CHAPTER I

INTRODUCTION

1.1 GENERAL BACKGROUND

Change has been an inevitable part of the fashion and apparels market all over the world. Usually the change that these markets face, have taken the form of fads, trends and even megatrends. As a response to the change, apparels market has transformed a lot and has come up with a much wider variety of apparels for fulfilling the needs of its diverse consumers.

Although Nepal lacks a fully developed apparels market, the country has seen significant developments in this field. In fact, one of the most seen effects of globalization on the lives of Nepalese people is in their dressing sense and their choice of apparel. (Garment Association of Nepal, 2010)

In the past decades, the Nepalese apparels market seemed to be somehow more associated with the female consumers since these consumer groups were comparatively more demanding than their male counterparts in terms of product variety, quality, easy availability, price, durability etc. However, the scenario is quite different today. (Garment Association of Nepal, 2010)

With the changes in lifestyles, income status and occupational requirements in the urban cities especially Kathmandu, Nepalese male today are equally concerned about the way the look and the kind of dress they wear as any Nepalese female. As such, we can see that various local apparel brands like Gent's Park, Springwood etc and comparatively wider assortments of international brands such as Suvari, Monte Carlo, Arrow, Baleno, Benetton, Paul Smith, Peter England, Indian Terrain, John Players etc are catering to the clothing needs of the diverse Nepalese male consumers. (Garment Association of Nepal, 2010)

In this context of growing apparel market in Nepal, the research attempts to identify the various factors that affect the store experiences that are being catered to the male consumers of Kathmandu and ultimately to recommend some measures, to create a unique, satisfactory and profitable store experiences for these consumers.

1.1.2 EXPERIENTIAL MARKETING:

Experiential marketing has been a buzz word especially in the western world. However, at present, the eastern world, also understands the relevance of experiential marketing in today's context in which the market is characterized by high degree of competition, numerous market players, demanding consumers and competitive brands. (EMF, 2011)

The term "Experiential Marketing" refers to actual customer experiences with the brand or product or service that drive sales as well as increase brand image and awareness. Experiential marketing can also be defined as the difference between telling people about features of any product or service and providing them an opportunity to experience the benefits for themselves. Related experts in the field of experiential marketing opine that if experiential marketing is done in a proper way or in a right way, when done right, experiential marketing is referred as the most powerful tool in the present context to win brand loyalty. Experiential marketing allows customers to engage as well as interact with brands, products, and services in sensory ways that not only provides them information about the product/service but also help them to connect to a brand more effectively and make intelligent and informed purchasing decisions. (EMF, 2011)

Some experts opine that experiential marketing is a revolutionary concept that enables marketers to move beyond the traditional "Feature and Benefit" approach and focus on creating fresh connections between brands and consumers- increasing sales as a result since the consumers can comparatively better relate themselves with the product/service as well as the company. (Zimmerman)

Experiential marketing aims to appeal to emotions, logic and the senses, and provides an opportunity for customers to engage with a brand. This engagement aims to diminish the dissonance between what a company says about its offerings and what customers actually encounter or experience. Some very basic examples of experiential marketing include product demonstrations, online reviews, point-of-purchase displays, samples etc. These tactics, when paired with targeted messages, can be key components for success in any campaign. But, today, experiential marketing has expanded even further to include mediums such as internet, social networks etc. (Experiential Marketing, 2011)

Experiential marketing has its focus on developing highly visible, interactive and sensory-engaging environments wherein products and services are showcased. It thus, seeks to create individual environments for customer exploration, interaction and transaction, focused to achieve a specific set of business objectives. However, it should be noted that experiential marketing isn't for everyone. It is because experiential marketing requires a fair amount of research and often more resources (especially human resources) than other traditional marketing strategies. Although, experiential marketing is a great buzzword to talk about, it requires a lot of listening and interpreting on the company end. (Experiential Marketing, 2011)

Experiential marketing can be a good strategic tool in case of following goals and objectives (Experiential Marketing, 2011):

- Building word-of-mouth buzz around a brand, product or service to reach new customers
- Harboring brand loyalty by including customers in research and development of new products or services
- Improving the customer experience through service, incentive and communication to retain customers, clients and/or vendors

Hence, experiential marketing can be an extremely efficient means of cutting through the clutter and encouraging target audiences to not only hear the marketing messages of a company's product/service but also to share them with others. (Experiential Marketing, 2011)

1.1.3 IMPULSIVE BUYING AND APPARELS:

Marketing and consumer researchers over the period of forty years have tried to grasp the concept of impulse buying. They have also defined this term from their own perspectives. In a research conducted by Cobb and Hoyer (1986), impulse buying was defined as an unplanned purchase and this definition can also be found in the research of Kollat and Willett (1967). Another research by Rook (1987) stated that impulse buying usually takes place when a consumer feels a forceful motivation that turns into a desire to purchase a commodity instantly. Beatty and Ferrell (1998) defined impulse buying as instantaneous purchase having no previous aim or objective to purchase the commodity. Stern (1962) found that products bought on impulse are usually cheap. (Tirmizi, Kashif, & Saif, 2009)

The research works conducted by Cha (2001); Han et al., (1991); Ko (1993) point out that impulse buying behavior regarding fashion products are associated with patterns like chaste, repeated emotions as well as fashion-oriented impulse buying behaviors. These facts were also quoted by Park et al. (2006). Positive emotions are defined as affects and moods, which determine intensity of consumer decision-making reported by Watson and Tellegen (1985). Park (2006) found a positive relationship of positive emotions, fashion involvement and fashion-oriented impulse buying with the overall impulse buying behavior of the consumers. Ko (1993) reported that positive emotions may result into fashion related impulse purchase. The researches of Beatty and Ferrell (1998); Husman (2000); Rook and Gardner (1993); Youn and Faber, (2000) found that emotions strongly influence buying behaviors, which result into consumer impulse buying. Babin and Babin (2001) found that in stores consumer's purchasing intentions and spending can largely be influenced by emotions. These emotions may be specific such as the product features, customer self interest, consumer's gauge of evaluating items and the importance they give to their purchasing at a store. (Tirmizi, Kashif, & Saif, 2009)

1.1.4 STORE EXPERIENCE: WHAT DOES IT STAND FOR?

Store experience is a concept and a marketing tool that has been receiving heightened emphasis especially in the developed world. This concept is now slowly being acknowledged by the manufacturers and marketers in the developing world also. As such, it is crucial for present day marketers to understand what store experience really means and how it can be used not only as a marketing tool but also as a differentiator.

If we break down the term "store experience" we get two significant words "store" and "experience". A store is a place (either physical or virtual) where manufacturers can supply their products to be sold which are displayed to diverse set of buyers.

On the other hand Oxford Dictionary defines experience as "an event or occurrence which leaves an impression on someone". For our purpose, an experience is the set of feelings and attitudes that any consumer develops towards any particular product or service or the place of sale, which ultimately influence the consumers decisions either about purchasing the product or about purchasing from the store as well as visiting the store in future.

Store experience thus is the composite of each of the individual feelings that any consumer develops towards the various elements of the store (location, layout, ambience, interaction etc). The type of experience that any consumer gets from the store determines, to a large extent the purchase intention of the consumer as well as his/her intention and willingness to visit the same store in future.

At present marketers worldwide are aware of the fact that today products and services have become commoditized and as such, many companies are shifting to a new approach of creating value for their customers via creating and managing customer experiences with their product or company. Although experiences were more important for the entertainment industry in the past, at present all kinds of firms are recasting their traditional goods and services to create experience. (Kotler & Armstrong, 2009)

Store experience has been widely used by marketers in developed nations of the world such as the USA. For example, Toys "R" Us spent $35 million to make its Times Square New York store "the ultimate toy store that is the personification of every kid's dream" (Prior 2001, p. 46). Some retailers (e.g., The Sharper Image, Bass Pro Shops, Barnes & Noble) attempt to create engaging environments in their stores that encourage shopping. (Kaltcheva & Weitz, 2006)

1.2 STATEMENT OF THE PROBLEM:

The apparels market is growing significantly in Nepal as the consumers demand for different kinds of apparels is constantly on the rise. With the increase in consumer demand, there has also been an increase in the level of competition among the apparel stores/ retail outlets. In Kathmandu, apparels are sold both through exclusive showrooms and various malls, supermarkets and departmental stores. (Garment Association of Nepal, 2010) Still, the concept of experiential marketing has not fully developed in the Nepalese context. However, with respect to the increase in both the degree of competition as well as the number of market players in the apparel market of Kathmandu, store experience seems to have the potential to be one of the promising marketing tool or USP for the apparel stores.

Hence, the research problem of this research is "What are the factors that influence store experience of men's apparels in Kathmandu?"

1.3 OBJECTIVES OF THE STUDY:

- To understand the factors/elements of a store that affects a male consumer's purchase decision for apparels
- To locate whether favorable store experience increases the possibility of purchase of apparels
- To identify the improvements that the consumers want to see in the existing apparel stores
- To identify the factors/ elements that the consumers want to see in the upcoming apparel stores

1.4 SIGNIFICANCE OF THE STUDY:

Presently, there is an increasing trend even among the male consumers to emphasize their dressing sense and dressing style. As such, they are not satisfied with buying apparels from anywhere in the market but rather, they are rapidly tuning to malls, supermarkets, brand showrooms etc for fulfilling their needs for apparels. However, one should understand that male consumers today are not only concerned with what apparel they buy from a store but also with what kind of shopping experience they get from that store. As a result, delivering a positive as well as satisfactory store experience has become crucial for present day marketers so that they can attract and retain their customers and ultimately enhance their sales volume, their brand image and above all their brand loyalty.

The research will hence focus on analyzing the various store elements that contribute in creating a favorable store experience for the male consumers and also how this positive store experience can determine the store choice regarding apparels stores. Hence, the research is expected to be fruitful for store operators, apparel retailers and apparel manufacturers. The research should be able to provide an understanding of the various factors that create favorable store experience and how a positive store experience determines the choice of stores of apparels.

1.5 RESEARCH QUESTIONS AND HYPOTHESES:

1.5.1 Research Questions:

The research questions for this particular research are as follows:

- What are the various store elements that determine store experience?
- What store elements do consumers value while they visit a store for apparels?
- Which stores are providing best experiences to consumers?
- What improvements do consumers want in existing stores from where they buy apparels?
- In consumers' opinion what factors/elements are to be incorporated by upcoming stores?

1.5.2 Hypotheses:

1) **Null Hypothesis:** There is no significant relationship between location of store and store experience of consumers

   Alternative Hypothesis: There is significant relationship between location of store and store experience of consumers

2) **Null Hypothesis:** There is no significant relationship between layout of the store and store experience of consumers

   Alternative Hypothesis: There is a significant relationship between layout of the store and store experience of consumers

3) **Null Hypothesis:** Staffs of the store do not directly affect store experience

   Alternative Hypothesis: Staffs of the store directly affect store experience

4) **Null Hypothesis:** There is no significant relationship between product assortments/variety and store experience

   Alternative Hypothesis: There is significant relationship between product assortments/variety and store experience

5) **Null Hypothesis:** Ambience of the store does not affect store experience of consumers

Alternative Hypothesis: Ambience of the store affects store experience of consumers

1.6 LIMITATIONS OF THE STUDY:

- The study is based in Kathmandu only and is not representative of the entire Nepalese male consumers for apparels
- The study has considered those male consumers who buy from malls, supermarkets, showrooms etc and not those who buy from small, neighborhood stores
- The study does not cover the effect of store experience on store choice of female consumers for apparels which would have to be conducted for further research
- There might be chance of response errors because of factors such as unawareness of the respondents, hesitation of respondents, misinterpretations etc.

1.7 DEFINITION OF KEY TERMINOLOGY:

1.7.1 Consumers:

Consumers are the source of sales and revenues for businesses worldwide. However, the term consumers and customers are used interchangeably despite of the differences between these two terms. Consumers refer to those individuals and households that buy the goods and services of any firm for final consumption whereas customers include all those buyers who buy goods and services for further processing or for use in their production process or for reselling them at profit or for producing public services or transferring the goods and services to others who need them. (Kotler & Armstrong, 2009). The research will be based on studying the consumers of men's apparels to know how the store experience affects their purchase decisions.

1.7.2 Satisfaction:

Satisfaction refers to the compatibility between what the consumer expects form the product and what the product actually delivers to the consumer through its performance. If the product's performance is inferior to the consumer's expectations, the consumer becomes dissatisfied and if

the product's performance matches expectations, then the consumer becomes satisfied. However, the most effective case of consumer satisfaction occurs when the product's performance exceeds the consumer's expectation and leaves the consumer delighted. Because of increasing market competition and buyer fragmentation, modern day marketers strive to delight their consumers. (Kotler & Armstrong, 2009)

1.7.3 Consumer buyer behavior:

One of the fundamental tasks of marketing management is to understand the buyer behavior. However, understanding buyer behavior is not a simple thing to do since there are numerous factors like culture, lifestyle, family, perception, usage occasions etc that affect it.

According to Philip Kotler and Gary Armstrong "consumer *buyer behavior refers to the buying behavior of final consumers – individuals and households who buy goods and services for personal consumption."*

Consumer buyer behavior varies widely because of variations in factors such as age, income, education level, tastes etc. Hence, companies and marketers round the world continuously attempt to find the whys of consumer buyer behavior by studying the actual consumer purchases in terms of what the consumers buy, where they buy and how much they buy. Still, it is difficult to answer the questions to consumer buyer behavior since the answers are often locked deep within the consumers' mind. (Kotler & Armstrong, 2009)

1.7.4 Apparels:

The term apparel originated from the Middle English "appareillen". The term is first known to be used in the fourteenth century. (Merriam Webster). The simplest meaning of apparel is dress or clothing. The term encompasses garments (shirts), togas, footwear, hats, and gloves; hairstyles, facial hair and wigs; and cosmetics, jewelry and other forms of body decoration.

Although the most obvious function of dress in cultures throughout the world is providing warmth and protection, it can also serve religious or ritual purposes. Besides this, the other fundamental functions of dress includes identifying the wearer(by providing information about gender, age, occupation or other characteristics) and making the wearer appear more attractive. In the developed world, dress often functions as a reflection of social and economic standing. (Encyclopedia Britannica)

1.8 ORGANAZATION OF THE STUDY:

This study has been organized into five chapters each denoting to some aspect of the factors that influence store experience of men's apparels in Kathmandu. The titles of each of these chapters are as follows.

Chapter 1 : Introduction

Chapter 2 : Review of literature

Chapter 3 : Research Methodology

Chapter 4 : Data Presentation and Analysis

Chapter 5 : Summary, Conclusion and Recommendations

The introduction chapter covers general background of the study, statement of the problem, research objective, and limitation of the study, importance of the study and organization of the study.

The second chapter focuses on review of literature. It contains the conceptual framework and past research literature on the factors/elements of a store that influence a male consumer's purchase decision for apparels

The third chapter deals with research methodology to be adopted for the study consisting research design, source of data, data gathering procedure, population and sample, research variables and data processing procedure.

The fourth chapter deals with presentation, analysis and interpretation of data. It consists the analysis of primary as well as secondary data and major finding of the research.

The chapter five states the summary, conclusion and recommendations of the study.

CHAPTER II

REVIEW OF LITERATURE

2.1.1 Review of Published Articles

Over the centuries, retail merchants have been labeled as unproductive, responsible for high prices and at times, unresponsive to consumer needs. One need only look at the Wal-Mart effect to realize that even today retailers are often not perceived as contributors to the betterment of human kind (Lichtenstein 2006).

The department store contributed directly and/or indirectly (as a major change agent) to the adoption of numerous new technological innovations. Its channel impact, both upstream and downstream the distribution chain, revolutionized the retail store itself, the shopping experience, availability and assortment of goods, credit policies, price awareness, media and promotional techniques, and was a major contributor to new managerial techniques from hiring practices to inventory control procedures (Savitt 1992, 1999).

A 2009 survey revealed that the majority of marketers believed "experiential marketing builds customer relationships for the long term". They also agreed that it generates sales and leads in the short term, increases awareness of the product, drives word of mouth and can align internal audiences with business goals. Experiential marketing can be used successfully to: Build relationships, Raise awareness, Increase loyalty, Establish relevance, Encourage interaction and product trial, Create memories, Stimulate positive word of mouth, Change the mind of dissatisfied customers, Create product desire, Verify the target audience, Increase return on marketing investment. (Morton 2009, Marketer's survey)

2.1 CONCEPTUAL REVIEW:

2.1.1 The Buyer Decision Process:

(Kotler & Armstrong, 2009)Philip Kotler and Gary Armstrong have defined effectively how consumers make buying decisions. They have defined the buyer decision process as one consisting of 5 major stages. The five steps of the buyer decision process are presented in a figure as follows:

Figure 1: The Buyer Decision Process

i. Need Recognition:

This is the first step of the buying process. In this step, the buyer recognizes a problem or a need. The need can be created either by internal stimuli like thirst, hunger etc or by external stimuli like advertisements.

ii. Information Search:

In this stage the buyer is aroused to seek out more information. As a result, the consumer may either simply have increased attention or may go into active information search. The intensity of information search depends on strength of the drive, the amount of information the consumer starts with, the ease of information access, the value of the additional information to the consumer and the satisfaction that the consumer gets from the information search.

iii. Evaluation of Alternatives:

In this stage, the consumer processes the information so as to evaluate alternative products or services in the choice set. At this stage of the buying process, the consumers do not use a simple, single evaluation model rather they use several evaluation processes before coming to the final decision.

iv. Purchase Decision:

In this stage, the consumer buys the most preferred products or services. However, before the purchase intentions are turned into purchase decisions two major factors come into play. The first factor is that a consumer turns his/ her purchase intentions into purchase decisions only if someone important to the consumer thinks or persuades that the consumer should purchase the product/ service. The second factor that affects purchase intentions is that consumers may form a purchase intention based on factors such as income, price, benefits, economic conditions etc.

v. Post purchase Behavior:

As its name suggests, post purchase behavior is that stage of the buying process in which the consumer has already bought the product or service. In this stage, the consumers take further actions after purchase. The basis for the actions is either customer satisfaction or customer dissatisfaction. The buyer's satisfaction or dissatisfaction depends on the relationship between expectations and performance. This relationship can be shown in an equation form as follows: Product performance < Customer's expectations = Dissatisfaction

Product performance = Customer's expectations = Satisfaction

Product performance > Customer's expectations = Delight

However, almost all major purchases result cognitive dissonance. Cognitive dissonance is simply the buyer discomfort caused by post purchase conflict.

Hence, this is how the buyer purchases any product or service. Although theoretically the buyer decision process involves sequential steps, in reality, consumers often skip or reverse some of these stages while making their purchase of any product or service.

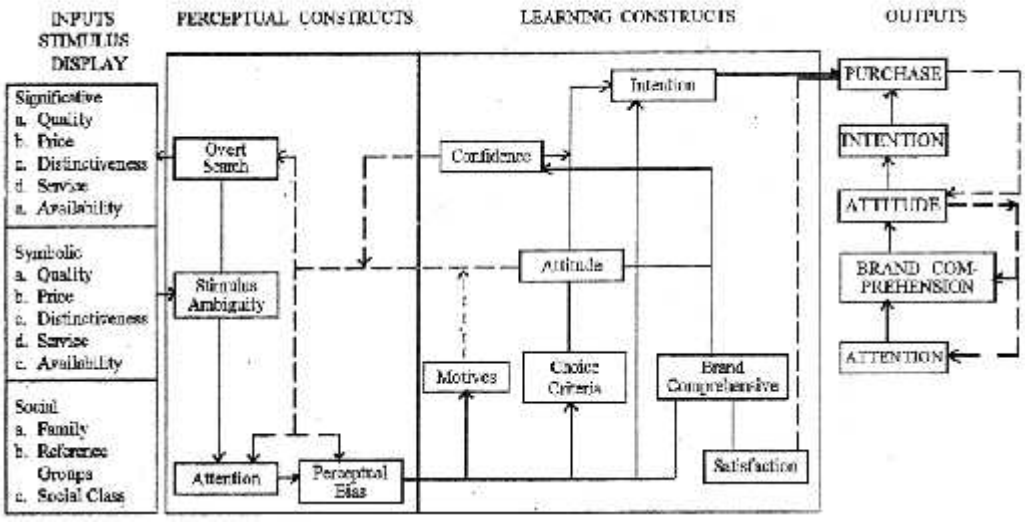
2.1.2 The Howard Sheth Model:

(Rai University, 2003) John A. Howard and Jagdish N. Seth developed a comprehensive model to understand the various factors that influence consumer behavior in 1969. This model, known as the Howard Sheth model is one of the popular models for understanding consumer behavior. This model serves two purposes:

1. It indicates how complex the whole question of consumer behavior is
2. It provides the framework for including various concepts like learning, perception, attitudes, etc., which play a role in influencing consumer behavior.

A simplified version and description of the model is furnished as follows:

Figure 2: The Howard Sheth Model



The above figure shows four main parts of the Howard Sheth model. The first part is the input stimulus display which includes informational cues about the attributes of a product or brand (i.e. quality, price, distinctiveness, service, availability). These informational cues may be significative in that they may come from the product itself or they may be symbolic in that they come from impersonal sources such as firm's promotional activities. These two sources are commercial and represent the firm's efforts to build as

well as project these values in the product. A third set of informational cues may come from the buyer's social environment, comprising of his or her family, reference groups, social class, culture etc. This source is not only non-commercial and non-controllable by the firm but also a highly personal source. (Rai University, 2003)

The second section of the model includes perceptual constructs. Perceptual constructs deal with the way an individual perceives as well as responds to the information from the input variable. The perception of and the response to the input variable may be affected by perceived uncertainty and lack of meaningfulness of information received . This ambiguity may lead to an overt search for information about the product. Finally, the buyer may receive the information according to the buyer's own frame of reference and pre-disposition. (Rai University, 2003)

The third section of the model includes learning constructs which deal with the stages from the buyer motives to his/her satisfaction in a buying situation. The purchase intention is resulted by the interplay of buyer motives, choice criteria, brand comprehension, brand attitudes and confidence associated with the purchase decision. As a feedback component of learning, the model includes another learning construct-satisfaction which refers to the post purchase evaluation and resultant reinforcing of brand comprehension, attitudes etc. (Rai University, 2003)

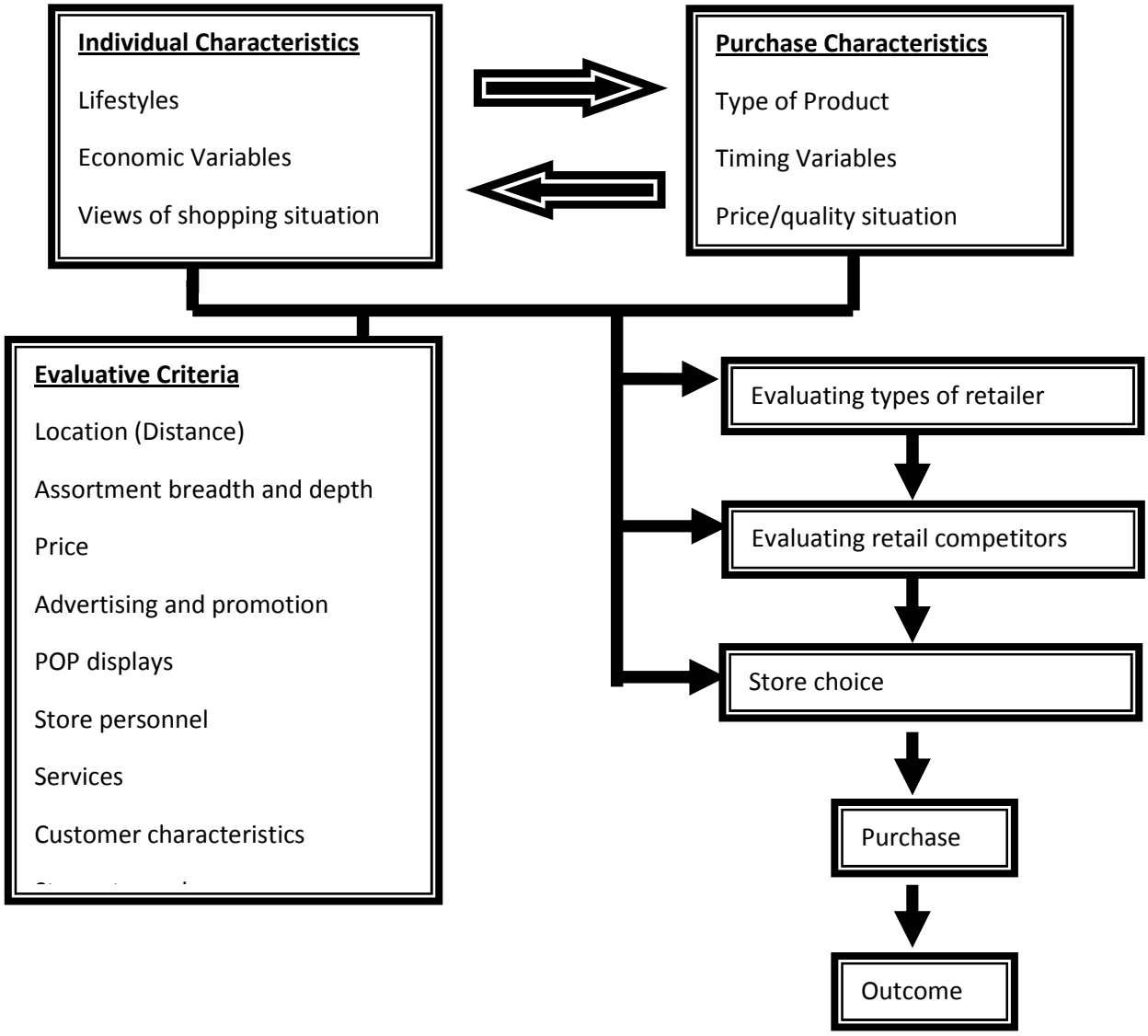
Finally, the output variables consist of a set of possible hierarchical responses from attention to purchase. The purchase act is the actual, explicit act of buying, resulted by the buyer's total response to information intake, the brand comprehension, brand attitude and the buyer intention. (Rai University, 2003)

2.1.3 The Purchase Decision Process:

Roger D. Baldwell et.al has defined the purchase decision process as an interactive process in which store choice precedes the purchase decision of the consumers. It means consumers at first decide where to buy and then only decide what to buy.

The purchase decision process as suggested by Roger D. Baldwell et.al has been presented as follows:

Figure 3: The Purchase Decision Process



The purchase decision process as suggested by Roger D. Baldwell et.al as shown in the aforementioned figure states that the process of selecting any store involves matching of consumer characteristics as well as purchase characteristics with store characteristics. Different consumers may use different evaluative criteria for selecting a store depending on the type of purchase that they are making. Usually, consumers compare retail and store options based on how they perceive each will perform on the various criteria. However, one should understand that consumers don't always go through the entire series of choices for selecting a store and they may also use their past experiences and store image for selecting a store. (Baldwell et. al).

2.1.4 Retail Theming and Atmospherics:

(Retail Theming and Atmospherics)The article “Retail Theming and Atmospherics” deals about how retail stores can manage their store elements and their store environments so as to deliver a unique and memorable experience to their consumers/ visitors apart from their competitors.

The article states that the notion ‘there is no second chance to make a first impression’ applies well to the retail stores. The study of retail Theming and atmospherics deals both with how a store looks from the outside (store front, window displays) and how it looks from inside (merchandise displays, music and smells). We can define atmospherics as “the physical elements in a store’s design that appeal to consumers’ emotions and encourage buying, help to create an image and position retailer”. On the other hand retail theming is “a strategy where stores create imaginative environments that transport shoppers to fantasy worlds or provide other kinds of stimulation”.

There are 2 main elements of atmospherics as follows:

I. Interior Atmospherics:

Interior Atmospherics take into consideration factors such as lighting, wall decorations and paint color, the floors, store fixtures, merchandise displays and facilities such as dressing rooms and the restroom. In addition to it, interior atmospherics also involves how a store smells, the temperature, what music is playing and the layout of displays and clothing racks.

II. Exterior Atmospherics:

Exterior Atmospherics consists of the store front, display windows, and the entrance to the store. External atmospherics are extremely important to attracting new customers who judge a store by how it looks on the outside. If a store looks intimidating customers may not enter nor if there is a high amount of congestion or limited parking.

In addition to the types of store atmospherics, the article also discusses about the four types of retail theming, as stated by Michael Solomon. These types of retail theming discussed in the article have been highlighted as follows:

Table 1: Types of Retail Theming

S.No	Retail Themes	Description
1.	**Landscape Themes**	Depends on associations with images of nature, earth, animals and the physical body
2.	**Marketscape Themes**	Based on associations with manmade places
3.	**Cyberspace Themes**	Based on images of information and communications technology
4.	**Mindscape Themes**	Based on abstract ideas, concepts, introspection and fantasy and often possess spiritual overtones

Hence, the article deals with, the meaning of both retail theming and store atmospherics, and effectively provides an insight into the elements of atmospherics as well as the categories of retail theming.

2.1.5 Consumer Perception of Store and Product Attributes and its Effect on customer loyalty within the Indian Retail sector:

(Rajguru & Matanda)This research by Rajesh Rajaguru and Margaret J Matanda of Monash University, examines consumers perception of store and product attributes and customer loyalty in the Indian context. It depicts that customer loyalty is affected by store attributes (service quality, convenience etc) and product attributes (product quality, price and product variety). The research shows that Indian consumers emphasized service quality, store convenience, product quality and availability of new products.

The research also offers some insights on the vital factors for managing customer loyalty. It says that firstly the retail managers should enhance the product quality and store convenience if they want to improve customer loyalty. Then, they should provide

assurance about the quality and availability of new products. The research says that these two measures are highly supportive for enhancing customer loyalty of any retail outlet.

2.1.6 Deciding Where to Buy: Store Choice Behavior of Indian Shoppers:

(Sinha et. al) In this research article by Piyush Kumar Sinha, Arindam Banerjee and Dwarika Prasad Uniyal, store choice and store patronage of Indian consumers are analyzed. The article states that any store must understand the consumer behavior regarding store choice for developing proper marketing strategies to attract and retain its customers. They state that shoppers choose a store based on primary factors and image based factors. The significance of each of these factors varies with the type of store the shopper wants to visit.

In the Indian context, shoppers lack variety in the store format and they determine the type of store on the basis of the product that it sells. The paper attempts to understand the shoppers' behavior by exploring the primary reasons of the shopper for selecting a store. It also uses a factor analysis to classify the image dimensions and multiple regressions for studying the store choice pattern across different types of stores.

2.1.7 Experiential Retailing: Extraordinary Store Environments and Purchase Behavior

(Garvin, 2009) This study aims to determine how store atmospherics affects purchase behavior in experiential stores. The research has been done as an extension of the Donovan et al. study, "Store Atmosphere and Purchasing Behavior (1994)" and determines the levels of pleasure and arousal in an experiential store along with the effects of store atmosphere on unplanned spending and unplanned time spent in the store.

This study shows that higher levels of pleasure and arousal didn't affect unplanned time and money spent in a store. However, higher levels of arousal occurred in cases of extremely positive perceptions of consumers regarding store décor and layout. Also, the consumers who positively perceived that the store décor, layout and displays, made higher levels of spending in the store. The study has also shown women consumers to be comparatively more impulsive while shopping.

2.1.8 The use of experiential marketing in influencing the demand of shopping complexes in Kathmandu:

(Shrestha, 2011)This research was carried out to find out how experiential marketing can be used for influencing demand of the shopping complexes in Kathmandu. The research has been done by considering some major malls and supermarkets of Kathmandu such as Bhatbhateni Supermarket, Kathmandu Mall, Civil Mall, City Center, UWTC etc. It states that receiving experience is not the topmost priority of the respondents of the research. However, the stores that were most frequently visited were also the ones that provided best shopping experience to the consumers.

The research shows customer satisfaction to be correlated with high levels of engagement, purpose met and perceived quality. It also shows a direct relationship between levels of excitement and revisit to the stores. The revisit to the stores in turn resulted positive brand associations.

2.1.9 Consumer feelings:

(Baldwell et. al) Consumer feelings include mood states; a mood state is simply how people feel at a particular moment in time. Feelings are very rich in nature and are not simply confined to the issue of whether they are good or bad. Feelings may shape consumer's behaviors as well as attitudes through three principal factors. First consumer feelings are affected by the nature of the TV commercial and the program in which it appears. Secondly, consumers may experience certain feelings while shopping in a store and finally, the product consumption may also trigger certain consumer feelings.

2.1.10 Feelings as part of the shopping experience:

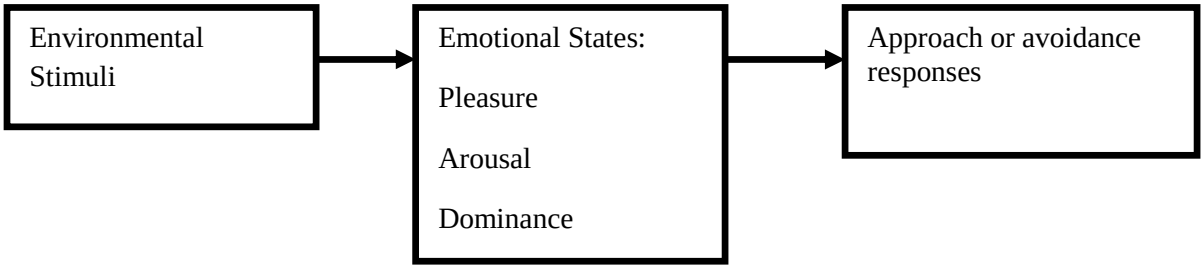
(Baldwell et. al) Different retail environments elicit different feelings from consumers during the shopping experience. Some retail environments are plain and ordinary while others are much worse than ordinary. What is more interesting is that sometimes plain retail environments are able to create positive emotions while the retail environments that are worse than ordinary evoke negative feelings in the visitors. Sometimes this negative feeling may be so intense that the shopper leaves the store in a comparatively worst mood than the mood s/he had while entering the store. Hence, what we can infer here is that consumers don't just go shopping at the store rather they experience the store.

2.1.11 Mehrabian and Russell's PAD model:

(PAD emotional state model) The PAD emotional state model is a psychological model developed by Albert Mehrabian and James A. Russell to describe and measure emotional states. Based on the Stimulus (S) – Organism (O) – Response (R) model, Mehrabian & Russell proposed a model which relates features of the environment (S) to behavioral responses within the environment (R), which are mediated by the individual's (O) emotional states induced by the environment. (Petermans et.al)

Baldwell et. al state that the Mehrabian and Russell's PAD model conceptualizes the influence of store environments on consumer behavior. According to this model, environments evoke three basic kinds of emotional response: pleasure, arousal and dominance. Pleasure includes positive feelings, arousal includes feelings of excitement and stimulation and dominance includes feelings of being in control. These, three basic responses determine the way an individual acts in an environment like staying in the environment or leaving it. The Mehrabian Russell model has been shown below:

Figure 4: Mehrabian Russell Model



2.1.12: Store atmosphere and purchasing behavior:

(Donovan et. al) This study extends the Donovan and Rossiter (1982) study which introduced the Mehrabian-Russell (M-R) environmental psychology model into the store atmosphere literature. Donovan and Rossiter's study was exploratory in the sense that student subjects were used in this study as well as intentions rather than shopping behavior was measured.

The present study, referred for this particular research uses a broader sample of shoppers, measures emotions during the shopping experience rather than before or after, and records the effects on actual shopping behavior. The 1982 study found that experienced pleasantness of the in-store environment was a significant predictor of willingness to spend time in the store and intentions to spend more money than originally planned. This finding was extended behaviorally in the new study: pleasure, as rated five minutes into the shopping duration was a significant predictor of extra time spent in the store and actual incremental spending. Arousal was found to vary in its effects across the two studies and bears further investigation. The effects of the emotional factors of pleasure and arousal were shown to be additional to cognitive factors such as variety and quality of merchandise, price speculation and value for money. The practical significance for retailers is that emotional responses induced by the store environment can affect the time and money that consumers spend in the store. (Donovan et. al)

2.1.13: Effects of Store Atmosphere on Shopping Behavior:

(Billings, 1990)This literature states that although it has long been recognized that consumers respond to more than just the core product or service being offered when making purchase decisions; they respond to the total product. It also states that one of the most important features of the total product can be the place where it is bought or consumed. In some instances, the place, or to be more specific, the atmosphere of the place, is more influential than the product itself in the purchase decision. The research also stresses that though today there is an increasing emphasis on store design, interior design, and overall environment by retail merchandisers or retail stores, many of the

retailers still seem to be underestimating the potential of using store atmosphere as a marketing tool.

The researcher also states that in several instances, merchandisers are still more concerned with the tangible product, focusing their interest on practical and functional dimensions, while neglecting the aesthetic factor in purchase behavior although factors such as interior designers, architects, and landscapers, have acknowledged the extensive influence of the environment on behavior for years.

The researcher in this literature has also referred to Kotler's definition of atmospherics which states that store atmosphere includes the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability. However, the researchers have also stated that most of the studies related with store atmosphere generally consider the atmosphere to be a component of store "image." Therefore, atmosphere is viewed simply as being one factor influencing store patronage decisions. The literature also suggests using atmospherics as a competitive tool in an attempt to attract as well as maintain a specific target market, especially where product and/or price differences are nominal. The literature also proposes that design features, attitudes and images can be created as well as used to make as well as shape store personalities. It also states that store personalities can be of various types such as friendly, upper-class, aloof, high quality, low priced, convenient, warm, inviting, cool, haughty, etc. It also states that the store personalities can in turn be used to affect customer attitudes and images and ultimately to shape behavior these attitudes and images affect questions of store choice and store loyalty.

However, the literature also states that there is little sound documentation for the actual effects of store atmosphere on shopping behavior. Some retailers have claimed that they have influenced customers' buying behavior by manipulating store atmosphere via layout, color, lighting, and music. But still researchers have been unable to document strong effects of store atmosphere for a variety of reasons. First, the effects evoked by store atmosphere are primarily emotional states that are difficult to verbalize. These emotions are temporary and therefore difficult to recall accurately. In addition, they influence behaviors within the store rather than more easily identifiable behaviors such as selecting which store to patronize.

This research has used Mehrabian-Russell model which is one of the popular environmental psychology framework, to explore environmental variables in retail settings.

Overall, this study suggests that the Mehrabian-Russell model is useful for studying approach-avoidance behaviors within retail environments. However, the researchers have stated that the study that they have conducted is just a starting point since the study was strictly co relational rather than experimental, and it tested the model only with stated behavioral intentions rather than with actual behaviors.

This study implies that store-induced pleasure is an extremely powerful determinant of approach-avoidance behaviors within the store. If an environment is perceived as pleasurable as well as rewarding, it seems logical that the activities which emerge in that environment would also be pleasurable and rewarding. Thus, consumers would tend to exhibit more approach behavior in pleasing environments. They would browse through the merchandise, interact with the sales personnel, and perhaps spend more money than they had planned.

On the contrary, the results of this study suggest that arousal is not a particularly significant predictor of approach-avoidance behaviors. In addition to this, the research shows that dominance which is the third emotional measure in the Mehrabian model, also appears to be unrelated to in-store behaviors. The researchers have related this finding with that of Russell and Pratt (1980), which stated that since dominance requires a knowledgeable interpretation by the individual, it is not purely applicable in situations calling for emotional responses.

The findings of this research also present some useful implications for particularly for retail merchandisers or retail stores. It is also stated that since consumer behavior is a comparatively complex and as well as dynamic phenomenon, retailers must become more behaviorally sensitive by shifting their analysis from a simple economics and engineering emphasis to include behavioral data. Often, merchandisers emphasize cognitive influences (such as price, location, variety, and quality of merchandise), rather than

focusing on the influence of emotional affect on consumers. Apart from this it is also stated that retailers may want to pay particular attention to departments frequented by men, since this study suggests that males are more affected by store-induced pleasure than are females. In addition, merchandisers may benefit by creating an atmosphere which is more surprising, rare, and novel, since novelty seems to increase an individual's level of pleasure. It also states that doing this might be very effective for achieving increased sales.

2.1.14: Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer:

(Babina, 2000)This report deals with the atmosphere affect as a tool so as to create value as well as gain share of customers and ultimately gain a higher market share. The article aims to analyze whether the retail atmosphere can be useful so as to develop long-lasting and most importantly, profitable relationships with consumers or not. This research addresses this question by investigating the impact of not only positive affect but also negative affect associated with ambient environmental conditions.

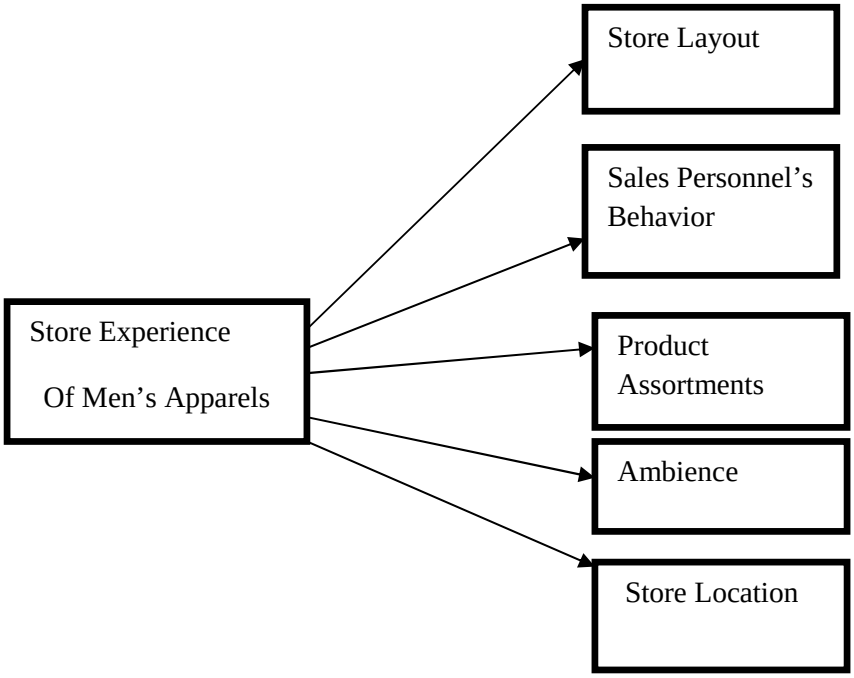
In the research, a key dependent variable is conceptualized and validated and the research also captures the proportion of business a customer spends in one location relative to a store's direct competitors. The structural equation results obtained from the research suggest that both positive affect as well as negative affect impact this measure, but the impact is facilitated through both feelings' relationship with hedonic as well as utilitarian shopping value.

2.1.15: Mall atmospherics: the interaction effects of the mall environment on shopping behavior:

(Michon et. al) In this research, the researchers have investigated the moderating effects of ambient odors on emotions of the shoppers or consumers, perceptions of the retail environment, and perceptions of product quality under various levels of retail density. The context for this research is a real-life field location i.e. in a community shopping mall. In the research, the pleasing ambient scents are hypothesized in order to positively moderate shoppers' perceptions of their shopping environment or shopping atmosphere.

In the research, a multi group invariant structural equation model that accounts for different retail density levels has been used and this model shows that the relationship between ambient odors and mall perception adopts an inverted U shape. The research also states that ambient odors positively influence shoppers' perceptions only under the medium retail density condition. In the research the incongruity theory is also referred. This theory has been used so as to inform about the interaction effect between the two atmospheric variables. From the research it is also known that a moderate incongruity level is comparatively more likely to trigger a favorable evaluation of the situation i.e. the shopping experience, the object i.e. the products sold, or the person i.e. the salesclerks of the store.

2.2 THEORITICAL FRAMEWORK:



The above figure depicts the theoretical framework of this research work. In this framework, the dependent variable is “Store experience of men’s apparels”. There are five independent variables shown in this theoretical framework. Those five independent variables are “store layout”, “sales personnel’s behavior”, “product assortments”, “ambience” and “store location”.

2.2.1 Study Variables Measurement:

This research will be focused on analyzing the store elements that affect a store experience so that we can know how store experience influences male consumer’s store choice of apparels. The study variables will be measured in the following aspects.

2.2.1.1 Dependent Variable Measurement:

The dependent variable in this study is “Store Experience of Men’s Apparels”. This variable will be analyzed in terms of store experience and its effect.

2.2.1.2 Independent Variables:

The independent variables of the study are in fact the factors that have been found be the major store elements by previous studies and observation by the researcher. The independent variables that determine the store experience as either positive or negative are as follows:

i. Store Location:

It is assumed that store location will affect the store experience that consumers receive. In location, it is attempted to analyze the easy accessibility of a store.

ii. Store Layout:

Store layout includes the internal arrangement of the store in terms of elements like store furniture, display racks and hangers, mannequins, trial rooms, payment counter etc. The study assumes that the store layout as a whole has a direct effect upon the store experience.

iii. Sales Personnel’s Behavior:

Sales personnel, in this study, refers to the people in the store who assist the consumers during their store visit by showing them the apparels, providing them details about the

apparels (quality of fabric, price, available discount, durability of the apparel, variety of the apparel, color selection etc). In this study it is assumed that the behavior of the sales personnel towards the personnel affects the store experience of the consumers.

iv. Product Assortments:

It includes the variety of the apparel or the range of apparels that are available in the store. In this study, apparels in terms of clothing (shirts, pants, trousers, denims etc) are studied and the accessories such as belts, ties are not considered. The study thus, assumes that product assortments of a store also affect the store experience that any consumer gets.

v. Ambience:

Ambience of the store includes the feel of the store. It includes elements such as music, lighting etc of a store. This study assumes that ambience of the store directly influences store experience.

CHAPTER III

RESEARCH METHODLOGY

Research methodology is a comprehensive concept and usually serves the purpose of a tool or guideline either for solving a particular problem or for gaining or gathering new insights. In this particular chapter, the overall plan and design of the research, data collection methods/ sources, tools used for analysis and methodological constraints are discussed.

3.1 RESEARCH PLAN AND DESIGN:

The research would analyze various factors that may contribute in creation of a favorable store experience and ultimately affect the choice of stores regarding apparels. As such, the research will attempt to analyze consumer's views about the store experiences that they have experienced as well as the improvements they seek with regards to store experience.

The research design that has been used in this research is empirical and analytical design. The main purpose for using this design is to review the characteristics, behaviors and most importantly opinions of the population of this research work. The research process was initiated with the secondary data collection on the research topic "Factors Influencing Store Experience of Store Choice of Men's Apparels in Kathmandu". At this stage, the data and related researches regarding store experiences, experiential marketing and retail theming and atmospherics were referred.

After the secondary data collection, the primary data collection process was started by preparing questionnaire. In order to assess the applicability and effectiveness of the questionnaire a pilot test was conducted among 15 male respondents who visited malls/ supermarkets/ departmental stores for purchasing apparels. The insights gained from this pilot test were used for revising and restructuring the questionnaire. In order to ascertain validity as well as reliability of the questionnaire, the questionnaires were either filled by the researcher or administered by the researcher while the respondents were answering the questionnaire.

3.2 DESCRIPTION OF THE SAMPLE:

3.2.1 Research Population

The research population for this particular research includes all those male consumers of Kathmandu Metropolitan City who visit malls/ supermarkets/ departmental stores

for purchasing apparels. This population was targeted on 10 famous malls/ supermarkets of Kathmandu namely; Bhatbhateni Supermarket, Kathmandu Mall, United World Trade Centre, City Centre, Sherpa Mall, Bishal Bazaar Supermarket, Pashupati Plaza, People's Plaza and Civil Mall. The male consumers of apparels at these locations have participated in the study.

3.2.2 Research Sample

Research sample can be determined by using either probability sampling method or non probability sampling method. In probability sampling, each and every unit of the given population possesses equal chance or possibility of being selected in the sample. Thus, in probability sampling, chance comes into play in the sample selection process. On the other hand, under a non probability sampling method, every unit of the given population does not possess equal possibility/ chance of being selected in the sample. It implies that in a non probability sampling, the members of the sample or the sampling units are not selected by chance.

The sampling method that has been used for this research is non probability sampling since it is difficult to determine the exact population of male consumers who visit malls/ supermarkets/ departmental stores for purchasing apparels in Kathmandu. Even under the probability sampling, the research has used the method of convenience sampling.

A total of 120 respondents have been used for this research. Majority of the respondents were shopping mall intercept samples. The respondents of this research have been classified on several bases. First of all, the respondents have been classified on the basis of their occupation which is followed by classification based on monthly income, monthly expenditure on apparels/clothing.

The segmentation of the respondents for the research has been done in the following manner:

Table 2: Respondent Segmentation according to occupation

Occupation	Number of Respondents
Student	40
Business	40
Service	40

3.3 INSTRUMENTATION:

Instrumentation can be defined as the tools used for the purpose of data collection in the research process. For conducting this particular research the main instrument used was questionnaire. Since the research aimed to identify consumer's opinions and experiences regarding their store experiences structured questionnaire was used as the main instrument for data collection.

The questionnaire used in this research includes two main categories. The first category is aimed at collecting personal details of the respondents/consumers such as age, monthly income, occupation, monthly expenditure etc while the second category is directed towards identifying the respondent's frequently visited stores, their past store experiences, their opinions and their suggested improvements in store experiences and store elements for both the existing malls/ supermarkets/ departmental stores and the upcoming ones. The questionnaire used for this research includes structured questions and Likert scales.

Likert scales are one of the widely used tools for measuring attitudes. It is a kind of self report technique for attitude measurement in which respondents are asked to indicate their degree of agreement or disagreement with each of a number of statements in a five point scale. Respondents indicate their own attitudes by selecting how strongly they agree or disagree with statements. (Pant, 2010)

The research has also made use of secondary data for the purpose of analysis.

3.4. DATA COLLECTION PROCEDURE AND TIME FRAME:

Both the primary data as well as the secondary data act as the basis for this research. The primary data collection was done through questionnaires and the questionnaire survey was conducted under the supervision of the researcher. The questionnaire survey was made researcher administered also for the purpose of ensuring the validity and reliability of the data.

3.4.1. Primary Data Collection:

The primary source of data for this research is the responses collected from the respondents, with the help of predefined questionnaire. The primary collection for this research is researcher administered. The primary data has been collected on the basis of shopping malls intercept samples and the outlets used for the data collection are listed as follows:

- Bhatbhateni Supermarket
- Kathmandu Mall
- United World Trade Centre
- NLIC City Centre
- Sherpa Mall
- Bishal Bazaar Supermarket
- Pashupati Plaza
- People's Plaza
- Civil Mall

3.4.2 Secondary Data Collection:

The secondary data for this research has been collected from different sources as follows:

1. Reference Books:

In order to enhance the theoretical base of this research, books related to the disciplines of marketing, consumer behavior and research were referred.

2. Internet Survey:

The research has used information, definitions and scholarly articles from online journals and dictionaries.

3. Base Articles:

For the theoretical background of the research, particularly the literature review portion, authorized base articles have been used. These articles were obtained from online journals as well as from Mr. Ashish Tiwari.

4. Related Research Works:

The research reports and articles of several researchers both national and international have been used as references in this research.

3.4.3 Time Frame:

The total time duration of this research is two months. The primary and secondary data collections were done in this two months time period. The questionnaire survey was conducted from August 21, 2011 to August 28, 2011. The respondents of this survey were offered no incentives and thus, their participation in this research is of pure interest.

3.5 VALIDITY AND RELIABILITY:

Validity is used in any research so as to ensure that the data of the research measure what they are supposed to measure. In simple words validity indicates the accuracy of measure. (Pant, 2010). Joppe has defined validity in quantitative research as "Validity refers to truthfulness of findings. It determines whether the research truly measures that what it was intended to measure or how truthful the research results are." (Joppe, 2000)

In order to check validity, the questionnaire for this particular research was made after referring to various past researches as well as under the guidance of thesis supervisor. Also, the questionnaire preparation was done only after the secondary data was collected from various secondary sources as mentioned in the preceding sections of this report. The questionnaire for this research was administered to male consumers of apparels who visit stores/malls to buy apparels in Kathmandu. A pilot test was conducted with 20 respondents before conducting the questionnaire survey and necessary adjustments to the questionnaire were made on the basis of the insights gained from the pilot test.

Reliability refers to the consistency between measurements in a series. A measurement device will be reliable when it will consistently produce about the same results when applied to same samples or to different samples of the same size drawn from the same population. (Pant, 2010)

For checking the reliability of the questionnaire, the questionnaire survey was self administered and the respondents were cross questioned and monitored while filling up the questionnaire. The questionnaire was clear, comprehensive and error free so as to ensure quality of data. Apart from this, the reliability of the questionnaire was maintained also by analyzing the questionnaire with the help of proper data management software applicable for this research.

3.6 ANALYSIS PLAN:

The research has used SPSS and Excel for the management as well as the analysis of the data. At first the questionnaire was coded in SPSS. Various kinds of questions such as multiple choice questions and Likert scale questions have been code as per the rule. Then the questionnaire survey was conducted among 120 respondents in major malls/ stores of Kathmandu namely Bhatbhateni Supermarket, Kathmandu Mall, United World Trade Centre, NLIC City Centre, Sherpa Mall, Bishal Bazaar Supermarket, Pashupati Plaza, People's Plaza and Civil Mall.

The responses collected from the respondents were entered into the SPSS data sheet. After the responses of the 120 respondents were entered in SPSS, suitable analyses were done on the collected data. Various analysis tools used in this research are discussed as follows:

1. One sample t test:

A one-sample t-test is a statistical technique that helps to determine whether μ or the population mean is equal to a hypothesized value or the test mean. The test uses the standard deviation of the sample to estimate σ or the population standard deviation. If the difference between the sample mean and the test mean is large relative to the variability of the sample mean, then μ is unlikely to be equal to the test mean. (Minitab Inc., 2007)

2. Cross tabulation:

Cross tabulation can be defined as the process of creating a contingency table from the multivariate frequency distribution of statistical variables. Cross tabulation is one of the heavily used tools in survey research and is often abbreviated as cross tab. (Wikipedia)

In a simple sense, a cross tabulation displays the joint distribution of two or more variables. They are usually presented as a contingency table in a matrix format. Unlike a frequency distribution table which provides the distribution of one variable, a contingency table describes the distribution of two or more variables in a simultaneous manner. In a cross tabulation, each cell shows the number of respondents that gave a specific combination of responses. This implies that each cell contains single cross tabulation. (createsurvey)

In this research cross tabulation has been done with the help of statistical software SPSS.

3. Descriptive statistics :

Descriptive statistics can be defined as the statistics which describes the data that has been collected. Usually, such data are in the form of raw as well as unorganized numerical values. Descriptive statistics focus on two aspects of distribution namely central tendency and dispersion. Some examples of descriptive statistics include frequencies, mean median, mode, standard deviation and measures of dispersion. Usually in many of the research situations descriptive

statistics makes it convenient to summarize the data since it allows the researcher to summarize the proportions of an entire distribution with just a few numbers. (Pant, 2010)

Descriptive statistics quantitatively describe the main features of a collection of data. Descriptive statistics are distinguished from inferential statistics or inductive statistics, in that descriptive statistics aim to summarize a data set, rather than use the data to learn about the population that the data are thought to represent. This generally means that descriptive statistics, unlike inferential statistics, are not developed on the basis of probability theory. Even when a data analysis draws its main conclusions using inferential statistics, descriptive statistics are generally also presented. (Pant, 2010)

In this research descriptive statistics has been used to determine the frequency of the personal variables of the respondents such as age, gender etc, educational qualification etc.

Following this, the data was copied on the Excel worksheet so as to refine the tables derived from SPSS for interpreting the results. In addition to it, tables and charts were drawn with the help of Microsoft Excel as and when necessary during the analysis. All these tables and charts have been presented and interpreted in this research report so as to ease the process of drawing conclusions for the research.

CHAPTER IV
PRESENTATION AND ANALYSIS OF DATA

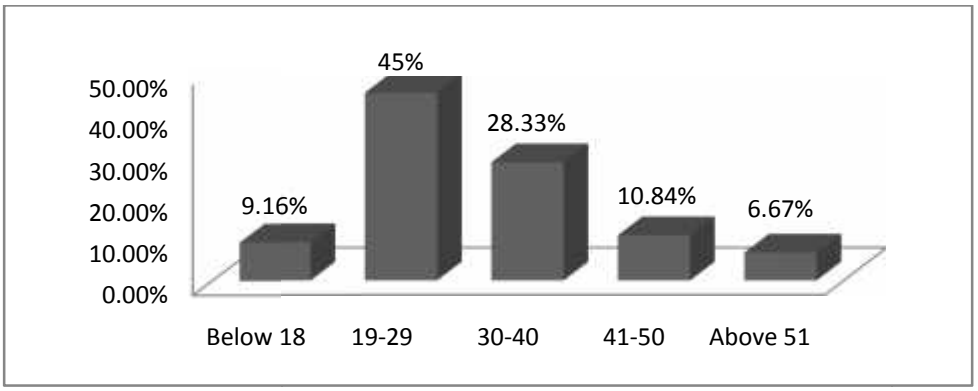
4.1 PRESENTATION OF RESULTS:

This chapter of the research report deals with the presentation and analysis of 120 respondents as per the questionnaire mentioned in the appendix. The entire chapter is divided into four major sections. The first section deals with the respondents characteristics in terms of age, qualification, monthly income, monthly expenditure on apparels, frequency of visit for buying apparels and frequency of visit to various malls or stores in Kathmandu. The second section deals with analysis of the customers' visit to stores for buying apparels and the store attributes. The third section of this chapter deals with analysis of customers' responses with respect to various factors influencing store experience. The final section of this chapter includes testing of the hypotheses formulated in the preceding chapters of this report.

4.1.1 Respondents' Characteristics:

4.1.1.1 Age of the Respondents:

Figure 4.1: Age

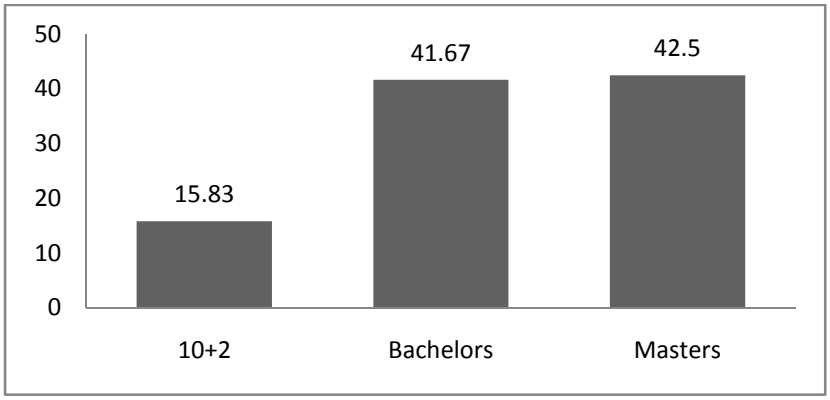


Interpretation:

The figure shows that out of the 120 respondents of the research, 45 percent of the respondents fall under the age group 19-29. The least percentage of respondents i.e. 6.67% fall in the age group above 51.

4.1.1.2 Qualification of the respondents:

Figure 4.2: Qualification



Interpretation:

The above figure depicts that out of the total 120 respondents, the qualification of 42.5 % respondents lies in the category Masters which is closely followed by the category Bachelors with 41.67 % respondents. The least percentage of respondents (15.83%) is in the category 10+2.

4.2 DESCRIPTIVE ANALYSIS:

4.2.1 Cross Tabulation between Monthly Income and Monthly Expenditure on clothing:

The cross tabulation between monthly income and expenditure on clothing has been done to find out how income affects consumers' purchase of apparels. The cross tabulation is shown in the following page:

Table 4.1: Cross Tabulation between Monthly Income and Monthly Expenditure on clothing

	Monthly Expenditure on clothing		
Monthly Income	**Below Rs. 1000**	**Rs.1,000-5,000**	**Rs.6,000-10,000**
Below Rs.10,000	5 (29.40)	12 (70.60)	0 (0)
Rs.10,000–Rs. 20,000	14 (34.10)	22 (53.70)	5 (12.20)
Rs.20,000- Rs. 30,000	10 (34.10)	19 (65.50)	0 (0)
Rs.30,000-Rs.40,000	0 (0)	12 (75)	4 (25)
Rs. 40,000 & above	0 (0)	10 (58.80)	7 (41.20)

Source: filed work study

Interpretation:

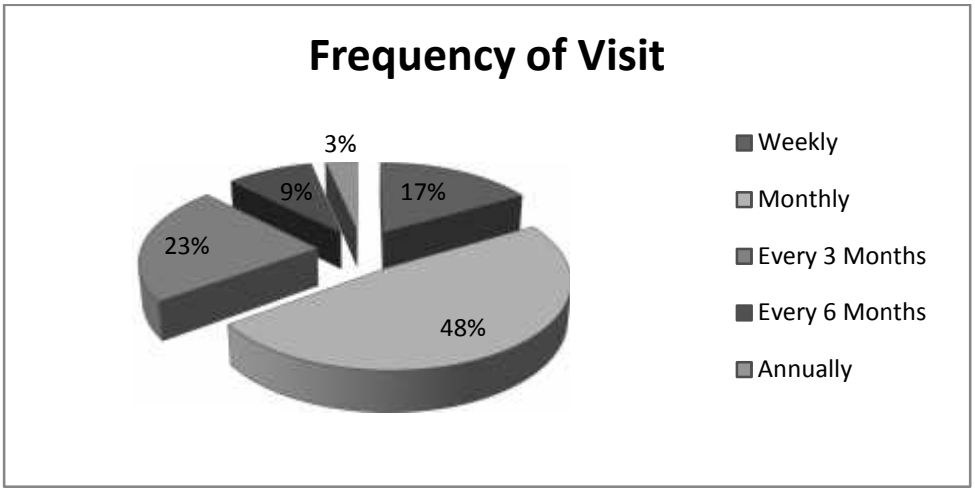
The aforementioned table shows the cross tabulation between monthly income and monthly expenditure on clothing. The figures in parentheses in the above table represent the percentage figures. From the table we can know that majority of respondents spend in the range of Rs. 1000- Rs. 5000 each month on their clothing. 70.6% of the respondents who have their monthly income of Rs. 10,000 spend in the range of Rs. 1000- Rs. 5000. Only 12.2% respondents in the income range of Rs. 10,000–Rs. 20,000 spend in the range of Rs.6, 000-10,000 for their clothing while 41.2 % of respondents in the income range of Rs. 40,000 and above spend in the range of Rs.6, 000-10,000 each month for

their clothing. Hence, it can be inferred that the usual range in which consumers spend each month for their clothing is Rs. 1000- Rs.5000.

4.2.2 Frequency of visit for buying apparels:

The research has also attempted to find out the frequency of visit of the customers to malls or stores for buying apparels. The frequency of visit for buying apparels refers to how frequently consumers visit malls or stores for buying apparels. The results derived from the analysis of responses of the total 120 respondents regarding frequency of visit for buying apparels has been shown in a figure in the following page:

Figure 4.3: Frequency of Visit



Interpretation:

The pie chart illustrated above shows the frequency of visit of customers for buying apparels in malls or stores. The research findings presented in the aforementioned pie chart clearly illustrates that out of the total 120 respondents surveyed, a major percentage i.e. 48% of the total respondents visit stores monthly for buying apparels. On the contrary, a very minor percentage of respondents i.e. 3% of the total respondents visit stores only once in a year for buying apparels. Hence it can be inferred on the basis of the research findings that consumers usually buy new apparel every month.

4.2.3 Cross Tabulation between Monthly Income and Frequency of visit for buying apparels:

The research has also attempted to analyze the relationship between monthly income of the respondents or the consumers and their frequency of visit to malls or stores for buying apparels. For this purpose cross tabulation has been done between monthly income and frequency of visit for buying apparels. The table showing cross tabulation between monthly income and frequency of visit for buying apparels is given as follows:

Table 3.2: Cross Tabulation between Monthly Income and Frequency of Visit for Buying Apparels

Cross Tabulation between Income and Frequency of visit for buying apparels					
	Frequency of visit for buying apparels				
Monthly Income	**Weekly**	**Monthly**	**Every 3 Months**	**Every 6 Months**	**Annually**
Below Rs.10,000	6 (35.30)	7 (41.20)	4 (23.50)	0 (0)	0 (0)
Rs.10,000–Rs. 20,000	8 (19.50)	20 (48.80)	11 (26.80)	1 (2.40)	1 (2.40)
Rs.20,000- Rs. 30,000	2 (6.90)	10 (34.50)	8 (27.60)	7 (24.10)	2 (6.90)
Rs.30,000-Rs.40,000	3 (18.80)	10 (62.50)	1 (6.20)	1 (6.20)	1 (6.20)
Rs. 40,000 & above	0 (0)	12 (70.60)	3 (17.60)	2 (11.80)	0 (0)

Source: filed work study

Interpretation:

The table above shows cross- tabulation between monthly income and frequency of visit for buying apparels. The figures in parentheses in the above table represent the percentage figures. The table depicts that 41.2% of respondents in the income range below Rs.10, 000 and 48.8 % respondents in the income group Rs. 10,000 – Rs. 20,000 visit malls/ stores monthly for buying apparels. Similarly, 62.5% respondents in the income group Rs. 30,000 – Rs. 40,000 and 70.6% respondents in the income category Rs. 40,000 and above visit stores/malls monthly for buying apparels. Hence what can be

inferred from the above table is that almost all of the respondents visit stores/ malls monthly for buying apparels.

4.2.4 Frequency of visit to various malls or stores in Kathmandu:

There are various malls and stores in Kathmandu which are selling various brands of men's apparels. Hence, the research has attempted to identify which of the malls or stores are frequently visited by the customers and which of the malls or stores are less frequently or even never visited by customers for buying apparels. The table highlighting the frequency of visit of customers to various malls or stores in Kathmandu is shown as follows:

Table 4.3: Frequency of visit to various malls in Kathmandu

Frequency of Visit	**BBSM**	**City Centre**	**Bishal Bazaar**	**Civil Mall**	**UWTC**	**KTM Mall**	**Sherpa Mall**	**Pashupati Plaza**	**People's Plaza**
Most Frequently	**46 (38.3)**	13 (10.8)	6 (5)	9 (7.5)	8 (6.7)	19 (15.8)	2 (1.7)	**1 (0.8)**	17 (14.2)
Frequently	31 (25.8)	13 (10.8)	6 (5)	11 (9.2)	13 (10.8)	13 (10.8)	9 (7.5)	12 (10)	16 (13.3)
Sometimes	9 (7.5)	23 (19.2)	23 (19.2)	17 (14.2)	15 (12.5)	17 (14.2)	6 (5)	6 (5)	6 (5)
Less Frequently	23 (19.2)	18 (15)	27 (22.5)	20 (16.7)	13 (10.8)	3 (2.5)	5 (4.2)	4 (3.3)	10 (8.3)
Never Visited	2 (1.7)	18 (15)	13 (10.8)	15 (12.5)	10 (8.3)	9 (7.5)	**42 (35)**	12 (10)	2 (1.7)
Total	**111**	**85**	**88**	**72**	**59**	**61**	**64**	**35**	**51**

Source: filed work study

Interpretation:

The above table clearly depicts the frequency of visit of the respondents to the malls/stores considered for this research. The figures in parentheses in the above table represent the percentage figures. The frequency of visit has also been presented in terms of percentage form in the aforementioned table. From the table it is evident that out of the 120 respondents, majority of the respondents (109) visit Bhatbhateni Supermarket (BBSM) for buying apparels and of them, 38.3% visit it most frequently while 1.7% has

never visited BBSM. Among the studied malls/ stores 35% of respondents have never visited Sherpa Mall while only 1.7% visits it most frequently. In case of Pashupati Plaza, only 0.8% visits it most frequently. Hence, it can be inferred that, in terms of malls or stores where men's apparels are sold Bhatbhateni Supermarket is to most popular one since it is the most frequently visited by customers for buying men's apparels.

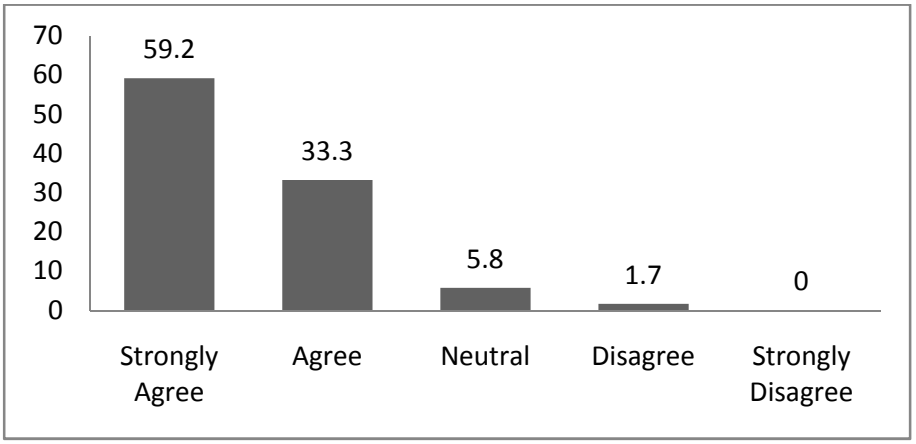
4.2.5 ANALYSIS OF CUSTOMER VISIT AND STORE ATTRIBUTES:

In this section, the customers' opinion regarding the kinds of stores that they prefer to visit are analyzed individually.

4.2.5.1 Visit the store that is easy to reach/ easily accessible:

The research has also analyzed respondent's or consumer's opinion regarding the easy accessibility of a store so as to know the level of importance that consumers have assigned to this factor. The results obtained from the research are presented as follows:

Figure 4.4: Visit the store that is easy to reach/easily accessible



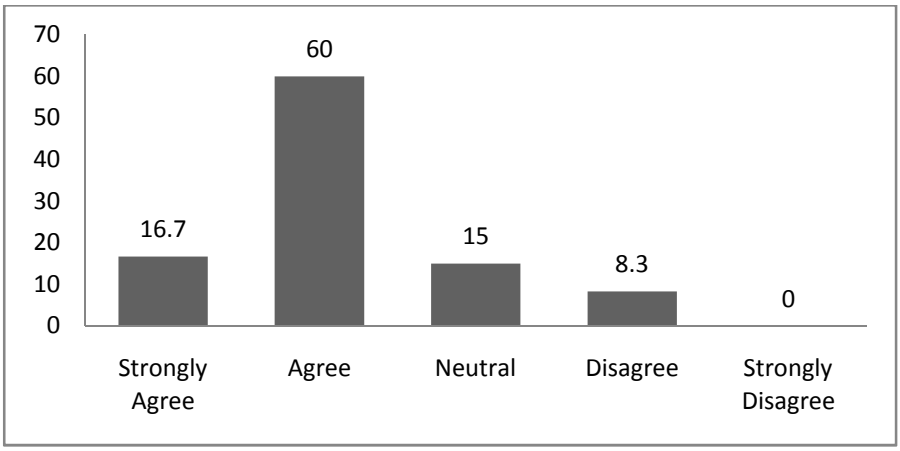
Interpretation:

The bar chart above depicts the response of customers towards their tendency to visit stores that are easy to reach or easily accessible. The aforementioned bar chart clearly illustrates that 59.2 percent of the total respondents strongly agree that they visit the store that is easy to reach or easily accessible to them. This is followed by 33.3 percent of respondents who agree that they go the stores having easily accessible location. Only 1.7 percent of respondents disagree the fact that they visit stores that are easy to reach or easily accessible.

4.2.5.2 Stores having different interior decoration are more attractive to visit:

Regarding the consumer's opinion regarding interior decoration of a store, the following findings have been resulted from the research:

Figure 4.5: Stores having different interior decoration are more attractive to visit



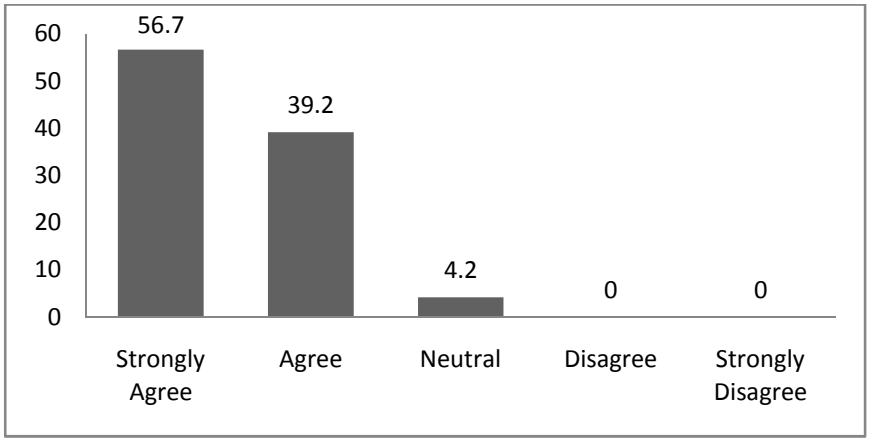
Interpretation:

The aforementioned figure shows consumers' response to the fact that they find stores with different interior decoration more attractive to visit. From the figure, it is clear that out of the total 120 respondents, 60 percent of respondents agree that stores having different interior decoration are more attractive to visit. 16.7 percent of respondents strongly agree to this fact while 8.3 percent disagree that stores with different interior decoration are more attractive to visit.

4.2.5.3 Prefer helpful and well mannered sales people in a store:

Sales people are a vital component of any store. In case of apparels it is much more crucial since sales people are the ones with whom the customers directly interact while making their purchase. As such, the research has attempted to analyze customers' responses regarding sales people in a store. The findings from the research in this respect are presented as follows:

Figure 5: Prefer helpful and well mannered sales people in a store



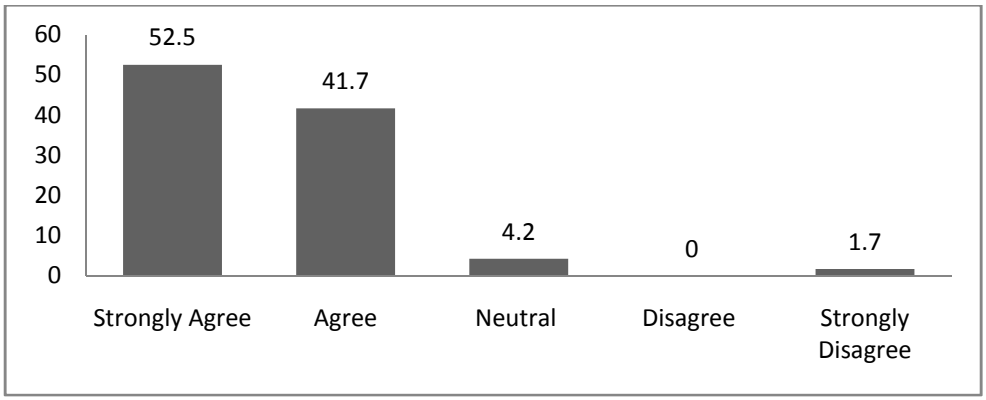
Interpretation:

The bar chart above clearly depicts that out of the 120 respondents, 56.7 percent respondents agree that they prefer helpful and well mannered sales people in a store when they visit the store to buy apparels. None of the respondents disagree to this fact and only 4.2 percent of respondents are neutral regarding their preference for helpful and well mannered sales people in a store.

4.2.5.4 Like to buy from stores having wide product variety (design, color, size etc):

The research has also attempted to analyze the responses of customers regarding stores that have a wide product variety. The results obtained from the research are illustrated as follows:

Figure 4.7: Like to buy from stores having wide product variety (design, color, size)



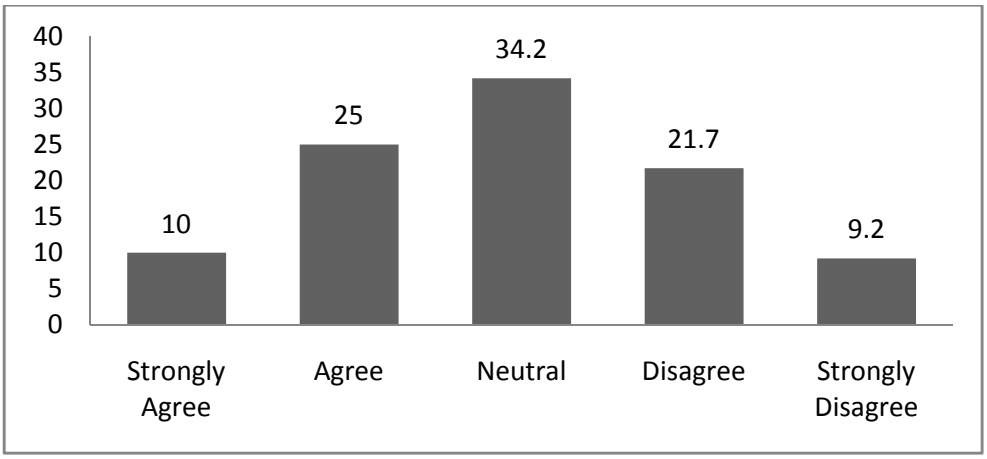
Interpretation:

Regarding customers' responses regarding whether they like to buy from stores having wide product variety, the results are clearly illustrated by the aforementioned bar chart. The bar chart presented above depicts that 52.5 percent of respondents strongly agree and 41.7 percent agree that they like buying from a store that has wide product variety in terms of design, color, size of apparels etc. Only a nominal percent of1.7 percent of respondents strongly disagree that they like to buy from stores having wide product variety in terms of design, color, size etc.

4.2.5.5 Stores that have frequent price discounts and sales schemes:

The research has also attempted to identify what responses customers make regarding stores that have frequent price discounts and sales schemes. The results obtained from the research in this respect are depicted in the following figure:

Figure 4.8: Stores that have frequent price discounts and sales schemes



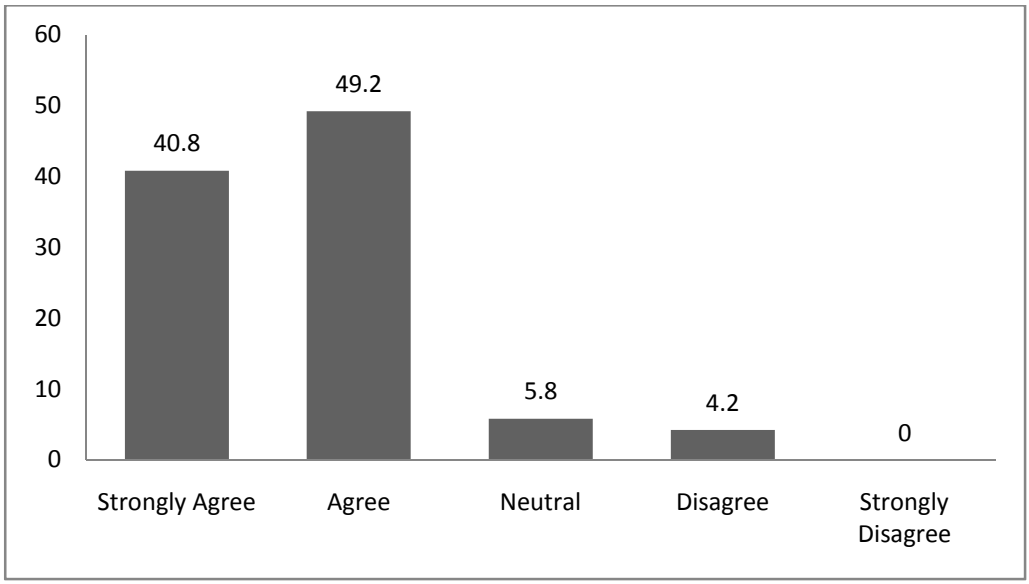
Interpretation:

The aforementioned bar chart shows consumers' response towards stores that have frequent price discounts and sales schemes. The chart clearly depicts that from among 120 respondents, 34.2 percent of the total respondents are neutral to the fact that they go to stores that have frequent price discounts and sales schemes. However, a second highest percentage of 25 percent of respondents agree that they visit stores having frequent price discounts and sales schemes. Further, 21.7 percent respondents disagree and 9.2 percent strongly disagree that they go to stores that have frequent price discounts and sales schemes.

4.2.5.6 Prefer stores that have a pleasant environment inside the store:

This particular research also attempted to know whether customers value a pleasant environment inside an apparel store. From the research the following results have been obtained in this respect.

Figure 6.9: Prefer stores that have a pleasant environment inside the store



Interpretation:

Regarding consumers' response to their preference for pleasant environment inside a store, the aforementioned bar chart shows that out of the total 120 respondents, 49.2 percent of the respondents agree and 40.8 percent of respondents strongly agree that they prefer going to stores that have a pleasant environment inside the store. Only 4.2 percent of the total respondents disagree that they like to visit stores having pleasant environment inside the store.

4.2.5.7 Improvements that the respondents seek in upcoming malls/stores:

This particular research has also attempted to identify the improvements that consumers are seeking or expecting in upcoming or new malls or stores in which men's apparels will be sold. A table showing percentage of frequency of consumers' responses regarding the improvements they are expecting in upcoming malls or stores has been shown as follows:

Table 4.4: Improvements that the respondents seek in upcoming malls/ stores

Improvements	V. Important	Important	Neutral	Not so important	Not important at all
Easy to reach/easily accessible	**(86.70)**	(4.20)	(1.70)	(0.80)	(0)

Better Parking Facilities	**(45.00)**	(30.80)	(9.20)	(3.30)	(4.20)
Well Mannered sales people	**(53.30)**	(36.70)	(5.00)	(0.80)	(0)
Organized Product Displays	(30.80)	**(53.30)**	(10.80)	(1.70)	(1.70)
Pleasant Store Environment	(25.00)	**(41.70)**	(23.30)	(0.80)	(5.80)
Proper Physical Facilities	**(45.00)**	(33.30)	(6.70)	(12.50)	(0)

Source: filed work study

Interpretation:

The figures in parentheses in the above table represent the percentage figures. From the above table it is clear that out of the total of 120 respondents, 86.7 percent of the total respondents want upcoming malls/stores to be easy to reach or easily accessible to them. 45 percent of the respondents have emphasized better parking facilities as well as proper physical facilities respectively.53.3 percent of respondents think that upcoming malls/ stores should have well mannered sales people as well as organized product displays respectively. 41.7 percent of the respondents would like to see pleasant store environments in the upcoming malls/ stores.

4.2.5.8 Measurement of customers' response regarding desired store experience:

In the research it has also been attempted to obtain some insights from the consumers regarding what kind of store experiences they desire. The results obtained from the research in this case are presented in a table as follows:

Table 4.5: Measurement of customers' response regarding desired store experience

Statements	**V. Important**	**Important**	**Neutral**	**Not so important**	**Not Important at all**
Wide variety of Merchandise	**(57.50)**	(37.50)	(1.70)	(3.30)	(0)
Appealing Store Environment	(17.50)	**(63.30)**	(14.20)	(5.00)	(0)
Hassle free and enjoyable	**(56.70)**	(41.70)	(1.70)	(0)	(0)

shopping					
Discounts and sales schemes	(28.30)	**(33.30)**	(26.70)	(6.70)	(5.00)

Source: filed work study

Interpretation:

The aforementioned table shows customers' response regarding their desired store experience. The figures in parentheses in the above table represent the percentage figures. Of the total respondents, 57.5 percent and 56.7 percent highly emphasize wide variety of merchandise in a store and hassle free and enjoyable shopping respectively. 63.3 percent of the respondents emphasize appealing store environment and only 33.3 percent of the total respondents think that discounts and sales schemes are important for getting their desired store experience.

4.2.5.9 Store experience based purchase and its frequency:

In the research it has also been analyzed whether consumers ever not purchased from an apparel store or a store selling apparels just because of the store experience or not. In addition to it, the research has also identified how frequently consumers have repeated this behavior of not purchasing apparels from a store on the sole basis of store experience. The results obtained from the research in these respects are depicted in separate tables as follows:

Table 4.6: Purchase based on store experience

Have you ever not purchased from an apparel store just because of the store experience?	**Frequency**	**Percent**
Yes	88	73.3
No	32	26.7

Source: filed work study

Interpretation:

The table above shows that of the 120 respondents 73.33 percent of respondents have agreed that, they have not purchased from an apparel store just because of the store experience.

Table 4.7: Frequency of purchase based on store experience

If yes, how often have you not purchased in that way?		
	Frequency	**Percent**

Always	9	10.8
Too often	15	18.1
Frequently	37	44.6
Not Frequently	22	26.5
Total	**83**	**100**

Source: filed work study

The aforementioned table depicts the frequency of the incidences in which the consumers have not purchased from an apparel store or stores selling apparels just because of the store experience. From the table it is clear that, 44.6 percent of the total 120 respondents have frequently not purchased from a store just because of the store experience while 10.8 percent have always not purchased from a store solely because of the store experience.

Table 4: Frequency of purchase based on store experience

If yes, how often have you not purchased in that way?		
	Frequency	**Percent**
Always	9	10.8
Too often	15	18.1
Frequently	37	44.6
Not Frequently	22	26.5
Total	**83**	**100**

Source: filed work study

4.3 STATISTICAL TESTS PERFORMED:

The research has used statistical tests so as to measure the responses of the consumers or the respondents towards the various factors influencing store experience. Each of these factors has been termed as influencer and they have been separately analyzed by computing mean values for each of the factor. The detailed analysis is provided in the following section of this report.

4.3.1 Mean values of staff of the stores as factor influencing store experience:

The research has tried to assess the influence of staff of stores on the store experience. For this purpose, mean calculation of each of the sub factors in the category staff of the stores has been done. The results obtained have been presented in a table as follows:

Table 4.9: Means of staff of malls/ stores as factor influencing store experience

Statements	Mean	Standard Deviation	Rank
Enough staff in the store to serve customers	1.89	1.060	2
Well-dressed and neat staff	**2.11**	0.887	1
Helpful and knowledgeable staff	1.33	0.537	4
Staff handling customers courteously while visiting store	1.7	0.856	3
Average Mean	1.75		

Source: filed work study

Interpretation:

The aforementioned table shows that the response of consumers regarding staff of the apparel stores/malls is high (1.75). Among the various statements, the highest rank is occupied by enough staff in the store to serve customers while the lowest rank is given to helpful and knowledgeable staff.

If we see the standard deviation, we can see that enough staff in the store has a higher standard deviation as well i.e. 1.060 while the lowest standard deviation is of the statement, helpful and knowledgeable staff.

However, all of the statements above support that staff of the stores influence store experience for apparels.

4.3.2 Mean values of Store traffic as a factor influencing store experience:

In the research store traffic as an influencer on the store experience has also been analyzed. The results obtained from the research in this respect are depicted in a table as follows:

Table 4.10: Means of store traffic as a factor influencing store experience

Statements	Mean	Standard Deviation	Rank
Stores that are not very crowded	1.51	0.635	3
Stores that are a little too busy	2.04	0.666	2
Stores with a lot of shoppers in the store	**2.68**	0.568	1

Average Mean	2.07		

Source: filed work study

Interpretation:

The aforementioned table shows the consumers' response towards store traffic as an influencer for store experience. The overall mean value is high (2.07). The consumers have given highest importance to stores with a lot of shoppers in a store and have assigned least importance to stores that are not very crowded which means they prefer stores with a good amount of store traffic and that they do not want to visit stores with isolated traffic.

In case of standard deviation, the highest standard deviation is of stores that are a little too busy while the least standard deviation is of 'stores with a lot of shoppers in the store'.

4.3.3 Mean values of merchandise as a factor influencing store experience:

The results obtained from the research while attempting to analyze merchandise as an influencer is shown in a table in the following manner:

Table 4.11: Means of Merchandise as a factor influencing store experience

Statements	**Mean**	**Standard Deviation**	**Rank**
Store carrying stylish merchandise/products	1.79	0.849	3
Store carrying high fashion merchandise/ products	**2.27**	1.020	1
Store carrying reliable merchandise/products	1.45	0.620	4
Fully stocked stores	2	0.935	2
Average Mean	1.88		

Source: filed work study

Interpretation:

The aforementioned table shows that the consumers' response regarding merchandise as influencer for store experience is high (1.88). The standard deviation figures of the aforementioned table show that store carrying high fashion merchandise/ products has the highest standard deviation of 1.020 while the least standard deviation i.e. 0.620is occupied by store carrying reliable merchandise/products. Hence, it is found that consumers have given most priority to stores carrying high fashion merchandise which is closely followed by preference for fully stocked stores. However, the respondents have given least priority to stores carrying reliable merchandise.

4.3.4 Mean values of design and ambience as a factor influencing store experience:

Another factor of store atmospherics i.e. design and ambience has also been analyzed in the research so as to know whether design and ambience are influencers of store experience or not. The results obtained in this aspect are presented in a table as follows:

Table 4.12: Means of Design and ambience as a factor influencing store experience

Statements	Mean	Standard Deviation	Rank
Ease in navigating the store	1.58	0.545	9
Sufficient aisle space in the store	1.82	0.774	6
Impressive in-store displays	1.78	0.769	7
Nice decoration of the store	2.04	0.873	4
Pleasant lighting in the store	1.97	0.869	5
Lighting that highlights products displayed in the store	2.33	1.007	3
Pleasant music in the store	**2.82**	1.029	**1**
Attractive trial rooms	2.58	0.940	2
Organized and logically located merchandise	1.63	0.697	8
Average Mean	2.06		

Source: filed work study

Interpretation:

The above table that shows consumers' responses concerning design and ambience of stores has an overall mean value of 2.06. Regarding design and ambience of the stores, the highest rank is given to pleasant music in the stores, which also has the highest standard deviation of 1.029, followed by attractive trial rooms and lighting that highlights products displayed in the stores. The table also shows that least priority is given to ease in navigating the store which also has the least standard deviation of 0.545.

4.4 INFERENTIAL ANALYSIS AND DISCUSSION:

In this section of the research report, the hypotheses that had been formulated in the preceding chapters of this report have been tested with the help of suitable statistical tests such as t test, Pearson's chi square etc.

4.4.1 Hypothesis testing for location:

Null Hypothesis: There is no significant relationship between location of store and store experience of consumers.

Alternative Hypothesis: There is significant relationship between location of store and store experience of consumers.

Table 4.13: One Sample t Test for Location

	Test Value = 3		
	t	df	P value
I visit the store that is easy to reach/ easily accessible	3.953	120	0.000

Source: filed work study

Interpretation:

At degree of freedom (df) = 120, the value of tabulated t is 1.658

Calculated t =-3.953, Tabulated t = 1.658

Since calculated t (3.953) is greater than tabulated t (1.658) and p value is less than 0.005, we reject the null hypothesis, which states that there is no significant relationship between location of store and store experience of consumers.

4.4.2 Hypothesis testing for layout:

Null Hypothesis: There is no significant relationship between layout of the store and store experience of consumers.

Alternative Hypothesis: There is a significant relationship between layout of the store and store experience of consumers.

Since the research has included many sub elements in store layout, the research has tested this hypothesis by calculating t values for each of the sub elements and then decided to accept or reject the hypothesis.

Table 4.14: Test of significance of layout on store experience:

Test Value = 3	t	df	P value
Ease in navigating the store	2.651	120	0.000
Sufficient aisle space in the store	1.626	120	0.000
Attractive trial rooms	4.855	120	0.000
Organized and logically located merchandise	2.469	120	0.000

Source: filed work study

Interpretation:

At degree of freedom (df) = 120, the value of tabulated t is 1.658

The aforementioned table shows the t values of the various sub elements of the independent variable layout of the store. The table shows that the calculated t value of all the sub elements of layout is greater than tabulated t (1.658). Along with this, all of the sub elements have p values of less than 0.005. Hence, we reject the null hypothesis. It implies that there is significant relationship between layout of store and store experience of consumers.

4.4.3 Hypothesis testing for sales staff of store:

Null Hypothesis: Staffs of the store do not directly affect store experience

Alternative Hypothesis: Staffs of the store directly affect store experience

Table 4.15: Test of significance of staff of the store on store experience

Test Value = 3	t	df	P value
Enough staff in the store to service customers	1.459	120	0.000
Well-dressed and neat staff	1.014	120	0.000
Helpful and knowledgeable staff	4.164	120	0.000
Staff handling customers courteously while visiting store	1.636	120	0.000

Source: filed work study

Interpretation:

At degree of freedom (df) = 120, the value of tabulated t is 1.658

From the table in the preceding page we can see the calculated t values of the several sub elements of the independent variable staff of the store. The table clearly depicts that the calculated t values of all the sub elements is greater than the tabulated t value of 1.658. Since calculated t values are greater than tabulated t values and the p values of all the sub elements are less than 0.005, we reject the null hypothesis which states that staffs of the store do not directly store experience of consumers

4.4.4 Hypothesis testing for product assortments/variety:

Null Hypothesis: There is no significant relationship between product assortments/variety and store experience

Alternative Hypothesis: There is significant relationship between product assortments/variety and store experience

Table 4.16: Test of significance of product assortments/ variety on store experience

Test value = 3	**t**	**df**	**P value**
Store carrying stylish merchandise/products	5.589	120	0.000
Store carrying high fashion merchandise/ products	7.783	120	0.000
Store carrying reliable merchandise/products	7.399	120	0.000
Fully stocked stores	11.718	120	0.000

Source: filed work study

Interpretation:

At degree of freedom (df) = 120, the value of tabulated t is 1.658

The table above depicts the t values of the various sub elements of the variable product assortments/ variety. From the table we can see that the calculated t values of all of the sub elements is greater than the tabulated t value of 1.658. Since calculated t values are greater than tabulated t values as well as the p values of all the sub elements are greater

than 0.005, we reject the null hypothesis and conclude that there is significant relationship between product assortments/variety and store experience of consumers.

4.4.5 Hypothesis testing for ambience:

Null Hypothesis: Ambience of the store does not affect store experience of consumers

Alternative Hypothesis: Ambience of the store affects store experience of consumers

Table 4.17: Test of significance of ambience on store experience

Test Value = 3	**t**	**df**	**P value**
Impressive in-store displays	7.332	120	0.000
Nice decoration of the store	2.019	120	0.000
Pleasant lighting in the store	3.026	120	0.000
Lighting that highlights products displayed in the store	7.252	120	0.000
Pleasant music in the store	1.952	120	0.000

Source: filed work study

Interpretation:

At degree of freedom (df) = 120, the value of tabulated t is 1.658

The aforementioned table depicts the t values of the various sub elements of the independent variable ambience. The table clearly shows that the calculated t values of all the sub elements are greater than tabulated t (1.658). It also shows that all the sub elements have p values of less than 0.005. Hence, we reject the null hypothesis and accept that ambience of the store affects on store experience of consumers.

CHAPTER V
SUMMARY, CONCULSIONS AND RECOMMENDATIONS

This chapter aims to summarize the purpose and objectives of the research as well as to summarize the major findings of the research along with conclusions. In addition to it, this section of the report will also be dealing with some recommendations for further research in related area.

5.1 SUMMARY OF FINDINGS AND CONCLUSION:

This research work was conducted with an aim to analyze the factors that influence the store experience of consumers of men's apparels in Kathmandu. As such, the study examined customers' responses to the various elements of store atmospherics.

On the basis of the analysis of data and interpretation of results, the research has come up with some of the major findings as follows:

- Consumer usually spend in the range of Rs. 1000 – Rs. 5000 each month for buying apparels. Of the total 120 respondents or consumers, 48 percent of the total respondents of this research have stated that they visit stores monthly for buying apparels. The research has also shown that as the income range increases, the percent of respondents who visit stores monthly for buying apparels also increases.
- Among the various malls/ stores considered in this research, Bhatbhateni Supermarket (BBSM) is the most frequently visited store for buying apparels with 38.3 percent respondents visiting the store most frequently. On the other hand, Sherpa Mall has the highest percent of respondents who have never visited the store for buying apparels i.e. 35 percent.

The research has shown that consumers visit stores that are easy to reach or easily accessible, that have different interior decoration, that have pleasant store environment inside the store, that have helpful and well mannered staff and wide product variety in terms of design, color, size etc. However, consumers are comparatively neutral to frequent price discounts and sales scheme

- The research illustrates that in case of improvements in upcoming stores/ malls, consumers highly emphasize factors like accessibility, parking facilities, well mannered staff and proper physical facilities in terms of lifts, escalators, lockers, trial rooms, rest rooms etc. The consumers have opined that they would also like to see improvements in organized product displays and pleasant store environments.
- The research has shown that consumers think that staffs of the store as well as ambience have a vital part in determining the store experience.
- The research has shown that consumers like to visit stores with a lot of shoppers in the store and they would like to visit stores that have stylish merchandise.
- The research has also depicted that the desired store experience for a male consumer of apparels would be the one having wide variety of merchandise to choose from, appealing store environment and hassle free and enjoyable shopping.
- The hypothesis testing of the research has shown that there is significant relationship between location of the store, staff of the store, ambience, product assortments and store experience respectively. However, there is no significant relationship between layout of the store and store experience as shown by the research.
- Finally, the research has depicted that majority of customers have not purchased apparels from a store because of the store experience and they have done this frequently while purchasing apparels from a store.

5.2 DISCUSSIONS:

On the basis of the findings of the research the following recommendations are made for the apparel stores that are consistent with the samples of this research:

- Since male consumers of apparels have frequently not purchased apparels from a store just on the basis of store experience, it is recommended that stores/ malls that sell apparels should focus on improving the current level of store experience that they are providing to the customers.

- Consumers highly value well maintained and helpful staff in a store. Thus, stores/ malls should ensure that their store staffs meet customers' expectations and for this they need to make necessary investments on their store staff in areas of training and personality development.
- Since male consumer's desire wide variety of merchandise, as well as stylish merchandise in the stores that they visit, apparels stores/malls in Kathmandu should drive their attention in providing wide variety of stylish apparels to their customers in their stores.
- The upcoming stores/ malls should give ample attention to factors like location, parking facilities, physical facilities etc before establishing the store in the market.
- Although male customers have shown preference for stores that have a lot of shoppers in the store, they do not like overcrowded stores. Hence, stores/malls need to be effective in managing crowd in their store so that the store is neither isolated not overbearing.

5.3 RECOMMENDATION FOR FURTHER RESEARCH:

There are various opportunities to extend this research. There is an opportunity to compare factors influencing store experience of men's apparels in various cities outside Kathmandu. Similarly, there exist an opportunity to conduct similar study for female apparels. There also exists opportunity to conduct separate research for exclusive branded apparel showrooms of men's apparels.

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APPENDICES

Appendix 1: Questionnaire used for consumer survey

Study on "Factors Influencing Store Experience of Men's Apparels in Kathmandu"

Dear respondents,

I, am MBS student of Sankerdev campus, Kathmandu, am conducting a survey on "Factors Influencing Store Experience of Men's Apparels in Kathmandu", as a part of my Graduate Research Project to fulfill the course requirements . I expect your valuable participation and cooperation by answering this questionnaire.

I assure you that the information and responses that you have provided in this questionnaire will be kept highly confidential and will be used for my academic purpose only.

PERSONAL INFORMATION

Name (Optional) _____

Please tick the appropriate option for each of the criteria below:

Age	**Occupation**	**Qualification**	**Monthly Income**	**Monthly expenditure on Clothing**
☐ Below 18	☐ Student	☐ Below SLC	☐ Below Rs.10,000	☐ Below Rs. 1000
☐ 19-29	☐ Business	☐ SLC	☐ Rs.10,000–Rs. 20,000	☐ Rs.1,000-5,000
☐ 30-40	☐ Service	☐ 10+2	☐ Rs.20,000- Rs. 30,000	☐ Rs.6,000-10,000
☐ 41-50	☐ Others, please specify	☐ Bachelors	☐ Rs.30,000-Rs.40,000	☐ Above Rs.10,000
☐ Above 51		☐ Masters	☐ Rs. 40,000 & above	

Shopping Trends and Experiences

1. **Do you visit shopping malls or departmental stores for buying apparels?**
   ☐ Yes ☐ No

2. **How frequently do you visit malls/ supermarkets/departmental stores for buying apparels?**

   ☐ Weekly ☐ Monthly ☐ Every 3 Months ☐ Every 6 Months ☐ Annually

3. **Please rate the top 5 malls/ supermarkets/ departmental stores that you have last visited for buying apparels (1= Most Frequently, 2 = Frequently, 3 = Sometimes, 4 = Less Frequently, 5 = Never Visited)**

___ Bhatbhateni Supermarket ___ NLIC City Centre

___ Bishal Bazaar Supermarket ___ Civil Mall

___ United World Trade Centre (UWTC) ___ Kathmandu Mall

___ Sherpa Mall ___ Pashupati Plaza

___ People's Plaza ___Others, please specify

4. **Please select ( ) suitable option for each of the following statements (regarding apparels/ clothes stores) in the table below: chi square, comparison**

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
I visit the store that is easy to reach/ easily accessible					
Stores having good interior decoration, layout & display are more attractive to visit					
I prefer helpful and well mannered sales people in a store					
I like to buy from stores having wide product variety (design, color, size)					
I go to stores that have frequent price discounts and sales schemes					
I prefer going to stores that have a pleasant environment inside the store					

5. **What improvements would you like to see in the existing malls/ supermarkets/ departmental stores? Tick all the suitable options and rate each of the options that you choose in a scale of 1 to 5 in the dotted space provided. (1=Very Important, 2= Important, 3= Neutral, 4= Not so important, 5= Not Important at all)**

Easy to reach ___ Better Parking facilities___ Well mannered salespeople___

Organized Product displays___ Pleasant store environment___

Proper physical facilities (Lifts, Escalators, Lockers, Trial Rooms, Rest Rooms etc) __

6. **Rank each of the following statements regarding sales staff of apparel stores in a scale of 1 to 5. (1=Very Important, 2= Important, 3= Neutral, 4= Not so important, 5= Not Important at all)**

Statements	**1**	**2**	**3**	**4**	**5**
Enough staff in the store to service customers					
Well-dressed and neat staff					
Helpful and knowledgeable staff					
Staff handling customers courteously while visiting store					

7. **Rank each of the following statements regarding customer traffic or crowd in apparel stores in your order of preference in a scale of 1 to 3 (1=Most Preferred , 2= Preferred, 3= Not preferred)**

   Stores that are not very crowded ___ Stores that are a little too busy ___

   Stores with a lot of shoppers in the store ___

8. **Rank each of the following statements regarding the merchandise/products of apparel stores (1=Very Important, 2= Important, 3= Neutral, 4= Not so important, 5= Not Important at all)**

Statements	**1**	**2**	**3**	**4**	**5**
Store carrying stylish merchandise/products					
Store carrying high fashion merchandise/ products					
Store carrying reliable merchandise/products					
Fully stocked stores					

8. **Rank each of the following statements regarding the design and ambience of apparel stores. (1=Very Important, 2= Important, 3= Neutral, 4= Not so important, 5= Not Important at all)**

Statements	**1**	**2**	**3**	**4**	**5**
Ease in navigating the store					
Sufficient aisle space in the store					
Impressive in-store displays					
Nice decoration of the store					
Pleasant lighting in the store					
Lighting that highlights products displayed in the store					
Pleasant music in the store					
Attractive trial rooms					
Organized and logically located merchandise/products					

9. **Rank each of the following statements regarding your desired store experience in an apparel store. (1=Very Important, 2= Important, 3= Neutral, 4= Not so important, 5= Not Important at all)**

Statements	**1**	**2**	**3**	**4**	**5**
Wide variety of merchandise					
Appealing store environment					
Hassle free and enjoyable shopping					
Discounts and sales schemes					

10. **Have you ever not purchased apparels from a mall/ supermarket/ departmental store just because of the store experience?**

Yes ☐ No ☐

If yes, how often have you purchased in that way?

☐ Always ☐ Too often ☐ frequently ☐ not frequently

THANK YOU FOR YOUR COOPERATION