EFFECT OF STORE ATMOSPHERE ON CUSTOMER PURCHASE INTENTION IN BHATBHATENI SUPERMARKET OF KATHMANDU VALLEY

A Dissertation submitted to the Office of the Dean, Faculty of Management, in partial fulfilment of the requirements for the Degree of Masters of Business Studies

by

Trima Shah

Campus Roll No: 565/073

Exam Symbol No: 3090/17

TU Registration No: 7-2-355-132-2012

Kathmandu

July, 2024

CERTIFICATE OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled "**EFFECT OF STORE ATMOSPHERE ON CUSTOMER PURCHASE INTENTION IN BHATBHATENI SUPERMARKET OF KATHMANDU VALLEY**" The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

.....

Trima Shah

REPORT OF RESEARCH COMMITTEE

Ms. Trima Shah has defended research proposal entitled "*EFFECT OF STORE ATMOSPHERE ON CUSTOMER PURCHASE INTENTION IN BHATBHATENI SUPERMARKET OF KATHMANDU VALLEY"* successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidance of supervisor Teacher's name and submits the thesis for evaluation and viva voce examination.

Suman Kamal Parajuli
Dissertation Supervisor
Signature: ……..

Dissertation Proposal Defined Date:

…….

Dr. Dipak Mahat
Dissertation Supervisor
Signature: ……..

Dissertation Submitted Date:

…….

Asso. Prof. Dr. Sajeeb Kumar Shrestha
Head of Research Department
Signature: ……..

Dissertation Viva Voce Date:

…….

APPROVAL SHEET

We, the undersigned, have examined the dissertation **"Effect of Store Atmosphere on Customer Purchase Intention in Bhatbhateni Supermarket of Kathmandu Valley"** presented Ms. Trima Shah candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the dissertation is worthy of acceptance.

……..
Suman Kamal Parajuli
Dissertation Supervisor

……..
Dr. Dipak Mahat
Dissertation Supervisor

.....
Internal Examiner

.....
Internal Expert

.....
External Expert

.....
Asso. Prof. Dr. Sajeeb Kumar Shrestha
Chairperson, Research Committee

.....
Asso. Prof. Dr. Krishna Prasad Acharya
Campus Chief

ACKNOWLEDGEMENTS

The dissertation entitled "EFFECT OF STORE ATMOSPHERE ON CUSTOMER PURCHASE INTENTION IN BHATBHATENI SUPERMARKET OF KATHMANDU VALLEY" has been prepared in partial fulfilment for the degree of master of business studied (MBS) under the Faculty of Management, Tribhuvan University, in based on research models involving the quantitative aspect of bank profitability analysis.

I have great satisfaction and pleasure to express my appreciation and sincerity to my dissertation supervisors Suman Kamal Parajuli and Dr. Dipak Mahat, Lecturer of Shanker Dev Campus TU for his excellent and effective guidance and supervision. I will remain thankful for their valuable direction useful suggestion and comments during the course of preparing this dissertation without his help this work would not have come in this form.

Furthermore, I am thankful to all the administrative and library team of Shanker Dev Campus. I would also like to express my thankfulness to my friends, my family members as well as all known people who supported as well as inspired me directly or indirectly to complete this thesis.

Trima Shah

Researcher

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURE

ABBREVIATIONS

AD	:	Anno Domini
AIC	:	Akaike information criterion
ANOVA	:	Analysis of Variance
CSR	:	Corporate Social Responsibility
EFA	:	Exploratory Factor Analysis
GRP	:	Graduate Research Project
SC	:	Schwarz criterion
SD	:	Standard Deviation
SEM	:	Structural Equation Modelling
SOR	:	Stimulus-Organism Response
SPSS	:	Statistical Package for the Social Sciences

ABSTRACTS

This study looked into how store ambient cues affect customers' decisions to buy at a supermarket in the Kathmandu Valley. The supermarket, which is open across Nepal, is the biggest retail establishment there. The study examined a number of ambient cues, including temperature, lighting, cleanliness, music, and product display, to see how those factors affected consumers' intentions to make a purchase. This study examined how customers' total purchase intentions during their shopping experience are impacted by the environment of the store. According to the study's findings, customers' intentions to buy are significantly influenced by factors such as temperature, lighting, cleanliness, and product display, but not by music. The findings of this study suggest that store managers and owners should prioritize maintaining cleanliness, lighting, temperature, and product display as key store stimuli that align with the attitudes and perceptions of their customers. The store is required to keep their space clean, and the merchandise must be kept dust-free and in a nice and orderly manner. Since cleanliness is becoming more and more important to people, the store should always maintain a clean and healthy environment. More clients are drawn in and encouraged to make repeat purchases because of the cleanliness. The results indicate that in order for the product and its information to be easily viewed, retailers or store owners need to control the illumination. Whenever possible, lighting should use multiple colors to complement the surrounding context and maintain visibility. business managers are recommended to create a cool ambiance in their business to make consumers feel cool and relaxed when shopping, as the findings reveal that people tend to feel uncomfortable when the temperature in the store is too high or low. In a similar vein, the product presentation ought to be easy for buyers to peruse and interact with.

Key words: *Product Display, Music, Temperature, Cleanliness, Lightning, Purchase Intention*

CHAPTER I
INTRODUCTION

1.1 Background of the study

Retail industry businesses confront intense rivalry. A company's capacity to comprehend consumer behavior and react quickly to customers is a critical factor in determining its success in this market (Priyanka et al., 2014). Today's supermarkets are more competitive than ever, which has made many businessmen more cautious. Retail establishments need to pay attention to what kinds of things customers want to buy and what influences their decisions (Singh, Katiyar & Verma, 2014).Retailers today need to maintain a competitive edge in the market by focusing not only on merchandise, price, location, and promotion, but also on updating their stores and projecting the best possible image that will appeal to the target market, improve customer satisfaction, and boost productivity (Baker, Levy & Grewal, 1992).

According to Baker and Cameron (1996), customers may be swayed at the point of sale by a welcoming retail environment. Since there are numerous supermarkets in a given area offering comparable products to customers, one strategy to overcome intense competition and gain a competitive edge is to improve the store atmosphere. Customers' interest in a supermarket, their decision to visit it over others, and their propensity to make large purchases of the goods may all be influenced by the store's atmosphere. Thus, establishing powerful environments can be a crucial marketing tactic that makes a difference in a company's success or failure.

Kotler (1973) defined atmospherics as the surrounding environment or design of a retail space that elicits various emotional responses in the customer and raises the probability of a purchase.Retailers need to understand customers' purchase intentions in order to identify their purchasing behavior, their propensity to return to the store, and their ability to spread positive word-of-mouth to friends and family (Donovan, Rossiter, Marcoolyn, & Nesdale, 1994). (Hussain & Ali, 2015).

The ambiance of a store includes various senses, including touch, sound, sight, and aroma. Retailers use a range of components, including displays, lighting, music, scents, colors, helpful staff, and product demos or samples, to elicit good customer emotions and impact buy intentions (Machleit & Mantel, 2001). Similar to this, Liu

and Jang (2009) assert that the ambiance of a store is made up of both touchable and intangible components, such as the furnishings, music, lighting, and aromas. The three dimensions of store environment, as described by Siddhibphongsa and Kim (2016), are ambient circumstances, spatial layout and functionality, and signs, symbol, and artifacts. The term "ambient conditions" describes elements of the non-visual environment that influence consumers' non-visual senses, such as color, temperature, music, aroma, and so on. The furniture and equipment that influence how customers respond are included in the functional design and spatial arrangement. Similar to this, customers can communicate with businesses using signs, symbols, and artifacts that convey messages either explicitly or implicitly.

According to Wakefield and Baker (1998), a pleasant atmosphere improves the chance that customers will spend more time in a store. Customers who are happy with the environment in a store tend to spend longer time there and make larger purchases as a result of positive environmental cues (Bohl, 2012). A retail store's striking ambience makes for a pleasurable shopping experience, raises customer satisfaction levels, and shapes consumers' intents to make purchases (Srinivasan & Srivastava, 2010).

Numerous scholars have recognized the influence of store atmosphere on customer behavior (Russell & Mehrabian, 1978); nevertheless, empirical research on the effect of store atmosphere on customer behavior is still scarce (Zeynep & Nilgun, 2011). Previous research on consumer studies has a limited scope (Areni & Kim, 1994). Many investigations were carried out, however they left other atmospheric variables unaddressed and concentrated on just one at a time. However, in actuality, a variety of ambient cues work together to influence consumer behavior (Zeynep & Nilgun, 2011).

The effects of atmosphere on consumers' purchase intentions in international retail chain shops have been observed by Hussain and Ali (2015). The author has looked into how several environmental cues—such as the store's lighting, cleanliness, music, aroma, color, and temperature—relate to customers' intents to make purchases. Drawing on prior research, this study also attempts to explore the combined effects of multiple ambient signals at one time, including temperature, lighting, cleanliness, music, and display/layout. The goal of this study is to give Nepalese entrepreneurs

evidence and direction, since there is a dearth of research on the impact of shop atmosphere on customers' buy intentions in large supermarkets in Nepal.

1.1.1 Brief profile of Bhatbhateni store

The company's owner and chairman, Mr. Min Bahadur Gurung, opened the 120 square foot Bhat-Bhateni Super Market as a "single shutter" refrigerated store in 1984. Today, Bhat-Bhateni employs 4,500 full-time workers, 95% of whom are women, and has a combined sales space of 1,000,000 square feet over its 24 sites. Bhat-Bhateni, with daily sales reaching NRs. 5.5 Crore, is also Nepal's top taxpayer in the retail industry.

Presently, Bhat-Bhateni stands as the foremost supermarket and department store chain in Nepal, with locations in all major cities throughout the nation, including the capital and economic center, Kathmandu. Bhat-Bhateni is a very reputable brand in Nepal, with more than 100,000 customers visiting each day.

Bhat-Bhateni, the biggest retail chain in Nepal, provides a selection of 150,000 products from 1,000 domestic and foreign vendors. From fresh produce and groceries to cosmetics and toiletries, international liquor, and a wide selection of cookware, apparel, toys, sporting goods, and electronics, Bhat-Bhateni is dedicated to offering premium products at competitive costs.

Bhat-Bhateni, which has experienced exponential growth over the last 35 years, is still dedicated to giving its customers a better shopping experience and growing the number of its stores across the nation. In order to acquire its fresh product from Nepal, Bhat-Bhateni also intends to build farmer co-ops, which will create jobs for 50,000 people and probably make the company the biggest corporate taxpayer in the nation.

In terms of employment opportunities and corporate responsibility, Bhat-Bhateni is still in the forefront. It is the foundation of our dedication to generating opportunities and adding value for clients and local communities in Nepal. The company's success may be significantly influenced by their dedication to corporate social responsibility (CSR) (Bhat-Bhateni Supermarket and Departmental Store, 2020).

1.2 Problem statement

Focusing on shop atmospherics variables has become essential in this cutthroat business environment for merchants looking to stand out from the competition and draw in more business in order to boost productivity and achieve company success (Baker, Levy & Grewal, 1992). Remarkable store atmospheres have a major influence on customers' intents to make purchases, according to earlier study investigations (Silva & Giraldi, 2010). Zeynep and Nilgun (2011) evaluated that retailers use a variety of stimuli in their stores to try and create an enticing ambiance. Zeynep and Nilgun (2011) pointed out that rather than looking at many stimuli at once, the majority of the research only looked at one single ambient stimulus. Consequently, those studies of the literature could not be enough for the retail outlets because successful merchants have always strengthened their unique selling proposition by utilizing a variety of atmospheric stimuli. This study attempts to analyze the impact of store atmosphere on customers' intentions to make purchases in the retail setting by utilizing all pertinent store atmospheric characteristics.

Numerous studies have been done on how store atmosphere affects customer behavior in global markets. The first research study examining the combined effect of meteorological conditions at a particular moment on customers' purchasing intentions was carried out by Hussain and Ali (2015). But the scope of this investigation was restricted to Karachi. There are several gaps in the literature on store atmosphere in Nepal because there aren't many studies in this field. The goal of this study is to analyze the influence of all pertinent meteorological signals on consumer purchase intentions. Also, in order to help merchants succeed in the Nepalese retail and market industry, this study attempts to shed light on numerous mixed atmospheric stimuli and enhance their originality.

The following are the study's research questions:

- How is the customer's intention to buy at Bhatbhateni supermarket, and how is the store atmosphere?
- Does the environment of the Bhatbhateni supermarket affect customers' intentions to make purchases?
- How does the environment of the Bhatbhateni supermarket affect customers' intentions to buy?

1.3 Objectives of the study

The primary goal of the research is to examine how consumer purchase intentions are influenced by the store atmosphere at the Bhatbhateni supermarket in the Kathmandu Valley.

The specific objectives of this study are:

- To assess the status of store atmosphere and customer purchase intention in Bhatbhateni supermarket.
- To examine relationship between store atmosphere and customer purchase intention in Bhatbhateni supermarket.
- To analyze the effect of store atmosphere on customer purchase intention in Bhatbhateni supermarket.

1.4 Research Hypotheses

For this investigation, the following hypothesis has been formed.

H1: In the Kathmandu Valley, there is a noteworthy correlation between customer buy intention and cleanliness at Bhatbhateni Supermarket.

H2: The Bhatbhateni Supermarket in the Kathmandu Valley has found a noteworthy correlation between music and the purchasing intentions of its customers.

H3: The Kathmandu Valley's Bhatbhateni Supermarket's customers' purchase intentions and lightning have a substantial correlation.

H4: In the Kathmandu Valley's Bhatbhateni Supermarket, there is a substantial correlation between temperature and customers' intention to buy; H5: In the same supermarket, there is a significant correlation between display and customers' desire to buy.

1.5 Rationale of the study

This study shows how the atmosphere of the Bhatbhateni Supermarket in the Kathmandu Valley influences customers' inclination to make a purchase. Retail establishments are mushrooming throughout Nepal, giving services that are uniform in nature. As a result, store environment is essential to differentiating product offerings. The ambiance of the store makes customers feel more at ease and enjoy

their shopping experience, which increases the likelihood that they will make a purchase.

According to Donovan, Rossiter, Marcoolyn, and Nesdale (1994), retailers need to know what customers want to buy in order to understand their purchasing habits, whether or not they are likely to return, and how they will recommend their products to friends and family. Retailers that possess this kind of information are better able to comprehend the preferences of their clients and provide a welcoming environment for them to buy in. It is thought that striking and eye-catching store environments draw in more customers and have a good effect on their intention to buy by saving money, time, and effort. This helps businesses get a higher return on investment (Ishwar, Ruchi & Zillur, 2010).

Thus, in order to obtain a competitive edge and increase the impact of their atmospheric stimuli on customers' buy intentions, store owners can benefit from this study by developing their creative understanding about these stimuli.

1.6 Limitations of the study

The major limitations of this study are:

1. Only five several of store atmosphere have been selected which may not be adequate to describe appropriate store atmosphere. Hence, this study does not consider other factor which influences customer purchase decisions.
2. This study focuses only the customers of Bhatbhateni store that are located inside the Kathmandu valley and ignores the customers outside the valley.

CHAPTER II

LITERATURE REVIEW

A literature review is a critical summary and evaluation of existing scholarly research and theoretical perspectives relevant to the topic under investigation. It serves to contextualize the current study within the broader body of knowledge, highlighting key themes, debates, and gaps in the literature. Typically found in the introduction or early sections of academic papers, the literature review identifies and synthesizes relevant studies, theories, and findings that inform the research question or hypothesis.

2.1 Theoretical Review

2.1.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a psychological framework developed by Icek Ajzen in 1985. Building upon the earlier Theory of Reasoned Action (TRA), which Ajzen co-developed with Martin Fishbein in 1975, the TPB aims to predict and understand human behavior in specific contexts. The central tenet of TPB is that an individual's intention to engage in a behavior is the most immediate and significant predictor of that behavior. This intention is influenced by three primary factors: attitude toward the behavior, subjective norms, and perceived behavioral control.

Attitude toward the behavior refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior in question. This evaluation is formed based on beliefs about the outcomes of the behavior and the value attached to these outcomes. For instance, if an individual believes that purchasing a particular product will lead to positive outcomes, such as enhanced status or satisfaction, they are more likely to have a favorable attitude toward making that purchase.

Subjective norms involve the perceived social pressure to perform or not perform the behavior. These norms are shaped by the individual's beliefs about whether important referent individuals or groups (such as family, friends, or significant others) think they should engage in the behavior. If a person perceives that their close social circle endorses a particular purchase, they are more likely to intend to make that purchase.

Perceived behavioral control refers to the individual's perception of the ease or difficulty of performing the behavior, which is similar to the concept of self-efficacy.

This perception is based on past experiences and anticipated obstacles. If a person feels confident in their ability to perform the behavior (e.g., having sufficient resources or knowledge), they are more likely to form a strong intention to engage in that behavior. Perceived behavioral control also has a direct influence on behavior, not just through intention, especially in situations where control is a limiting factor.

Ajzen's TPB has been widely applied across various fields, including health psychology, environmental behavior, and consumer behavior, to predict a range of activities from exercising and recycling to purchasing decisions. The theory's strength lies in its ability to account for behaviors that are not entirely under volitional control, thereby providing a more comprehensive understanding of the factors influencing behavior compared to the TRA. By considering attitudes, subjective norms, and perceived behavioral control, the TPB offers a robust framework for designing interventions aimed at changing behavior.

The Theory of Planned Behavior (TPB) elaborates on the mechanisms through which human behaviors are formed and modified, providing a comprehensive understanding of the determinants of intentional behavior. The TPB was developed by Icek Ajzen in 1985, building on his earlier work with Martin Fishbein on the Theory of Reasoned Action (TRA) from 1975. Ajzen introduced the TPB to address the limitations of the TRA, particularly its ability to account for behaviors over which individuals have incomplete volitional control.

Components of the Theory of Planned Behavior

Attitude toward the Behavior: Attitudes in the TPB are considered the overall evaluations of the behavior. These evaluations are based on the individual's beliefs about the consequences of performing the behavior (behavioral beliefs) and the individual's evaluation of these consequences. For example, if a person believes that buying a new technology will improve their efficiency and they value efficiency highly, their attitude toward purchasing the technology will be positive.

Subjective Norms: Subjective norms refer to the perceived social pressure to perform or not perform the behavior. This component of the TPB is derived from the individual's normative beliefs, which are the perceptions about whether important others (family, friends, colleagues) think they should engage in the behavior. These beliefs are weighted by the individual's motivation to comply with these important

others. For instance, if a consumer perceives that their peers expect them to buy a certain brand and they care about their peers' opinions, their intention to purchase that brand will increase.

Perceived Behavioral Control: Perceived behavioral control (PBC) is a critical addition that distinguishes the TPB from the TRA. PBC refers to the perceived ease or difficulty of performing the behavior, which is assumed to reflect past experiences and anticipated obstacles. This concept is similar to self-efficacy, a term introduced by Albert Bandura, which represents an individual's confidence in their ability to execute actions required to achieve specific performance outcomes. For example, a person who feels confident in their ability to use a new software tool will have higher PBC, influencing their intention to purchase and use the software.

Formation of Behavioral Intention and Behavior

According to the TPB, these three components—attitude toward the behavior, subjective norms, and perceived behavioral control—jointly influence the formation of behavioral intention. Intention is the motivational factor that captures how hard people are willing to try and how much effort they are planning to exert to perform the behavior. Intention is seen as the immediate antecedent of behavior, meaning that the stronger the intention to engage in a behavior, the more likely it is that the behavior will be performed.

However, perceived behavioral control also directly influences behavior, independent of intention. This direct link is particularly relevant in situations where individuals have less control over the behavior due to external constraints or facilitators. For instance, someone might have the intention to buy an electric vehicle due to positive attitudes and favorable subjective norms, but if they perceive that there are not enough charging stations (low PBC), they might not proceed with the purchase.

2.1.2 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) was developed by social psychologists Martin Fishbein and Icek Ajzen in the late 1960s and early 1970s. The theory was first introduced in 1967 in Fishbein's seminal work on attitude theory, and it was later refined and formalized in collaboration with Ajzen. Their comprehensive book, "Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research," published in 1975, provides an in-depth explanation of the theory.

The TRA posits that an individual's behavior is determined by their intention to perform the behavior, which in turn is influenced by their attitude toward the behavior and subjective norms. According to Fishbein and Ajzen, intention is the most immediate and important predictor of behavior. The stronger the intention to engage in a behavior, the more likely it is that the individual will perform that behavior.

The theory's components can be broken down as follows:

Attitude Toward the Behavior: This refers to the individual's positive or negative evaluation of performing the behavior. It is determined by the individual's beliefs about the outcomes of the behavior and their evaluations of these outcomes. For example, if a person believes that exercising will lead to improved health and they value good health, they are likely to have a positive attitude toward exercising.

Subjective Norms: This refers to the perceived social pressure to perform or not perform the behavior. It is influenced by the individual's perception of whether important people in their life (such as family, friends, or colleagues) think they should engage in the behavior. If a person believes that their significant others expect them to exercise and they are motivated to comply with these expectations, they will experience higher subjective norms supporting exercise.

Fishbein and Ajzen argued that these two factors—attitude toward the behavior and subjective norms—combine to form an individual's behavioral intention. The theory emphasizes the importance of considering both personal and social influences on behavior. For example, a person may have a positive attitude toward exercising but may not intend to exercise if they perceive strong social pressure against it.

The TRA has been widely applied in various fields, including health behavior, marketing, and environmental studies, to predict and understand behavior. It provides a framework for designing interventions and communication strategies aimed at changing attitudes and subjective norms to influence intentions and, ultimately, behavior.

The Theory of Reasoned Action (TRA), developed by Martin Fishbein and Icek Ajzen, is a robust framework for understanding and predicting human behavior. The theory emerged in the late 1960s and early 1970s, with significant elaboration provided in their 1975 book "Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research." TRA focuses on the relationship between

beliefs, attitudes, intentions, and behaviors, positing that an individual's intention to engage in a behavior is the primary predictor of that behavior.

Key Components of the Theory of Reasoned Action

1. Behavioral Intention

Behavioral intention is central to TRA and is considered the immediate antecedent of behavior. It is defined as an individual's readiness to perform a given behavior. The stronger the intention, the more likely it is that the behavior will be carried out. Intention is influenced by two main factors: attitude toward the behavior and subjective norms.

2. Attitude Toward the Behavior

Attitude toward the behavior refers to the individual's overall evaluation of performing the behavior. It is a function of the individual's beliefs about the outcomes of the behavior (behavioral beliefs) and the evaluations of these outcomes. Behavioral beliefs are the perceived consequences of the behavior, and each belief is weighted by the importance (evaluation) the individual assigns to these consequences. For instance, if a person believes that exercising will improve their health and values health improvement highly, they will likely have a positive attitude toward exercising.

3. Subjective Norms

Subjective norms refer to the perceived social pressure to perform or not perform the behavior. This component is influenced by normative beliefs, which are the individual's perceptions of what important others (e.g., family, friends, peers) think they should do, and the individual's motivation to comply with these referents. For example, if a person perceives that their friends and family think they should exercise and they are motivated to comply with these social expectations, they will experience a strong subjective norm favoring exercise.

Application and Implications of TRA

TRA has been widely applied across various domains to predict behaviors and develop intervention strategies. In health behavior research, for instance, TRA has been used to understand behaviors such as smoking cessation, exercise adherence, and dietary choices. By identifying the attitudes and subjective norms that influence intentions, interventions can be designed to modify these determinants. For example,

public health campaigns may focus on altering attitudes by highlighting the benefits of healthy behaviors or addressing misconceptions. They may also aim to change subjective norms by leveraging influential figures to endorse positive behaviors.

In marketing, TRA helps in understanding consumer purchase intentions. Marketers can assess consumers' attitudes toward a product and the influence of social norms to devise strategies that enhance purchase intentions. For instance, a marketing campaign might emphasize the positive outcomes of using a product (improving attitudes) and showcase testimonials from satisfied customers (influencing subjective norms).

2.1.3 Consumer Decision-Making Process Model

The Consumer Decision-Making Process Model is a comprehensive framework that outlines the stages consumers go through when making purchasing decisions. This model, developed in the mid-20th century by various scholars, is often attributed to John Dewey, who, in 1910, outlined a similar process in his work on reflective thinking. However, it was further refined and popularized in the context of consumer behavior by researchers like John Howard and Jagdish Sheth in their "Theory of Buyer Behavior" (1969), and Engel, Kollat, and Blackwell in their "Model of Consumer Behavior" (1968). Stages of the Consumer Decision-Making Process Model

1. Problem Recognition

In this phase, the customer recognizes a requirement or issue that needs to be resolved. Both internal (such as hunger or thirst) and exterior (such as advertising or word-of-mouth) factors can cause the recognition. The incentive for a consumer to look for a good or service to close this gap arises from the difference between their desired and current states. For example, someone may become hungry and realize they need food, which leads them to think about buying a meal.

2. Information Search

When a need is identified, the customer searches for information to determine how to meet it. This search can be done externally—looking for information from friends, relatives, ads, internet reviews, and other sources—or internally—recalling past

experiences. The depth of the search is determined by the customer's past interactions with the product, the significance of the purchase, and the perceived risk of selecting the incorrect option. Purchasing a new laptop, for instance, may need more study than purchasing a well-known brand of cereal.

3. Evaluation of Alternatives

Customers assess the various goods and services they found while searching for information at this point. They evaluate the alternatives according to a number of factors, including cost, features, brand reputation, and quality. Customers evaluate products using both emotional reactions and logical analysis. This phase is essential since it assists in reducing the alternatives to the ones that are most desired. For example, a consumer may evaluate devices based on pricing, specifications, and user reviews while selecting a smartphone.

4. Purchase Decision

A purchasing choice is made by the customer after weighing their options. The final assessment of the available options, individual preferences, and contextual elements like sales or discounts can all have an impact on this choice. Furthermore, unanticipated events, like a product being out of stock, may cause the customer to postpone the purchase or select an other course of action. For instance, after weighing features, cost, and user feedback, a buyer may choose to purchase a particular brand of running shoes.

5. Post-Purchase Behavior

The experience and actions of the customer following the purchase are included in the last phase. Customers assess if the product fulfills their demands and lives up to their expectations. Good post-purchase behavior can encourage recurring business and brand loyalty, but bad encounters might give rise to complaints, refunds, or unfavorable word-of-mouth. At this point, marketers want to make sure that customers are satisfied in order to build lasting relationships. If a customer is happy with their new running shoes, for instance, they might stick with the brand and refer others to it.

2.2 Empirical Review

According to Balaji and Maheswari's (2021) analysis, the Indian retail sector is evolving from an unorganized to an organized one. The dynamic and ever-changing retail sector presents formidable obstacles for merchants seeking to stay competitive and maintain a well-structured firm. This study sheds light on the elements that contribute to the organized supermarket store image and how they affect consumers' perceptions. In order to anticipate customers' in-store behavior in a retail setting, this study establishes a connection between the store image attributes dimension and its influence on consumers' attitudes. After conducting a thorough literature study, the researcher tries to develop a model by connecting the factors that have been mentioned. Empirical testing has been done on the model. The impact of the store characteristics dimension on shoppers' attitude, which in turn determines the perceived value, is confirmed using confirmatory factor analysis (CFA) and path analysis. It also demonstrates that consumers' intention to make a purchase in a supermarket is determined by perceived value.

According to Richard, Roger, and Misheck's (2021) analysis of the retail environment, a store's layout and overall appearance can draw in customers. Customers are drawn to particular stores as their favorite places to shop because of certain aspects of the stores. Retailers must thus make sure that clients have a pleasurable shopping experience. The purpose of this study was to investigate how ambient store elements affect the variables that determine customer pleasure. A structured questionnaire was provided to clients of four retail shops in Cape Town, South Africa, as part of a quantitative, cross-sectional, descriptive study. It was possible to obtain a systematic random sample of 388 replies. Utilizing pertinent descriptive and inferential statistics, the data was examined. Positive correlations, however slight, were discovered between the dependent variables (pleasant mood, time spent in store, desire to return) and the independent factors (cleanliness, lighting, music, floor advertisements, employee efficient service, employee appearance). As a result, the study emphasized how crucial store atmosphere is to the elements that promote consumer pleasure. This study has added fresh knowledge to the field of

shop atmospherics, as there hasn't been much research done in the setting of grocery stores in South Africa.

Nakarmi (2018) investigated how sales promotions affect consumer behavior. She found that regardless of an individual's age, gender, occupation, or frequency of shopping, sales promotions have a significant impact on how their patterns and behaviors change in response to various sales promotion strategies. The critical first step in identifying the variables influencing consumers' purchasing decisions has been done by the research. Contrary to what the research indicates, there is no correlation between monthly income and consumers seeking out products with sales promotions, even if low-income individuals are more hesitant to purchase products with sales promotion tactics. Additionally, data shows that customers who are looking for ways to save money tend to spend more time shopping and have no correlation between the amount they spend on shopping and their gender. When compared to other integrated marketing tactics like advertising, sales promotions are a cost-efficient and effective strategy for marketers. It demonstrates how the sales promotion tools are an extra marketing tactic that is either complementary or supplementary to the current business.

Nathwani (2017) came to the conclusion that offers of sales promotions had a greater impact on younger buyers. Additionally, there is a strong correlation between customer purchasing behavior and sales promotions. When it comes to product purchases, customers are more likely to be influenced by deals than by brand loyalty, and promotional tools are what really have an impact on consumers' purchasing decisions.

Shamout (2016) showed how using different promotion tools, such price breaks, freebies, and buy one get one free, can favorably affect consumers' behavior. On the other side, it discovered that employing promotion tools, like coupons, had little effect on consumers' purchasing decisions. Tools for sales promotion are crucial in encouraging consumers to purchase any product that is being advertised, which will undoubtedly boost dealers' and retailers' earnings and market share.

According to Pradhan (2016), customers frequently purchase groceries, accessories, and personal care products on an impulse. Just a small percentage of all respondents report making impulsive purchases of electronics and kitchenware, most likely because these are high-engagement products that demand more time, money, and product knowledge from the buyer. The impulsive purchasing tendencies exhibited by shoppers at supermarkets might not be appropriate in every setting. This suggests that one of the main causes of impulsive purchasing is the surroundings. The phenomena of impulsive purchase behavior can be leveraged by marketers and proprietors of retail outlets/supermarkets to trick customers into spending more money than they had planned.

Vyas (2015) investigated how consumers value packages inadvertently based on their color, shape, and fundamental components. Thus, customers' perceptions of various packaging components are functionally impacted. Additionally, the response in packaging is influenced by several demographic factors such as gender, age group, professional activity, and educational attainment. Packaging aids in the consumer's decision-making, first impressions of the product, and further purchases. It affects how customers react to the goods, encourages impulsive purchases, and sets the brand apart. Packaging strategies have an impact on how long it takes to make a purchase, promote a brand, and spread brand awareness.

Positive customer attitudes regarding different promotion tactics on purchasing behavior were found by Mughal et al. (2014). The study found that a variety of factors, such as coupons, buy one, get one free offers, and physical surroundings, can influence consumers' purchasing decisions. Additionally, the structure provides fresh perspectives on how various consumers react to the various promotion tools that marketers provide and how those responses affect consumers' purchasing decisions. This understanding may be crucial for marketers as they utilize the most effective promoting strategies and promotional tools to promote their goods.

According to Cho et al.'s (2014) analysis, in-store browsing and customers' upbeat moods are the most powerful predictors of impulse buying behavior. Customers in a good mood encourage other customers to accompany them on their shopping trips and encourage them to visit more sections and aisles within the store. This will raise the

level of customer activity and cause them to react more favorably to stimuli that expose them to the environment and products. Examples of these reference groups include friends, peers, and family.

Customers with a high deal-proneness and exploratory mindset were found to make more impulsive purchases in a well-designed, dynamic store environment (Azim, 2013). In order to improve people's propensity for impulsive purchases, businesses must create a positive environment for their patrons within the store and be aware of how different customers react to sales promotions in order to draw in the correct clients.

According to Bashir et al. (2013), there is a favorable correlation between Pakistani culture values and lifestyle and impulsive buying behavior. All the factors related to life styles and cultural values are significantly correlated. The findings also imply that factors related to Pakistani consumers' cultural values and lifestyles, such as security, gender role, financial satisfaction, life satisfaction, and group contact, all affect impulsive purchasing behavior.

Darko and Eric (2012) discovered that customer buying decisions are influenced by sales promotions. It was discovered that when a customer wants to buy a telecom service or product, they might not go through the complete decision-making process. This could be the case since the consumer's decisions about which service or product to purchase may be influenced by the evoked sets that offer them well-established options. Due to his knowledge and experience, the consumer may ultimately be prevented from going through every step of the decision-making process. Additionally, it was noted that customers will primarily think about the telecom service provider that is providing the best deal and the kind of service that best meets their needs. Therefore, if telecom companies truly want to hold onto or grow their market share, sales promotion is an essential promotional technique.

Chen (2008) looked at how product type affects young Taiwanese consumers' impulsive purchases. Online shopping is not positively correlated with impulsive buying tendencies or involvement with apparel products, however traditional retail shopping is. However, when it comes to computer peripherals, online impulse buying

is positively correlated with both stronger product involvement and higher impulsive buying inclination, but not with in-store shopping. Furthermore, when it comes to apparel, impulsive buying tendencies and product involvement are useful indicators of such purchases, but they are insufficient when it comes to computer peripherals and in-store shopping. The growing significance of the Internet as a rival marketing medium is described in another important discovery. When compared to in-store shopping, the inability to try on apparel and the limited presentation of text and pictures online significantly reduce the likelihood of impulsive purchases. This isn't the case, though, with computer accessories.

According to Ngolanya et al. (2006), sales promotion programs have an impact on the purchases made by consumers. But, as every sales campaign has a different impact at every stage of the customer buying decision, it is crucial to customize the promotion for maximum impact. Before deciding which tools will be useful in influencing a consumer's choice to buy a product at each step, careful research is necessary. Free samples work well for minor consumer goods, for example, while after-sale services work well for furniture and electronics.

According to Fill (2002), a sales promotion is a guaranteed method of boosting customer loyalty and store traffic. The purpose of this study was to determine how much Bhat-Bhateni's sales promotion incentives affect consumers' decisions to buy. In a similar vein, he continued, sales promotion aims to provide customers with more value in order to prompt an instant sale. So, in order to communicate with their audience or customers, marketers and organizations use sales promotion as a communication technique.

Table 1

Summary of Empirical Review

Authors (Date)	Objectives	Methodology	Findings
Balaji and Maheswari (2021)	Examine the impact of store image factors on shoppers’ attitudes	Literature review, empirical testing with CFA and Path	Store attributes impact shoppers’ attitudes, which determines perceived value and purchase

	and in-store behavior.	analysis.	intention.
Richard, Roger, and Misheck (2021)	Investigate the influence of store atmospherics on customer satisfaction.	Quantitative study with structured questionnaires in retail outlets.	Small positive correlations between store elements and customer satisfaction factors.
Nakarmi (2018)	Assess the effect of sales promotion on consumer behavior.	Descriptive, Mean, standard deviation, correlation and regression analysis	Sales promotions significantly affect consumer behavior, with no connection to income or gender.
Nathwani (2017)	Explore the relationship between sales promotion and consumer buying behavior.	Quantitative study with structured questionnaires in retail outlets.	Young consumers are influenced by sales promotions, which impact buying behavior more than brand loyalty.
Shamout (2016)	Determine the effect of promotion tools on consumer buying behavior.	Descriptive, Mean, standard deviation, correlation and regression analysis	Promotion tools like discounts and freebies positively influence buying behavior, but coupons do not.
Pradhan (2016)	Investigate impulsive buying behavior in supermarkets.	Descriptive, Mean, standard deviation, correlation and regression analysis	Impulsive buying is influenced by the environment and is not uniform across product categories.
Vyas (2015)	Study the impact of packaging on consumer response.	Quantitative study with structured questionnaires in retail outlets.	Packaging influences consumer choice, brand differentiation, and impulsive buying.
Mughal et al. (2014)	Examine consumer response to promotion	Literature review, empirical testing with CFA and Path	Positive consumer attitude towards promotion tools, which motivate buying

	tools.	analysis.	behavior.
Cho et al. (2014)	Analyze predictors of impulse buying behavior.	Descriptive, Mean, standard deviation, correlation and regression analysis	In-store browsing and positive mood are strong predictors of impulse buying.
Azim (2013)	Examine impulse purchases in dynamic store environments.	Literature review, empirical testing with CFA and Path analysis.	High deal proneness and a good store atmosphere increase impulse buying.
Bashir et al. (2013)	Analyze the impact of cultural values and lifestyle on impulse buying in Pakistan.	Descriptive, Mean, standard deviation, correlation and regression analysis	Cultural values and lifestyle significantly predict impulse buying behavior.
Darko and Eric (2012)	Investigate the influence of sales promotion on consumer purchase decisions.	Quantitative study with structured questionnaires in retail outlets.	Sales promotions significantly influence consumer decisions, especially in telecom.
Chen (2008)	Study the role of product type in impulse buying among the youth in Taiwan.	Descriptive, Mean, standard deviation, correlation and regression analysis	Product type is a major factor in impulse buying; differs between online and in-store.
Ngolanya et al. (2006)	Assess the impact of sales promotion on consumer purchase decisions.	Literature review, empirical testing with CFA and Path analysis.	Sales promotions should be tailored to each stage of the consumer decision process.
Fill (2002)	Investigate the effect of sales promotion on consumer purchase decisions at Bhat-Bhateni.	Descriptive, Mean, standard deviation, correlation and regression analysis	Sales promotions increase store traffic and consumer loyalty.

2.3 Research Gap

Numerous studies on the impact of store atmosphere on consumer purchase intention have been carried out in both developed and developing nations, including the United States, Canada, England, Norway, Philippines, Korea, Poland, Lithuania, Indonesia, India, Pakistan, and Thailand. Marketing researchers have primarily concentrated on determining the broad characteristics that boost customers' buy intentions in those studies. Though client purchase intentions are frequent in Nepal, there isn't enough data to fully understand this issue. While certain topics may have been mentioned, more in-depth study needs to be done. This study examines how Nepalese marketers use the environment and ambiance of their stores to their advantage in the country's grocery sector. The overall design of the store, its layout or interior display, and its human factors all have an effect. As a result, the success of the store is greatly influenced by the ambient characteristics.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

Descriptive and causal comparative research designs served as the foundation for this investigation. While causal comparative research explains the relationship between the independent and dependent variables of this proposed study and illustrates the degree to which the independent variable affects the dependent variable, descriptive research uses surveys and fact-findings to characterize the characteristics of the variable.

3.2 Population and sample, and Sampling Design

Sample

When the population estimate is unknown, the sample size formula for infinite populations (those with a population larger than 50,000) was created by Cochran (1977) and is used to determine the indicative number of respondents.

$$n = \frac{Z^2 * p * (1-p)}{M^2}$$

Where,

n sample size for infinite population

Z Z value (e.g. 1.96 for 95 percent confidence level)

P population proportion (expressed as decimal) (assumed to be 0.5 (50 percent)

M Margin of Error at 5 percent (0.05)

The sample size was established using the formula for determining sample size for an unknown population. Therefore, 384 respondents made up the study's sample size. Due to the homogeneous character of the research group, it consisted solely of Bhatbhateni's clients who were based in the Kathmandu Valley.

3.3 Nature and sources of data

In this study, primary and secondary data were also employed. A questionnaire that participants self-administered was used to gather the primary data. The survey was

created with Google Forms' built-in capabilities. Customers received Google forms through random sampling. After being verified, the responses obtained from respondents were input into an excel spreadsheet and subsequently imported into SPSS. A total of 384 valid responses were gathered from the entire poll, and these were utilized for additional analysis. The secondary data was gathered from a number of papers, earlier studies, articles and journals that were published, etc.

3.4 Instrumentation of Data Collection

The quantitative research approach is the foundation of this study. The study's sample was chosen using a non-probability sampling technique. Using a non-probability sampling strategy, the researcher chooses the sample not by chance but rather by using their own discretion. It is mostly dependent upon the researchers' level of experience. It is a sampling technique where not every person of the population has an equal chance of taking part in the study, in contrast to the probability sampling method. When time or financial constraints make it impossible to generate a random probability sampling, this approach is utilized.

Convenience sampling was chosen as the non-probability sampling method. This method chooses a sample or group of subjects for a study from a population that is easily accessible. Customers of the Bhatbhateni store, which is situated in the Kathmandu Valley, were chosen as study participants. Thirteen Bhatbhateni stores in Kathmandu are chosen for the study, out of a total of seventeen stores that are conveniently positioned in the city's center.

3.5 Data Analysis Methods and Tools

The study has covered and included the financial and statistical tools to analyze the data in order to reach to the conclusion of the research. In order to get the concrete results from this research, data are analyzed, by using different types of tools. As per the topic requirement, emphasis is given on statistical tools, so for this study the following statistical tools are going to be used.

Arithmetic Mean

In order to assess the data and draw a conclusion, the study has covered and incorporated statistical and financial instruments. Various tools are used to examine

the data in order to derive specific findings from this study. The emphasis on statistical tools is in line with the topic requirement, hence the following statistical tools will be used in this study.

Arithmetic Mean

The value that represents the group of values and provides information about the concentration of values in the middle of the distribution is called the mean. We get a point from an average that best represents the data. It portrays the traits shared by the entire group. Between the two extreme observations of the total data set is where the arithmetic mean value is found. It is a messenger for the homogeneous bulk of info.

By adding up each item and dividing the sum by the total number of things, the mean value can be found.

$$\overline{X} = \frac{\Sigma x}{n}$$

Where,

X=Arithmetic Mean

∑X= Sum of all the values of the variable X

n= Number of observation

Standard Deviation

The absolute dispersion is measured by the standard deviation (σ). The magnitude of the values' departures from their mean will increase with increasing standard deviation. High levels of observational consistency and series homogeneity are indicated by small standard deviations, and vice versa.

Mathematically,

$$\sigma = \sqrt{\frac{1}{n}\sum(X - \overline{X})^2}$$

Correlation Coefficient (r)

Correlation is the term used to describe the right statistical tools used to uncover, measure, and express a quantitative relationship in a concise formula. A positive correlation exists when there is a direct proportionality between the values of the

variables. Conversely, in the event when the variable values exhibit inverse proportionality, the correlation is deemed negative; yet, the correlation coefficient consistently stays within the range of +1 to -1. Karl Pearson calculated the simple correlation coefficient is given by,

$$r_{xy} = \frac{cov(X,Y)}{\sigma X \sigma Y}$$

$$r_{xy} = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

Where, r_{xy} is the correlation between two variables X and Y, 'r' lies always between +1 and -1

When 'r' = +1, there is perfect positive correlation.

When 'r' = -1, there is perfect negative correlation.

When 'r' = 0, there is no correlation.

When 'r' lies between 0.7 to 0.999 (or -0.7 to -0.999) there is high degree of positive or negative correlation.

When 'r' lies between 0.5 and 0.699, there is a moderate degree of correlation.

When 'r' is less than 0.5, there is low degree of correlation.

Regression Analysis

The statistical method that allows us to predict an unknown variable's value from a known value of any other variable is called regression. We can estimate the value of one variable from the value of another, assuming that the two variables are tightly connected. The one whose value is known is known as the independent variable, and the one whose value needs to be estimated is known as the dependent variable. Therefore, regression uses a specific amount of change in one variable to predict the average probable change in another. By establishing an estimated functional relationship between the variables, it is a statistical method for determining the relationship between the variables. It is employed to ascertain whether or not the provided independent variable has an impact on the dependent variable.

Regression Model

Microsoft EXCEL was used to enter, organize, and summarize the acquired data. The Statistical Package for Scientists was used for the coding and analysis (SPSS). Using a variety of tests and methods, the information gathered from the original sources was condensed and displayed as tables and figures. Descriptive analysis, cross tabulation, one-way ANOVA, Pearson correlation, linear and multiple regression analysis, and other test kinds are performed for analysis purposes.

The regression equation is as follows:

$PI= \beta0 + \beta1\ C+ \beta2\ M + \beta3\ L + \beta4\ T + \beta5\ PD + e$

Where,

PI- Purchase Intention

C-Cleanliness

M- Music

L- Lightning

T- Temperature

P- Product Display

(The constant and error terms are denoted by β0 and e, respectively, while the regression coefficients are represented by β1, β2, β3, β4, and β5.)

3.6 Research framework and definition of variables

Variables have been identified and categorized as dependent and independent variables based on the study's objectives and the literature review. The framework comprises one response variable, or dependent variable, which is purchase intention, and five predictors, or independent variables, which are temperature, lighting, music, cleanliness, and outlet display/layout.

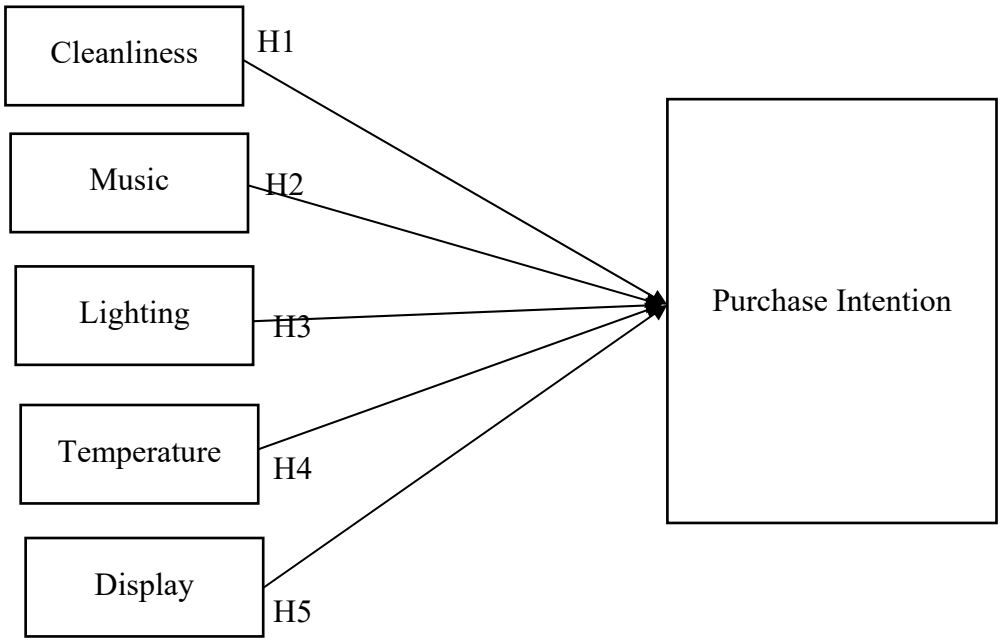

Figure 1 Research framework

Source: Hussain and Ali (2015)

3.6.1 Definition of variable

Dependent Variable

Purchase Intention

The collection of attitudes, normative beliefs, and motivations that impact consumers' purchasing decisions is referred to as purchase intention. Purchase intention is a customer's viewpoint or favorable feelings about the products that predict what they will buy next. The way that customers are perceived to interact with the items influences their purchasing perceptions intention, which in turn influences their behavior. Deeply ingrained emotions, , and ideas also surface and impact the consumer's choice to buy. The retail store's purchase intention is demonstrated by increased purchases, extended stays, a sense of comfort, referrals to friends and family, and future store visits. Retailers need to thoroughly comprehend the patronage intention of their target customers in order to predict their future behavior, according to Donovan, Rossiter, Marcoolyn, and Nesdale (1994).

Independent Variables

Cleanliness

One of the seven Ps in the marketing mix for services, cleanliness is seen as a crucial component of tangible evidence. In three distinct leisure services, the retail store's cleanliness is a predictor of customers' perceptions of the quality of the services. The degree of cleanliness is especially important in the service industries because it can influence customers' initial impressions of the service and, consequently, their inclinations to return. These industries are marked by frequent but brief contacts. Gilboa and Rafaeli (2003) asserted that the cleanliness of a service scope has a significant influence on customers' responses. This suggests that maintaining and enhancing service scope cleanliness is a crucial marketing strategy to draw in new clients. Similarly, the findings indicate a favorable correlation between sentiments of satisfaction, trust, and perceived status and how clean the service scope is.

Music

Background music has the power to influence a customer's mood. The background music has a big influence on the customer's intention to buy. The idea of atmospherics is where the idea that background music might be used to sway customer behavior originates. Having the right background music on can assist stores create a welcoming environment that benefits both the store's reputation and customer preference. One benefit of having appropriate music playing in the store is that it helps divert clients' attention as they wait for services, giving the impression that the wait time has decreased. Instantaneously altering one's mood, music may also create a positive vibe and effectively and efficiently communicate nonverbally with clients.

Lighting

While the retail spaces appeared brighter, the lighting configuration was intended to make it simpler for customers to see the merchandise. Bright lighting is more stimulating than dim lighting, making it an important part of the environment that affects people. When it comes to arousing people, lighting has a significant impact. In contrast to a non-arousing atmosphere, which makes people feel calm, relaxed, sluggish, or sleepy, a highly aroused individual is likely to be stimulated, restless, and attentive. Because brilliantly lit rooms are more stimulating than poorly lit ones, lighting is thus a crucial factor in determining the setting. Soft lighting lowers customer stimulation, which encourages customers to go slowly around the business. This is something that retailers may do to entice customers to remain longer. This

concept is only useful when shops wish to use their choice of in-store lighting levels to entice customers to spend longer time shopping there.

Temperature

Temperature is an ambient factor which is one of the hidden atmospheric variables tends to be unconsciously detected by customers in a retail environment. However, it can significantly affect customer psychologically and physiologically which leads to changes in behavior of customers and their purchase decision. Nevertheless, the effect of temperature in retail context is still ignored in retail atmospherics' literature (Spence, Puccinelli, Grewal & Roggeveen, 2014). The role of ambient temperature has been largely addressed in non- marketing disciplines area such as social psychology as it can be a factor that drives individuals' responses

Display

The term "display" describes the creative arranging of various things to draw in customers. Product and window displays are examples of display cues. A vital tool for consumer-brand communication is the window display. One visual merchandising tactic that influences consumers' purchasing intentions while they browse is window display. The first of window displays' two primary goals is to identify brands and their products throughout the exhibit. Comparably, the second goal is to draw clients in, grab their interest, and encourage impulsive purchases. In their study, Sen, Block, and Chandran (2002) discovered a favorable correlation between window display and purchasing decisions.

CHAPTER IV

RESULTS AND DISCUSSION

Usually, this part opens with an overview of the main findings from the data analysis, including noteworthy patterns or significant correlations between variables. The discussion of these discoveries' ramifications follows, frequently tying them to previously published works or theoretical frameworks. Scholars analyze and interpret the data, providing insights into the patterns they have seen and weighing any theoretical or practical ramifications. This section seeks to clarify how the study's findings add to a larger understanding of the subject and may include suggestions for additional research or real-world applications in light of the findings.

4.1 Results

The fundamental characteristics of the data in a study are described using descriptive statistics. They offer concise synopses of the measurements and the sample. Therefore, descriptive statistics make it possible to portray the data in a more meaningful form, making it easier to analyze the data. Its main goal is to make numbers and their relationships more understandable. Hard-to-understand quantitative findings from a huge data collection can be condensed into concise descriptions using descriptive statistics.

The respondents' profile comprises several customer groups according to their gender, age, educational background, employment status, monthly family income, and how often they visit the supermarket in the Kathmandu Valley. 384 consumers that have visited the supermarket provided the following information.

Table 2

Frequency distribution by gender

Gender	Frequency	Percent
Male	183	47.7
Female	201	52.3
Total	384	100.0

The frequency distribution by gender is shown in Table 2. Of all responders, 52.3 percent were women and 47.7 percent of respondents were men. It reveals that compared to male respondents, female respondents shop more at supermarkets.

Table 3

Frequency distribution by age

Age	Frequency	Percent
Below 20 years	25	6.5
20-40 years	326	84.9
Above 40 years	33	8.6
Total	384	100.0

The age distribution of the respondents reveals that, of the 384 respondents, the age group 20–40 years old accounted for the largest number (84.9 percent). Less than 20 percent of respondents were under 20 years old, and more than 40 percent were over 40.

Table 4

Frequency distribution by education

Education	Frequency	Percent
SLC/+2	54	14.1
Bachelors	139	36.2
Masters and above	191	49.7
Total	384	100.0

Based on their educational background, the 384 respondents were divided into three groups: those with a master's degree or above (46.7%), those with a bachelor's degree (36.2%), and those with SLC/+2 (14.1%). It demonstrates that respondents with master's degrees and above typically shop at supermarkets.

Table 5

Frequency distribution by monthly family income

Monthly family income	Frequency	Percent
Up to Rs 25000	96	25.0
Rs 25000-50000	163	42.4
Rs 50000 and above	125	32.6
Total	384	100.0

Based on monthly household income, Table 5 displays the frequency distribution of all 384 respondents. It demonstrates that income between Rs 25000 and Rs 50000 is higher (42.4%) than income over Rs 50000 (32.6%) and income up to Rs 25000 (25.0%).

Table 6

Frequency distribution by marital status

Marital status	Frequency	Percent
Married	185	48.2
Unmarried	199	51.8
Total	384	100.0

Table 6 provides further details: of the 384 respondents, 48.2 percent are married, and 51.8 percent are single. It demonstrates that there are more single respondents than married ones.

Table 7

Frequency distribution by family structure

Family structure	Frequency	Percent
Single Family	207	53.9
Joint family	177	46.1
Total	384	100.0

Table 7 illustrates that, of the 384 respondents, 53.9 percent reside in single-family households and 46.1 percent in joint-family households. It reveals that single families make up the majority of responders.

Table 8

Frequency distribution by employment status

Employment status	Frequency	Percent
Employed	269	70.1
Unemployed	115	29.9
Total	384	100.0

The distribution of respondents by employment reveals that, out of 384 respondents, those who are employed frequent supermarkets the most (70.1%), followed by those who are unemployed (29.9%).

Table 9

Frequency distribution by shopping period

Shopping period	Frequency	Percent
Very frequently	98	25.5
Mostly	120	31.3
Sometimes	148	38.5
Never	18	4.7
Total	384	100.0

Table 9 displays the frequency distribution of all 384 respondents according to how frequently they buy at supermarkets. The data indicates that the percentage of respondents who visit is higher at times (38.5%), followed by those who visit most regularly (31.3%), very frequently (25.5%), and never (4.7%).

4.2 Descriptive Statistics

To characterize the fundamental characteristics of the study's data, descriptive analyses are carried out. They offer a concise synopsis of the various factors that were examined in order to gauge the respondents' intentions to make purchases. Based on the five-point Likert scale questions, the mean and standard deviation of the elements are presented to study the customer's purchase intention.

Table 10

Cleanliness elements and its perception summary

	N	Mean	Std. Deviation
The clean floor of store motivates me to buy more.	384	3.0495	1.35583
The clean shelves of store encourage me to stay more.	384	3.0859	1.11968
The cleanliness of store attracts me to visit again.	384	3.2839	1.26827
The cleanliness of store attracts me to click photos on store.	384	3.5599	1.40367
I refer a friend to visit the store if cleanliness in the store.	384	3.2630	1.26453
Cleanliness		3.6923	.73061

The first independent variable used to assess how the ambiance of the store affects consumers' intentions to make purchases is cleanliness. It demonstrates that a spotless

store draws customers and encourages them to return. The information shows that a tidy store encourages customers to make more purchases and spend more time there.

Table 11

Music elements and its perception summary

	N	Mean	Std. Deviation
Background music creates a relaxed and pleasant atmosphere which makes me to spend more time in the store.	384	2.9896	1.40119
The familiar genre of the music makes me comfortable.	384	3.3229	1.18295
I feel relax on purchasing when music playing.	384	2.9505	1.32466
The medium volume of the background music makes me stay more time.	384	3.0573	1.35841
The medium volume of the background music makes me fell more to buy goods.	384	2.9167	1.25094
Music		3.5208	.79389

Another indicator of a customer's propensity to buy is the store's background music. Table 11 demonstrates how background music creates a relaxing atmosphere that encourages visitors to stay in the store longer. Listening to familiar music at a store tends to make customers feel at ease. Similar to how consumers dislike loud music, stores must keep background music at a moderate volume.

Table 12

Lightning elements and its perception summary

	N	Mean	Std. Deviation
The lighting of the store is pleasing to the eyes and makes me to stay more.	384	3.0755	1.26698
Good color of lighting attracts me towards products.	384	3.2109	1.16958
The lighting of the store makes things more visible and attractive to me.	384	3.7083	1.34158
Good lighting helps me to select fitted color of products.	384	3.5286	1.30643
The lighting around the products allows me to evaluate the quality of the product.	384	3.4609	1.29612
Lightning		3.5816	.75223

The third independent variable to assess how the ambiance of the business affects consumers' propensity to make a purchase is lightning. Table 12 illustrates the significance of appropriate lightning color in enhancing product visibility and attractiveness. Customers' eyes are pleased with perfect lighting, which encourages them to stay in the business longer. The supermarket has its lightning fast, enabling patrons to assess product quality with great accuracy.

Table 13

Temperature elements and its perception summary

	N	Mean	Std. Deviation
The quality of the air conditioning store made my presence in the store comfortable.	384	2.8932	1.41847
Fully air-conditioned environment makes me cool while shopping.	384	3.3073	1.22180
Store with no air conditioning discourage me towards shopping.	384	2.8177	1.25084
The quality of the air conditioning store made my decision to purchase on store.	384	2.7266	1.30703
Fully air-conditioned environment helps me spent more time while shopping.	384	3.3411	1.28082
Temperature		3.6753	.75517

Temperature is another predictor to measure the effect of store atmosphere on customer purchase intentions. The Table 13 explains that store has cool air conditioning which makes customers comfortable while shopping. Customers agree that proper air conditioning encourages them towards shopping.

Table 14

Product display elements and its perception summary

	N	Mean	Std. Deviation
I tend to buy more when I come across attractive and impressive displays of products.	384	3.6068	1.29633
There is a sufficient display of product information.	384	3.6771	1.25990
The store display allows me to see products clearly.	384	3.6354	1.25263
The creative and systematic arrangement of products in the store helps me in the selection of product.	384	3.6719	1.26063
The visible arrangement of products in the store helps me in to find the product.	384	3.6224	1.26846
Product Display		3.7368	.69010

Product display is the last independent variable to measure the dependent variable customer purchase intention. The Table 14 shows that creative and systematic arrangement of product allows Supermarket customers to buy more in the store. The store has organized product display that helps to see the product clearly with sufficient product information. Hence, customers agree with proper product display of Supermarket.

Table 15

Purchase intention elements and its summary

	N	Mean	Std. Deviation
I would like to purchase products in Supermarket.	384	3.4661	1.13289
I would like to shop longer in Supermarket.	384	2.9661	1.23542
I would like to visit Supermarket again.	384	3.1432	1.10909
I would like to repurchase in future.	384	3.4479	1.19284
I would like to tell my family and friends about Supermarket.	384	3.3802	1.17022
Purchase Intention		3.7677	.71097

Purchase intention is the dependent variable of the study determined by five independent variables. It has five element384s that were asked on five-point Likert scale to the respondents. According to the data, customers are likely to visit the store again and repurchase in future with same mean 3.85. Similarly, Supermarket customers would recommend to their family and friends. Customers tend to purchase products in Supermarket and stay longer while shopping in the store.

Table 16

Descriptive values of dependent and independent variables

	Mean	Std. Deviation
Cleanliness	3.6923	.73061
Music	3.5208	.79389
Lightning	3.5816	.75223
Temperature	3.6753	.75517
Product Display	3.7368	.69010
Purchase Intention	3.7677	.71097

In the Table 16, mean and standard deviation of various independent variables and dependent variable are presented. The mean of cleanliness is 3.6923 which states that the cleanliness motivates people to shop more and stay longer in the store. The standard deviation represents the absolute variability of a distribution which is 73.061 percent. The mean of music is 3.5208 is lowest which represents that background

music does not have any significant relationship with purchase intention. Similarly, it has its variation in respondent's answer which is 79.389 percent. The mean of lightning is 3.5816 which represents that proper lightning is important for product visibility, while the variation on respondent answer is 75.223 percent. The mean of temperature is 3.6753 which indicate that store must focus on maintaining the cool temperature so that it makes customer comfortable while shopping. The standard deviation represents variation in distribution which is 75.517 percent. The mean of product display is 3.7368 which is highest among other variables. It explains that store has organized and systematic product display that affects positive purchase intentions among the customers. Similarly, the absolute variation among distribution is 69.010 percent.

4.3 Correlation Analysis

Correlation analysis is a statistical method that is used to evaluate the strength of relationship between two quantitative variables. A high correlation means that two or more variables have a strong relationship with each other, while a weak correlation means that the variables are hardly related.

Table 17

Correlation between independent and dependent variables

	Cleanliness	Music	Lightning	Temperature	Product Display	Purchase Intention
Cleanliness	1					
Music	.414**	1				
	0.00					
Lightning	.553**	.553**	1			
	0.00	0.00				
Temperature	.517**	.376**	.553**	1		
	0.00	0.00	0.00			
Product	.558**	.380**	.562**	.550**	1	
display	0.00	0.00	0.00	0.00		
Purchase	.559**	.381**	.548**	.588**	.686**	1
intention	0.00	0.00	0.00	0.00	0.00	

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

The correlation analysis between the independent factors and the purchase intention of the client is displayed in Table 17. The link between independent and dependent variables is shown in a correlation analysis table. The scale used to quantify the correlation coefficient ranges from + 1 to – 1. The correlation coefficients are.559,.381,.548,.588,.686 between the dependent variable, purchase intentions, and several independent factors like temperature, brightness, music, and product display. The findings show a strong link between a number of independent variables and the intention of customers to make a purchase. All of the connections show positive indications, indicating that all of the evaluated constructs have positive direction associations. Additionally, a significant correlation between the independent and dependent variables can be seen by looking at the correlation coefficient.

4.4 Regression Analysis

Microsoft EXCEL was used to enter, organize, and summarize the acquired data. The Statistical Package for Scientists was used for the coding and analysis (SPSS). Using a variety of tests and methods, the information gathered from the original sources was condensed and displayed as tables and figures. Descriptive analysis, cross tabulation, one-way ANOVA, Pearson correlation, linear and multiple regression analysis, and other test kinds are performed for analysis purposes.

The regression equation is as follows:

$$PI= \beta0 + \beta1\ C+ \beta2\ M + \beta3\ L + \beta4\ T + \beta5\ PD + e$$

Where,

PI- Purchase Intention

C-Cleanliness

M- Music

L- Lightning

T- Temperature

P- Product Display

($\beta0$ and e are the constant term and error term whereas $\beta1$, $\beta2$, $\beta3$, $\beta4$ and $\beta5$ are the regression coefficients respectively)

Multiple regression analysis is an extension of simple linear regression. This analysis is used to predict the value of a variable based on the value of two or more other variables. We have predictors or independent variables such as cleanliness, music, temperature, lightning, and product display to predict the variable of dependent or criterion variable which is customer purchase intention.

Table 18

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749[a]	.562	.556	.47383

a. Predictors: (Constant), Product Display, Music, Temperature, Cleanliness, Lightning

Model summary and ANOVA table explains when predictors taken as a group, do they predict the dependent variable that is purchase intention or not. R^2 is the measure of amount of variance in the dependent variable that the independent variables or predictors accounts for when taken as a group. In the Table 18, R^2= .562= 56.2% taken as a set, the predictors like cleanliness, music, temperature, lightning, product display account for 56.2% of the variance in purchase intention. The overall model accounts for 56.2% which is pretty good in practice.

Table 19

ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.733	5	21.747	96.860	.000[b]
	Residual	84.867	378	.225		
	Total	193.600	383			

A. Dependent Variable: Purchase Intention

B. Predictors: (Constant), Product Display, Music, Temperature, Cleanliness, Lightning

In the ANOVA Table (test using alpha= 0.05), F-test is 96.86 with p< .001. Since the P value is less than 0.05, the test is significant. It also signifies that the overall

regression model is significant which explains that the model is significant predictor of purchase intention.

Table 20

Coefficients Table

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.460	.157		2.926	.004
	Cleanliness	.145	.044	.149	3.299	.001
	Music	.022	.037	.024	.590	.555
	Lightning	.090	.046	.095	1.941	.053
	Temperature	.205	.042	.218	4.882	.000
	Product display	.434	.047	.421	9.197	.000

Table 20 coefficient table, which shows the impact of independent variables on dependent variables. The regression analysis shows that cleanliness has a statistically significant positive effect on the outcome variable. For every one-unit increase in the cleanliness rating, the predicted outcome variable increases by approximately 0.145 units. This relationship is robust, as indicated by a standardized coefficient (Beta) of 0.149, suggesting a moderate positive effect size when standardized across variables. The t-statistic of 3.299 confirms the significance of this coefficient ($p = 0.001$), meaning that cleanliness is highly likely to impact the dependent variable in a meaningful way, regardless of other factors considered in the model. The analysis reveals a weak and statistically non-significant relationship between music and the dependent variable. The coefficient of 0.022 suggests that changes in music have minimal impact on the predicted outcome variable. The standardized coefficient (Beta) of 0.024 further confirms this weak effect size when standardized across variables. With a t-statistic of 0.590 ($p = 0.555$), the analysis indicates that variations

in music do not significantly contribute to predicting the outcome variable in this model, suggesting that other factors may overshadow its influence.

The regression results show a moderate positive relationship between lighting and the outcome variable. An increase in the lighting condition by one unit leads to a predicted increase of 0.090 units in the outcome variable. The standardized coefficient (Beta) of 0.095 indicates a moderate effect size when standardized, suggesting that lighting plays a discernible role in influencing the dependent variable. However, the t-statistic of 1.941 ($p = 0.053$) indicates marginal significance, suggesting that while lighting may have some impact, it is not statistically robust in this model compared to other variables.

The regression analysis reveals a strong positive relationship between temperature and the outcome variable. A one-unit increase in temperature results in a predicted increase of 0.205 units in the outcome variable. The standardized coefficient (Beta) of 0.218 indicates a substantial effect size when standardized, highlighting temperature as a significant predictor of the dependent variable. The high t-statistic of 4.882 ($p = 0.000$) confirms the statistical significance of this relationship, indicating that temperature has a significant impact on the outcome variable in this model. The regression results demonstrate a very strong positive relationship between product display and the outcome variable. Changes in how products are displayed lead to a predicted change of 0.434 units in the outcome variable. The standardized coefficient (Beta) of 0.421 reinforces this strong effect size when standardized, highlighting product display as a crucial factor influencing the dependent variable. With a high t-statistic of 9.197 ($p = 0.000$), the analysis confirms that product display significantly predicts the outcome variable, emphasizing its importance in shaping the observed results.

Table 21

Hypothesis test from Regression Analysis

Hypothesis	p-value	Results
H1: Cleanliness has significant impact on customer purchase intention.	.001 (p<0.05)	H_1 accepted
H2: Music has significant impact on customer purchase intention.	.555 (p>0.05)	H_2 rejected
H3: Lighting has significant impact on customer purchase intention.	.053 (p>0.05)	H_3 rejected
H4: Temperature has significant impact on customer purchase intention.	.000 (p<0.05)	H_4 accepted
H5: Display has significant impact on customer purchase intention.	.000 (p<0.05)	H_5 accepted

The Table 21 shows the results of hypothesis tests from a regression analysis evaluating the impact of various factors on customer purchase intention. Cleanliness, temperature, and product display were found to significantly influence customer purchase intention, as indicated by p-values of 0.001, 0.000, and 0.000 respectively, all below the significance level of 0.05. Therefore, hypotheses H1, H4, and H5 were accepted, affirming that these factors have statistically significant effects on customer purchase intention. In contrast, music and lighting did not show statistically significant impacts, with p-values of 0.555 and 0.053 respectively, above the significance level. Thus, hypotheses H2 and H3 were rejected, suggesting that music and lighting do not significantly affect customer purchase intention in the context analyzed. These results provide valuable insights into which environmental factors are most influential in shaping consumer behavior towards making purchases.

4.5 Major findings

The researcher has arrived at distinct conclusions from the data presentation and analysis above, which have further facilitated the research's conclusion-making. The main conclusions of the present study are highlighted in this section and are enumerated as follows:

i. Out of 384 respondents, there were more female customers than male who visit Supermarket for shopping. The respondents between the age of 20-40 years prefer

more Supermarket rather than other groups. Similarly, the customers of Supermarket were more of masters and above education qualification. It is found that student, followed by employed respondents were the one who usually visit Supermarket. Also, the customer's monthly family income was more in between Rs 25000- 50000.

ii. Among the independent variables, product display mean was highest with 3.7368 with lowest standard deviation 0.69010, while music has its lowest mean with 3.5208 and highest standard deviation of 0.79389.

iii. The correlation coefficient between various independent variables and dependent variables are below 1 and are positive. It signifies that there is high degree of correlation between them and have positive direction of associations among all the constructs tested.

iv. The result of linear regression analysis shows that cleanliness, music, temperature, lightning, and product display impact on purchase intention. Hence, they are concluded as the predictors of dependent variable, purchase intention.

v. Similarly, the result of multiple regression shows that there is significant impact of cleanliness, temperature, and product display on purchase intention but there is insignificant impact of music and lightning on purchase intention.

4.7 Discussion

In this section, the study's theories are examined and discussed. Hussain and Ali's (2015) research provides evidence for the outcome, since it indicates that while music has little effect on customers' purchase intentions, other factors such as temperature, cleanliness, and product presentation positively affect consumers' intentions to buy. Regression study results indicate that while temperature, illumination, cleanliness, and product presentation have a considerable impact on customers' buy intentions, lighting and music have little bearing on those intentions.

The test's results demonstrate that there is a strong correlation between client purchase intention and cleanliness. H1 is approved since it demonstrates how consumers' intentions to buy are positively influenced by cleanliness. The results of this study are in line with those of Loo, Ibrahim, and Huseh-Shan (2005), who found that

cleanliness was the most important ambient variable and that cleanliness influences consumers to buy things.

The study's conclusions imply that music has little influence on consumers' intentions to make purchases, so H2 is rejected. This study contradicts the conclusions of Alpert and Alpert (1986) and Vida (2011), who found that music had a beneficial effect on consumers' moods and buy behavior. Instead, music was found to have a negligible impact on customers' intentions to make a purchase. It does, however, corroborate the findings of Hussain and Ali (2015), who said that music had little effect on consumers' intentions to make purchases in retail establishments.

The outcome demonstrates a strong correlation between and customer purchase intention. H3 is turned down since there is no discernible effect of illumination on the intention to buy. The outcome is at odds with research studies by Lam (2001) and Bohl (2012), which noted that illumination affects consumers' intentions to make purchases. This result, however, is consistent with the research study conducted by Hussain and Ali (2015), which mentions that lighting has very little influence on the purchase intentions of consumers.

The results of this study indicate that temperature influences buying intentions favorably, indicating that H4 is acceptable. The outcome of this hypothesis test agrees with the conclusions of Banat and Wandebori (2012) as well as Areni and Kim (1994), who state that customers' ability to evaluate product quality and generate opinions about the store is dependent on the temperature being at a suitable level. Temperature is crucial for the atmosphere in which products are visible, and shops can display a variety of temperatures without sacrificing heat in order to draw in customers and sway their decisions to buy.

In a similar vein, the results indicate a strong correlation between client purchase intention and product display. H5 is therefore acknowledged since product display influences customers' intentions to buy in a favorable way. This result is in line with the findings of Banat and Wandebori (2012) and Abratt, Goodey, and Stephen (1990), which explain how systematic and striking product displays affect impulsive purchases and purchasing decisions. In a similar vein, Kim's research study from 2003, which found a strong correlation between in-store product display and signage and customers' impulsive purchasing behavior, is also corroborated by this finding.

CHAPTER V

SUMMARY AND CONCLUSION

5.1 Summary

The main objective of this research is to determine and analyze the effects of store atmospheric variables on customer purchase intentions in Supermarket of Kathmandu valley. The research analyzes the impact of various factors like cleanliness, music, temperature, lighting, and product display on customer purchase intention. This study is based on descriptive design. Descriptive research includes surveys and fact findings to describe the characteristics of the variable, while explanatory research describes the relationship between independent and dependent variable of this proposed study and shows how much independent variable affect dependent variable. This research is based on quantitative research approach. Non-probability sampling technique was used to determine the sample of the study. Non-probability sampling technique is a method in which the researcher selects sample based on their subjective judgement rather than random selection. It depends heavily on the expertise of the researchers. Unlike probability sampling method, it is a sampling method in which not all members of the population have an equal chance of participating in the study. This method is used where it is impossible to draw random probability sampling due to time or cost considerations.

The study is based on various statistical tests and analysis. Descriptive statistics is used to calculate mean and standard deviation. Correlation and regression are calculated to analyze and interpret the data. From the total population, sample of 384 respondents was selected for data collection. The study population was homogenous in nature and hence, the population was only the customers of Supermarket that was located inside Kathmandu valley. The questionnaire was divided into two parts. The first part of the questionnaire contains demographic factors such as gender, age, education, and profession. The second part of the questionnaire contains several Likert scale type questions related to the behavioral factors and investment performance. All of the statements were given scores ranging from 1-5. Various kinds of software and tools were used from the beginning of designing questionnaires, data collection, and data entry until the final analysis and conclusion of this study. The Microsoft Word, Microsoft Excel, and SPSS software (version 20) were used in this

study. The descriptive statistics were used for this research to explain respondents' demographic characteristics like gender, age, profession, and education. Under the descriptive analysis, frequencies, mean, standard deviation, percentage, etc. were calculated.

5.2 Conclusion

This study looked into how store ambient cues affect customers' decisions to buy at a supermarket in the Kathmandu Valley. The supermarket, which is open across Nepal, is the biggest retail establishment there. The study examined a number of ambient cues, including temperature, lighting, cleanliness, music, and product display, to see how those factors affected consumers' intentions to make a purchase. This study examined how customers' total purchase intentions during their shopping experience are impacted by the environment of the store.

Finding out how atmospheric factors affected customers' intentions to make purchases at the Kathmandu Valley supermarket was the main goal of this study. The results obtained from this investigation have been corroborated by scholarly literature and have satisfied the study's goals of analyzing store atmospheric factors and their influence on consumer purchase intention. Numerous studies on these variables have been done in the past, the majority of which were carried out outside of the nation. This study especially looked at the effects of temperature, lighting, music, cleanliness, and product display on consumers' intentions to make a purchase in central Kathmandu, Nepal.

The findings of this study have aided in defining the significance of ambient signals seen in stores, such as temperature, music, lighting, cleanliness, and product presentation, and its bearing on supermarket patrons' decisions to buy. The study discovered that there is a strong positive correlation between customers' buy intentions and the following factors: temperature, lighting, music, cleanliness, and product presentation. Therefore, the findings clarify that other than music and lighting, these factors contribute to keeping the ideal shopping atmosphere for the patrons. Customers are encouraged to make larger purchases, linger longer in the store, and refer friends and family, all of which directly benefit the supermarket business thanks to the eye-catching and stunning retail environments.

5.3 Implications

5.3.1 Managerial Implications

This study provides a validated instrument to measure the relationship between various store atmospheric variables and customer purchase intention in Supermarket of Kathmandu Valley and it serves as a tool for understanding the impact of various atmospheric stimuli on purchase intention. In this study, five stimuli of store atmosphere are conducted to identify the impact of each variable on customer purchase intention in Supermarket. Customers formed different expectations on these five stimuli towards Supermarket.

Findings of this study states that cleanliness, lighting, temperature, and product display have significant impact on customer purchase intention while music is insignificant to purchase intention of customers. Based on this research, the managers and retail store owners can consider cleanliness, lighting, temperature, and product display as the important store stimuli to match with customers' attitudes and perceptions.

The store is required to keep their space clean, and the merchandise must be kept dust-free and in a nice and orderly manner. Since cleanliness is becoming more and more important to people, the store should always maintain a clean and healthy environment. More clients are drawn in and encouraged to make repeat purchases because of the cleanliness. The results indicate that in order for the product and its information to be easily viewed, retailers or store owners need to control the illumination. Whenever possible, lighting should use multiple colors to complement the surrounding context and maintain visibility. business managers are recommended to create a cool ambiance in their business to make consumers feel cool and relaxed when shopping, as the findings reveal that people tend to feel uncomfortable when the temperature in the store is too high or low. In a similar vein, the product presentation ought to be easy for buyers to peruse and interact with.

5.3.2 Further Research Implication

Since the quantitative analysis used in this study allows for future research to gather consumer answers, both qualitative and quantitative research methods can be used to learn more about how different shop atmospheric characteristics affect customers' intentions to purchase. Since the Kathmandu Valley was the exclusive focus of this

study, other regions of Nepal with supermarkets may be taken into consideration. In a similar vein, big samples can be gathered for upcoming studies. Just five factors cleanliness, music, temperature, lightning, and product display are used to forecast customers' desire to make a purchase in this study. In the future, independent factors like aroma, color, and store layout can be included to gauge how ambient cues affect customers' purchase decisions.

References

Abratt, R., Goodey, J. A., & Stephen, D. (2010). Unplanned buying and in-store stimuli in supermarkets. *Journal of Managerial and Decision Economics. 2*(4), 111-121.

Alpert, J. I., & Alpert, M. I. (2016). The effects of music in advertising on mood and purchase intentions. *2*(11), 19-38.

Alpert, J. I., & Alpert, M. I. (2018). Background music as an influence in consumer mood and advertising responses. *Advances in Consumer Research*. *2*(4), 16-21.

Areni, C. S., & Kim, D. (2014). The influence of in-store lighting on consumer's examination of merchandise in a wine store. *International Journal of Research in Marketing. 2*(11), 117-125.

Arnould, E. J., Price, L. L., & Tierney, P. (1998). Communicative staging of the wilderness servicescape. *The Service Industries Journal. 3*(18), 90-115.

Baker, J. A., Parasuraman, G. D., & Voss, G. B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing. 2*(6), 120-141.

Baker, J., & Cameron, M. (1996). The Effects of the Service Environment on Affect and Consumer Perception of Waiting Time: An Integrative Review and Research Propositions. *Journal of the Academy of Marketing Science. 3*(4) , 338-349.

Baker, J., Levy, M., & Grewal, D. (1992). An experimental approach to making retail store environment decisions. *Journal of Retailing. 4*(8), 445-460.

Balaji, K.& Maheswari, R. (2021) Impact of Store Image Dimensions on Shopper's Attitude, Perceived Value, and Purchase Intention. *Industry Sector Management , Decision Science , Sociology. 4*(6), 23-28.

Banat, A., & Wandebori, H. (2012). Store Design and Store Atmosphere Effect on Customer Sales per Visit Economics, Management and Behavioral Sciences.

Bell, P. A., & Baron, R. A. (1977). Aggression and ambient temperature. The facilitating and inhibiting effects of hot and cold environments. *Bulletin of the Psychonomic Society*. *4*(3), 13-18.

Billings, W. L. (1990). Effects of store atmosphere on shopping behavior. . *Honors Projects. 2*(5), 16-26.

Birren, F. (2019). *Light, color, and environment.* New York: Van Nostrand Reinhold Company.

Bitner, M. J. (1992). The impact of physical surroundings on customers and employees. *Journal of Marketing. 4*(5), 57-71.

Bohl, P. (2012). The effects of store atmosphere on shopping behaviour; A literature review. *Corvinus Marketing Tanulmanyok*.

Booms, B. H., & Bitner, M. J. (1981). Marketing strategies and organization structures for service firms. *Marketing of Services*. *3*(18), 14-21.

Briand-Decre, G., & Pras, B. (2010). Lighting and Perceived Temperature: Energy-Saving Levers to Improve Store Evaluations? *Paper presented at the Advances in Consumer Research.* 5(6), 7-14.

Bruner, G. C. (2020). Music, mood, and marketing. *The Journal of Marketing*. *2*(5), 94-104.

Burnkrant, R. E., & Page, J. T. (2017). An examination of the convergent, discriminant and predictive validity of Fishbein‟sbehavioral intention model. *Journal of Marketing Research. 4*(19), 550-561.

Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York: John Wiley and Sons.

Deeter-Schmelz, D. R., Moore, J. N., & Goebel, D. J. (2000). Prestige clothing shopping by consumers. A contemporary assessment and refinement of the PRECON scale with managerial implications. *Journal of Marketing Theory and Practice, 4*(8), 43-58.

Dodds, W. B., Monroe, K. B., & Grewal, D. (2011). Effects of price, brand and store information on buyers' product evaluations. *Journal of Marketing Research, 8*(2), 307-319.

Donovan, R. J., Rossiter, J. R., Marcoolyn, G., & Nesdale, A. (2014). Store atmosphere and purchasing behaviour. *Journal of Retailing, 3*(7), 283-294.

Espejel, J., Fandos, C., & Flavia, C. (2008). Consumer satisfaction: A key factor of consumer loyalty and buying intention of a PDO food product. *British Food Journal, 9*(11), 865-881.

Farias, S. A., Aguiar, E. C., & Melo, F. V. (2014). Store atmospherics and experiential marketing: A conceptual framework and research propositions for an extraordinary customer experience. *International Business Research, 7*(2), 87-99.

Fishbein, M. A., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: an introduction to theory and research.* Addison-Wesley: Reading, MA.

Gajanayake, R., Gajanayake, S., & Surangi, H. (2011). The impact of selected visual merchandising techniques on patronage intentions in supermarkets. *2nd International Conference on Business and Economic Research*, 2(11), 1130-1154).

Gilboa, S., & Rafaeli, A. (2003). Store environment, emotions and approach behavior: Applying environmental aesthetics to retailing. *International Review of Retail, Distribution and Consumer Research*, *3*(8), 195-211.

Grewal, D., Krishnan, R., Baker, J., & Borin, N. (2018). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing*, *4*(15), 331-352.

Griffit, W., & Veitch, R. (2011). Hot and crowded: Influence of population density and temperature on interpersonal affective behavior. *Journal of Personality and Social Psychology*, *1*(14), 92-108.

Gutek, B. A., Bhappu, A. D., Liao-Troth, M. A., & Cherry, B. (2019). Distinguishing between service relationships and encounters. *Journal of Applied Psychology, 2*(4), 218-233.

Ha, M., Kim, H., Je, H., & Min, B. (2002). Office environmental satisfaction: Focusing on personal and common spaces. *Journal of Asian Architecture and Building Engineering, 2*(1), 133-138.

Hair Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Anaylsis.* Pearson New International Edition.

Harris, P. B., & Sachau, D. (2005). Is cleanliness next to godliness? The role of housekeeping in impression formation. *Environment and Behavior, 1*(3), 81-101.

Herrington, J. D. (2016). Effects of music in service environments. A field study. *Journal of Services Marketing, 2*(10), 26-41.

Herzberg, E. (1966). *Work and the nature of man.* Cleveland, OH: World Publishing.

Hoffman, D. K., Kelley, S. W., & Chung, B. C. (2003). A CIT investigation of Servicescape failures and associated recovery strategies. *Journal of Services Marketing. 3*(17), 322-340.

Holbrook, M. B., & Anand, P. (2020). Effects of tempo and situational arousal on the listeners. *Psychology of music. 2*(7), 22-38.

Hong, J., & Sun, Y. (2012). Warm it up with love: The effect of physical coldness on liking of romance movies. *Journal of Consumer Research*, *3*(13), 293-306.

Hui, M. K., Dube, L., & Chebat, J. C. (1997). The impact of music on consumers' reactions to waiting for services. *Journal of Retailing*, *2*(18), 87-104.

Hussain, R., & Ali, M. (2015, 01 09). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies, 7*(2), 35-43.

Im, H., & Ha., S. (2011). An exploration of the cognitive-affective model of satisfaction in a shopping context: A test of competing models. *The Service Industries Journal*, *3*(17), 2273-2288.

Ishwar, k., Ruchi, G., & Zillur, R. (2010). Influence of retail atmospherics on customer value in an emerging market condition. *Journal of Customer Value., 1*(4), 25-32

Iyer, E. S. (1989). Unplanned purchasing: Knowledge of shopping environment and time pressure. *Journal of Retailing, 65*(1), 40-57.

Jang, S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian- Russell model to restaurants. *Journal of Business Research*, *5*(12), 451-460.

Jani, D., & Han, H. (2015). Influence of environmental stimuli on hotel customer emotional loyalty response: Testing the moderating effect of the big five personality factors. *International Journal of Hospitality Management*, *5*(12), 48-57.

Kaltcheva, V. D., Patino, A., & Chebat, J. C. (2011). Impact of retail environment extraordinariness on customer self-concept. *Journal of Business Research*, *2*(2), 551-557.

Kellaris, J. J., & Altech, M. B. (2012). The experience of time as a function of musical loudness and gender of listener. *Advances in consumer research.3* (19), 725-729.

Kim, J. (2003). College Students' apparel impulse buying behaviors in relation to visual merchandising. *Journal of retailing master of science BFA*. *3*(12), 55-58.

Kotler, P. (2018). Atmospherics as a marketing tool. *Journal of retailing, 49*(4), 48-64.

Lam, S. Y. (2001). The effects of store environment on shopping behaviors: A critical review. *Advances in Consumer Research, 2*(8), 190-197.

Lanjewar, J. (2014). Visual Mechandising and Consumer Behavior. *Sai Om Journal of Commerce and Management, 1*(11), 24-32.

Lilly, J. (2010). The effects of store window display on customers' perception and attitude in retail clothing outlets. *Journal of Global Economy*, *2*(13), 16-21.

Liu, Y., & Jang, S. (2009). The effects of dining atmospheric: An extended Mehrabian-Russell model. *International Journal of Hospitality Management., 4*(8), 494-503.

Loo, L. S., Ibrahim, M., & Huseh-Shan, C. (2005). Shopping center attributes affecting male shopping behavior. *Journal of Retail and Leisure Property, 4*(4).22-28

Lucas, A. F. (2003). The determinants and effects of slot servicescape satisfaction in a Las Vegas hotel casino. *UNLV Gaming Research and Review Journal, 1*(7), 1-19.

Machleit, K. A., & Mantel, S. P. (2001). Emotional response and shopping satisfaction: Moderating effects of shopper attributions. *Journal of Business Research, 54*(2), 97-106.

Markin, R. J., Lillis, C. M., & Narayana, C. L. (2016). Social-psychological significance of store space. *Journal of Retailing. 3*(5), 43-54.

Mehrabian, A. (2019). *Public places and private spaces.* New York: Basic Books.

Mehrabian, A., & Russell, J. (2019). *An approach to environmental psychology*. Cambridge, Massachusetts.: The MIT Press.

Messick, S. (1995). Validity of psychological assessment: Validation of inferences from persons' responses and performances as scientific inquiry into score meaning. *American Psychologist. 2*(17), 741-749.

Milliman, R. E. (2012). Using background music to affect the behaviour of supermarket shoppers. *Journal of Marketing*, *2*(5), 86-91.

Milliman, R. E. (2016). The influence of background music on the behaviour of restaurant patrons. *The Journal of Consumer Research*, *2*(17), 286-289.

Mills, K. H., Paul, J. E., & Moorman, K. B. (1995). *Apparel visual merchandising.* Englewood Cliffs, New Jersey: Prentice-Hall.

Miremadi, A., & Dizeji, A. K. (2014). The impact of merchandising and retailing format on consumer buying behavior: A case study of Iran. *Indian Journal of Fundamental and applied life sciences., 4*(5), 1345-1359.

Morin, M., Dube, L., & Chebat, J. C. (2007). The role of pleasant music in service scapes: A test of the dual model of environment perception. *Journal of Retailing, 83*(1), 115-130.

Newman, A. J., & Foxall, G. R. (2003). In-store customer behavior in the fashion sector: Some emerging methodological and theoretical directions. *International Journal of Retail and Distribution Management, 11*(3), 591-600.

Puccinelli, N. M., Goodstein, R. C., Grewal, D., Price, R., Raghubir, P., & Stewart, D. (2009). Customer Experience Management in Retailing. *Journal of Retailing, 85*(1), 15-30.

Ramlee, N., & Said, I. (2014). Review on atmospheric effects of commercial environment procedia-social and behavioral sciences. *Journal of Business Research*, *4*(13), 426-435.

Reimer, A., & Kuehn, R. (2005). The impact of servicescape on quality perception. *European Journal of Marketing. 3*(9), 785-808.

Richard, M. N., Roger, B. M. & Misheck, M. (2021). The influence of store atmospherics on customers' satisfaction at selected South African retail outlets. *Innovative Marketing*, *17*(1), 26-39.

Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, *2*(11), 189-199.

Rossotti, H. (1983). *Colour: Why the World isn't Grey.* Princeton: Princeton University Press.

Saeed, S. A. (2015). Impact of lighting as a visual merchandising tool on consumer's purchase behavior. *Pakistan Business Review*, *2*(5), 430-443.

Sen, S., Block, L. G., & Chandran, S. (2002). Window displays and consumer shopping decisions. *Journal of Retailing and Consumer Services*, *2*(12), 277-290.

Siddhibphongsa , P., & Kim, D. (2016). The influences of store atmosphere on purchase intention toward a fast fashion brand in Bangkok. *AU-GSB e-JOURNAL*, 3(18), 124-134.

Silva, T. S., & Giraldi, J. D. (2010). The influence of store image on customer satisfaction: A case study of shoe store. *Brazilian Business Review, 7*(2), 60-77.

Singh, P., Katiyar , N., & Verma, G. (2014). Retail Shoppability: The Impact of Store Atmospherics and Store Layout on Consumer Buying Patterns. *International Journal of Scientific And Technology Research, 3*(8), 132-143.

Smith, P., & Ross, C. (1966). Arousal hypothesis and the effect of music on Purchasing Behaviour. *Journal of Applied Psychology, 2*(5), 255-256.

Spence, C., Puccinelli, N. M., Grewal, D., & Roggeveen, A. L. (2014). Store atmospherics: A multisensory perspective. *Psychology and Marketing*, *4*(11), 472-488.

Srinivasan, S. R., & Srivastava, R. K. (2010). Creating the futuristic retail experience through experiential marketing: Is it possible quest; An exploratory study. *Journal of Retail & Leisure Property, 9*(3), 193-199.

Sundstrom, E., Town, J. P., Rice, R. W., Osborn, D. P., & Brill, M. (2018). Office noise, satisfaction and performance. *Environment and Behavir, 2*(6), 195-222.

Tanvir, A., & Shahid, M. (2012). Impact of sports sponsorship on brand image and purchase intention. *Interdisciplinary Journal of Contemporary Research in Business., 2*(4), 659-667.

Turley, L. W., & Milliman, R. E. (2000). Atmospheric effects on shopping behavior: A review of the experiimental. *Journal of Business Research. 2*(9), 193-211.

Vida, I. (2011). Atmospheric music fit as a driver of shopper store evaluations and their behavioral responses. *Journal of Applied Business Research (JABR), 2*(4).11-23

Vieira, V. A. (2010). Visual aesthetics in store environment and its moderating role on consumer intention'. *Journal of Consumer Behavior*, *2*(5), 364-380.

Vrechopoulos, A., O'Keefe, R., Doukidis, G., & Siomkos, G. (2004). Virtual Store Layout: An experimental comparison in the context of Grocery retail. *Journal of Retailing, 2*(12), 13-22.

Wakefield, K. L., & Baker, J. (1998). Excitement at the mall: Determinants and effects on shopping response. *Journal of Retailing, 74*(4), 515-539.

Wakefield, K. L., & Blodgett, J. G. (1996). The effect of the servicescape on customers' behavioral intentions in leisure service settings. *Journal of Services Marketing, 6*(10), 45-61.

Wanninayake, W. M., & Randiwela, P. (2007). The impact of visual merchandising on consumer store choice decisions in Sri Lankan supermarkets*: In 7th Global Conference on Business & Economics. 2*(1), 978-991.

Ward, J. C., Bitner, M. J., & Barnes, J. (2012). Measuring the prototypicality and meaning of retail environments. *Journal of Retailing, 2*(8), 194-220.

Yalch, R., & Spangenberg, E. (2000). The effects of music in a retail setting on real and perceived shopping times. *Journal of Business Research, 4*(4), 139-147.

Yavetz, I. V., & Gilboa, S. (2010). The Effect of Servicescape Cleanliness on Customer Reactions. *Services Marketing Quarterly*, *4*(18), 213-234.

Yun, Z. S., & Good, L. K. (2007). Developing customer loyalty from retail store image attributes. *Managing Service Quality, 17*(1), 4-22.

Zeynep, E., & Nilgun, G. (2011). *Congruence between atmospheric cues and store image in fashion retailing.* Turkey: Izmir University of Economics.

Zhong, C. B., & Leonardelli, G. J. (2008). Cold and lonely does social exclusion literally feel cold? *Psychological Science*, *2*(15), 838-842.

Zwebner, Y., Lee, L., & Goldenberg, J. (2014). The temperature premium: Warm temperatures increase product valuation. *Journal of Consumer Psychology.*, 1(11), 251-259.

APPENDIX

Effect of Store Atmosphere on Customer Purchase Intention in Bhatbhateni Supermarket of Kathmandu Valley

Dear Sir/Madam,

I am an MBS student from Shanker Dev Campus, Tribhuvan University and conducting my dissertation on Effect of Store Atmosphere on Customer Purchase Intention in Bhatbhateni Supermarket of Kathmandu Valley as a partial fulfilment of the college requirement. I kindly request you to fill in the questionnaire below and help me complete my dissertation. I assure you that the responses will be kept confidential and used only for the academic purpose.

Section A: Respondent details

1. Gender

Male……

Female……..

2. Age

Below 20 years……..

20-40 ……

Above 40 years……..

3. Education

SLC/+2 ……..

Bachelors ……

Masters and above……..

4. Monthly family income

Up to Rs 25000 …….

Rs 25000-50000 ……

500000 and above……

5. Marital Status

Married …….

Unmarried ……

6. Family Structure

Single Family…….

Joint Family……

7. Employment Status

Employed…….

Unemployed……

8. How often do you shop at supermarket?

Very frequently ☐

Mostly ☐

Sometimes ☐

Rarely ☐

Never ☐

Section B: The atmospherics attributes of supermarket store

Please rate how much you agree or disagree with the statement below; where 1 is strongly disagree and 5 is strongly agree.

A. Cleanliness

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The clean floor of store motivates me to buy more.					
The clean shelves of store encourage me to stay more.					
The cleanliness of store attracts me to visit again.					

The cleanliness of store attracts me to click photos on store.					
I refer a friend to visit the store if cleanliness in the store.					

B. Music

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Background music creates a relaxed and pleasant atmosphere which makes me to spend more time in the store.					
The familiar genre of the music makes me comfortable.					
I feel relax on purchasing when music playing.					
The medium volume of the background music makes me stay more time.					
The medium volume of the background music makes me fell more to buy goods.					

C. Lightning

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The lighting of the store is pleasing to the eyes and makes me to stay more.					
Good color of lighting attracts me towards products.					
The lighting of the store makes things more visible and attractive to me.					
Good lighting helps me to select fitted color of products.					
The lighting around the products					

allows me to evaluate the quality of the product.					

D. Temperature

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The quality of the air conditioning store made my presence in the store comfortable.					
Fully air-conditioned environment makes me cool while shopping.					
Store with no air conditioning discourage me towards shopping.					
The quality of the air conditioning store made my decision to purchase on store.					
Fully air-conditioned environment helps me spent more time while shopping.					

E. Product Display

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I tend to buy more when I come across attractive and impressive displays of products.					
There is a sufficient display of product information.					
The store display allows me to see products clearly.					
The creative and systematic arrangement of products in the store helps me in the selection of product.					
The visible arrangement of products in the store helps me in to find the product.					

F. Purchase intention *(considering above atmospherics attributes like supermarket store cleanliness, background music, lighting, temperature, product display)*

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would like to purchase products in supermarket.					
I would like to shop longer in supermarket.					
I would like to visit supermarket again.					
I would like to repurchase in future.					
I would like to tell my family and friends about Supermarket.					

Thank you!!!

EFFECT OF STORE ATMOSPHERE ON CUSTOMER PURCHASE...

By: Trima Shah

As of: Jul 7, 2024 1:31:57 PM
14,508 words - 26 matches - 4 sources

Similarity Index

3%

Mode: Summary Report

sources:

142 words / 1% - from 16-Feb-2024 12:00AM
elibrary.tucl.edu.np

79 words / 1% - Internet from 17-Dec-2022 12:00AM
elibrary.tucl.edu.np

138 words / 1% - from 15-May-2024 12:00AM
myscholar.umk.edu.my

95 words / 1% - Internet from 05-Nov-2017 12:00AM
mpra.ub.uni-muenchen.de

paper text:

ABSTRACTS This study looked into how store ambient cues affect customers' decisions to buy at a supermarket in the Kathmandu Valley. The supermarket, which is open across Nepal, is the biggest retail establishment there. The study examined a number of ambient cues, including temperature, lighting, cleanliness, music, and product display, to see how those factors affected consumers' intentions to make a purchase. This study examined how customers' total purchase intentions during their shopping experience are impacted by the environment of the store. According to the study's findings, customers' intentions to buy are significantly influenced by factors such as temperature, lighting, cleanliness, and product display, but not by music. The findings of this study suggest that store managers and owners should prioritize maintaining cleanliness, lighting, temperature, and product display as key store stimuli that align with the attitudes and perceptions of their customers. The store is required to keep their space clean, and the merchandise must be kept dust-free and in a nice and orderly manner. Since cleanliness is becoming more and more important to people, the store should always maintain a clean and healthy environment. More clients are drawn in and encouraged to make repeat purchases because of the cleanliness. The results indicate that in order for the product and its information to be easily viewed, retailers or store owners need to control the illumination. Whenever possible, lighting should use multiple colors to complement the surrounding context and maintain visibility. business managers are recommended to create a cool ambiance in their business to make consumers feel cool and relaxed when shopping, as the findings reveal that people tend to feel uncomfortable when the temperature in the store is too high or low. In a similar vein, the product presentation ought to be easy for buyers to peruse and interact with. Key words: Product Display, Music, Temperature, Cleanliness, Lightning, Purchase Intention

xi CHAPTER I INTRODUCTION 1.1 Background of the study

Retail industry businesses confront intense rivalry. A company's capacity to comprehend consumer behavior and react quickly to customers is a critical factor in determining its success in this market (Priyanka et al., 2014). Today's supermarkets are more competitive than ever, which has made many businessmen more cautious. Retail establishments need to pay attention to what kinds