



THE INFLUENCE OF STORE ATMOSPHERE AND PLANOGRAM ON CUSTOMER REPURCHASE INTENTION

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ABSTRACT

Store atmosphere plays a significant marketing tool. Customers who positively experience a retail's store atmosphere may feel very satisfied. Space management is the influential unit in the store atmosphere. The primary objective of this research study to investigate store atmosphere factors namely interior, exterior, layout, visual merchandising, price and promotions that influence the customers repurchase intention also analyses the store layout, what to display in shop, and where to place the products.

KEYWORDS: *Store atmosphere, planogram, space management, purchase decisions, repurchase intention.*

INTRODUCTION

Store atmosphere is an atmosphere in accordance with the target market and to attract customers to purchase, Kotler (2005). Store atmosphere incorporate exterior, interior, layout, visual merchandising. Customer's expectations and performance are changing now-a-days. They want more categories for single product, assortments of products, in-store promotions, pleasant atmosphere and proper layout if this is not present, they will go to another store and will never repurchase. Current marketing research has suggested that in-store environment, like shelf-space allotment and product display, have a great impact on consumer purchasing decision.

Store layout, In-store music, cleanliness, Temperature, Lighting enhances the customer purchase decision, and they will spend more time within the store. A planogram is a figure



that shows how and where specific retail merchandise have a duty to be placed on retail shelves or displays to enhance the customer purchase decisions, and repurchase intention. Currently, planograms are managed digitally using tablet and mobile phones, a person who is doing a visual plan called planogrammer also stated as POGs. The objective of a planogram is to guide and focus in-store merchandising efforts to increase sales. The diagram can document however high or low on a shelf the merchandise would be to show, correspondingly the merchandise ought to adjacent it.

Store Atmosphere

Store atmosphere is the physical characteristics of an environment that project an image to attract customers. Store atmosphere can influence the consumers emotional state that will create two dominant feelings that are feelings of pleasure and arouse. The store has four dimensions namely exterior, interior, store layout and visual merchandising.

Store layout

Store layout is the logical arrangement of where the things have to be placed. Effective layout enhances the consumers purchase decision and repurchase intention. Layout has efficient space utilization, easily accessible, flexibility and product arrangement. Consumers expect to easy access without any hindrance in the store, it creates the positive emotions and enhance the purchase decision.

Lighting

Exert to highlight the merchandise and capture a feeling that enriches the consumer emotions and purchase decision. Light have to be placed in inside the store and outside the store. A good lighting system helps to createa sense of excitement, and they will spend more time in the store.

Temperature

Ambient temperature in the retail store raise the customer shopping experience.They feel freshness while shopping. Retailer must examine the air quality in the store



Music

In-store music is a prime factor that every retailer has to consider. There are two types of music soothing and arousal. Soothing music should lead to buoyant moods which should encourage positive evaluations and behaviors. The tempo of music, volume and type of music can affect the customer's perception and decision in the store. If they feel very happy, they will spend more money and time, and positively recommend to other people to buy. It also creates the repurchase intention.

Aroma

It is the pleasantness of the scent may result in positive behavioral responses, whilst having an unpleasant scent may results in negative behavioral responses. In store atmosphere, pleasant aroma may result in customer satisfaction.

Signage

Signage helps customers to locate specific products offered in the store, for providing information about the merchandise and to identify the location of merchandise categories.

There are five types of signage in retail store:

1. Outdoor signage: It guides the customer about the store location and creates the first impression
2. Directional signage: If the customer want to know where the something is, they will look for directional sign.
3. Category signage: Its help to identify the types of product offered, located within the store.
4. Promotional signage: It describes special offers, discounts present in the store
5. Informative signage: It includes point-of-sale(POS) information like price, quantity, item description, etc.

Feature Area

Feature area is the area specifically designed to get customer's attention.



1. Entrance: It is an entry area of the store, creates an impression and store image in the minds of customer.
2. Window display: It provides a visual message about the type of merchandise offered in the store, and to attract the customers.
3. Freestanding display: An equipment that used to place the merchandise on shelves, display racks, stall walls and more
4. Promotional areas: A space used to display merchandise that is being promoted.
5. Dressing room: It is a room with space and other facilities which customers have to decide whether to purchase an item or not.
6. Cash wraps: Point-of-Purchase (POP) counters or checkout areas to display impulse items. Retailers use checkouts at the front of their stores.
7. Product assortment: Arrangement of products in a proper way.
8. Space management: Allocation of store and placement of department or merchandise classes within the store.

Space management

It is the process of managing the floor space adequately to facilitate the customers and enhance the sales. By using planogram, space and retail merchandise has been arranged suitably. Space management is the crucial step in retail store atmosphere, and it involves two decisions namely,

1. Allocation of store to merchandise types
2. Placement of departments and category of merchandise within the store

Product assortment

Effective category management is essential for retail store. Retailers must display the merchandise based on the category in an organized way. Customers did not purchase if the merchandise placed in erroneous manner because they did not search for a single product for long time, they need a quick service. Customers may get excitement for the proper arrangement of the products.



Purchase decision

It is a customer buying decision it contains all the experience in learning, choosing, using and disposing the products which means customers have the desire to buy a product or make a choice. If the product is to satisfy the needs, then customer's purchase decision is to buy more. Store atmosphere influences the consumer emotional state that enhances the purchase decision in the store. An enhanced store experience encourages customers to return to the retail store and impact their decisions to repurchase.

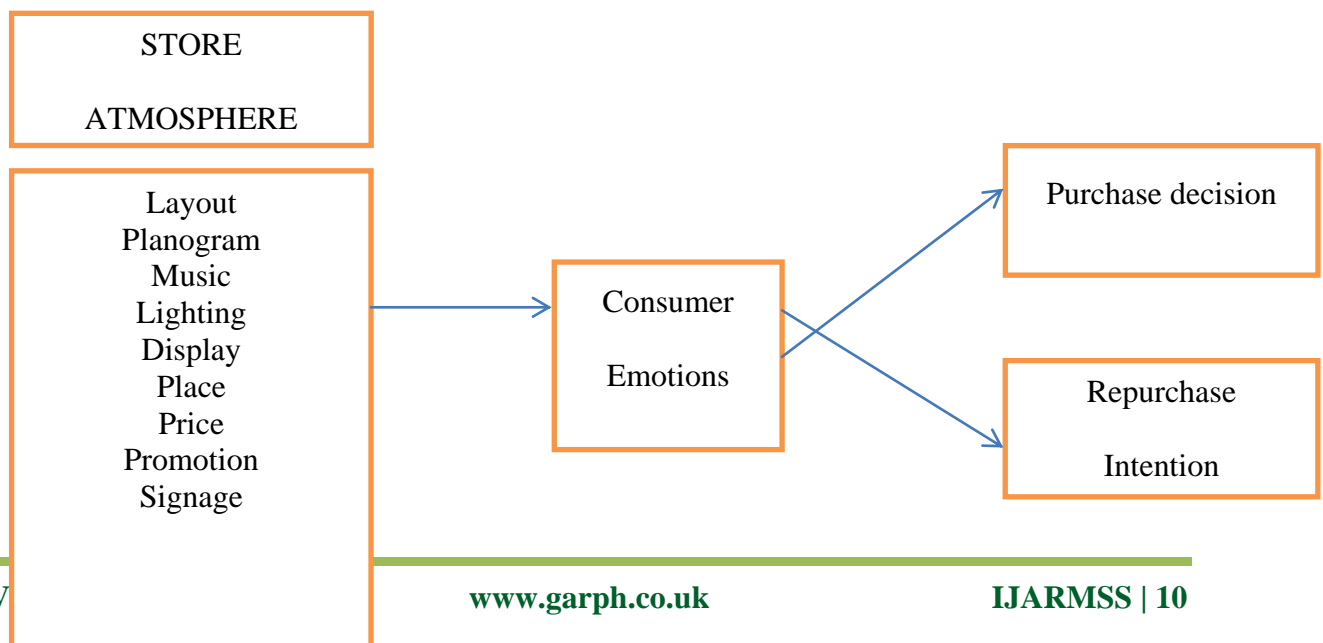
Repurchase Intention

Consumers consider the repurchase decision in only two parts

- a) Price factors
- b) Non-price factors

Price factor is the price of the product it may be high or low including offers, discounts and more. Non-price factor consists of product and non-product factors. Product factors are directly related to the products such as brand, durable, design, prestigious products, and choice of products. Non-product factors is the availability of product supply products. If the customers feel satisfied with the price factors they will repurchase again.

CONCEPTUAL MODEL





CONCLUSION

To build repurchase intention from customer, the retailer ought to be create the effective store atmosphere and planogram. Store atmosphere is the imperative factor, if a retail store concentrates on store atmosphere and planogram they get number of customers to repurchase and enhance sales. This paper may helpful for build the successful retail store. Overall aim of this paper is to create the customer's repurchase intention.

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