DURBAN UNIVERSITY OF TECHNOLOGY

THE INFLUENCE OF STORE ATMOSPHERICS ON CONSUMER BEHAVIOUR IN CLOTHING STORES IN DURBAN

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THE INFLUENCE OF STORE ATMOSPHERICS ON CONSUMER BEHAVIOUR IN CLOTHING STORES IN DURBAN

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ABSTRACT

Store atmosphere is a critical force driving consumer response in the retail business (Lunardo 2015: 196). Store atmospherics are the store environmental designs intended to produce emotional effects on consumers to enhance purchase decisions, or the physical characteristics of the store that create an image to attract customers (Soomro, Kaimkhani and Iqbal 2017: 22). Clothing stores have unique ways of using store atmospheric cues to catch the attention of consumers to make themselves stand out from among their competitors. A large volume of financial resources are invested by clothing retailers to improve their store atmosphere to create an improved environment that enhances consumers' immediate buying behaviour. However, there is a need to investigate the level of influence these store atmospheric cues have on consumer buying behaviour, especially in the South African clothing retail context.

The main objective of the study was to investigate how different types of store atmospheric cues contribute towards consumer attitudes and buying behaviour in clothing stores in Durban. This study is quantitative and therefore conducted by means of a descriptive survey. The sample size of this study was 400 customers of Durban clothing stores. Nonprobability sampling was used to select the sample. A structured questionnaire with closed-ended and scaled response questions was used as the research instrument.

This research found that fitting rooms, product display and cleanliness have the greatest influence on consumer attitudes and buying behaviour. The results also indicated that most of the consumers are content with the store atmospheric cues provided by their selected clothing retailers in Durban, and will continue to visit, spend more time there and recommend their stores to their family and friends. It is therefore recommended that clothing retailers should continue to invest in store atmospheric cues, focusing on fitting rooms and product displays.

The results from this study will contribute towards the body of research in the field of retail atmospherics, as well as making practical contributions towards the retail clothing industry.

DECLARATION

I, the undersigned, Sheila Kwenda, do hereby declare that unless otherwise indicated, this dissertation is solely the result of my own work. This work has not been submitted to any other university for a degree award or other purposes and all the authors whose work contributed to this study have been accordingly referenced.

11/11/2021

SHEILA KWENDA **DATE**

DEDICATION

I dedicate this work to my biggest cheer leaders and motivators; you gave me the inner strength to keep going.

My two girls GRACE and TINEVIMBO.

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

CHAPTER 1: INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

In recent years retail businesses have experienced exponential growth, resulting in a highly competitive market environment (Cherono 2017: 671). Consumers are becoming more demanding and their expectations are continually changing. The clothing industry is complex in nature due to strong competition and shortening of product life cycles (Ballantine, Parsons and Comeskey 2015: 505). There is a need for clothing retailers to continually invest in improving their store image by changing the instore environment. Stores that have invested in their atmospheric environment have managed to provide pleasing scenarios that result in an immediate effect on consumer purchasing patterns (Levy and Weitz 2014: 506). Most retailers position their stores based on convenience, price and experience; however it is difficult for them to distinguish themselves from competitors using such attributes (Verma and Prashar 2017: 13). Store atmospherics constitute one of the elements that canplay a role in differentiating it from its competitors.

According to Koo and Kim (2013: 97), store atmosphere consists of a number of environmental cues known as atmospherics that can be arranged in a strategic manner to create a better shopping experience. Retail atmospherics can also be described as a combination of a number of items, both tangible and intangible, managed by the retailer, to improve the customers shopping experience and hence encourage them to stay longer and probably spend more, thus benefiting the retailer. In today's competitive market conditions, store atmospherics are recognised by retailers and scholars around the world as a tool that can be used to gain competitive advantage (Durai and Stellar 2020: 23).

The clothing retail markets in Europe and the United Kingdom have invested heavily in the in-store environment using creative store concepts and the integration of digital technology (Marta 2014: 97). These investments are intended to create pleasurable

shopping experiences for consumers. In South Africa store atmospheric attributes such as sales assistance, in store appeals, store accessibility and promotions are leading factors that influence consumer behaviour (Dhurup, Mafini and Mathaba 2013: 360; Tlapana 2009: 112; Nell 2017: 161).

The main aim of the study was to investigate how various forms of retail atmospheric cues contribute towards different types of consumer buying behaviour and attitudes in clothing stores in the city of Durban, South Africa. This chapter will provide an introduction to store atmosphere and how it might affect consumer buying behaviour in clothing retailers in Durban. The research problem, aims and objectives, rationale of the study, research method and limitations will be discussed in this chapter, along with an overview of the study.

1.2 BACKGROUND OF THE STUDY

Traditionally, location and product display were the most important factors when opening a store. After that the retail aspect was expected to look after itself. However, in recent times markets have faced stiff competition as participants make use of more sophisticated techniques. As a result, many aspects have changed. Therefore, the old view does not necessarily hold true (Lund 2015: 10). Since store atmospheric concepts have been utilised in marketing, researchers have largely explored the influence of single atmospheric cues (music, lighting, display, etc.) on consumer behaviour (Douce and Janssens 2013: 215; Lunardo and Roux 2014: 647). To this end, it appears that there are still gaps in understanding how customers respond to the atmospherics in clothing retail stores (Ballantine, Parsons and Comeskey 2015: 504). Retailers need to look for new ways of attracting customers and to offer them a pleasant shopping experience. One way of improving customer experience is through the store atmosphere, making it more conducive for consumers to buy in that setting.

Soomro, Kaimkhani and Iqbal (2017: 36) state that the importance of store atmospherics in enhancing shopping experience has long been appreciated. Tomazelli *et al*. (2017: 340) concluded that clothing stores have a unique way of catching the attention of consumers using the fundamentals of store ambience in order

to make them stand out among their competitors. Numerous researchers have paid substantial attention to store atmospherics in order to try and gain an understanding of the importance of the role that they play in a retail context, as well as how they might influence consumer behaviour (Hussain and Ali 2015: 14; Kumar 2014: 36).

Store atmospherics are environmental designs that are intended to produce emotional effects on consumers to enhance purchasing decisions. Store atmospherics consist of both tangible and intangible elements which help to create the service experience. Levy and Weitz (2014: 510) describe store atmospherics as store environment designs that are intended to appeal to the human senses. There are three main store atmospheric dimensions or cues, namely, ambient cues, design and layout cues, and display cues.

Koo and Kim (2013: 97) define ambient cues as visual and non-visual components in the environment of a retail store, including music, scent, colour and lighting. Verma and Prashar (2017: 13) add that ambiance includes elements such as lighting, scent, layout, merchandise mix, colour, personnel and music. Ambient cues help to create the proper image and lead the customer into the store, highlighting and enhancing merchandise, ultimately resulting in a purchase (Morrison *et al.* 2011: 559). Music is employed by most retailers to draw customers to their store. Making the correct music selection with respect to genre, rhythm and volume can result in beneficial customer behaviour (Lunardo 2015: 196).

Store layout describes how the selling area and space is utilized. Retail design and layout cues comprise the physical elements of the store, both external and internal (Mohan, Sivakumaran and Sharma 2013: 1712). Customers mostly require their shopping experience to be one of convenience where it is quick and easy to enter the store and find the merchandise that you require, without wasting any time (Hussain and Ali 2015: 36). Display cues refer to the displayed products that are intended to get customers' attention. This includes product display and window display. Product displays are required to attract customers on both a rational and an emotional level, as they appeal to various senses.

There are three major store atmospheric cues discussed in the literature. Consumers' decisions to shop in clothing stores are generally based on ambience cues, design and layout cues and display cues (Abimnwi and Njuguna 2015: 33). This study will focus on these three major store atmospheric cues and their impact on consumer buying behaviour.

1.3 PROBLEM STATEMENT

Despite a significant amount of research on store atmosphere influencing consumer buying behaviour, findings are still contradictory with respect to various aspects. In particular, there are still inadequate answers as to the extent to which store atmospherics influence consumer buying behaviour in clothing stores in South Africa.From an international perspective, Soomro, Kaimkhani and Iqbal (2017: 35) concluded that visual merchandising variables such as window display, store layout, colour and store design affected consumer attention in a way that was both positive and significant. In addition, Mihir and Akshaya (2016: 37) noted that the appropriate store atmosphere and design serves to attract more customers and results in them feeling more comfortable, taking more time to browse and therefore more likely to purchase. Abimnwi and Njuguna (2015) also emphasised the significance of store ambience and added that traffic volumes in the store are strongly related to the retailer's cognisance of creating the right store atmosphere. In South Africa, Tlapana (2009: 112) found that customer loyalty was significantly related to store floor space. Furthermore, it confirmed that music and lighting also played an important role in customer satisfaction. However, this study was aimed at convenience stores and not clothing retailers. Furthermore, Nell (2017: 155) conducted a qualitative study which explored how visual merchandising displays affect consumer buying behaviour in clothing stores in Tshwane, South Africa. Ndengane (2019: 89) reiterated that there is a deficiency of comprehensive studies on multiple dimensions of store atmospherics. It is apparent that there is still room for additional studies in this area in South Africa, particularly focusing on clothing retailers.

1.4 MAIN OBJECTIVE AND SUB OBJECTIVES OF THE RESEARCH

1.4.1 Main objective

The main objective of the study was to investigate how different store atmospheric cues might influence consumer buying behaviour in clothing stores in Durban.

1.4.2 Sub objectives

The sub objectives of the study are as follows:

- To examine the relationship between ambient cues and consumer buying behaviour.
- To examine the relationship between design and layout cues and consumer buying behaviour
- To examine the relationship between display cues and consumer buying behaviour

1.5 SUMMARY OF RESEARCH METHODOLOGY

Research methodology includes a number of different approaches that can be used to carry out the research project.

This section summarises the research design, sampling technique, target population, data collection instrument, data analysis, reliability and validity employed in the study.

1.5.1 Research design

Burns and Bush (2014: 148) state that research design is a blueprint of procedures that are undertaken in order to achieve the required research aims and objectives. This research is quantitative and cross sectional in nature. Questionnaires were used to collect data since it is convenient for a larger population and is also time saving. Closed-ended questions were designed to collect the required data in an unbiased fashion. This study uses a descriptive design, which means that it is designed to

describe how the different variables might contribute in different scenarios. The research problem and the aims dictate which design is appropriate.

1.5.2 Sampling

According to Kotler and Armstrong (2013: 144), a population consists of the entire group, events or topics that are the focus of the study. The population of this study was made up of all customers shopping at clothing stores in Durban. Sampling makes use of elements from the population using non-statistical measures (Kotler and Armstrong 2013: 145). Structured questionnaires were distributed according to the convenience sampling method, meaning that participants were chosen because of their accessibility and inclination to participate. A sample size of 30 to 500 is suitable for most research studies, depending on the nature of the questions that need to be answered (Sekaran and Bougie 2010: 269). Therefore, this study selected a sample of 400 clothing retail customers from Durban. This study used non-probability sampling, meaning that there is no probability of specific respondents being chosen Zikmund *et al.* (2013: 302) stated that non-probability sampling is a non-statistical procedure, which can result in generalisability not being guaranteed. However, Saunders *et al.* (2015: 125), noted that non-probability sampling is most useful in a situation when there are both time and financial constraints.

1.5.3 Data collection

The research instrument employed for the collection of the data made use of existing and empirically tested scales designed for the measurement of store atmospherics.
Saunders *et al.* (2015: 122) state that interviews, questionnaires and observation are all available to be employed as primary data collections research instruments. In this study, a structured questionnaire was developed from the literature, to collect data from the respondents. Likert scaling was used for most response categories, with scale items ranging from 1 to 7 (strongly disagree to strongly agree). The questions were designed to collect consumer information about their demographics and their experience of clothing store atmospherics.

Pretesting is described as an initial study that takes place with a smaller number of participants to iron out any potential issues that might arise in the survey (Zikmund *et al*. 2013: 330). In this study pretesting took place to establish if the questionnaires would be understood by the respondents in the correct manner. A few questionnaires were distributed to professionals, academics and customers to check for accuracy.

1.5.4 Data analysis

According to Malhotra, Nunan and Birks (2017: 410), data analysis involves organising, summarising, and classifying the collected data in order to interpret it in a meaningful manner. Several tests were applied in order to analyse the data that was collected. In this study, the descriptive statistics have been illustrated by means of graphs, tables, charts and inferential statistics.

1.5.5 Delimitation/Scope

This study was confined to customers of clothing retail shops in Durban. The study excludes minors or customers below the age of 18. The focus of this study was on the influence of store atmospheric cues (ambient, design and layout, and display) on consumer buying behaviour and attitudes in Durban clothing stores.

1.5.6 Validity and reliability

According to Cresswell (2014: 105), validity measures the fitness of the research instrument. The questionnaire was reviewed by the statistician and the supervisor which contributed to its validity. A pilot study was conducted to remediate any possible errors. Face validity, which is an indication that questions measure what they are intended to, was obtained through the use of questions from previously validated research.

According to Wiid and Diggines (2015: 241) reliability is a test of the consistency of a measuring instrument for the specific concept it is intending to measure. The constructs in the questionnaire were statistically analysed for reliability by means of

Cronbach's Alpha. A value of more than 0.8 is considered good, while 0.6 to 0.8 is acceptable.

1.5.7 Anonymity and confidentiality

Creswell (2014: 230) points out the importance of anonymity and confidentiality for respondents during the collection of data. To ensure that this takes place, the researcher has kept the collected information from the public eye, and names of the respondents were not required. This means that no respondents' identities can be matched with their responses, thus allowing respondents to give honest opinions without the fear or risk of being exposed.

1.5.8 Ethical considerations

Neuman (2014: 48) observes that in research, ethical measurements ensure that the researcher maintains ethical and professional obligations even when the respondents are not aware of them. The Durban University of Technology ethics policy terms were observed in this study. This study required the participation of the public. Therefore, a letter to inform them of the reasons for carrying out the study was made available to them. In addition, respondents signed a letter of consent. The main benefit of observing ethical requirements is that it increases the likelihood of the researcher collecting honest information. Furthermore, voluntary participation increased the probability of collecting honest responses. Respondents were informed that they had the freedom to return blank questionnaires or withdraw from the survey at any stage.

1.6 OUTLINE OF THE STUDY

Chapter 1: Introduction

This chapter introduces the research. It provides the background to the study, states the aim and objectives, summarises the research methodology, and states the delimitations. It also provides an outline of the entire study.

Chapter 2: Literature review

This chapter reviews literature related to the concepts, ideas, and results from different scholars and authors with respect to store atmospherics, ambient cues, display cues, design cues, consumer buying behaviour and consumer decision-making processes.

Chapter 3: Research methodology

This chapter provides a description of the approach used in the collection of the data. It covers the research approach and the research design. This is followed by the target population and the sampling techniques employed. The derivation of the questionnaire is outlined and followed by the methods of analysis of the data. Techniques to ensure reliability and validity for the study are presented.

Chapter 4: Presentation of data and analysis

This chapter presents the findings of this study. Data is analysed by means of statistical methods and presented accordingly. Descriptive statistics are presented in the form of graphs, cross tabulations and other figures.

Chapter 5: Summary, conclusion and recommendation

A summary of the main findings is outlined, along with a discussion relating to the previous literature. Conclusions are drawn from the current findings and are presented in this chapter. Any impacts of the study, limitations and ideas for future research are recommended.

1.7 CONCLUSION

This chapter has outlined the background of the study and the problem of the study. The main objective, research methodology and delimitations are also outlined in this chapter. The next chapter will cover the literature review.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

Retailers need to be aware of what they should be offering customers once they are in-store in order for them to have a pleasant shopping experience. One way of improving customer experience is through the store atmosphere, making it more conducive for consumers to buy. Store atmosphere, created by different layouts and other environmental cues, is crucial for clothing retailers as this plays an important role in the determination of store patronage. It is therefore necessary for clothing retailers to focus on their store environment in order to attract customers to visit and spend time in their stores to ensure that store environments that influence consumer buying behaviour are managed appropriately (Parsons 2009 429).

A literature review sets out to provide a conceptual framework developed from ideas, relationships, concepts, findings and conclusions from previous studies which are applicable to this current study. This includes studies from various countries and other related fields of study and industries.

This chapter begins with a detailed overview of the retail environment and store atmospheric cues and their influence on consumer buying behaviour in clothing retail stores. Other aspects of the literature review include topics on consumer attitudes and consumer behaviour and its definitions, the consumer decision making process, and other factors which influence consumer buying behaviour.

2.2 OVERVIEW OF THE RETAIL ENVIRONMENT

The word retail is defined as the sale of goods directly from a single point such as department stores, malls and markets to consumers in smaller quantities. Retailing encompasses all activities involved in the sale of merchandise to the final consumer for their own use. The retail environment is created based on customer expectations.

According to Barnes and Lea-Greenwood (2010: 762), the retail environment is made up of tangible and intangible elements. These elements are designed to create an in-store experience which can differentiate the store from its competitors. This is most relevant to clothing and fashion retailers who develop their store image based on their offering. Sipahi and Enginoglu (2015: 482) confirm that features of store environment such as the physical environment, security and cleaning, and access are pivotal factors that influence the quality of the shopping environment. The retail environment also relates to the external and internal environments of the store (de Villiers, Chinomona and Chuchu 2018: 3).

Environmental psychology studies acknowledge the importance of store environmental designs in the creation of pleasurable consumer experience and the promotion of specific behaviours (Von Rompay *et al.* 2012: 802). Kim and Kim (2016: 425) concur that an appropriate shopping environment increases shopping value and influences consumer shopping behaviour. The retail environment can draw the attention of customers, making them vulnerable to its influences while shopping (Healy 2014: 35). Research indicates that favourable perceptions of the store environment can heighten positive consumer buying behaviour. The store environment, including shopping layout, image, refurbishing and product display, all impacts on consumer buying behaviour (Fortin, Uncles, Olsen and Skallerud 2011; Yusof, Musa and Rahman 2012: 712).

Research indicates that the store environment influences different shopping behaviours in clothing stores such as the quantity of merchandise purchased, store preference, store visits, time spent in the store, perceived quality of merchandise, patronage, store choice and product evaluation (Kumar and Kim 2014: 686; Lund 2015: 10). Çelik (2019: 578) proposes that retailers should create their store environment so that customers feel it emotionally, both consciously and unconsciously. The assumption is that the end result will be customers choose to remain in the store, thereby culminating in a purchase (Hussain and Ali 2015: 36).
The store environment can also influence shopping behaviour such as purchase intention (Jang, Baek, Yoon and Choo 2018: 107). Soomro, Kaimkhani and Iqbal (2017: 22) concur by stating that appropriate retail environments can contribute

towards impulse buying behaviour. A central component of the store environment is store atmospherics.

2.3 STORE ATMOSPHERICS

The generic definition of store atmospherics is that they are elements that contribute to a buying environment designed to produce emotional effects on consumers, thereby enhancing purchasing decisions (Berman, Evans and Chatterjee 2018: 464). Store atmospherics consists of both tangible and intangible elements, which contribute towards the service experience. The store atmospheric environment is made up of various stimuli such as colours, music, scents, tastes, layout and spaces which are important cues for customers (Kotler 1973: 50).

Chen and Hsieh (2011: 10056) conducted research in the Taiwanese marketplace and found that store atmospheric factors are significantly linked with consumer's approach behaviours. Design factors, in particular stood out as being the most significant. This concurs with research conducted by Kim and Kim (2016: 425) which reveals that consumers will avoid stores with unattractive environments and rather approach stores with a perceived better and more welcoming environment. Thus, retailers can manipulate store atmospheres in order to enhance the customers' shopping experience.

A good combination of the appropriate store atmospheric cues can create an environment which results in consumers feeling positive about the store, thereby encouraging buying intention (Shamsher 2016: 23). Jang *et al*. (2018: 106) concurred that store environmental factors influence the shopping experience, time spent in store, consumption amount, satisfaction and shopping value. From the above it can be concluded that retail stores use atmospheric cues to build a positive impression for customers. An overall conclusion would be that a pleasant store atmosphere affects the how long the customer spends in the store as well as other behavioural issues.
The clothing retail sector has witnessed considerable changes and is encouraging consumerism through desirable presentations of apparel products and through the creation of attractive in-store environments and appealing product displays (Hassan

and Khan 2020: 30). Furthermore, consumers are becoming more aware and demand additional beneficial elements while selecting merchandise in a clothing retail outlet. They often perceive shopping as an escape from their everyday routine that enables them to accomplish a different role. Such experiences offer them fun and pleasure and contribute towards the emotional value derived from brick and mortar buying experiences. These fashion consumers also prefer to shop in an organized retail format while primarily seeking to derive hedonic benefits (Pare and Pourazad 2017).
The concept of store atmospherics is gathering momentum, as authors try to understand the effect of store atmospheric cues upon customer feelings and behaviour. There are several elements of store atmospherics that make up the store environment.

2.4 ELEMENTS OF STORE ATMOSPHERICS IN CLOTHING STORE

Store atmosphere, created by the layout and environment, is important in the fashion sector of retail, as it is crucial for success and also a key determinant of patronage (Hassan and Khan 2020:31). Helmefalk and Hultén (2017) find that in clothing stores the environment can influence the shopper orientation, resulting in different behaviours. Additionally, Angula and Zulu (2021: 158) note that components of store atmosphere can have a direct influence on shopping behaviours in a variety of clothing stores. Berčík *et al.* (2016: 102) added that consumers are first attracted to certain features within the store environment during the product selection stage, including lighting, music, scent, and colour. Helmefalk and Hultén (2017) add that retail atmospherics have a strong impact on consumer cognitions and emotions during the purchase decision process.

There are three primary store atmospheric dimensions or cues, namely, ambient cues, design and layout cues, and display cues (Siddhibphongsa and Kim 2016: 125). This is outlined in Figure 2.1.

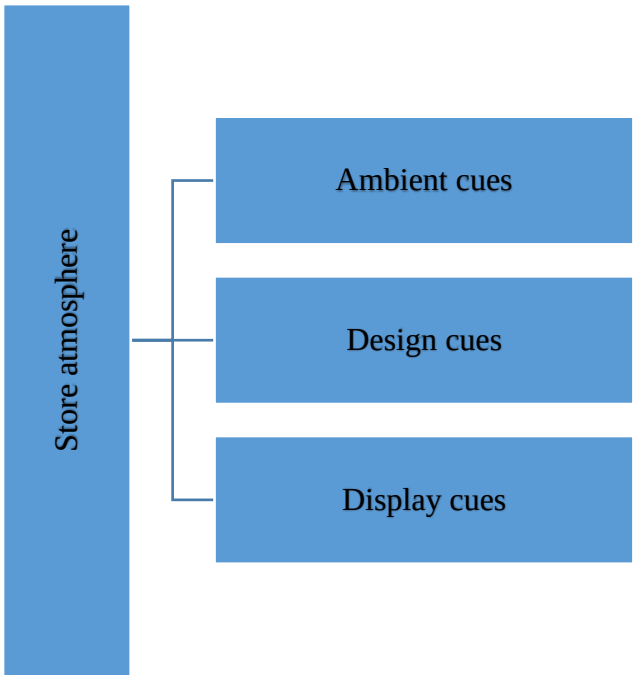

Figure 2.1: Elements of store atmosphere cues
Source: Adapted from Baker (1986)

2.4.1 Ambient cues

Berman *et al.* (2018: 464) describe ambient cues as the visual and non-visual components within a retailer's atmosphere. These include music, scent, colour and lighting. Ambient cues serve to generate a good image and to draw the customer's focus towards merchandise and that the retailer wishes to encourage them to purchase. Previous research suggests that store ambient cues affect the customer's perception of the store image, thereby influencing their behaviour (Siddhibphongsa and Kim 2016: 125). Figure 2.2 illustrates the different elements of ambient cues that can be found in a retail store.

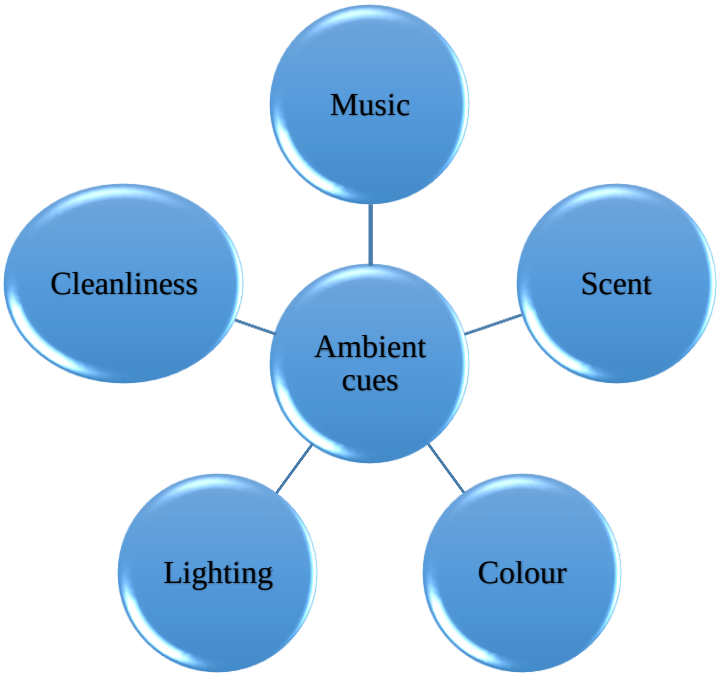

Figure 2.2: Ambient cues
Source: Adapted from Hussain and Ali (2015:36)

Retailers realise the importance of such cues and systematically try to create an ambience using attractive colours, proper music and other elements to influence their customers. For example, the type and tempo of background music in the store is often used by retailers to attract customers into their store.

2.4.1.1 Music

Music is defined as a pleasant sound that influences the consumer's conscious and sub-conscious decisions (Hussain and Ali 2015: 36). Morrison *et al.* (2011: 558) noted that the selection of the right type of music to enhance customer mood has a positive effect on store patronage intention.

Genre, rhythm and volume of music are often used by retailers to draw customers' attention. Music and sounds played in retail outlets significantly influence consumers' shopping decisions and could reasonably be expected to increase sales of retail outlets (Morrison *et al.* 2011: 558). The use of background music in retail outlets serves to stimulate the minds of consumers and therefore for them to have a connection with the consumer's emotional response, including intention to purchase (Lata and Jain 2016: 935).

Retailers use background music as a way of enhancing the atmosphere. The effects of background music on consumer attitude towards the store, the salesperson's demeanour and the patronage to the shop are moderated by cognitive processes (Tlapana 2009: 18). The main elements of background music which can be altered are tempo, volume and style. It has also been found that soothing music increases cognitive activity, in particular when other cognitive stimulation is low. Andersson *et al.* (2012: 553) investigated how background music could affect consumers in a retail electronic store, comparing the use of pop music versus no music, and how it might influence time spent in the store, expenditure and other variables. Results showed that consumers spent significantly more time in the store and more money in the presence of pop music (Andersson *et al.* 2012: 555).

Hussain and Ali (2015: 36) also noted that background music in the store has a significant influence on consumer buying behaviour. The type of music, genre and tempo were found to evoke an immediate response from consumers such as the extensionof time spent in the store along with an increase in intention to buy. Abimnwi and Njuguna (2015: 35) agreed that background music influences consumers' perceptions and preferences. They also noted that customers spend less time in stores with high music volume, compared to stores with soft music. The effect of music volume on consumer response has also been found to be moderated by gender, with females responding more negatively to loud music than males (Abimnwi and Njuguna 2015: 35). However, results have been contradictory on tempo and whether slow music encourages customers to remain in the store for longer (Oakes 2003). Ullakonoja (2011: 17) confirmed that slower music makes people more satisfied and relaxed. The literature that has been discussed shows that there are still gaps remaining regarding the influence of music on consumer behaviour.

2.4.1.2 Lighting

Mohan, Sivakumaran and Sharma (2013: 1711) define the term ‘lighting’ as a medium of illumination that improves visibility. The combination of both natural and artificial light makes items more noticeable and brings out colours. Lighting is used to highlight products, shape space and to capture the feeling of customers in stores (Levy and Weitz 2009: 611). Good lighting systems can create a sense of excitement in clothing stores, resulting in positive buyer behaviour (Hussain and Ali 2015: 37). When lighting is used in retail clothing stores it can enhance colour and quality and encourage customers to touch the product.

Successful lighting in retail store environments has the potential to influence sales, increase the number of customers through the door, draw the eye to items of interest and enhance the colours of merchandise (Ballantine, Parsons and Comeskey 2015: 504). Alakwe and Okpara (2017: 53) concurred that store lighting influences customer perceptions, emotions and experiences of store image.

According to Ballantine, Parsons and Comeskey (2015: 505), lighting can also be used at the point of sale where it can speed up transactions, prevent potential errors and therefore improve the customers purchasing experience. They also alluded to the fact that in clothing stores, lighting has an influence on consumers’ purchase decisions, adding that lighting is a form of visual communication used by retailers to enhance consumers shopping experience However, although Sabrina (2014: 230) agreed that although artificial lighting had an impact on customer expenditure, it was found to be moderate.

2.4.1.3 Colour

Another ambient cue is that of colour. Colour occurs when light illuminates an object and reflects back to the eye (Esaak 2012). Agrawal and Singh (2017: 35) noted that colour can help in attracting a customer’s attention since by nature human beings can quickly spot colourful items. Colour builds feelings and influences consumer behaviour while stimulating experiences, memories and thoughts. The purpose of colour in store

is to influence the customers purchase intention, time spent in the store, create a pleasant feeling and positive store image (Ballantine, Parsons and Comeskey 2015: 505). The correct colours in a retail store will gain attention and elevate perceptions towards the store (Banat and Wandebori 2012). Colour also has psychological effect on customers as they associate certain colours with value and quality. Bell and Ternus (2012: 62) added that colour has the ability to affect customers' sight experiences and triggers certain internal feelings and emotions. These emotions and feelings can serve to arouse specific thoughts, ideas and experiences.

Colourful designs and merchandise in-store tends to grab customers' attention more than colourless designs do. Soomro, Kaimkhani and Iqbal (2017: 25) noted that white and blue colours are perceived as a symbol of calm and cleanliness, while red, yellow and orange are generally associated with warmth and action. However, Pelger (2010: 256) found that not all colours positively influence consumer behaviour. Some colours make customers feel comfortable and responsive enough to buy, while others do not.

Colour is crucial for attracting customers. Being acquainted with psychological impact of colours is of great help to store designers. Retail store designers often pick out a particular colour based on the nature of the product.

2.4.1.4 Cleanliness

According to Hussain and Ali (2015: 53) cleanliness complements other ambient cues such as colour, scent, music, thus enhancing the store ambience. Retailers cannot afford to compromise on this ambient cue, as it can undermine any other effort made to improve the store environment. Retailers need to maintain cleanliness in their store environment in order to encourage customers to spend more time and increase their willingness to visit the store again (Lunardo and Roux 2015: 625).

Banat and Wandebori (2012: 86) agree, adding that it is not only the physical appearance that customers use to judge the store's appearance, but also their evaluation of the effort that the store is making to maintain its image for its customers. Image also comes from the perceived values of the store, along with its mission and

vision. However, shopper image can deteriorate rapidly in response to a decline in the retailer's upkeep of cleanliness. Cleanliness is non-negotiable and even loyal customers can become disappointed if the retailer does not keep up the store's level of cleanliness and tidiness. No matter of what the store format is or how often a customer visits, a store should always maintain its level of cleanliness in order for the customer to enjoy the retail environment. There is no valid excuse for a store that is unkempt and not clean (Yun and Good 2007:9).

2.4.1.5 Scent

Scent is an important factor when analysing ambient cues that influence consumer behaviour. Scent refers to a particular smell such as a pleasant fragrance or a bad odour. Scent can be welcoming which affects customers' behaviour and emotions resulting in a longer period of time spent in the store (Banat and Wandebori 2012).

A pleasant fragrance has a significant impact on customer perceptions of products as well as their resulting behaviour. For example, retailers use fragrances to entice customers into their shops. The appropriate scent in retail chain outlets can have an effect on consumer purchase intention and can influence customer mood and emotions and prolong their stay (Hussain and Ali 2015: 37). An ambient scent is one that is noticeable by its presence in the retail environment, rather than one that is obviously coming from a specific object. This kind of scent may result in a holistic perception of the retailer and its offering, even those that do not have a significant fragrance that they are known by significant (Sabrina 2014: 2039).

Several authors that conducted research on the effects of scent on consumer behaviour concluded that there is a direct positive correlation between scent and store patronage (Morrison *et al.* 2011: 558). They claim that a pleasant scent or fragrance creates a significant impact on customer perceptions of product and consumer behaviour. Retailers use scents to entice customers into their shops. Abercrombie and Fitch (2012) retail store uses its unique fragrance which usually can be smelled from far away in any shopping mall where they are located (Ebester and Garaus 2015: 135). Scent can contribute significantly towards customer evaluation of merchandise, and

properly used, can even result in the improvement of opinion towards a product that customers might have been unsure about.

It has been established that one scent is preferable rather than multiple scents. According to Haberland, Sprott and Landwehr (2010: 638), shoppers spend more money at outlets that do not overwhelm their customers with multiple fragrances. It is also important to take the gender of the target market into account, as the theme will be more attractive if designed with the gender of the customer in mind.

2.4.2 Design and layout cues

Store design and layout cues are made up of a number of tangible elements of the store both internal and external (Mohan, Sivakumaran and Sharma 2013: 1711). The main goal for many customers when shopping is convenience, which includes being able to easily access the store and locate the merchandise they require without wasting any time (Hussain and Ali 2015: 36). Store design is one of the main factors to be considered when planning how the store image and environment will be portrayed. The main objective is to create a distinguished and unforgettable store image (Haug and Münster 2015: 831). Store design is strategic as it is intended to satisfy the target market and therefore create competitive advantage. Furthermore, store design cues are required to maximise the customer shopping experience and thereby increase sales and profit (Hwangbo *et al.* 2017: 1). Store design components vary depending on the type of retail store and the merchandise offered. Design and layout cues include aisle placement, department location, traffic flow, fixtures and cash registers.

Store layout is a crucial and difficult task. Store layout is the positioning of physical elements throughout the store environment (Turley and Milliman 2000: 195). Compared to ambient cues, layout is tangible and directly affects consumer behaviour. When retailers acquire knowledge on customer movement patterns in store they can design their retail floor in such a way that it increases shopper traffic, average transaction value and profitability. Store layout is the effective use of space, allowing for the smooth flow of traffic and the layout of merchandise to ensure a pleasant

shopping experience. Store layout is an important factor that can affect consumer behaviour and is also an important contributor towards the building of effective store image (Vrechopoulos *et al*. 2004: 13).

Well-designed store layouts influence in-store traffic patterns, shopping behaviour and shopping atmosphere. According to Jiang and Liu (2014: 20), it is important for retailers to be consistent when designing their layouts, to assist customers to understand and remember where merchandise is located in the store. Ballantine, Parsons and Comeskey (2015: 509) agree that a good layout and design may result in customers having a positive opinion of how convenient the shopping experience will be.

Research has shown that changes in store design and layout directly influences consumer perception and hence consumer buying behaviour (Ayalp *et al.* 2016: 525).

2.4.2.1 Fitting rooms

The lighting, privacy, mirror and space allocated in fitting rooms influence customers' purchase intentions (Du Preez *et al*. 2008:60) so the design of fitting rooms is of great importance. It is crucial to acknowledge that fitting rooms are not just a place where shoppers go to try on clothes, but are also the location in which most buying decisions are made.

Recent, studies conducted on the physical environment of the fitting room have included features such as lighting, room size, mirrors, hooks, chairs for sitting and areas to place belongings, call buttons for assistance, and cleanliness (Baumstarck and Park 2010: 38). A South African study conducted by Vermaak and Klerk (2017: 16) concluded that the dressing room was considered to be important to female millennial consumers and their retail experience, concluding that younger consumers knew what they required with respect to how a dressing room should function, along with the aesthetics, and anything else that might contribute towards their experience. Furthermore, Seo (2013: 4) added that fitting room experiences also played an integral role in older consumers' decisions of whether to purchase or not purchase clothing.

2.4.2.2 Layouts

According to Katelijn (2008) the layout of the store should take the target market into consideration. The design should also convey the store's mission and positioning in the marketplace. This can become quite challenging for retail designers. There are four general types of layout, as presented below.

- ***Grid layout***

The grid layout constitutes a number of parallel aisles which display merchandise on either side. Cash registers are located towards the front of the store. This layout is ideal for supermarkets, pharmacies and convenience stores (Haug and Munster 2015: 832). The grid layout has many advantages as it brings convenience to customers because they can easily locate merchandise, thereby saving them time. It also allows retailers to guide and channel customers and hence avoid crowding. The grid store layout is more ideal for retailers with fast moving goods so that the process of shopping will be fast and efficient (Jang *et al.* 2018: 107). However, the grid store layout has one main disadvantage; shelving is usually high so customers cannot view the entire store at the same time and have to move from aisle to aisle to be exposed to everything on offer, meaning that it becomes more difficult to promote impulse purchasing.

- ***Free flow layout***

A free flow store layout arranges fixtures and aisles in an asymmetrical order. It allows customers to browse, shop at their own pace and move freely within the store. The free flow store layout creates a relaxed shopping environment where customers take their time to browse the merchandise and fulfil their needs. This store layout is suitable for stores which sell shopping goods such as clothing retailers. Prihatiningrum, Anisah and Claudia 2020:52) indicates that customers who visit stores with free flow layouts park their shopping trolleys more frequently in the store as compared to grid layout. Customers leave their trolleys unattended as they browse through merchandise tending to buy more. There are several ways of implementing a free form layout such as boutique layout.

- ***Boutique layout***

This is an extension of the free flow store layout. In this layout, fixtures, merchandise and displays are arranged in a unique and exciting form. Each product group is displayed in an individual, separate area. The purpose of the boutique store layout is to separate different categories of products in the store. In each merchandise selling area, appropriate store fixtures are used to highlight the theme of the area. The boutique layout creates an interesting environment that stimulates shoppers' curiosity and builds a unique shopping experience.

- ***Race track layout***

The race track layout is also known as the loop layout. This layout provides a large aisle which starts from the entrance of the store then flows through the store so as to guide consumers around the department store. The main aim of race-track store layout is to expose customers to merchandise available in different departments (Jang *et al.* 2018: 107). The aisles are in different shapes so that customers will follow the aisle then return to the entrance after passing through many aisles. As customers pass through the loop they are exposed to different products from various angles instead of looking in one aisle such as in grid pattern. This layout promotes impulse buying. In South African, Sportsman's Warehouse is an example of a retailer with this layout (Beneke *et al.* 2013: 220).

2.4.3 Display cues

Display cues refer to the way in which products are displayed with the intention of getting the customer's attention (see Figure 2.3). Display environments include everything from window displays, point of sale displays, product displays and other fixtures in the store (Haug and Munster 2015: 831). Products are displayed to appeal to consumers on both rational and emotional levels, as well as across multiple senses (Haug and Munster 2015: 831). Previous research by Sen, Block and Chandran (2002: 227) pointed out that window displays have a positive relationship with shopping decisions and are a key instrument used by retailers as communication tools between brands and consumers.

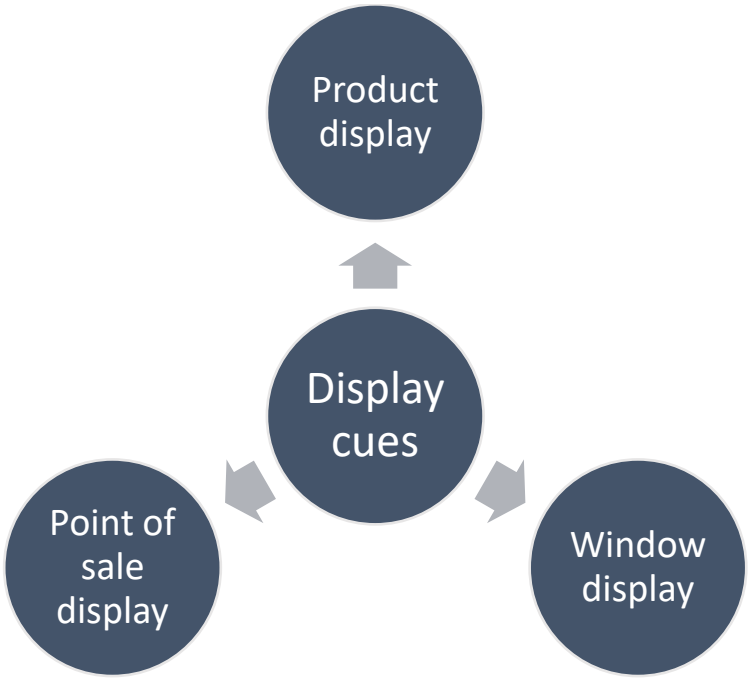

Figure 2.3: Display cues
Source: Adapted from Hussain and Ali (2015: 36)

2.4.3.1 Product display

Proper product display in a retail store enhances the store's sales performance. This includes the promotion of impulse purchases when required (Siddhibphongsa and Kim (2016: 127) noted that retailers need to be mindful of the effect of merchandise displays in-store. Appealing product displays can assist to convey a message to shoppers and can be used to differentiate the retail offering through the presentation of the merchandise.

Product display should encourage customers to move right through the store and thereby increase the amount of goods purchased (Siddhibphongsa and Kim 2016: 127). Another way of exposing customers to product assortment is to provide variety. A number of interesting angles can serve to draw the customers through the store (Tlapana 2013: 113).

2.4.3.2 Window displays

Since shopping is becoming recreational as opposed to a weekly necessity, architects and interior designers are trying to influence shoppers through the development of display techniques (Lange, Rosengren and Blom: 1015). Bell and Ternus (2012: 203) state that window displays can serve to both inform and educate customers on the store offering as well as draw customers' attention to a store. Most retailers use window displays to promote specific products. In the case of clothing retailers, they use windows to display clothes which are trending in that season. Retailers with creative and innovative displays are more likely to capture the customer's attention and improve their perceptions of the store image (Lecointre-Erickson, Daucé and Legohérel 2020: 805).

Window displays are supposed to be colourful, alive and communicative so that they attract the intended consumers. (Lecointre-Erickson, Daucé and Legohérel (2020: 805) agree that window displays are one of the ways in which the retailer can communicate, inform and position the retail brand in consumers' minds. Customers make use of window displays to determine what is offered by the store and make decisions on whether or not to enter the store (Oh and Petrie 2012: 30). According to Lange *et al.* (2016), creative displays capture the consumer's attention and encourage them to enter the store. This concurs with Oh and Petrie's (2012: 35) findings which show that creative merchandise window displays positively influence customer's intention to enter the store.

2.4.3.3 Point of sale display

Point of sale display is the most commonly known form of display obviously designed to influence impulse buying behaviour (Mower, Kim and Childs 2012: 445). Point of sale displays include banners, cards and video screens. These are placed in a prominent position along with the merchandise display. The main function of point of purchase displays is to draw the customer's attention and provide them with the information required, including the price of the product concerned (Nell 2017:157).

2.5 THE IMPORTANCE OF STORE ATMOSPHERE TO RETAILERS

It is important that retailers are cognisant of store atmosphere as the number of competitors offering similar merchandise increases (Papagiannidis *et al*. 2016: 165) Retailers who provide a unique store atmosphere can consequently influence consumer purchasing enjoyment, decision making and buying behaviour (Jiang and Liu 2014: 15). Therefore, store atmosphere is regarded as important, providing retailers with a number of benefits.

Parsons (2011: 430) suggests that store atmosphere should result in the customer feeling comfortable while they carry out their shopping. The end result would be that they would probably spend a greater amount of time there, engaging in browsing through the merchandise and as a result, purchase more. It was therefore found that store atmospherics had a positive influence on shopping experience, intention to purchase and intention to try merchandise on (Ballantine, Parsons and Comeskey 2015: 507). Creating a pleasant store atmosphere also enhances consumer perceptions of merchandise quality and the overall value of the store (Gil-Saura, Molina and Berenguer-Contri 2016: 648).

A positive store atmosphere in a retail business can create a unique relationship between the in-store environment and consumer buying behaviour. The store atmosphere attributes can contribute towards the consumers' shopping convenience. Researchers found that customers from all over form a positive perception regarding the retail atmosphere resulting in positive consumer behavioural responses such as repeat purchases (Berman and Evans 2013). Therefore, retail atmosphere is important as it lures customers, influences their perception and prompts the probability of future patronage.

A successful store atmosphere provides a clear concept of retailing where consumers can easily find merchandise, store departments are clearly separated from each other and the store layout is practical (Berman *et al.* 2018: 468). In clothing retailers, store atmosphere helps consumers to familiarise themselves with products, which results in customers spending more time in the store and hence increasing purchase intention.

2.6 CONSUMER BUYING BEHAVIOUR

Knowledge of consumer buying behavior is important to retailers because it helps them to understand what is important to consumers and what influences the consumer decision making (Murray, Elms and Teller 2017: 148). Therefore, it is important that marketers and retailers understand the needs and wants of consumers. In addition to understanding the need and wants of consumers, retailers also need to understand how consumers make their buying decisions and what influences their purchasing decisions (Cant and Hefer 2012: 1493).

According to Van Heerden and Ngambi (2010: 964) consumer buying behavior is the "study of people, groups or organizations and how they select, use and dispose of products, services and experiences to satisfy their needs". Mokalu and Mekel (2014: 964) add that consumer behavior is "the behavior that a consumer displays in searching for, purchasing, consuming, using, evaluating and disposing of products and services which they expect to meet their needs".

Past literature has suggested that the Mehrabian and Russell affect model (Baker *et al.* 1992) can be adapted to understand the effect of store environments on customer behaviour (Turley and Milliman 2000: 195; Barros *et al.* 2019: 819).

2.6.1 The S-O-R Model

The origin of store environments and store atmospheric studies stem from the seminal work of Mehrabian and Russell (1974). A number of studies have used the Mehrabian-Russell model as a basis for their research on store atmospherics and consumer behaviour. The model states that environmental stimuli such as store atmospherics (S) lead to emotional reactions, such as pleasure, arousal and dominance (O), that influence the consumer's behavioral responses (R), such as avoidance or approach (e.g. intentions to stay and/or explore), known as the S-O-R model (Ettis 2017: 44). The model makes two important assumptions: that a customer's feelings and emotions have the final say on the decisions they make and that they will respond to the

environment in which they find themselves. This could culminate in an act of approach or avoidance (Chen and Hsieh 2011: 10058). Therefore, the S-O-R model illustrates the relationship between the physical store environment and how it affects individual behavior. It also demonstrates how the physical environment can serve to influence an individual's emotional state which results in the individual deciding whether to approach or avoid the environment (Rayburn and Voss 2013: 4001). The S-O-R model is illustrated in Figure 2.4.

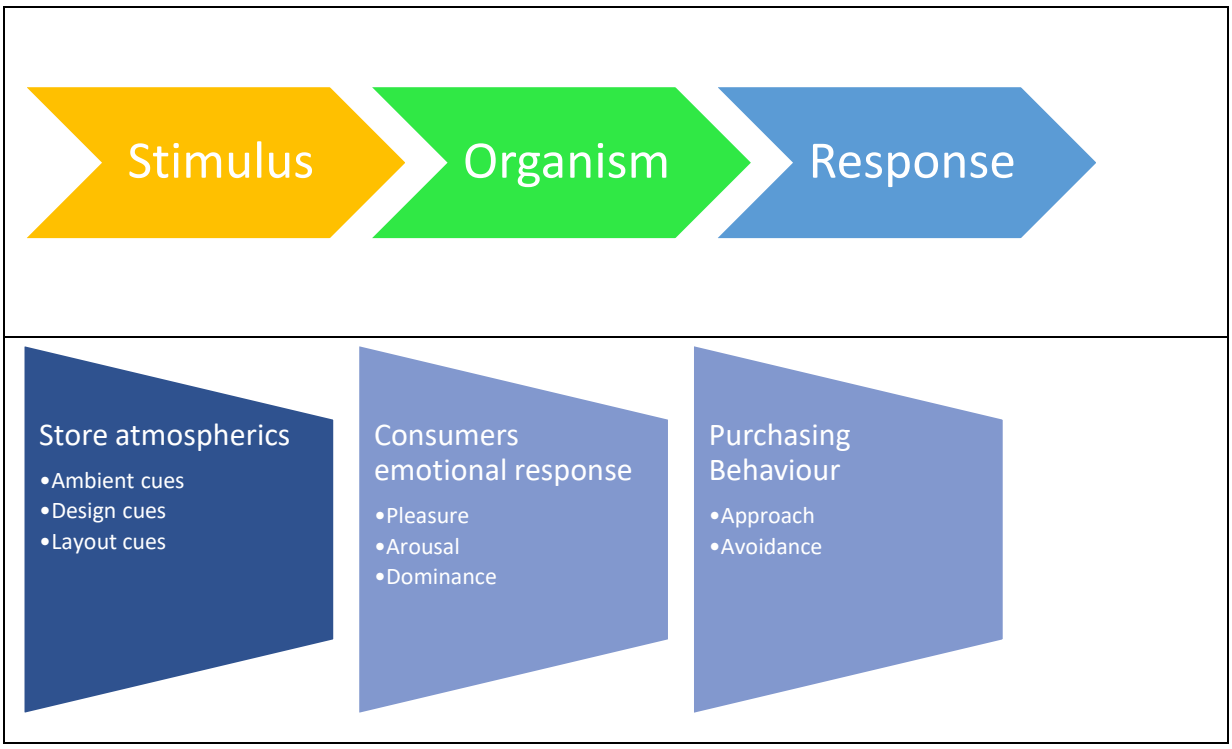

Figure 2.4: The Mehrabian and Russell S-O-R Model
Source: Adapted from Mehrabian and Russell (1974), Ettis (2017)

- ***Stimulus***

According to Ettis (2017: 45), customers expect retailers to organise their shop's routines according to their lifestyles. The behaviour of customers is critical in retailing and retail marketers need to be aligned with their consumers' behaviour and keep abreast of new developments in the industry. This serves to ensure that customers are always stimulated in the store (Dooley, Jones and Iverson 2012: 208). It therefore follows that it is necessary for clothing retailers to make good use of physical environmental cues that will induce and stimulate the emotions of customers and ultimately influence their buying behaviour (Aboiron and Aubin 2016: 250).

- ***Organism***

Customers' perceptions and attitudes towards the store environment are largely influenced by their affective and cognitive state in relation to the stimulus. This state is identified as the organism (Kim and Lennon 2013: 35; Ettis 2017: 43). Factors such as accessible parking, merchandise display, convenience and store location are all significant with respect to customer perceptions of the store (Nikhashemi *et al.* 2016: 435). Chen and Yao (2018: 1249) study indicated that store environmental features in the store can assist retailers to effectively influence customer buying behaviour. This concurs with the study conducted by Tuškej, Golob and Podnar (2013: 54) which found that customers' perception of the quality of the store can influence their buying intentions.

- ***Response***

According to Mehrabian and Russell (1974) response relates to the customer's behaviour after the experience. The behavioural intentions of the customers are influenced by both the stimuli and organism. The response could be in the form of approach or avoidance behaviour (Ettis 2017). The customer's attitude concerning the layout and look of the store is significant in relation to their patronage intentions and customers are likely to remain longer in a welcoming and attractive environment (Harun *et al.* 2018: 45). Klein *et al.* (2016: 5762) noted that the creative initiatives with which retailers design their stores has a substantial influence in stimulating word of mouth.

2.6.2 Consumer attitudes and consumer buying behaviour

Store atmospherics have played a vital role in how consumers respond. As a result, this has resulted in greater attention from academics and researchers (Jalil, Fikry and Zainuddin 2016: 539). According to a model adapted from Ballantine, Parsons and Comeskey (2015: 503) (see Figure 2.5), a pleasant store environment with respect to ambient cues, design cues and layout cues can serve to evoke pleasure and arousal which may lead to different buying behaviours. Mohan, Sivakumaran and Sharma (2013: 419) added that store environments can influence the quantity of purchase, store choice, the perception of quality and evaluation of merchandise, overall satisfaction, time spent in-store and store choice. In line with Ballantine, Parsons and

Comeskey (2015: 507) this study defines consumer buying behaviour as a combination of the various behavioural responses the consumer expresses when they are exposed to different retail atmospheric cues. Consumer buying behaviour includes intentions to enter the store, being comfortable in-store, the amount of time spent in-store, the ability to browse merchandise, the propensity to try on merchandise, the intention to purchase and to recommend the store to other people.

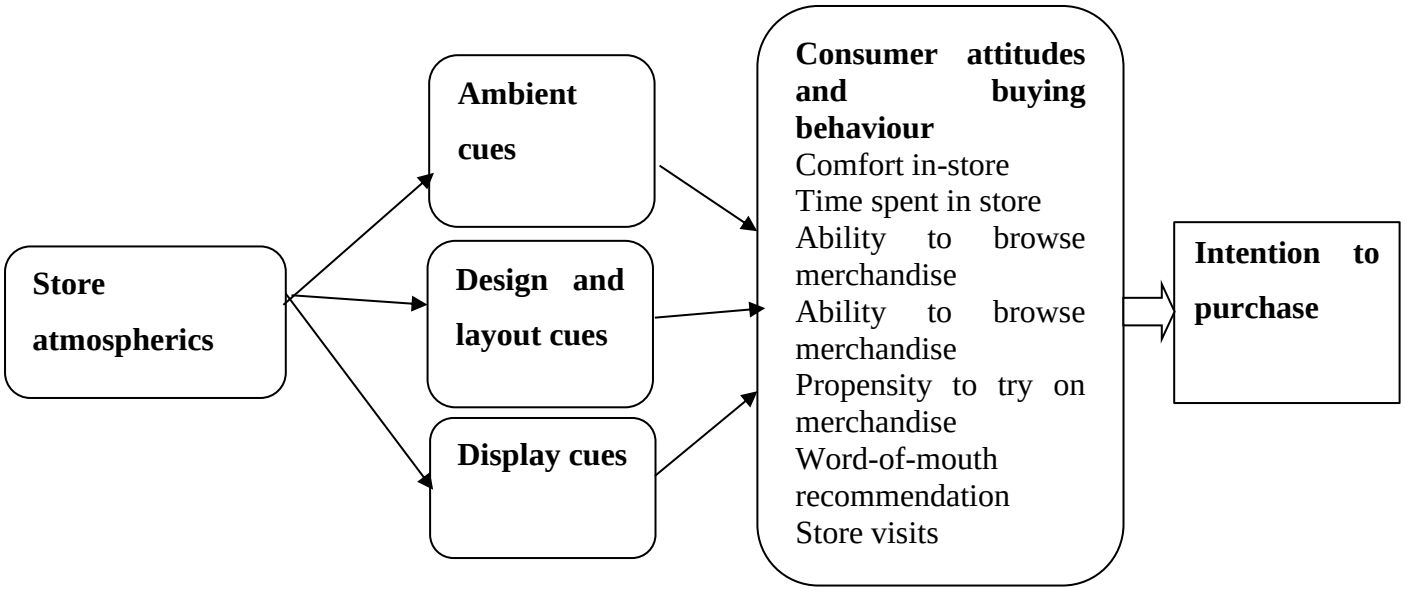

Figure 2.5: Consumer attitude and buying behaviour
Source: Adapted from Ballantine, Parsons and Comeskey (2015: 507)

2.6.2.1 Spend more time in store

According to Bharathi and Sudha (2017: 141) store atmosphere can influence the likelihood of consumers staying in the store. They noted that store ambience is important because it manipulates consumer's moods and feelings. Clothing retail stores have a unique way to gain the attention of consumers, especially women. Sabrina (2014: 2039), agreed that store atmospheric attributes have become popular marketing tools in recent years to tempt consumers to remain longer in the store. However, Turley and Milliman (2000: 194) debated that not all store ambience can persuade customers to spend time in the store environment.

According to Parsons (2011: 431), the level of comfort of consumers in the store influences how willing they are to remain for a longer period in the store. Their findings

also indicated that customers often prefer stores that are less crowded. Retailers with free flow layouts can assist customers to move more freely, and therefore enable them to browse easily.

2.6.2.2 Word of mouth recommendation

Word of mouth (WOM) recommendations can be either positive or negative. Positive WOM recommendations come from customers who have had a good experience and as a result have positive opinions about the retailer. The recommendation of the store to friends and family can translate to repeated store visits and hence sales (Baker *et al.* 2002: 122). White, Breazeale and Collier (2012: 252) concur, stating that WOM recommendation can result in solicited or unsolicited referrals. Unsolicited referrals are more likely to result in enhancing the productivity of the brand.

2.6.2.3 Intention to enter store

Ballantine, Parsons and Comeskey (2015: 510) found that store entrance signs promoting new merchandise in-store can entice consumers to enter the store. Retailers use mannequins, window displays and signs to display in-store merchandise in order to draw customers into the shop. Chaudhary and Jadhav (2014: 75) recommend window displays as a stimulus for consumers to enter the store. A window display offers various benefits such as displaying new fashion in clothing retail stores, providing information about new products and displaying promotional products. Ballantine, Parsons and Comeskey (2015: 508) acknowledge that retailers who improve the sensory stimuli in-store inspire customers to spend longer in the store.

2.6.2.4 Purchase intention

Shamsher (2016: 2317) explains that purchase intention describes the possibility and willingness of a customer to buy a particular product or service. Several authors have concluded that different store atmospheric cues and an enjoyable store environment positively influences the purchase intentions of retail customers (Shamsher 2016: 2319). Ballantine, Parsons and Comeskey (2015: 512) indicated that the two main

store atmospheric cues which influenced consumers' intentions to purchase in womens' clothing stores were changing rooms and employee characteristics. Good changing rooms were found to make consumers feel more attractive in the garments they tried on, thereby influencing the likelihood of them purchasing the itess. In addition, Liao *et al.* (2017: 651) noted that when customers are satisfied with store atmospherics and the store environment this increases their purchase intentions and they are likely to come back again to purchase.

Although it has been acknowledged that store atmospheric cues are paramount in creating an increase in purchase intentions, it is important to note that there are other factors that can also affect consumer behaviour.

2.6.2.5 Store Visits

According to Ballantine, Parsons and Comeskey (2015: 504), certain attributes of store visits result in greater store patronage. There are different dimensions of store visits which vary from intention to revisit the store, frequency of the visit, time spent in the store to time spent during the visit.

2.6.2.6 Comfort in store

Ayalp *et al.* (2016: 526) concluded in their study that comfort in-store is a function of the following atmospheric cues: customer characteristics, employee characteristics, flooring, interior furnishings, layout, lighting, music, posters, and temperature. They also noted that customer's level of comfort was influenced by their self-image in contrast to other customers in the store. For example, if the other customer's in-store appealed to the participant's self-image, the individual would feel a sense of belonging, and therefore feel comfortable. Similarly, participants would feel a similar level of discomfort in-store if they perceived that they did not identify with the store employees (Quartier, Vanrie and Cleempoel 2014: 35).

2.6.2.7 Ability to browse merchandise

According to Parson (2011: 431), the easier it is for customers to browse in the store, the more likely they will be able to locate suitable merchandise to purchase. Greater ability to browse is facilitated by a number of elements; for example, how crowded the store is, comfortable layout, good lighting, product displays, and signage. A store that is crowded with customers results in shoppers finding it difficult to access the items they came for. Spacious product displays with less merchandise means that participants can easily view products in the store. In contrast, mass displays, which are usually often cluttered and in large amounts, make it difficult for participants to locate what they require and to compare different products (Ballantine Parsons and Comeskey 2015: 513).

2.6.2.8 Propensity to try on merchandise

One of the final behavioural phases in clothing stores is the consumer's intention to try on merchandise (Ballantine Parsons and Comeskey 2015: 512). This occurs just before the final phase of intention to purchase and is of crucial importance. Three atmospheric cues were found to play a role in this stage namely changing rooms, employee characteristics, and temperature. In terms of changing rooms, privacy is a key issue when customers were considering trying on merchandise. If customers felt that sales assistants were pressurising them, they became reluctant to proceed to the fitting room, as they felt that they might end up purchasing something that they were not certain about (Ayalp *et al*. 2016: 527).

2.6.3 Consumer based factors which influence consumer buying behaviour

A customer's buying decisions can be determined by many factors. Cant (2010: 51) noted that there are internal and external factors that influence consumer buying behaviour.

2.6.3.1 Internal factors

These are internal variables that influence customers from within. They differ from customer to customer (Schiffman and Kanuk 2010: 484). Internal variables include the consumer's emotional state, motivation, personality and attitudes (Hawkins and Motherbaugh 2010: 227). These are discussed below.

- **Consumer emotional state**

Consumers buy and use merchandise in order to satisfy an emotional need and hence experience an emotional state (Lindquist and Sirgy 2009: 286). Consumer mental states are made up of three possible dimensions, namely, pleasure, arousal and dominance (Kusumowidagdo, Sachari and Widodo 2012: 565). Pleasure translates to positive emotions that are expressed through physical expression. These range from extreme unhappiness or pain to ecstasy or extreme happiness. Arousal describes the feeling that is associated with a response to different types of stimuli. Responses range from tiredness to extreme excitement. On the other hand, dominance is related to how strongly the emotions respond to a particular stimuli strength of the emotional response to the stimuli. It is the degree to which a consumer feels lack of control through to feeling in control or dominant. These three consumer mental states serve to describe and determine the degree of a consumer's emotional state of response (Russell and Mehrabian 1977: 274).

- **Motivation**

Retailers who are aware of what motivates consumers to purchase a specific product can direct their marketing messages and market effort towards the motivating factor. For example, Fiore, Yah and Yoh (2000: 30) concluded that gamblers who were exposed to a pleasant scent in a casino spent more money more than those in an unscented casino. The first step for retailers to understand motivation, is to understand why individuals behave and react the way they do. Individuals do different things for different reasons or purposes and are motivated by a specific need such as the need to have a peaceful or comfortable shopping experience (Katrodia, Naude and Soni 2018: 130). Katrodia, Naude and Soni (2018: 220) noted that consumers' motivational needs and shopping experiences are related. Customers' motivation to purchase

includes hedonic and utilitarian needs which customers need to be satisfied by means of the retail environment (Zinhumwe 2012: 91). Consequently, motivation is one of the factors that influences consumer buying behaviour (Hawkins and Mothersbaugh 2010: 360).

- **Perception**

Kotler and Armstrong (2012: 172) note that perception is a process of scrutinising information in order to derive meaning from it. It is important to note that while this is the reality, it does not necessarily follow with a precise impression of what is real. Rather, individuals process the information and form opinions according to their previous experience with similar products (Cho, Keum and Shah 2015: 162).

Takawira (2014: 7) concurs by stating that individuals develop different perceptions from the same stimulus because of the different ways in which they perceive things. Personality refers to an individual's internal qualities and practices that makes them different from others. Marketers should be aware that customers often make certain buying decisions to complement their self-image. These decisions could probably be extended to similar individuals within the target market. There are four steps in the perception process, namely exposure, attention, interpretation and recall (Cant 2010: 55). The process starts from the moment that a consumer is exposed to certain stimulus such as scent, sight and taste. Retailers select various stimuli to expose consumers to in order to evoke a favourable response. This is known as selective exposure.

- **Life style**

Kotler *et al.* (2018: 183) explain lifestyle in terms of activities, interests, tastes and opinions or how a person conducts their life and interacts with the environment. In addition, a person's lifestyle and values can be explained as individual intrinsic characteristics that are formed as a person grows and develops as an individual (Hawkins and Mothersbaugh 2010: 373).

Retailers need to have an understanding of their customers' lifestyle and behaviours by reviewing the way they spend their time, along with the opinions they might have

on various elements in their environment. This can assist retailers to improve their selection of merchandise as well as their in-store offering (Burton and Khammash 2010: 230). Consumers' lifestyle and values can influence a number of aspects in the decision-making process.

- **Beliefs**

Katrodia, Naude and Soni (2018: 220) define beliefs as the individual's mental or verbal way in which they express their knowledge and how they evaluate certain products or retailers. Consumers' beliefs reflect how they perceive certain products and retailers. However, beliefs are not permanent. As time passes, individuals are exposed to new information which can alter their knowledge and hence opinions about certain merchandise and retailers.

- **Attitudes**

Kotler and Armstrong (2012: 174) define attitude as the way in which an individual feels about certain aspects. This is reflected by the individual's behaviour when considering those convictions. When a consumer has a negative state of mind about certain merchandise, it will be difficult to change their view.

Attitudes consist of cognitive, affective and behavioural components and are not limited to customers' feelings (Du Plessis and Rousseau 2007: 195). Cognitive components refer to consumers' familiarity, information and opinion of the merchandise. Consumers' knowledge about products are learned through direct exposure or other sources of information. Affective refers to the consumers' feelings or emotional reactions. This involves consumers' total evaluation of the product. According to Hawkins and Mothersbaugh (2010: 398), "the behavioural component involves customers' tendency to react in a certain way towards aspects of the merchandise or activities of retailers". The total evaluation of what consumers perceive about the retailer and their merchandise offering will result in an overall learned disposition or attitude (Du Plessis and Rousseau 2007: 196).

2.6.3.2 External factors

According to Peter and Olson (2010: 247), external factors include external physical and social effects that surround consumers. These have a direct impact on the consumer decision making process (Du Plessis and Rousseau 2007: 47). These include the following:

- **Family**

The term family refers to people who a consumer is related to by marriage, blood or adoption. Family structures influence consumer purchasing decision making. Mostert and De Meyer 2010: 30) stated that family is one of the main influencers in consumer decision-making. This is because family members are generally in close contact with each other and can therefore have an influence on buying decisions.

- **Culture**

According to Berman and Evans (2013: 207) culture refers to societies shared norms, attitudes, traditions and beliefs. Culture includes both tangible and intangible ideals which include sports, ethics, morals, food, beliefs and values which are created and respected by the community. These influence consumer behaviour and are passed from one generation to the next. Cultural values differ between countries and religions. Consumers learn and are taught to follow certain cultural beliefs and to avoid certain unacceptable consumer behaviours. These cultural beliefs influence consumers' preferences and attitudes regarding certain merchandise and retailers (Schiffman and Kanuk 2010: 387). Culture provides frameworks in which consumers and their lifestyle develop. Bamossy and Solomon (2016: 526) added that culture influences consumer decision-making.

- **Reference groups**

Kotler and Keller (2012: 88) noted that a reference group can be referred to as those individuals or a group of individuals who are able to play an influential role in a person's behaviour. Reference groups expose consumers to new and different lifestyles, opinions and influence their attitudes, feelings and ideas. The opinions of reference

groups influence consumers' choices of brands and product. Berman, Evans and Chatterjee (2018) state that "reference groups are significant to the degree that consumers have a desire to b like them, follow them, listen to them, identify with them and buy what they buy". A reference group could influence consumers' buying decisions by informing them or rewarding them by elevating their self-image when carrying out certain purchasing behaviours (Levy and Weitz 2012: 94).

- **Marketing efforts**

Schiffman and Kanuk (2010: 483) state that marketing efforts refer to the retailer's direct attempt to influence, inform and encourage consumers to purchase their product. Marketing efforts includes in-store advertising, improving store atmosphere, price discounts, promotions, and distribution channels (Kariuki and Karugu 2014: 410). Marketing influences consumers' decision making with respect to making or refraining from a purchase.

2.6.4 Consumer buying behaviour and consumer decision making

Consumer decision making can be described as the way in which customers behave in any given buying situation (Mpinganjira 2016: 2). Parumasur and Lombard (2012: 251) explain that the consumer decision making process can be described as a number of procedures which a consumer undertakes when making a purchase decision. These might range from the recognition of a problem right through to making a purchase and even some form of post purchase behaviour. The stages do not always follow the same chronological order as consumers might begin at any stage in the process proceed via different steps. It is therefore important for marketers to aim at impacting consumer decisions at different stages of the consumer decision process (Nell 2017).

The five stages of the consumer decision making process are problem recognition, information search, evaluation of alternatives, the purchase process and post purchases and forms the basis of the study of consumer behaviour (Blackwell *et al.* 2006: 70).

2.6.4.1 Problem recognition

Problem recognition is usually the first stage where consumers get to identify their need for a certain product or service. Mihart (2012: 21) articulated that problem recognition occurs when a consumer becomes aware of the need to change from an existing state to their ideal or perceived state. The gap between the existing state and the ideal state causes a state of discomfort creating the motivation to behave. This results in the development of a range of physiological activities called cognitive process. Solomon, Marshall and Stuart (2008: 158) add that for the need to be recognised there has to be a significant difference between the status quo of the customer's affairs and the desired state. The store environment is one the items that can play a significant role in each stage of the process.

Problem recognition is affected by three factors (Cant 2010: 196), namely: information accommodated in the memory, personal differences, and environmental factors. Problem recognition will differ depending on which of the influencing factors the consumers is exposed to.

2.6.4.2 Information search

Information search refers to the second stage of the decision-making process. It explains how the consumer searches for available information about the merchandise and potential retailers to supply the item. The consumer searches for information on a particular product or services from individuals, businesses, public and social media. This process involves learning as consumers are exposed to information such as substitute merchandise, different retailers, price differences, discounts, bargains and other necessary information. The extent of the consumer's information search depends on their perceived risk regarding the product or service. It is therefore the role of retailers to provide consumers with adequate information to make customers comfortable when making decisions, thus reducing the perceived risk (Greiner and Wang 2010: 110). Retailers should provide information through point-of sale ads, knowledgeable personnel and product displays.

2.6.4.3 Evaluation of information

Once the consumer is equipped with information the next stage or them is to assess the availability of all possible way to satisfy their need (Kotler *et al.* 2012: 190). Consumers evaluate different alternatives in terms of price, quality, durability, product features and so on. In terms of clothing, consumers evaluate information in terms of fitness, quality and durability. Consumers set standards for these characteristics and rate each alternative according to its ability to meet the standard (Felcman 2012: 4). Therefore, store atmosphere plays a role in helping consumers to make informed decisions about the purchasing act.

2.6.4.4 Purchase decision

A purchase decision is the actual purchase act that takes place when the consumer is ready to exchange money or make a commitment to pay for the ownership or the use of a good or service (Levy and Weitz 2009: 122). At this stage a decision made is based on the information gathered and the informed decision made is dependent on the adequacy of the information. There are three main factors which consumers consider when making decision at this stage which are place of purchase, purchase terms and availability (Hollensen 2010: 117).

2.6.4.5 Post purchase behaviour

Lysonski and Durvasula (2013: 76) indicate that consumers enter into the decision-making process because of discomfort created by a gap between what they have and what they need. Consumers buy products to fill the gap that has occurred. During the stage after the purchase has taken place, consumers might experience something known as cognitive or post-purchase dissonance where they recognise that their buying behaviour might not have been consistent with their needs and values. This creates a state of anxiety or doubt which is not beneficial to the retailer. It is therefore important that retailers ensure that consumers buy products which satisfy their needs.

However, there is criticism about this model, with some authors suggesting that not every purchase involves all the steps of the decision-making process. The process varies depending on the situation and the condition of the consumer. Some purchasing decisions are simple while some purchasing decisions are complex. Therefore, consumer decision making can be categorised into three broad categories: routine response behaviour, limited decision making and extensive decision-making.

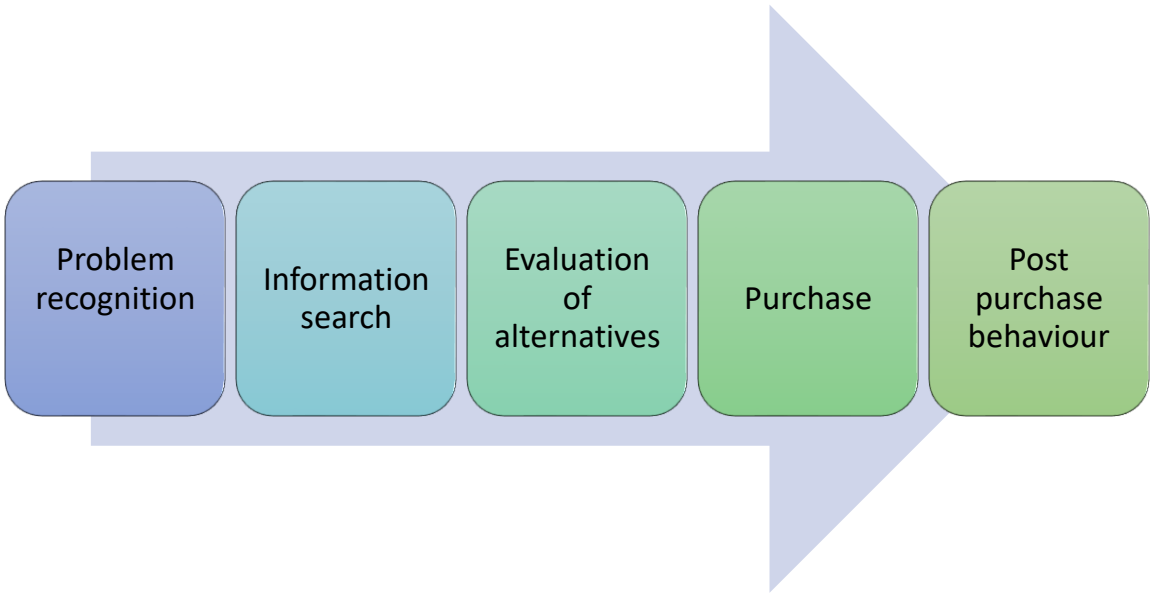

Figure 2.6: The consumer decision making process
Source: Richard, Olshaysky and Granbois (2008: 94)

Sunderaraj (2018: 802) noted that character, behaviour and attitudes are the most important determinants in the decision-making process. A study by Fatima and Lodhi (2015: 130) concluded that consumer buying behaviour in the fashion industry including clothing and footwear are highly influenced by perception, attitudes and learning.

2.7 The need for this research

Chang, Yan and Eckman (2014: 301) stated that although past research has examined studied how store atmosphere and the environment affects consumer buying behaviour, there are still gaps in the literature, and therefore a need for additional information on the subject. This section comments on previous research that has taken place in order identify any research gaps and therefore the need for additional

research. Moreover, previous studies such as Vermaak and de Klerk (2017); Kang (2015); Lecointre-Erickson, Daucé and Legohérel (2018) and Agrawal and Singh (2017), have also focused on the influence of different store atmospheric cues (music, lighting, colour, window display, fitting rooms, cleanliness and merchandise displays) with very few focusing on combined cues. Therefore, the purpose of this research is to close that gap.

A number of cues have been outlined in the previous sections. The authors note that ambient conditions influence consumers' emotional responses. For example, Helmefalk and Hultén (2017: 2) found that brightness of lighting increases customer's likelihood of examining merchandise, while Akram *et al.* (2016: 44) showed that slower music encourages customers to spend more time in a store. However, each of these studies focused on a single dimension of ambient cues; very few studies have focused on multiple dimensions. Hussain and Ali (2015: 35) concurred by stating that many studies focus on one store atmospheric variable at a time, while neglecting others. In this light, there are still gaps that remain in the understanding of the influence of combined store atmospherics on consumer buying behaviour in the clothing retail industry. Therefore, the purpose of this study is to investigate the influence of combined ambient cues (music, colour, scent and lighting) on consumer buying behaviour.

Previous research also indicated that design cues such as layouts and fitting rooms influenced customers emotional states and buying behaviour (Jang *et al*. 2018: 107; Turley and Milliman 2000: 195). In addition, literature has suggested that there is a positive relationship between consumers' perceptions of retail design environment characteristics and emotional response. A recent study in South Africa by Ndengane (2019: 94) concluded that consumers spend more time in a well-designed supermarket. Although there are several studies on the influence that design cues have on consumer buying behaviour, there are few or limited studies that focus on clothing stores. This indicates that there is room for more research on the influence of store atmospherics on consumer buying behaviour in clothing stores.

Several studies have noted that that a pleasant store environment can evoke pleasure and arousal which may lead to different buying behaviours (Ballantine, Parsons and

Comeskey 2015: 505). When consumers are satisfied with the retail environment, they tend to buy and spend more in the store, and are also more likely to revisit the store. Some authors have identified different consumer buying behaviours in store but empirical research on the influence of store atmospheric cues on the behaviour of consumers is still limited.

2.8 CONCLUSION

Cherono (2017: 666) concluded that the degree to which store atmospherics influence consumer behaviour varies according to the type of products and services provided by the stores. A consumer's decision to shop is in general based on convenience, assortment, and quality of products, price, ambience and promotions. This literature review has defined store atmospheric cues. Three major store atmospheric cues were discussed in the literature namely ambient cues, design and layout cues and display cues. The literature explains how these cues influence consumer buying behaviour in clothing retail stores. This literature review covered the various areas of consumer behaviour, its definitions, the consumer decision making process and the factors which influence consumer buying behaviour. The next chapter will discuss the research methodology used in this study.

CHAPTER 3: RESEARCH METHODOLOGY AND DESIGN

3.1 INTRODUCTION

The previous chapter reviewed the literature related to this study. This chapter discusses the research methodology implemented in this research. The research methodology consists of the research paradigm and design, sampling methods, target population, research instrument, data analysis as well as the methods used to establish reliability and validity in the study. The purpose of this study was to investigate the influence of store atmospheric cues on consumer buying behavior in Durban clothing retail stores. Cooper and Schindler (2014: 6) noted that research methodology describes the techniques and information used to solve the research problem. This research methodology was designed to achieve the research objectives outlined in Chapter 1.

3.2 RESEARCH OBJECTIVES

The main objective of the study was to investigate how various forms of store atmospherics contribute towards different types of consumer buying behavior in clothing stores in Durban.

The sub-objectives of the study were as follows:

1. To examine the relationship between ambient cues and consumer buying behavior.
2. To examine the relationship between design and layout cues and consumer buying behavior.
3. To examine the relationship between display cues and consumer buying behavior.

3.3 RESEARCH PARADIGM AND DESIGN

According to Bryman and Bell (2015: 382), a research paradigm refers to the progress of scientific practice based on people's assumptions and philosophies about the world and the nature of knowledge. The research design outlines the ways in which respondents are selected and the methods in which information was obtained from the. The various techniques will be described beginning with the paradigm and followed by the design.

3.3.1 Research paradigm

There are two main research approaches namely the deductive and inductive approaches. According to Creswell (2014: 15), a deductive approach implies an inquiry into an identified problem based on testing a theory. It typically uses a body of knowledge to develop a theory and test a hypothesis. On the other hand, an inductive approach is generally an investigation into a social or human problem from a number ofdifferent perspectives (Bryman and Bell 2015: 302). Therefore, a deductive approach was ideal for this study since this approach involves the researcher arriving at a number of objectives based on their knowledge of a particular domain and then subjecting them to empirical scrutiny.

Positivism is constructed on the belief that the study of human behavior should be conducted in a scientific manner. Prediction is possible through observable facts. According to Lamb, Hair and McDaniel (2012) the positivist paradigm underlies quantitative research methods. This paradigm was ideal for the study as the main objective is to investigate how various forms of store atmospherics contribute towards different types of consumer buying behavior in clothing stores in Durban.

3.3.2 Research design

According to Burns and Bush (2013), a research design is a comprehensive series of procedures that take place in order to achieve outlined research aims and objectives. Another way of describing it is that it is a blueprint of how the researcher proposes to

carry out their research (Yin 2014: 13). Two main research approaches are available to be used, namely quantitative and qualitative, with their main differences to be found in data collection procedures and analysis (Saunders, Lewis and Thornhill 2007: 145).

This research was both quantitative and cross sectional in nature. The quantitative research approach mostly deals with the collection of data by means of a questionnaire and using analysis procedures such as statistics and graphs to present the numerical data (Saunders, Lewis and Thornhill 2007: 145). In support of this, Schreiber and Asner-Self (2011: 13) added that quantitative research emphasizes objectivity and quantification of the phenomenon of the research.

This study will follow a descriptive design. Descriptive design was chosen taking into consideration the research problem and aim of the study.

3.4 THE SAMPLE

Kumar (2018: 206) states that sampling involves choosing a group of participants from the total population of the study to answer the outlined research objectives and questions. Creswell (2014: 108) noted that sampling is the process of selecting and deciding who the subjects are that will be observed in the study.

3.4.1 Target population

Yin (2014) defines population as the entire profile of individuals, events and or items related to the study. A target population is the number of units of analysis from which the research deduces its conclusion. In this study the target population consists of all the customers who have recently visited clothing stores in Durban.

3.4.2 Sample size

According to Burn and Bush (2013: 60) the sample size is the number of units that are selected to represent the entire population. It is impossible to include everyone in the target population; therefore, a sample of a certain size is chosen. Sekaran and Bougie (2010: 253) state that researchers make use of a sample because it is cost saving, to obtain accurate results, and to collect data fast. A sample size of 30 to 500 is acceptable for most research studies, depending on the nature of the questions that need to be answered (Sekaran and Bougie 2010: 269). Too large a sample (i.e., over 500) can be problematic. Finally, Saunders, Lewis and Thornhill (2019: 302) provide a scientifically calculated table that provides figures calculated to assist in sample size decisions. The recommendation is that for a population of over 75 000, 382 respondents will be adequate, while a population of 1 000 000 requires a sample of 384. The population of the eThekwini municipality is approximately 3 500 000. The working population is about 70% of that, and 49% are female (StatsSA 2021). Not all members of the population will engage in clothing shopping, therefore the number of 384 should be perfectly adequate. In order to deal with questionnaires that are incomplete or spoilt, this study proposed a sample of 400 clothing retail customers from Durban.

3.4.3 Sampling method

Kumar (2018: 207) states that in order to ensure that the sample is a fair representation of the entire target population there are many sampling techniques that can be employed. There are two main methods of sampling, namely, probability and non-probability. Probability sampling selects the sample from the target population in a way that all individuals have a ‘known and equal’ chance of being selected (Kumar 2018: 206). On the other hand, Zikmund *et al.* (2013: 400) noted that non-probability sampling includes elements from the population selected in a non-statistical manner, with no or very little probability of being chosen. According to Saunders *et al.* (2013: 272), the main advantage of non-probability sampling is that it less complicated and more economical in terms of time and financial expenses.

A snowball non-probability sampling technique was employed to recruit respondents of this study. Snowball sampling or chain-referral sampling is defined as a non-probability sampling technique in which the samples have traits that are rare to find. This is a sampling technique, in which existing subjects provide referrals to recruit sample required for a research study (Levine 2014). To achieve snowball sampling the researcher asks participants who have already been selected for the study to recruit other participants through various social media platforms.

3.5 RESEARCH INSTRUMENT

The main aim of the study was to investigate how various forms of store atmospherics contribute towards different types of consumer buying behavior in clothing stores in Durban. According to Saunders *et al.* (2013: 103) research instruments that can be used to collect primary data include interviews, observation, questionnaires, archive records and documentations. For this study a questionnaire was developed to obtain primary data. Questionnaires were used to collect data as it is convenient for a large sample and is also time saving. Closed-ended questions were used to gather unbiased information in order to answer the research questions. Data was collected through social media platforms such as WhatsApp, Facebook, Instagram, and Email. This method was warranted due to the Covid-19 pandemic, along with the ensuing restrictions, preventing the researcher from using a face to face data collection method.

3.5.1 Questionnaire design

According to Agarwal, Malhotra and Bolton (2010:19), correct questionnaire design is crucial to make sure that research questions are answered and to ensure that accurate and error free data is collected for analysis. A questionnaire has four main purposes: to maximize the accuracy and relevancy of the data to be collected; to provide a guideline in the gathering of information; to answer research questions and objectives; and, to increase the participation of the elements in the sample (Kumar 2018: 207).

3.5.2 Derivation of the questionnaire

The questions used to construct the questionnaires were developed from relevant literature. Clear and simple words were used. The constructs in the questionnaire were statistically analysed for reliability by means of Cronbach's Alpha. Cronbach's alpha indicates how well the items in a set are correlated to each other. It is calculated in terms of the average inter-correlations amongst the items measuring the idea (Sekaran and Bougie 2010: 324). A value of more than .8 is considered good; while .6 to .8 is acceptable (Wiid and Diggines 2013: 238). Most of the questions used were already tested for reliability from previous studies. Statements that were finally used to measure store atmospheric cues and consumer buying behavior can be viewed in Table 3.1. These are listed along with the sources and reliability measures.

Table 3.1: Statements for store atmospheric cues and consumer buying behaviour

	Statement	Source	α
Ambient cues	**Music**		
	I liked the music being played in the store	Ong, Khong and Yoeh 2017: 50	.802
	I found the background music in the store pleasing		
	The music was played at the right volume		
	The background music was pleasant	Prashar *et al.* 2015	.634
	I did not hear any background music in the store		
	The background music in the store did not bother me		
	The volume of the background music was adequate for me		
	The type of music which is played at the store is the kind of music that I usually listen to		
	Cleanliness		
	The store was clean	Chang, Yan and Eckman 2013: 306	.890
	The store shelves were clean	Han*et al.* 2011	
	The interior of the store was clean and neat	Rajic and Dado 2013: 1110	.880
	The store's floor was clean The products in the store were clean and not damaged		
	Lighting		
	The lighting in the store was fine	Rajic and Dado 2013: 1110	.880
	The interior of the store is conveniently lit		
	There was different lighting in each area in the store		
	The lighting in the store was enough to clearly see the merchandise		
	The lighting in the store was pleasing to me	Kumar and Kim 2014: 90	.89
	The type of lighting used was compatible with environment of the store		
	The store provides appropriate lighting The store was quite bright		

	The lighting in the store accentuated the products that were displayed in the store		
	Colour		
	I think the interior wall and floor colours of this store were attractive	Ong, Khong and Yoeh 2017: 50	.737
	The colour scheme of the store was calming		
	The colour scheme in the store appeared to be currently fashionable		
	The interior wall and floor colours of this store were attractive	Kumar and Kim 2014	.95
	The colour of the furniture and its fabric in the store looks elegance		
	I like the store choices of colour combination		
	The colour used in the store able to create desires to purchase		
	Scent		
	The store smells pleasant	Rajic and Dado 2013: 1109	.782
	I did not notice any scent in the store		
	I like the fragrance used in the shop		
Display and layout cues	**Store layout**		
	The store was too crowded	Kumar and Kim 2014	.87
	Navigating the store was easy		
	The layout in the store helped me to browse comfortably		
	The store layout made it easy to see clothing items	Noordwyk 2008	.780
	In-store displays were impressive		
	There was adequate display of in-store information		
	Store design		
	The store physical facilities were attractive	Kumar and Kim 2014	.89
	I like the interior design of the store		
	There was sufficient aisle space in the store		
	The store can handle a lot of people		
	The décor of the store was pleasing to me		
	Fitting rooms		
	The size of the fitting rooms is satisfactory	Seo 2013	.89
	The mirrors in the fitting room enabled me to see how I look from every angle		
	My overall fitting experience was satisfactory		
	I like the fitting rooms in the store		
	The fittings rooms have sufficient number of hangers		
Display cues	**Product display**		
	Clothes were arranged according to age, sizes, colours and designs	Rajic and Dado 2013:1109	.704
	Merchandise was displayed in a manner that makes it easy to find what I need		
	Prices are visible and clearly marked		
	The merchandise in the store appeared organized	Noordwyk 2008	.79
	The merchandise was logically located in this store		
	The store carried a wide selection of merchandise		
	Prices in the store are visible and clearly marked		
	It is easy to locate merchandise in the store		
	The merchandises in the store were tidily arranged.		
	Window display		
	The window displays of the store are attractive	Mohan et al. 2012	.748
	The variety of product on the window displays was pleasing		
	Latest fashion trends were on window display		
Consumer	**Store opinions**		
	I like this store	Kumar and Kim 2014	.94

	I have a positive opinion about this store		
	This store was appealing		
	This store was exciting		
	This store was sensational		
	I would avoid having to return to this store		
	Store visit		
	I would like to visit the store again	Hussain and Ali 2015: 38	.845
	I like to spend time browsing in this store		
	I would like to spend more time at the store		
	Purchase intention		
	I would like to purchase in this store again	Hussain and Ali 2015	.845
	I would be willing to buy things at this store		
	I would like to repurchase in future		
	Recommendations		
	I would recommend this retailer to a friend or family member	Ong, Khong and Yoeh2017: 51	.737
	I would be willing to recommend this store to other people		
	If asked, I would say good things about this retailer		

3.5.3 Likert Scale

A rating scale was used where participants were given a range of labelled categories that represented a range of responses. One of the most common response formats used in questionnaires is the Likert scale. A Likert scale was used to structure most questions, while other questions were in a multiple-choice format. Both of these methods were suitable as they are easy to code and use. The Likert scale questions were weighted using a five-point scale ranging from Strongly disagree (SD) to Disagree (D), Neutral (N), Agree (A) and finally, Strongly Agree (SA).

3.5.4 Questionnaire format

According Zikmund *et al.* (2013: 280), structured questionnaires are the most appropriate for self-administered surveys. The questions were mainly closed ended where respondents were given choices from a list of possible responses. The questions were derived from the existing literature and were designed to provide answers to the research objectives. The questionnaire has three sections namely: demographics, store atmospheric cues, and consumer buying behavior.

The first section of the questionnaire aimed at gathering the respondents' profiles, i.e., their gender, age group, education level, marital status, frequency of shopping, and distance to closest retail store.

Section 2 of the questionnaire gathered information on the influence of store atmospherics. This section was divided into three sub-sections of store atmospheric cues identified by several previous researchers, namely, ambient cues, design cues and display cues. The last section of the questionnaire contained questions to determine behavior of consumers based on their current perception of store atmospherics.

3.6 DATA ANALYSIS

According to Malhotra and Birks (2010: 410), data analysis entails the ordering, summarizing and categorising of the collected data and explaining it in a more meaningful way. After collecting the data, the researcher described and analysed the data according to the responses of the respondents through quantitative and statistical presentation. Several tests were used to test and analyse data that had been collected. Descriptive statistics were used to describe the dataset in its entirety. This is an effective measure in trying to explain and summarise data that has been collected. Descriptive statistics are presented in the form of charts, graphs, frequency tables, mean and standard deviation and tabulation (Armstrong and Kotler 2009: 103). The Statistical Package for Social Sciences (SPSS) version 24.0 was used.

3.6.1 Descriptive statistics

The ensuing descriptive statistics expressed consumer buying behavior in response to different store atmospheric cues. Descriptive statistics entail technical and general aspects of the data, such as demographic details, and provide a deep insight into the dispersion data (Zikmund *et al*. 2013: 336). In this study descriptive statistics were presented in the form of tables, frequencies, and percentiles. Descriptive statistics summarize the data collected in terms of demographic profile of participants, ambient

cues, design cues and layout cues and consumer attitudes towards them. The data was simplified into numerical ranges for data comparison. The collected data was converted into percentages and frequencies and presented into tables and charts.

Inferential statistical analysis tested the estimation of parameters and hypotheses. The researcher was able to draw conclusions about the population using inferential statistics. Inferential statistical tests enabled the researcher to determine if relationships between variables or the proportions are real or have occurred by chance (McGivern 2006:487). Inferential statistics were used to test the relationship between the dependant (store atmospherics) and independent variables (ambient cues)

Linear Regression analysis was also used in the study. Linear Regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable. The aim of the regression analysis in the study was to investigate relationship existing between the dependent variable (store atmospherics) and the predictor variables such as ambient cues, design and layout cues and display cues.

Factor analysis was used to determine factors among observed variables or latent variables (Tustin et al., 2005:668). In this study, factor analysis was used to lessen the variables to enable composite analysis and interpretation. Pearson's correlation coefficient was used as a measure of linear association and one sample t-test and it tests whether a mean score is significantly different from a scalar value.

3.7 VALIDITY AND RELIABILITY OF THE STUDY

According to Leedy and Omrod (2010: 5), reliability deals with accuracy, indicating how consistent the results of a measurement are under circumstances where the characteristics being measured have not changed. Validity refers to how authentic relationships are within an instrument and whether they can be generalised to the external environment (Wiid and Diggines 2013: 241). The researcher will ensure validity and reliability of this research by conducting a pilot study and by testing the results derived more than once.

3.7.1 The pilot study

A pilot study is a mini version of the study conducted before the main study takes place with the intention of checking how feasible the questionnaire is and idenfiying any areas which might need adjusting (Zikmund *et al.* 2013). Cooper and Schindler (2014) indicated that a pilot study allows for assessing how valid the questions are, thereby contributing towards the reliability of the data to be.

3.7.2 Validity

According to Cresswell (2014: 228), “validity is a test of how well an instrument measures the particular concept it is intended to measure”. The validity of the questionnaires was pretested with the supervisor and statistician and then pilot-tested to identify and eliminate any potential problems. Validity was also ensured by using questions from previously validated research. To ensure content validity thirty questionnaires were distributed to selected respondents for this pilot study. Some of the respondents were experts in their field in terms of research or the topic under study, while others were typical respondents. Items that were found to be difficult to understand or unnecessary were eliminated. The questions were evaluated in respect to both content and face validity. The findings of the pilot study showed that some of the respondents did not clearly understand how to answer the last section which required them to answer the questions in connection with the previous section. Questions were rephrased where necessary before the main collection of the data took place.

In addition, construct validity was ensured by running an exploratory factor analysis with respect to the 41 items measuring the independent variables, namely, music; cleanliness; lighting; colour; store layout and design; fitting rooms; and product display cues. A Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) of .730 indicates that the data was adequate for successful and reliable extraction. A significant result of the Bartlett’s test ($p < .0005$) also showed that correlations between items are not too low which confirmed that successful factor extraction had taken place. A construct, or psychological construct as it is also called, is an attribute, proficiency, ability, or skill that happens in the human brain and is defined by established theories (O'Leary-Kelly and Vokurka 1998:388)

3.7.3 Reliability

Wiid and Diggines (2013: 241) stated that a reliability test is designed to test the consistency of a measuring instrument in measuring a particular concept. According to Sekaran and Bougie (2010: 161), the reliability of a measuring instrument shows the stability and consistency with which the instrument measures the concept and it also help to assess the effectiveness of the measure. Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are correlated to each other. Cronbach's alpha is computed in terms of the average inter-correlations among the items measuring the concept (Sekaran and Bougie 2010: 324). The constructs in the questionnaire were statistically analyzed for reliability by means of Cronbach's Alpha. A value of more than .8 is considered good; whilst .6 to .8 is acceptable. (Wiid and Diggines 2013: 238). Most of the questions used were already tested for reliability from previous studies (see Table 3.1).

A sample size of 400 was chosen to ensure reliability of the findings. Respondents were provided with an information letter, and instructions were written throughout the questionnaire to increase the ability of respondents to understand and therefore answer all the questions. All the questions in the questionnaires were pre-coded to prevent inconsistency.

3.8 ANONYMITY AND CONFIDENTIALITY

Anonymity and confidentiality refer to ability of the researcher to protect the privacy of the respondents and the collected data (Creswell 2014: 230). In this study, confidentiality and anonymity were ensured by keeping the collected information from the public and the names of the respondents were withheld. This means that none of the respondents' identities were linked to their responses and the entire research. This allowed the respondents to freely give their opinions without the risk and fear of being exposed.

3.9 ETHICAL CONSIDERATION

Neuman (2011: 33) noted that there are ethical guidelines that the researcher needs to keep to when conducting a research study. The researcher is required to abide by these ethical measurements even when participants are not aware of them. Durban University of Technology ethics policy terms were observed in this study. This study required the participation of the public. Therefore, a letter of information was issued to participants to inform them of the reasons for carrying out the study. In addition, respondents signed a letter of consent. Observing ethical considerations increase the probability of collecting honest responses. Respondents were informed that they could return blank questionnaires or withdraw from the survey at any time.

3.10 CONCLUSION

This chapter has presented the research methodology employed in this study. It has discussed the research approach and design, the target population, sampling techniques, research instruments and data collection methods. In addition, the chapter outlined the data analysis methods to be employed, as well as how validity and reliability is maintained. The following chapter will outline the analysis of the data and the interpretation thereof.

CHAPTER 4: DATA ANALYSIS

4.1 INTRODUCTION

This chapter presents the analysis of the data collected by means of the questionnaire. Appropriate inferential analysis was carried out to ascertain the relationships between store atmospherics cues and consumer behaviour. The results are structured into sections in line with that of the questionnaire. Section 4.3 outlines the demographic profile of this study. This is based on information gathered from section A of the questionnaire. Section 4.5 is based on section B of the questionnaire. It presents the store atmospheric cues divided into different elements of the atmospheric cues. It begins with ambient cues which are further dived into three sections namely music, cleanliness, lighting, and colour. It goes on to store and layout designs related to fitting rooms, and store design. Lastly, this section unpacks product display cues. Section 4.6 is based on section C of the questionnaire. It covers consumer attitudes and consumer behaviour. This chapter will also present and discuss a regression analysis designed to determine the relationship between store atmospheric cues and consumer attitudes and buying behaviour. Factor analysis was used to examine the structure of the statements that were used to describe the constructs. Finally, the reliability for each construct is established.

4.2 RESPONSE RATE

To achieve the sample size of 400, four hundred and thirty-four questionnaires were distributed to potential respondents on various social media platforms. Thirty were not returned and four were spoiled. Therefore, the planned sample of 400 was achieved.

4.3 THE RESEARCH INSTRUMENT

The questionnaire of this study is made up of 54 statements, with the level of measurement at a nominal or an ordinal level. The questionnaire was divided into three categories which measured various themes as outlined below.

Section A – Demographic data

- Age
- Gender

Section B – Store atmospherics

- Ambient cues
- Store layout and design
- Product display

Section C – Consumer attitudes and buying behaviour

4.4 DESCRIPTIVE DATA

Descriptive statistics entail technical and general aspects of the data such as demographics and provide deep insights into the collected data. Descriptive statistics are initially presented in terms of frequencies and percentages. Means and standard deviations have also been used, where applicable.

4.5 BIOGRAPHICAL DATA

This section presents an overview of the sample from which the information was gathered (Section A of the questionnaire). The biographical dimensions in this study include gender and age. Biographical data gives the researcher an understanding of the respondent group's profile. The following results depict an analysis of the respondents with regards to age and gender.

4.5.1 Age

According to Figure 4.1, 39.0% of the respondents were between the ages of 18 and 29, while 39.3% of the respondents were between the ages of 30 and 40. An additional 17.8% of the respondents were aged between 41 and 55, with the remaining 4% of the respondents over the age of 56 years. According to these figures, the majority of the respondents were between the ages of 18 and 41. Senior citizens constitute a small portion of the total number of respondents.

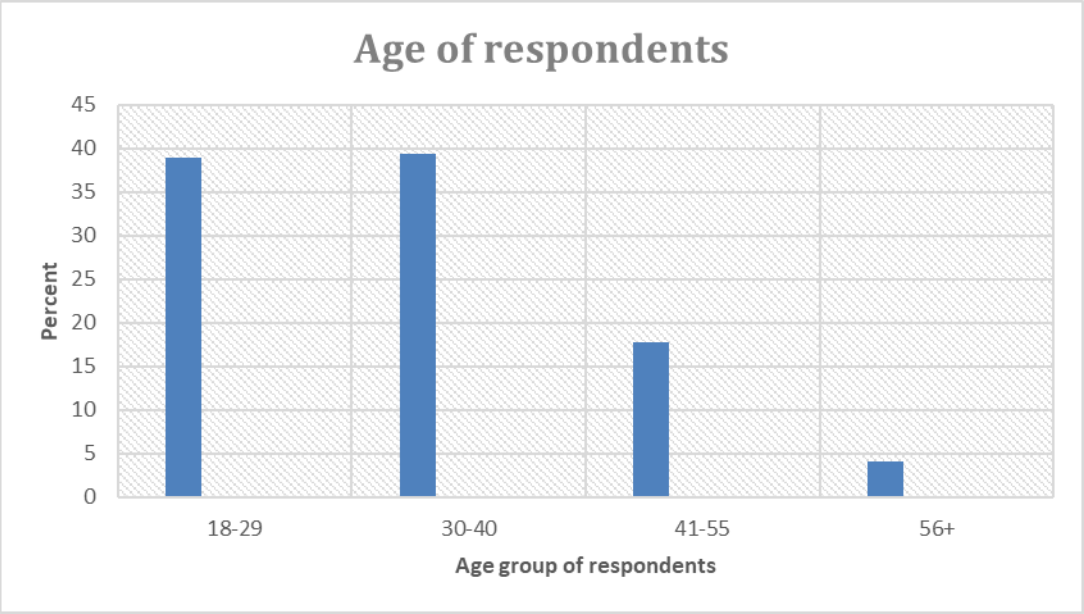

Figure 4.1: Age

4.5.2 Gender of respondents

Figure 4.2 shows that 34.3% of the respondents were male and 65.8% were female.

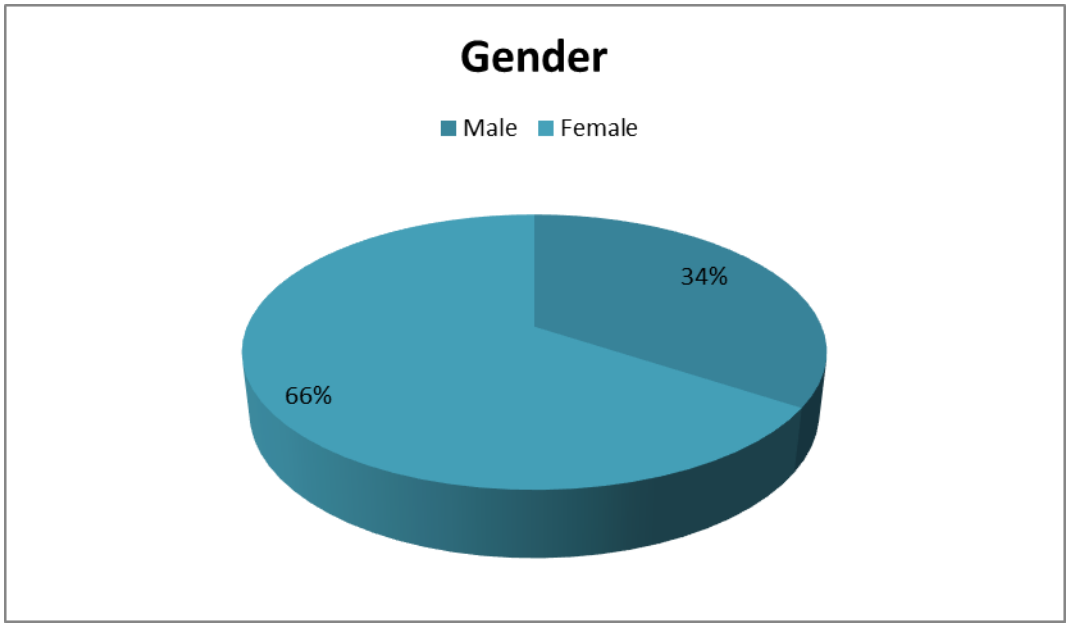

Figure 4.2: Gender

4.6 STORE ATMOSPHERICS

In order to clarify the purpose of this section, the objectives of the study will be revisited. The main objective of the study was to investigate how various forms of store atmospherics contribute towards different types of consumer buying behaviour in clothing stores in Durban.

The following are the sub-objectives of this study:

- To examine the relationship between ambient cues and consumer buying behaviour.
- To examine the relationship between design and layout cues and consumer buying behaviour.
- To examine the relationship between display cues and consumer buying behaviour.

The information for this section was gathered in Section B of the questionnaire. In this section, the scoring pattern of the respondents per store atmospheric cue section are presented. The sections are outlined as per the objectives, namely ambient, design and layout and display cues. The results are presented using summarised

percentages and frequencies for the variables that constitute each section. Results are then analysed according to the importance of the statements.

4.6.1 Ambient cues

Respondents were asked for their agreement in terms of groups of statements connected to four different ambient cues, namely music, lighting, cleanliness and colour. The scales were rated from 1 indicating strongly disagree through to 7 which indicated strongly agree. This section of the questionnaire made use of ambient cue statements. Table 4.1 summarises the scoring patterns in terms of frequency and percentages (in brackets).

Table 4.1: Ambient cue scoring patterns

	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
Music							
1.1.1 I enjoyed the background music in the store		1 (.3)	5 (1.3)	54 (13.5)	86 (21.5)	240 (60)	13 (3.3)
1.1.2 The background music in the store did not bother me		1 (.3)	5 (1.3)	54 (13.5)	81 (2.3)	239 (59.8)	19 (4.8)
1.1.3 The volume of the background music was too loud	21 (5.3)	70 (17.5)	59 (14.8)	57 (14.3)	45 (11.3)	136 (34)	11 (2.8)
1.1.4 The type of music which is played at the store is the kind of music that I enjoy listening to	6 (1.5)	11 (2.8)	38 (9.5)	87 (21.8)	75 (18.8)	169 (42.3)	14 (3.5)
1.2 Cleanliness							
1.2.1 The store's floor was clean	3 (.8)	5 (1.3)	13 (3.3)	28 (7.0)	56 (14.0)	263 (65.8)	30 (7.5)
1.2.2 The store shelves were clean	3 (.8)	5 (1.3)	13 (3.3)	28 (7.0)	56 (14.0)	263 (65.8)	30 (7.5)
1.2.3 The products in the store were clean	2 (.5)	4 (1.0)	8 (2.0)	32 (8.0)	90 (22.5)	239 (59.8)	22 (5.5)
1.2.5 Overall, the store was clean	1 (.3)	3 (.8)	15 (3.8)	30 (7.5)	48 (12.0)	277 (69.3)	25 (6.3)
1.3 Lighting							
1.3.1 The lighting in the store was pleasing to me	1 (.3)	2 (.5)	7 (1.8)	32 (8.0)	66 (16.5)	268 (67.0)	20 (5.0)
1.3.2 The type of lighting used was compatible with the environment of the store		4 (1.0)	4 (1.0)	34 (8.5)	62 (15.5)	277 (69.3)	19 (4.8)

1.3.3 The store provides appropriate lighting		3 (.8)	11 (2.8)	33 (8.3)	49 (8.3)	285 (71.3)	18 (4.5)
1.3.4 The store was brightly lit		2 (.5)	8 (2.0)	36 (9.0)	59 (14.8)	271 (67.8)	24 (6.0)
1.3.5 The lighting in the store accentuated the products that were displayed in the store		1 (.3)	6 (1.5)	42 (1.5)	72 (18.0)	261 (65.3)	15 (3.8)
1.3.6 The lighting in the store enabled me to read the labels and details of the product		6 (1.5)	26 (6.5)	26 (6.5)	85 (2.5)	258 (64)	26 (6.5)
1.3.7 The lighting contributed towards the store's atmosphere		4 (1.0)	3 (.8)	35 (8.8)	57 (14.3)	269 (67.3)	28 (7.0)
1.4 Colour							
1.4.1 The interior wall and floor colours of this store were attractive	2 (.5)	3 (.8)	10 (2.5)	36 (9.0)	63 (15.8)	271 (67.8)	10 (2.5)
1.4.2 The colour of the decor in the store looked elegant		6 (1.5)	8 (2.0)	38 (9.5)	54 (13.5)	280 (7.0)	12 (3.0)
1.4.3 I liked the store's choice of colour combinations	1 (.3)	5 (1.3)	14 (3.5)	36 (9.0)	62 (15.5)	269 (67.3)	12 (3.0)

4.6.1.1 Music

More than 80% of the respondents (the sum of slightly agree to strongly agree), agreed that they enjoyed the background music in the store and it certainly did not bother them (84.75%). Furthermore 64.5% of respondents stated that they found that the store played the type of music that they enjoyed listening to. However, when it came to statement 1.1.3 'the background music is too loud' the results were ambivalent, with 48% of respondents agreeing and 37.5% disagreeing. A further 14.25% neither agreed nor disagreed. Past literature indicates the importance of appropriate music in a store, with Alakwe and Okpara (2017: 53) indicating that time spent in a retail store by customers was related to loud music, with customers spending a relatively short time in a store where there was loud music. It should therefore be noted that retailers should take care with the volume of the music that they play.

4.6.1.2 Cleanliness

More than 87% of the respondents agreed that the overall store was clean, with 80% finding the store floor to be clean, and 85% finding the store shelves clean. Regarding

the statement that product in the store was clean, 8.0% of the respondents neither agreed nor disagreed and only 3.5% disagreed with the statement. This is supported by Hussain and Ali (2015: 55) where cleanliness was rated as higher than any other atmospheric factor meaning that cleanliness is most useful for influencing consumer behaviour.

4.6.1.3 Lighting

The results in Table 4.1 reflect that more than 83% (sum of slightly agree to strongly agree) of the respondents agreed that the stores concerned provided appropriate lighting, while 89% agreed that the lighting used was compatible with the environment of the stores. More than 88% of the respondents agreed that stores were brightly lit, and more than 85% agreed that the lighting contributed towards the store's atmosphere. Statements 1.3.5 'The lighting in the store accentuated the products that were displayed in the store' and 1.3.2 'The type of lighting used was compatible with the environment of the store' highlighted the highest levels of uncertainty with percentages of 1.5% and 8.5% respectively. Cant and Hefer (2012: 1494) noted two reasons why lighting is regarded as important by customers: firstly, lighting has the ability to create a positive impression of the products offered on display, and secondly, lighting has the ability to highlight and accentuate the merchandise in such a way that it separates one area from another and enables retailers to create different atmospheric environments in-store for different sections.

4.6.1.4 Colour

In terms of colour, more than 85% (sum of slightly agree to strongly agree) of the respondents agreed that the colour of the decor in the store looked elegant. Statement 1.4.1 'The interior wall and floor colours of this store were attractive', had an 86.1% agreement. In the opposite direction, 3.8% (sum of slightly disagree to strongly disagree) disagreed, while 9.0% of the respondents remained neutral. However, 85.5% liked their store's choice of colour combinations. Ballantine, Parsons and Comeskey (2015: 505) noted that the purpose of colour in a store is to influence the customers purchase intentions, time spent in the store, and the creation of a pleasant

feeling and positive store image. Good colours in a retail store serve to gain the customers attention and create a positive perception about the store.

4.6.1.5 Significance of ambient cue statements

The mean scores were tested against a neutral or central score of 4 using a one sample t-test. The test indicated whether there was significant agreement (mean > 4) or disagreement (mean < 4) with the statement.

Every statement was separately analysed using a one sample t-test. Table 4.2 indicated that the statements are all significant at the p < .0005 level.

Table 4.2: Analysis of ambient cue statements

Ambient Cue	Item	Mean	Std	T	df	p-value
Music	I enjoyed the background music in the store	5.50	.832	35.967	398	P < .0005
	The background music in the store did not bother me	5.53	.850	35.873	398	P < .0005
	The volume of the background music was too loud	4.22	1.734	2.541	398	P <.0005
	The type of music which is played at the store is the kind of music that I enjoy listening to	4.94	1.284	14.682	399	P < .0005
Cleanliness	The store's floor was clean	5.61	1.015	31.612	397	P < .0005
	The store shelves were clean	5.54	.930	33.024	396	P < .0005
	The products in the store were clean	5.64	.935	34.945	398	P < .0005
	Overall, the store was clean	5.65	.962	34.184	399	P < .0005
Lighting	The lighting in the store was pleasing to me	5.64	.844	38.564	395	P < .0005
	The type of lighting used was compatible with the environment of the store	5.65	.821	4.274	399	P < .0005
	The store provides appropriate lighting	5.64	.862	38.116	398	P < .0005
	The store was brightly lit	5.65	.842	39.264	399	P <.0005
	The lighting in the store accentuated the products that were displayed in the store	5.59	.807	39.229	396	P < .0005

	The lighting in the store enabled me to read the labels and details of the product	5.68	.755	44.501	397	P < .0005
	The lighting contributed towards the store's atmosphere	5.69	.838	4.073	395	P < .0005
Colour	The interior wall and floor colours of this store were attractive	5.55	.909	33.924	394	P < .0005
	The colour of the decor in the store looked elegant	5.58	.893	35.353	397	P < .0005
	I liked the store's choice of colour combinations	5.53	.950	32.080	398	P < .0005

4.6.2 Store layout and design

Section B of the questionnaire gathered information on respondents' responses in terms of store layout and design. Customers were presented with several statements that applied to store layout and design, as well as fitting rooms. Table 4.3 presents the scoring pattern of the respondents' experience or impressions of store layout and design in their store of choice. These scores are displayed in terms of frequencies and percentages.

Table 4.3: Store layout and design scores

	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
2.1 Store layout and design							
2.1.1 Navigating my way around the store was easy	2 (.5)	6 (1.5)	8 (2.0)	29 (7.3)	47 (11.8)	296 (74.0)	12 (3.0)
2.1.2 The layout in the store helped me to browse comfortably	1 (.3)	9 (2.3)	10 (2.5)	49 (12.3)	65 (16.3)	251 (62.8)	13 (3.3)
2.1.3 The store layout made it easy to locate clothing items	1 (.3)	10 (2.5)	8 (2.0)	37 (9.3)	72 (18.0)	254 (63.5)	15 (3.8)
2.1.4 There was adequate signage and in-store information	2 (.5)	5 (1.3)	15 (3.8)	31 (7.8)	56 (14.0)	269 (67.3)	19 (4.8)
2.1.5 I liked the interior design of the store	3 (.8)	4 (1.0)	10 (2.5)	42 (1.5)	69 (17.3)	256 (64.0)	16 (4.0)
2.1.6 There was sufficient aisle space in the store	2 (.5)	7 (1.8)	6 (1.5)	32 (8.0)	45 (11.3)	291 (72.8)	15 (3.8)

2.1.7 The store can accommodate a lot of people without it feeling crowded	4 (1.0)	14 (3.5)	14 (3.5)	31 (7.8)	46 (11.5)	277 (69.3)	11 (2.8)
2.2 Fitting rooms							
2.2.1 I have a good impression of the fitting rooms in the store			2 (.5)	44 (11.0)	65 (16.3)	271 (67.8)	15 (3.8)
2.2.2 The size of each fitting room was satisfactory		1 (.3)	1 (.3)	36 (9.0)	68 (17.0)	272 (68.0)	19 (4.8)
2.2.3 The mirrors in the fitting room enabled me to view my image from every angle	5 (1.3)	6 (1.5)	10 (2.5)	22 (5.5)	65 (16.3)	260 (65.0)	27 (6.8)
2.2.4 The fittings rooms have a sufficient number of hooks	4 (1.0)	14 (3.5)	5 (1.3)	24 (6.0)	63 (15.8)	263 (65.8)	24 (6.0)
2.2.5 There were sufficient mirrors in the fitting rooms	1 (.3)	5 (1.3)	14 (3.5)	27 (6.8)	52 (13.0)	265 (66.0)	33 (8.3)
2.2.6 The lighting in the fitting rooms allowed me to get the best impression of the clothing I was trying on	3 (.8)	1 (.3)	8 (2.0)	26 (6.5)	57 (14.3)	283 (7.8)	20 (5.0)
2.2.7 My overall fitting room experience was satisfactory		4 (1.0)	9 (2.3)	45 (11.3)	76 (19.0)	250 (62.5)	15 (3.8)
2.2.8 There was enough seating in the fitting rooms on which to sit or place my belongings	2 (.5)	45 (11.3)	30 (7.5)	50 (12.5)	54 (13.5)	204 (51.0)	15 (3.8)
2.2.9 There were enough fitting rooms		1 (.3)	10 (2.5)	28 (7.0)	52 (13.0)	289 (72.3)	18 (4.5)
2.2.10 I was satisfied with the doors on the fitting rooms, thus ensuring my privacy	3 (.8)	1 (.3)	4 (1.0)	34 (8.5)	58 (14.5)	278 (69.5)	19 (4.8)

4.6.2.1 Store layout and design

As reflected in Table 4.3, more than 88% of the respondents agreed that navigating their way around the store was easy and 87.9% agreed that there was sufficient aisle space in the store. Interestingly, 86.1% found adequate signage and in-store information and 83.6% agreed that store could accommodate a lot of people without it feeling crowded. Out of all the respondents, more than 85% liked the interior design of the store and 85.3% agreed that store layout made it easy to locate clothing items. However, more than 8% of the respondents disagreed that the store could accommodate a lot of people without it feeling crowded and 14.5% remain neutral about the statement. Soomro, Kaimkhani and Iqbal (2017: 36) noted that stores with pleasant layout designs increase the likelihood of customers spending more time in

the store as they enjoy a better traffic flow. In addition, they noted that store layout should be designed with customer convenience in mind. Tlapana (2009: 113) supports the results by emphasising that wide aisles help customers to move around the store and locate the product they want. Therefore, this finding is a clear indication that aisle width and length plays an integral part in the customers shopping behaviour and shopping process.

4.6.2.2 Fitting rooms

More than 87% of the respondents had a good impression of the fitting rooms in the store and 89.8% of them agreed that the size of each fitting room was satisfactory. 88.1% of the respondents agreed that the mirrors in the fitting room enabled them to view their image from every angle, 16.3% were neutral about it whilst 5.3% of them disagreed with the statement. Interestingly, 87.6% found enough hooks in the fitting rooms whilst 5.8% of them did not find sufficient hooks. Regarding the statement 'There were sufficient mirrors in the fitting rooms' 86.3% of respondents agreed with the statement, 5.1% disagreed and 6.8% were neutral. Out of all the respondents, 9.1% found that the lighting in the fitting rooms allowed them to get the best impression of the clothing they were trying on and 85.3% had a satisfactory overall fitting room experience. However, 18.3% of the respondents disagreed that there was enough seating in the fitting rooms on which to sit or place their belongings and 2.1% of them were not satisfied with the doors on the fitting rooms ensuring their privacy. According to Kang (2015) the fitting room is one of the most important places in a clothing store. It is here where most purchase decisions are finalised, as customers check garments for fit and appearance. Social, aesthetic and psychological experiences also take place in the fitting room as the customers ponder their choices of whether to buy or not to buy. When one considers the vital role that fitting rooms play, it becomes apparent that there is a great amount of scope for additional studies on them in the fields of fashion, retail and marketing.

4.6.2.3 Analysis of store layout and design statements

Statements for store layout and design statements were analysed using a one sample t-test. Results from a one-sample t-test are summarised in Table 4.4.

Table 4.4: Analysis of store layout and design statements

	Mean	Std	T	Df	P value
2.1.1 Navigating my way around the store was easy	5.62	.918	35.362	399	P < .0005
2.1.2 The layout in the store helped me to browse comfortably	5.44	1.017	28.352	397	P < .0005
2.1.3 The store layout made it easy to locate clothing items	5.50	.994	29.993	396	P < .0005
2.1.4 There was adequate signage and in-store information	5.56	.990	31.447	396	P < .0005
2.1.5 I liked the interior design of the store	5.51	.981	3.683	399	P <0 .0005
2.1.6 There was sufficient aisle space in the store	5.62	.936	34.612	397	P < .0005
2.1.7 The store can accommodate a lot of people without it feeling crowded	5.46	1.140	25.492	396	P < .0005
2.2.1 I have a good impression of the fitting rooms in the store	5.64	.748	43.593	396	P < .0005
2.2.2 The size of each fitting room was satisfactory	5.68	.736	45.392	396	P < .0005
2.2.3 The mirrors in the fitting room enabled me to view my image from every angle	5.59	1.039	3.459	394	P < .0005
2.2.4 The fittings rooms have a sufficient number of hooks	5.55	1.092	28.312	396	P < .0005
2.2.5 There were sufficient mirrors in the fitting rooms	5.65	.973	33.747	396	P < .0005
2.2.6 The lighting in the fitting rooms allowed me to get the best impression of the clothing I was trying on	5.67	.870	38.274	397	P < .0005
2.2.7 My overall fitting room experience was satisfactory	5.51	.899	33.634	398	P < .0005
2.2.8 There was enough seating in the fitting rooms on which to sit or place my belongings	4.95	1.477	12.900	399	P < .0005
2.2.9 There were enough fitting rooms	5.69	.806	41.743	397	P < .0005
2.2.10 I was satisfied with the doors on the fitting rooms, thus ensuring my privacy	5.65	.859	38.339	396	P < .0005

4.6.3 Display cues

Respondents were asked to rate their impressions and perceptions of store atmospherics in terms of product display. The statements were made available with a Likert scale that ranged from strongly disagree to strongly agree. Respondents scoring pattern are displayed in Table 4.5 in the form of frequencies and percentages.

Table 4.5: Product display scores

	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly Agree
3.1 In-store displays were impressive and caught my attention		2 (.5)	6 (1.5)	39 (9.8)	66 (16.5)	267 (66.8)	19 (4.8)
3.2 The merchandise in the store was well organised		1 (.3)	34 (8.5)	54 (13.5)		292 (73.0)	17 (4.3)
3.3 Clothes were well arranged		2 (.5)	2 (.5)	33 (8.3)		274 (68.5)	27 (6.8)
3.4 The merchandise was logically located in this store		1 (.3)	9 (2.3)	46 (11.5)	82 (2.5)	241 (6.0)	20 (5.0)
3.5 Prices of the products were visible and clear		5 (1.3)	34 (8.5)	60 (15.0)		271 (67.8)	28 (7.0)
3.6 The merchandise in the store was neatly arranged		2 (.5)	7 (1.8)	31 (7.8)	47 (11.8)	275 (68.8)	35 (8.8)

In-store displays impressed and caught the attention of 88.1% of the respondents, while 77.3% found the merchandise well organised in the store. In addition, 75.3% of the respondents agreed that clothes were well arranged. When it came to statements 3.4 ‘The merchandise was logically located in this store’ and 3.5 ‘Prices of the products were visible and clear’, 85.5% and 74.8% respectively of the respondents agreed with the statements. Interestingly, while 89.4% of the respondents agreed with the statement that ‘The merchandise in the store was neatly arranged’, 7.8% remained neutral. This finding concurs with Parsons (2011) that proper product display in a retail store enhances its sales performance including the promotion of impulse purchases. In addition, effective product assortment is essential in retailing and improves the store’s effectiveness by providing customers with the product they want, in a position which is accessible (Soomro, Kaimkhani and Iqbal 2017: 36).

Clothing stores arrange their merchandise neatly to attract more customers (Parsons 2011: 440). Retailers realise that customers often prefer retailers that offer a greater product assortment as they are more likely to find the merchandise that they require. Furthermore, the customer's perceptions of the offering are largely influenced by the space allotted to the product category (Helmefalk and Hultén 2017: 5).

4.6.3.1 Analysis of display cues statements

Statements for display cues statements were analysed using a one sample t-test. Results from a one-sample t-test are summarised in Table 4.6.

Table 4.6: Analysis of display cues statements

	Mean	Std	T	df	p value
3.1 In-store displays were impressive and caught my attention	5.62	.823	39.336	398	P < .0005
3.2 The merchandise in the store was well organised	5.73	.698	49.370	397	P < .0005
3.3 Clothes were well arranged	5.71	.772	44.335	398	P < .0005
3.4 The merchandise was logically located in this store	5.54	.864	35.512	398	P < .0005
3.5 Prices of the products were visible and clear	5.71	.771	44.295	397	P < .0005
3.6 The merchandise in the store was neatly arranged	5.74	.832	41.671	396	P < .0005

4.7 CONSUMER ATTITUDES TOWARDS BUYING BEHAVIOUR

This section investigated consumer attitudes towards buying behaviour in a store setting. Statements indicated customer opinions regarding the store, attitudes about potential visits and the possibility of making a purchase, as well as the probability of making recommendations to friends and family. Eleven statements are developed in this section. Table 4.7 presents the scoring patterns of consumer attitudes.

Table 4.7: Consumer attitude towards buying behaviour scores

	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree
1 I have a positive opinion about this store	1 (.3)	2 (.5)	7 (1.8)	27 (6.8)	76 (19.)	286 (71.6)
2 This store was appealing	1 (.3)	2 (.5)	18 (4.5)	39 (9.8)	73 (18.3)	265 (66.3)
3 I would like to visit this store again	1 0(.3)	4 (1.0)	6 (1.5)	36 (9.0)	92 (23)	259 (64.8)
4 I like to spend time browsing in this store	1 (.3)	2 (.5)	37 (9.3)	37 (9.3)	88 (22)	265 (66)
5 I would like to spend more time at the store	1 (.3)	4 (1.0)	4 (1.0)	37 (9.3)	80 (2.0)	274 (68.5)
6 My choice to purchase in this store was a wise one	1 (.3)	3 (.8)	9 (2.3)	25 (6.3)	50 (12.5)	310 (77.5)
7 I would be willing to buy things at this store in the future	1 (.3)	3 (.8)	9 (2.3)	48 (12.0)	66 (16.5)	272 (68.0)
8 If asked, I would say good things about this store	1 (.3)	5 (1.3)	13 (3.3)	47 (11.8)	71 (17.8)	261 (65.3)
9. I would recommend this store to a friend or family member	1 (.3)	1 (.3)	6 (1.5)	41 (1.3)	54 (13.5)	294 (73.5)
1. I would be willing to recommend this store to other people	1 (.3)	2 (.5)	7 (1.8)	27 (6.8)	88 (22.0)	274 (68.5)
11. I would happily try on clothes at this store in the future	1 (.3)	2 (.5)	9 (2.3)	33 (8.3)	75 (18.8)	278 (69.5)

Table 4.7 indicates that more than 90% of the respondents had positive opinions about the store they visited and 84.6% found the store appealing. More than 87% of the respondents would visit the store again, while 9% remained neutral and 2.8% disagreed. An interesting observation is that 88% of the respondents already liked to spend time browsing in the store, while 88.5% of them would like to spend more time in the store. Continuing down the table, 84.5% of the respondents were still willing to purchase from the store in the future and 83.1% of them would say good things about the store concerned. Furthermore, 87% of the respondents were willing to recommend the store to a friend or family, with an additional 1.3% being neutral and 2.1% unwilling. Lastly, 88.3% of the respondents would happily try on garments in the store when they visited in the future.

4.7.1 Analysis of consumer attitudes statements

Regarding consumer attitude statements, ‘My choice to purchase in this store was a wise one’ scored the highest mean (5.64). and ‘If asked, I would say good things about

this store' scored the lowest mean (5.42). However, all means exceeded 5, showing that all statements were positive attitudes towards the store they visited, with p < 0.0005 indicting that these results are all significant.

Table 4.8: Analysis of consumer attitudes

Statements on attitude	Mean	Std dev	T	df	p value
I have a positive opinion about this store	5.59	.771	41.167	398	P < .0005
This store was appealing	5.45	.910	31.846	397	P < .0005
I would like to visit this store again	5.49	.833	35.684	397	P < .0005
I like to spend time browsing in this store	5.52	.789	38.487	397	P < .0005
I would like to spend more time at the store	5.53	.816	37.568	399	P < .0005
My choice to purchase in this store was a wise one	5.64	.797	41.029	397	P < .0005
I would be willing to buy things at this store in the future	5.48	.876	33.820	398	P < .0005
If asked, I would say good things about this store	5.42	.938	3.302	397	P < .0005
I would recommend this store to a friend or family member	5.59	.788	4.174	396	P < .0005
I would be willing to recommend this store to other people	5.56	.774	4.237	398	P < .000
I would happily try on some clothes at this store in the future	5.55	.813	37.897	397	P < .000

4.8 EXPLORATORY FACTOR ANALYSIS

Mertler and Vannatta (2002: 17) noted that factor analysis is used to determine the fundamental constructs of the research instrument or set data. Factor analysis is mostly used in surveys by researchers who utilise many questions with a small number of hypothetical factors. Moonsamy and Singh (2012: 5) added that factor analysis can be used to reduce or sub-divide a group of questions in a survey into a smaller group of theoretical factors. According to Helmefalk and Hultén (2017: 5), the main aim is to validate whether group of questions can be combined to measure specific elements or variables.

4.8.1 Application of factor analysis

In order to explore the structure of the data, factor analysis with Promax rotation was applied to the 41 items measuring the independent variables: music; cleanliness; lighting; colour; store layout and design; fitting rooms; and product display cues. A Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) of .730 indicates that the

data was adequate for successful and reliable extraction. In addition, a significant result of Bartlett's test ($p < .0005$) indicates that correlations between items are not too low which confirms that successful factor extraction has taken place. Seven factors were extracted that account for 54.13% of the variance in the data. During this process, 4 items (1.3.7, 2.2.5, 2.2.8 and 2.2.10) were dropped from the analysis because they did not load strongly onto any factor. The final structure showing the distribution of the items on the factors is shown in Table 4.9. The structure shows both convergent and discriminant validity.

Table 4.9: Exploratory factor analysis

	Factor						
	1	2	3	4	5	6	7
2.1.3 The store layout made it easy to locate clothing items	.835						
2.1.4 There was adequate signage and in-store information	.814						
2.1.6 There was sufficient aisle space in the store	.789						
2.1.5 I liked the interior design of the store	.741						
2.1.2 The layout in the store helped me to browse comfortably	.719						
2.1.7 The store can accommodate a lot of people without it feeling crowded	.644						
2.1.1 Navigating my way around the store was easy	.572						
1.3.2 The type of lighting used was compatible with the environment of the store		.761					
1.3.1 The lighting in the store was pleasing to me		.727					
1.3.4 The store was brightly lit		.723					
1.3.3 The store provides appropriate lighting		.699					
1.3.5 The lighting in the store accentuated the products that were displayed in the store		.602					
1.3.6 The lighting in the store enabled me to read the labels and details of the product		.524					
2.2.3 The mirrors in the fitting room enabled me to view my image from every angle			.782				
2.2.2 The size of each fitting room was satisfactory			.646				
2.2.4 The fittings rooms have a sufficient number of hooks			.617				

2.2.1 I have a good impression of the fitting rooms in the store			.568				
2.2.7 My overall fitting room experience was satisfactory			.411				
2.2.9 There were enough fitting rooms			.411				
2.2.6 The lighting in the fitting rooms allowed me to get the best impression of the clothing I was trying on			.329				
1.2.2 The store shelves were clean				.801			
1.2.3 The products in the store were clean				.757			
1.2.1 The store's floor was clean				.749			
1.2.4 Overall, the store was clean				.629			
3.4 The merchandise was logically located in this store					.725		
3.5 Prices of the products were visible and clear					.583		
3.1 In-store displays were impressive and caught my attention					.520		
3.3 Clothes were well arranged					.519		
3.2 The merchandise in the store was well organised					.488		
3.6 The merchandise in the store was neatly arranged					.371		
1.4.2 The colour of the decor in the store looked elegant						.798	
1.4.3 I liked the store's choice of colour combinations						.688	
1.4.1 The interior wall and floor colours of this store were attractive						.650	
1.1.4 The type of music which is played at the store is the kind of music that I enjoy listening to							.612
1.1.1 I enjoyed the background music in the store							.533
1.1.2 The background music in the store did not bother me							.497
1.1.3 The volume of the background music was too loud							.437

4.9 VALIDITY AND RELIABILITY

Reliability and validity are two of the most important aspect of precision in research. Wiid and Diggines (2013: 241) explain reliability as a test of the consistency of a measuring instrument when measuring a construct. Cronbach's alpha is one of the

reliability coefficients which indicates how well the constructs in a set are correlated to each other. Sekaran and Bougie (2010: 324) added that Cronbach's alpha is computed in terms of the average number of inter-correlations found in the items that measure the concept. The constructs in the questionnaire were statistically analysed for reliability by means of Cronbach's Alpha. The closer the measurement is to 1, the more reliable the measurement is. However, a value of .70 or higher is acceptable. Results are summarised in Table 4.10.

Table 4.10: Cronbach's Alpha scores

Factor	Construct	Label	Items included	Cronbach's alpha
1	**Store layout and design**	SLD	2.1.1 – 2.1.7	.879
2	**Lighting**	LIG	1.3.1 – 1.3.6	.830
3	**Fitting rooms**	FRM	2.2.1 – 2.2.4; 2.2.6 - 2.2.7; 2.2.9	.742
4	**Cleanliness**	CLE	1.2.1 – 1.2.4	.819
5	**Product display cues**	PDC	3.1 – 3.6	.713
6	**Colour**	COL	1.4.1 – 1.4.3	.767
7	**Music**	MUS	1.1.1 – 1.1.4	.557

Table 4.9 indicates that all the constructs exceeded the recommended Cronbach alpha .700 with the exception of music in section 7. This indicates a high degree of acceptable, consistent scoring for the various sections of the research. The Cronbach's alpha coefficient for section 7 (music) is .557 which is slightly low. Composite measures were formed for each construct by averaging the scores across the items in the construct.

4.9.1 Analysis of store atmospherics statements

Table 4.11 illustrated analysis of the store atmospherics statements. The significance agreements and disagreements reflect the store atmospheric cues of the sample under study. The table shows that all statements have significant agreement since $p < .0005$.

Table 4.11: Analysis of store atmospheric statements statement

Statements	Significance	Mean	Std Dev	T	df	P
Store layout	**Agreement**	5.5320	.75829	4.407	399	P < .0005
Lighting	**Agreement**	5.6437	.60187	54.619	399	P < .0005
Fitting rooms	**Agreement**	5.6191	.55705	58.131	399	P < .0005
Cleanliness	**Agreement**	5.6094	.77339	41.619	399	P < .0005
Product display	**Agreement**	5.6757	.50832	65.932	399	P < .0005
Colour	**Agreement**	5.5563	.75692	41.121	399	P < .0005
Music	**Agreement**	5.0490	.80976	25.908	399	P < .0005

4.10 REGRESSION ANALYSIS

The purpose of regression analysis technique is to analyse the relationship between a single dependent variable and one or several independent variables. According to Saunders, Lewis and Thornhill (2007), it is assumed that there should be a linear correlation between dependent variables (DV) and independent variables (IV). The main objective of this study is to determine the relationship between the independent variables of store atmospheric cues and the dependent variables related to consumer buying behaviour in clothing stores in Durban. Linear regression analysis is seen to be an appropriate statistical technique for analysing these relationships.

Table 4.12: Regression analysis correlation of DV and IV

Dependent variable	Independent variable	Correlation IV and DV	Coefficient		Model			
			Beta	p-value	R^2	f	Df	p-value
ABB	MUS	.035	.023	.481	.001	.498	1.398	.481
ABB	CLE	.089	.061	.076	.008	3.165	1.398	.076
ABB	LIG	.040	.035	.427	.002	.632	1.398	.427
ABB	COL	.038	.027	.446	.001	.583	1398	.446
ABB	SLD	.085	.059	.089	.007	2.900	1.398	.089
ABB	**FRM**	**.122**	**.116**	**.014***	**.015**	**6.039**	**1.398**	**.014***
ABB	**DC**	**.109**	**.113**	**.029***	**.012**	**4.791**	**1.398**	**.029***

* indicates significance at the 95% level *ABB- Attitudes and Buying Behaviour *MUS-Music *CLE-Cleanliness *LIG-Lighting *COL-Colour *SLD-Store layout *FRM-Fitting rooms *DC-Display cues.

Table 4.12 shows the results of separate regression analyses in which the effect of each IV (store atmospheric cue) on the DV (consumer attitude and buying behaviour) is explored. The table shows that of all independent variables FRM (Fitting rooms) and

DC (Product display cues) have the most significant effect on ABB (attitude and buying behaviour). Fitting rooms has the highest significance on ABB with the lowest beta. It is noted that MUS (Music) has the lowest significance on ABB, only accounting for .1%. This means that MUS is not a significant predictor of ABB (β = .035, p =.489).

Further analyses were conducted in which multiple IVs were entered together into a model. This was done for the constructs measuring ambient cues (music, cleanliness, lighting and colour) as well as the constructs measuring store display and layout (store layout and design and fitting rooms). The results are shown in Table 4.13.

Table 4.13: Regression analysis multiple IVs

Dependent variable	Independent variables	Coefficient		Model			
		Beta	p-value	R^2	F	Df	p-value
ABB	MUS	.028	.397	.012	1.177	4, 395	.321
	LIG	.022	.613				
	CLE	.061	.079				
	COL	.024	.494				
ABB	SLD	.048	.174	.020	3.955	2, 397	.020*
	FRM	.106	.026*				

* indicates significance at the 95% level

Table 4.13 shows that when considering all the ambient variables together, none of them have effect on ABB. However, when the two variables measuring store display cues and layout cues are considered together, FRM (Fitting rooms) has a significant effect on ABB.

4.11 CONCLUSION

This chapter presents the findings and analysis of the study. The descriptive details of the sample outlining demographic details were covered in this chapter. The chapter also examined the atmospheric cues that influence consumer behaviour, namely attitudes and buying behaviour. These atmospheric cues are categorised into ambient cues, store layout and design cue and product display cues as they are described in the literature review. Regression analysis revealed that fitting rooms and product display have the most significant effect on consumer attitudes and buying behaviour.

Such behaviour and attitudes include store revisits, spending time browsing in the store, willingness to buy and recommending the store. The following chapter presents the conclusions and recommendations of the study.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The previous chapter focused on analysing statistical data obtained from the survey. The chapter clarified data collected through the administration of the questionnaires. Recommendations and conclusions are outlined in this chapter, based on the results presented in the previous chapter and related to the literature review in Chapter 2. This chapter also discusses any assumptions and implications of the undertaken research and suggests recommendations for further research.

5.2 BACKGOUND TO THIS RESEARCH

Store atmospherics integrate the physical elements of the retail outlet. These elements are design to attract and give customers a pleasurable shopping experience (Ndengane 2019: 2). A positive and inviting store atmosphere attracts customers to enter the store, spend more time in the store and eventually buy. Since store atmospheric concepts have been utilised in marketing for many years, researchers have largely explored the influence of single atmospheric cues (music, lighting, display, colour, scents etc) on consumer behaviour (Doucé and Janssens 2013: 220; Lunardo 2015: 195; Oh and Petrie 2012: 30). However, there are still gaps that remain in the understanding of the influence of combined store atmospherics on consumer buying behaviour in the clothing retail industry, particularly in South Africa. Therefore, this study investigates the influence of three groups of store atmospheric cues which are ambient, design and layout and display cues on consumer buying behaviour.

5.2.1 Consumer buying behaviour

Cant and Hefer (2012: 1489) noted the importance of studying consumer buying behaviour due to its influence on retail sales and profitability. In this study there are eleven statements which represent consumer attitudes and buying behaviour.

Statements indicate customer opinions towards the store, attitudes about potential visits and the possibility of making a purchase, as well as the probability of making recommendations to friends and family. Table 5.1 outlines the statements that make up consumer attitudes and buying behaviour.

Table 5.1: Consumer attitudes and buying behaviour

Consumer attitudes and buying behaviour statements
1 I have a positive opinion about this store
2 This store was appealing
3 I would like to visit this store again
4 I like to spend time browsing in this store
5 I would like to spend more time at the store
6 My choice to purchase in this store was a wise one
7 I would be willing to buy things at this store in the future
8 If asked, I would say good things about this store
9. I would recommend this store to a friend or family member
10. I would be willing to recommend this store to other people
11. I would happily try on clothes at this store in the future

It was noted that most of the respondents visited clothing retail store such as PEP, Truworths, Edgards in the previous month and experience different atmospherics reflected in the questionnaire. In order to achieve the main aim of this study, objectives and sub-objective were formulated.

5.3 OBJECTIVES

The main objective of this study was to determine the influence of store atmospherics on consumer buying behaviour in clothing stores in Durban. Three sub-objectives were developed to achieve the main objective.

Sub-objective One

To examine the relationship between ambient cues and consumer buying behaviour.

Sub-objective Two

To examine the relationship between design and layout cues and consumer buying behaviour.

Sub-objective Three

To examine the relationship between display cues and consumer buying behaviour.

The findings of this study will be discussed with reference to past literature, under each sub-objective.

5.3.1 Sub-objective One

The first sub-objective was to examine the relationship between ambient cues and consumer buying behaviour. As discussed in the literature, ambient cues are made up of four main cues namely music, lighting, cleanliness and colour.

5.3.1.1 Previous literature related to sub-objective One

Ambient cues help to create the proper image and draw the customers' eyes around the store, onto merchandise and ultimately encourage them to purchase the product. Previous research on store atmospherics suggested that store ambient cues affect the image of the store and influence customer behaviour (Siddhibphongsa and Kim 2016:125). Alakwe and Okpara (2017: 59) found that ambient cues are the most significant predictor of shopper purchase decisions and consumer buying behaviour.

Several studies described the makeup of ambient cues and their influence on consumer behaviour, including those of music, lighting, cleanliness and colour. Berman *et al.* (2018: 464) described ambient cues as visual and non-visual components of a store's atmosphere. These include music, scent, colour and lighting. Koo and Kim (2013:97) concluded that ambient cues such as lighting, music, scent and cleanliness are related to consumers' reactions. These cues can serve to reduce stress that could be experienced by customers when they are conducting their shopping. Turley and Milliman (2000: 194) concurred, finding that the presence of background music can serve to make customers feel more comfortable and as a result, spend more time in the store, thereby increasing their propensity to buy. Finally,

Mattila and Wirtz (2001) added to this by stating that music played in a store positively influences consumers shopping intention.

Soomro, Kaimkhani and Iqbal (2017: 29) noted that cleanliness and hygiene of the store is also a major contributing factors which can serve to either drive customers either away or towards a store, depending on its presence or absence. Quartier, Vanrie and Van Cleempoel (2014: 34) suggested that lighting is an interesting ambient cue element that can be easily manipulated. For example, warm lighting and accent lighting on the product creates significantly more pleasurable feelings in participants, and is associated with an increase in perceived ease and liveliness.

5.3.1.2 Findings related to sub-objective One

Findings of this study indicated that most respondents enjoyed the music played in the background retail stores. It was also noted that respondents stated that store floors, shelves and products were clean in the stores that they identified. It was also revealed that clothing stores in Durban provide appropriate lighting in the stores and that the lighting used was compatible with the environment of the stores. Another interesting finding was with respect to colour where respondents noticed that stores made use of elegant and attractive colours to decorate their stores.

Regression analysis was conducted to test the significance of each cue independently. When regression analysis was applied to all four ambient cues together, results indicated that they accounted for 12% of the variance in consumer behaviour. It was also found that cleanliness had the greatest effect on consumer behaviour and music has the least effect. A one sample t-test performed on several cues that make up the ambient cues recorded that $p < .0005$ which shows a significant relationship when compared to elements forming consumer behaviours. Such behaviours include revisiting the store, spending more time in store and a willingness to make purchases at the store.

5.3.1.3 Conclusion to sub-objective one

Results obtained for this objective are similar to those obtained from previous studies. Previous studies noted that various ambient cues have a positive influence on consumer behaviour. Cleanliness was found to have the greatest effect on consumer behaviour. This concurred with the findings of Hussain and Ali (2015: 40) who noted that cleanliness had a significant positive influence on consumers' purchase intention. Another area of agreement includes that of colour and lighting which has a minimal influence on consumer behaviour. However, in the area of music, results differed to those from previous studies, with this study finding that music had the least influence on consumer behaviour.

5.3.2 Sub-objective Two

This sub-objective set out to examine the relationship between design and layout cues and consumer buying behaviour. According to the literature, design and layout cues consist of store layout and fitting rooms.

5.3.2.1 Previous studies relating to sub-objective Two

An empirical study by Barros *et al.* (2019: 829) showed that a good store layout increases the probability of consumers to stay longer in the store and enjoy the traffic free shopping experience. Another study by Soomro, Kaimkhani and Iqbal (2017: 36) indicated that store layout has an impact on consumers' overall shopping experience therefore being important in the success of the store. They added that the selection of store layout should be done with consideration of the intended target market and the product offering while also being able to stimulate positive consumer behaviour. The store layout should allow a customer entering the store to conveniently find all the required goods easily.

Large stores design their layouts to generate high in-store traffic, by creating designs that make for easy movement through the store. Design layout and well organised merchandise should be functional, while architecture and décor are more aesthetic (Koo and Kim 2013: 98). Ong *et al*. (2018:42) concluded that store layout directly affects in-store traffic, shopping atmosphere, behaviour and operational efficiency.

They added that poorly designed store layouts result in reduced shopping pleasure. Sun and Yazdanifard (2015: 1051) noted that good store layout satisfies the consumer needs and expectations.

Vermaak and Klerk (2017: 11) revealed that customers had specific expectations regarding fitting rooms. When retailers fitting rooms did not meet their expectations, they were disappointed and experienced negative emotions and thoughts, leaving the dressing room prematurely. Fitting rooms are described as the point and place in the clothing retail environment where most decisions are made (Yung, Jung and Choo 2015: 8). Fitting rooms are therefore essential to the retail experience and often represent that final point where the consumer decides whether to make a clothing purchase or not.

5.3.2.2 Findings related to sub-objective Two

When regression analysis was applied to the two groups of store layout and design cues together it was found that they accounted for 20% of the variance in consumer behaviour. It was also found that store layout and fitting room cues were significant. When tested individually both cues of store layout and design were found to have a positive and statistically significant influence on consumer behaviour such as revisiting the store and spending more time in the store.

5.3.2.3 Conclusion to sub-objective Two

It is therefore concluded that respondents have a positive attitude towards retailers' design and layout. Fitting rooms were found to play an important role in influencing consumer behaviour. Participants indicated they were impressed by the design and size of the fitting rooms. Mirrors in fitting rooms were important to the customers, when they could view their image from every angle. This supports the findings of Kim and Lennon (2013: 35) who studied customer psychological experiences in fitting rooms, determining that appropriate furnishings with regards to lighting and mirrors resulted in greater customer satisfaction with respect to their appearance and hence influenced their purchasing behaviour.

5.3.3 Sub-objective Three

The aim of the third objective was to examine the relationship between display cues and consumer buying behaviour.

5.3.3.1 Previous studies relating to sub-objective Three

Lunardo and Roux (2014: 661) noted that visual merchandise displays created in stores influence customers to approach the store and make purchases. Display cues are used to great effect in retail stores to support sales, retail strategies, communicate with consumers and to assist in communicating the retailer's brand image. Display cues are tools used for special occasions and seasons such as Mother's Day or to introduce new arrivals to consumers for a new season such as summer ranges (Bhalla and Anuraag 2010).

A previous study by Parsons (2011: 440) revealed that clothing stores arranged their merchandise neatly to attract more customers. Consumers usually prefer stores that carry large assortments of products as they are more likely to find products that fulfil their expectations (Barros *et al*. 2019: 819). Finally, a customer's perception of variety is influenced by the space devoted to the category (Helmefalk and Hultén 2017: 5). According to Ballentine, Parson and Comeskey (2014: 507) large product displays with less merchandise results in a better picture of what is on offer, and hence an improved shopping experience. On the other hand, cluttered displays with bulky merchandise made it difficult for customers to get a true picture of the merchandise offering.

Finally, Ballantine, Parson and Comeskey (2015: 507) concurred that proper product display in the retail store, including the promotion of impulse purchases, enhanced the store's sales performance.

5.3.3.2 Findings related to sub-objective Three

Participants indicated that clothes in the retail store they visited were neatly arranged and logically positioned. They also indicated that prices on the clothing items were visible and they were impressed by the arrangement of the clothes. Regression analysis shows that product display cues have a significant effect on consumer attitudes.

5.3.3.3 Conclusion to sub-objective Three

The empirical evidence of this study affirms that store display cues have a positive influence on consumer buying behaviour. This finding adds to the extant literature which agreed that this specific atmospheric cue influences consumer behaviour.

5.4 IMPLICATIONS OF RESEARCH

The finding of this study provides practical implications for the clothing stores and the academic world.

5.4.1 The retailers

The results of this study provide clothing retailers with valuable information to help them develop a unique in-store environment that will positively influence various buying behaviours and result in more satisfied customers.

Clothing retailers in Durban should devote more attention to the aspect of store atmospherics that trigger positive buying behaviours and attitudes of their customers. Strategically manipulation of store atmospheric cues can help retailers to differentiate themselves from other competitors in a similar market.

The findings of this study show that fitting rooms have the highest influence on consumer buying attitudes and behaviour in clothing stores. It is therefore recommended that clothing stores should pay close attention to their fitting rooms. Jun

and Choo (2015: 13) noted that fitting rooms are store spaces in which consumers try on items of clothing in order to check and evaluate the elements of the clothing items before making a purchase.

This study also shows that store layout is significantly important in the success of clothing retailers. It is therefore important for management to make sure that store layout is handled in such a way that finding the desired product is not difficult for a customer. Mehta and Chugan (2016: 289) recommended that products should be displayed in a way that customers' eyes reach the products arranged on the shelf. Shelf position, display space and special fixtures are all cues that will make it more or less likely that a shopper will buy a particular product.

Findings have shown that cleanliness have a significant effect on consumer attitudes and buying behaviour. Therefore, clothing store management should be concerned about their store hygiene as it more likely to draw many customers towards their store while unclean stores stimulate the opposite reaction. Furthermore, it also helps in constructing a positive image of the store in the minds of the customers.

As customers appear to be attracted by the decorations and design of a store, clothing retailers should come up with more innovative designs to attract customers.

The combination of lighting, music and cleanliness and colour creates a relaxed and welcoming atmosphere and facilitates a smooth stress-free environment.

5.4.2 Academic contribution

The results of this research have added to the body of knowledge of store atmospherics and consumer behaviour. Information on the influence of different store atmospheric cues on consumer behaviour have also contributed towards the existing literature. The target population of this study was Durban Central. The sample and target population of this research provides a new perspective and insights to the body of research and gives new research areas for researchers elsewhere around the globe.

Overall, the literature indicates that there is still room for further study on the influence of all major store atmospheric cues (ambient, design and display) on consumer buying behaviour in clothing stores. This study becomes more useful in the context of South African clothing retail environment, where little research on this subject matter has occurred.

5.5 LIMITATIONS

The main limitation of this study was that it covered a number of clothing stores which might be different one from another. This could result in some valuable insights being omitted, as they might apply to one retailer and not another.

This research also only focused on clothing retailers in Durban. However, there is a possibility that the results could be extended to a larger area.

Due to the Covid-19 restrictions, another limitation arose with the research being conducted on social media platforms. As a result of this, respondents were not present in the store as initially assumed, to experience the atmospheric cues firsthand when questioned.

5.6 RECOMMENDATIONS FOR FURTHER RESEARCH

The current study investigated the influence of various store atmospherics on consumer behaviour in clothing stores. A number of recommendations follow, for potential future research in this field.

The research was quantitative; it is therefore recommended that a qualitative or mixed method be used for future research to discover more about underlying issues that might have been overlooked by the current study. The research noted that during data collection some participants were willing to reveal further information regarding their experiences in the “other information” section of the questionnaire. For example, the influence of personnel on store atmosphere as well as the influence of promotional

activities in the store on atmosphere. These could both be recommended as additional areas of study.

The current study was limited to store atmospheric cues related to ambient cues and layout cues and display cues. Focus groups and open-ended interview questions are recommended to unearth any other issues in this field of store atmospherics besides the ones mentioned.

Another recommendation is that individual case studies on clothing stores be undertaken as different stores can have different forms of ambient cues which would result in some valuable insights, specifically for them.

5.7 CONCLUSION

In this chapter the results were discussed in relation to an analysis of past research, current research and the conclusion of the objectives. It also outlined the conclusions of the study and limitations of the study. Practical implications of the results for the retailers and the academics were discussed. Suggestions were made for future research in this chapter.

The first discussion was the examination of the relationship between ambient cues comprising music, colours, cleanliness and lighting and consumer behaviour. It was noted that when regression analysis was conducted, findings indicated that music, lighting, and colour have a minimal effect on consumer buying behaviour and attitudes. It was also found that cleanliness had the greatest effect on consumer behaviour and music had the least effect consumer behaviour such as visiting the retailer and recommending the sore to their loved ones.

The second discussion was to examine relationships between design and layout cues and consumer buying behaviour. It was found that store layout and design cues

accounted for 20% of the variance in consumer behaviour when regression analysis was applied.

The third discussion was to examine the relationships between display cues and consumer buying behaviour. The significant value of store display statements is .000 which is the significant and its beta value 1.09 showing that they have a positive impact on consumer behaviour.

This research investigates how various forms of store atmospherics contribute towards different types of consumer buying behaviour in clothing stores in Durban. The study used a quantitative research method. The results of this study indicated that clothing retailers should invest in store atmospheric cues as they positively influence consumer behaviour. The major conclusion of this research indicated that most of the consumers were satisfied with the store atmospheric cues provided by clothing retailers, and planned to continue to visit and shop and recommend the retailers concerned.

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APPENDICES

APPENDIX A: QUESTIONNAIRE

I am currently a Master's student at Durban University of Technology. I am conducting a survey on the influence of store atmospherics on consumer behaviour in clothing stores. I would appreciate your assistance in answering this questionnaire.

1. Firstly, I would like to know if you have visited a clothing store in the last 3 months.

If No: Thank you for your time. I am looking for those that have recently visited a clothing store.

If Yes: Which clothing store have you most recently visited? (Please select **ONE** store and base all your further answers to this questionnaire on that particular store)

Name of the most recent store that you visited

……

For each question, select the one option that best applies to you.

Section A: Demographic Data

1 Age in years

18-29	30-40	41-55	56 and above

2 Gender

Male	Female

Section B: Store atmospherics

Indicate your level of agreement with each of the following statements on store atmospherics with respect to the store you most recently visited. If you did not notice a particular aspect of the store, select the 'I did not notice' response.

1 Ambient cues

	I did not notice	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
1.1 Music								
1.1.1 I enjoyed the background music in the store								
1.1.2 The background music in the store did not bother me								
1.1.3 The volume of the background music was too loud								
1.1.4 The type of music which is played at the store is the kind of music that I enjoy listening to								
1.2 Cleanliness								
1.2.1 The store's floor was clean								
1.2.2 The store shelves were clean								
1.2.3 The products in the store were clean								
1.2.5 Overall, the store was clean								
1.3 Lighting								
1.3.1 The lighting in the store was pleasing to me								
1.3.2 The type of lighting used was compatible with the environment of the store								
1.3.3 The store provides appropriate lighting								
1.3.4 The store was brightly lit								

1.3.5 The lighting in the store accentuated the products that were displayed in the store								
1.3.6 The lighting in the store enabled me to read the labels and details of the product								
1.3.7 The lighting contributed towards the store's atmosphere								
	I did not	Strongly	Disagree	Slightly	Neutral	Slightly	Agree	Strongly
1.4 Colour								
1.4.1 The interior wall and floor colours of this store were attractive								
1.4.2 The colour of the decor in the store looked elegant								
1.4.3 I liked the store's choice of colour combinations								

2 Store display and layout cues

	I did not	Strongly	Disagree	Slightly	Neutral	Slightly	Agree	Strongly
2.1 Store layout and design								
2.1.1 Navigating my way around the store was easy								
2.1.2 The layout in the store helped me to browse comfortably								
2.1.3 The store layout made it easy to locate clothing items								
2.1.4 There was adequate signage and in-store information								
2.1.5 I liked the interior design of the store								

2.1.6 There was sufficient aisle space in the store								
2.1.7 The store can accommodate a lot of people without it feeling crowded								
2.2 Fitting rooms								
2.2.1 I have a good impression of the fitting rooms in the store								
2.2.2 The size of each fitting room was satisfactory								
2.2.3 The mirrors in the fitting room enabled me to view my image from every angle								
2.2.4 The fittings rooms have a sufficient number of hooks								
2.2.5 There were sufficient mirrors in the fitting rooms								
	I did not	Strongly	Disagree	Slightly	Neutral	Slightly	Agree	Strongly
2.2.6 The lighting in the fitting rooms allowed me to get the best impression of the clothing I was trying on								
2.2.7 My overall fitting room experience was satisfactory								
2.2.8 There was enough seating in the fitting rooms on which to sit or place my belongings								
2.2.9 There were enough fitting rooms								
2.2.10 I was satisfied with the doors on the fitting rooms, thus ensuring my privacy								

3 Product display cues

	I did not notice this	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
3.1 In-store displays were impressive and caught my attention								
3.2 The merchandise in the store was well organised								
3.3 Clothes were well arranged								
3.4 The merchandise was logically located in this store								
3.5 Prices of the products were visible and clear								
3.6 The merchandise in the store was neatly arranged								

Section C: Consumer attitude and buying behaviour

Indicate your level of agreement with the following statements regarding your attitude and buying behaviour at this store

	I did not notice this	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree
1 I have a positive opinion about this store							
2 This store was appealing							
3 I would like to visit this store again							
4 I like to spend time browsing in this store							
5 I would like to spend more time at the store							

6 My choice to purchase in this store was a wise one							
7 I would be willing to buy things at this store in the future							
8 If asked, I would say good things about this store							
9 I would recommend this store to a friend or family member							
10 I would be willing to recommend this store to other people							
11 I would happily try on garments at this store in the future							

APPENDIX B: LETTER OF INFORMATION AND LETTER OF CONSENT

LETTER OF INFORMATION AND INFORMED CONSENT

The influence of store atmospherics on consumer buying behavior in clothing stores in Durban

Dear Participant,

I am currently undertaking a research project in order to complete my Master of Management Science at the Durban University of Technology. The study aims to investigate how store atmospherics influence customer behaviour in clothing stores in Durban. This will help retail businesses to understand which atmospheric cues are more important as well as the influences each one will have on certain customer behaviours.

Would you agree to complete a questionnaire for the study? It should take approximately 15 minutes of your time. Participation is voluntary and you are free to withdraw at any time without giving reasons and without prejudice or adverse consequences. The information you give will only be used for research purposes and will be aggregated with other responses and only the overall or average information will be used. Your identity and individual answers will be kept totally confidential. If any quotations are used, these will remain anonymous. Should you wish to discuss this further please feel free to contact me on the number below, or my supervisor Dr Karen Corbishley at karenc@dut.ac.za or 031 373 5393.

By completing the questionnaire you are confirming that the study has been adequately outlined to you, and that you understand that you may withdraw from it at any time without giving reasons, and that you are taking part voluntarily.

Your assistance will be much appreciated,

Yours faithfully

Sheila Kwenda

0678809546

sheilakwenda199@gmail.com

APPENDIX C: FREQUENCIES

Demographics

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	156	39.0	39.0	39.0
	30-40	157	39.3	39.3	78.3
	41-55	71	17.8	17.8	96.0
	56+	16	4.0	4.0	10.0
	Total	400	10.0	10.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	137	34.3	34.3	34.3
	Female	263	65.8	65.8	10.0
	Total	400	10.0	10.0	

APPENDIX D: STORE ATMOSPHERIC CUES

1.1.1 I enjoyed the background music in the store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.3	.3	.3
	Slightly disagree	5	1.3	1.3	1.5
	Neutral	54	13.5	13.5	15.0
	Slightly agree	86	21.5	21.6	36.6
	Agree	240	6.0	6.2	96.7
	Strongly agree	13	3.3	3.3	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

1.1.2 The background music in the store did not bother me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.3	.3	.3
	Slightly disagree	5	1.3	1.3	1.5
	Neutral	54	13.5	13.5	15.0
	Slightly agree	81	2.3	2.3	35.3
	Agree	239	59.8	59.9	95.2
	Strongly agree	19	4.8	4.8	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

1.1.3 The volume of the background music was too loud

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	5.3	5.3	5.3
	Disagree	70	17.5	17.5	22.8
	Slightly disagree	59	14.8	14.8	37.6
	Neutral	57	14.3	14.3	51.9
	Slightly agree	45	11.3	11.3	63.2
	Agree	136	34.0	34.1	97.2
	Strongly agree	11	2.8	2.8	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

1.1.4 The type of music which is played at the store is the kind of music that I enjoy listening to

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	1.5	1.5	1.5
	Disagree	11	2.8	2.8	4.3
	Slightly disagree	38	9.5	9.5	13.8
	Neutral	87	21.8	21.8	35.5
	Slightly agree	75	18.8	18.8	54.3
	Agree	169	42.3	42.3	96.5
	Strongly agree	14	3.5	3.5	10.0
	Total	400	10.0	10.0	

1.2.1 The store's floor was clean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	.8	.8	.8
	Disagree	5	1.3	1.3	2.0
	Slightly disagree	13	3.3	3.3	5.3
	Neutral	28	7.0	7.0	12.3
	Slightly agree	56	14.0	14.1	26.4
	Agree	263	65.8	66.1	92.5
	Strongly agree	30	7.5	7.5	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

1.2.2 The store shelves were clean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	4	1.0	1.0	1.5
	Slightly disagree	8	2.0	2.0	3.5
	Neutral	32	8.0	8.1	11.6
	Slightly agree	90	22.5	22.7	34.3
	Agree	239	59.8	6.2	94.5
	Strongly agree	22	5.5	5.5	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

1.2.3 The products in the store were clean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	3	.8	.8	1.0
	Slightly disagree	15	3.8	3.8	4.8
	Neutral	30	7.5	7.5	12.3
	Slightly agree	48	12.0	12.0	24.3
	Agree	277	69.3	69.4	93.7
	Strongly agree	25	6.3	6.3	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

1.2.5 Overall, the store was clean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	9	2.3	2.3	2.5
	Slightly disagree	5	1.3	1.3	3.8
	Neutral	33	8.3	8.3	12.0
	Slightly agree	47	11.8	11.8	23.8
	Agree	278	69.5	69.5	93.3
	Strongly agree	27	6.8	6.8	10.0
	Total	400	10.0	10.0	

1.3.1 The lighting in the store was pleasing to me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Slightly disagree	7	1.8	1.8	2.5
	Neutral	32	8.0	8.1	1.6
	Slightly agree	66	16.5	16.7	27.3
	Agree	268	67.0	67.7	94.9
	Strongly agree	20	5.0	5.1	10.0
	Total	396	99.0	10.0	
Missing	System	4	1.0		
Total		400	10.0		

1.3.2 The type of lighting used was compatible with the environment of the store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	1.0	1.0	1.0
	Slightly disagree	4	1.0	1.0	2.0
	Neutral	34	8.5	8.5	1.5
	Slightly agree	62	15.5	15.5	26.0
	Agree	277	69.3	69.3	95.3
	Strongly agree	19	4.8	4.8	10.0
	Total	400	10.0	10.0	

1.3.3 The store provides appropriate lighting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	.8	.8	.8
	Slightly disagree	11	2.8	2.8	3.5
	Neutral	33	8.3	8.3	11.8
	Slightly agree	49	12.3	12.3	24.1
	Agree	285	71.3	71.4	95.5
	Strongly agree	18	4.5	4.5	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

1.3.4 The store was brightly lit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	.5	.5	.5
	Slightly disagree	8	2.0	2.0	2.5
	Neutral	36	9.0	9.0	11.5
	Slightly agree	59	14.8	14.8	26.3
	Agree	271	67.8	67.8	94.0
	Strongly agree	24	6.0	6.0	10.0
	Total	400	10.0	10.0	

1.3.5 The lighting in the store accentuated the products that were displayed in the store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.3	.3	.3
	Slightly disagree	6	1.5	1.5	1.8
	Neutral	42	1.5	1.6	12.3
	Slightly agree	72	18.0	18.1	3.5
	Agree	261	65.3	65.7	96.2
	Strongly agree	15	3.8	3.8	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

1.3.6 The lighting in the store enabled me to read the labels and details of the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly disagree	6	1.5	1.5	1.5
	Neutral	26	6.5	6.5	8.0
	Slightly agree	82	2.5	2.6	28.6
	Agree	258	64.5	64.8	93.5
	Strongly agree	26	6.5	6.5	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

1.3.7 The lighting contributed towards the store's atmosphere

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	1.0	1.0	1.0
	Slightly disagree	3	.8	.8	1.8
	Neutral	35	8.8	8.8	1.6
	Slightly agree	57	14.3	14.4	25.0
	Agree	269	67.3	67.9	92.9
	Strongly agree	28	7.0	7.1	10.0
	Total	396	99.0	10.0	
Missing	System	4	1.0		
Total		400	10.0		

1.4.1 The interior wall and floor colours of this store were attractive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	3	.8	.8	1.3
	Slightly disagree	10	2.5	2.5	3.8
	Neutral	36	9.0	9.1	12.9
	Slightly agree	63	15.8	15.9	28.9
	Agree	271	67.8	68.6	97.5
	Strongly agree	10	2.5	2.5	10.0
	Total	395	98.8	10.0	
Missing	System	5	1.3		
Total		400	10.0		

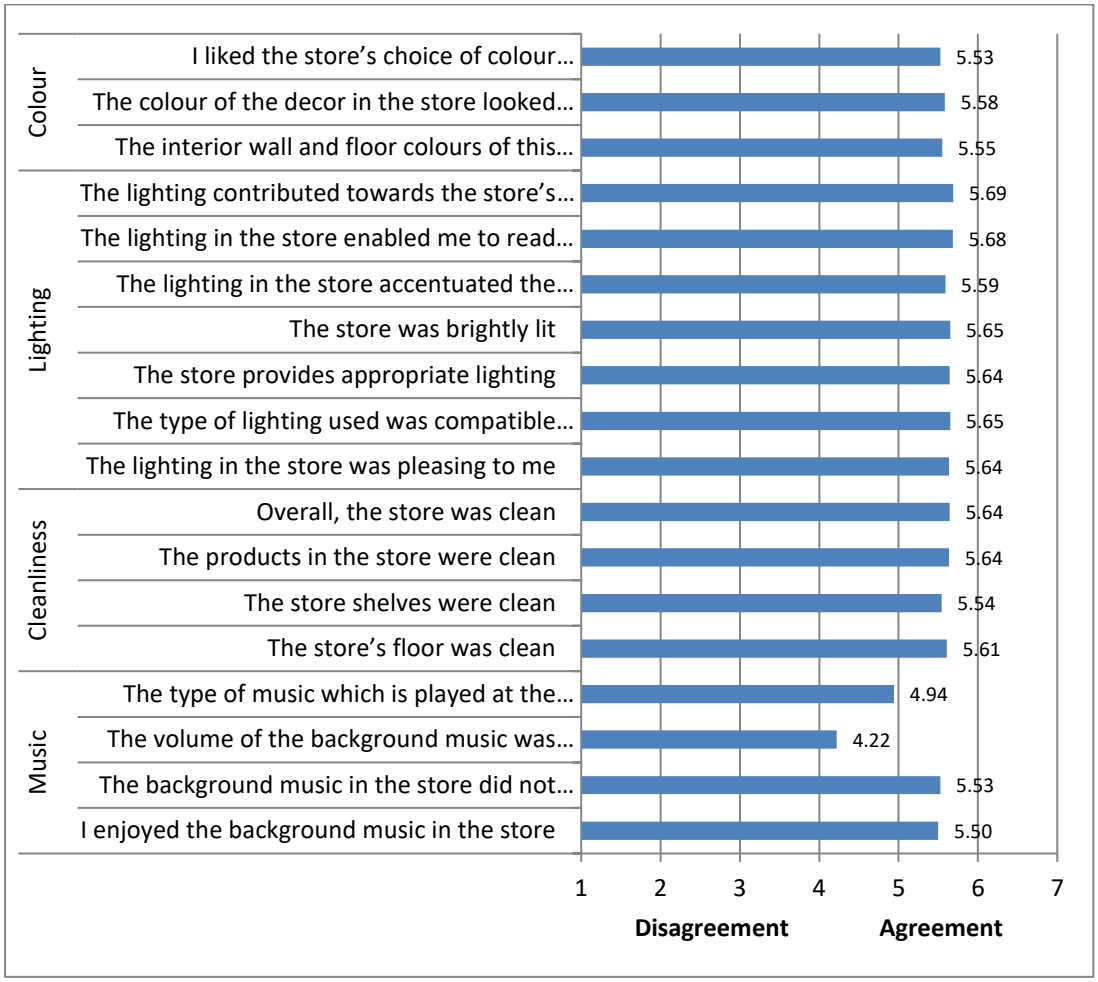
1.4.2 The colour of the decor in the store looked elegant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	1.5	1.5	1.5
	Slightly disagree	8	2.0	2.0	3.5
	Neutral	38	9.5	9.5	13.1
	Slightly agree	54	13.5	13.6	26.6
	Agree	280	7.0	7.4	97.0
	Strongly agree	12	3.0	3.0	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

1.4.3 I liked the store's choice of colour combinations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	5	1.3	1.3	1.5
	Slightly disagree	14	3.5	3.5	5.0
	Neutral	36	9.0	9.0	14.0
	Slightly agree	62	15.5	15.5	29.6
	Agree	269	67.3	67.4	97.0
	Strongly agree	12	3.0	3.0	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

One-Sample Statistics for ambient cues



Store display and layout cues

2.1.1 Navigating my way around the store was easy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	6	1.5	1.5	2.0
	Slightly disagree	8	2.0	2.0	4.0
	Neutral	29	7.3	7.3	11.3
	Slightly agree	47	11.8	11.8	23.0
	Agree	296	74.0	74.0	97.0
	Strongly agree	12	3.0	3.0	10.0
	Total	400	10.0	10.0	

2.1.2 The layout in the store helped me to browse comfortably

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	9	2.3	2.3	2.5
	Slightly disagree	10	2.5	2.5	5.0
	Neutral	49	12.3	12.3	17.3
	Slightly agree	65	16.3	16.3	33.7
	Agree	251	62.8	63.1	96.7
	Strongly agree	13	3.3	3.3	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

2.1.3 The store layout made it easy to locate clothing items

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	10	2.5	2.5	2.8
	Slightly disagree	8	2.0	2.0	4.8
	Neutral	37	9.3	9.3	14.1
	Slightly agree	72	18.0	18.1	32.2
	Agree	254	63.5	64.0	96.2
	Strongly agree	15	3.8	3.8	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

2.1.4 There was adequate signage and in-store information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	5	1.3	1.3	1.8
	Slightly disagree	15	3.8	3.8	5.5
	Neutral	31	7.8	7.8	13.4
	Slightly agree	56	14.0	14.1	27.5
	Agree	269	67.3	67.8	95.2
	Strongly agree	19	4.8	4.8	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

2.1.5 I liked the interior design of the store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	.8	.8	.8
	Disagree	4	1.0	1.0	1.8
	Slightly disagree	10	2.5	2.5	4.3
	Neutral	42	1.5	1.5	14.8
	Slightly agree	69	17.3	17.3	32.0
	Agree	256	64.0	64.0	96.0
	Strongly agree	16	4.0	4.0	10.0
	Total	400	10.0	10.0	

2.1.6 There was sufficient aisle space in the store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	7	1.8	1.8	2.3
	Slightly disagree	6	1.5	1.5	3.8
	Neutral	32	8.0	8.0	11.8
	Slightly agree	45	11.3	11.3	23.1
	Agree	291	72.8	73.1	96.2
	Strongly agree	15	3.8	3.8	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

2.1.7 The store can accommodate a lot of people without it feeling crowded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	1.0	1.0	1.0
	Disagree	14	3.5	3.5	4.5
	Slightly disagree	14	3.5	3.5	8.1
	Neutral	31	7.8	7.8	15.9
	Slightly agree	46	11.5	11.6	27.5
	Agree	277	69.3	69.8	97.2
	Strongly agree	11	2.8	2.8	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

2.2.1 I have a good impression of the fitting rooms in the store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly disagree	2	.5	.5	.5
	Neutral	44	11.0	11.1	11.6
	Slightly agree	65	16.3	16.4	28.0
	Agree	271	67.8	68.3	96.2
	Strongly agree	15	3.8	3.8	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

2.2.2 The size of each fitting room was satisfactory

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.3	.3	.3
	Slightly disagree	1	.3	.3	.5
	Neutral	36	9.0	9.1	9.6
	Slightly agree	68	17.0	17.1	26.7
	Agree	272	68.0	68.5	95.2
	Strongly agree	19	4.8	4.8	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

2.2.3 The mirrors in the fitting room enabled me to view my image from every angle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	1.3	1.3	1.3
	Disagree	6	1.5	1.5	2.8
	Slightly disagree	10	2.5	2.5	5.3
	Neutral	22	5.5	5.6	1.9
	Slightly agree	65	16.3	16.5	27.3
	Agree	260	65.0	65.8	93.2
	Strongly agree	27	6.8	6.8	10.0
	Total	395	98.8	10.0	
Missing	System	5	1.3		
Total		400	10.0		

2.2.4 The fittings rooms have a sufficient number of hooks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	1.0	1.0	1.0
	Disagree	14	3.5	3.5	4.5
	Slightly disagree	5	1.3	1.3	5.8
	Neutral	24	6.0	6.0	11.8
	Slightly agree	63	15.8	15.9	27.7
	Agree	263	65.8	66.2	94.0
	Strongly agree	24	6.0	6.0	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

2.2.5 There were sufficient mirrors in the fitting rooms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	5	1.3	1.3	1.5
	Slightly disagree	14	3.5	3.5	5.0
	Neutral	27	6.8	6.8	11.8
	Slightly agree	52	13.0	13.1	24.9
	Agree	265	66.3	66.8	91.7
	Strongly agree	33	8.3	8.3	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

2.2.6 The lighting in the fitting rooms allowed me to get the best impression of the clothing I was trying on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	.8	.8	.8
	Disagree	1	.3	.3	1.0
	Slightly disagree	8	2.0	2.0	3.0
	Neutral	26	6.5	6.5	9.5
	Slightly agree	57	14.3	14.3	23.9
	Agree	283	7.8	71.1	95.0
	Strongly agree	20	5.0	5.0	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

2.2.7 My overall fitting room experience was satisfactory

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	1.0	1.0	1.0
	Slightly disagree	9	2.3	2.3	3.3
	Neutral	45	11.3	11.3	14.5
	Slightly agree	76	19.0	19.0	33.6
	Agree	250	62.5	62.7	96.2
	Strongly agree	15	3.8	3.8	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

2.2.8 There was enough seating in the fitting rooms on which to sit or place my belongings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	45	11.3	11.3	11.8
	Slightly disagree	30	7.5	7.5	19.3
	Neutral	50	12.5	12.5	31.8
	Slightly agree	54	13.5	13.5	45.3
	Agree	204	51.0	51.0	96.3
	Strongly agree	15	3.8	3.8	10.0
	Total	400	10.0	10.0	

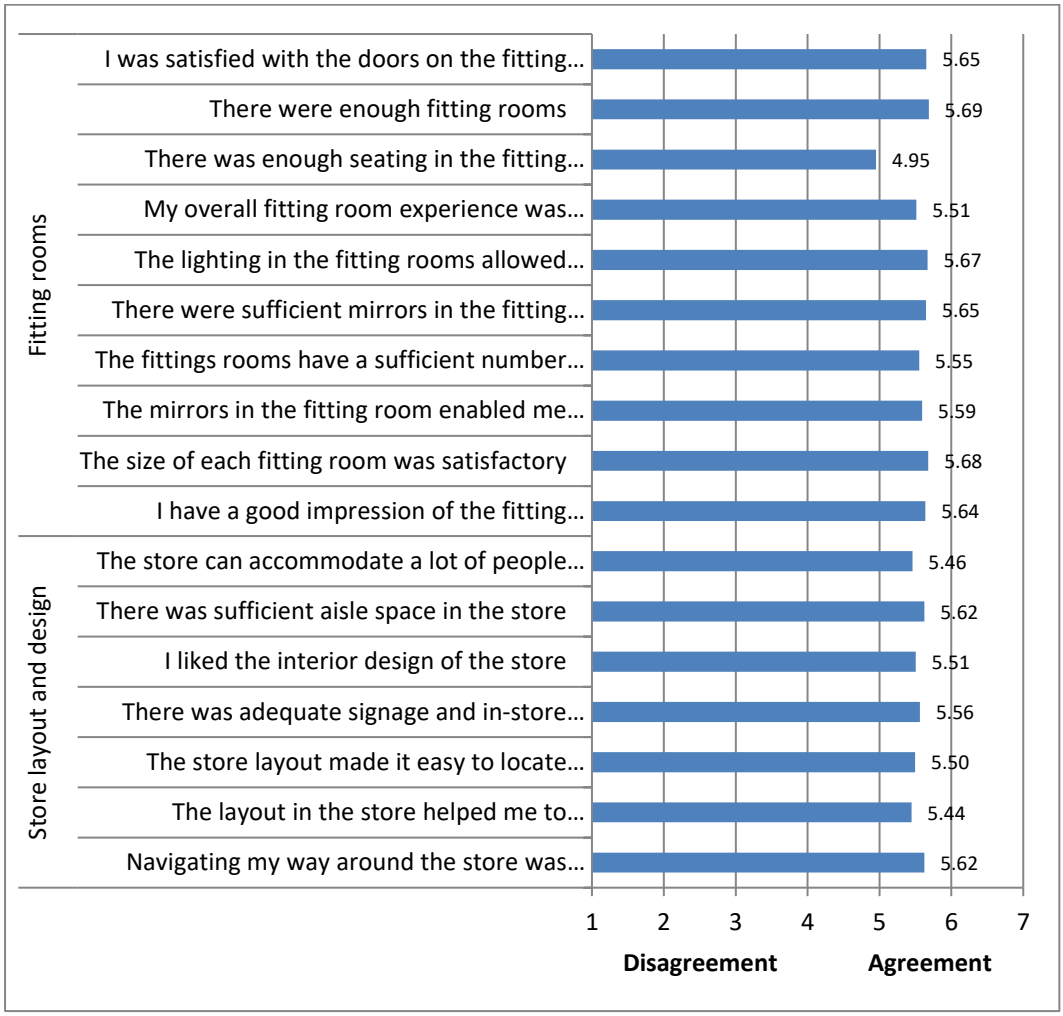
2.2.9 There were enough fitting rooms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Slightly disagree	10	2.5	2.5	2.8
	Neutral	28	7.0	7.0	9.8
	Slightly agree	52	13.0	13.1	22.9
	Agree	289	72.3	72.6	95.5
	Strongly agree	18	4.5	4.5	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

2.2.10 I was satisfied with the doors on the fitting rooms, thus ensuring my privacy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	.8	.8	.8
	Disagree	1	.3	.3	1.0
	Slightly disagree	4	1.0	1.0	2.0
	Neutral	34	8.5	8.6	1.6
	Slightly agree	58	14.5	14.6	25.2
	Agree	278	69.5	7.0	95.2
	Strongly agree	19	4.8	4.8	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

One-sample t-test for design and layout cues statements



Display cues

3.1 In-store displays were impressive and caught my attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	.5	.5	.5
	Slightly disagree	6	1.5	1.5	2.0
	Neutral	39	9.8	9.8	11.8
	Slightly agree	66	16.5	16.5	28.3
	Agree	267	66.8	66.9	95.2
	Strongly agree	19	4.8	4.8	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

3.2 The merchandise in the store was well organised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.3	.3	.3
	Neutral	34	8.5	8.5	8.8
	Slightly agree	54	13.5	13.6	22.4
	Agree	292	73.0	73.4	95.7
	Strongly agree	17	4.3	4.3	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

3.3 Clothes were well arranged

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	.5	.5	.5
	Slightly disagree	2	.5	.5	1.0
	Neutral	33	8.3	8.3	9.3
	Slightly agree	61	15.3	15.3	24.6
	Agree	274	68.5	68.7	93.2
	Strongly agree	27	6.8	6.8	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

3.4 The merchandise was logically located in this store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.3	.3	.3
	Slightly disagree	9	2.3	2.3	2.5
	Neutral	46	11.5	11.5	14.0
	Slightly agree	82	2.5	2.6	34.6
	Agree	241	6.3	6.4	95.0
	Strongly agree	20	5.0	5.0	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

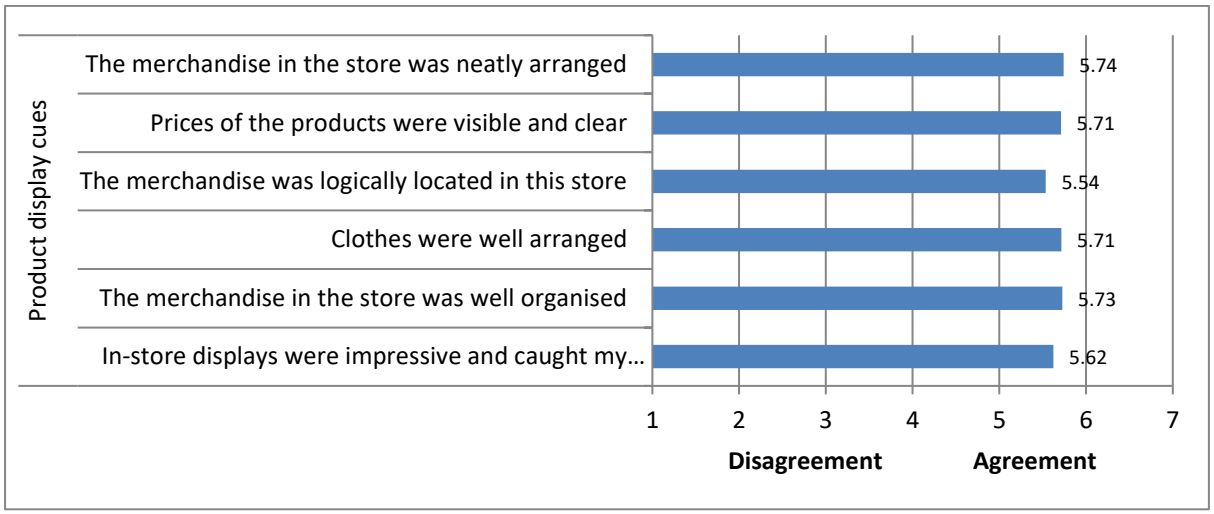
3.5 Prices of the products were visible and clear

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly disagree	5	1.3	1.3	1.3
	Neutral	34	8.5	8.5	9.8
	Slightly agree	60	15.0	15.1	24.9
	Agree	271	67.8	68.1	93.0
	Strongly agree	28	7.0	7.0	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

3.6 The merchandise in the store was neatly arranged

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	.5	.5	.5
	Slightly disagree	7	1.8	1.8	2.3
	Neutral	31	7.8	7.8	1.1
	Slightly agree	47	11.8	11.8	21.9
	Agree	275	68.8	69.3	91.2
	Strongly agree	35	8.8	8.8	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

one sample t-test for display cues



APPENDIX E: CONSUMER ATTITUDE AND BUYING BEHAVIOUR

1 I have a positive opinion about this store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Slightly disagree	7	1.8	1.8	2.5
	Neutral	27	6.8	6.8	9.3
	Slightly agree	76	19.0	19.0	28.3
	Agree	286	71.5	71.7	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

2 This store was appealing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Slightly disagree	18	4.5	4.5	5.3
	Neutral	39	9.8	9.8	15.1
	Slightly agree	73	18.3	18.3	33.4
	Agree	265	66.3	66.6	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

3 I would like to visit this store again

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	4	1.0	1.0	1.3
	Slightly disagree	6	1.5	1.5	2.8
	Neutral	36	9.0	9.0	11.8
	Slightly agree	92	23.0	23.1	34.9
	Agree	259	64.8	65.1	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

4 I like to spend time browsing in this store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Slightly disagree	5	1.3	1.3	2.0
	Neutral	37	9.3	9.3	11.3
	Slightly agree	88	22.0	22.1	33.4
	Agree	265	66.3	66.6	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

5 I would like to spend more time at the store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	4	1.0	1.0	1.3
	Slightly disagree	4	1.0	1.0	2.3
	Neutral	37	9.3	9.3	11.5
	Slightly agree	80	2.0	2.0	31.5
	Agree	274	68.5	68.5	10.0
	Total	400	10.0	10.0	

6 My choice to purchase in this store was a wise one

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	3	.8	.8	1.0
	Slightly disagree	9	2.3	2.3	3.3
	Neutral	25	6.3	6.3	9.5
	Slightly agree	50	12.5	12.6	22.1
	Agree	310	77.5	77.9	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

7 I would be willing to buy things at this store in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	3	.8	.8	1.0
	Slightly disagree	9	2.3	2.3	3.3
	Neutral	48	12.0	12.0	15.3
	Slightly agree	66	16.5	16.5	31.8
	Agree	272	68.0	68.2	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

8 If asked, I would say good things about this store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	5	1.3	1.3	1.5
	Slightly disagree	13	3.3	3.3	4.8
	Neutral	47	11.8	11.8	16.6
	Slightly agree	71	17.8	17.8	34.4
	Agree	261	65.3	65.6	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

9 I would recommend this store to a friend or family member

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	1	.3	.3	.5
	Slightly disagree	6	1.5	1.5	2.0
	Neutral	41	1.3	1.3	12.3
	Slightly agree	54	13.5	13.6	25.9
	Agree	294	73.5	74.1	10.0
	Total	397	99.3	10.0	
Missing	System	3	.8		
Total		400	10.0		

10 I would be willing to recommend this store to other people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Slightly disagree	7	1.8	1.8	2.5
	Neutral	27	6.8	6.8	9.3
	Slightly agree	88	22.0	22.1	31.3
	Agree	274	68.5	68.7	10.0
	Total	399	99.8	10.0	
Missing	System	1	.3		
Total		400	10.0		

11 I would happily try on some clothes at this store in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Slightly disagree	9	2.3	2.3	3.0
	Neutral	33	8.3	8.3	11.3
	Slightly agree	75	18.8	18.8	3.2
	Agree	278	69.5	69.8	10.0
	Total	398	99.5	10.0	
Missing	System	2	.5		
Total		400	10.0		

APPENDIX F: RELIABILITY OF EACH CONSTRUCT

Factor	Construct	Label	Items included	Cronbach's alpha
1	Store layout and design	SLD	2.1.1 – 2.1.7	.879
2	Lighting	LIG	1.3.1 – 1.3.6	.830
3	Fitting rooms	FRM	2.2.1 – 2.2.4; 2.2.6 - 2.2.7; 2.2.9	.742
4	Cleanliness	CLE	1.2.1 – 1.2.4	.819
5	Product display cues	PDC	3.1 – 3.6n	.713
6	Colour	COL	1.4.1 – 1.4.3	.767
7	Music	MUS	1.1.1 – 1.1.4	.557

APPENDIX G: FACTOR ANALYIS WITH PROMAX ROTATION	Factor						
	1	2	3	4	5	6	7
2.1.3 The store layout made it easy to locate clothing items	.835						
2.1.4 There was adequate signage and in-store information	.814						
2.1.6 There was sufficient aisle space in the store	.789						
2.1.5 I liked the interior design of the store	.741						
2.1.2 The layout in the store helped me to browse comfortably	.719						
2.1.7 The store can accommodate a lot of people without it feeling crowded	.644						
2.1.1 Navigating my way around the store was easy	.572						
1.3.2 The type of lighting used was compatible with the environment of the store		.761					
1.3.1 The lighting in the store was pleasing to me		.727					
1.3.4 The store was brightly lit		.723					
1.3.3 The store provides appropriate lighting		.699					
1.3.5 The lighting in the store accentuated the products that were displayed in the store		.602					
1.3.6 The lighting in the store enabled me to read the labels and details of the product		.524					
2.2.3 The mirrors in the fitting room enabled me to view my image from every angle			.782				
2.2.2 The size of each fitting room was satisfactory			.646				
2.2.4 The fittings rooms have a sufficient number of hooks			.617				
2.2.1 I have a good impression of the fitting rooms in the store			.568				
2.2.7 My overall fitting room experience was satisfactory			.411				
2.2.9 There were enough fitting rooms			.411				
2.2.6 The lighting in the fitting rooms allowed me to get the best impression of the clothing I was trying on			.329				
1.2.2 The store shelves were clean				.801			
1.2.3 The products in the store were clean				.757			
1.2.1 The store's floor was clean				.749			
1.2.4 Overall, the store was clean				.629			
3.4 The merchandise was logically located in this store					.725		
3.5 Prices of the products were visible and clear					.583		
3.1 In-store displays were impressive and caught my attention					.520		
3.3 Clothes were well arranged					.519		
3.2 The merchandise in the store was well organised					.488		

3.6 The merchandise in the store was neatly arranged					.371		
1.4.2 The colour of the decor in the store looked elegant						.798	
1.4.3 I liked the store's choice of colour combinations						.688	
1.4.1 The interior wall and floor colours of this store were attractive						.650	
1.1.4 The type of music which is played at the store is the kind of music that I enjoy listening to							.612
1.1.1 I enjoyed the background music in the store							.533
1.1.2 The background music in the store did not bother me							.497
1.1.3 The volume of the background music was too loud							.437

APPENDIX H: EDITING CERTIFICATE

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Freelance academic editor
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EDITING CERTIFICATE

Re: **SHEILA KWENDA**
Master's dissertation**: THE INFLUENCE OF STORE ATMOSPHERICS ON CONSUMER BUYING BEHAVIOUR IN CLOTHING STORES IN DURBAN**

I confirm that I have edited this dissertation for clarity, language and layout. I edited the references for format only, not correctness. I returned the document to the author with track changes so correct implementation of the changes and clarifications requested in the text and references is the responsibility of the author. I am a freelance editor specialising in proofreading and editing academic documents. My original tertiary degree which I obtained at the University of Cape Town was a B.A. with English as a major and I went on to complete an H.D.E. (P.G.) Sec. with English as my teaching subject. I obtained a distinction for my M.Tech. dissertation in the Department of Homoeopathy at Technikon Natal in 1999 (now the Durban University of Technology). I was a part-time lecturer in the Department of Homoeopathy at the Durban University of Technology for 13 years.

Dr Richard Steele
15 March 2021
per email

APPENDIX I: TURNITIN CERTIFICATE

Thesis

by Sheila Kwenda

Submission date: 22-Apr-2021 10:56PM (UTC+0200)
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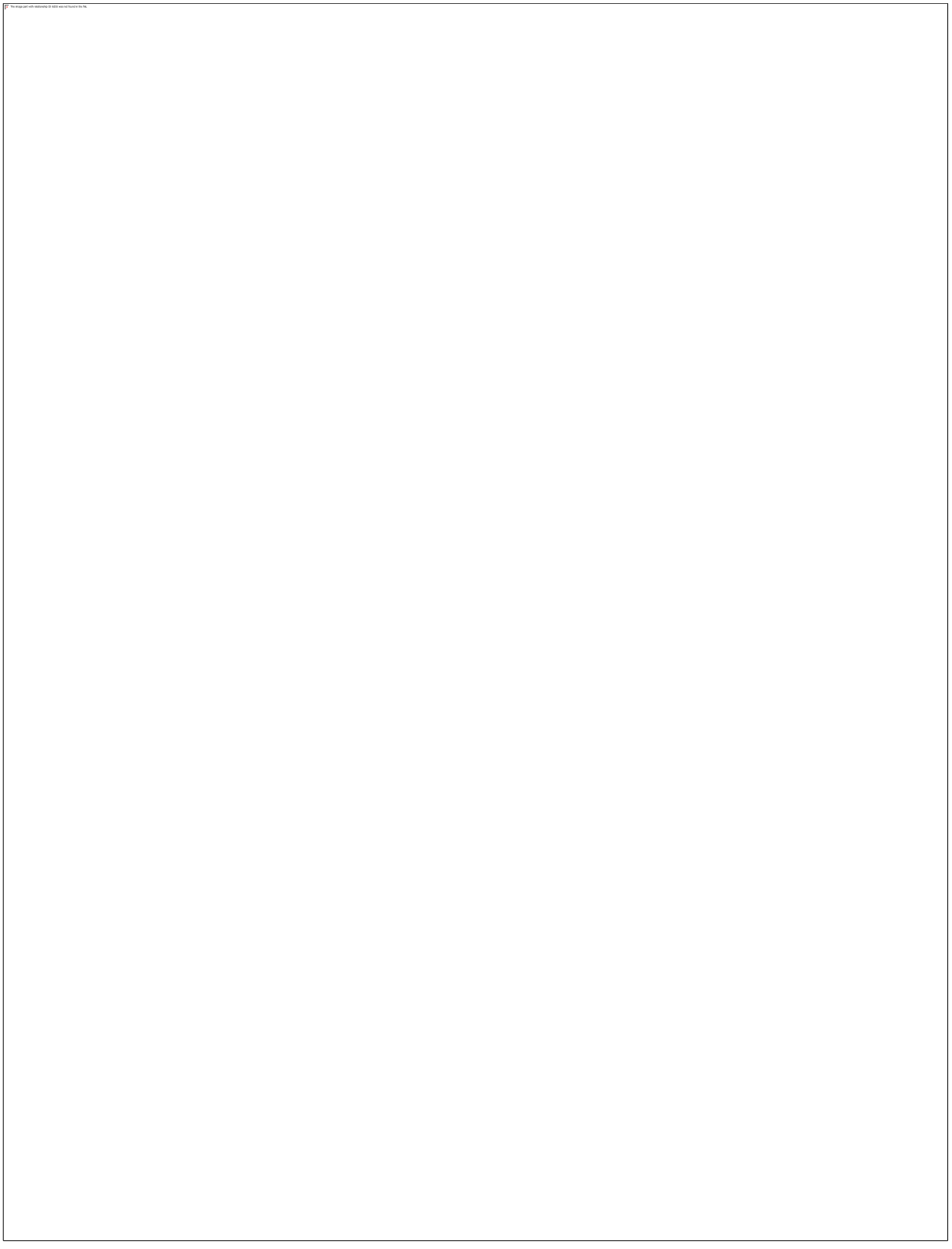
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Supervisor Signed:  Date: 28 April 2021