Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 5 | May 2025 -Peer-Reviewed Journal

CUSTOMER PERCEPTION ON STORE ATMOSPHERICS OF ORGANIZED RETAIL STORE IN POLLACHI, TAMILNADU

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ABSTRACT
This study considers the role of aviation branches in the development of customer perceptions of organized retailers in Tamil Nadu, Pollachi. We study not only major factors such as lighting, music, aroma, memory layouts, colour schemes and temperatures, but also how these factors affect the psychological and emotional reactions of our customers. The main goal is to evaluate how various airline elements affect customer satisfaction, purchase behaviour and loyalty in the context of polar retailers. The data was collected using qualitative and quantitative research methods, including research and observation methods, to register interactions with various prospects for consumers and business media. Convenient lighting, strategic placement of products and factors such as sedative aromas improve purchasing experience, increases time in stores, contributes to the possibility of pulse purchase and repeated visit. A positive point is to strengthen the loyalty to the brand and the loyalty of the customer and to affect future purchase solutions. In this study, a valuable knowledge dealer for Pollachi will focus on sensory factors that correspond to the expectations of customers and emotional inducing factors, and will ultimately provide a single dealer that can ultimately improve the customer's loyalty and improve the atmosphere of the point that focuses on sensory elements that contribute to retail transaction success.

KEYWORDS: *Lighting, Music, Scent, Store Layout, Colour Schemes, And Temperature Influence Customer Perceptions, Psychological Responses, And Emotional Triggers In Organized Retail Stores In Pollachi, Impacting Customer Satisfaction, Purchase Behaviour, Loyalty, Impulse Purchases, Brand Attachment, And Retail Performance*

I. INTRODUCTION

In recent years, the retail industry has changed dramatically. Customers are looking for products. You are looking for experience. One of the important factors that contributes to this experience is a business attack that includes a variety of sensory elements that affect customer perceptions and actions. This includes atmospheres that include lighting, music, Odors, layouts, colour schemes, and temperature, and play an important role in developing customer's emotional and psychological reactions in the sleeve range. In organized retail sellers, these elements were strategically developed to improve the overall experience of purchasing, increase business sessions, and increase the intention of procurement. In this particular situation, we understand how the atmosphere of the store affects customer satisfaction, behaviour and loyalty. The purpose of this study is to study how other air content affects consumer behaviour, and to study the awareness of organized sleeves in the Pollachi of Media Tamil. While evaluating these factors, this study aims to provide individual dealers with valuable knowledge to improve the media's media and improve customer compliance, satisfaction and loyalty.

II.REVIEW OF LITERATURE

1. Ghosh, P., Tripathi, V., & Kumar, A. (2010). Customer expectations of store attributes: A study of organized retail outlets in India. The rapid growth of retail in India has been challenged by the current economic slowdown, leading to concerns about declining consumer spending. This study examines store attributes that influence store selection, identifying three key factors: Convenience & Merchandise Mix, Store Atmospherics, and Services. The findings and recommendations aim to help retailers design their stores to meet customer expectations and foster loyalty.
2. Jalil, N. A. A., Fikry, A., & Zainuddin, A. (2016). The impact of store atmospherics, perceived value, and customer satisfaction on behavioural intention. This paper highlights the growing importance of store atmospherics in influencing customer behavior, particularly in the restaurant sector in Malaysia, which has been underexplored. It presents a conceptual model to examine the relationship between store atmospherics

(facility aesthetics, ambiance, spatial layout, and employee factors), perceived value, customer satisfaction, and behavioral intentions (return intentions and positive word-of-mouth), with customer satisfaction acting as a mediator. The model's propositions will be tested in future research.

3. Kumar, I., Garg, R., & Rahman, Z. (2010). Influence of retail atmospherics on customer value in an emerging market condition. This study explores the cognitive impact of store atmospherics on customer value, store image, and patronage intentions in emerging markets like India. It highlights discrepancies between experienced and expected value, focusing on the emotional appeal of retail environments. The findings provide valuable insights for managers to develop customer value strategies in retail settings.

4. Mathur, M., & Goswami, S. (2014). Store atmospheric factors driving customer purchase intention-an exploratory study. India, with its vast retail network, is the second-largest employer after agriculture, and store atmosphere plays a crucial role in shaping customer expectations. This research focuses on organized retail stores in Udaipur, Rajasthan, examining strategies to attract and retain customers. The findings highlight that store atmosphere significantly influences purchase intentions in retail stores.
5. Ndengane, R. M., Mason, R. B., & Mutize, M. (2021). The influence of store atmospherics on customers' satisfaction at selected South African retail outlets. This study examines how store atmospheric elements like cleanliness, lighting, music, and employee service influence customer satisfaction in Cape Town retail outlets. Positive correlations were found between these factors and customer satisfaction indicators such as store image, mood, time spent, and revisit intention. The research contributes new insights into store atmospherics in the South African grocery retail context.
6. Qureshi, F., Humayun, S., & Hummayun, S. F. (2015). Influence of retail atmospherics on consumer perception in specialized department stores. This study explores the impact of store atmospherics on consumer perception in specialized department stores, focusing on elements like window displays, lighting, temperature, and signage. Based on a survey of 200 respondents, the research highlights how these atmospheric features influence consumer perception, attracting new customers and retaining existing ones.

III.RESEARCH OBJECTIVES

- To analyze the effect of store atmospherics on customer emotions and perceptions.
- To evaluate the influence of store layout on consumer navigation and purchasing behavior
- To identify the key atmospheric and layout elements that most significantly impact consumer buying patterns
- To study the factors influencing the consumers to buy from Organized and unorganized retail.

IV.SCOPE OF THE RESEARCH

1. This study investigates the impact of the store's atmosphere on the customer's perception at an organized retailer located in Tamil Nada, Pollachi. The amount of research is especially focused on how various atmospheric elements such as lighting, music, aroma, shops layouts, colour schemes and temperatures affect customer behaviour and purchase in the retail environment.
2. This study determines how the sensory signal of the store affects the emotional and psychological reactions of the consumer, taking into account customer satisfaction, customer behaviour and loyalty in the context of the organized retail store of Pollachi. This study also aims to evaluate these atmospheric components affect customer decision -making, time consumed in stores, impulse purchases, and future purchases.
3. This study is based on a combination of qualitative and quantitative research methods, including a variety of prospects and consumer surveys and observation methods for the collection of customers. This study focuses on the organized retail store of Pollachi, providing ideas for the specific preferences and demands of local consumers, providing a recommendation for retailers to improve the atmosphere of the store and improve the overall customer service quality.
4. Ultimately, this study will better contribute to how to comply with consumer expectations, strengthen the loyalty to the brand, and optimize the store environment that increases sales in the retail sector. The results will be particularly useful for those who make decisions with retail managers and develop more attractive and competitive retail media.

V.RESEARCH METHODOLOGY

RESEARCH DESIGN

The descriptive aspect of the research will focus on providing a detailed account of customer perceptions regarding different atmospheric factors, such as layout, lighting, music, scent, and cleanliness. Additionally, the research will seek to identify any patterns or trends in customer behaviour, such as increased spending or time spent in store, when certain atmospheric elements are present. Overall, this approach will provide comprehensive insights into the complex relationship between store environment and consumer behaviour in organized retail settings.

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AREA OF THE STUDY

The study is geographically confined to the Coimbatore District in Tamil Nadu, a rapidly developing urban region in South India. Coimbatore is renowned for its industrial growth and technological advancement, with a diverse population that is increasingly adopting digital platforms. This location is highly relevant for studying the influence of store atmospherics and layout on consumer behaviour due to its mix of organized and unorganized retail environments.

POPULATION OF THE STUDY

The target population for the study includes individuals residing in Coimbatore District who regularly visit retail stores and who have recent or potential experience with purchasing electronic goods. These individuals should also be exposed to the atmospherics and layouts of retail stores, as their emotional responses and navigation patterns in-store may be influenced by these factors. "Electronic goods" encompass a broad range of products such as smartphones, laptops, televisions, audio systems, home appliances, and wearable gadgets.

SAMPLING TECHNIQUE

This study used comfortable sample and resource limitations during this period. This method involves selecting participants based on accessibility and participation preparation without using sample methods. This approach allows you to quickly gather valuable data from people who have experienced initial organisation and uniform retailing, and interact with layout elements that can affect the atmosphere and purchasing behaviour of your business.

SAMPLE SIZE

The sample size will be **132 respondents** to ensure the representativeness and reliability of the data. The sample will be selected from several organized retail stores within Pollachi to provide a comprehensive view of customer perceptions across different retail formats.

HYPOTHESIS OF THE STUDY

Based on the literature review and objectives of the study, the following hypotheses will be tested:

1. **H1**: Store layout significantly influences consumer navigation and purchasing behaviour in organized retail stores in Pollachi.
2. **H2**: Lighting and music positively impact consumer mood and satisfaction while shopping in organized retail stores.
3. **H3**: Scent and store cleanliness positively influence customer perceptions and willingness to make a purchase.
4. **H4**: The overall store atmosphere has a positive impact on customer loyalty and repeat visit intentions.

METHODS OF DATA COLLECTION

Data for the study will be collected using two primary methods:

1.PRIMARY DATA

Structured questionnaires will be designed to gather data from customers regarding their perceptions of store atmospherics and its impact on their shopping behaviour.

2.SECONDARY DATA

A comprehensive review of relevant literature will be conducted to identify the theoretical framework and past studies related to store atmospherics, customer behaviour, and retail store design. This will provide context and support for interpreting the primary data.

TOOLS FOR DATA ANALYSIS

- **PERCENTAGE ANALYSIS**

Percentage analysis is a fundamental statistical tool that simplifies data by converting raw figures into percentages. This method is useful in understanding the proportion of consumers exhibiting specific behaviours or emotional responses. In this study, percentage analysis will help quantify how various store atmospherics and layout elements influence consumer emotions and purchasing behaviour.

Percentage = ((a portion)/ (the whole)) *100.

- **CHI-SQUARE TEST**

The Chi-Square Test is applied to examine the relationship between two categorical variables. In this research, it is used to determine if store atmospherics, layout, or other environmental factors (such as store type - organized vs. unorganized retail) significantly influence consumer emotions, perceptions, and purchasing behaviours

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VI. DATA ANALYSIS AND INTERPRETATION

Chi-square test- 1

H_0: There is no significant association between a person's place of residence (Urban, Suburban, Rural) and how frequently they shop at retail stores (Daily, Weekly, Monthly, Occasionally).

H_1: There is a significant association between a person's place of residence and how frequently they shop at retail stores.

	Value	D f	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.770	6	.708
Likelihood Ratio	3.866	6	.695
Linear-by-Linear Association	.270	1	.603
N of Valid Cases	133		

Calculated x^2 value: 3.770
Degree of freedom: 6
Significance level: 708

INTERPRETATION

A chi-square test was conducted to examine the relationship between respondents' residence (city, suburb, rural) and shopping frequency (daily, weekly, monthly, sometimes sometimes). Pearson's chi-square value was 3.770, 6 degrees of freedom, and a P value of 0.708. Because the p-value is above 0.05, it does not reject the null hypothesis that does not indicate a significant relationship between shortages and shopping frequency. However, 33.3% of cells expected a figure below 5, which violated chi-square's assumption and affected the accuracy of the results.

Chi-square test- 2

H_0: There is no significant association between how customers perceive the store's lighting and how music affects the amount of time they spend in the store.

H_1: There is a significant association between how customers perceive the store's lighting and how music affects the amount of time they spend in the store.

	Value	D f	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.351	8	.499
Likelihood Ratio	6.988	8	.538
Linear-by-Linear Association	.088	1	.766
N of Valid Cases	133		

Calculated x^2 value: 7.351
Degree of freedom: 8
Significance level: 499

INTERPRETATION

The Chi-Quadrat test was conducted to have a relationship between customers' perceptions of shop lighting and the influence of music on their time spent in the shop. Pearson's chi-square value is 7.351, 8 degrees of freedom, and a P value of 0.499. The p-value is greater than the standard significance level of 0.05, so it does not reject the null hypothesis. This indicates that there is no statistically significant relationship between business lighting fixtures and music effects. However, the validity of the test is limited as 46.7% of cells expect numbers below 5.

Chi-square test- 3

H_0: There is no significant association between how often customers notice a store's cleanliness and how the store's scent influences their mood or purchasing decisions.

H_1: There is a significant association between how often customers notice a store's cleanliness and how the store's scent influences their mood or purchasing decisions.

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	Value	D f	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.820	8	.087
Likelihood Ratio	12.425	8	.133
Linear-by-Linear Association	2.052	1	.152
N of Valid Cases	133		

Calculated x^2 value: 13.820
Degree of freedom: 8
Significance level: 087

INTERPRETATION

The Chi-Quadrat test was conducted to determine whether there is a significant connection between customer frequency and how business cleanliness and how business smells affect their mood and purchasing behaviour. Pearson's chi-square value is 13.820, 8 degrees of freedom, and a p-value is 0.087. The p-value is greater than the traditional level of 0.05, so it does not reject the null hypothesis. This indicates that there is no statistically significant link between perceptions of cleanliness and the effects of scent. However, the results are close to the threshold, indicating a weak association that could be investigated further. Furthermore, although 33.3% of cells are expected to be less than 5, a minimal predicted 0.43 could violate the chi-square assumption and limit the reliability of the test results.

Chi-square test- 3

H_0: There is no significant association between how frequently a person shops at retail stores and whether a positive emotional experience (e.g., related to lighting, music, scent) influences their decision to return.
H_1: There is a significant association between shopping frequency and the influence of store atmospherics on the decision to return.

	Value	D f	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.460	6	.615
Likelihood Ratio	4.442	6	.617
Linear-by-Linear Association	.829	1	.363
N of Valid Cases	133		

Calculated x^2 value: 4.460
Degree of freedom: 6
Significance level: 615

INTERPRETATION

The Chi-Quadrat test was conducted to examine the relationship between the frequency of shopping and the likelihood of returning to business based on positive emotional experiences related to branch atmosphere (lighting, music, smell, etc.). Pearson's chi-square value is 4.460, 6 degrees of freedom, and a p-value is 0.615. The p-value is greater than the typical significant threshold of 0.05, so it does not reject the null hypothesis. This indicates that there is no significant link between the frequency of shopping and the effects of the branches' atmosphere. However, it is important to note that 33.3% of cells are expected to be less than 5, with a minimal expected number of 1.82, which violates one of the Chi Square test assumptions. This can affect the reliability of the results. This indicates that further analysis or alternative testing may be required for a more accurate conclusion.

VII. FINDINGS

1. Positive Store Atmosphere Strongly Drives Return Visits

83.5% of shoppers are likely to return due to a positive emotional experience linked to store atmospherics (e.g., lighting, scent, music, cleanliness).Store ambiance has a direct influence on customer loyalty—investing in sensory elements can significantly improve repeat business.

2. Store Atmosphere and Layout Influence Shopping Behaviour

75.9% of respondents say that store atmosphere and layout influence how they shop. However, only 35.3% are encouraged to browse more, while 47% stick to planned purchases. Layout optimization (e.g., product placement, navigation flow) is key to encouraging impulse buying and deeper engagement.

3. Cleanliness and Organization Affect Purchase Decisions

56.3% of shoppers say cleanliness and organization are important when deciding to buy.73.7% notice store cleanliness often or occasionally clean, well-organized store boosts trust and credibility, directly impacting purchase likelihood.

4. Demographic Skew Limits Generalizability

Sample heavily skewed towards young (18–34), male (71.4%), lower-income, and early-career individuals (students and part-time workers). These findings may not fully represent broader consumer behaviours caution is needed when generalizing the results for strategic decisions.

VIII. SUGGESTIONS AND RECOMMENDATION

Sample Rebalancing for Representativeness

To improve the generalizability of the findings, future research must correct demographic imbalances particularly the overrepresentation of males, younger respondents, and suburban residents. Using stratified sampling or post-survey weighting will ensure that the sample better reflects the target population and enhances the validity of conclusions.

Enhance Store Atmospherics to Drive Loyalty

With 83.5% of shoppers influenced by store ambiance (lighting, music, scent), retailers should prioritize investments in these sensory elements. Creating a pleasant, cohesive atmosphere can significantly improve customer satisfaction, dwell time, and return intentions, making it a high-impact, customer-centric strategy.

Optimize Store Layout and Navigation

Effective store layout is crucial: while most shoppers find navigation easy, over 30% still struggle or require assistance. Improve layout clarity, product placement, and signage to accommodate both purposeful and exploratory shoppers, increasing comfort and potentially boosting sales.

Address Chi-Square Assumption Violations

Many statistical tests conducted violated assumptions, undermining reliability. For future analysis, use Fisher's Exact Test or Likelihood Ratio Tests when expected cell counts are low. This will improve the accuracy of your results and support more reliable conclusions from inferential statistics.

IX. CONCLUSION

This study highlights the important influence of sensory factors such as lighting, music, smell, memory layout, customer perception and behavioural formation as part of Tamil Nadu, Pollachi organized retail state. This sensory factor not only affects the psychological and emotional responses of customers, but also affects the most important outcomes of retail transactions, such as customer satisfaction, purchase behaviour, and trust. Retailers who strategically optimize these sensual factors can create more interesting and positive shopping experiences and encourage their customers to spend more time in their business, buy impulses, and make money for future visits. Furthermore, this improved atmosphere not only contributes to immediate turnover, but also creates long-term emotional connections for customers, strengthens brand loyalty and raises customer expectations.

This study emphasizes the importance of customer expectations and emotional induction, as well as understanding and adaptation of the store atmosphere. Adaptation to the trade environment to promote positive emotional responses can lead to immediate trade and have a long-term atmosphere of customer loyalty. For Pollachi retailers, the results show that investing in sensory factors could serve as a powerful tool to distinguish competitive markets. These ideas allow retailers to improve the general buying experience, make customer expectations more efficient and ultimately ensure constant growth and success in retail.

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