type of retail, buyers incline toward strolling into an aerated and cooled store to purchase the items. Had this, as well as spotless and clean stores, rapid elevators, scented condition, capturing shows draw their, consideration making it more agreeable and enjoyable to shop.

Today the stores have progressed toward becoming hotspots of diversion for a noteworthy piece of the populace i.e., The Youth. The buyer desire for current Retailing condition is quickening at a quick pace. So as to make an unparalleled involvement with the retail location understanding the client inclinations is of prime significance. The store climate is to be intended to make shopping simple and furthermore give an open to feeling. It upgrades the shopping knowledge by helping the customers what they need from an arrangement of items in the store. To make great attitude of the purchaser towards the store picture and store position it is critical to have a climate that can possibly make the shopping pleasurable by overlooking the severity of substantial costs to be paid for costly items in the stores. With the developing pattern of modernization, modelers are outlining empowering retail facades and insides that make an, impression of peculiarity. It helps fulfilling the Customers and to make a warm inviting inclination which will absolutely upgrade a client's state of mind and enhance the odds of transforming a solitary deal into a long haul relationship.

It is staggering to make a deal yet it is a great deal more beneficial to keep the client fulfilled hence making creating client devotion. Store Ambience additionally helps with improving the brand estimation of the different items. It builds purchaser footfalls and incites them for rehashed buys. It is conceivable to pull in the clients utilizing the correct blend of components of store vibe. It is exceptionally straightforward a poor mood contrarily influences the portrayal of the item.

A decent climate is likewise required to encourage the perusing procedure for items, which should be touched and felt before being picked. Store vibe goes about as an advancement

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instrument used to impart the store's picture. An alluring store feel is much the same as an icing with fruits on the cake'. A striking store atmosphere draws the consideration of the client and empowers him to take buy choice inside most limited conceivable time, and consequently improving the offering procedure. The customers which involve generally of the adolescent want an agreeable store, with the goal that they can remain for longer on each visit. Customers would tend to purchase at a relaxed pace in such stores. Much of the time, these stores are likewise used for investing holding up or save energy or getting together with companions. The store mood is mindful to make a contrast between a distracted exchange and a critical retail encounter.

STATEMENT OF THE PROBLEM

In the cutting edge retailing the clients are giving more significance to the store climate. It is getting to be noticeably fundamental for the retailers to give client experience to the clients, with a specific end goal to get extensive number of walk-ins inside the store. The client will end up noticeably faithful to the store just if the retail gives them a decent shopping background.

Targets

OBJECTIVES OF THE STUDY

- To examine the most affecting components on feeling of the store
- To discover the connection between factors on the store feeling and the motivational components driving the clients towards the store.
- To locate the critical distinction between the experience on the store mood of the current or new client of the envision store.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The information is just gathered from the clients who are going by the distinctive stores. The Store vibe is measured through the components like Music, Odor, Cleanliness, Lighting, Temperature and Layout and Store Displays. The kind of research configuration utilized here is the unmistakable research. Unmistakable research is done to portray the qualities of customer section viz., statistic, financial, geographic, and psychographic and benefits looked for.

SAMPLING TECHNIQUE

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The sampling technique used in this research is Proportionate random sampling. Sample size of this study is 220. Survey is conducted with customers who are visiting the stores.

METHOD OF DATA COLLECTION

The study depends on primary data. A structured questionnaire is used for collection of data. The questionnaire was given to the customer to record their experience related to store ambience. The questionnaire consists of three parts. The first part deals with the demographic factors and the second part deals with the factors related to store ambience and the final part deals with the recommendation.

DATA ANALYSIS AND INTERPRETATION

Variables	Particulars	Respondents	Percentage
Gender	Male	176	80
	Female	44	20
visiting the store first time	Yes	108	49.1
	No	112	50.9

Perception of customers based on the reasons and motivation forgoing to the store

Variables	Very Important		Quite Important		Important	
	No	%	No	%	No	%
Pleasant Environment	187	85	29	13	4	2
Pleasant Music	148	67	64	29	8	4
Pleasant Lighting	192	87	21	10	7	3
Pleasant Temperature	163	74	44	20	13	6
Pleasant Cleanliness & Hygiene	172	78	36	16	12	6
Layout and displays easy to read	171	78	37	17	12	5
Easiness of parking	176	80	37	17	7	3
Adequate waiting timing	186	85	12	10	12	5
Variety of Products	181	82	31	14	8	4

FINDINGS

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- Most (85 %) of the respondents have perceived that the pleasant environment is very important and it motivates them for going to the store.
- Most (67 %) of the respondents have perceived that the fact that the pleasant music is very important and it motivates them for going to the store.
- Most (87 %) of the respondents have perceived that the pleasant lighting is very important and it motivates them for going to the store.
- Most (75 %) of the respondents have perceived that the pleasant temperature is very important and it motivates them for going to the store.
- Most (78 %) of the respondents have perceived that the fact that the pleasant cleanliness and hygiene is very important and it motivates them for going to the store.
- Most (78 %) of the respondents have perceived that the layout and displays which is easy to read is very important and it motivates them for going to the store.
- Most (74 %) of the respondents have perceived that the Design / Beauty of the store is very important and it motivates them for going to the store.
- Most (82%) of the respondents have perceived that the Variety of products that I can find in the store is very important and it motivates them for going to the store.
- Most (74 %) of the respondents have perceived that the fact that the Easiness on finding the product is very important and it motivates them for going to the store
- Most (79 %) of the respondents have perceived that the Employees friendliness is very important and it motivates them for going to the store.
- Most (82%) of the respondents have perceived that the Good location of the store is very important and it motivates them for going to the store.
- Most (80%) of the respondents have perceived that the fact that the Easiness of parking is very important and it motivates them for going to the store.
- Most (85%) of the respondents have perceived that the adequate waiting time is very important and it motivates them for going to the store.

CONCLUSION

The study was made to find the strategic importance of store ambience for all stores. The store atmosphere more commonly known as store ambience plays a very vital role in enhancing Customer's Shopping Experience. The questionnaire was collected from the customer and the result shows that the aroma and the lighting was the most influencing factor of the store ambience and also there is a relationship between the factors of the store ambience and the motivational factors. Hence the study will help the store in improving the



performance in various factors like music, odour, cleanliness, lighting, temperature and layout and store displays.

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