

IMPACT OF STORE ATMOSPHERICS ON CONSUMER BUYING BEHAVIOR AT D-MART STORE

Abdul Rahim Munshi

Assistant Professor, ITM Universe, Vadodara, Gujarat, India

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ABSTRACT

This study was conducted with an aim to investigate the impact of store atmospherics on consumer buying behavior at D-MART store in Vadodara District. With the retail industry becoming highly competitive as a result of many convenience stores cropping up in the city, the bigger brands have to put in that extra effort to increase footfalls and convert footfalls into sales. What ways can the retailers adopt to increase their top lines remains an Achilles heel for many retailers. Can store atmospherics be used to differentiate the image of stores from competitors, whereby consumers will spend more time and money and further patronize a particular retailstore.

A survey research was conducted in which primary data was collected from 301 customers from D-Mart store in Vadodara. Atmospheric variables of crowd density, store floor space, and product assortment were used to find out the impact of atmospherics on consumer buying behavior.

Sample respondents were selected using non-random convenience sampling data was collected using a questionnaire that employed the Likert Scale to measure the responses. SPSS was used to analyze the data. Product assortment, store floor space, and crowd density has a significant impact on consumer buying behavior at D-Mart store in Vadodara.

KEYWORDS: *Consumer Behavior, Store Atmospherics, Retail Stores*