

# RETAIL STORE IMPRESSION AND SHOPPER'S BEHAVIOR

## – A STUDY OF PROZONE MALL AURANGABAD

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### ABSTRACT

*In this present era there are massive changes in the field of retail store impression and shopping behavior from traditional retail store to organized retail store. So several shopping center, departmental store, shopping malls and franchising are growing rapidly in our country as an organized business. Retail store image is a strategy focused on inducing agility and flexibility in retail trade and play a vital role to determine shopper's behavior which is essential aspect of market environment.*

*The foremost intention of this research article is to focus on various characteristics of retail store personality i.e. store design, store ambience visual merchandising, music, lighting color, signage and so forth. The study is restricted to "Prozone Mall" in Aurangabad. (M.S.)*

**Keywords:** *Store Image, Store ambience and shopper's behavior.*

### About Prozone:

Prozone Mall is one of the largest and first horizontally designed shopping mall in India. It has over 1 million square feet of retail space and whereas in the concept of modern retailing in Aurangabad. The Mall was inaugurated on October 8, 2010. It has more than 150 retail stores selling top local and international brands. Brands present in Prozone are Star Bazar Shoppers Stop, Westside, Pantaloons, Globus, Reliance Trends, Croma, Provogue, Nike, Reebok, Wills Life Style, Allen Solly, Puma, Matro, Titan, Catwalk, mom & me and so forth.

### Introduction:

According to Osman (2001) retailers decide what image their stores should project to specific target market. This requires information about the target markets, but also on these store attributes the market perceived as important when selecting store.

Store image is considered as an important factor in influencing store choice and patronage behavior. This has received increased attention from practitioners and academics (Berry 1969). Store image influence the way in which customers evaluation and choice a store (Kleinhans 2003) store image cues therefore influence customers decision making process which result in store choice. (Baker et.al. 2002) Consumer behavior is defined as study of buying units and exchange process

involved in acquiring, consuming and disposing of goods, services, experiences and ideas. Visual merchandising is defined as the presentation of any and all merchandise at its best (i) colour coordination (Synchronized colour), (ii) accessories (related products / props), (iii) self-explanatory (descriptive / illustrative). The world of visual merchandising is all about fascinating tools of display which help transform shoppers into shoppers, walks by into walk ins, and passers by into passers – who buy!

### Review of Literature:

*Donovan and Rossiter (1982)* Portrayed that consumer behavior is mostly due to emotional response brought about by the store environment. In this scenario, it is then astute to not only assume but to know that the consumer affective state (mood) affects judgment or information processing (Bakamitsos and Siomkos 2005) *Hirschman (1981)* pointed out the understanding of how consumer acquire cues from shopping experiences, advertising, peer report and so forth, and how these cues are translated into a cognitive configuration which forms their store image, appears to suffer from a lack of conceptual and empirical research. *Kunkal and Berry (1968)* defined store image as the total conceptualized or expected reinforcement that a person associates with shopping at a particular store. Thus the original conceptions essentially argued that store image is

developed from consumer objective and subjective perceptions learned overtime. *Porter and Claycomb (1997)* suggested that customers associate their feeling, thoughts and impressions with the stores and these factors affect their patronage and purchase behavior. This premise is live with that of Stern et. al. reported that the purchase choices are influenced by the store image. Hirschman (1981) offered a definition that begins to touch on the process of image development and information. According to this definition store image is a subjective phenomenon that result from the acquisition of knowledge about store as it is perceived relative to other store and accordance with the consumer's unique cognitive frame. *Anselmsson (2006)* developed and validated a scale of measure the 'Satisfaction of Customers', w.r.t. shopping malls that included different factors such as store atmosphere, physical facilities, promotion, merchandise, services and post transaction satisfaction. "Store environment is an important element in retailing given that 70% of purduases won an impulse buying or unplanned purchases".

Dunne and Lusch (2005) though the element that exist in the store environment retailers can create stimuli-stimuli that would trigger or drive consumers to buy more stuff outside of their plan. Store well designed environment and accordance with the specific target market will be able to create emotions or mood that is conductive to shopping. Theories about the store environment and elements in it that will be used in this study specially refers to the theory by Dunne and Lusch 2005. Visual merchandising also known as the "Silent Salesman", is the science and art of suggestive selling by display and presentation. V.M. focal point are located strategically to circulate the customer in the stone and communicate the features and benefits of the merchandise beside the in store promotion in vogue. *Havaldar and Casvale (2015)* suggested that the planning starts with store ambience, while shopping may still be an inevitable chore, the retailer can make the experience 'pleasant' by creating the right ambience-brightly lit, well displayed, clearly marked aisles and shelves ready product information etc.

The store 'ambience' Modern retail outlets are not only a place for the customer to buy a product of his choices, but a place where he enjoys doing it. Modern retail makes shopping a pleasure and it is the store ambience that makes this possible. It takes a lot of thought, money and effort to create the 'right' ambience. The Leisure shoppers are more interested in the ambience and the environment within the store. For him shopping is a pleasure. He has plenty of time and has come to the store or shopping mall to generally have a good time. Incidentally s/he may also do some shopping. Life style stores could be a good example. The dictionary of retailing defines point of purchase communication as the promotional signs and interior display, often located at the point of sale or alongside displays of merchandise. P.O.P. displays have become integral to

retail today. They help reinforce in store product branding, enhance retail sales floor communication and provide information to the customer. The basic function of P.O.P. in a retail store is to induce sale. It works with advertising and sales promotions to reinforce the messages being communicated.

*Himayun Khan (2016)* suggested that before people purchasing something they typically wants an idea of what it will look and feel like. To accommodate this need you can setup merchandise display in a such way, people identify with and could envision in their own home. Apparels retailers do this by creating policies, the most tried and true example of would be mannequin and props, its style according to latest releases, which help to communicate the concept of store image. The music play in store has a profound yet subtle effect on how customer behaves in store and enhances impulse buying behavior. *Aditi R. Khandelwal (2013)* portrayed that proper lighting is necessary for visibility of products, it can be used to highlight merchandise to capture a mood or feeling that enhance store image. Colour is most visually stimulating tool which helps in creating positive effect on the customers psychology. Different colour signify different things so retailers have to be very careful in choosing colours for walls ceiling and floor. Author also pointed out about fragrance, it captures senses instantly and changes the mood of the customers entering the store. Smell is considered to be fast track to the system in brain controls both emotional and memory. When music combines with smell it has positive impact on impulse buying behavior. Signage is also a vital element of the stores front attracting the customers attention. Signage refers to sign, label, shelf tag and other identification signs to provide direction, prices or information. Signage realizing the value of strong store front. Many retailers like shoppers stop have employed unique design combining its black and white identity. Barista Cafes signage is brightly configured and along with its brightly lit façade.

#### Objective of the Study:

- [1] To study the influence of store image on shoppers behavior.
- [2] To study the importance of store ambience.
- [3] To identify store atmosphere influencing of the customers moods, emotions and attentions.

#### Research Methodology:

In this research convenience random sampling technique is used. A total 45 questionnaires are distributed among the respondents out of 45 questionnaires 39 were used as a valid respondents (n=39). This study is descriptive in nature so primary data are collected through survey questionnaire and secondary data collected from books, journals, magazines and internet.

The questionnaire consists of two parts, first part pertains to the demographic characteristics of the respondents and part second of the questionnaire presents the opinions of the respondents about retail store impression and shoppers behavior. A close ended (Dichotomous) questions are used as a scale of measurement. The period of study is November 2016 to December 2016.

**Conclusions:**

This study finds that, customers satisfaction towards store impression is depends on visual merchandising, self service facilities, use of lighting, signage, colour & soforth are most stimulating tools which helps to create a positive effect on the customers psychology and can reinstate the image of the customers psychology. This study also highlighted that, music, fragrance (Sweetness of smell), point of sale formulates subtle effect an emotional buying motives. Use of mannequins, festoon, balloon, bunting, posters, shelf on hire (SOH) for particular brand are seminal organs of good store ambience, it makes shopping as a pleasure. The leisure shoppers and teenagers are more interested in good ambience of the retail store. According to the study of store image 85% of respondents agreed that retail store image and visual merchandising have two sides of one coin and store design is the combination of exterior and interior of the store.

**Suggestions :**

- Store image accelerates impulse buying motives in the minds of shoppers through aids of advertising. Prozone Mall may also adopt the same for better results.
- Visual merchandising and window display must be matched with present life style of the customers and flourish subtle effect on buyers’ behavior.
- Suitable lighting, music, colour and display of mannequins’ dectates moods and attention on the minds of the shoppers.

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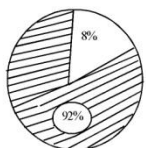


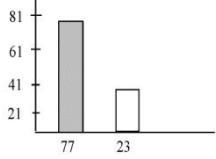


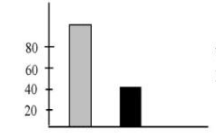


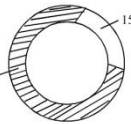


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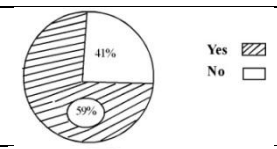
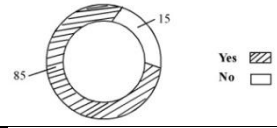
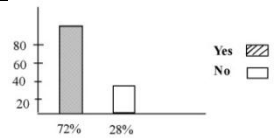
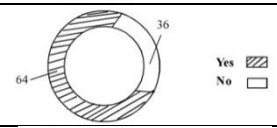
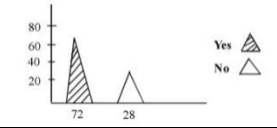
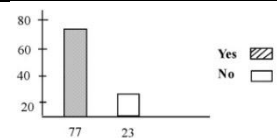
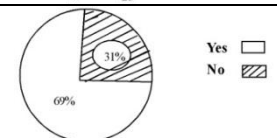
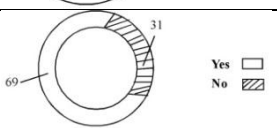
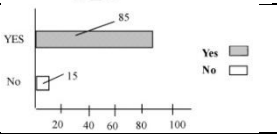
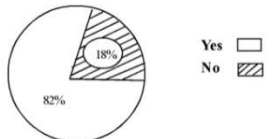
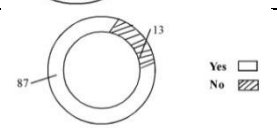
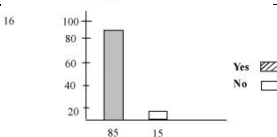
**Table – 1: Demographic Data Analysis**

Demographic Type	Measures	Frequency	Valid Percentage
Gender (n=39)	Male	19	49
	Female	20	51
	<b>Total</b>	<b>39</b>	<b>100</b>
Age (n=39)	Less than 20 yr.	08	21
	20 to 35 yr.	27	69
	36 to 50 yr.	04	10
	51 to 61 yr.	00	00

Demographic Type	Measures	Frequency	Valid Percentage
	65 and above	00	00
	<b>Total</b>	<b>39</b>	<b>100</b>
Marital Status	Married	14	36
	Unmarried	25	64
	<b>Total</b>	<b>39</b>	<b>100</b>
Educational Qualification	Post Graduate	14	36
	Graduate	17	43
	Diploma	03	08
	H.S.C.	03	08
	S.S.C.	02	05
	<b>Total</b>	<b>39</b>	<b>100</b>
Monthly Income	No Income	11	28
	15000	09	23
	25000	12	31
	40000	05	13
	55000 & above	02	05
	<b>Total</b>	<b>39</b>	<b>100</b>
Family Size	2	3	8
	3	8	21
	4	13	33
	5 & above	15	38
	<b>Total</b>	<b>39</b>	<b>100</b>
Occupation	Govt. Service	2	5%
	Pvt. Service	19	49%
	Businessman	2	5%
	Self Employed	3	8%
	Student	13	33%
	<b>Total</b>	<b>39</b>	<b>100%</b>

Table – 2: Questionnaire Data Analysis

Questions from 1 to 16	Population Out of 39		Cumulative Percentage		
	Yes	No	Yes	No	
Q.1 Is Store Image Plays important role for shoppers behavior?	36	03	92	08	 <p>8% 92%</p> <p>Yes  No </p>
Q.2 Customer are used store image as an evaluative criterion in their purchase?	30	09	77	23	 <p>81 61 41 21</p> <p>77 23</p> <p>Yes  No </p>
Q.3 Store Image is one of the factor that determine customer satisfaction?	27	12	89	31	 <p>80 60 40 20</p> <p>89 31</p> <p>Yes  No </p>
Q.4 Brand image enhance customer loyalty?	33	06	85	15	 <p>85 15</p> <p>Yes  No </p>

Questions from 1 to 16	Population Out of 39		Cumulative Percentage		
	Yes	No	Yes	No	
Q.5 The Signboard design of the store in an important organ of store image?	23	16	59	41	
.6 The store design is a combination of the exterior and interior of the store?	33	06	85	15	
Q.7 The Music played in the store profound subtle effect on shopper's behavior?	28	11	72	28	
Q.8 Do you agree that, store personality creates subtle effect on emotional buying motives?	25	14	64	36	
Q.9 Store environment creates impulse buying or unplanned purchases?	28	11	72	28	
Q.10 Do you prefer self-service and visual merchandising facilities in the store?	30	09	77	23	
Q.11 Store image leads to a new kind of competition?	27	12	69	31	
Q.12 Are you comfortable with fragrance (Sweetness of smell) used in the retail store?	27	12	69	31	
Q.13 Is lighting dectates moods and attention the minds of the shoppers?	33	06	85	15	
Q.14 Brings right merchandise in the store in a suitable seasons can attract more shopping habits?	32	07	82	18	
Q.15 Good ambience makes shopping as a pleasure?	34	05	87	13	
Q.16 Retail store image and visual merchandising have two sides of one coin?	33	06	85	15	

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