

# AN EXPLORATORY STUDY ON THE IN-STORE ENVIRONMENTAL ELEMENTS AS A NON-VERBAL COMMUNICATION INFLUENCER ON THE PURCHASE INTENTION OF THE CONSUMERS TOWARDS NILGIRI'S SUPER MARKETS IN CHENNAI CITY

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**ABSTRACT**--*The Indian retail marketplace incorporates a vivacious amalgamation of challenging shoppers, increasing echelons of consumption patterns and a rising populace base. The purchasing pronouncement of a shopper passes through various levels, which are perpetually influenced by behavioural forces. It's essential for the retailers to form their retail store environment as enjoyable as possible so as to gratify their shoppers' desires and deliver them with a gratifying experience. Once customers are inside a retail store, various components have an emotional impact on their perceptions, namely; lighting, flooring, aroma, music, colours, textures, wall displays etc. Zentes, Morschett, and Schramm-Klein (2007) advocate that the shoppers experience the retail store atmosphere initially through their sensory channels such as sight, sound, scent, touch and taste. Next, purchase intention is the liking of the shopper to purchase the product or service. Many factors may have an effect on the consumer's purchase intention while selecting the product and the ultimate buying decision depends on consumers' intention with large external factors (Keller, 2001). Siu and Hua (2001) specified that physical look of a retail store has the utmost impact on the overall service quality, increased customer retention and higher future consumption, respectively. The study conducted by Satish and Peter (2004) elucidates that knowledge about the product by the patron plays an integral role throughout the product purchase decision. Other studies like Rao and Monroe (1988) argued that knowledge of the product is the major factor in product purchasing decision. Product packaging in which one thought is simple outlook and second thought is to prepare attractive packaging. These factors are also very important and have influenced on consumer purchase intention (Ann, 2008). Another study of Fung et al., (2004) exposed that shoppers' feelings are attached with design and packaging. This research paper has been envisioned to seem into the collective influence of the in-store retail environmental factors such as interior and exterior store atmospherics, store layout, depth and width of merchandise, store staff, price and promotional activities, social status and customer service that make an effect on the customers and have an influence on their purchase intentions. In today's society consumers are experiencing more time pressures and expect a break out*

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*from the hectic and stressful days. A conceptual framework is designed based on the literature. The framework provides the inspiration for the study. To achieve the objective, the research instrument is developed and validated. The research instrument executed is questionnaire which is self-structured. The research is targeted towards both shopper genders who shop at supermarkets. The supermarkets included Nilgiri's supermarkets. The area of sampling included Purasaiwakam and Anna Nagar, Chennai. The primary data was collected using mall intercept method. The sample size is 300. 150 respondents were selected from each area respectively. The respondents were selected based on judgement and convenience. Data collection was done by visiting the stores multiple times at various timings incorporating more and less crowded conditions. The reliability of the tool was checked and the alpha values were also obtained. The research instrument is then factor analysed and the validity is checked using Confirmatory Factor Analysis. Structure Equation Modelling is used to test the hypothesis. The results show that the customers who shop at supermarkets in Chennai city, India, have high expectations and are influenced towards the retail attributes of the stores. This influence on the other hand has an impact on their purchase intentions. The major intent of conducting this research was to identify the impact of atmospheric variables on the consumer purchase intention in the Nilgiri's Supermarkets. Purchase intention is incongruent. Store ambience influences the customers greatly and much needs to be done to enhance the customers' shopping experience. It is essential for the retailer to concentrate on the variety and quality of the products which calls for a good collection of brands and products. Consumers high on convince ability are prone to bump into sales situations that could end with them making unwanted purchases. Salespersons who encounter highlyconvincible consumers often have little incentive to not take advantage of the tendency. The managers can ensure and motivate the salesperson for better results. In general, managers need to look beyond store format in order to become more successful and to be able to provide what the consumers want so that they become loyal customers.*

**Keywords--**Shopping Behaviour, Purchase Intention, Supermarkets, Retail Atmospheric, CFA, SEM

## **I. INTRODUCTION**

The Indian retail market place comprises of a vibrant blend of curious demanding consumers, increasing levels of consumption and a budding population base. Conferring to a study made by McKinsey Global Institute, the growth of Indian shopper market is expected to grow fourfold, by the year 2025, and India is likely to improve its position to the fifth. The recent growth spurt was attained principally through a flow in productivity which is sustainable. It is also noted that India's contribution to world growth will be high and increasing in coming years. Contemporary trading practices are used to unveil new products, develop brands, improvise customer awareness etc. This could then be tailed by capacity rise up from common trade networks. Researches on shoppers and their behavioural patterns in India have widely been narrowed to their time and money spending styles and demographic profile for a specific format (Sinha, 2003). Additionally, the support of "value for money" and "value for time" have completely changed the buyers' shopping orientations and buying behaviour towards choice of food and grocery store formats.

Purchase intention is considered to be the liking of shopper to purchase the product or service. If said in alternative way, purchase intention has another characteristic that the shopper will purchase a product after a detailed assessment. There are many attributes that have an influence on the shopper's purchase intention while picking the product and the crucial decision hinge on the shoppers' intention with hefty external dynamics (Keller,

2001). Decision making on one's purchase is mainly affected by the group in the procedure of selecting a brand for known products.

In the past decade the patrons were only fixated on the product functions and attributes. In the recent times customers are looking for additional features and benefits before deciding their purchases. An appealing in store environment is one such element that are highly demanded by the shoppers. Grewal et.al. (2009) supposed that in store environment can be denoted as the combination of various prompts such as scent light, colour, music etc., which is mainly used to elucidate the sensation over the shopping experience (Milliman, 1986). In store environment contributes more for the success of the business. It is believed that shopping experience and purchase intention is mainly derived from both the tangibles and intangibles inside the store environment that includes atmospherics, layout, product assortment, offers and promotions, displays, fellow shoppers and employees as well. Hence store environment may be considered as an essential component of non-verbal communiqué mix that influences the purchase intention of the consumers.

The purchase intention of a patron drives through various phases, that are mostly predisposed by interactive forces. Culture, sub-culture and social class are very important in influencing shoppers' behaviour. It also attempts to evaluate the effects on the shopper from social groups such as, friends, family, society in general and reference groups. Purchase intention depicts the impression of customer retention. Today's, shoppers have a wide variety of choices regarding the place of purchase and items of purchase. Those retail stores which are able to identify the different needs and tastes of consumers, those which are able to cater those needs are able to survive in the days of intense competition. For instance, more, food world, reliance mart and star bazaar cater to different needs of the shoppers. It is the shopper who makes the decision on what retail store to visit subject to the proposed quantity, quality and type of merchandises he/she needs to buy. Hence it is important for the vendors to style their in-store environs as attractive as possible so as to gratify the shopper's needs and offer them with an pleasurable shopping experience. Once the shoppers are inside a retail store, copious elements such as colours, lighting, aroma, flooring, textures, music, wall displays etc will start to influence their perceptions.

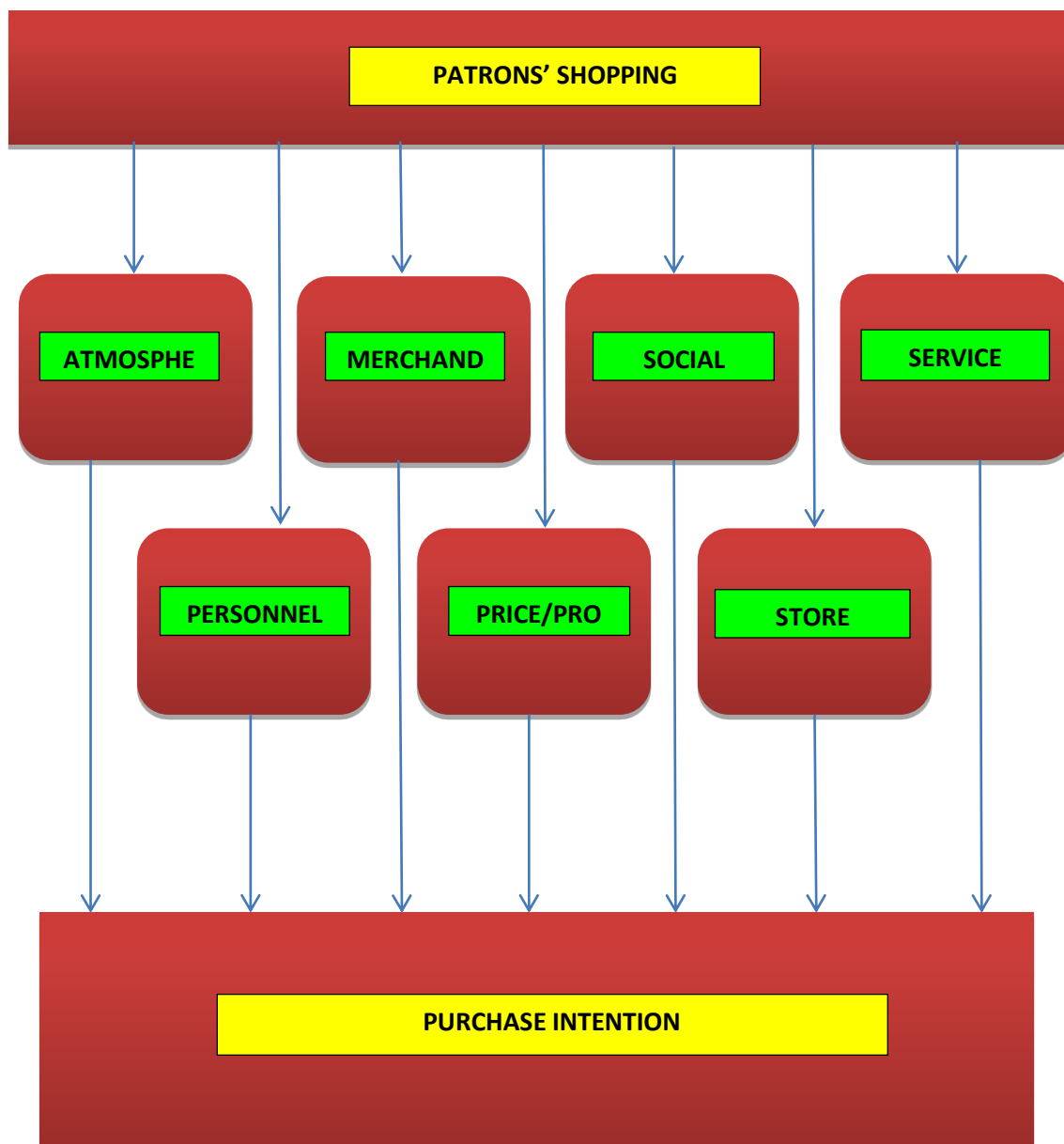
## **II. PURPOSE OF THE STUDY**

Previous researchers (Hoffman and Turley, 2002; Grewal et al., 2003; Mattilla and Wirtz, 2001) have comprehended the substantial effect of the store atmospherics on the customer shopping pattern, but the experimental research still stays restricted and dated back and quite constricted (Bitner, 1992; Turley and Milliman, 2000; Zeynep and Nilgun, 2011).

This research paper has been proposed to gauge into the collective influence of the retail store attributes such as exterior and interior store atmospherics, depth and width of merchandise, store layout, price and promotional activities, store staff, social status and customer service that make an influence on the patrons and have a significant impact on their purchase intentions. In the recent society of millennials there seem to be more time pressures and they expect a break out from the hectic and stressful days, so the role of in store environment is more important in directly persuading the customer to buy but also making them to do it regularly in that particular store.

### III. REVIEW OF LITERATURE

Pan, (2007) noted that purchase intention is the eagerness of purchasing the product. He stated that "purchasing decision process" is when the shopper searches for the relevant information and are eventually motivated by the accomplishment of demands according to their personal experience and the external environment factors; then after gathering a convincing level of information, they start to evaluate and consider; and after making exhaustive comparison and judgement, they finally make the decision over certain products. Likewise, Engel, Blackwell and Miniard, (1990) identified the term purchasing intention as a psychological process of decision-making. The study made by Satish and Peter (2004) explains that a shoppers' awareness over a particular plays an important role when making the product purchase decision. Other studies like Rao and Monroe (1988) claimed that idea of the product is the key factor in product purchasing decision. Product packaging in which, one thought is simple outlook and second thought is to prepare attractive packaging. These factors are also very imperative and have predisposed on consumer purchase intention (Ann, 2008). Another research made by Fung et al., (2004) exposed that shopper's emotional states are attached with design and packaging. Another feature of purchase intention is the perceived value which involves the relationship with product and consumers (Payne and Holt, 2001). It is ultimate conclusion that higher the perceived value resulting higher the intention of purchase (Tung et al. 1994). Based on the above literature the conceptual framework is designed. This framework provides the foundation for the study.



**Figure 1:** Conceptual Framework

#### **IV. OBJECTIVES**

It is accepted that the in-store environmental factors are the essential issue of consideration in the millennial society, and it is also a fast trending. It is also noted that maximum studies are only concentrated on any one atmospheric cue rather examining the other stimulus for purchase intention. In this research it is attempted to make use of all the relevant in store environment stimuli that influences the purchase intention of the shoppers so that it would be more precise to foresee and govern the shopping intentions.

- ❖ To analyse the effect of the in-store environmental factors on the shopping behaviour of the patrons.
- ❖ To study the influence of in-store environmental factors on the purchase intentions of the patrons.

## V. RESEARCH METHODOLOGY

Descriptive research was adopted for conducting the research study. The research has been done by personal interview method through a self-constructed questionnaire among the consumers who visited Nilgiri's Supermarket at Purasaiwakam and Anna Nagar chains in Chennai, Tamil Nadu. An aggregate of 300 samples were taken for the study considering 150 respondents in each area respectively. The respondents are the result of selection based on judgment and convenience. Data collection was done by visiting the retail stores multiple times at different timings including more and less crowded conditions. The study of the in-store environment is totally depended on observation and perception. The reliability of the tool was checked and the alpha values were also obtained. An Exploratory Factor analysis with varimax rotation was conducted on the all questions in order to find the influencing in-store environment factors and confirmatory factor analysis was conducted to validate the questionnaire. Structure Equation Modelling is used to fulfil the objective.

## VI. ANALYSIS AND INTERPRETATION

### IDENTIFYING THE IN-STORE ENVIRONMENT FACTORS

To identify the in-store environment factors as perceived in consumers' mind while purchasing products, rather than the individual differences in how the different people respond to the questions. The questions were framed based on consumer perception while purchasing products in the stores. Table.1 indicates the result of KMO and Bartlett's Test. The KMO value 0.948 is considered very good since it is close to 1. The Bartlett's Test of Sphericity is significant and also indicates correlation among the variables. Hence, the principal component analysis can be conducted.

**Table 1: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.948
Bartlett's Test of Sphericity	Approx. Chi-Square	2044.595
	Df	300
	Sig.	.000

All the questions were factor-analysed by using principal component analysis as the extraction method with varimax rotation and selected sorting by size. The loading value 0.50 and above are taken and below 0.50 loading questions were omitted because of purification purpose.

## VII. EXPLORATORY FACTOR ANALYSIS

**Table 2: Exploratory Factor Analysis with various In-Store Environment Factors**

Factors	Component						
	1	2	3	4	5	6	7
This store is setup in my locality	.828						
The lighting inside the store is comfortable	.820						

This store has parking facilities	.775						
I feel comfortable with the light music playing the background	.768						
The supermarket is well scented and free from odors and the floors wiped periodically	.767						
I am attracted towards the store's signboards and posters	.756						
The store has proper humidification arrangements(air conditioners)	.746						
I have confidence I am shopping at a retail store that matches my clientele		.822					
Myself image matches with the store's image		.786					
I meet my peer group while I shop here		.742					
I find the shopping experience pleasurable		.739					
My family prefer goods obtained from this shop		.712					
The sales personnel handle products neatly and carefully			.887				
The sales personnel are courteous and helpful			.844				
The sales personnel are in uniform			.831				
The sales personnel are informative			.758				
I have the option of card payment rather than cash				.845			
This store gives response to my feedback				.828			
This store offers me door delivery				.808			
This store has an empathetic approach in case of a product complaint				.760			
The supermarket often gives seasonal discounts					.832		
The sale promotion items are well displayed					.822		
The goods are rightly priced					.794		
The store has a lot of private lables that suits my budget					.767		
The store stocks new product that is launched in the market						.924	
This supermarket has a wide assortment of goods						.920	
The supermarket has quick turnover of fresh stock						.904	

I shop more when I look into attractive displays							.908
The store often projects more information							.893
The creative arrangement of the merchandise in the retail chain outlet supports mein the choosing the product.							.827

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Table 2, shows the factor analysis of all the questions towards purchase at Nilgiri’s Supermarket in Chennai. The rotated component matrix of 30 questions indicated that a total of seven components explaining an aggregate of 83.84% of the variance for the entire set of variables and they can be easily interpretable and they are named as follows,

**Table 3: Atmospheric Factor**

S.No.	Factors	Factor Loadings	Eigen Value
1	This store is setup in my locality	.828	26.764
2	The lighting inside the store is comfortable	.820	
3	This store has parking facilities	.775	
4	I feel comfortable with the light music playing the background	.768	
5	The supermarket is well scented and free from odors and the floors wiped periodically	.767	
6.	I am attracted towards the store's signboards and posters	.756	
7	The store has proper humidification arrangements(air conditioners)	.746	

All the seven elements are fully involved with atmosphere of the store; therefore, the first factor is named as “atmospheric factor”

**Table 4: Social Factor**

S.No.	Factors	Factor Loadings	Eigen Value
1	I have confidence I am shopping at a retail store that matches my clientele	.903	39.148
2	Myself image matches with the store's image	.895	
3	I meet my peer group while I shop here	.893	
4	I find the shopping experience pleasurable	.883	
5	My family prefer goods obtained from this shop	.874	

All the five elements are fully involved with social environment of the store; therefore, the second factor is named as “social factor”



**Table 5: Personnel Factor**

S.No.	Factors	Factor Loadings	Eigen Value
1	The sales personnel handle products neatly and carefully	.887	48.465
2	The sales personnel are courteous and helpful	.844	
3	The sales personnel are in uniform	.831	
4	The sales personnel are informative	.758	

All the four elements are fully involved with store personnel; therefore, this factor is named as “personnel factor”

**Table 6: Service Factor**

S.No.	Factors	Factor Loadings	Eigen Value
1	I have the option of card payment rather than cash	.845	56.651
2	This store gives response to my feedback	.828	
3	This store offers me door delivery	.808	
4	This store has an empathetic approach in case of a product complaint	.760	

All the four elements are fully involved with service provided by the retail store; therefore, this factor is named as “service factor”

**Table 7: Price and Promotion Factor**

S.No.	Factors	Factor Loadings	Eigen Value
1	The supermarket often gives seasonal discounts	.832	63.466
2	The sale promotion items are well displayed	.822	
3	The goods are rightly priced	.794	
4	The store has a lot of private labels that suits my budget	.767	

All the four elements are fully involved with price and promotional issues of the store; therefore, this factor is named as “price and promotional factor”

**Table 8: Merchandise Factor**

S.No.	Factors	Factor Loadings	Eigen Value
1	The store stocks new product that is launched in the market	.924	68.898
2	This supermarket has a wide assortment of goods	.920	
3	The supermarket has quick turnover of fresh stock	.904	

All the three elements are fully involved with merchandise factor of the store; therefore, the sixth factor is named as “merchandise factor”

**Table 9:** Layout Factor

S.No.	Factors	Factor Loadings	Eigen Value
1	I shop more when I look into attractive displays	.908	73.738
2	The store often projects more information	.893	
3	The creative arrangement of the merchandise in the retail chain outlet supports mein the choosing the product.	.827	

All the three elements are fully involved with store personal; therefore, the second factor is named as “layout factor”

### VIII. CONFIRMATORY FACTOR ANALYSIS

The Fig 2 shows the confirmatory factor analysis with seven in-store environment factors. The factor analysis conducted is the first stage of purification. The second stage was to decide the magnitude to which these seven dimensions were stout over a new subject, a confirmatory factor analysis was piloted, approximating a seven factors for 30 in-store environment statements. When these seven factors were made to correlate, the fit statistics suggested a following good model fit.

**Table 10:** Output of CFA

<b>CFI=0.915</b>
<b>AGFI=0.821</b>
<b>GFI=0.852</b>
<b>P=0.000</b>
<b>RMSEA=0.061</b>
<b>CHI-SQUARE=813.672; DF=384</b>

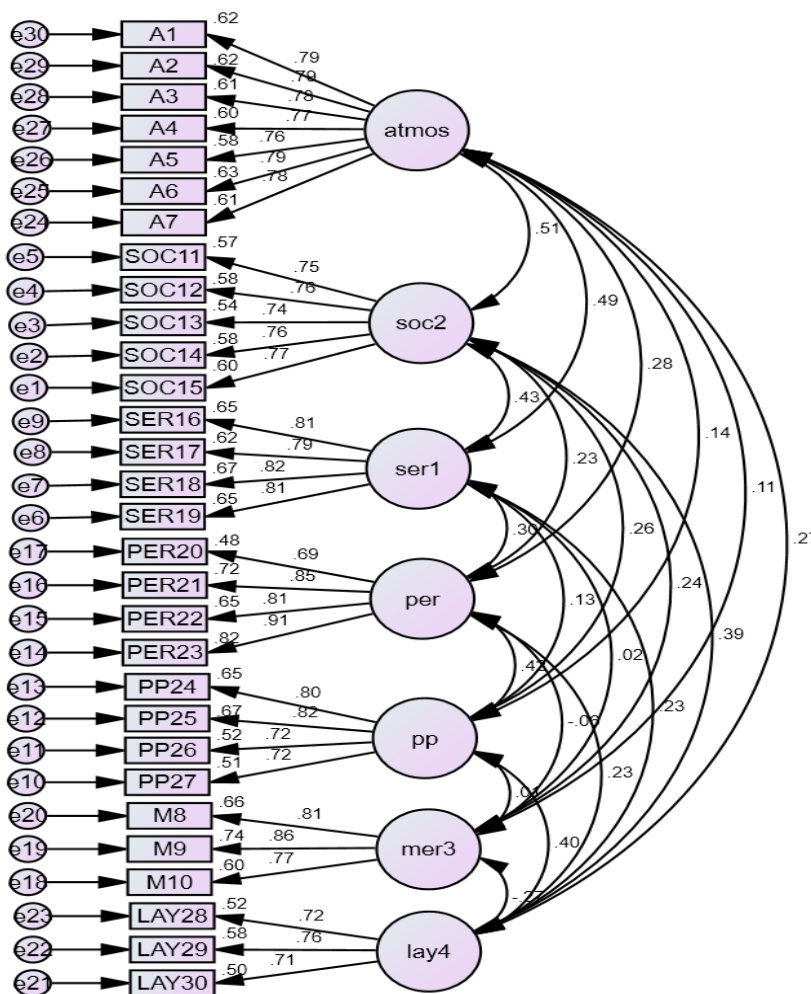
### IX. STRUCTURAL EQUATION MODELING

SEM is considered to be an effective model testing and refining technique that facilitates theoretical model to be tested as a whole and that can explain the cause and effect relationship of the variables in mixed hypotheses which are related to the models based on statistical dependence (J.H.Hair, R.L.Tatham, and R.E.Anderson, 1998). In this research SEM is used to test a conceptual model of associations between constructs predicting in-store environmental factors and consumers’ purchase intention. The following figure 3 represents the output of SEM model for in-store environment factors and consumer purchase intention. The value indicates that the in-store environment factors such as atmospheric factor, social factor, service factor, personnel factor, price and promotional factor, and merchandise factor influences the consumer purchase intention at Nilgiri’s store. The low value in layout factor indicates that consumers give least importance for layout of the store. The result from measurement and structural models for in-store environment factors and consumer purchase intention provide a good fit of data of the conceptual model.

**Table 11:** Output of SEM

<b>CHI-SQUARE=1262.11</b>
<b>DF=56</b>
<b>P&lt;0.01</b>
<b>CFI=0.90</b>
<b>GFI=0.815</b>
<b>AGFI=0.79</b>
<b>RMSEA=0.06</b>

The above goodness of fit indices provides an estimate of whether the data are actually consistent with the proposed model. The Root Mean Square Error of Approximation (RMSEA) value 0.06 indicates good fit of data of the model.



**Figure 2:** Confirmatory Factor Analysis of In-Store Environment Factors

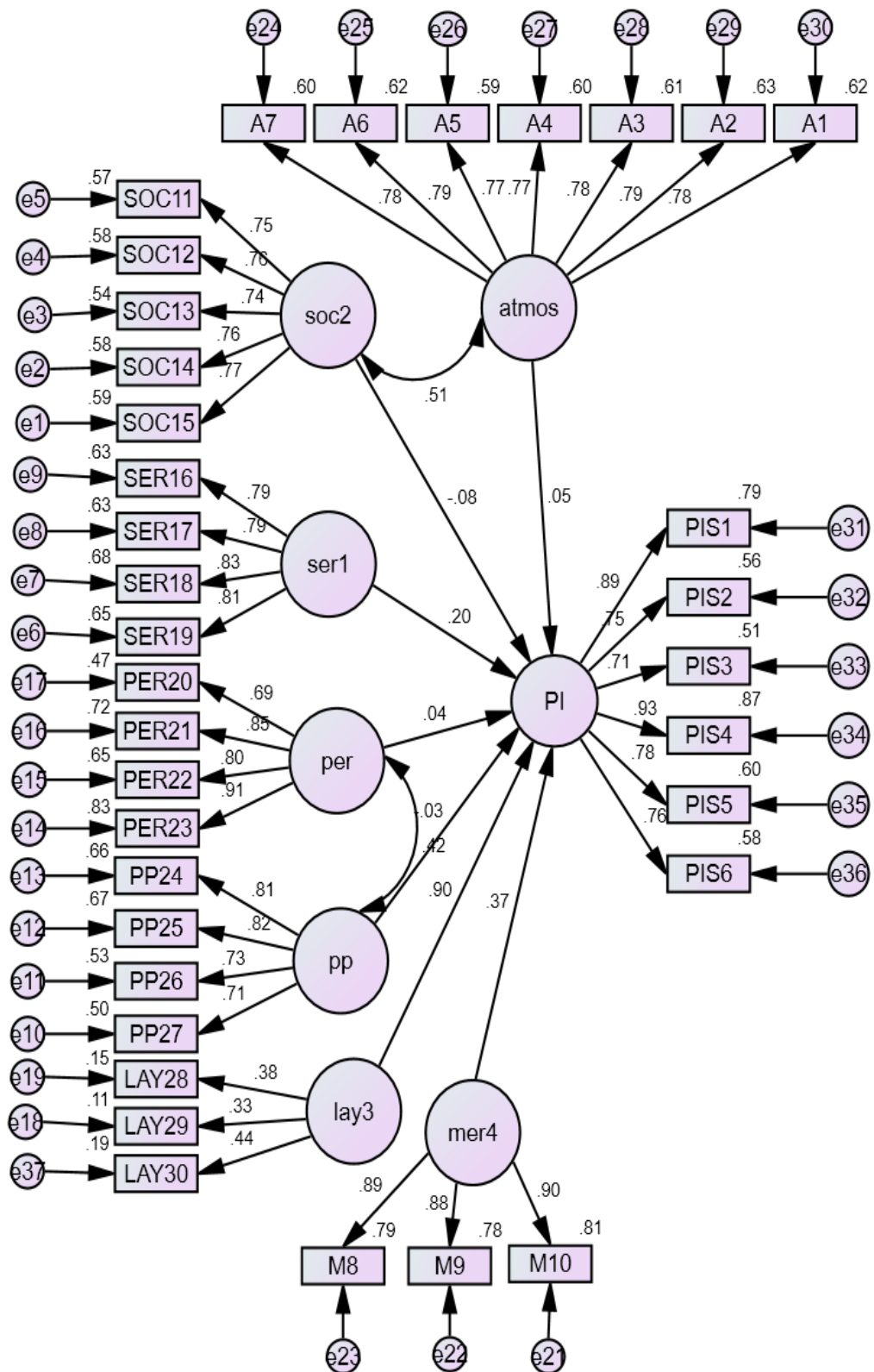


Figure 3: Model for consumer purchase intention with seven in-store Environment Factors

## X. DISCUSSION

In-store environs are regarded as a fantasy by offering a wide variety of entertainment amidst the shopping for the millennial customer. Donovan, Roissiter, Marcoolyn and Nesdale (1994) found that pleasing in-store environments made the patrons stay longer inside the store as well end up making impulse purchases. The atmospheric factor has three desperate dimensions. First is the ambient condition which includes temperature, scent, music, colour etc., and the second is the location of the store and its facilities and the third is the signage, symbols and artifacts that divulge consumers with cues and signals as a mean of non-verbal communication (Bitner,1992). Baker et al. (2002) stated that a store's environmental cue which includes scent, music, colour, and lighting is the invisible component that eventually has a positive influence on the patrons' purchase intention.

Social factor includes the clientele and peer group effect over the purchase intention of the shoppers. Millennial shoppers are information seekers before they get into any purchase. Matching clientele and herding behaviour, influence of peer group and social network are the points of consideration. According to Noh et.al (2013) electronic word of mouth are used as platform to communicate about the information of the store and its features. Traditional word of mouth involves the face to face scenarios, but millennials do often prefer the tech way. On the other hand family and other reference groups play an significant role in purchase intentions. This includes the preference of brands or products by the family members and close friends etc, (Delre et al., 2008). Members of reference groups make known of their e understand valuation, intention thus changing the shoppers' purchase decisions.

Shoppers expect the store personnel to understand their wants and address them with the required information in time. This could be a significant factor influencing purchase intention of the patrons (Conway and Andalib, 2006). Good quality communications with the personnel result in intense customer satisfaction despite of issues raised (Brown and Lam, 2008). Also the pricing policy of the retail chains can also have a significant influence on the purchase intention of the shoppers because pricing has the capacity to attract them to the stores (Monroe, K.B. Grewal, D., and Krishnan, R, 1998). Most of the experts perceive that price is the indication of quality (Chandrashkaran & Grewal, 2006, Roberta & Quester, 2009).

Merchandise is one another theme that is linked most strongly to purchase intention (Kerfoot et.al., 2003). According to Merchandising (2008), the product assortment and display can have a substantial effect on retail sales. Krishnan et al (2002) commented that the convenient accessibility of the merchandise in an assortment positively influences the consumers' perceptions. Mitchell and Ingram (2002) contend that merchandise display is considered to be as a premium point of sales volume in most of the retail stores. Also a good merchandise assortment would induce the customers to move around the store which may result in impulse shopping (Levy and Weitz., 2007).

Layout can be defined as the space utilised by the arrangements of the products, display of information and division of selling area (Banat & Wandebori, 2012). Design and display of the product and their required information have robusteffect on the purchase intention of the consumers (Ward, Bitner, & Barnes, 1992). In this study the results found to be contradictory with the previous researches. It is found that the patrons have shown less interest on the store layout. The shoppers in the prefer to shop while away the time around the store to get themselves refreshed out and since they in the mood of impulse shopping they consider the layout factors only to

a little end. Since most of the millennials are tech savvy and since they are aware of all the information and offers related to the brand or product via internet they pay less attention to the displays that are being set inside the store. Also most of the store's offers, updates are being put up in social media groups which make them simple and easy to get into the shop for purchase. This result is quite different from the previous studies.

## **XI. RECOMMENDATIONS BASED ON RESEARCH DESIGN**

**Study Area:** In this study the samples were designated from two areas in Chennai city. It would be advantageous to lengthen the study to other branches of the famous retail store and also to other geographic areas in order to evaluate the influence of in-store environment on the purchase intention of the patrons in future research. The views and opinions of the customers in other regions will enable the future researchers to compare and differentiate the results, thereby identifying the generalisation of the findings.

**Sampling Technique:** In this research convenience sampling method was administered. It would be worthwhile to imply stratified sampling methods. McDaniel and Gates (2002) suggested that stratified sampling methods are considered to be more representative and statistically more effective as the source of dissimilarity will be excluded. This method will help the future researchers to contrast the results across diverse geographic regions.

## **XII. BASED ON RESEARCH FINDINGS**

**Atmospheric Factor:** Store atmospherics isn't just pretty things around with lights and shelves and displays. In order to craft a truly immersive shopping experience, the store should go beyond just making visual aspects and also create a sense of smell and sound. The music should be soft but choose the tracks according to the situation and the season. The music should encourage joy and kindle positive vibes. By converting a visitor's shopping task into an enjoyable experience, they not only end up shopping impulsively but also return back to the store in future. Most of the millennials are headset bound and they might have a chance to experience music inside the store. In that case attractive lights, seasonal decors may have attraction points for these selfie sprees. Also the shoppers do not want to smell the employees' lunch that prevails around the store. Neutralizers or room fresheners can be used to avoid such embarrassing situations.

**Social Factor:** By identifying the purchase influencer the store can generate sales by capturing their needs and wants. For example, the parent may be the person paying the bill but the child will be the one who holds the dominance in deciding what to buy. By creating an environment that attracts the social groups it would eventually influence the purchase intention of the patron. As the usage of social media like Facebook, Instagram, Twitter etc., have been increased of late, the store can focus on these platforms to exhibit their updates, offers and so on.

**Personnel Factor:** Sales personnel are the key points in creating the taste of good shopping experience to the customers. A well-trained staff will reduce the hindrance in the customer by showing an efficient way of shopping. In the stores though the sales personnel are kind enough to answer the queries, yet the professional skill is lagging. The stores should make arrangements to improve the staff knowledge about the merchandise. This can be done by

hiring such employees who are more skilled or by offering proper training to the existing employees. Shoppers are skilled enough to observe the attitudes and behaviours of the sales personnel. This will eventually have a great impact on the purchase intention, satisfaction and post purchase behaviour.

**Merchandise:** The store stocks most of the items that fulfil the requirements of the shoppers. But the display sometimes becomes a consideration as the shoppers experience difficulties in locating the proper stuff. According to Marketing Communications (2017) report, visual merchandising is one among the factors that contribute to the distinctiveness of the store. Also in order to meet the adamant requirements the retailers should have the slenderest yet more responsive ways to get the right product in the right place at the right time in smaller quantities with increasing frequency.

**Service Factor:** Findings have shown that customer service is one of the key factors where the shoppers seem to be focused. They feel that they are treated with respect and thus their level of satisfaction is also increased at the same time. This has eventually increased in impulse shopping of the customers.

**Layout Factor:** The Store Fittings and Fixtures cannot be altered after setup. Hence the retailer should have a foresight before deciding the interiors and hence making more comfortable options for a more pleasant shopping experience. Even though the millennials are aware of all the happenings through internet few things can be made as a surprise in the store. The layout and the merchandise arrangement should be enough to create a “What is next” experience for the shopper. Going around the aisle is a ritual, searching for the stuff is tiring, but the treasure hunts for offers are exciting. So the store can try avoiding traditional window and door displays for their offers and can project them at somewhere middle of the shelves so as to increase the influence of purchase intention among shoppers.

### **XIII. CONCLUSION**

This research paper was intended to study the influence of retail store’s environment factors over the purchase intention of the shoppers in the Nilgiri’s stores Chennai. The influencing aspects and the issues arising over the purchase intention were intensely discussed. It is presumed that the significance of the retail stores’ in-store environment is at higher levels all the time in most of the retail stores and especially Nilgiri’s. Since it is an established retail chain and has a reputation among the millennials. In today’s Indian economy, offering a most extraordinary in-store environment can be a critical key for any retail store’s success. With the ever changing attitudes and preferences of the shoppers, the retailers are eventually facing an on-going contest of gaining the acquisition of competitive advantage from crafting added shopper value. In order to get things done the retailers have to periodically review their stores for the reviewing the environment policies. The realistic data used during the study was based on questionnaire which was administered among the shoppers of Nilgiri’s at Chennai. The recommendations were discussed and some of them can be possibly taken into account to improve the in-store environment. The rest of the recommendations can also be implied to have an enhanced shopping experience of the shoppers.

To put the paper in a nutshell the customer purchase intention can be knowingly be prejudiced by the in-store environment. Any shopper will expect an environment that maximises in reality than expected. Hence happy and good feelings that are created inside the store will lead to increased purchase intention.

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