INFLUENCE OF STORE ATMOSPHERICS ON CONSUMERS’ PURCHASING BEHAVIOUR IN APPAREL STORES WITHIN THE JUNCTION MALL, NAIROBI

BY
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2016
DECLARATION

This research project is my original work and has not been presented in any other institution for any academic award.

Signed……………………………                                     Date…………………………..

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D65/73013/2014

This research project has been submitted for examination with my approval as University Supervisor.

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DEDICATION

I dedicate this work to my late parents Johana Mungania and Esther Mungania.
ACKNOWLEDGEMENTS

The completion of this research project would not be possible without the material and moral support from various people. It is my obligation therefore to extend my gratitude to them. First of all, I thank the almighty God for giving me good health, and for guiding me through the entire course.

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ABSTRACT

Retail industry is a kind of business with high level of competition. The success of retail business is influenced by its fast response and its ability in understanding consumers’ behaviors. Retail business must focus on its consumer preferences and factors that influence a customer’s purchase decision. The objective of this study was to establish the influence of store atmospherics on consumers’ purchasing behavior in apparel stores within The Junction Mall, Nairobi. The study endeavored to answer the question, what influence does store atmospherics have on consumers buying behavior in apparel retail stores within the Junction Mall? This study was anchored on the Mehrabian and Russell (M-R) environmental psychology model. This was a case study of all 9 apparel stores in at The Junction Mall. Questionnaires were used as instrument for data collection. A total of 270 respondents were targeted from the nine clothing stores and the Junction Shopping Mall out of which 195 responded giving a response rate of 72%. Descriptive statistics such as frequencies, percentages, means and standard deviations were used. Inferential statistics such as correlation and regression analysis was used to test on the relationship between the variables studied. The study found that sound in the store influences consumer purchase behaviour as evidenced by the fact that respondents agreed with the statement that the slow rhythm of the background music makes them comfortable. Findings from correlation analysis showed that that there is a positive correlation between consumer purchase behaviour and sound. On the influence of store scent on consumer purchase behaviour, the respondent agreed that fragrance in the retail chain outlets makes them spend more time and that scent in the store makes them revisit retail chain outlet. The findings from correlation analysis showed that consumer purchase behaviour has a positive relation with scent. Regarding the influence of sight on consumer behaviour, the respondent agreed that retail chain outlet display allows them to see displayed products clearly. The findings from correlation analysis further revealed that consumer purchase behaviour is positively related with sight. Finally, regarding the influence of touch on consumer purchase behaviour, the study found that respondent agreed that touching and feeling a product makes their purchasing decision easier. Correlation analysis findings revealed that consumer purchase behaviour have a positive relation with touch. The study concluded that store sight, scent, sound and touch influences consumer purchase in apparel stores at The Junction Mall. The study recommends that apparel store owners should ensure that that their stores are attractively arranged to attract customers. It was finally recommended that the same study be replicated in other retail stores in Nairobi.
CHAPTER ONE: INTRODUCTION

1.1 Background of the study
One of the most important recent advances in business thinking is the recognition that people in their purchase decision making respond to more than simply the tangible product or service on offer. The tangible product is only a small part of the total of consumption package. Buyers respond to the total product which include but not limited to services, warranties, packaging, advertising, pleasantries, image and other features that accompany the product. One of the most significant features of the total product is the place where it is bought or consumed. In some cases, the place, more specifically the atmosphere of the place, is more influential than the product itself in the purchase decision. In some cases, the atmosphere is the primary product.

In today’s society consumers are experiencing more time pressures and have a need to escape from hectic and stressful days (Deccan Chronicle, 2011). It can therefore be inferred that it might be essential for retailers to realise this and make their physical in-store environment as pleasant as possible in order to satisfy consumer needs and provide them with an enjoyable experience, not reminding them of their “busy and rushed” lifestyles (Gobé, 2009). Liaw (2007) states that retail stores that do improve on their in-store environment create an effective consuming condition that might stimulate and satisfy the consumers’ immediate purchasing behaviour.

Ogden-Barnes and Barclay (2001) are of the opinion that subtle factors experienced through the senses, namely sight, sound, touch, scent and taste, either individually or together, can affect a consumer’s emotion in relation to a degree of stimulation and relaxation. For example, different light and temperature combinations can act to influence consumer perceptions of the retail offer, with soft or warm light tones and cool or warm temperature variables all creating different perceptions in dissimilar product sectors. It is therefore critical for retailers to determine how these key atmospheric elements are optimised in relation to the brand and product offer in order to create a pleasurable shopping environment that will stimulate and encourage sales.
1.1.1 Store Atmospherics

The most important component of visual merchandising is store atmospherics. The goal behind any retail store’s design is to enhance consumer spending, to differentiate it from competitors and to enhance in-store traffic (Pradhan, 2007). A method to enhance this can be seen to come through the aspect of “atmospherics” – a term first introduced by Phillip Kotler (Pradhan, 2007). It is a word used by retailers to describe elements such as lighting, colour, music, aromas and so on that appeal to the five human senses and that contribute to the overall in-store environment (Bell & Ternus, 2006). Bell and Ternus (2006) state that atmospheric elements have the ability to influence consumers’ feelings about being in and staying in a retail store and that the longer consumers stay in a store, the higher the chance that they will buy. The term “atmosphere” or “atmospherics” can be defined as the physical characteristics of a store that are used to develop an image in order to attract consumers (Berman & Evans, 2010).

The Mehrabian and Russell (M-R) environmental psychology model (1974), also known as the stimuli-organism-response (SOR) model is one of the most commonly used models by retailers to determine the effect of store atmospherics on consumers’ buying behaviour. This model can therefore be described as one of the most effective models to use to explain the effect that physical store environments have on consumers’ buying behaviour (Liu & Jang, 2009). The model suggests that environmental stimuli (S) lead to an emotional reaction (O) that influence consumers’ behavioural responses (R).

1.1.2 Consumer Buying Behaviour

Consumer buying behaviour can be defined as the study of individuals, groups or organisations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impact that these processes have on consumers and the society (Cant et al., 2010; Hawkins & Mothersbaugh, 2010; Cant, 2010; Du Plessis & Rousseau, 2007; Cant et al., 2006). Kardes, Cline and Conley (2011) add that consumer behaviour involves all the activities that are related to the purchase, use and disposal of products and services, together with the consumer’s emotional, mental and behavioural responses that lead, determine, or follow these activities. By
understanding consumers and their buying habits, organisations have the ability to create
effective offerings to help them satisfy the consumers’ needs and wants (Cant et al.,
2006). Organisations that truly understand how consumers might react towards different
marketing stimuli have an advantage over their competitors (Zainbooks, 2008) therefore
the study of consumer buying behaviour is of major importance to organisations.

1.1.3 The Retail Industry in Kenya

The Kenyan economy continues to grow, backed by increasing foreign investment and
stable political leadership, as well as a growing focus on the development of youth
entrepreneurship. Backed by a strong GDP forecast of 6.5% for 2015, as well as inflation
remaining at a single-digit level of 5%, retailing grew in 2015. The rise of the middle
class with high disposable incomes, as well as the improved infrastructure, which
lowered transport costs for businesses, were key in promoting retail growth. Another key
factor is the growing property boom, allowing retailers to take up prime locations near
residential areas for customer convenience, as well as the devolution of services to rural
areas, encouraging the footprint expansion of retail outlets.

Kenya has the second most developed retail market in sub-Saharan Africa with about 30
per cent of retail shopping being done in formal outlets, a Citi Group study has shown
Kenya’s retail market comprises a mixture of modern retail outlets that supply consumer
goods from major international firms and informal traders or family-run concerns that sell
more basic goods. The country’s Vision 2030 includes plans to improve the efficiency of
the retail market and once the formal retail expands, there should be significant
opportunities for those interested in investing in the country’s retail industry. Over the
last two year period there has been an increase in international brands setting up shop to
tap into the growing middle-income segment and maximise the retailing opportunity that
Kenya presents. Increased international interest in the Kenyan market, through direct
investment by players, such as Walmart Game, Carrefour, Botswana’s Choppies, played
a key role in promoting consumer confidence and spending.
Local companies led the retail market in 2015, largely as a result of their strong brand heritage built over time through strong advertising and their long-term presence in the market. Also, the expansion of modern retail outlets to residential areas enabled a wider consumer reach. The roll-out of private label ranges allowed consumers to enjoy quality products at affordable prices, further fuelling the revenue growth of local companies. Investors have consequently tapped into these emerging opportunities and have constructed modern shopping malls which include the newly renovated Westgate, the Hub, Garden City, Greenspan and the soon to be opened multibillion Two Rivers which has attracted the attention of the renowned Swedish retail giant IKEA as well as other international retail brands.

The exponential growth experienced in the retail industry has resulted in a highly intensive and competitive market (Wanninayake & Randiwela, 2007; Liaw, 2007). Today, it has become difficult for retailers to benefit only from their products, prices, promotions and place (Liaw, 2007; Wanninayake & Randiwela, 2007). It is therefore essential that retail stores use store space opportunities effectively, in order to differentiate themselves from competitors as well as provide consumers with a pleasant shopping experience.

1.2 Research Problem
Retail industry is a kind of business with high level of competition. The success of retail business is influenced by its fast response and its ability in understanding consumers’ behaviors. Retail business must focus on its consumer preferences and factors that influence a customer’s purchase decision. Store atmospheric attributes (including color, lighting, sales personnel, music and so on) form the overall context within which shoppers make decisions of store selection and patronage. Past research on retail environment suggests that such attributes affect the image of the store. Retailers realize the importance of such attributes and systematically try to avail of an ambience, including appropriate colors, music and so on that will attract their target customers. Further, purchase decision making has become complex due to inseparability of product and services offered in retail outlets.
The available literature regarding this subject area deals with the elements of store atmospherics and their effect on customer patronage, buying behaviour and customer store choice decisions (Wanninayake & Randiwela, 2007; Liaw, 2007; Yalch & Spangenberg, 2000; Liu & Jang, 2009; Jang & Namkung, 2009; Kang et al., 2011). The majority of studies have, however, focused on the retail industry, more specifically on supermarkets (Wanninayake & Randiwela, 2007), spas (Kang et al., 2011), restaurants (Liu & Jang, 2009; Jang & Namkung, 2009) and furniture stores (Spies et al., 1997).

Studies carried out have focused on different types of store atmospheric elements, such as lighting, design layout, product display and cleanliness (Wanninayake & Randiwela, 2007), the effect of store characteristics on customers’ mood, satisfaction and purchasing behaviour (Spies et al., 1997), the influence of store design, store music and store employees on shopping mood and patronage (Liaw, 2007; Liao & Liaw), the effect of music on shopping times (Yalch & Spangenberg, 2000) as well as the effect of atmospherics, emotional responses, perceived value such as service and product quality and behavioural intentions (Liu & Jang, 2009; Jang & Namkung, 2009) and environmental sensory components such as sight, smell, sound and touch (Kang et al., 2011). It is therefore clear that the term “store atmospherics” has been investigated in various ways, but none of the above studies focused on the apparel retail industry or on all the atmospheric elements such as layout, colour, lighting, scent, sound, fixtures, wall texture, temperature, width of aisles, dressing facilities, personnel, merchandise, prices, cash register placements, cleanliness and technologies (Berman & Evans, 1998).

According to Liaw (2007), there has been a concentrated focus on the individual factors of store environment such as music and lighting, but none has focused on the overall store environment cues. All of the above studies were conducted in different parts of the world, especially in Taiwan, USA, India, Sri Lanka, Australia and South Africa but as far as could be established, no studies, have been done in Kenya. A gap in the existing literature was therefore identified and the opportunity was taken to investigate the influence of store atmospherics (sight, sound, touch and scent) on consumers’ buying behaviour in apparel retail stores within The Junction Mall in Kenya.
This research study took a consumer-centred response approach to store atmospherics in an attempt to holistically consider this area of the retail industry. In the view of the foregoing therefore, it is important to empirically examine the actual influence of store atmospherics on consumers purchasing behavior in apparel retail stores within The Junction Mall and the study endeavored to answer the question, what influence does store atmospherics have on consumers buying behavior in apparel retail stores within the The Junction Mall?

1.3 Research Objective

The objective of this study was to establish the influence of store atmospherics on consumers’ purchasing behavior in apparel stores within The Junction Mall, Nairobi.

1.4 Value of the Study

In relation to policy, the findings of the study will inform on the regulation of retail store in terms of design layout. The relevant policy makers will be better advised to ensure retail stores do not pay too much attention to atmospheric elements that address the retailers’ bottom lines at the expense of consumers’ interests by ensuring sufficient safety precautions are taken. By assessing the already laid down regulations in relation to the store layout and design, policy makers may come up with additional policies that preserve the well being of consumers.

The findings of the study will help retailers to establish effective and viable customer experience management strategies, guide in implementation and adaption of these strategies and establish effective ways of addressing the factors that present challenges in implementation and adaptation of such strategies while fundamentally identifying ways of handling these challenges.

Additionally, the findings of the study will be important to researchers and the academia as it will add to the existing body of knowledge on retail store atmospherics. The study will thus form a basis upon which other studies will be done by creating knowledge gap and adding to the existing literature review as the research study explores an area in the retail industry that has received very little attention in literature.
CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction
This chapter presents a detailed theoretical foundation of the study as well as the supporting model. It also presents relevant literature on the influence of store atmospherics on customer buying behaviour.

2.2 Theoretical Foundation
This study is anchored on the Mehrabian and Russell (M-R) environmental psychology model (1974), also known as the stimuli-organism-response (SOR) model which is one of the most commonly used models by retailers to determine the effect of store atmospherics on consumers’ buying behaviour. This model can therefore be described as one of the most effective models to use to explain the effect that store environments have on consumers’ buying behaviour (Liu & Jang, 2009). The model suggests that environmental stimuli (S) lead to an emotional reaction (O) that influence consumers’ behavioural responses (R) as depicted in figure below (Jang & Namkung, 2009; Kang et al., 2011).

Figure 2.1: The Mehrabian-Russell’s Environmental Psychology

<table>
<thead>
<tr>
<th>Environmental Stimuli</th>
<th>Emotional State (Organisms)</th>
<th>Behaviour (Response)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Senses (sight, sound, scent and touch)</td>
<td>• Pleasure • Arousal • Dominance</td>
<td>• Approach (positive intentions) • Avoidance (negative intention)</td>
</tr>
</tbody>
</table>

The SOR model indicates that consumers have three emotional states in response to environmental stimuli: these are pleasure, arousal and dominance. These emotional
responses result in two contrasting behaviours, namely approach, also known as a positive behaviour and avoidance, also known as a negative behaviour (Jang & Namkung, 2009). The environmental stimuli elements that are focused on for the purpose of this study are: sight (colour, lighting), sound (music), scent (smell, fragrances), touch (temperature- what consumers can feel).

The environmental stimuli elements lead to three types of emotions. The first emotion is pleasure, which can be described as an effectual reaction indicating whether consumers find the environment as enjoyable or not (Jang & Namkung, 2009). The second emotion is arousal, which indicates how much the environment stimulates the consumers, for example slow music can result in slow consumer movement. The dominance dimension is third, and is concerned with whether consumers feel in control or not in the environment (Jang & Namkung, 2009). These emotional reactions will have a direct effect on the behavioural responses.

Mehrabian and Russell (1974) define human beings’ behavioural responses to an environment as well as their emotional state as approach and avoidance. Approach behaviours are all positive behavioural intentions that are influenced by an environment, such as good lighting, pleasant music and attractive smells, whereas avoidance behaviours are the opposite (Knag et al., 2011). For the purpose of this study the type of behaviour experienced by the consumers will be referred to as positive, meaning an approach behaviour and negative meaning an avoidance behaviour. From the Mehrabian and Russell (M-R) environmental psychology model, it is clear that environmental stimuli do have an influence on consumers’ emotions, which in turn affect their behavioral response. The question was whether the concept regarding this model is also applicable to the apparel retail outlets at the The Junction Mall.

2.3 Influence of Store Atmospherics of Consumer Behaviour

Liu and Jang (2009) have defined atmospherics as the conscious designing of space to produce specific emotional effects in buyers that enhance their purchase probability. Levy et al. (2012) describe atmospherics as the design of a store environment by making
use of the five human senses. They indicate that more retail stores have come to realise that it is very beneficial to develop atmospheric elements that complement other aspects of the store, such as the store design and merchandise (Levy et al., 2012). For the purpose of this study, the definition of store atmospherics proposed by Kotler is used as the basis for the discussion of this topic.

Kotler (2001) defines atmospherics as the designing of a buying environment in which specific buying emotions are created through the use of the senses (sight, sound, scent and touch) in order to enhance the consumer’s likelihood of purchasing. A retailer’s image depends greatly on its atmosphere – the psychological feeling evoked within consumers the moment they enter a store (Berman & Evans, 2010).

Berman and Evans (2010) as well as Bell and Ternus (2006) maintain that a store’s atmosphere has the ability to influence consumers’ shopping satisfaction, the physical time spent browsing and evaluating the merchandise, the eagerness of consumers to communicate with store personnel and to make use of store facilities such as dressing rooms, the consumers’ willingness to spend more money than originally planned and the possibility of future patronage. These elements do not only contribute to the overall image of the store, but can also be used as an effective marketing tool to differentiate one store from other stores/competitors, to effectively communicate with their consumers and to attract consumers’ attention (Kotler, 2001). From the above, it can be inferred that the atmosphere of any retail store is essential and will often determine whether or not consumers are prepared to spend more time browsing in a store. Different atmospheric elements can tactically be used to target specific consumers (Gupta & Randhawa, 2008). The elements of the store atmospherics component that will be focused on in this study are sight, sound, scent and touch. All of these elements contribute towards the overall in-store atmosphere and visual appeal.

2.3.1 Influence of Sight on Consumer Buying Behaviour

The first element of store atmospherics is sight. Sight refers to the act of seeing and forming a perception of specific things or objects by using the eyes. It is regarded as the
most powerful of all the human senses and it is also the most seductive (Hultén, 2011). Gobé (2009) reports that individuals from the age of ten years and older use sight as the most predominant sense in order to explore discover and understand the world. Kotler (2001) has classified sight as all the visual elements such as the colours, lighting, shades and shapes that retailers use to create an appealing atmosphere. From this it can be deduced that what people see in terms of a store’s interior and exterior or a brand is critical to draw their attention (Hultén, Broweus & Van Dijk, 2009).

Kerfoot et al. (2003) found that 90% of in-store environment cues are taken in through sight, due to the fact that many in-store cues in the retail setting are visually communicated. The CEO, founder and owner of the Swedish fashion retailer “Gina Tricot” states that “what the eyes see is extremely important because the eyes buy 70 or 80 percent of what people buy. This is enormously important to bear in mind” (Hultén et al., 2009). According to Kotler (2001) several factors can have an influence on sight. Two important factors are colour and lighting.

**2.3.2 Influence of Sound on Consumer Buying Behaviour**

The second element of atmospherics is sound. Sound can be described as a specific feeling that is produced by the stimulation of the hearing organs through vibrations sent out through the air or any other medium, such as the sound of. Kotler (2001) has classified sound as the volume or pitch of music that retailers use in order to create an appealing atmosphere. Hultén et al. (2009) state that sound affects our mood and psychological state, alerts us to danger, and promotes peace of mind for the soul. Sound has always been very important in society for both individuals as well as organisations. This is because people attach certain meanings to different types of sounds and music genres. This can be regarded as an important source of motivation and information in relation to making an association with specific organisations, stores, brands or products (Gobé, 2009).

Sound plays an important role not only in creating a pleasant in-store atmosphere, but also in communicating with consumers (Yalch & Spangenberg, 2000). Retailers can use
sound in a number of ways: It can be implemented in mass marketing in order to communicate messages about an organisation, its products and brands, and it can also be used as an effective way of creating awareness (Hultén et al., 2009; Krishna, 2010). It can be used to create or activate specific emotions or feelings within consumers (Hultén et al. 2009). It can be used to strengthen the identity and image of a specific retail store, brand or product (Ogden-Barnes & Barclay, 2010). It can also be used to create an effective and memorable sound experience through certain voices, jingles and music genres which can be regarded as a signature sound that characterises a particular retailer, brand or product (Daye & VanAuken, 2010).

Retailers that are making use of sounds in advertisements or in their stores should realize that consumers react with different feelings towards different types of music genres and voices (Gobé, 2009). They should therefore ensure that the type of music or voices used in the stores match the style of merchandise offered, as well as the types of consumers that are attracted to the specific merchandise (Morgan, 2008). Sounds with high frequencies are normally the first sound that people notice, however, a number of sounds can have a subconscious effect on them. For instance, when a continuous, low-frequency sound stops, such as the noise from a refrigerator, a fan or a rattle, consumers may experience huge relief (Hultén et al., 2009). From this it can be inferred that sound is an important element that retailers should carefully consider, as it may play a vital role in the consumers’ consumption experience (Krishna, 2010). Kotler (2001) has previously stated that sound; more specifically music is a very important element to use in order to contribute to the overall atmosphere of a retail store.

2.3.3 Effects of Scent on Consumer Buying Behaviour
Scent is the third element of atmospherics. Scent refers to any particular or often agreeable smell, such as pleasant fragrances, or bad odours (Macmillan Dictionary, 2012). Hultén et al. (2009) assert that “our search for pleasure and daily well-being is most often led by our nose”. Gobé (2009) mentions that scent is the strongest of all five senses, because it has the ability to evoke consumer emotions the best. The sense of smell is closely related to the part of the brain that deals with emotions, called the right cerebral hemisphere. Here, scents stimulate feelings and influence emotions. Scent has the ability
to reach people on a conscious as well as on an unconscious level and it takes only one smell to stimulate a person’s senses and create a perception (Hultén et al., 2009).

Furthermore, scents have the ability to help individuals to remember, to describe certain things and to tell or explain what the fragrance smells like (Hultén, 2011). In addition, scents can: affect the emotions of consumers, because they are closely related to the emotional life of consumers and also help them to remember past memories (Rodrigues, Hultén & Brito, 2011). People are capable of remembering up to 10,000 different scents and the perception of a previously experienced scent is enough to associate it with past memories (Krishna, 2010). Scents have been known to add to the sensory experiences in order to create a specific image or better awareness of products, brands or retail stores on a short- and long term basis (Hultén et al., 2009). They can also act as a marketing tactic to advertise new products or to create awareness of products that are slow moving. Scents can also be used in strategic marketing to differentiate, position and reinforce a brand and its image or even just to enhance the overall in-store atmosphere (Krishna, 2010; Ogden-Barnes & Barclay,).

Scents enhance a store’s atmosphere by channeling different aromas to other departments in order to attract people from far away or simply just to enhance the overall feeling within the store (Gupta & Randhawa, 2008; Gobé, 2009). A good example is a Swedish grocery store that used an artificial scent of oranges in the fruits and vegetables section. This resulted in a noticeable increase in the sales of oranges for a limited period (Hultén et al., 2009). They also influence consumers in a positive manner, because pleasant fragrances such as coffee, perfume and baked bread have the ability to make consumers feel happier and more relaxed, which might lead to an unselfish behaviour, resulting in unplanned purchases (Morgan, 2008).

Furthermore, Levy et al. (2012) indicate that an important benefit of the use of various scents that retailers should know is that consumers tend to think that they have spent less time shopping when they shop in scented stores than when they have shopped in an unscented store. The reason for this is that scents are subconscious, in other words, consumers might realise that something is pleasant about the in-store environment, but
they cannot always pinpoint what is making the atmosphere pleasant. From the above it can be inferred that scent as an atmospheric element contributes largely to the overall in-store atmosphere.

Research done by Morgan (2008) indicates that scents can either be natural, for example a flower fragrance, or artificial, for example spearmint fragrances. One of the oldest and most effective ways of creating a pleasant in-store atmosphere through the use of scent is the smell of freshly baked bread (Morgan, 2008). Other scents such as basil is used to stimulate as well as to improve consumers’ memory. The scent of grapefruit is believed to be energizing, the scent of oranges and mints are used to calm consumers and to limit their stress and the scent of citrus in general is believed to be harmonizing, reducing suspicion (Chebat & Michon, 2003). The scent that a retailer uses must fit in with the type of merchandise being offered, the image of the store and their consumers. This leads to creating a pleasant in-store atmosphere that would most probably motivate as well as stimulate the emotions of consumers and result in increased time spent in-store, which will ultimately lead to increased spending (Hultén et al., 2009).

2.3.4 Effects of Touch on Consumer Buying Behaviour

The fourth element of atmospherics is touch. Touch as a sense can be described as a tactile or tangible sense through which consumers have the ability to make physical contact with the surrounding world as well as to investigate three-dimensional objects (Kang et al., 2011). It makes it possible for consumers to remember and relive how certain things feel only by looking at them as well as thinking about them. Hultén et al. (2009) emphasizes that it is important for the physical form of products to be available to make it possible for consumers to interact with the product by touching, squeezing and turning it upside down, as this will also contribute to the overall in-store atmosphere.

Products, brands and store attributes can be described through tactile sensory expressions, such as materials and surfaces, as well as through temperature and weight (Kang et al., 2011). Hultén et al. (2009) and Gobé (2009) highlight that it is important that all types of organisations use the sense of touch as an opportunity to engage consumers’ hearts and
minds through different forms of interaction. Gobé (2009) states that consumers want to feel the different textiles of clothing, towels and linen; they want to try on shoes and handbags and apply lipsticks, perfumes and make-up before making a purchasing decision. The reason for this is not just to test a shade, colour or style, but also to experience the total pleasure when holding and playing with something, before buying it. For example, if a woman is going to wear a blouse, she wants to feel the type of textile that the blouse is made from, as well as how it will feel against her skin. Retailers that do allow their consumers to touch and interact with their products have the potential to differentiate themselves from their competitors.

Hultén et al. (2009) mention that the interaction process becomes known through touch and it begins with the skin, which is known as the body’s largest organ. The tactile (touch) sense has the ability to strengthen experiences when the other senses cannot be fully used, for instance when it is dark and the eyes cannot provide sufficient information. Touch also enables individuals to create a sense of form which informs them that a knife is sharp, a rock is hard or a tennis ball is round, without the need to see it. Through this, individuals have the ability to recall as well as to relive feelings of touch just by seeing or thinking about an object (Rodrigues et al., 2011). It can therefore be deduced that the sense of touch is extremely important in how consumers perceive a store, its products and quality. This is especially true in the car, apparel, electronics and food industries where the choice between the brands depends mostly on how the product physically feels. A touch experience can add positively to the perception of a product in situations where product-related information such as the price or features is left out (Krishna, 2010). Therefore, the touch experience that products add to the individual’s sensory experience is extremely important when they are planning to buy something (Hultén et al., 2009).

Krishna (2010) reveals that consumers touch products for many different reasons, not necessarily to determine the material or product features. She has therefore developed four categories of touch in consumer behaviour: Touch to purchase – here the actual goal is to make a purchasing decision. Touch to obtain non-touch product information – here the goal is to remove non-touch information, such as visuals, smells and sound assessments. Touch to obtain touch product information – here the goal is to remove
specific material properties such as weight, texture and temperature. Hedonic touch – here the goal is to generally explore in terms of the senses or just purely to have fun. In the first three categories of touch, consumers are supposed to be involved in goal-directed, problem-solving and pre-purchase behaviour.

The classification of touch indicates that consumers are touching products to possibly make a purchasing decision, whereas in the case of the fourth category – hedonic touch – touch is an end in itself with the focus being the sensory experience of touch. Hedonic touch may or may not result in purchasing in the end (Krishna, 2010). It can therefore be inferred that it is critical for retailers to realise that touch as a sense is extremely important to consumers for them to decide whether or not to make a purchasing decision. Texture, temperature, weight and materials used are the elements that contribute towards creating the perception of an object among consumers. When they are in contact with a specific object, certain memories are recalled, experienced and relived (Kang et al., 2011; Hultén et al., 2009). Materials, surfaces, temperature and weight are aspects of the sense of touch that retailers should take into consideration in order to contribute to the overall store atmosphere.

From the above, it can be derived that the different types of materials and forms used as well as the in-store temperature have a direct effect on consumers’ moods and emotions, which will further have an influence on the amount of time they are willing to spend in-store (Rodrigues et al., 2011). It is therefore important that retail stores give attention to the touch sense in order to create a pleasant in-store atmosphere. This might motivate consumers to touch more products that they have never touched before or ultimately motivate them to buy more than they originally intended to buy. It is clear from the above discussion that store atmospheric elements do have an influence on consumers’ emotions in some or other way and that environmental stimuli such as the senses (sight, sound, scent and touch) do have an influence on consumers’ emotions which can further on result in a specific behavioural response (Jang & Namkung, 2009; Kang et al., 2011).
2.4 Summary of Empirical Studies

From the various studies carried out on store atmospherics, it can be deduced that a store’s atmosphere has the ability to influence consumers’ level of satisfaction, the physical time spent browsing and evaluating the merchandise, the eagerness of consumers to communicate with store personnel and to make use of store facilities such as dressing rooms, the consumers’ willingness to spend more money than originally planned and the possibility of future patronage. These elements do not only contribute to the overall image of the store, but can also be used as an effective marketing tool to differentiate one store from other stores/competitors, to effectively communicate with their consumers and to attract consumers’ attention (Kotler, 2001). From the above, it can be inferred that the atmosphere of any retail store is essential and will more often than not determine whether or not consumers are prepared to spend more time browsing in a store. Different atmospheric elements can tactically be used to target specific consumers (Gupta & Randhawa, 2008). All of the four elements discussed in the study contribute towards the overall in-store atmosphere and visual appeal.
CHAPTER THREE: METHODOLOGY

3.1 Introduction
This chapter describes research design, study population, data collection instrument, data collection and data analysis.

3.2 Research Design
A descriptive research design was used for the study. The study described the influence of store atmospherics on the consumers’ purchasing behavior at the The Junction Mall on Ngong Road. According to Leedy and Ormrod (2010) a descriptive study is one in which information is collected without changing the environment. Sometimes these are referred to as “correlational” or “observational” studies. Berndt and Petzer (2011) define a descriptive study as “any study that is not truly experimental.” In human research, a descriptive study can provide information about the naturally occurring health status, behavior, attitudes or other characteristics of a particular group. Descriptive studies are also conducted to demonstrate associations or relationships between things in the world around you. Descriptive studies are usually the best methods for collecting information that demonstrates relationships and describe the world as it exists, (Leedy and Ormrod, 2010).

3.3 Study Population
This study population included all apparel shoppers at the The Junction Mall along Ngong Road. The mall houses nine apparel stores which effectively meant a census was carried out.

3.4 Data Collection
Primary data was used for the study which was collected through questionnaires. In the questionnaire design, all parts except basic personal data applied Likert’s five-point scale, with a closed form of structured questionnaire. The contents included two parts: The first part has demographic data, including customer’s gender, age, educational level, and monthly visits to shopping mall; the second part has the store atmospherics measurement of the apparel stores within the mall. Two research assistants helped in data collection.
3.5 Data Analysis

Both qualitative and quantitative data analysis technique were used to analyze the data. Quantitative data collected were analyzed using descriptive statistics while content analysis was used to analyze the qualitative data collected through open ended questions. Descriptive statistics such as means and standard deviations were used. Inferential statistics such as regression and correlation analysis were done to test on the strength of the relationships. The analyzed data was presented in form of tables, pie-charts and bar-graphs where applicable. Multiple regression analysis model presented below was used.

\[ Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon \]

Where:

- \( Y \) = Consumer purchase behaviour
- \( X_1 \) = Store sight
- \( X_2 \) = Store sound
- \( X_3 \) = Store scent
- \( X_4 \) = Store touch
- \( a \) = Constant
- \( \epsilon \) = Error term
CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction
This chapter presents the findings of the study. The study was aimed at determining the influence of store atmospherics on consumers’ buying behavior in apparel retail stores within the Junction Mall, Nairobi.

4.2 Response Rate
A total of 270 respondents were targeted from the nine clothing store and the Junction Shopping mall out of which 195 responded giving a response rate of 72%.

4.3 Demographic Information of the Respondents
Under this section the researcher sought to establish the gender, age, education level and the frequency of visits to the apparel stores.

4.3.1 Respondents’ distribution by gender
To establish the respondents’ distribution by gender, they were asked to indicate on the questionnaire. The findings of the study show that 63% of the respondents were female while 37% were male. The findings are represented on Table 4.1.

Table 4.1 Respondents’ distribution by gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>72</td>
<td>37</td>
</tr>
<tr>
<td>Female</td>
<td>123</td>
<td>63</td>
</tr>
<tr>
<td>Total</td>
<td>295</td>
<td>100</td>
</tr>
</tbody>
</table>

Under this, the study aimed at finding out the distribution of the respondents by their ages. They were therefore asked to indicate the age brackets within which their ages were found. The study found out that 35.4% of the respondents were in the age bracket of 26-35 years, 27.7% were found to be within the age bracket of 36-45 years. The study also
found that 16.9% of the respondents were within the age bracket of 18 - 25 years, 12.3% were between 46-55 Years and that 7.7% were above 55 years. The findings are presented in Table 4.2.

Table 4.2 Respondents’ distribution by age

<table>
<thead>
<tr>
<th>Age Bracket</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25 Years</td>
<td>33</td>
<td>16.9</td>
</tr>
<tr>
<td>26-35 Years</td>
<td>69</td>
<td>35.4</td>
</tr>
<tr>
<td>36-45 Years</td>
<td>54</td>
<td>27.7</td>
</tr>
<tr>
<td>46-55 Years</td>
<td>24</td>
<td>12.3</td>
</tr>
<tr>
<td>Above 55 Years</td>
<td>15</td>
<td>7.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>195</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

4.3.3 Distribution of the Respondents by Education Level

In order to assess the education levels of the respondents, the researcher asked the respondents to indicate on the questionnaires their highest education levels. The findings of the study indicate that 40% of the respondents were bachelor’s degree holders, 29% were postgraduates, 22% were diploma holder and 9% were high school graduates. The findings are presented in Table 4.3.

Table 4.3 Distribution of the Respondents by Highest Education Level

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Diploma</td>
<td>42</td>
<td>22</td>
</tr>
<tr>
<td>Degree</td>
<td>78</td>
<td>40</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>57</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>195</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
4.3.4 Distribution of the Respondents by Frequency of Visits to the Clothing Store in a Month

In establishing the frequency of the visit by customers to the clothing stores, the respondents were asked to indicate the number of times they visited the clothing stores in a month. The study found that 33.8% of the respondents indicated that they visited the stores more than three times a month. It was also found that 27.7% indicated that they visited the clothing stores once a month, 21.5% indicated that they visited twice a month and 16.9% indicated that they visited the clothing stores thrice a month. The findings are presented in Table 4.4.

Table 4.4: Distribution of the Respondents by Frequency of Visits to the Clothing Store in a Month

<table>
<thead>
<tr>
<th>Frequency of Visit to the Store</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once</td>
<td>54</td>
<td>27.7</td>
</tr>
<tr>
<td>Twice</td>
<td>42</td>
<td>21.5</td>
</tr>
<tr>
<td>Three times</td>
<td>33</td>
<td>16.9</td>
</tr>
<tr>
<td>More than three times</td>
<td>66</td>
<td>33.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>195</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.4 Influence of Store Atmospherics on Consumer Purchase Behaviour

This section presents the findings from descriptive statistics on the influence of store atmospherics on consumer purchase behaviour.

4.4.1 Descriptive Statistics on the Influence of Sound on Consumer Purchase

In establishing the influence of sound on consumer purchase, respondents were given different statements and asked to indicate the level of their agreement with each statement. This was tested on a five point likert scale of 1-5; where 1 represented ‘Strongly disagree’, 2 represented ‘Disagree’, 3 represented ‘Neither agree nor disagree’, 4 represented ‘Agree’ and 5 represented ‘Strongly Agree’. The results are presented in table 4.5.
The findings on table 4.5 show that the respondents agreed that the slow rhythm of the background music makes them comfortable (3.32). The respondents further agreed with the statements that listening to music creates a relaxed atmosphere while shopping (Mean 3.23), pleasant environment created by music makes me spend more time in the store (Mean 3.23), high volume of the background music makes me stay more time (Mean 3.22) and that music in store motivates me to buy more (mean 3.03. The respondents were neutral on the statement that the existence of background music increases my well-being and comfort (Mean 3.92). The findings of the study therefore show that the sound in the clothing store influences consumer purchase.

4.4.2 Descriptive Statistics on the Influence of Store Scent on Consumer Purchase

In establishing the influence of store scent on consumer purchase, respondents were given different statements and asked to indicate the level of their agreement with each statement. This was tested on a five point likert scale of 1-5; where 1 represented
‘Strongly disagree’, 2 represented ‘Disagree’, 3 represented ‘Neither agree nor disagree’, 4 represented ‘Agree’ and 5 represented ‘Strongly Agree’. The results are presented in table 4.6.

### Table 4.6 Descriptive Statistics on the Influence of Store Scent on Consumer Purchase

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scent in retail chain outlet encourages me to purchase more.</td>
<td>195</td>
<td>2.77</td>
<td>1.371</td>
</tr>
<tr>
<td>Scent in the store makes me to revisit retail chain outlet</td>
<td>195</td>
<td>3.09</td>
<td>1.176</td>
</tr>
<tr>
<td>Fragrance in the retail chain outlets makes me to stay more time</td>
<td>195</td>
<td>3.09</td>
<td>1.202</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>195</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The findings on Table 4.6 show that the respondent agreed that fragrance in the retail chain outlets makes me to stay more time (Mean 3.09) and that scent in the store makes me to revisit retail chain outlet (Mean 3.09). It was also found that the respondents were neutral on the statement that scent in retail chain outlet encourages me to purchase more (Mean 2.77). This is an indication that the scent in the store influences consumer purchase behaviour in clothing stores.

### 4.4.3 Descriptive Statistics on the Influence of Store Sight on Consumer Purchase

In establishing the influence of store sight on consumer purchase, respondents were given different statements and asked to indicate the level of their agreement with each statement. This was tested on a five point likert scale of 1-5; where 1 represented ‘Strongly disagree’, 2 represented ‘Disagree’, 3 represented ‘Neither agree nor disagree’, 4 represented ‘Agree’ and 5 represented ‘Strongly Agree’. The results are presented in table 4.7.
Table 4.7 Descriptive Statistics on the Influence of Store Sight on Consumer Purchase

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I tend to buy more when I come across attractive and impressive displays</td>
<td>195</td>
<td>2.95</td>
<td>1.412</td>
</tr>
<tr>
<td>There is a sufficient display of in-store information</td>
<td>195</td>
<td>3.14</td>
<td>1.326</td>
</tr>
<tr>
<td>Display motivates me to look at the products more critically</td>
<td>195</td>
<td>3.15</td>
<td>1.196</td>
</tr>
<tr>
<td>The retail chain outlet display allows me to see displayed products clearly.</td>
<td>195</td>
<td>3.29</td>
<td>1.301</td>
</tr>
<tr>
<td>The creative and systematic arrangement of products in the retail chain outlet helps me in the selection of product</td>
<td>195</td>
<td>3.06</td>
<td>1.217</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>195</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The findings on Table 4.7 show that the respondent agreed that retail chain outlet display allows me to see displayed products clearly (Mean 3.29). The findings also revealed that the respondents agreed with the statements that display motivates me to look at the products more critically (Mean 3.15), there is a sufficient display of in-store information (Mean 3.14) and that the creative and systematic arrangement of products in the retail chain outlet helps me in the selection of product (Mean 3.06). The respondents were neutral on the statement that they tend to buy more when they come across attractive and impressive displays (Mean 2.95). Other aspects of sight influencing consumer purchase included: Impression, visibility and availability of warm light. From the findings of the study, it can be said that clothing store sight influence consumer purchase behaviour.
4.4.4 Descriptive Statistics on the Influence of Touch in the store on Consumer Purchase

In establishing the influence of touch in the store on consumer purchase, respondents were given different statements and asked to indicate the level of their agreement with each statement. This was tested on a five point likert scale of 1-5; where 1 represented ‘Strongly disagree’, 2 represented ‘Disagree’, 3 represented ‘Neither agree nor disagree’, 4 represented ‘Agree’ and 5 represented ‘Strongly Agree’. The results are presented in table 4.8.

Table 4.8 Descriptive Statistics on the Influence of Touch in the store on Consumer Purchase

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Touching and feeling a product makes my purchasing decision easier</td>
<td>195</td>
<td>3.43</td>
<td>1.126</td>
</tr>
<tr>
<td>Touching products on display increases the shopping pleasure</td>
<td>195</td>
<td>3.37</td>
<td>1.311</td>
</tr>
<tr>
<td>Controlled/regulated temperatures make me spend more time in the store</td>
<td>195</td>
<td>3.06</td>
<td>1.191</td>
</tr>
<tr>
<td>Through touch, I am able to experience a product even before buying it</td>
<td>195</td>
<td>2.98</td>
<td>1.356</td>
</tr>
<tr>
<td>It’s absolutely important for me to have a feel of a product before buying it</td>
<td>195</td>
<td>3.14</td>
<td>1.254</td>
</tr>
<tr>
<td>By touching, am able to obtain or verify product information</td>
<td>195</td>
<td>2.94</td>
<td>1.349</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>195</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The findings on Table 4.8 show that the respondent agreed that touching and feeling a product makes their purchasing decision easier (Mean 3.43). The findings also revealed that the respondents agreed with the statements that touching products on display increases the shopping pleasure (Mean 3.37), it is absolutely important for me to have a
feel of a product before buying it (Mean 3.14) and that controlled/regulated temperatures make me spend more time in the store (Mean 3.06). The respondents were neutral on the statements that through touch, they are able to experience a product even before buying it (Mean 2.98) and that by touching; they are able to obtain or verify product information (2.94). From the findings of the study, it can be said that touch in clothing stores influences consumer purchase behaviour.

4.4.5 Descriptive Statistics on Consumer Purchase Behaviour

In establishing the purchase behaviour among consumers, respondents were given different statements and asked to indicate the level of their agreement with each statement. This was tested on a five point likert scale of 1-5; where 1 represented ‘Strongly disagree’, 2 represented ‘Disagree’, 3 represented ‘Neither agree nor disagree’, 4 represented ‘Agree’ and 5 represented ‘Strongly Agree’. The results are presented in table 4.9.

Table 4.9 Descriptive Statistics on Consumer Purchase Behaviour

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to purchase in the retail chain outlet.</td>
<td>195</td>
<td>2.83</td>
<td>1.456</td>
</tr>
<tr>
<td>I would like to shop longer in the retail chain outlet.</td>
<td>195</td>
<td>3.00</td>
<td>1.374</td>
</tr>
<tr>
<td>I would like to visit the retail chain outlet again</td>
<td>195</td>
<td>3.11</td>
<td>1.207</td>
</tr>
<tr>
<td>I would like to repurchase in future</td>
<td>195</td>
<td>3.18</td>
<td>1.326</td>
</tr>
<tr>
<td>would like to tell my family and friends about the retail chain outlet</td>
<td>195</td>
<td>2.89</td>
<td>1.329</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>195</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The findings on Table 4.9 show that the respondents agreed with the statements that they would like to repurchase in the same stores in future (Mean 3.18) and that they would like to visit the retail chain outlet again (3.11). The study also found that the respondents were neutral on the statements that they would like to shop longer in the retail chain outlet (Mean 3.00), they would like to tell my family and friends about the retail chain outlet (Mean 2.89) and that they would like to purchase in the retail chain outlet (Mean 2.83).

4.5 Correlation Analysis

The researcher conducted correlation analysis to test on the strength of association/relationship between the variables in the study. Correlation is a measure of the relationship or association between two continuous numeric variables. It indicates both the direction and degree to which they vary with one another from case to case without implying that one is causing the other. Correlation analysis results give a correlation coefficient which measures the linear association between two variables (Crossman, 2013).

Values of the correlation coefficient range between -1 and +1. A correlation coefficient of +1 indicates that two variables are perfectly related in a positive linear. A correlation of -1 indicates that two variables are negatively linearly related and a correlation efficient of 0 indicates that there is no linear relationship between two variables (Wond, 2012).
### Table 4.10 Correlation Analysis

<table>
<thead>
<tr>
<th></th>
<th>Correlations</th>
<th>Sight</th>
<th>Sound</th>
<th>Scent</th>
<th>Touch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumer purchase behavior</strong></td>
<td>Pearson Correlation</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>195</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sight</strong></td>
<td>Pearson Correlation</td>
<td>.621**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>195</td>
<td>195</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sound</strong></td>
<td>Pearson Correlation</td>
<td>.377**</td>
<td>.209**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.003</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>195</td>
<td>195</td>
<td>195</td>
<td></td>
</tr>
<tr>
<td><strong>Scent</strong></td>
<td>Pearson Correlation</td>
<td>.654**</td>
<td>.444**</td>
<td>.711**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>195</td>
<td>195</td>
<td>195</td>
<td>195</td>
</tr>
<tr>
<td><strong>Touch</strong></td>
<td>Pearson Correlation</td>
<td>.471**</td>
<td>.313**</td>
<td>.295**</td>
<td>.300**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>195</td>
<td>195</td>
<td>195</td>
<td>195</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

The results of the correlation analysis on Table 4.10 shows that consumer purchase behaviour is positively related with sight with a Pearson’s Correlation Coefficient of $r = 0.621$ and that at a level of significance of 0.000, it is statistically significant at p value less than 0.05. The results also show that there is a positive correlation between consumer purchase behaviour and sound with a Pearson’s Correlation Coefficient of $r = 0.377$ and a level of significance of 0.000 (statistically significant). The findings further reveal that consumer purchase behaviour has a positive relation with scent with a Pearson’s Correlation Coefficient of 0.654 and 0.000 level of coefficient. The results finally show that consumer purchase behaviour have a positive relation with touch with a Pearson’s Correlation Coefficient of 0.471 and 0.000 level of coefficient. The significance values tell us that the probability of the correlation being a fluke is very low; hence the study can have confidence that the relationship between the variables is genuine.
4.6 Regression Analysis

Multiple regression analysis was done to test on the extent to which different factors influences consumer purchase behaviour. The independent variable included: store sight, sound, touch and scent. Multiple regression analysis model presented below was used.

\[ Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon \]

Where:

- \( Y \) = Consumer purchase behaviour
- \( X_1 \) = Store sight
- \( X_2 \) = Store sound
- \( X_3 \) = Store scent
- \( X_4 \) = Store touch
- \( a \) = Constant
- \( \epsilon \) = Error term

The study carried out an overall regression model to determine the significance of each of the independent variables on the dependent variable. As can be observed in Table 4.11, \( R^2 \) was 0.620 and \( R \) was 0.788 at 0.05 level of significance. The coefficient of determination indicates that 62\% of the variations on consumer purchase behaviour can be explained by store sight, touch, sound and scent. The remaining 38\% can be explained by other variables not included in the study. \( R \) square and adjusted \( R \) is above average an implication that an above average variation can be explained by the model.

**Table 4.11 Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.788(^a)</td>
<td>.620</td>
<td>.612</td>
<td>.610</td>
</tr>
</tbody>
</table>

\(^a\) Predictors: (Constant), Touch, Sound, Sight, Scent
Further analysis of ANOVA as shown in Table 4.12 showed that significance of F statistics is 0.000, which is less than 0.05 and the value of F (77.592) being significant at 0.00 confidence level.

**Table 4.12 ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>115.608</td>
<td>4</td>
<td>28.902</td>
<td>77.592</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>70.772</td>
<td>190</td>
<td>.372</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>186.379</td>
<td>194</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer purchase behaviour
b. Predictors: (Constant), Touch, Sound, Sight, Scent

Table 4.13 presents the beta coefficients of all independent variables versus the dependent variable.

**Table 4.13 Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>.846</td>
<td>.245</td>
<td></td>
<td>.001</td>
</tr>
<tr>
<td>Sight</td>
<td>.310</td>
<td>.048</td>
<td>.337</td>
<td>6.467</td>
</tr>
<tr>
<td>Sound</td>
<td>.134</td>
<td>.060</td>
<td>.146</td>
<td>2.236</td>
</tr>
<tr>
<td>Scent</td>
<td>.478</td>
<td>.063</td>
<td>.534</td>
<td>7.577</td>
</tr>
<tr>
<td>Touch</td>
<td>.236</td>
<td>.046</td>
<td>.249</td>
<td>5.115</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer purchase behaviour
The regression model is written as: Consumer purchase behaviour = 0.310* Sight + 0.134* sound + 0.478* Scent + 0.236* Touch.

The Beta Coefficients in the regression show that all the variables tested: sight, sound, scent and touch have positive relationship with buyers purchasing behaviour. The findings also show that all the variables tested are statistically significant with p-values less than 0.05.

4.7 Discussion of Results

Descriptive statistics findings showed that the respondents agreed with the statement that the slow rhythm of the background music makes them comfortable (3.32). The respondents further agreed with the statements that listening to music creates a relaxed atmosphere while shopping (Mean 3.23), pleasant environment created by music makes me spend more time in the store (Mean 3.23), high volume of the background music makes me stay more time (Mean 3.22) and that music in store motivates me to buy more (mean 3.03). The findings that show that that sound in clothing store influences consumer purchase. According to Hultén et al. (2009), sound affects our mood and psychological state, alerts us to danger, and promotes peace of mind for the soul. The findings are in line with that of Gobé (2009) who found that sound can be regarded as an important source of motivation and information in relation to making an association with specific organisations, stores, brands or products.

The findings from correlation analysis showed that there is a positive correlation between consumer purchase behaviour and sound with a Pearson’s Correlation Coefficient of \( r = 0.377 \) and a level of significance of 0.000 (statistically significant). These findings concur with that of Yalch and Spangenberg (2000) who found that sound plays an important role not only in creating a pleasant in-store atmosphere, but also in communicating with consumers. Retailers can use sound in a number of ways: It can be implemented in mass marketing in order to communicate messages about an organisation, its products and brands, and it can also be used as an effective way of creating awareness (Krishna, 2010).

The study also found that store scent influence consumer purchase behaviour, this was evidenced by the fact that the respondent agreed that fragrance in the retail chain outlets
makes me to stay more time (Mean 3.09) and that scent in the store makes me to revisit retail chain outlet (Mean 3.09). According to Hulten et al., (2009), scent has the ability to reach people on a conscious as well as on an unconscious level and it takes only one smell to stimulate a person’s senses and create a perception. In addition, scents can: affect the emotions of consumers, because they are closely related to the emotional life of consumers and also help them to remember past memories (Rodrigues, Hulten & Brito, 2011).

The findings from correlation analysis showed that consumer purchase behaviour has a positive relation with scent with a Pearson’s Correlation Coefficient of 0.654 and 0.000 level of coefficient. These findings are in line with that of Hultén et al. (2009) who did a study in a grocery store in Sweden which used an artificial scent of oranges in the fruits and vegetables section resulting into increased sales of orange for a limited period. According to Gupta and Randhawa (2008), scents enhance a store’s atmosphere by channeling different aromas to other departments in order to attract people from far away or simply just to enhance the overall feeling within the store.

Regarding the influence of sight on consumer behaviour, the respondent agreed that retail chain outlet display allows me to see displayed products clearly (Mean 3.29). The findings also revealed that the respondents agreed with the statements that display motivates me to look at the products more critically (Mean 3.15), there is a sufficient display of in-store information (Mean 3.14) and that the creative and systematic arrangement of products in the retail chain outlet helps me in the selection of product (Mean 3.06). Kerfoot et al. (2003) found that 90% of in-store environment cues are taken in through sight, due to the fact that many in-store cues in the retail setting are visually communicated.

The findings from correlation analysis revealed that consumer purchase behaviour is positively related with sight with a Pearson’s Correlation Coefficient of r = 0.621 and that at a level of significance of 0.000, it is statistically significant at p value less than 0.05. According to Hultén et al. (2009), the CEO, founder and owner of the Swedish fashion
retailer “Gina Tricot” states that “what the eyes see is extremely important because the eyes buy 70 or 80 percent of what people buy. This is enormously important to bear in mind”. According to Kotler (2001) the most important elements of sight in a store are colour, display and lighting.

Finally, on the influence of touch, the findings showed that the respondent agreed that touching and feeling a product makes my purchasing decision easier (Mean 3.43). The findings also revealed that the respondents agreed with the statements that touching products on display increases the shopping pleasure (Mean 3.37), it is absolutely important for me to have a feel of a product before buying it (Mean 3.14) and that controlled/regulated temperatures make me spend more time in the store (Mean 3.06). Gobé (2009) states that consumers want to feel the different textiles of clothing, towels and linen; they want to try on shoes and handbags and apply lipsticks, perfumes and make-up before making a purchasing decision. The reason for this is not just to test a shade, colour or style, but also to experience the total pleasure when holding and playing with something, before buying it.

Correlation analysis findings revealed that consumer purchase behaviour have a positive relation with touch with a Pearson’s Correlation Coefficient of 0.471 and 0.000 level of coefficient. According to Krishna (2010), a touch experience can add positively to the perception of a product in situations where product-related information such as the price or features is left out. This is especially true in the car, apparel, electronics and food industries where the choice between the brands depends mostly on how the product physically feels. Therefore, the touch experience that products add to the individual’s sensory experience is extremely important when they are planning to buy something (Hultén et al., 2009).
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction
The objective of this study was to establish the influence of store atmospherics on consumers’ purchasing behavior in apparel stores within The Junction Mall, Nairobi. This chapter presents summary, conclusion, limitations of the study and recommendations.

5.2 Summary of Findings
The study found that sound in the store influences consumer purchase behaviour as evidenced by the fact that respondents agreed with the statement that the slow rhythm of the background music makes them comfortable (3.32). The findings also revealed that the respondents agreed with the statements that listening to music creates a relaxed atmosphere while shopping (Mean 3.23), pleasant environment created by music makes me spend more time in the store (Mean 3.23), high volume of the background music makes me stay more time (Mean 3.22) and that music in store motivates me to buy more (mean 3.03). Findings from correlation analysis showed that that there is a positive correlation between consumer purchase behaviour and sound with a Pearson’s Correlation Coefficient of $r = 0.377$ and a level of significance of 0.000 (statistically significant).

On the influence of store scent on consumer purchase behaviour, the respondent agreed that fragrance in the retail chain outlets makes me to stay more time (Mean 3.09) and that scent in the store makes me to revisit retail chain outlet (Mean 3.09). The findings from correlation analysis showed that consumer purchase behaviour has a positive relation with scent with a Pearson’s Correlation Coefficient of 0.654 and 0.000 level of coefficient.

Regarding the influence of sight on consumer behaviour, the respondent agreed that retail chain outlet display allows me to see displayed products clearly (Mean 3.29). The findings also revealed that the respondents agreed with the statements that display motivates me to look at the products more critically (Mean 3.15), there is a sufficient display of in-store information (Mean 3.14) and that the creative and systematic
arrangement of products in the retail chain outlet helps them in the selection of product (Mean 3.06). The findings from correlation analysis further revealed that consumer purchase behaviour is positively related with sight with a Pearson’s Correlation Coefficient of $r = 0.621$ and that at a level of significance of 0.000, it is statistically significant at p value less than 0.05.

Finally, regarding the influence of touch on consumer purchase behaviour, the study found that respondent agreed that touching and feeling a product makes my purchasing decision easier (Mean 3.43). The findings also revealed that the respondents agreed with the statements that touching products on display increases the shopping pleasure (Mean 3.37), it is absolutely important for me to have a feel of a product before buying it (Mean 3.14) and that controlled/regulated temperatures make me spend more time in the store (Mean 3.06). Correlation analysis findings revealed that consumer purchase behaviour have a positive relation with touch with a Pearson’s Correlation Coefficient of 0.471 and 0.000 level of coefficient.

5.3 Conclusion of the Study

The following conclusions were made based on the study findings;

The findings of the study showed that sound in the apparel stores influence consumer purchase behaviour. This is evidenced by the fact that it makes customers more comfortable, creates a relaxed store atmosphere and that it encourages consumers to stay longer in the clothe store.

The study also concludes that scent in the store influences consumer purchase behavior. Scent was found to create nice feeling in the store and that consumer associate’s particular fragrance to particular store making them to frequent the outlets. The study further concludes that sight is the major influence of consumer purchase behaviour in clothing store. This is evidenced by the fact that it had the highest Pearson’s Correlation Coefficient of $r = 0.621$ compared to other factors. This is achieved majorly through proper display, good lighting and attractive store arrangement. Finally, the study concludes that touch in the store influences consumer purchase behaviour. This was evidenced by the fact that it increases shopping pleasure.
5.4 Policy Implications of the Study
The finding of the study will provide policy makers with necessary insights into the importance and implications of store atmospherics and this is expected to guide them in coming up with policies that ensure the players in the retails industry adhere to the laid down rules. This is necessary in safeguarding the interests of consumers. Additionally, the study findings will add to the literature existing on the influence of store atmospherics on consumer purchase behaviour. The study thus contributes to the existing literature on how different store aspects such as sight, sound, scent and touch influences consumer purchase behaviour in clothing stores.

5.5 Recommendations of the Study
The following recommendations were made based on the study findings:
Apparel store owners should ensure that that their stores are attractively arranged to attract customers. This can be achieved by ensuring proper store layout and display of clothes. The study also recommends that apparel store owners should ensure that their stores have nice scents. This can be achieved by ensuring that the stores are well aerated and perfumed to attract and retain shoppers longer.

The study further recommends that the music played in the stores attracts customers and retains them longer. This should be achieved by ensuring that the background music played is in right volumes and the songs played are selected purposively to make shoppers stay longer.

The study finally recommends clothes store owners should ensure that they offer touch and feel possibilities in the stores and that the environment in conducive for longer and relaxed shopping among customers.

5.6 Limitations of the Study
The opinions of many consumers outside the sample were not represented and therefore the findings cannot be generalised to the greater population. It would therefore be advisable for future researchers to select a more representative sample of consumers.
The sample was drawn from consumers living along Ngong Road and the surrounding areas and was therefore not geographically representative of the entire country. Also, due to the qualitative nature of the study, the main goal was not to be representative, but rather to be able to use the research findings for other research purposes and studies. It would therefore be interesting to try a similar study covering a wider area for better representation and generalization and preferably take a quantitative approach.

5.7 Areas Suggested for Further Research
This study was carried out in apparel stores within The Junction Mall to assess the influence of store atmospherics on customer purchase behavior. The study only focused on the apparel retail industry. It could therefore, be necessary to try and establish if store atmospherics could have an influence on consumers’ buying behaviour in other retail industries, more specifically the consumer goods industry, furniture as well as the hospitality industry.

In this research study, the viewpoints and opinions of both male and female consumers were used together. Further research would reveal possibilities of differences between male and female consumers regarding the influence of store atmospherics and to what extent they influence buying behaviour, as well as between the different age groups for example young generation versus older generation.
REFERENCES


Ogden-Barnes, S. & Barclay, D. [n.d.]. *Store sense: Reclaiming the four walls with sensory engagement*. The retail acumen series.


APPENDICES

APPENDIX I: QUESTIONNAIRE

SECTION A: BACKGROUND INFORMATION OF THE RESPONDENT

1. Gender; Male [ ] Female [ ]

2. Age; 19 – 25 years [ ] 26 – 35 years [ ] 36 – 45 years [ ] 46-55 years [ ] Above 55 Years [ ]

3. Highest level of education; High School [ ] Diploma [ ] Degree [ ] Postgraduate [ ]

4. Number of visits to the mall per month; once [ ] Twice [ ] Three times [ ] More than three times [ ]

SECTION B: IMPACT OF STORE ATMOSPHERICS ON CONSUMER PURCHASE IN CLOTHING STORES

Sound

3. The following are some statements on the influence of sound in the store on customer purchase decision. Please indicate the level of your agreement with each statement in relations to this clothing store

Key: Strongly Agree (SA) Agree (A) Neither agree nor disagree (N) Disagree (DA) Strongly Disagree (SDA)

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listening to music creates a relaxed atmosphere while shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Music in store motivates me to buy more.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pleasant environment created by music makes me spend more time in the store.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The slow rhythm of the background music makes me comfortable.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The high volume of the background music makes me stay more time.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The existence of background music increases my well-being and comfort.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4. What are other ways by which the sound in the clothing stores influences your intention to purchase?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Scent
5. The following are some statements on the influence of store scent on customer purchase. Please indicate the level of your agreement with each statement in relations to this clothing store

Key: Strongly Agree (SA)   Agree (A) Neither agree nor disagree (N)  Disagree (DA)   Strongly Disagree (SDA)

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scent in retail chain outlet encourages me to purchase more.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scent in the store makes me to revisit retail chain outlet.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fragrance in the retail chain outlets makes me to stay more time.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. What are other ways does the scent in the clothing stores influences your behavior while shopping?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
7. The following are some statements on the influence of sight on customer purchase. Please indicate the level of your agreement with each statement in relations to this clothing store.

**Key:** Strongly Agree (SA)  Agree (A)  Neither agree nor disagree (N)  Disagree (DA)  Strongly Disagree (SDA)

<table>
<thead>
<tr>
<th>Statement</th>
<th>S</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>S</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>I tend to buy more when I come across attractive and impressive displays.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>There is a sufficient display of in-store information.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Display motivates me to look at the products more critically</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The retail chain outlet display allows me to see displayed products clearly.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The creative and systematic arrangement of products in the retail chain outlet helps me in the selection of product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. What are other ways by which use of colour and lighting of the clothing stores influences your intention to purchase?

________________________________________________________________________
________________________________________________________________________
Touch

9. The following are some statements on the influence of touch of the store on customer purchase. Please indicate the level of your agreement with each statement in relations to this clothing store.

Key: Strongly Agree (SA)  Agree (A)  Neither agree nor disagree (N)  Disagree (DA)  Strongly Disagree (SDA)

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Touching and feeling a product makes my purchasing decision easier</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Touching products on display increases the shopping pleasure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Controlled/regulated temperatures make me spend more time in the store</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Through touch, I am able to experience a product even before buying it</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It’s absolutely important for me to have a feel of a product before buying it</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>By touching, am able to obtain or verify product information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. What are other ways by which the touch of the clothing stores influences your intention to purchase?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Purchase Intention

11. The following are some statements on purchase intention. Please indicate the level of your agreement with each statement in relation to this clothing store.

**Key: Strongly Agree (SA)  Agree (A)  Neither agree nor disagree (N)  Disagree (DA)  Strongly Disagree (SDA)**

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to purchase in the retail chain outlet.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would like to shop longer in the retail chain outlet.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would like to visit the retail chain outlet again</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would like to repurchase in future</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would like to tell my family and friends about the retail chain outlet.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Thank you for your time and cooperation.*