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IMPACT OF RETAIL STORE ATMOSPHERE ON CONSUMER BUYING BEHAVIOUR IN INDIA

Abstract:

The buying process in a retail store environment is triggered when consumers come to know that they have an unsatisfied need. Especially when they are shopping for fun, the decision to visit a particular store, how much time to spend, and to buy or not to buy is largely influenced by the shopping environment and its effect on consumers' emotions. Descriptive research design has been used for this study. Mall intercept technique was used to collect primary data from 300 respondents selected on the basis of convenience sampling techniques. The area of study is NCR & the state of Haryana (India). The population samples used for this study are consumers who have prior experience of shopping from retail stores. This study explores the relationship between store atmosphere and consumer buying behavior. It also examines how demographic variables such as age, gender, and education affect the relationship between store atmosphere and consumer buying behaviour. In order to analyze the data factors analysis and ANOVA techniques are used. The results reveal that store atmosphere has positive relationship and significant influence on consumer buying behaviour.

Keywords:

store atmosphere, shopping environment, display/layout, purchase intention

JEL Classification: M31