



Exploring The Relationship Between Store Appearance And Customer Satisfaction And Purchase Decision

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ABSTRACT

Store Appearance play a vital role in influencing consumer buying decision and customer satisfaction. These determinants of store builds an significant retail image of the Store. Well-designed store appearance and layouts will have strong influence on in-store movement, designs, shopping experience and buying behaviour. Hence the study focuses on impact of store appearance on customer satisfaction and purchasing decision.

According to the survey, external cues, atmosphere, and merchandise are the three primary aspects of store image that have the biggest effects on overall consumer happiness. Retail service and overall satisfaction have statistically significant connections, according to bootstrapped estimation. According to the R-square model, 40% of the study's sample is affected by retail service in terms of overall satisfaction. This paper uses survey method for collecting data and information. The analysis of data was carried out using Structural equation modelling (SEM), data were analyzed to explore the relationship among store appearance, customer satisfaction and purchasing decision. 400 data were collected from the prospective customers of retail outlets located in the Bangalore

This study contributes to the existing literature by providing insights into the factors driving consumer purchasing behavior and satisfaction in the clothing retail sector, particularly in Bangalore, India. The Results have important ramifications for retailers seeking to enhance their store image and improve customer satisfaction.

Keywords: Store Appearance, Customer Satisfaction, Apparel Retail,

Introduction:

The most appealing market for clothing retail following Brazil and China is found in India. The retail clothing sector has contributed significantly to India's second turnover in retail trade. Modern management concepts have been effectively utilized in the apparel retail market, leading to an enhanced product offering, improved customer management, and the implementation of scientific techniques for supply chain management (Singh, 2014). It is anticipated that apparel will continue to witness increased retail penetration beyond major urban centres, accompanied by a rising demand for branded products. Analyze the influence and notable impact of each attribute on the purchasing decisions of buyers. The study also explored the result of various demographic variables on the buyer's assessment of different aspects of store perception (Mathur & Goswami, 2014).

Retail encompasses a range of activities wherein merchants sell their goods to end users for personal consumption or national use (Hasan, 2015). Retailers acquire wholesale products/services to capitalize on economies of scale and implement competitive pricing strategies. Products and services are typically available in physical stores or through online platforms. The retail sector is divided into organized and unorganized sectors (Mbaye, 2012).

Consumers make purchasing decisions on the bases of perceived appearance of the store rather than tangible physical attributes, especially in saturated markets (Nell, 2017). Retail outlets have distinct images associated with their personalities that influence both perception and store choice (Shamsher, 2016). Store image comprises various components, including the assortment of sales personnel, location convenience, merchandise, store atmosphere and services.

2 LITERATURE REVIEW:

(Memon, 2006) aimed to trace the result of private brands on clothing retail sales. The study employed survey-based research, utilizing a simple random sampling technique. While this investigation specifically concentrated on private brands, it also extends its focus to national brands. The research was confined to the city of Ahmadabad. (Visser, 2006) scrutinized the purchasing conduct of Indian consumers regarding fashion apparel, considering both global and local brands within the garment industry. Their study employed convenient sampling approach. It concluded that factors like the need for a distinct singularity concept directly impacted clothing interest and indirectly influenced the intent to purchase within the framework of both global and indigenous brands. (Archana, 2010) sought to gauge buyer behaviour in single-brand clothing stores utilizing the Stimulus-Response theory. This study introduced a novel element, commodity signals, apart from previously considered factors like design, ambiance, and social signals. Emotional and cognitive assessments were also incorporated as internal consumer states. (Ghosh, 2010) conducted their research from an Indian perspective, addressing issues related to store characteristics and their significance in store format selection. Eleven variables associated with store attributes, grounded in judgment and theory, were identified. Factor analysis yielded three factors: services, convenience, merchandise mix, and store environment. (Khanna, 2012) delved into purchase decision issues from a gender perspective. Experiment results were formulated through a survey method and chi-square test on a sample of 320 individuals from the NCR and Delhi. The study aimed to observe the result of customers' demographic profiles on the decision to purchase branded items, particularly exploring gender-specific reactions to different clothing brands in the Indian market. (Dash, 2012) presented results from a pilot study conducted in the twin cities of Hyderabad and Secunderabad, shedding light on consumer purchasing patterns concerning private label clothing.

3. RESEARCH DESIGN

Nature of Research Design: Descriptive Research Design

Source of Data Collected: The info was extracted using quantitative research. According to questionnaires the research was conducted, to obtain the info regarding the variables on which the research is done.

Primary data: Collected Primary data through a survey method, from respondents who completed their shopping at prominent apparel retail outlet inside Bangalore. These customers were willing to respond to inquiries using a structured questionnaire.

Sampling technique: Probability sampling technique is the technique used to have random sampling for the purpose of give chance to all the goods that are under consideration. To estimate the sample size, using Krejcie Morgan table. The sample size is around 399+.

Hypothesis Testing: Hai: There is a connection between the overall satisfaction of retail customers and retail stores.

4. DATA ANALYSIS AND INTERPRETATION

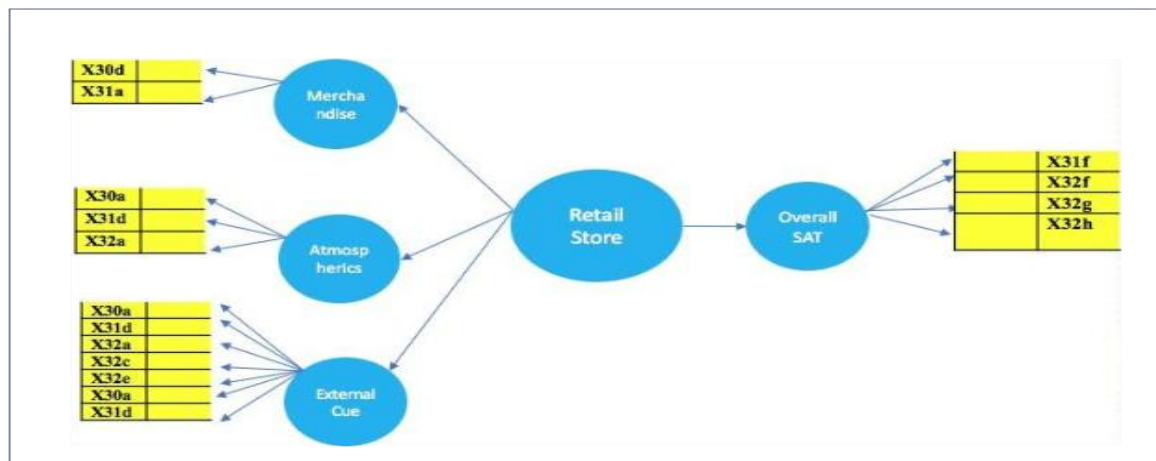
The research utilizes the structural equation model to examine complex theoretical constructs.

In this model, the dimensions of overall happiness and retail shop features are represented exogenous and as endogenous, respectively. The "A" mode, which represents reflective indications that show the size and quantity of items in each latent variable, illustrates the link between latent and manifested aspects.

PLS-SEM model specification

Table No: 4.1

Block	Type	Size	Mode
Factor 1: External Cue	Exogenous	5	A
Factor2: Atmospheric	Exogenous	3	A
Factor3: Merchandise	Exogenous	2	A
Overall Satisfaction	Endogenous	4	A



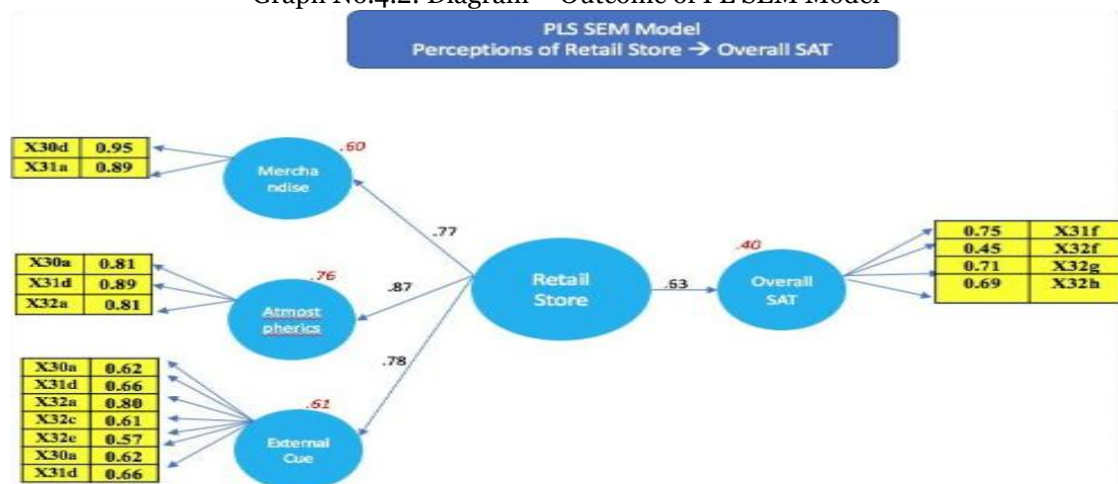
Graph No 4.1: Diagram Model specification of PLS-SEM

As per the information provided in Figure 4.1, Using factor loadings, three factors have been found among the different study components. The PLS-SEM model reveals associations between store perception and consumer satisfactions, with specific factors including:

a) Bootstrapped Estimation

Bootstrapped estimation involves a resampled methodology for estimating coefficients, wherein the initial sample is calculated 2000 times, and the outcomes are compared with both the original as well as resampled results. Regarding the relationship between Overall SAT and Retail service, its beta value is 0.63, & the mean estimation for bootstrapped sample is also 0.63. Since the percentiles at 0.025 and 0.975 have the same sign, indicating the beta is not equal to zero, the relationship is deemed to be at least 5% statistically significant. This significance holds true for alternative routes as well, demonstrating all paths to be statistically significant.

Graph No.4.2: Diagram – Outcome of PL SEM Model



From the depicted graph, as it can be observed that three factors, namely Merchandise, Atmospheric, and External Cues, have been obtained following factor loadings.

R square Model

Table 4.3

	Original	Mean Boot	Std Error	Perc.025	Perc.975
Factor1 External Cues	0.61	0.61	0.05	0.51	0.71
Factor2 Atmospheric	0.76	0.76	0.03	0.70	0.80
Factor3 Merchandise	0.60	0.60	0.03	0.55	0.65
Overall satisfaction	0.40	0.40	0.04	0.31	0.48

The table above shows that the R-square value for endogenous constructs is .40, indicating that within the study's selected sample, retail service had a 40% impact on overall satisfaction. This suggests that a more

substantial role played by retail store in the customer's experience corresponds to higher levels of overall satisfaction.

Findings:

- The PLS structural equation modelling (SEM) serves as the statistical instrument for accomplishing objectives.
- Throughout the analysis, the measurement error, comprising both inadvertent and systematic mistakes in the measurements, is tackled through authenticity and dependability. The measuring model or outside model of PLSEM entails factor loadings, contributing to the authenticity and dependability evaluations. The internal coherence among the structures is assessed using Cronbach alpha and composite reliability values. All constructs display Cronbach alpha values exceeding .7, and for additional assurance of internal coherence, the composite reliability value is gauged. The Dillon-Goldstein rho value lies within the range of 0.67 to 0.82, surpassing the threshold value of 0.70, indicating the absence of issues concerning internal coherence.
- Validation examinations for the constructs consist of:
 - a) Convergent Validity Assessments: The validity metrics of AVE for constructs span from 0.43 to 0.84, aligning with the prescribed threshold of 0.55 proposed by Hair et al. (2014). Consequently, there are no concerns regarding convergent validity for the recognized constructions.
 - b) Discriminant Validity Examination: The investigation suggests such the AVE square root surpasses the correlation coefficients. In general, no concerns regarding discriminant validity are discerned with the elements within the study. Through the examination of the cross-loading model, factors with responses below 0.6 are excluded, and the remaining factors are deemed significant.
- The independent and dependent variables in the inner model are interconnected to assess their influence. All exogenous constructs demonstrate statistical associations using native structures. The research emphasizes the pivotal role within the retail establishment in overall customer satisfaction during transactions. The beta coefficient is 0.63, with a t-value of 16, and $P < .01$, indicating that a 1-unit alteration in the retail establishment corresponds to a 0.63 unit change in Overall SAT.
- Bootstrapped Calculation: The beta coefficient between Shop services & Overall customer satisfaction stands at 0.63, with the average from the bootstrapped estimate of the sample also being 0.63. As the percentiles at 0.025 and 0.975 share the same direction, The beta coefficient is substantially different from zero, confirming its statistical significance at a 5% level. This pattern extends to other pathways, validating the hypotheses posited within the research.
- The R-square value for endogenous constructs is 0.40, indicating that 40% of the influence of Retail Service on Customer Contentment is observed within the surveyed population. This underscores the correlation between a favourable perception of the retail establishment among customers and heightened overall satisfaction.

Suggestions

- 1) Material characteristics and the ambiance of the shop surfaced as pivotal factors influencing store choice (Krishna, 2011). Their influence surpassed that of everything other explored relationships, indicating significance of maintaining a clean, organized, and well-maintained interior.
- 2) Furthermore, the design should be changed to enhance customer convenience. Retailers must elevate aesthetic factors to surpass customer's expectation and cultivate customer retention.
- 3) Retailers must prioritize enhancing interior components such as style, in-store colors, decor attractiveness, and appropriate finishing materials. This enhancement contributes to a delightful shopping feel (Harooni, 2013). The combined effect of the product presentation, pricing, store staff, physical store layout and merchandise quality, coupled with vibrant decor and a boutique atmosphere, can leave a lasting impression on consumers. Efficient and amiable store staff are crucial (Yarahmadi, 2011).
- 4) Retailers must invest in sales staff training to refine their skills and provide opportunities for updating product exposure. The competence of store executives, spacious aisles, and customer attention are elements contributing to the success and growth of shopping malls. Selling staff should be educated about the significance of their fashion and presentation, recognizing their effect on consumer perception. (Prasad & Sakshi, 2017)

CONCLUSION

Physical attributes emerged as the primary evocative of store selection. This emphasizes the necessity for the store's physical environment to be clean, well-organized, and well-maintained. Customers exhibit a preference for shopping in stores perceived as healthy. Considering the evolving behavioural patterns, retailers must align themselves with changing customer demands. It is crucial to comprehend overall customer perspectives on store image, influencing their choices, purchase intentions, satisfaction, and also loyalty to their preferred store (Singh & Verma, 2014). Store choice behavior is significantly influenced by

factors such as mapping, convenience, store ambiance, reasonable pricing, merchandising, and selling assistance. Furthermore, research indicates that purchase objectives are positively affected by store image attributes, including a pleasant store environment, atmospheric cues, product variety and quality, and competitive pricing (Prasad,2012). Ultimately, a positive store image encourages customers to revisit the store, enhancing overall satisfaction.

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