Identification of Impact of Atmospheric Attributes upon Buying Intention of Customers at Bhat Bhateni Supermarket in Nepal

Mr. Konark Rajbhandari

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration in Marketing Graduate School of Business Assumption University Academic Year 2017 Copyright of Assumption University
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Abstract

The rise of supermarket business through changing consumer’s behavior in the cities of Nepal, atmospheric attributes, as an integrated part of supermarket business, has become a strategic tool in creating persuasive channel in a supermarket. As world has become smaller by information and technology advancement with pictures and information are accessible by fingertips, Nepalese consumers would gradually and quickly desire for an improvement of their stores in terms of atmospheric attributes. The purpose of this paper is to describe atmospheric attributes of Bhat Bhateni Supermarket in Kathmandu Valley, Nepal and to which the impact made by these attributes towards buying intention of customers of the store. This study adopted descriptive for their survey study design. There were 400 questionnaires distributed to the customers that have at least visited Bhat Bhateni Supermarket once. The analysis of Multiple Linear Regression and Simple Linear Regression Analysis was applied to visualize the relation between dependent and independent variables.

The findings of the research was to describe the Nepalese consumers’ views on atmosphere of Supermarket in Kathmandu Valley and to identify the extent to which atmospheric attributes of Kathmandu Valley’s Supermarket has impact upon Nepalese consumers’ buying intention. The researcher suggests room for improvement to the Nepalese marketers who use store surrounding and atmosphere as a marketing tool in Nepal’s supermarket industry. There exist an impact upon the variables taken by the researcher to research on this study but need to be implement in external variables of the store, general interior of the store, store layout or the interior display and human variables of the store. Therefore, the atmospheric attributes play a key role in the success of supermarket.
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CHAPTER I

Generalities of the Study

1.1 Introduction of the study

1.1.1 Retail store and its atmospheric attributes

The industry of retail is a kind of business where there are lots of up and down with high level of competition. The key factor for the success of retail store is its fast response and its ability in understanding consumer’s behavior. The retail store must focus to its customer’s preference and factors influencing a customer purchase decision (Singh, Katiyar and Verma, 2014). The field of environmental psychology has long examined the influence of the physical environment on human behavior (Baker et al., 1988) in settings including work, home, school and even prison environments. Since, Kotler introduced the concept of atmospherics in the retail environment in 1973, studies have been reported in the retailing literature that focus on the potential of the physical, social and ambient store environment as an important factor in consumer satisfaction with the shopping experience. Atmospherics refers to the design of an environment to stimulate perceptual and emotional responses by consumers, and ultimately to influence their behavior (Yalch and Spangenberg, 1990). Much work in retail atmospherics has explored the effects of consumers’ emotional states induced by in-store environments. The environmental psychology literature indicate that shoppers respond to an atmosphere with two respondents: approach or avoidance where approach behavior is seen as positive responses to an environment such as a desire to stay in a particular facility and explore it and avoidance behaviors include not wanting to stay in a store or to spend time looking or exploring it (Mehrabian and Russell, 1974). Donovan and Rossiter (1982) studied the emotions created
by the atmosphere of the store, and found inconclusive evidence on the fitness of the ‘avoid or approach’ behavior for evaluating emotions in words and recalling such emotions. The store atmosphere has been suggested to affect emotions, and therefore influences the customers’ purchase decision.

Kotler (1973) defined atmospheric as the effort to design buying environment to produce specific emotional effect in the buyer that enhance his purchase probability and suggest using atmospheric as a competitive tool in an attract and maintain a specific target market especially where product and price differences are nominal. The role of store atmosphere in the success of retail outlet cannot be neglected (Turley and Milliman, 2000). Retail chain outlets are gradually replacing small traditional retailers. The success of the retail chain industry in comparison to traditional retailers is attributed to convenience, choice of goods, huge space and low prices. Wakefield and Baker (1998) showed that the probability of customers staying longer in store increases due to atmospheric stimulus. When a consumer feels satisfied from the retail environment of the store, he spends more time in a particular store and buys more because of pleasant environmental stimuli (Bohl, 2012). The environment has a huge impact on the consumers' emotion and satisfaction. The impressive atmosphere of the retail chain outlets enhances the customer satisfaction level and purchase experience (Silva and Giraldi, 2010).

1.1.2 Effectiveness of Store Atmosphere in Supermarket

Atmosphere is a term that is used to explain our feelings towards the shopping experience which cannot be seen (Milliman, 1986). Kotler (1973) described the atmosphere as the design of the of retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability. The attractive and impressive atmosphere of retail chain outlets creates an enjoyable experience among the consumers, which directly affects consumers' purchase intention and their decision
making process (Srinivasan and Srivastava, 2010). Raymond, Burke and Leykin (2007) explained the retail shoppability as the ability of the retail environment to translate consumer demand into purchase with the various determinants for it as store layout, navigation, product profiling and presentation, defining the shopping attitude i.e. intentions for store entry and purchase but retailers (often mistakenly) believe stocking more products means selling more products so the effectiveness can be proven out from the fact that the stocking up products won’t bring the desire results in the retail store.

Donovan, Rossiter, Marcooly and Nesdale (1994) explained that the pleasant environments heartens consumer to stay longer in the selling environment and to make unplanned purchase. Store atmospheric attributes such as color, lighting, interior decoration or music form the overall context within which shoppers make store selection and patronage decisions, and are likely to have a significant impact on store image. In our competitive era, an attractive store ambiance is essential in encouraging customers to buy products. A considerable number of studies have been performed based on the proposition of the environment of the store on a satisfaction level and purchase behavior of the consumer (Donovan et al., 1994).

1.1.3 Nepal Supermarket in General

A supermarket, a large form of the traditional grocery store, is a self-service shop offering a wide variety of food and household products, organized into aisles. It is larger and has a wider selection than a traditional grocery store, but is smaller and more limited in the range of merchandise than a hypermarket. In Nepal, the traditional retail system is similar to that of other developing countries, there are unique aspects to the emergence of modern retail in Nepal that has grown over the past few years. As, Nepal being one of the underdeveloped country, the location feasibility for the Supermarkets are
minimum as there are very few cities and most of them are villages (Thagunna and Khanal, 2013). The emergence of middle class and upper middle class people have grown over the past few years in the urbanized area and hence there is an increment of people going to the retail stores. There is no proper system in Nepal regarding Supermarkets, the owners of the Supermarkets are the sole proprietors, they open the stores where they think is appropriate and help them to earn capital. There are mostly small sized departmental stores and medium sized departmental stores in most of the cities of Nepal (Banarjee, 2008).

The most recognized Supermarket in Nepal is Bhat Bhateni Supermarket with 12 outlets all over Nepal which would increase by 15 by 2018. Since, commencement of a single shutter store of 120 sq. ft. to become the leading supermarket stores in Nepal, Bhat Bhateni Super Market have come a long way with being the highest tax payer on the sector from 2008 A.D till date. The average of around more than 45000 customers daily, these are located in main cities of the country likes of Kathmandu, Lalitpur, Pokhara, Chitwan and Butwal. Bhat-Bhateni offers a full range of 120,000 products from almost 1000 local and international suppliers, including a wide range of groceries, fresh fruits and vegetables; a broad range of leading international liquor, toiletries and cosmetics brands; and an extensive choice of kitchenware, clothing, sports, toys and electrical items. Furthermore, both premises include excellent value jewelry stores that offer a wide range of gold and silver ornaments in both traditional and modern styles. Bhat-Bhateni Group operates as a private limited company and have been able to establish themselves since 1984 A.D. The company’s aim is to establish farmer co-operatives in Nepal which is estimated to give employment to 50,000 people in total once the store expansion program is complete, and is likely to position Bhat-Bhateni as the largest corporate tax payer in the country. There are
around more than 3000 staffs working for Bhat-Bhateni Supermarket at this point of

1.1.4 Consumer Behavior of Nepalese People

In today’s world consumers live in a rich environment. When entering a retail
store, the natural tendency of people is to act adversely to the sensation and stimuli
towards the environment, either they pay attention to it or they ignore it. The main
aim of retailer is to create a message with a specific purpose in mind. However,
consumers transpire to make their own decisions by adapting the message that is
created by certain sensations or stimuli (such as visual merchandising displays) to fit
in with their own unique experiences, desires and presumptions (Cant, Brink and
Brijball, 2006). Consumer behavior can be defined as the study of individuals, groups
or organizations and the processes they use to select, secure, use and dispose of
products, services, experiences, or ideas to satisfy needs and the impact that these
processes have on the consumer and society (Cant, Heerden and Ngambi, 2010).
Kardes, Cline and Cronley (2011) added by stating that consumer behavior also
includes the consumers’ expressive, psychological and social responses that lead,
establish or follow these responses as demonstrated in Figure 1.1.

Figure 1.1: Consumer Behavior

Science and Practice, China: South-Western, 8
Figure 1.1 indicates that consumer behavior consists of consumer activities and consumer responses, that both influence each other. Therefore, a consumer’s expressive, psychological and social responses will have an influence on their buying, using and disposing activities, and vice versa (Hefer and Cant, 2013).

Countries are a source of a considerable amount of common mental programming of their citizens (Hofstede, 1991). Core values of any country shape its national culture. As culture varies country to country, a close insight about country-specific culture and core values is almost essential for a smooth sailing in any country market. For brand marketing, cultural dimensions play a vital role to formulate imagery about the brand and help marketer to communicate better. Consumption decisions made in the market cannot be viewed as an independent event – these are closely related with values and social relationship and cultural allegiance. Nepal, with a per capita gross national product (GNP) of US$ 180 annum is one of the least developed countries in United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) region in 2013. According to Banarjee (2008) Indian consumers are noted for the high degree of value orientation which implements to most sub-continental nations and Nepal also falls under this category, due to this Nepalese are labeled as one of the discerning consumers in the world. Nepalese consumers have a high degree of family orientation and are also associated with values of nurturing, care and affection. According to Thagunna and Khanal (2012) Nepalese customers purchasing decision mostly focuses and have impact upon value identification, customer service and lifestyle. The secondary impact upon them are price, brand awareness and accurate information. The other main aspect from the demographic factors of consumer’s decision depends upon the age while purchasing the product whereas occupation and religion does not play a major impact.
1.1.5 Techniques of Store Atmosphere

Store atmosphere means the overall observation of a place where atmospheric attributes makes and impact towards the customers. Berman and Evans (1995) studied about four different key techniques and elements which can define store atmosphere. From first element being the external material which includes storefront, entrances, windows, construction materials etc. to the second element being the general interior such as flooring, bright, color scents, sounds, store fixtures, wall textures etc. Store layout is considered as another element of store atmosphere where it includes allocation of floor space (selling space, merchandise space, personnel space, and customer space), classification of store origins, determination of a traffic-flow pattern, mapping out in-store locations, arrangement of individual products and other spacing related methods. The other elements that can be worked in a store atmosphere is the interior (Point-Of-Purchase) Displays. The principal type of displays are: assortment display, theme-setting display, ensemble display, rack display. These are the certain techniques that are used by the store to make the atmosphere likeable towards the customers and attract them to buy more.

1.2 Statement of the problem

With rise of supermarket business through changing consumer’s behavior in the cities of Nepal, store owners find it necessary to establish attributes to improve their environment to satisfy the customers, thereby appealing to them to buy more goods. Atmospheric attributes, as an integrated part of supermarket business, has become a strategic tool in creating persuasive channel in a supermarket. In their elementary stage of store atmosphere strategy, Nepal’s supermarkets might see the consumers’ slight awareness of store displays, signage, or artefacts used for attracting the consumers’ buying intention. Nevertheless, as world has become smaller by
information and technology advancement—whereby pictures and information are accessible by fingertips, Nepalese consumers would gradually and quickly yearn for an improvement of their stores, in terms of in-store traffic, atmosphere, displays of goods, and ease of shopping; all account to atmospheric attributes.

Bhat Bhateni, one of Nepal’s major retail stores, has dynamically developed its business within the country to reach out to the Nepalese consumers with quality and advancement in products and services. Studying the Nepalese consumers’ views on store atmospheric attributes and their impact upon their buying intention will help Bhat Bhateni executives the store owner realize the concerned issues upon shopping at their supermarket.

1.3 Research Questions

RQ1. What constitutes Nepalese consumers’ views on atmospheric attributes of Bhat Bhateni Supermarkets in Kathmandu Valley?

RQ2. To what extent atmosphere of the Bhat Bhateni Supermarkets in Kathmandu Valley has impact upon Nepalese consumers’ buying intention?

1.4 Research Objectives

The objective of this study are as follows:

To describe the Nepalese consumers’ views on atmosphere of Supermarket in Kathmandu Valley;

To identify the extent to which atmospheric attributes of Kathmandu Valley’s Supermarket has impact upon Nepalese consumers’ buying intention; and,

To suggest rooms for improvement to the Nepali marketers who use store surrounding and atmosphere as a marketing tool in Nepal’s supermarket industry.
1.5 Significance of the Research

This study will ensure that atmospheric attributes in a retail store is essential factor for the success of supermarket in today’s world. The customers are attracted towards the things that are shown by the retailers and to have an impact you got to have a proper display, design, layout, surroundings, and proper service of employees. The success comes when a retail store can retain consumers, if the store owners cannot preserve their business then the long term future will be uncertain of the supermarkets. This result implies the effect of atmospheric attributes towards the retail store which will help them to grow in future. The study will evaluate the impact made by the supermarket due to its atmospheric environment in Nepalese community.

1.6 Scope of the Research

This research is to study the impact of atmospheric attributes of Bhat Bhateni Supermarket towards buying intention of Nepalese customers. The research focuses on the retail store and its techniques of store atmosphere with the likes of external variable, general interior, store layout, interior displays and human variables.

The techniques mentioned above are considered as independent variable where each variables consist of sub-variables where external variable consist of window display, parking and surrounding areas. Likewise, general interior consists of light, music, color scheme and cleanliness. Similarly, store layout consist of floor space allocation, product groupings, traffic flow and department location. Again interior display consists of product display, rack and cases and signs and the last variable human variable consist of employee characteristics. The dependent variable is customer’s buying intention, what sort of impact can atmospheric attributes of a store provide to Nepalese consumers.
The target population for the study were the people of Kathmandu Valley who have visited Bhat Bhateni Supermarket in Kathmandu Valley at least once. The data was collected from a sample of 400 respondents from Kathmandu Valley. The respondent were screened with the question of having ever been to the store. The research was conducted using questionnaire having four parts. They are: Screening Question, Independent Variables, Dependent Variables and Demographic factors.

1.7 Limitation of the research

Due to the lack of budget the research has been limited within the area of Kathmandu Valley due to which customers from outside the valley cannot be taken into account for research purpose. The study omits socio-economic background of the customers rather focus on the buying behavior and intention as well omits the lifestyle of Nepalese people within the region. The study is limited to buying intention of customers so, they rather not focus on the customer relationship management strategies. Therefore, the impact made by atmospheric attributes may not be that important to Nepalese customers living in Nepal. The research questionnaire were distributed in five different outlets of Bhat Bhateni Supermarket. The questionnaire were printed in English. So, the customers who filled the questionnaire were the ones who understand English language.

1.8 Definition of the terms

Buying Intention

The buying intentions are directed toward customer’s assessment of their purchase behavior and the way in which customers see themselves interacting with products (Schlosser, 2003).
Cleanliness

Shopping in a neatly clean stores generate image perceptions of cleanliness, contentment, or luxury and because of that store image creates a series of mental picture and feeling it evokes within the customers (Yun and Good, 2007).

Employee Characteristics

Consumers tend to enjoy a shopping experience with supportive and friendly shop assistants where they can really make the shopping experience fun and enjoyable by providing extraordinary service (Tendai and Crispen, 2009).

Floor Space Allocation

The greater allocation of space of the merchandise can be a factor that reduces the search time and costs of customers and thereby increases the customer’s drawing power of the retail store (Mejia and Eppli, 1999).

Parking

The parking situation is defined as the whole of parking lots surrounding of a shopping destination where available parking lots can be characterized in terms of scale, location, type, tariff, regulation, design, and accessibility (van der Waerden, Borgers and Timmermans, 1999).

Signs

Signage is a wording used either alone or in conjunction with in-store display to convey products or promotional information to customers with purpose of informing and creating demand for the merchandise (Jiyeon, 2013).
Store Atmosphere

The store atmosphere is the structure made of retail store that produces specific emotion due to its surrounding towards the buyer that enhances the purchasing probability (Hussain and Ali, 2015).

Supermarket

Supermarket is a large form of the traditional grocery store, is a self-service shopping, offering a wide variety of food and household products, organized into aisles (Gajanayake, Gajanayake and Surangi, 2011).

Window Display

Window display is the glamour, spark, stage the oomph and sparkle that surrounds a store and makes the customers stop, look and buy which are placed with care and presented with skill (Mathew, 2008).
CHAPTER II

Review of Related Literature and Studies

This chapter is intended to review literature relevant to the topic of the study to build up a research framework. The first section reviews the relevant theories to support the framework of this study, including definitions and concepts, which are related to independent variables and dependent variables. The second section emphasizes on related literature review of dependent and independent variables and last section emphasizes on other previous empirical research studies as source of variables regarding the studied variables with the support of relevant theories.

2.1 Related Theories of Independent and Dependent Variables

This part shows the theories and related topics of the variables applied by the research. There are five independent variables which consists of sub-variables in each variables and one dependent variable applied in this research. These are stated below:

2.1.1 External Variable

As indicated by Turley and Milliman (2000) and Eroglu and Machllet (2008), past research focused more on interior store variables, such as music, scent, decor, layout, design, and signage that affect the five senses, rather than exterior variables that form quick perceptual impressions. The dimensions of store’s atmospheric proposed by Turley and Milliman (2000) were identified 14 external stimuli, (such as storefront, marquee, display windows, building architecture, the surrounding area and parking) if those external stimuli are poorly managed, generally speaking the rest of the atmosphere may not matter. Edwards and Shackley, (1992) indicated that the visual appeal of the storefront, window displays, and overall building facade enable consumers to form quick impressions about a store to determine whether they enter a
store or not. Pinto and Leonidas, (1994) stated that if consumers are not interested in a store conveyed to them through exteriors such as window displays, the consumer will be unlikely to enter in store to shop or make purchases. Exterior generally address the effects of window displays on shopping behavior is an important subject for researcher (Edwards and Shackley, 1992), windows display, generally are designed to help to create and maintain an overall store image (Park et al., 1986). The variables that implies for the study of Nepalese supermarket in general would be parking, surrounding areas and window displays of the supermarket.

2.1.1.1 Parking

Van der Waerden, Borgers and Timmermans, (1999) stated that the parking situation is defined as the whole of parking lots surrounding of a shopping destination where available parking lots can be characterized in terms of scale, location, type, tariff, regulation, design, and accessibility. Oppewal (1995) defined the parking situation surrounding a shopping destination by means of parking convenience and parking costs. Van der Waerden and Oppewal (1996) defined a model for the combined choice of parking lot and shopping destination, found that characteristics of available parking lots such as maximum parking duration, parking costs, walking distance between parking lot and shopping area played a significant role in the choice of a shopping center.

Marjanen (1997) stated that visitors of supermarkets and department stores consider parking as one of the most important store-choice variables. Van der Waerden and Borgers (1994) found empirical evidence of a strong relation between the location of the chosen parking lot and the location of visited stores where it was showed that probability for customers to visit stores in the surrounding of the chosen parking is higher than visiting stores located at some distance. Lorch and Smith
(1993) concluded that the probability of choosing a parking lot increases with an increasing size of the parking lot, a positive location of the parking lot regarding the origin of the consumer.

2.1.1.2 Surrounding Areas

Pinto and Leonidas (1994) researched that competitors, transportation access, population density, the type of neighborhood, nearness to suppliers, pedestrian traffic, and store composition are considered in picking a location and proper surrounding area. Antonios and Zairis, (2014) stated that chain of retail store carefully decides on the sites of new outlets with the choice of easiness of all remedies required to settle in the market. Wood and Browne, (2006) studied that the choice of a store location and surrounding has a profound effect on the entire business life of a retail operation as bad choice may all guarantee failure, a good choice success. The store’s surrounding area determines, to a large extent, how consumers feel and behave in a shop, and they expect the same atmosphere to do justice to the products or services which they intend buying (Terblanche, 1998). Kim (2003) stated that location of your retail business will have a major impact on everything your shop does and the difference between selecting the wrong location and the right site could be the difference between business failure and success.

2.1.1.3 Window Display

Display is the glamour, the spark, the stage, the oomph and sparkle that surrounds a store and makes the consumers stop, look, and buy what has been placed together with care and presented with skill (Mathew, 2008). Sen et al. (2002) demonstrated that the consumer’s decision to enter a store is related to the acquisition of information (image, fashion, and fit) obtained from window displays which helps consumers to use window displays as a key source for information in making
purchasing and shopping decisions. Buttle, (1984) stated that the display of products in windows was the first sign of visual merchandising display, it was done to increase the sales by attracting shoppers through the power of window displays which helped the retail store to gain more customers and displays encouraged the consumers to remain in the store, purchase the product, and have a positive retail experience in order for them to return to the same store.

Cant and Hefer (2014) stated that window displays are frequently used to introduce new products or brand extensions to consumers, as well as to decorate a store, it is a planned and systematic approach to display the stock that is available in the store. Levi and Weitz, (2009) stated that displays used in merchandising working on a retail store outlet such as support sales, to supporting the retail strategies, to communicate with costumers and to assist in communicating brand image.

2.1.2 General Interior

Atmospheric stimuli such as flooring/carpeting, lighting, scents, sounds, temperature, clearness, wall texture and color usage can be considered as general interior variables in a retail store. General interior variables have been studied starting by Donovan and Rossiter (1982), Grossbart, Hampton, Rammohan, and Lapidus (1990) and Ward, Bitner and Barnes (1992), Akhter, Andrews, and Durvasula (1994), Donovan, Rossiter, Marcoelyn, and Nesdale (1994), all this studies indicate that behavior is influenced by general perceptions of the interior. Also this studies indicate that perceptions of the interior influence approach/avoidance, time spent in the environment and sales.

2.1.2.1 Color Scheme

Miremadi and Dizeji, (2014) stated that color evokes emotion that words and images sometimes can’t achieve and can act as a great identifier and the intellectual of
using it can communicate the certain mood dictated by the product itself. Rossotti (1983) indicated that different color schemes can be used to emphasise the uniqueness of departments but that the color change between departments should not be too abrupt, otherwise customers may feel that they are being ‘pushed’ through the stores. Colors attract people in the store, depending upon the product it is visualized which can make the consumers buy those products so, the retail store must be smart while presenting out their products because involvement of colors in the product make attraction towards the buyer which can impact them upon having impulse buying (Gajanayake, Gajanayake and Surangi, 2011).

2.1.2.2 Cleanliness

Yun and Good (2007) researched that shopping in an immaculately clean store might generate image perceptions of cleanliness, contentment, or luxury. Store image (e.g. a store is clean, secure, friendly, etc.) can be described as the overall look of a store and the series of mental pictures and feelings it evokes within the consumer (Hussain and Ali, 2015). Cleanliness is the appearance of the retail outlet that improves the atmosphere which effects the customers feeling towards the outlet (Banat and Wandebori, 2012). Wanninayake and Randiwela (2007) stated cleanliness of a store creates positive impression among consumers and makes them stay longer in the store that is why product display and cleanliness are important for the outlet selection.

2.1.2.3 Lighting

Lanjewar (2014) stated that the purpose of the lighting arrangement is that the shoppers can see the merchandise with ease while the retail setting looks brighter and more attractive to customers. Gajanayake, Gajanayake and Surangi (2011) supported that lighting is one of the important aspect in the environment’s impact on individuals
because brightly lit rooms are more arousing than dimly lit ones. Similarly, found that consumers examined and handled significantly more items under ‘bright’ lighting conditions than under ‘soft’ lighting conditions. Areni and Kim (1994) identified the impact of in-store lighting on various aspects of shopping behavior (consumer behavior, amount of time spent, and total sales) in a retail store setting.

Boyce et al. (2000) studied the link via the effect of new and approved lighting on sales performance of a supermarket which showed a properly managed and well lit room will always be recognized by the customers. The effect of lighting on consumer behavior in actual retail environments can be beneficial for researchers and for organizations. Since, lighting is recognized as an important component of store atmospheres, affecting the consumers’ visual appraisal of everything in a store, including the merchandise (Lopez, 1995).

2.1.2.4 Music

The notion that background music can be used to influence consumer behavior is derived from the concept of atmospherics (Kotler, 1973). Farias, Aguiar and Melo (2014) discussed that playing the appropriate background music can help retailers develop a desirable atmosphere, which contributes to the image of the store and consumer choice. North, Hargreaves and McKendrick (2000) demonstrated that music can have reliable effects on atmosphere and purchase intentions in commercial environments. Impact of loudness on musical preference is moderated by gender, with females reacting more adversely than males to louder music (Kellaris and Altsech, 1992).
2.1.3 Store Layout

Well-designed layouts are extremely important because they strongly influence in-store traffic patterns, shopping atmosphere, shopping behavior, and operational efficiency (Vrechopoulos et al., 2004). Iyer (1989) studied atmospheric variables such as fixtures, allocation of floor space, product groupings, traffic flow, department locations and allocations and Park, Iyer and Smith (1989), used these same sample and examined the effects of store knowledge and time pressure on unplanned purchasing. The finding were that unplanned purchases were higher in low knowledge, no time pressure conditions. Park, Iyer and Smith (1989) found that both store knowledge and time available for shopping influenced unplanned brand switching and purchase volume.

Store layouts, and crucially the merchandise offered, are matched to the targeted consumers to the extent that customers “buy into” branding statements when choosing to shop in the store. Hence, the importance of customers’ reactions to the layout of merchandise in the store, and the influence this has on sales, is self-evident. (Newman and Foxall, 2003). The variables used for store layout depending upon the Supermarket in Nepal.

2.1.3.1 Department Location

Kim (2003) stated that the different location set helps customers locate specific products and departments as well give the overview of suggested items or special purchases. Donovan and Rossiter, (1982) researched that the larger department stores have a lot of different kinds of products, and they divide these up into different sections to make things easier for people to find where these stores often put soft merchandize like clothing up front, with jewelry and accessories nearby to draw people in.
Hu and Jasper (2006) stated that department stores have many different kinds of products, all divided up easily to manage sections and carefully arranged to draw customers in and to increase their buying potential. Selling a wide range of merchandise that is arranged by category into different sections of the physical retail space where some department store categories include shoes, clothing, beauty products, jewelry, housewares, etc. which creates an atmosphere to purchase the goods. (Park, Iyer and Smith, 1989).

2.1.3.2 Floor Space Allocation

Cowles, (2002) stated that floor space allocation core requirements are enough space to move around the store, ease of access from outside the store and clear navigation and displays so that stores can also improve the communication of their values by memorable window displays, strong departments using better point of sale (POS), personal touches to encourage customer loyalty, graphics, highlighting prices and age ranges in busy areas. Park, Iyer and Smith (1989) explained space allocation of merchandising is an interest of retail store owners and retailers because it increase the sale of the product where retailers that occupy an average amount of space should embrace the addition of larger specialty retailers as the larger retailers generally benefits the of other similar merchandise retailers. Davies and Ward (2000) explained that the planning begins with allocating floor space based on selling area and the area where merchandise is displayed from available space, room must also be made for employees to rest, customers to walk, sit and try on clothes and for other activities such as storing stock. Berman and Evans (1995) conferred that certain product categories will perform better than others, and correct space allocation can add 15% to your sales and profits. Griffith (2005), store floor space is a critical factor driving consumer elaboration and response in retailing.
The greater allocation of space of the merchandise can be a factor that reduces the search time and costs of customers and thereby increases the customer’s drawing power of the retail store (Mejia and Eppli, 1999). The retail store must identify by themselves on how much space to allocate to each department. For example if you are a supermarket, there must be an actual assumption for allocating to non-food, household items, fresh foods etc. and also elevates the chances of customer loyalty. Stoy and Kytzia (2005) discussed about space management being crucial in retail as the sales volume and gross profitability depends on the amount of space used to generate those sales so that, the store floor space efficiency may be assessed on the basis of the share of usable floor area of retail space in the gross external floor area focusing on the shares of consumer shopping space, areas for storage, distribution and retail.

2.1.3.3 Product Groupings

Mak and Wong (2000) stated that group of products derived from a common product platform and these goods or services use similar or same production processes, have similar physical characteristics, and may share customer segments, distribution channels, pricing methods, promotional campaigns, and other elements of the marketing mix. Kim (2003) stated a product group is a collection of departments, classes, subclasses, or items that are grouped together for a common purpose. Newman and Foxell (2003) explained that grouping like products with like products will give customers additional reasons to buy more items from retail stores, but it also has a more practical reasoning behind it, namely saving them time from looking around and trying to mix and match things.
2.1.3.4 Traffic Flow

The overall objective of conducting a traffic flow analysis is to determine ways to make shopping and running the store easier, using layout and merchandising techniques to improve sales, enhance the store's appearance and make shopping more fun (Quinn and Stewart, 2007). The presence of shopping enjoyment can be accepted that in-store traffic flow plays an important role in the success of a retail facility (Hui et al., 2007). Park (1989) discussed traffic flow as the movement of customers through the store which is a critical aspect of store layout due to the impact that it can have on the customer both practically and psychologically.

Gajanayake, et al. (2011) stated that a well-designed layout not only influences the movement of customers through the store, it can also encourage certain shopping behaviors where a supermarket may deliberately make the aisles small and crowded to create a feeling of economy and order, this encourages the customers to move consistently through the store in an ordered pattern. This may imply that the store sells many more lines of product than they actually do. Banat and Wandebori (2012) explained that when it comes to traffic patterns, nothing says it better than a correctly designed store where wide aisles encourage customers to power walk to the merchandise they have come into the store to buy.

2.1.4 Interior Display

Turley and Milliman (2000) defined interior display as the art or practice of planning and supervising the design and execution of architectural interiors and their furnishings. Kim (2003) explained that retailer always want to attract and show as much product as they can, which can be easily seen by the customer’s eye sight, so the interior of the store would be made in such a way that they use different displaying medium of attraction to provoke customer’s interest and create desire to
buy the products. The interior display consists of product displays, point of purchase displays, posters, signs cards, teletext messages, and wall decorations in a retail store (Bawa, Landwehr, and Krishna, 1989).

2.1.4.1 Product Display

Gajanayake, et. al. (2011) studied that product display has been identified as an in store stimuli, which is a technique used to encourage impulse buying displays can increase the rate of unplanned purchase in retail stores on grounds that the consumers naturally tend to focus and perceive at eye level. It was also found out in their study that displays are one of the most influential factors on unplanned purchases. In a retail store, retailers want to attract and show as much product as they can, which can meet the eye level of the buyers. So, the presentation is formed in such a way where they use forms or mannequins in order to provoke customers’ interest and create the desire to buy (Kim, 2003).

2.1.4.2 Racks and Cases

The shelf position influences the sales of supermarkets products given the natural instinct of customers to focus on the products located at eye-level (Abratt & Goodey, 1990). Eye-movement studies found out that all the shelf locations do not attract equal attention from customers browsing products, so the researchers argue Davies and Tilley (2004) explained that product shelving has an important influence on consumer behavior. The height at which the products are displayed and the number of rows in the store, both can influence the sale of products. In a moderate sized general supermarket, the average shopper will select only thirty-five of the likely several thousand different items on display. Moreover, most frequently purchased products should never be located in adjacent spaces but should be spread throughout the store thus increasing the probability of impulse purchasing of the intervening
products. Careful placing of high demand lines can help to attract customers to parts of the shop: while impulse purchase lines with high profit margins should be placed alongside the everyday goods (Gajanayake, Gajanayake, & Surangi, 2011). It was also mentioned that more than half of purchases by supermarket shoppers are pre-planned and the remainder are largely stimulated by the display in the store.

2.1.4.3 Signs

Signage can be said as a wording used either alone or in conjunction with in-store display to convey product or promotional information to customers with the purpose of informing and creating demand for the merchandise (Kim, 2003). Bhatti and Latif (2014) stated that promotional signage like billboards, banners, posters, flex, bunting, placards, pamphlets, shop boards, shelf makers and hand bills of a retail store are the most direct means of communication to the product in merchandising where customers can see and visualize during their visit to the store or market. Visual cues meet most of the communication needs of customers in the shopping centers and retail store. Signage provides information regarding a store’s policy in respect of returned goods, timing to return and prevailing discounts (Buttle, 1984). The type of signage used in terms of size, lettering, and colors, and the placement of signage are indispensable parts of the entire retail unit designing. Signage in the retail environment may fall into two categories, the first being institutional and directional, fixed signage includes more permanent signs indicating areas and facilities of the store for example, fitting rooms, exits, ladies wear or a pay station (Kim, 2003).

2.1.5 Human Variables

Turley and Milliman (2000) added human variables as an atmospheric variable to Berman and Evans (1995) model. The atmospheric stimuli includes in this category are: customer crowding or density, privacy, customer characteristics,
personal/employee characteristic and employee uniforms. Also, human variables can be sub-classified into two areas which are the influence of other shoppers and the influence of retail employees on shopping behavior.

Bitner (1990) found that a disorganized environment, which featured an employee in less than professional attire, can influence a customer’s attribution and satisfaction when a service failure occurs. Baker et al. (2002) investigated the effects of social cues, number or friendliness of employees, they found that more social cues present in the store environment, the higher subjects’ arousal. In case of Nepalese retail store, the researcher focuses on employee characteristics as its variable for the human variables which suits the content of the study.

2.1.5.1 Employee Characteristics

Tendai and Crispen (2009) stated that consumers tend to enjoy a shopping experience with supportive and friendly shop assistants where they can really make the shopping experience fun and enjoyable by providing extraordinary service.

Consumers enjoy shopping more without the presence of an overbearing salesperson although they do, however, appreciate when a salesperson is nearby and helpful (Jones, 1999). The store employees in terms of their friendliness and knowledge would always influence the customers and make the appearance of the product perceived high (Tendai & Crispen, 2009).

Wu, Kim and Koo (2015) stated that an important aspect of shopping in a retail store is the quality of the interactions between store employees and customers and construct interpersonal service quality. It is a part of overall service quality that includes customers being treated well and receiving prompt and personal attention from employees. Employees who are customer oriented, have good relationship with customers and exhibit perceptive and attentive listening skills, customers will
evaluate the service more highly and will be more likely to return (Gremler and Gwinner, 2000).

2.1.6 Customer’s Buying Intention

The main fundamental aspect of consumer behavior is their purchase intention which in literature is defined as the situation in which a customer is agreeable to make a transaction with the retailer. According to Dodds, Monroe and Grewal (1991), purchase intention comes into deliberation when a customer is most likely attempting to purchase some product or service. Espejel, Fandos and Flavia (2008) defined buying intention as a customer attitudes to forecast future purchases. Their model consists of three main elements; cognitive element, affective element and a behavioral element. Tanvir and Shahid (2012) stated that buying intention towards assessment of customers of their purchase behavior and the way where customers are seen to be interacted with the products and deep feelings, experiences and thoughts where there tends to impact customer’s purchase decision.

Purchase intention may amount the chances of a buyer to purchase a producer, larger the buyer intent is, the larger a buyer’s intent to purchase a goods (Schiffman and Kanuk, 2000). Buyer intent specifies, buyers will stay up with theirs know-how, first selection and external vicinity to collect information, and make buying choice by assessing substitutes (Rizwan et al., 2013). This revision focus on buyer intent not behavior intent have mostly implications and will often have a good influence individual action (Ajzen and Driver, 1992). Barsky (1992) explained that the more loyal a customer is to a service, the more likely they will be satisfied with service and more likely they will repurchase the service thus, loyalty has been directly related to intention to purchase.
2.2 Relationship between independent and dependent variable

2.2.1 Relationship between External Variable and Customer’s Buying Intention

The study showed influence on external variables on buying behavior are physical design which consists of window display and store fronts (Grossbart et. al., 1975). The results of window display, surroundings, storefront, parking and product category, found that the external atmospheric stimuli had some significant influences on consumer’s sales, consumer’s decision to enter in a store, to attract consumer attentions, intend to purchase and make decision to purchase. Ward, Bitner, and Barnes (1992) examined the pro typicality of a store design (the degree to which a store attributes in common with other similar stores), Edwards and Shackley (1992) investigated the effects of exterior window displays, and Pinto and Leonidas (1994) studied the influence of parking and location on perceptions, all these external variables have an influence on the behavior of retail consumers which creates an environment which will intend them to purchase the goods.

2.2.2 Relationship between General Interior and Customer’s Buying Intention

A number of studies have examined the effects of different general interior variables. Music is the most commonly studied general interior cue (Smith and Curnow, 1966; Milliman, 1982, 1986; Yalch and Spangenberg, 1990; Baker, Levy and Grewal, 1992; Areni and Kim 1994; Gulas and Schewe, 1994; Dube´, Chebat, and Morin, 1995; Herington and Capella, 1996; Hui, Dube´, and Chebat, 1997). Based on all result of all these articles that the music played on the store can have a significant impact on a variety of behaviors including sales, arousal, perception the and actual time spent in the environment, in-store traffic flow, and the perception of visual stimuli in the retail store which intend them to buy the product. Color appears to influence simulated purchases (Bellizzi and Hite, 1992), purchasing rates , time
spent in the store, store and merchandise image and the ability to attract a customer toward a retail display (Bellizzi, Crowley, and Hasty, 1983). The impact of lighting was examined by Areni and Kim (1994), Baker, Grewal, and Parasuraman (1994), and Baker, Levy, and Grewal (1992). These investigations suggest that lighting factors can influence both the store image and the examination and handling of merchandise. However, Areni and Kim (1994) also found that lighting levels did not influence sales.

Janakiraman, Meyer, and Morales, (2006) had argued negative and positive affect induced by unexpected price with result of hike but still general interior such as color, light and music helps them to create intention to buy the product. The study conducted in Pakistan has a positive impact with atmospheric variables such as cleanliness, music, temperature, lighting, color and scent or fragrance towards buying intention of customers (Hussain and Ali, 2015).

2.2.3 Relationship between Store Layout and Customer’s Buying Intention

Store layouts are crucial part of merchandise and are matched to the targeted consumers to the extent that customers “buy into” branding statements when choosing to shop in the store. Hence, the importance of customers’ reactions to the layout of merchandise in the store, and the influence this has on sales (Newman and Foxall, 2003). Park, Iyer and Smith (1989) found that both store knowledge and time available for shopping influenced unplanned brand switching and purchase volume where knowledge of a store's layout, irrespective of time available for shopping, had a positive effect on absolute levels of brand/product switching with likes of fixtures, allocation of floor space, product groupings, traffic flow, department locations, and allocations within department. The study conducted in Pakistan has a positive impact
with atmospheric variables and one of the variable was store layout towards buying intention of customers (Hussain and Ali, 2015).

2.2.4 Relationship of Interior Display and Customer’s Buying Intention

This category includes product displays, point of purchase displays, posters, signs cards, wall decorations. Landwehr, and Krishna, (1989) term used to describe studies that examine the effects of space allocated to a product, the effect of shelf location or the effectiveness of product display (Turley and Milliman, 2000). The effects of shelf space and location on sales are “decidedly mixed” that there is a small, positive relationship between shelf space and unit sales (Curhan, 1973). The effects of product display have found out that a prominent display can significantly influence sales. Gagnon and Osterhaus (1985) reported that point of purchase display increased sales of ointment 388% in supermarket and 107% in pharmacies which shows these have positive impact upon customers. Similarly, the effects of in-store signing tends to indicate that the signs can have an effect on retail shoppers, the fact that signs are combined with sale price information or special promotional display (Wilkinson, Mason, and Paksoy, 1982). Patton (1981) suggested that the amount of information in the sign can influence and intend them to buy more.

2.2.5 Relationship between Human Variable and Customer’s Buying Intention

The appearance of retail employees is important so that it can be used to communicate a firm’s ideals and attributes to customers (Solomon et al., 1985).

According to Barker’s (1986) theory of behavioral ecology, when the setting required to function properly is less than the number of people in facility, a condition identified in sociology as “understaffing” occurs. The number of employees in a store influences customers’ perceptions and responses thus, customers can become frustrated and annoyed when too few salesperson are on the floor (relative to
customer density) (Wicker, 1973). Zhuang, Tsang, Zhou, Li and Nicholas (2006) study on non-food product found positive impact on buying intention of shoppers who tend to spend studies that have been done on impact of sales promotions on consumers’ values, attitude and behavior (Alvarez and Casielles, 2005) despite, the evidence on the growth of sales promotion compared to other forms of marketing techniques, such as advertising the success of sales promotion techniques have received little academic study (Peattie, 1998).

Staff attitudes (e.g., job satisfaction, organizational commitment, and job involvement) have a positive relationship between morale (i.e., aggregated levels of satisfaction) and organizational performance (Schneider et al., 2003). The interaction between customers and frontline employees is likely to affect customer perceptions of the shopping and consumption experience in retail and other service environment. Interactions expressed verbally and non-verbally leaves long lasting impression that affects satisfaction, repeat buying, and financial performance (Brown and Lam, 2008). According to Thang and Tan (2003), receiving good service from the store’s personnel leaves a good impression on customers, which encourages repeat visits and repurchase opportunities.

2.3 Previous Empirical Research

For the previous empirical researches, they are considered to be secondary data for this research. They provide sources of variable regarding to study variables as well as they are sources of references regarding concepts and variables that the researcher would like to study. Different previous research studies along with relevant theories help the researcher to conceptualize research’s particular interest in the framework that has been developed in the next chapter.
Park, Jeon and Sullivan (2014) researched on “How visual merchandising fashions retail stores affect consumer’s retail stores affect consumer’s brand attitude & purchase intention”. The primary focus of this study was to know the relationship between customer’s perceptions of merchandising that can arouse consumer’s in-store merchandising exploration to encourage buying intention. This study developed measures of visual merchandising and examined merchandising cognition of brand preferences. The result showed that merchandising plays a key role to favorable brand and associates it with purchase intention. The data comprises of 160 correspondents which was held in Busan, South Korea. All statements of the questionnaire were measured using five point Likert scale.

Hussain and Ali (2015) studied “Effect of store atmosphere on consumer purchase intention”. The study aimed at identifying the effects of atmosphere on the consumer purchase intention in international retail chain outlets of Karachi, Pakistan. A sample of 300 consumers was taken who usually visited these outlets. Data was collected through a well-structured questionnaire and analyzed through multiple regression analysis. Research findings indicated that atmospheric variables such as cleanliness, scent, lighting, and display/layout have a positive influence on consumers’ purchase intention; whereas music and color have insignificant impact on consumers’ purchase intention. The temperature has almost no impact on the purchase intention of the consumers.

Tlapana (2009) studied “Store layout and its impact on consumer purchasing behavior at convenience stores in Kwa Mashu. The study was to ascertain if independent convenience stores in Kwa Mashu are aware of the impact of store layout on purchasing patterns of consumers. In order to accomplish the objectives of the study, a quantitative study was conducted at the convenience stores at Kwa Mashu by means of self-administered questionnaires. A sample of 400 respondents was asked
questions concerning to the study. The respondents were selected through non-probability sampling within which convenience sampling was applied. The results of this study show that consumers experience problems with store layout. It was found that appearance of the store, merchandise display, store atmosphere, instore service and accessibility are the major causes of this discomfort. Chi-square test was used to test the statistical significance of the observed association in a cross tabulation.

Gajanayake, et al. (2011) researched about “the impact of selected visual merchandising techniques on patronage intention in supermarkets (study based on Colombo District)”. The main objective of this study is to identify the influence of visual merchandising on patronage intentions. It will also aim at identifying the current strategies used by supermarkets to enhance their visual merchandising and to suggest further improvements. Store layout, color, music, lighting, product display and cleanliness were the variables taken in which 5 out of 6 hypothesis were accepted. The sample of 307 samples was taken from supermarket shoppers from five different supermarkets in Colombo city. The hypothesis were tested by the regression and ANOVA analysis.

Kim (2003) studied “College students’ apparel impulse buying behaviors in relation to visual merchandising”. The study’s purpose is to examine the relationship between college students’ apparel impulse buying behaviors and visual merchandising. The visual merchandising shown in this research are in-store form/mannequin display, window display, floor merchandising and promotional signage. The sample of 237 respondents were asked question regarding the topic and those data were collected of college students. The hypothesis were tested by the Pearson correlation tests, and regression analyses. The results proved that there were significant relationships between college students’ impulse buying behavior and in-store form/mannequin display and promotional signage.
Osman, Fah and Foon (2011) studied “Simulation of Sales Promotions towards Buying Behavior among University Students”. The purpose of this study was to examine the influence of sales promotion on buying behavior among university students. The data were collected using self-administrated questionnaire of 150 respondents in University Putra Malaysia. There were significant relationship between attitude towards price discounts, coupons, free samples and “buy-one-get-one-free” with buying behavior. Multiple regression line was used as the tool to collect the information of the data. The findings of this study would help marketers to understand the types of promotion that significantly influence buying behavior of the respondents. Hence, this could help marketers in their marketing planning to become more competitive and gain profit.

Mohan, Shivakumaran and Sharma (2013) researched “Impact of store environment on impulse buying behavior”. This paper aims to explore the process by which four store environment (music, light, employee, and layout) and two individual characteristics (shopping enjoyment tendency (SET) and impulse buying tendency (IBT) influence impulse buying behavior through positive and negative affect, and urge to buy impulsively. The data were obtained using a structured questionnaire from 733 respondents in a mall survey conducted in Chennai, South India. In the structural model tested with AMOS, the authors found that store environment drove impulse buying through positive affect and urge. Results also showed that the personality variables (SET and IBT) influenced Impulse buying through positive affect.
Table 2.1 Summaries of Previous Studies

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<td>Park, Jem and Sullivan (2014)</td>
<td>The primary focus of this study was to know the relationship between customer’s perceptions of merchandising that can arouse consumer’s in-store merchandising exploration to encourage buying intention.</td>
<td>Multiple regression analysis</td>
<td>Merchandising plays a key role to favorable brand and associates it with purchase intention.</td>
</tr>
<tr>
<td>Hussain and Ali (2015)</td>
<td>Identifying the effects of atmosphere on the consumer purchase intention in international retail chain outlets of Karachi, Pakistan.</td>
<td>Multiple regression analysis</td>
<td>The atmospheric variables such as cleanliness, scent, lighting, and display/layout have a positive influence on consumers’ purchase intention.</td>
</tr>
<tr>
<td>Tlapana (2009)</td>
<td>Convenience stores in Kwa Mashu are aware of the impact of store layout on purchasing patterns of consumers.</td>
<td>Chi-square test</td>
<td>Customers experience problem with store layout where appearance of the store, merchandise display, store atmosphere, instore service and accessibility are the major causes of this discomfort.</td>
</tr>
<tr>
<td>Gajanayake, Gajanayake and Surangi (2011)</td>
<td>Identify the influence of visual merchandising on patronage intentions and current strategies used by supermarkets to enhance their visual merchandising and to suggest further improvements.</td>
<td>Regression and ANOVA analysis.</td>
<td>Store layout, music, lighting, product display and cleanliness of supermarket had positive impact on patronage intention while color had negative impact.</td>
</tr>
<tr>
<td>Author</td>
<td>Objective</td>
<td>Statistical Design</td>
<td>Main Findings</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------------------------------------------------------------------</td>
<td>--------------------------</td>
<td>---------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Kim (2003)</td>
<td>To examine the relationship between college students’ apparel impulse buying behaviors and visual merchandising.</td>
<td>Pearson correlation tests, and regression analyses.</td>
<td>The results proved that there were significant relationships between college students’ impulse buying behavior and in-store form/mannequin display and promotional signage and had negative relation with floor merchandising and window display.</td>
</tr>
<tr>
<td>Osman, Fah and Foon (2011)</td>
<td>To examine the influence of sales promotion on buying behavior among university students.</td>
<td>Multiple regression line</td>
<td>There were significant relationship between attitude towards price discounts, coupons, free samples and “buy-one-get-one-free” with buying behavior</td>
</tr>
<tr>
<td>Mohan, Shivakumar and Sharma (2013)</td>
<td>Explore the process by which four store environment (music, light, employee, and layout) and two individual characteristics (shopping enjoyment tendency (SET) and impulse buying tendency (IBT)) influence impulse buying behavior through positive and negative affect, and urge to buy impulsively.</td>
<td>AMOS</td>
<td>The store environment drove impulse buying through positive affect and urge and the personality variables (SET and IBT) influenced Impulse buying through positive affect.</td>
</tr>
</tbody>
</table>
CHAPTER III

Research Framework

This chapter focuses on the framework of the research. The researcher relates the theories, which are drawn from the literature review to develop the conceptual framework. This chapter consists of four sections, which are theoretical framework, conceptual framework, research hypothesis and operationalization of related variables.

3.1 Theoretical Framework

The researcher has drawn a theoretical framework to represent a concept related to the research study. The theoretical framework is a conceptual model which theorizes the relationship among several factors that have been identified as an important factor to the problems. Sekaran (2003) mentioned that it discussed the relationship among the variables that are deemed to be important to the dynamics of the situation being investigated. Models are used as representations of theoretical systems so that they can be tested, examined, and generally analyzed. According to the Zikmund (2003) theoretical framework is set of explanations of the phenomenon under the given assumptions. To develop a conceptual framework in this study, the researcher thoroughly studied and obtained concepts from plenty of prior studies which were researched by global experts and specialties. Then the researcher chose three research models in prior studies as the major concept and summarize these three core concepts to modify the own conceptual framework for the study.

The first major concept or the theoretical framework taken by the researcher are from the model studied by Mohan, Sivakumaran and Sharma, (2013). The topic
of the research work done by these researchers was “Impact of store environment on impulse buying behavior”.

The researcher has taken second theoretical framework on the model from Hussain and Ali (2013) who studied “Effect of Store Atmosphere on Consumer Purchase Intention”.

The third theoretical framework is designed by Turley and Milliman (2000) who studied “Atmospheric Effect of Shopping Behavior: A review of experimental evidence”.

Figure 3.1: Theoretical Framework 1


Mohan et al. (2012) researched the topic Impact of store environment on impulse buying. This paper aims to discover the process by which four store environment which are music, light, layout and employee and two individual characteristics (shopping enjoyment tendency (SET) and impulse buying tendency
(IBT) influence impulse buying behavior through positive and negative affect, and urge to buy impulsively. The data were obtained using a structured questionnaire from 733 respondents in a mall survey conducted in Chennai, South India. The main finding in this structural model tested with AMOS, the authors found that store environment drove impulse buying (IB) through positive affect and urge. Results also showed that the personality variables (SET and IBT) influenced IB through positive affect and urge. This paper did not find support for the relationship between negative affect and urge.

Theoretically, the authors add to the list of antecedents of impulse buying, and to the outcomes of store environment. From a managerial viewpoint, the authors suggest that retail managers invest in improving the store environment to increase the level of impulse buying in their stores. Specifically, they need to focus on enhancing friendliness of store employees, playing appropriate music, designing proper layouts and having well-lit stores to encourage impulse buying.
Hussain and Ali (2015) conducted a research into Effect of Store Atmosphere in consumer purchase intention. The research work showed the relationship of store atmosphere which consists of seven variables, they are: cleanliness, music, scent, temperature, lighting, color and display/layout with purchase intention of customers. The research findings indicate that atmospheric variables such as cleanliness, scent, lighting and display/layout have a positive influence on consumer’s purchase intention. The data were collected with well-structured questionnaire of 300 customers and was analyzed through the simple regression line. The data were collected in Karachi, Pakistan. The researcher’s recommendation is that they must
take into account the cleanliness, scent, lighting and color of the outlets to match with the customer’s attitudes and perceptions. Scent used in retail outlets must be pleasing and attractive to both males and females. The products’ display should be made convenient for customers to explore and handle. Managers must take into consideration the environmental cleanliness so that consumers are encouraged and motivated to visit again. Proper lighting is advised for visibility of the products to consumers. More than one color could be used in lighting of retail outlets wherever possible without compromising on visibility and matching with the surrounding context. It is suggested to play music for creating a soothing environment.

The researchers are advised to collect the responses from consumers through qualitative as well as quantitative researches to know more about the influence of these variables on the consumer purchase intention. This study was limited to Karachi city only. Future research should cover either whole country or significant number of large and small cities to have a broader outlook of consumer behavior in Pakistan.
Turley and Milliman (2000) studied about Atmospheric Effect of Shopping Behavior: A review of experimental evidence. The authors was a little modified version of the original illustration used by Bitner (1992) and is used here to provide a comprehensive understanding of the subject.
show the way store atmosphere affect consumer behavior. This review focused on the
research conducted over the years on the effects of facility-based environmental cues,
or “atmospherics”, on buyer behavior. The researcher reviewed the pertinent literature
by constructing a comprehensive table of the empirical studies in this area that
focuses on the various findings and associated with these investigations. This
framework indicates that atmospheric variables influence a wide variety of consumer
evaluations and behaviors. In addition to discussing the findings and contributions of
this literature stream, the article concludes by identifying gaps in the literature and
suggesting potential future topics for atmospheric related research.

There were 28 articles cited in this review examined the effect of the
atmosphere on sales, and that 25 of them found some significant relationship between
the environment and customer purchasing behavior. These studies also show that this
relationship occurs across a number of different types of retail stores and situations.
Although there may be some debate about whether the atmosphere can influence time
spent in an environment, there is enough evidence to be able to clearly state that the
atmosphere an effect on consumer spending and that variations of atmospheric
variables affect the amount of money people spend and the number of items they
purchase.
3.2 Conceptual Framework

The conceptual framework was the model which the researcher applied in order to find influence of independent variables towards dependent variables. Wejnert (2002) asserted that the conceptual framework was used for the integrating the various variables defined in diffusion research to explain their influence on the objectives.

There are three theoretical framework used by the researcher (Figure 3.1, Figure 3.2 and Figure 3.3) and all have atmospheric stimuli or environment in common as an independent variable. From these theoretical framework the researcher came out with its own conceptual framework which are required in a supermarket of Nepal. The researcher took purchase/buying intention as its dependent variable from the Figure 2 studied by Hussain and Ali (2015) which had relationship with atmospheric attributes of the store and other main independent variables and sub variables from Figure 3 studied by Turley and Milliman (2000) which were also atmospheric stimuli of the store. As required for the context of the study the researcher took some of the sub-variables according to the need of the supermarkets of Nepal.
Figure 3.4 Conceptual Framework

- General interior
- Color Scheme
- Lighting
- Music
- Cleanliness
- Store Layout
- Floor Space Allocation
- Product Groupings
- Traffic Flow
- Department Locations
- Interior Displays
- Product Displays
- Racks and Cases
- Signs
- Human Variables
- Employee Characteristics
- Customer's Buying Intention
- External Variables
- Window Display
- Parking
- Surrounding Areas
This research intended to study impact of atmospheric attributes of Bhat Bhateni Supermarket in Nepal, in order to study with business in Nepal, the researcher focused on the variables that are more suitable and required to study in this research paper. This conceptual framework was taken from three theoretical framework which were connected with the atmospheric attributes of the store. The first theoretical framework studied by Mohan, Sivakumaran and Sharma, (2012) shows the impact of store environment on impulse buying with variables: music, light, layout and employees which were all considered in the conceptual framework. The second theoretical framework researched by Hussain and Ali, (2015) studied the effect of store atmosphere on consumer purchase intention. The researcher used the dependent variable purchase intention from this study as all the study was about the store atmosphere which included color, lighting, music, store layout etc.

The last and third framework studied by Turley and Milliman (2000) researched about atmospheric effect of shopping behavior where all the independent variables and some of the sub-variables are used by the researcher from this study. The linkage of store atmosphere is common is all the theoretical framework. The framework was formed from these previous study where there are five independent variables with sub-variables included in those variables. The variables and its sub-variables are: External Variables (Window Display, Parking and Surrounding Area), General interior (Color Scheme, Lighting, Music, Cleanliness), Store Layout (Floor Space Allocation, Product Grouping, Traffic Flow and Department Locations), Interior Displays (Product Display, Racks and Cases and Signs) and Human Variables (Employee Characteristics). These variables will show a relation with buying intention whether or not there is impact of these variables.
3.3 Research Hypotheses

Based on the conceptual framework, five hypotheses are applied by the researcher and shown in details as follows:

H1₀: The external variable in terms of window display, parking and surrounding area have no impact on customer’s buying intention.

H1₁: The external variable in terms of window display, parking and surrounding area have impact on customer’s buying intention.

H2₀: The general interior in terms of color scheme, lighting, music and cleanliness have no impact on customer’s buying intention.

H2₁: The general interior in terms of color scheme, lighting, music and cleanliness have impact on customer’s buying intention.

H3₀: The store layout in terms of floor space allocation, product grouping, traffic flow and department location have no impact on customer’s buying intention.

H3₁: The store layout in terms of floor space allocation, product grouping, traffic flow and department location have impact on customer’s buying intention.

H4₀: The interior display in terms of product display, racks and cases and signs have no impact on customer’s buying intention.

H4₁: The interior display in terms of product display, racks and cases and signs have impact on customer’s buying intention.
H5₀: The human variable in term of employee characteristics has no impact on customer’s buying intention.

H5₁: The human variable in term of employee characteristics has an impact on customer’s buying intention.

### 3.4 Operationalization of the Variables

In this research, there are five independent variables and each variables have sub-variables connected with it. Each sub-variables are to be explained, so the researcher will clarify operational definitions of each components of sub-variables as well as the dependent variable which is “Customer’s Buying Intention”. These operational definitions are used to specify the concept under experimentation and this study applies only one type of scale: Interval level for measuring variables in each hypothesis by the appropriate statistical procedure. The variable measurement are as follows:

Table 3.1: Table of Variable Measurement

<table>
<thead>
<tr>
<th>Variable</th>
<th>Conceptual Definition</th>
<th>Operational Components</th>
<th>Measurement Scale</th>
</tr>
</thead>
</table>
| Window Display      | Window display is the glamour, spark, stage the oomph and sparkle that surrounds a store and makes the customers stop, look and buy which are placed with care and presented with skill (Mathew, 2008). | 1. BBSM’s organized window display compels me to enter.  
2. BBSM’s eye-catching window display makes me want to enter.  
3. BBSM’s window display brings attention to the products being featured.  
4. BBSM's window display gives idea to what it has to offer. | Interval Scale |
<table>
<thead>
<tr>
<th>Variable</th>
<th>Conceptual Definition</th>
<th>Operational Components</th>
<th>Measurement Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking</td>
<td>Van der Waerden, Borgers and Timmermans, (1999) stated that he parking situation is defined as the whole of parking lots surrounding of a shopping destination where available parking lots can be characterized in terms of scale, location, type, tariff, regulation, design, and accessibility.</td>
<td>5. BBSM offers sufficient parking space. 6. BBSM offers convenient parking area. 7. BBSM’s parking is always available whenever I go to shop. 8. Parking at BBSM takes not much time. 9. BBSM organizes its parking in systematic manners.</td>
<td>Interval Scale</td>
</tr>
<tr>
<td>Surrounding Area</td>
<td>The competitors, transportation access, population density, the type of neighborhood, nearness to suppliers, pedestrian traffic, and store composition are considered in picking a location which will impact the customers purchase (Pintel and Leonidas, 1994).</td>
<td>10. BBSM is located in a right business district. 11. BBSM manages its surrounding well. 12. BBSM is convenient for the shoppers at large.</td>
<td>Interval Scale</td>
</tr>
<tr>
<td>Color Scheme</td>
<td>Color evokes emotion that some words and images cannot achieve and can act as identifier as well as intelligence of communicating the certain mood dictated by the product itself (Miremadi and</td>
<td>13. Store of BBSM uses colors to make the products attractive. 14. Colors used within BBSM’s interior make it easy to access the products. 15. Color scheme evokes the emotion of respective products. 16. Colors influence my choices of shopping.</td>
<td>Interval Scale</td>
</tr>
<tr>
<td>Variable</td>
<td>Conceptual Definition</td>
<td>Operational Components</td>
<td>Measurement Scale</td>
</tr>
<tr>
<td>------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
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</tbody>
</table>
| Lighting               | Lighting goals are to attract the customers to initiate purchases and facilitate the completion of the sale (Rea, 1993).                                                                                                       | 17. Lighting at BBSM is neither too bright nor too dimmed.  
18. Lighting at BBSM provides a comfortable sighting.  
19. Lighting at BBSM helps to highlight the products.                                                                                                                                 | Interval Scale    |
| Music                  | Playing the appropriate background music can help retailers develop a desirable atmosphere, which contributes to the image of the store and consumer choice (Aguiar and Melo, 2014).                                                       | 20. Pipe-line music played at BBSM is tuned on an appropriate audible volume.  
21. BBSM plays well selected choices of music, appropriate for diverse ranges of shoppers.  
22. Selections of music at BBSM create for me a pleasant shopping experience.                                                                                                                                 | Interval Scale    |
| Cleanliness            | Shopping in a neatly clean stores generate image perceptions of cleanliness, contentment, or luxury and because of that store image creates a series of mental picture and feeling it evokes within the customers (Yun and Good, 2007). | 23. The store is clean.  
24. The store has a pleasant odor.  
25. The products are managed with hygienic handling.                                                                                                                                 | Interval Scale    |
| Floor Space Allocation | The greater allocation of space of the merchandise can be a factor that reduces                                                                                                                                                                                                   | 26. Products in BBSM are properly allocated in the store.  
27. Spaces between the aisle and layout provide BBSM’s                                                                                                                                                                      | Interval Scale    |
the search time and costs of customers and thereby increases the customer’s drawing power of the retail store (Mejia and Eppli).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Conceptual Definition</th>
<th>Operational Components</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Groupings</td>
<td>Newman and Foxell (2003) explained that grouping like products with like products will give customers additional reasons to buy more items from the store, but it also has a more practical reasoning behind it, namely saving them time from looking around and trying to mix and match things.</td>
<td>30. Similar products in BBSM are clustered by categories. 31. Product grouping at BBSM eases the shoppers to find their desired products. 32. Once entering BBSM, the shoppers will be able to recognize grouping of products in no time.</td>
</tr>
<tr>
<td>Traffic Flow</td>
<td>Park (1990) discussed traffic flow as the movement of customers through the store which is a critical aspect of store layout due to the impact that it can have on the customer both practically and psychologically.</td>
<td>33. BBSM uses sufficient sets of signage to guide shoppers through the store. 34. BBSM’s store-traffic pattern enables the shoppers to view the products with ease. 35. BBSM’s traffic pattern keeps the shoppers engaged in their shopping activity. 36. The traffic pattern helps the shoppers manage their selecting of products.</td>
</tr>
<tr>
<td>Departmen t Locations</td>
<td>Kim (2000) stated that the different location set helps customers locate specific products and departments as well.</td>
<td>37. I can quickly locate myself with my desired department upon entering BBSM. 38. BBSM allocates the departments of all goods in a reasonable manner, conducive</td>
</tr>
<tr>
<td>Product Display</td>
<td>Product display have been identified as an in-store stimuli, which is a technique used to encourage impulse buying displays and can increase the rate of unplanned purchase in retail stores on grounds that the consumers naturally tend to focus and perceive at eye level (Gajanayake et. al., 2011).</td>
<td>40. I get an idea of what I want to buy after looking through in-store mannequin/display. 41. Products displayed with a new style or design appeals me to purchase. 42. I tend to buy the products which looks attractive when displayed in mannequin. 43. I tend to rely on store displays when I make a decision to purchase the products.</td>
</tr>
<tr>
<td>Racks and Cases</td>
<td>The product displayed on shelf or racks and cases at eye level or with more facings can trigger buying tendency and are more likely to catch attention and be noticed (Dreze, Hoch and Purk, 1994).</td>
<td>44. Shelf products are noticeable. 45. The products at the eye level are more eye-catching. 46. The store has modern looking shelves. 47. The shelf-products show noticeable price tagging.</td>
</tr>
<tr>
<td>Signs</td>
<td>Signage is a wording used either alone or in conjunction with in-store display to convey products or promotional information to customers with purpose of informing and creating demand for the merchandise (Kim, 2013).</td>
<td>48. Signs of discounts draw attention of product. 49. Sale sign entices to look through the product. 50. Promotional signage entices me to browse more product. 51. Promotional signage makes me spend on unintended purchase.</td>
</tr>
<tr>
<td>Employee Characteristics</td>
<td>Tendai and Crispen (2009) stated that consumers tend to</td>
<td>52. The store has knowledgeable employees. 53. The store has friendly</td>
</tr>
<tr>
<td>Variable</td>
<td>Conceptual Definition</td>
<td>Operational Components</td>
</tr>
<tr>
<td>-------------------</td>
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<td>----------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Buying Intention  | The buying intentions are directed toward customer’s assessment of their purchase behavior and the way in which customers see themselves interacting with products (Schlosser, 2003). | 57. I would like to purchase in the retail chain outlet of Bhat Bhateni Super Market (BBSM).  
58. I prefer to shop longer in this store.  
59. I would visit the retail store outlet again.  
60. I would like to repurchase the products from the shop in future. | Interval Scale    |
CHAPTER IV

Research Methodology

This chapter provides an overview of research methodology that is employed in this study and consists of six sections. The first section is research methods used. The second section is the details of respondents and sampling procedures, including criteria in selecting sample. Third section is the instruments and questionnaire of the research. This contains the questions that are asked of the respondents and the methods to measure. The fourth section is the pilot study that the researcher has conducted. The fifth section is the collection of data and gathering procedures. The final section is the statistical tool used to answer all the statement of problems and the criteria used in selecting the appropriate statistic.

4.1 Research Methods Used

The descriptive research method is used in the study is considered in order to examine impact of atmospheric attributes towards buying intention of costumers in Bhat Bhateni Super Market in Kathmandu, Nepal. Mingers (2001) defined research method as a structured set of activities to assist in obtained effective and reliable research results. The methods involved range from the survey which describes the status quo, the correlation study which investigates the relationship between variables, to developmental studies which seek to determine changes over time. Friedman (1957) defined that descriptive research helps to describe the characteristics of a population or phenomenon and also seeks to determine the answers to who, what, when, where and how questions. It can also be referred to as statistical research which describes data and characteristics
about the respondent being studied. In this study, the main focus is on how the atmospheric attributes make an impact on buying intention of the customers in hypermarkets.

The researcher used the sample survey method for the data collection in this study. Survey is a method if conducted among various sections of the complex market and serve as a feedback for the present situation of the research objective (McDaniel and Gates, 2014). Surveys can be broadly classified into open ended and closed ended ones (Miles and Huberman, 1994). For the open ended survey, the problems are open, the respondents can answer questions by any way they want, but the collected data are hard to quantization and analyzed (Sproull, 2002). Therefore, this study implies closed ended questionnaires which means responses give their view from the provided options (Tashakkori and Teddlie, 1998). The questionnaire used in this study was a self-administered questionnaire. Aaker et al., (2000) stated that a self-administered questionnaire was utilized due to several benefits such as saving cost and time, keeping respondent’s privacy and avoid errors from asked questions.

4.2 Respondents and Sampling Procedures

This procedures are categorize into four parts: the first discuss about target population, the second is to determine the sampling unit, the third part is known about sampling size and the last part discusses about sampling procedure.
4.2.1 Target Population

According to White (2012), population refers to the total set of observations that can be made. Malhotra and Briks (2007) indicated that target population is the group of members that a researcher is interested in studying.

The primary objective of the research is to know the impact of atmospheric attributes of the supermarket on buying intention of customers, the specific supermarket of which researcher is working on is Bhat Bhateni Super Market of Kathmandu Valley i.e. Kathmandu and Lalitpur district. Buying intention is planning to buy products in the future and atmospheric attributes of a store would help customers to buy the products so there is bound to have an impact. A satisfied customer intend to buy product where they feel more value for money products. The target population of this research are the customers who have visited Bhat Bhateni Super Market at least one time in Kathmandu valley. The population of Kathmandu Valley is estimated to be above 2,500,000 which is growing by 4 percent every year (http://www.worldbank.org/en/news/feature/2015/04/01/managing-nepals-urban-transition). Bhat Bhateni Super Market is the biggest retail store in the country with above 45000 people visiting the store in average everyday (www.bbsm.com.np).

4.2.2 Sampling Unit

The sampling unit is the unit on which observations such as measurements, are made (Hinkelman and Kempthorne, 2008). Gilbert (1999) defined sample unit as group of people who takes part in the study and represent the whole population. Hair et al. (2006) also stated that the whole category of subjects in studying on the research project
is indicated as the population and the sample is selected from the population. So, this study focuses on the people who have shopped at Bhat Bhateni Super Market in Nepal. The sampling would be taken from those who have shopping experience in that store.

4.2.3 Sampling Size

Sample size is an appropriate part of population which is large enough to represent the whole population result of the study (Kotler, 2000). Burns and Bush (2003) studied that the sample size are the precision of a sample is an confirmation of how exactly it demonstrates the truth of population it represented. The study are considered specific in nature, therefore the researcher needed to determine a specific size to the population proportions. In this research, the researcher has determined the sample size according to Gajanayake et al. (2011), Tlapana (2009) and Kim (2003).

According to this study, the researcher determined the sample size based on previous research. The previous research are taken from three different researches. The first research is about “The impact of selected visual merchandising techniques on patronage intentions in supermarkets (study based on Colombo District” by Gajanayake et al. (2011), which took 307 respondents for questionnaire analysis. The second research is about “Store layout and its impact on consumer purchasing behavior at convenience stores in Kwa Mashu” by Tlapana (2009), which took 400 respondents for questionnaire analysis. The third and last research is about “College students’ apparel impulse buying behaviors in relation to visual merchandising” by Kim (2003), which took 237
respondents for questionnaire analysis. So, according to these three previous study the researcher decided to take 400 as its respondents as sample size for this research.

4.2.4 Sampling Procedure

This research used non-probability sampling technique. Iacobucci and Churchill (2010) defined that non-probability sampling is a sampling method selected sample base on personal judgement or convenience, which does not provide all the population members an equal opportunity to be selected in the sample size. The sample size for the research was 400, from the customers of Bhat Bhateni Super Market. The researcher used quota sampling and convenience sampling to get the sampling unit.

Purposive Sampling:

Purposive Sampling uses judgement to select cases that will best enable you to answer research question(s) and meet the objective. This form of sample is often used when working with very small samples such as in case study research and when you wish to select cases that are particularly informative (Neuman, 2000).

Based on purposive sampling, the researcher selected five best branches of Kathmandu Valley in terms of sales according to online khabar a nepali news website (http://www.onlinekhabhar.com/2014/08/179881/). The locations of those branches were in Bhatbhateni, Maharajgunj, Pulchowk, Kalanki and Koteshwor.

Quota Sampling:

Quota sampling is a non-probability sampling procedure that ensures that certain characteristics of population sample will be represented to the exact extent that the
investigator desires (Zikmund, 2003). Quota sampling technique is used in this study to identify the sample size for sampling units of different locations of Bhat Bhateni Super Market. The researcher chose five best branches of Bhat Bhateni Super Market in terms of sales per year according to online khabar a nepali news website (http://www.onlinekhabhar.com/2014/08/179881/). The total sample size for this is 400 respondents. The questionnaire were distributed to 5 different locations with 80 respondents in each location. Therefore, the sampling size for each location are shown in the table.

Table 4.1: Breakdown of the questionnaires for different location of Bhat Bhateni Super Market in Kathmandu Valley.

<table>
<thead>
<tr>
<th>Store Name</th>
<th>Location</th>
<th>Number of Questionnaires</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Bhat Bhateni Super Market</td>
<td>Bhat Bhateni</td>
<td>80</td>
</tr>
<tr>
<td>2) Bhat Bhateni Super Market</td>
<td>Maharajhung</td>
<td>80</td>
</tr>
<tr>
<td>3) Bhat Bhateni Super Market</td>
<td>Pulchowk</td>
<td>80</td>
</tr>
<tr>
<td>4) Bhat Bhateni Super Market</td>
<td>Kalanki</td>
<td>80</td>
</tr>
<tr>
<td>5) Bhat Bhateni Super Market</td>
<td>Koteshwor</td>
<td>80</td>
</tr>
</tbody>
</table>

Source: http://www.onlinekhabhar.com/2014/08/179881/

Convenience Sampling:

Convenience sampling or accidental sampling is the sampling by obtaining unit or people who are most conveniently available to provide the information (Zikmund, 2003).
answer questions from researcher. Researcher generally uses convenience samples to
obtain a large number of completed questionnaires quickly and emotionally. The
researcher will distribute questionnaires to 400 respondents in five different locations.
Convenience samples are often used in exploratory and descriptive research where time
and money are critical constraints (Davis and Cosenza, 1993).

4.3 Research Instrument

The researcher chose the questionnaire as the instrument to be used to conduct the
research. Development of the questionnaire was taken in two stages; the first, which was
the development of the questionnaire itself and the second, was pretesting to determine
the validness of the questionnaire.

The next section will discuss the development of the questionnaire, which will be
followed by the pre-testing, and the measurement of

4.3.1 Instrument Development

The questionnaire for this research was developed into three parts. The first part
contain questions to screen the respondents based on “Yes” or “No” questions which
determined the validity of the respondents in relation to the scope of research.

The second part of the questionnaire are the questions related to independent and
dependent variables on the subject of External Variable, Genreal Interior, Store Layout,
Interior Displays, Human Variable and Customer’s Buying Intention. The subject of the
research were measured on five point likert scale using the form of “ Strongly Disagree”
to “Strongly Agree”. 
The third and the final part of the questionnaire is made up of the demographic factors of the respondents, relating to gender, age, income level, occupation and regarding general knowledge about

Table 4.2: Research Instrument Design

<table>
<thead>
<tr>
<th>Part</th>
<th>Variables</th>
<th>Question No.</th>
<th>Number of items</th>
<th>Measurement Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Screening Question</td>
<td>Visit of Bhat Bhateni Super Market</td>
<td>1</td>
<td>1</td>
<td>Simple Category Scale</td>
</tr>
<tr>
<td>2. Independent Variable</td>
<td><strong>External Variable</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Window Display</td>
<td>2-5</td>
<td>4</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Parking</td>
<td>6-10</td>
<td>5</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Surrounding Areas</td>
<td>11-13</td>
<td>3</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td><strong>General Interior</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Color Scheme</td>
<td>14-17</td>
<td>4</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Lighting</td>
<td>18-20</td>
<td>3</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Music</td>
<td>21-23</td>
<td>3</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Cleanliness</td>
<td>24-26</td>
<td>3</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>3. Store Layout</td>
<td><strong>Store Layout</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Floor Space Allocation</td>
<td>27-30</td>
<td>4</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Product Groupings</td>
<td>31-33</td>
<td>3</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Traffic Flow</td>
<td>34-37</td>
<td>4</td>
<td>Likert Scale</td>
</tr>
<tr>
<td></td>
<td>Department Locations</td>
<td>38-40</td>
<td>3</td>
<td>Likert Scale</td>
</tr>
<tr>
<td>Parts</td>
<td><strong>Variables</strong></td>
<td>Question No.</td>
<td>No. of items</td>
<td>Measurement Scale</td>
</tr>
<tr>
<td>Interior Displays</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Displays</td>
<td>41-44</td>
<td>4</td>
<td>Likert Scale</td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>-------</td>
<td>---</td>
<td>--------------</td>
<td></td>
</tr>
<tr>
<td>Racks and Cases</td>
<td>45-48</td>
<td>4</td>
<td>Likert Scale</td>
<td></td>
</tr>
<tr>
<td>Signs</td>
<td>49-52</td>
<td>4</td>
<td>Likert Scale</td>
<td></td>
</tr>
</tbody>
</table>

**Human Variables**

| Employee Characteristics | 53-57 | 5 | Likert Scale |

3. **Dependent Variable**

**Customer’s Buying Intention**

4. **Demographic Factors**

<table>
<thead>
<tr>
<th>Age</th>
<th>62</th>
<th>1</th>
<th>Category Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>63</td>
<td>1</td>
<td>Simple Category Scale</td>
</tr>
<tr>
<td>Monthly income</td>
<td>64</td>
<td>1</td>
<td>Category Scale</td>
</tr>
<tr>
<td>Occupation</td>
<td>65</td>
<td>1</td>
<td>Category Scale</td>
</tr>
<tr>
<td>Visit the store</td>
<td>66</td>
<td>1</td>
<td>Category Scale</td>
</tr>
<tr>
<td>Average time spent</td>
<td>67</td>
<td>1</td>
<td>Category Scale</td>
</tr>
<tr>
<td>Shop by Yourself</td>
<td>68</td>
<td>1</td>
<td>Category Scale</td>
</tr>
<tr>
<td>Shop with whom</td>
<td>69</td>
<td>1</td>
<td>Category Scale</td>
</tr>
</tbody>
</table>

4.3.2 Pretesting

Wiesburg (2005) also defined that pretest determines the effectiveness of the survey questionnaire, it is necessary to pretest it before actually using it and pretesting can help you determine the strengths and weaknesses of your survey concerning question format, wording, and order.
Cronbach's alpha is used in this study and it is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. According to Nunnally (1978), in exploratory research, items with Cronbach Alpha value higher than 0.6 are considered to exhibit internal consistency. The pre-test was done by researcher using 40 questionnaires from the respondents who have visited Bhat Bhatenis Super Market at least one time. The data was collected by using social media and youth forums in order to test the viability of questionnaire. The overall questions are proposed by statistical program to find out the value of the reliability by using the Cronbach Alpha scores, and the summary of reliability of the questionnaires was indicated in following Table 4.4.

Table 4.3: Summary of reliability of research variables.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>No. of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>External Variable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Window Display</td>
<td>0.912</td>
<td>4</td>
</tr>
<tr>
<td>• Parking</td>
<td>0.918</td>
<td>5</td>
</tr>
<tr>
<td>• Surrounding Area</td>
<td>0.762</td>
<td>3</td>
</tr>
<tr>
<td>General Interior</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Color Scheme</td>
<td>0.913</td>
<td>4</td>
</tr>
<tr>
<td>• Lighting</td>
<td>0.827</td>
<td>3</td>
</tr>
<tr>
<td>• Music</td>
<td>0.906</td>
<td>3</td>
</tr>
<tr>
<td>• Cleanliness</td>
<td>0.863</td>
<td>3</td>
</tr>
</tbody>
</table>

| Store Layout      |                  |              |
### 4.4 Data Collection Procedure

Data collected with the design of researchers of the questionnaire or the researcher’s own consumer survey and analysis these data were known to be primary data (Walter, 2008). The collection of data through the distribution of questionnaires have been considered effective and efficient, limiting the number of errors and the amount of...
time spent on the procedures. For this study the researcher distributed questionnaires online to the target population which is Nepalese people who have visited the supermarket at least once. The researcher used HTML, form survey as the method of deployment of the survey. A link to the questionnaire was generated and forums were used to distribute the questionnaire. Secondary data in the form of research through books, the internet, journals and magazines were used by the researcher for a sense of direction and support to carry out the research.

4.5 Statistical Treatment of Data

The data collected from respondents are important and are analyzed using statistical and analytical tool which brings to conclusion of the raw data that are in hand. Data analysis on the primary data was carried out with the use of inferential and descriptive statistics. The Statistical Software were used for analyzing the data.

4.5.1 Descriptive Analysis

Iacobucci and Churchill (2010) stated that descriptive statistic is a statistic analysis method which used to describe or summarize the basic characteristics of the data and information collected from the target population. Wiesburg (2005) added that the measures used to describe the data set are measures of central tendency and measures of variability or dispersion. Moreover, Friedman (1957) referred descriptive analysis as utilizes numerical and graphical methods to seek for designs in a data set. In the section of descriptive statistics, the most popular and easy form to summarize the raw data, which is to calculate mean, standard deviation, percentage and frequency distribution. The formulas which included in this study are shown as below:
Mean

Perhaps the most important numerical measure of location is the mean or average value. The mean provides a measure of central location for a data set Bhattacherjee (2012).

Where,

Mean

\[ X = \text{Mean values} \]
\[ N = \text{Number of Observation} \]

Percentage

It is the total frequency that will be standardized to the value of 100 (Bhattacherjee, 2012).

\[ \text{Percentage (\%) = } \frac{f}{n} \times 100 \]

Standard Deviation (SD)

Standard Deviation is the positive square root of the variance and the standard deviation is measured in the same units as the original data. For this reason, the standard deviation is easier when compared to the mean and other statistics that are measured in the same units as the original data Bhattacherjee (2012).

Where,

\[ S = \sqrt{\frac{1}{N-1} \sum_{i=1}^{N} (x_i - \bar{x})^2} \]
\[ X_i = \text{Value of each observation in Sample} \]
\[ \bar{x} = \]
Mean of the Observation

N= Number of Observation

4.5.2 Hypothesis Testing

Wiesburg (2005) defined hypothesis is an unproven proposition or supposition that tentatively explains certain facts or phenomena and a proposition is empirically testable. Hypothesis testing is very important for the application of statistics to real life problems.

4.5.2.1 Inferential Statistics

Inferential statistics is a statistic analysis which used to make inferences concerning some hypothesis with the data and information collected from the target population (Goodwin, 2010).

The researcher used multiple linear regression and simple linear regression for the hypothesis testing. Multiple regression analysis used to analyze the relationship between independent and dependent variables while one way ANOVA is used to analyze the relationship of different sub categories of independent variable with the dependent variable. Similarly, simple linear regression used to analyze the relationship between independent and dependent variables while one way ANOVA is used to analyze the relationship of single independent variable with the dependent variable.

Multiple Linear Regression

According to Pearson (1908), multiple regression is analysis of relationship between several independent or predictor variables and a dependent or criterion variable.
Formula applied to predict the level or magnitude of a (metric) dependent variable based on the levels of multiple independent variables is as follows:

\[ \hat{y} = a + b_1x_1 + b_2x_2 + b_3x_3 \ldots \ldots + b_nx_n + \]

\[ Y = \text{dependent variable} \]
\[ \hat{a} = \text{Constant term, or Y-axis intercept for regression line} \]
\[ x_1 = \text{First independent variable} \]
\[ x_2 = \text{Second independent variable} \]
\[ x_3 = \text{Third independent variable} \]
\[ x_n = \text{nth independent variable} \]

There are three tables in the results of testing by using multiple regression analysis: the first table is the coefficient of multiple determination (\( R^2 \)), the second table is F-test or F statistic (F or ANOVA) and the third table is regression coefficient (Berenson et al. 2003).

**Coefficient of Multiple Determination**

The coefficient of multiple regression is equal to the regression sum of square (SSR) divided by the total sum of Square (SST). The formula is:

\[ R^2 = \frac{SSR}{SST} \]

Where,
SSR = Regression sum of square

SST = Total Sum of Square

**F test for the entire regression model in multiple regression**

The F Statistic (ANOVA) is equal to the regression mean square (MSR) divided by the error mean square (MSE). The ANOVA summary table is shown in the table, the formula of F statistic is

\[
F = \frac{MSR}{MSE}
\]

Where,

- \( k \) = Number of explanatory variables in multiple regression model
- \( F \) = test statistic from an F distribution with \( k \) and \( n-k-1 \) degrees of freedom
- MSR = the regression mean square
- MSE = the error mean square

**Table 4.4: ANOVA Summary Table for testing the significance of a set of Regression Coefficient of in a Multiple Regression Model with \( k \) Explanatory Variable**

<table>
<thead>
<tr>
<th>Sources</th>
<th>Degree of Freedom</th>
<th>Sum of Squares (SST)</th>
<th>mean square (Variance)</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>( k )</td>
<td>SSR</td>
<td>( MSR = \frac{SSR}{k} )</td>
<td>( F = \frac{MSR}{MSE} )</td>
</tr>
</tbody>
</table>

**Simple Linear Regression Analysis**

Herbst and Coldwell (2004) defined simple linear regression as a measure of linear equation that inspects straight-line relationship between a continuous dependent variable and continuous independent variable but can be categorical dummy variable. Using simple regression, a dependent variable (Y) is associated with independent variable (X) in a continuous interval scaled dependent variable from precise values of independent variable (Herbst and Coldwell, 2004). The general equation of simple linear regression is expressed by:

\[
Y = \beta_0 + \beta_1 X + e
\]

Where,

Y = Dependent variable

X = Independent variable

\(\beta_0\) = Y-Intercept for linear function

\(\beta_1\) = Slope for linear function

e = random error
There are three tables in the results of testing by using simple regression analysis: the first table is the coefficient of multiple determination ($R^2$), the second table is F-test or F statistic (F or ANOVA) and the third table is regression coefficient Berenson *et al.* (2003).

**ANOVA Table for Single Regression Analysis**

The analysis of variance (ANOVA) is a technique used to test for the significance of regression. This method uses the variance of the observed data to find out if a regression model is fit to be applied in the observed data. The observed variance is then separated into components that are then used in the test for significance of regression (Sekaran and Bougie, 2013).

Analysis of Variance (ANOVA) comprises of calculations that gives information about levels of variability within a regression model for tests of significance. The basic regression line concept,

$$y_i - \bar{y} = (\hat{y}_i - \bar{y}) + (y_i - \hat{y}_i)$$

Where,

$$(y_i - \bar{y}) = \text{the total variation in the response } y$$

$$(\hat{y}_i - \bar{y}) = \text{the variation in mean response}$$

$$(y_i - \hat{y}_i) = \text{the residual value}$$
Squaring each of these terms and adding over all of the \( n \) observations gives the equation

\[
\sum (y_i - \bar{y})^2 = \sum (\hat{y}_i - \bar{y})^2 + \sum (y_i - \hat{y}_i)^2
\]

This equation may also be written as:

\[
SST = SSM + SSE
\]

SST = SSM + SSE,

Where SS = *sum of squares* and

T, M, and E = total, *model*, and *error*, respectively.

The square of the sample correlation is equal to the ratio of the model sum of squares to the total sum of squares:

\[
n^2 = \frac{SSM}{SST}
\]

Since, the simple linear regression model has one explanatory variable \( x \), the MSM (mean square model) is given below as:

\[
\sum (\hat{y}_i - \bar{y})^2 / (1) = SSM/DFM
\]

The estimate of the variance about the population regression line \((\sigma^2)\), the corresponding MSE (mean square error) is given as:

\[
\sum (y_i - \hat{y}_i)^2 / (n - 2) = SSE/DFE
\]

Table 4.5: ANOVA Table for Simple linear Regression Analysis
### Table 4.6: Summary of Hypothesis and Statistical Analysis

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Research Hypotheses</th>
<th>Statistical Analysis</th>
</tr>
</thead>
</table>
| 1     | $H_0$: External Variable in terms of window displays, parking and surrounding areas has no impact on customer’s buying intention.  
$H_1$: External Variable in terms of window displays, parking and surrounding areas has impact on customer’s buying intention. | Multiple Linear Regression |
| 2     | $H_0$: Interior Display in terms of color scheme, lighting, music and cleanliness has no impact on customer’s buying intention,  
$H_1$: Interior Display in terms of color scheme, lighting, music and cleanliness has impact on customer’s buying intention, | Multiple Linear Regression |
<p>| 3     | $H_0$: Store Layout in terms of floor space allocation,                               | Multiple Linear Regression |</p>
<table>
<thead>
<tr>
<th></th>
<th>Hypothesis (H)</th>
<th>Description</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>H3a: Store Layout in terms of floor space allocation, product groupings, traffic flows and department locations has impact on customer’s buying intention.</td>
<td>Regression</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>H4a: General interior in terms of product displays, racks and cases and signs has impact on customer’s buying intention.</td>
<td>Multiple Linear Regression</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>H5a: Human Variables in terms of employee characteristics has impact on customer’s buying intention.</td>
<td>Simple Linear Regression</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER V

Data Analysis

In this chapter, the researcher summarized the results of the data analysis regarding the research questions and hypothesis. The data are analyzed by a software program to analyze 400 completed and usable questionnaires for the study. The first part explains the descriptive analysis of respondents’ characteristics and variables. The second part involves Cronbach’s Alpha Test results which show the reliability of all variables for current study. Testing the research hypotheses by using multiple regression analysis and simple regression analysis.

5.1 Descriptive Analysis

In this study, the instrument of summarizing basic characteristics data is descriptive statistical method. The calculation of the average, the frequency distribution and the percentage distribution are the most common forms of summarizing the data (Zikmund, 2003). This section consists of two parts. The first is the descriptive analysis of the demographic factors which include age, gender, income, occupation and general questions asked in Part 1 and Part 4. The second part is the descriptive analysis of the six variables which comprise of external variable, general interior, layout, interior display, human variables and customer’s buying intentions mentioned in the research framework.
5.1.1 Descriptive Analysis for Demographic Factors

According to Zikmund (2003), the reason for using descriptive analysis is to generally summarize and analyze the basic statistical information of a sample. The general information and demographic factors of the respondents who have visited Bhat Bhateni Super Market in Kathmandu Valley will be analyzed in this part. The information such as frequency and percentage distributions of demographics factors and general information of this study is revealed as follows:

Table 5.1: The analysis of age by using percentage and frequency

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20</td>
<td>24</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>20-30</td>
<td>135</td>
<td>33.8</td>
<td>33.8</td>
<td>39.8</td>
</tr>
<tr>
<td>31-40</td>
<td>91</td>
<td>22.8</td>
<td>22.8</td>
<td>62.5</td>
</tr>
<tr>
<td>41-50</td>
<td>86</td>
<td>21.5</td>
<td>21.5</td>
<td>84.0</td>
</tr>
<tr>
<td>More than 50</td>
<td>64</td>
<td>16.0</td>
<td>16.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.1 shows us the age of the respondents. In the total of 400 respondents the majority of respondents were of the age 20-30 with amount of 33.8 percent which is 135 respondent out of 400. The next higher percentage of occupation of the respondent were
self-employed with percentage of 26.3 which is 105 respondent out of 400. There were 69 respondents and 63 respondents consisting of government employee and student respectively with the percentage rate of 17.3 percent and 15.8 percent. The least number of respondents of occupation status showed 4.3 percentage was unemployed which is 17 respondents.

Table 5.2: The analysis of gender by using percentage and frequency

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>206</td>
<td>51.5</td>
<td>51.5</td>
<td>51.5</td>
</tr>
<tr>
<td>Female</td>
<td>194</td>
<td>48.5</td>
<td>48.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.2 shows the gender analysis of the respondents, male covers up 51.5 % of the total respondents which is 206 respondent out of 400 while the female covers up 48.5 % which is 194 respondents out of 400.
Table 5.3: The analysis of occupation by using percentage and frequency.

### Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>63</td>
<td>15.8</td>
<td>15.8</td>
<td>15.8</td>
</tr>
<tr>
<td>Government Employee</td>
<td>69</td>
<td>17.3</td>
<td>17.3</td>
<td>33.0</td>
</tr>
<tr>
<td>Employee of Private Firm</td>
<td>146</td>
<td>36.5</td>
<td>36.5</td>
<td>69.5</td>
</tr>
<tr>
<td>Self-employed</td>
<td>105</td>
<td>26.3</td>
<td>26.3</td>
<td>95.8</td>
</tr>
<tr>
<td>Unemployed</td>
<td>17</td>
<td>4.3</td>
<td>4.3</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 5.3 shows us the status of occupation of the respondents. In the total of 400 respondents the majority of respondents were working in a private firm with amount of 36.5 percent which is 146 respondent out of 400. The next higher percentage of occupation of the respondent were self-employed with percentage of 26.3 which is 105 respondent out of 400. There were 69 respondents and 63 respondents consisting of government employee and student respectively with the percentage rate of 17.3 percent and 15.8 percent. The least number of respondents of occupation status showed 4.3 percentage was unemployed which is 17 respondents.
Table 5.4: The analysis of monthly income by using percentage and frequency.

**Income**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20000 NPR</td>
<td>85</td>
<td>21.3</td>
<td>21.3</td>
<td>21.3</td>
</tr>
<tr>
<td>20000-35000 NPR</td>
<td>74</td>
<td>18.5</td>
<td>18.5</td>
<td>39.8</td>
</tr>
<tr>
<td>35000-50000 NPR</td>
<td>94</td>
<td>23.5</td>
<td>23.5</td>
<td>63.3</td>
</tr>
<tr>
<td>More than 50000 NPR</td>
<td>147</td>
<td>36.8</td>
<td>36.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.4 displays that the monthly income of the highest respondents was above 50000 Nepalese Rupees with 147 respondents out of 400 which accumulate 36.8 percentage of the total respondents. The next highest rating of the monthly income was in the range of 35000 to 50000 Nepalese Rupees with the percentage of 23.5 where 94 respondents responded in this range out of 400. The respondent who was earning less than 20000 Nepalese Rupees was 21.3 percent with the total of 85 respondents and last monthly income range between 20000 to 35000 Nepalese Rupees showed 18.5 percent responses which is 74 respondents out of 400.
Table 5.5: The analysis of regular visit to the store by the customers by using percentage and frequency

**How often do you shop at the store**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than once a week</td>
<td>40</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td>Once a week</td>
<td>83</td>
<td>20.8</td>
<td>20.8</td>
</tr>
<tr>
<td>Two or three times a month</td>
<td>181</td>
<td>45.3</td>
<td>45.3</td>
</tr>
<tr>
<td>More than a month</td>
<td>96</td>
<td>24.0</td>
<td>24.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The table provides the information of the time period of the customers visiting the supermarket. As shown in the table, 45.3 percent of the whole which is equal to 181 people out of 423, stated that they visit the store two or three times a month. This number was followed by 24 percent which is 96 people out of 400 who visit the store in more than a month. Similarly, people who tend to visit the store weekly was 20.8 percent which is 83 people out of 400 and the least number of people are those who visit more than once a week in the store with 10 percent which would be 40 people out of 400.
Table 5.6: The analysis of average visit in the store by using frequency and percentage

How long is your average visit in the store?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30</td>
<td>47</td>
<td>11.8</td>
<td>11.8</td>
<td>11.8</td>
</tr>
<tr>
<td>minutes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30-60 minutes</td>
<td>172</td>
<td>43.0</td>
<td>43.0</td>
<td>54.8</td>
</tr>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over 60 minutes</td>
<td>181</td>
<td>45.3</td>
<td>45.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The table shows the average time spent by the respondents in the supermarket. The highest percentage of people which is 45.3 percent, 181 people out of 400 spent over an hour in an average in the store. The number of people who spent in an average of 30-60 minutes was 172 people out of 400 with 43 percent. The least average time spent was less than 30 minutes with 11.8 percent which would be 47 people of 400.

Table 5.7: The analysis of shopping by themselves by using percentage and frequency

Do you shop by yourself?
The figure shows the respondents who shops themselves or accompanied by others. In the figure, there was 58.5 percent which is 234 people out of 400 who does not shop alone and are accompanied by someone. In the same way there was 41.5 percent which is 166 people out of 400 shop by themselves.

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child or children</td>
<td>31</td>
<td>7.8</td>
<td>13.2</td>
<td>13.2</td>
</tr>
<tr>
<td>Friends/Colleagues</td>
<td>85</td>
<td>21.3</td>
<td>36.3</td>
<td>49.6</td>
</tr>
</tbody>
</table>

Table 5.8: The analysis of respondent accompanied by using percentage and frequency

If not, who accompany you at shopping?

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child or children</td>
<td>31</td>
<td>7.8</td>
<td>13.2</td>
<td>13.2</td>
</tr>
<tr>
<td>Friends/Colleagues</td>
<td>85</td>
<td>21.3</td>
<td>36.3</td>
<td>49.6</td>
</tr>
</tbody>
</table>
From the table 5.8, we came to know that 166 respondents out 400 shop by themselves whereas 234 respondents accompanied by someone, the people they are accompanied are being analyzed. The highest number showed in the table is of friends and colleagues with 21.3 percent which is 85 people out 400. After the highest data, spouse comes in the second number with 17.5 percent which shows 70 respondents out of 400. Then for both children and elderly member of family the figure shows 7.8 percent with the number 31 respondents each for both out of 400. And at last others are shown with 4.3 percent where 17 respondents out 400 choose that option.

Table 5.9: The summary of demographic analysis of the participants presented in the frequency and percentage.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-Male</td>
<td>206</td>
<td>51.5</td>
</tr>
<tr>
<td>-Female</td>
<td>194</td>
<td>48.5</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 20</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>20-30</td>
<td>135</td>
<td>33.8</td>
</tr>
<tr>
<td>Elderly member of family</td>
<td>31</td>
<td>7.8</td>
</tr>
<tr>
<td>Spouse</td>
<td>70</td>
<td>17.5</td>
</tr>
<tr>
<td>Others</td>
<td>17</td>
<td>4.3</td>
</tr>
<tr>
<td>Total</td>
<td>234</td>
<td>58.5</td>
</tr>
<tr>
<td>Missing</td>
<td>166</td>
<td>41.5</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
</tr>
<tr>
<td>Occupation</td>
<td>Student</td>
<td>Government Employee</td>
</tr>
<tr>
<td>-----------------</td>
<td>---------</td>
<td>----------------------</td>
</tr>
<tr>
<td></td>
<td>63</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>15.8</td>
<td>17.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Less than 20000 NPR</th>
<th>20000-35000 NPR</th>
<th>35000-50000 NPR</th>
<th>More than 50000 NPR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85</td>
<td>74</td>
<td>94</td>
<td>147</td>
</tr>
<tr>
<td></td>
<td>21.3</td>
<td>18.5</td>
<td>23.5</td>
<td>36.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How often do you shop at the store?</th>
<th>More than once a week</th>
<th>Once a week</th>
<th>2-3 times a month</th>
<th>More than a month</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40</td>
<td>83</td>
<td>181</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>20.8</td>
<td>45.2</td>
<td>24</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How long is your average visit in the store?</th>
<th>Less than 30 minutes</th>
<th>30-60 minutes</th>
<th>Over 60 minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>47</td>
<td>172</td>
<td>181</td>
</tr>
<tr>
<td></td>
<td>11.8</td>
<td>43</td>
<td>45.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do you shop by yourself?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>166</td>
<td>234</td>
</tr>
<tr>
<td></td>
<td>41.5</td>
<td>58.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>If not, who accompany you at shopping?</th>
<th>Child or children</th>
<th>Friends/Colleagues</th>
<th>Elderly member of family</th>
<th>Spouse</th>
<th>Others</th>
<th>Shop Alone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31</td>
<td>85</td>
<td>31</td>
<td>70</td>
<td>17</td>
<td>166</td>
</tr>
<tr>
<td></td>
<td>7.8</td>
<td>21.3</td>
<td>7.8</td>
<td>17.5</td>
<td>4.3</td>
<td>41.5</td>
</tr>
</tbody>
</table>

5.1.2 Descriptive Analysis of Variables

In this part, the descriptive statistic method is used to analyze the variables. The outcome of the independent and dependent variable depicted in the conceptual framework: External Variable (Window Display, Parking, Surrounding Areas), General interior (Color Scheme, Lighting, Music, Cleanliness), Store Layout (Floor Space
Allocation, Product Groupings, Traffic Flow, Department Locations), Interior Displays
(Product Displays, Racks and Cases, Signs), Human Variables (Employee
Characteristics) and Buying Intention will be presented in mean and the standard
deviation.

Table 5.10: Descriptive analysis of Window Display

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBSM's organized window display compels me to enter.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.28</td>
<td>1.123</td>
</tr>
<tr>
<td>BBSM's eye-catching window display makes me want to enter.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.25</td>
<td>1.125</td>
</tr>
<tr>
<td>BBSM's window display brings attention to the products being featured.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.28</td>
<td>1.088</td>
</tr>
<tr>
<td>BBSM’s window display gives idea to what it has to offer.</td>
<td>400</td>
<td>1</td>
<td>5</td>
<td>3.34</td>
<td>1.047</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.10 shows the means and standard deviations of window display. As shown in the table, while the highest mean relates to “BBSM’s window display gives idea to what it has to offer.” presenting 3.34, and the standard deviation of 1.047 and the lowest mean, on the other hand, is for “BBSM's eye-catching window display makes me want to enter” presenting 3.25 with the standard deviation of 1.125. The mean for “BBSM's organized window display compels me to enter” is 3.28 with the standard
deviation of 1.123 and “BBSM's window display brings attention to the products being
featured” is 3.28 with the deviation of 1.088.

Table 5.11: Descriptive analysis of Parking

**Descriptive Statistics**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBSM offers sufficient parking space.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.9850</td>
<td>.99360</td>
</tr>
<tr>
<td>BBSM offers convenient parking area.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>4.0125</td>
<td>.95636</td>
</tr>
<tr>
<td>BBSM's parking is always available whenever I go to shop.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.8450</td>
<td>1.08347</td>
</tr>
<tr>
<td>Parking at BBSM takes not much time.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.8375</td>
<td>1.04826</td>
</tr>
<tr>
<td>BBSM organizes its parking in systematic manners.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.9125</td>
<td>.98858</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.11 shows the means and standard deviations of parking. As shown in the
table, while the highest mean relates to “BBSM offers convenient parking area”
presenting 4.0125, and the standard deviation of 0.95636 and the lowest mean, on the
other hand, is for “Parking at BBSM takes not much time.” presenting 3.8375 with the
standard deviation of 1.04826. The mean for “BBSM offers sufficient parking space” is
3.9850 with the standard deviation of 0.99360, similarly “BBSM's parking is always
available whenever I go to shop” is 3.8450 with the deviation of 1.08347 and mean of
‘BBSM organizes its parking in systematic manners’ is 3.9125 and deviation of 0.98858.
Table 5.12: Descriptive Analysis of Surrounding Areas

**Descriptive Statistics**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBSM is located at right business district.</td>
<td>400</td>
<td>2.00</td>
<td>5.00</td>
<td>4.0000</td>
<td>.86131</td>
</tr>
<tr>
<td>BBSM manages its surrounding well.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.7425</td>
<td>.93989</td>
</tr>
<tr>
<td>BBSM is convenient for the shoppers at large.</td>
<td>400</td>
<td>2.00</td>
<td>5.00</td>
<td>3.9000</td>
<td>.89555</td>
</tr>
<tr>
<td>Valid N (list wise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.12 shows the means and standard deviations of surrounding areas. As shown in the table, while the highest mean relates to “BBSM is located at right business district.” presenting 4.00, and the standard deviation of 0.86131 and the lowest mean, on the other hand, is for “BBSM manages its surrounding well” presenting 3.7425 with the standard deviation of 0.93989. The mean for “BBSM is convenient for the shoppers at large.” is 3.90 with the standard deviation of 0.89555.

Table 5.13: Descriptive Analysis of Color Scheme

**Descriptive Statistics**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.13 shows the means and standard deviations of color scheme. As shown in the table, while the highest mean relates to “Store of BBSM uses colors to make the products attractive” presenting 3.2775, and the standard deviation of 0.89021 and the lowest mean, on the other hand, is for “Color scheme evokes the emotion of respective products” presenting 3.2075 with the standard deviation of 0.88680. The mean for “Colors used within BBSM’s interior make it easy to access the products” is 3.2350 with the standard deviation of 0.86698 and “Colors influence my choices of shopping” is 3.2725 with the deviation of 0.91122.

Table 5.14: Descriptive Analysis of Light

**Descriptive Statistics**
Table 5.14 shows the means and standard deviations of light. As shown in the table, while the highest mean relates to “Lighting at BBSM is neither too bright nor too dimmed” presenting 3.6175, and the standard deviation of 0.85909 and the lowest mean, on the other hand, is for “Lighting at BBSM helps to highlight the products” presenting 3.48 with the standard deviation of 0.92289. The mean for “Lighting at BBSM provides a comfortable sighting” is 3.59 with the standard deviation of 0.85365.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lighting at BBSM is neither too bright nor too dimmed.</strong></td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.6175</td>
<td>0.85909</td>
</tr>
<tr>
<td><strong>Lighting at BBSM provides a comfortable sighting.</strong></td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5900</td>
<td>0.85365</td>
</tr>
<tr>
<td><strong>Lighting at BBSM helps to highlight the products.</strong></td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4800</td>
<td>0.92289</td>
</tr>
<tr>
<td><strong>Valid N (listwise)</strong></td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 5.15: Descriptive analysis of Music

**Descriptive Statistics**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pipe-line music played at BBSM is tuned on an appropriate audible volume.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4900</td>
<td>.96032</td>
</tr>
<tr>
<td>BBSM plays well selected choices of music, appropriate for diverse ranges of shoppers.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.3700</td>
<td>.98261</td>
</tr>
<tr>
<td>Selections of music at BBSM create for me a pleasant shopping experience.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.3150</td>
<td>.99158</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.15 shows the means and standard deviations of music. As shown in the table, while the highest mean relates to “Pipe-line music played at BBSM is tuned on an appropriate audible volume” presenting 3.49, and the standard deviation of 0.96032 and the lowest mean, on the other hand, is for “Selections of music at BBSM create for me a pleasant shopping experience” presenting 3.315 with the standard deviation of 0.99158. The mean for “BBSM plays well selected choices of music, appropriate for diverse ranges of shoppers.” is 3.37 with the standard deviation of 0.98261.
Table 5.16: Descriptive analysis of Cleanliness

Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The store is clean.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.6150</td>
<td>.87389</td>
</tr>
<tr>
<td>The store has a pleasant odor.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5175</td>
<td>.83752</td>
</tr>
<tr>
<td>The products are managed with hygienic handling.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5025</td>
<td>.91218</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.16 shows the means and standard deviations of cleanliness. As shown in the table, while the highest mean relates to “The store is clean” presenting 3.615, and the standard deviation of 0.87389 and the lowest mean, on the other hand, is for “The products are managed with hygienic handling” presenting 3.5025 with the standard deviation of 0.91218. The mean for “The store has a pleasant odor” is 3.5175 with the standard deviation of 0.83752.
Table 5.17: Descriptive Analysis of Floor Space Allocation

**Descriptive Statistics**

<table>
<thead>
<tr>
<th>Descriptive</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products in BBSM are properly allocated in the store.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5775</td>
<td>.85488</td>
</tr>
<tr>
<td>Spaces between the aisle and layout provide BBSM’s shoppers an ample room to shop.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.3950</td>
<td>.94404</td>
</tr>
<tr>
<td>The aisles in BBSM make me want to browse more.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4325</td>
<td>.86157</td>
</tr>
<tr>
<td>Spaces provided make me view the outstanding displays easily.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4200</td>
<td>.89476</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.17 shows the means and standard deviations of floor space allocation. As shown in the table, while the highest mean relates to “Products in BBSM are properly allocated in the store” presenting 3.5775, and the standard deviation of 0.85488 and the lowest mean, on the other hand, is for “Spaces between the aisle and layout provide BBSM’s shoppers an ample room to shop” presenting 3.395 with the standard deviation of 0.94404. The mean for “The aisles in BBSM make me want to browse more.” is
3.4325 with the standard deviation of 0.86157 and “Spaces provided make me view the outstanding displays easily” is 3.42 with deviation of 0.89476.

Table 5.18: Descriptive Analysis of Product Groupings

**Descriptive Statistics**

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Similar products in BBSM are clustered by categories.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.6125</td>
<td>0.86557</td>
</tr>
<tr>
<td>Product grouping at BBSM eases the shoppers to find their desired products.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.6100</td>
<td>0.88592</td>
</tr>
<tr>
<td>Once entering BBSM, the shoppers will be able to recognize grouping of products in no time.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5150</td>
<td>0.90378</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.18 shows the means and standard deviations of product groupings. As shown in the table, while the highest mean relates to “Similar products in BBSM are clustered by categories” presenting 3.6125, and the standard deviation of 0.86557 and the lowest mean, on the other hand, is for “Once entering BBSM, the shoppers will be able to recognize grouping of products in no time” presenting 3.515 with the standard deviation of 0.90378. The mean for “Product grouping at BBSM eases the shoppers to find their desired products” is 3.61 with the standard deviation of 0.88592.
Table 5.19: Descriptive Analysis of Traffic Flow

**Descriptive Statistics**

<table>
<thead>
<tr>
<th>BBSM uses sufficient sets of signage to guide shoppers through the store.</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.3675</td>
<td>.87999</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BBSM’s store-traffic pattern enables the shoppers to view the products with ease.</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.3925</td>
<td>.84867</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BBSM’s traffic pattern keeps the shoppers engaged in their shopping activity.</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.3925</td>
<td>.81554</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The traffic pattern helps the shoppers manage their selecting of products.</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4350</td>
<td>.85592</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Valid N (listwise)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>400</td>
</tr>
</tbody>
</table>

Table 5.19 shows the means and standard deviations of traffic flow. As shown in the table, while the highest mean relates to “The traffic pattern helps the shoppers manage their selecting of products” presenting 3.435, and the standard deviation of
0.85592 and the lowest mean, on the other hand, is for “BBSM uses sufficient sets of signage to guide shoppers through the store” presenting 3.3675 with the standard deviation of 0.87999. The mean for “BBSM’s store-traffic pattern enables the shoppers to view the products with ease” is 3.3925 with the standard deviation of 0.84867 and “BBSM’s traffic pattern keeps the shoppers engaged in their shopping activity” is 3.3925 and deviation of 0.81554.

Table 5.20: Descriptive analysis of Department Locations

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can quickly locate myself with my desired department upon entering BBSM</td>
<td>400</td>
<td></td>
<td></td>
<td>3.6700</td>
<td>.86485</td>
</tr>
<tr>
<td>BBSM allocates the departments of all goods in a reasonable manner, conducive to shopping</td>
<td>400</td>
<td></td>
<td></td>
<td>3.6600</td>
<td>.84331</td>
</tr>
<tr>
<td>BBSM offers all the product department necessary for a supermarket.</td>
<td>400</td>
<td></td>
<td></td>
<td>3.6300</td>
<td>.89168</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.20 shows the means and standard deviations of department location. As shown in the table, while the highest mean relates to “I can quickly locate myself with my desired department upon entering BBSM” presenting 3.67, and the standard deviation of 0.86485 and the lowest mean, on the other hand, is for “BBSM offers all the product
department necessary for a supermarket” presenting 3.63 with the standard deviation of 0.89168. The mean for “BBSM allocates the departments of all goods in a reasonable manner, conducive to shopping” is 3.66 with the standard deviation of 0.84331.

Table 5.21: Descriptive Analysis of Product Display

Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I get an idea of what I want to buy after looking through in-store mannequin/display.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4225</td>
<td>.89778</td>
</tr>
<tr>
<td>Products displayed with a new style or design appeals me to purchase.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4700</td>
<td>.91990</td>
</tr>
<tr>
<td>I tend to buy the products which looks attractive when displayed in mannequin.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4250</td>
<td>.93625</td>
</tr>
<tr>
<td>I tend to rely on store displays when I make a decision to purchase the products.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.3875</td>
<td>.97196</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.21 shows the means and standard deviations of product display. As shown in the table, while the highest mean relates to “Products displayed with a new style or design appeals me to purchase” presenting 3.47, and the standard deviation of 0.91990
and the lowest mean, on the other hand, is for “I tend to rely on store displays when I make a decision to purchase the products” presenting 3.3875 with the standard deviation of 0.97196. The mean for “I get an idea of what I want to buy after looking through in-store mannequin/display” is 3.4225 with the standard deviation of 0.89778 and “I tend to buy the products which looks attractive when displayed in mannequin” is 3.425 and deviation of 0.93625.

Table 5.22: Descriptive Analysis of Racks and Cases

**Descriptive Statistics**

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelf products are noticeable.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5500</td>
<td>.86855</td>
</tr>
<tr>
<td>The products at the eye level are more eye-catching.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5875</td>
<td>.86846</td>
</tr>
<tr>
<td>The store has modern looking shelves.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.3650</td>
<td>.88529</td>
</tr>
<tr>
<td>The shelf-products show noticeable price tagging.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4300</td>
<td>.90949</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.22 shows the means and standard deviations of racks and cases. As shown in the table, while the highest mean relates to “The store has modern looking shelves” presenting 3.65, and the standard deviation of 0.88529 and the lowest mean, on the other
hand, is for “The shelf-products show noticeable price tagging” presenting 3.43 with the standard deviation of 0.90949. The mean for “Shelf products are noticeable.” is 3.55 with the standard deviation of 0.86855 and “The products at the eye level are more eye-catching” is 3.5875 and deviation of 0.86846.

Table 5.23: Descriptive Analysis of Signs

**Descriptive Statistics**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs of discounts draw attention of product.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.6650</td>
<td>.93271</td>
</tr>
<tr>
<td>Sale sign entices to look through the product.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5975</td>
<td>.95277</td>
</tr>
<tr>
<td>Promotional signage entices me to browse more product.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.6125</td>
<td>.94582</td>
</tr>
<tr>
<td>Promotional signage makes me spend on unintended purchase.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5700</td>
<td>.97595</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.23 shows the means and standard deviations of racks and cases. As shown in the table, while the highest mean relates to “Signs of discounts draw attention of product” presenting 3.6650, and the standard deviation of 0.93271 and the lowest mean, on the other hand, is for “Promotional signage makes me spend on unintended purchase” presenting 3.57 with the standard deviation of 0.97595. The mean for “Sale sign entices to look through the product” is 3.5975 with the standard deviation of 0.95277 and
“Promotional signage entices me to browse more product” is 3.6125 and deviation of 0.94582.

Table 5.24: Descriptive Analysis of Employee Characteristics

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The store has knowledgeable employees</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.1650</td>
<td>1.07268</td>
</tr>
<tr>
<td>The store has friendly employees.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.1475</td>
<td>1.12868</td>
</tr>
<tr>
<td>The store has helpful employees.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.1975</td>
<td>1.13654</td>
</tr>
<tr>
<td>Whenever customers have any problem, the store shows sincere interest in solving them</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.2175</td>
<td>1.10827</td>
</tr>
<tr>
<td>Employees are knowledgeable about the products.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.1750</td>
<td>1.08735</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.24 shows the means and standard deviations of employee characteristics. As shown in the table, while the highest mean relates to “Whenever customers have any problem, the store shows sincere interest in solving them” presenting 3.2175, and the standard deviation of 1.10827 and the lowest mean, on the other hand, is for “The store
has friendly employees” presenting 3.1475 with the standard deviation of 1.12868. The mean for “The store has knowledgeable employees” is 3.1650 with the standard deviation of 1.07268 and “The store has helpful employees” is 3.1975 and deviation of 1.13654. Lastly, the mean of “Employees are knowledgeable about the products” 3.1750 and standard deviation of 1.08735.

Table 5.25: Descriptive Analysis of Customer’s Buying Intention

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to purchase in the retail chain outlet of Bhat Bhateni Super Market (BBSM).</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.9025</td>
<td>.90279</td>
</tr>
<tr>
<td>I prefer to shop longer in this store.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>3.8300</td>
<td>.96355</td>
</tr>
<tr>
<td>I would visit the retail store outlet again.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>4.0275</td>
<td>.83275</td>
</tr>
<tr>
<td>I would like to repurchase the products from the shop in future.</td>
<td>400</td>
<td>1.00</td>
<td>5.00</td>
<td>4.0025</td>
<td>.85693</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.25 shows the means and standard deviations of buying intention. As shown in the table, while the highest mean relates to “I would visit the retail store outlet again” presenting 4.0275, and the standard deviation of 0.83275 and the lowest mean, on the other hand, is for “I prefer to shop longer in this store” presenting 3.83 with the standard deviation of 0.96355. The mean for “I would like to purchase in the retail chain outlet of Bhat Bhateni Super Market (BBSM)” is 3.9025 with the standard deviation of 0.90279.
outlet of Bhat Bhateni Super Market (BBSM)” is 3.9025 with the standard deviation of 0.90279 and “I would like to repurchase the products from the shop in future” is 4.0025 and deviation of 0.85693.

Table 5.26: Summary of Reliability Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>No. of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>External Variable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Window Display</td>
<td>0.935</td>
<td>4</td>
</tr>
<tr>
<td>Parking</td>
<td>0.932</td>
<td>5</td>
</tr>
<tr>
<td>Surrounding Area</td>
<td>0.865</td>
<td>3</td>
</tr>
<tr>
<td>General Interior</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Color Scheme</td>
<td>0.899</td>
<td>4</td>
</tr>
<tr>
<td>Music</td>
<td>0.919</td>
<td>3</td>
</tr>
<tr>
<td>Light</td>
<td>0.894</td>
<td>3</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>0.910</td>
<td>3</td>
</tr>
<tr>
<td>Store Layout</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Floor Space Allocation</td>
<td>0.906</td>
<td>4</td>
</tr>
<tr>
<td>Product Groupings</td>
<td>0.878</td>
<td>3</td>
</tr>
<tr>
<td>Traffic Flow</td>
<td>0.907</td>
<td>4</td>
</tr>
<tr>
<td>Department Locations</td>
<td>0.897</td>
<td>3</td>
</tr>
<tr>
<td>Interior Displays</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The result of reliability test showed in Table 5.26 presents Cronbach’s coefficient alpha value of six main variables and fifteen sub-variables: . Which all of them are greater than 0.6. Therefore, all questions would be considered reliable according to Malhotra (2000) to be applied in this study.

5.3 Inferential analysis

Hypotheses testing

In this part the inferential analysis of this study will be presented. Zikmund (2013) stated that the process of inferential analysis is a statistical analysis or a hypotheses testing tool, which would provide the study with results showing significances or insignificances of the variables’ relationships in the study. This study has been built on five hypothesis to know the impact of external environment of supermarket. The first four hypothesis will be will be tested by multiple linear regression method and last hypothesis will be tested by simple linear regression method.
Table 5.27: The result of analyzing the impact of external variable in terms of window display, parking and surrounding area on buying intention.

Hypothesis 1

H₁₀: The external variable in terms of window display, parking and surrounding area has no impact on customer’s buying intention.

H₁ₐ: The external variable in terms of window display, parking and surrounding area has impact on customer’s buying intention.
According to the ANOVA table the result of analyzing multiple regression the sig is .000 and it is less than .05 (.000 < .05) which means that the null hypothesis number two is rejected and at least one of the independent variables is related to the dependent variable.

---

### Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.271</td>
<td>.167</td>
</tr>
<tr>
<td>1 MeanWD</td>
<td>.208</td>
<td>.035</td>
</tr>
<tr>
<td>MeanPAR</td>
<td>.273</td>
<td>.043</td>
</tr>
</tbody>
</table>
Based on the table above showing the coefficient of regression, the sig for window display, parking and surrounding area are .000, .000 and .000 respectively which all three sigs are less than .05 meaning that there is a significant influence from these three independent variables on the dependent variable which is buying intention. Therefore, the result of this multiple regression analysis shows that external variable in terms of window display, parking, and surrounding area has a significant influence on repurchase intention. The equation for this analysis is as follows:

\[ y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 \]

\[ y = 1.271 + .208 x_1 + 0.273 x_2 + .237 x_3 \]

Where:

\( y \) = buying intention

\( x_1 \) = window display

\( x_2 \) = parking

\( x_3 \) = surrounding area

\( \beta \) = coefficient of regression

From the equation show, as window display, parking, and surrounding area increases by 1, buying intention similarly increases by .208, .273, and .237 respectively.
Table 5.28: The result of analyzing the impact of general interior in terms of color scheme, lighting, music and cleanliness on buying intention.

**Hypothesis 2**

H20: The general interior in terms of color scheme, lighting, music and cleanliness has no impact on customer’s buying intention.

H2a: The general interior in terms of color scheme, lighting, music and cleanliness has impact on customer’s buying intention.

**Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.598a</td>
<td>.358</td>
<td>.351</td>
<td>.64559</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), MeanCLN, MeanCOL, MeanLIG, MeanMUS
Based on the ANOVA table as a result of analyzing Multiple regression, the sig is presenting .000 which is less than .05 (.000 < .05). It indicates that one of the four independent variables in hypothesis two has a significant influence on the dependent variable. And therefore, the null hypothesis two is rejected. Independent variables are: color scheme, lighting, music and cleanliness, and the dependent variable is: buying intention.
Based on the result of multiple regression presented in the Regression Coefficient table above, the sign for music is more than .05 (.731 > .05). Therefore, there is no impact from music on buying intention. However, in the case of color scheme, lighting and cleanliness it has a significant influence on buying intention because the sign shows .019, .028 and .000 respectively which is less than .05 (.019 < .05), (.028 < .05) and (.000 < .05). Therefore, there is a significant impact from general interior in terms of color, lighting and cleanliness on buying intention. In addition, the table also presents the coefficient of regression for each independent variable. Therefore, the equation for the relation between buying intention and general interior in terms of color scheme, lighting, music and cleanliness is as follows:

\[ y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 \]

\[ y = 1.580 + 0.143 x_1 + 0.133 x_2 + 0.383 x_3 \]

Where:

|       | B   | Std. Error | Beta |  |  |
|-------|-----|------------|------|  |  |
| (Constant) | 1.580 | .166 | 9.517 | .000 |  |
| MeanCOL | .143 | .061 | .139 | 2.353 | .019 |
| MeanLIG | .133 | .060 | .133 | 2.210 | .028 |
| MeanMUS | .019 | .056 | .022 | .343 | .731 |
| MeanCLN | .383 | .058 | .384 | 6.540 | .000 |

a. Dependent Variable: MeanBI
\[ y = \text{buying intention} \]

\[ x_1 = \text{color scheme} \]

\[ x_2 = \text{lighting} \]

\[ x_3 = \text{cleanliness} \]

\[ \beta = \text{coefficient of regression} \]

According to the equation, as color scheme, lighting and cleanliness increases by 1, similarly, buying intention increases by .143, .133 and .383 respectively.

Table 5.29: The result of analyzing the impact of store layout in terms of floor space allocation, product grouping, traffic flow and department location on buying intention.

**Hypothesis 3**

H3₀: The store layout in terms of floor space allocation, product grouping, traffic flow and department location has no impact on customer’s buying intention.

H3ₐ: The store layout in terms of floor space allocation, product grouping, traffic flow and department location has impact on customer’s buying intention.
Based on the ANOVA table as a result of analyzing Multiple regression, the sig is presenting .000 which is less than .05 (.000 < .05). It indicates that one of the four independent variables in hypothesis three has a significant influence on the dependent variable. And therefore, the null hypothesis three is rejected. Independent variables are: floor space allocation, product grouping, traffic flow and department location and the dependent variable is buying intention.
<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.498</td>
<td>.170</td>
<td>.161</td>
<td>8.798</td>
</tr>
<tr>
<td>MeanFSAL</td>
<td>.164</td>
<td>.064</td>
<td>.194</td>
<td>2.573</td>
</tr>
<tr>
<td>MeanPG</td>
<td>.196</td>
<td>.073</td>
<td>.228</td>
<td>2.696</td>
</tr>
<tr>
<td>MeanTF</td>
<td>.096</td>
<td>.072</td>
<td>.090</td>
<td>1.339</td>
</tr>
<tr>
<td>MeanDL</td>
<td>.232</td>
<td>.067</td>
<td>.228</td>
<td>3.476</td>
</tr>
</tbody>
</table>

a. Dependent Variable: MeanBI

Based on the result of multiple regression presented in the Regression Coefficient table above, the sign for traffic flow is more than .05 (.181 > .05). Therefore, there is no impact from traffic flow on buying intention. However, in the case of floor space allocation, product grouping and department location it has a significant influence on buying intention because the sign shows .010, .007 and .001 respectively which is less than .05 (.010 < .05), (.007 < .05) and (.001 < .05). Therefore, there is a significant impact from store layout in terms of floor space allocation, product grouping and department location on buying intention. In addition, the table also presents the coefficient of regression for each independent variable. Therefore, the equation for the relation between buying intention and store layout in terms of floor space allocation, product grouping, traffic flow and department location is as follows:

\[ y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 \]
\[ y = 1.498 + 0.164 x_1 + 0.196 x_2 + 0.232 x_3 \]

Where:

\( y \) = buying intention

\( x_1 \) = floor space allocation

\( x_2 \) = product grouping

\( x_3 \) = department location

\( \beta \) = coefficient of regression

According to the equation, as floor space allocation, product grouping and department location increases by 1, similarly, buying intention increases by .164, .196 and .232 respectively.

Table 5.30: The result of analyzing the impact of interior display in terms of product display, racks and cases and signs on buying intention.

**Hypothesis 4**

\( H_{4_0} \): The interior display in terms of product display, racks and cases and signs has no impact on customer’s buying intention.

\( H_{4_1} \): The interior display in terms of product display, racks and cases and signs has impact on customer’s buying intention.
Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.534a</td>
<td>.285</td>
<td>.280</td>
<td>.68026</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), MeanSIGN, MeanPDIS, MeanRC

ANOVAa

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>73.029</td>
<td>3</td>
<td>24.343</td>
<td>52.606</td>
<td>.000p</td>
</tr>
<tr>
<td>Residual</td>
<td>183.248</td>
<td>396</td>
<td>.463</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>256.277</td>
<td>399</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: MeanBI

b. Predictors: (Constant), MeanSIGN, MeanPDIS, MeanRC

Based on the ANOVA table as a result of analyzing Multiple regression, the sig is presenting .000 which is less than .05 (.000 < .05). It indicates that one of the independent variables in hypothesis four has a significant impact on the dependent variable. And therefore, the null hypothesis two is rejected. Independent variables are:
product display, racks and cases and signs and the dependent variable is: buying intention.

Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.905</td>
<td>.170</td>
<td></td>
<td>11.208</td>
</tr>
<tr>
<td>1</td>
<td>MeanPDIS</td>
<td>.095</td>
<td>.069</td>
<td>.095</td>
</tr>
<tr>
<td></td>
<td>MeanRC</td>
<td>.493</td>
<td>.082</td>
<td>.457</td>
</tr>
<tr>
<td></td>
<td>MeanSIGN</td>
<td>-.001</td>
<td>.058</td>
<td>-.002</td>
</tr>
</tbody>
</table>

a. Dependent Variable: MeanBI

Based on the result of multiple regression presented in the Regression Coefficient table above, the sign for product display and signs are more than .05 which is (.172 > .05) and (.980 > .05) respectively. Therefore, there is no impact from product display and signs on buying intention. However, in the case of racks and cases, it has a significant impact on buying intention because the sign shows .000 which is less than .05 (.000 < .05). Therefore, there is a significant impact from interior display in terms of racks and cases on buying intention. In addition, the table also presents the coefficient of regression for each independent variable.

\[ y = \beta_0 + \beta_1 x_1 \]
\[ y = 1.905 + 0.493 \times 1 \]

Where:

\[ y = \text{buying intention} \]
\[ x1 = \text{racks and cases} \]
\[ \beta = \text{coefficient of regression} \]

According to the equation, as racks and cases increases by 1, similarly, buying intention increases by 0.493.

Table 5.31: The result of analyzing the impact of human variable in terms employee characteristics on buying intention.

**Hypothesis 5**

\( H_{50} \): The human variable in terms of employee characteristics has no impact on customer’s buying intention.

\( H_{5a} \): The human variable in terms of employee characteristics has an impact on customer’s buying intention.

**Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.505(^a)</td>
<td>.255</td>
<td>.253</td>
<td>.69273</td>
</tr>
</tbody>
</table>
As indicated in Regression ANOVA’s table above, the result shows that the significance is equal to .000 which is less than .05 (.000 < .05). It means the null hypothesis is rejected. Therefore, there is a significant influence of human variables in terms of employee characteristics towards buying intention.
Based on the result in Regression Coefficient table, the t-statistics showed that the significance is equal to .000, which means that employee characteristics has an impact on buying intention. Moreover, beta of employee characteristics is very insignificant, .395 which again support the truth of previous interpretation. As a result, it is proved that there is an impact on employee characteristics in terms of employee characteristics in buying intention. Therefore, the equation of regression is as follows:

\[ y = \beta_0 + \beta_1 \times \]

\[ y = 2.684 + .395 \times \]

Where:

\( y \) = buying intention

\( x \) = employee characteristics

\( \beta \) = coefficient of regression

According to the equation, as employee characteristics increases by 1, similarly, buying intention increases by .395.
Table 5.32: The summary of hypothesis testing.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Statistical Treatment</th>
<th>Significant Value</th>
<th>Beta Coefficient Values</th>
<th>Null Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1&lt;sub&gt;0&lt;/sub&gt;: The external variable in terms of window display, parking and surrounding area has no impact on customer’s buying intention. -Window Display -Parking -Surrounding Areas</td>
<td>Multiple regression</td>
<td>.000 .000 .000</td>
<td>.208 .273 .237</td>
<td>Rejected Rejected Rejected</td>
</tr>
<tr>
<td>H2&lt;sub&gt;0&lt;/sub&gt;: The general interior in terms of color scheme, lighting, music and cleanliness has no impact on customer’s buying intention. -Color Scheme -Lighting -Music -Cleanliness</td>
<td>Multiple regression</td>
<td>.018 .027 .731 .000</td>
<td>.143 .133 .019 .383</td>
<td>Rejected Rejected Failed to reject Rejected</td>
</tr>
<tr>
<td>H3&lt;sub&gt;0&lt;/sub&gt;: The store layout in terms of floor space allocation, product grouping, traffic flow and department location has no impact on customer’s buying intention. -Floor Space Allocation</td>
<td>Multiple regression</td>
<td>.010</td>
<td>.164</td>
<td>Rejected</td>
</tr>
<tr>
<td>-Product Groupings</td>
<td>Traffic Flow</td>
<td>Department Location</td>
<td>0.007</td>
<td>0.181</td>
</tr>
<tr>
<td>----------------------------</td>
<td>-------------</td>
<td>----------------------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>H4₀: The interior display in terms of product display, racks and cases and signs has no impact on customer’s buying intention.</td>
<td>Multiple regression</td>
<td></td>
<td>0.172</td>
<td>0.000</td>
</tr>
<tr>
<td>H5₀: The human variable in terms of employee characteristics has no impact on customer’s buying intention.</td>
<td>Simple linear regression</td>
<td></td>
<td>0.000</td>
<td>0.395</td>
</tr>
</tbody>
</table>
CHAPTER VI

Summary of Findings, Conclusion and Recommendation

This chapter comprises of four sections. The first chapter brings out the summary of the outcomes, which contains a summary of demographic factors and hypothesis testing. The second section is the conclusion that will be shown from the results of this research. In the third the researcher will make recommendations based on the hypothesis. And the last section talks about the suggestions for the further investigation in this field.

6.1 Summary of the Findings

This research provides views of customers at Bhat Bhateni Supermarket in Nepal with regards to the supermarket’s atmospheric attributes. The following is a summary of the findings of demographic factors and the results of hypothesis testing. The following are the summary of characteristics of sampling.

6.1.1 Summary of Demographic Factors

In this research, 400 questionnaires were distributed to the customers who have at least visited Bhat Bhateni Supermarket once in one of their five different outlets in Kathmandu Valley, in Kathmandu Valley. The demographic factors taken into consideration in this study are gender, age, occupation, income level in NPR, how often customers shop at the store, average visit, shop by yourself and accompany at shopping.
Table 6.1: The Summary of Majority Percentage of Demographic Factors.

<table>
<thead>
<tr>
<th>Demographic Profile</th>
<th>Majority Group</th>
<th>Total of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Males</td>
<td>51.5% (206)</td>
</tr>
<tr>
<td>Age</td>
<td>20 to 30 years old</td>
<td>33.8% (135)</td>
</tr>
<tr>
<td>Occupation</td>
<td>Employee in Private firm</td>
<td>36.5% (146)</td>
</tr>
<tr>
<td>Income level</td>
<td>More than 50000 NPR</td>
<td>36.7% (147)</td>
</tr>
<tr>
<td>How often customers shop at the store?</td>
<td>2 to 3 times a month</td>
<td>45.2% (181)</td>
</tr>
<tr>
<td>Average visit</td>
<td>Over 60 minutes</td>
<td>45.2% (181)</td>
</tr>
<tr>
<td>Shop by yourself?</td>
<td>No</td>
<td>58.5% (234)</td>
</tr>
<tr>
<td>Accompany at shopping</td>
<td>Friends/Colleagues</td>
<td>21.3% (85)</td>
</tr>
</tbody>
</table>

As shown in table 6.1, it can be seen that the major population of gender about 51.5% of the respondents were males with 206 respondents. Similarly the ages between 20 to 30 years old have the highest respondents with 33.8% which is 135 respondents in total. The highest respondent for the occupation status of the respondents were that they were the employees in private firm with 36.5% which is 146 respondents. The respondents with highest income level were the ones who earn more than 50000 NPR with 36.7% which is 147 respondents. In the same way, the highest respondent for how often customers shop at Bhat Bhateni Supermarket store was 2 to 3 times a month which was 45.2% which would be 181 respondents. The average time in a visit by a customer was over 60 minutes with 45.2% which is 181 respondents. The other highest respondents for shopping by yourself were No with 58.5% which is 234 which means
they accompany somebody to shop with them. The highest respondent for that were friends and colleagues with 21.3% which is 85 respondents.

6.1.2 Discussion and Implication of Hypotheses

In the hypotheses testing, hypothesis 1 to 4 were analyzed using Multiple Linear Regression and hypothesis 5 was analyzed using Simple Linear Regression to know whether there is impact between variables of atmospheric attributes such as external variables, interior were rejected.

Hypothesis 1: The external variable in terms of window displays, parking and surrounding areas has an impact on customer’s buying intention.

Hypothesis 1 tested the impact of external variables in terms of window display, parking and surrounding areas. The result indicated that all these three sub-variables have positive impact upon customer’s buying intention, which means the null hypothesis for all the sub-variables of external variable is rejected. When customers enter the supermarket, the external factors such as window display, surrounding areas and parking will make an impact and intend customers to purchase products in the supermarket. By considering the beta value, the researcher found out that external variable in terms of parking has the highest beta value with .273 and external variable in terms of window display has the lowest beta value with .208 which indicates external variable in terms of parking are more likeable than the window displays of Bhat Bhateni Supermarket.

Edwards and Shackly (1992) demonstrated that store atmospherics substantially change consumer’s shopping behaviors through conscious and subconscious perceptions. Grossbart, Mittelstaedt, Curtis, and Rogers (1975) studied external variable and examined
the relationship between inclinations and atmospherics and the impact of the external attributes of the macro environment in this case a shopping district, on shopper behavior. These studies showed that the better the external variables, there would be higher impact towards the customer’s buying intention.

Hypothesis 2: The general interior in terms of color scheme, lighting and cleanliness has an impact whereas music has no impact on customer’s buying intention.

Hypothesis 2 tested the impact of general interior in terms of color scheme, lighting, music and cleanliness. The result indicated that general interior has an impact upon customer’s buying intention. According to the result, the sub-variables of general interior which are color scheme, lighting and cleanliness have positive impact on customer’s buying intention whereas music did not impact the customer’s buying intention. By considering the beta value, the researcher found out that general interior in terms of lighting has the highest beta value with .383. The external variable in term of music has no impact on customer’s buying intention as it failed to reject the null hypothesis with beta value of .019 which shows the selection of choices of music is not appropriate for diverse ranges of shoppers. Richardson et al. (1996) discovered that the store’s interior atmosphere significantly enhances the customers’ impression about the store they visit. Hussain and Ali (2015) research findings indicated that atmospheric variables such as cleanliness, scent, and lighting, have a positive influence on consumers’ purchase intention; whereas music and color have insignificant impact on consumers’ purchase intention which was held in Karachi, Pakistan. The impact of the sub-variables
color scheme, lighting and cleanliness should be more focused to have a greater impact in Bhat Bhateni Supermarket.

Hypothesis 3: The store layout in terms of floor space allocation, product groupings and department location has an impact whereas traffic flow has no impact on customer’s buying intention.

Hypothesis 3 tested the impact of store layout in terms of floor space allocation, product grouping, traffic flow and department location. The result indicated that the store layout in terms of floor space allocation, product grouping and department location have an impact upon customer’s buying intention whereas traffic flow has no impact upon customer’s buying intention. The customers look upon the store layout as a factor that impact them to purchase goods where the floor space allocation, product grouping and department location plays a vital role to make them impact. The researcher looked upon the beta value of store layout with the highest being department location with .232 where customers can locate the desired department upon entering BBSM. The store layout in terms of traffic flow has no impact on customer’s buying intention where BBSM lacks behind sufficient usage of signage to guide shoppers through the store. Tlapana (2009) showed that consumers experience problems with store layout with appearance of the store, merchandise display, store atmosphere, traffic flow, floor allocation, instore service and accessibility are the major causes of this discomfort. From the previous study, we come to know how important a store layout can impact the perception of the customers to visit the store. Gajanayake, Gajanayake & Surangi (2011) research showed that store layout in supermarket had positive impact on patronage intention which held in Srilanka.
So, the store layout should be focused more to have a greater impact towards the customer’s intention in Bhat Bhateni Supermarket.

Hypothesis 4: The interior displays in terms of racks and cases has an impact whereas product displays and signs has no impact on customer’s buying intention.

Hypothesis 4 tested the impact of interior displays in terms of product displays, racks and cases and signs. The result indicated only racks and cases make an impact in interior displays towards customer’s buying intention. The other two variables, product displays and signs have no impact on the customer’s buying intention. These shows us that the customers of Bhat Bhateni do not get influenced or impact by interior displays of product displays and signs but have significant impact on racks and cases. The highest beta value is of racks and cases with value of .493 where the products on the shelves of eye-level seems to more eye-catching. Whereas, signs have no impact on customer’s buying intention which lacks behind promotional signs which makes customer spend on unintended purchase. Hubrechts and Kokturk (2012) stated that there is a directional relationship between young customers’ impulse buying behaviors and two visual merchandising techniques: in-store product display and product shelf position. But in terms of Bhat Bhateni Supermarket, product display had no impact whereas racks and cases which is a shelf itself had an impact towards the customer’s buying intention. Similarly, Kim (2003) examined the relationship between college students’ apparel impulse buying behaviors and visual merchandising which showed that there were
significant relationships between college students’ impulse buying behavior and in-store product display and signage.

Hypothesis 5: The human variable in terms of employee characteristics has an impact on customer’s buying intention.

Hypothesis 5 tested the impact of human variable in terms of employee characteristics. The result indicated that there is an impact upon human variables in terms of employee characteristics upon customer’s buying intention. By considering the beta value, the researcher found out that in employee characteristics has the value of .395 where the employees lack behind the friendliness and knowledgeable about the products. Chang, Cho, Turner, Gupta and Watchravesringkan (2015) revealed that sales employees and store atmosphere attributes of stores had a positive influence on consumer satisfaction, which in turn had a direct impact repatronage intentions for stores and furthermore, satisfied consumers are likely to spread positive word of mouth of retailer and display their intention to revisit the store in the future. Bhat Bhateni Supermarket should focus more on the employee characteristics and accordingly get benefited by it.

6.2 Conclusion

This research studied about the impact of atmospheric attributes customer’s buying intention of Bhat Bhateni Supermarket in Kathmandu Valley by the variables of atmospherics attributes of the store by considering external variable, general interior,
store layout, interior displays and human variables. The researcher used five hypotheses with different sub variables for each variables and used multiple linear regression and simple linear regression for statistics. The conclusion part shows the results that came out from the study.

For the demographic factors of the research, the results indicated that the highest respondents were males aged between 21 to 30 years whose monthly income is above 50000 NPR working on a private firm. Furthermore, most of the customers visit the store two or three times a month whose average time given to the store would be more than an hour with a friend or a colleague. The researcher collected data from four hospitals during 5 October 2016 to 2 December 2016. The following parts include the conclusion of the research and how it can be applied to the research results.

All the hypotheses have an impact upon the customer’s buying intention of at least one sub-variable. Amongst them hypothesis 1, external variable have all it sub variable having impact upon buying intention as all the sub-variable’s null hypothesis was rejected. Window displays, parking and surrounding areas all have moderately low impact upon customer’s buying intention with beta value of .208, .273 and .237 respectively. Similarly, hypothesis 2, general interior have three sub-variables having impact upon customer’s buying intention which are color scheme, lighting and cleanliness. But, one of the sub-variables of general interior: music has no impact upon customer’s buying intention in Bhat Bhateni Supermarket. The sub-variables which have impact upon customer’s buying intention are moderately low with the values for color scheme is .143, for lighting is .133 and cleanliness is .383, which shows cleanliness being
the most important sub-variable in general interior which make an impact on customer’s buying intention.

The hypothesis 3, store layout shows three sub-variables having an impact upon customer’s buying intention whereas one sub-variable has no impact upon customer’s buying intention in Bhat Bhateni Supermarket. The store layout in terms of floor space allocation, product grouping and department location have an impact on customer’s buying intention as the null hypothesis for this sub-variables were rejected whereas, store layout in terms of traffic flow has no impact on customer’s buying intention. The store layout in terms of floor space allocation, product grouping and department location have moderately low impact upon customer’s buying intention as its beta value are .164, .196 and .232. The hypothesis 4, interior display has 3 sub-variables where only one null hypothesis was rejected out of the three. The interior display in terms of racks and cases has an impact on customer’s buying intention in Bhat Bhateni Supermarket whereas, product display and signs have no impact on customer’s buying intention. Racks and cases have moderately medium impact on customer’s buying intention with its beta value being .493. The last hypothesis 5, which uses simple regression line is impact of human variables in term of employee characteristics. In this hypothesis testing, there is an impact of employee characteristics on customer’s buying intention in Bhat Bhateni Supermarket. There is moderately low impact of employee characteristics on customer’s buying intention with beta value of .395.

Table 6.2 A: The Summary of the Multiple Linear Regression testing Result

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Result</th>
<th>Significance</th>
<th>Beta</th>
<th>Results</th>
</tr>
</thead>
</table>

Table 6.2 B: The Summary of Simple Linear Regression

<table>
<thead>
<tr>
<th></th>
<th>The external variables in terms of window display, parking and surrounding areas has impact on customer's buying intention.</th>
<th>Level</th>
<th>β</th>
<th>Null Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>-Window Display</td>
<td>.000</td>
<td>.208</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>-Parking</td>
<td>.000</td>
<td>.273</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>-Surrounding Areas</td>
<td>.000</td>
<td>.237</td>
<td>Rejected</td>
</tr>
<tr>
<td>2</td>
<td>The general interior in terms of color scheme, lighting, music and cleanliness has impact on customer's buying intention.</td>
<td>.018</td>
<td>.143</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>-Color Scheme</td>
<td>.027</td>
<td>.133</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>-Lighting</td>
<td>.731</td>
<td>.019</td>
<td>Failed to reject</td>
</tr>
<tr>
<td></td>
<td>-Music</td>
<td>.000</td>
<td>.383</td>
<td>Rejected</td>
</tr>
<tr>
<td>3</td>
<td>The store layout in terms of floor space allocation, product grouping, traffic flow and department location has impact on customer's buying intention.</td>
<td>.010</td>
<td>.164</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>-Floor Space Allocation</td>
<td>.007</td>
<td>.196</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>-Product Groupings</td>
<td>.181</td>
<td>.096</td>
<td>Failed to reject</td>
</tr>
<tr>
<td></td>
<td>-Traffic Flow</td>
<td>.001</td>
<td>.232</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>-Department Location</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The interior display in terms of product display, racks and cases and signs has impact on customer’s buying intention.</td>
<td>.172</td>
<td>.095</td>
<td>Failed to reject</td>
</tr>
<tr>
<td></td>
<td>-Product Display</td>
<td>.000</td>
<td>.493</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>-Racks and Cases</td>
<td>.980</td>
<td>-.001</td>
<td>Failed to reject</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Null Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rejected</td>
</tr>
<tr>
<td>2</td>
<td>Rejected</td>
</tr>
<tr>
<td>3</td>
<td>Failed to reject</td>
</tr>
<tr>
<td>4</td>
<td>Failed to reject</td>
</tr>
<tr>
<td>Hypothesis</td>
<td>Results</td>
</tr>
<tr>
<td>------------</td>
<td>---------</td>
</tr>
<tr>
<td>5</td>
<td>The human variable in terms of employee characteristics has an impact on customer’s buying intention.</td>
</tr>
<tr>
<td></td>
<td>-Employee Characteristics</td>
</tr>
</tbody>
</table>

### 6.3 Recommendation

According to the results which are found in this research, the atmospheric attributes of Bhat Bhateni Supermarket will be judged from the hypotheses of these variables. There are five variables of atmospheric attributes whether or not these have any impact upon buying intentions of Nepalese customers regarding Bhat Bhateni Supermarket.

The result of hypothesis 1 shows that external variable in terms of window displays, parking and surrounding areas have a positive impact on customer’s buying intention. Bhat Bhateni Supermarket must look upon all these three external variables because all three have impact upon customers. Parking has the highest beta value amongst the external variables which shows that there is a positive impact when it comes to parking at this supermarket. Bhat Bhateni Supermarket offers convenient parking area which has the most effect but the value indicates it still needs some improvement. People go to places where they can park their vehicles easily in today’s world, people find convenience, parking space, availability of space and time consumption as the factors to choose while going for shopping and parking is the key feature they choose to go to
certain place. Similarly, external variables in terms of window displays have the lowest beta value even though there is an impact but the research shows they need to improve the setting of window display in Bhat Bhateni Supermarket.

A retail store must create eye-catching window display that makes customers wanting to enter. Display is the glamour, the stage and sparkle that surrounds a store and makes the consumers stop, look, and buy what has been placed together with care and presented with skill. So, Bhat Bhateni Supermarket must focus on window display to bring attention of products and give idea to the shoppers about what the shop has to offer. The external variable in terms of surrounding areas are other variable that has an impact but still require further improvement as its beta value indicate it needs improvement. Basically, the areas of the store must be maintained properly from the outset of surrounding areas. A supermarket must be not so far for all kind of people and should be held in such a place where there are less traffic. The location of a retail store will have a major impact on everything your shop does and the difference between selecting the wrong location and the right site could be the difference between business failure and success.

The result of hypothesis 2 indicates that general interior in terms of color scheme, lighting and cleanliness has positive impact on customer’s buying intention whereas, general interior in terms of music has no impact on customer’s buying intention. Even though there is an impact of color scheme and lighting, but the beta value shows that they need an improvement in the future. The in-store color scheme gives emotion that words and images sometimes cannot achieve. So, Bhat Bhateni Supermarket must be
knowledgeable to use proper color for the in-store products as color scheme evokes the emotion of respective products which this supermarket lacks to show through their product which can create positive impact. In the same way, lighting is another factor which helps customers to highlight the product and make them niche. The lighting creates sensation of buying the product because of its presentation of products. Lighting at BBSM lacks to highlight the products which loses focus of the product and need to improve accordingly which can be discussed from this research.

The other general interior, cleanliness has higher impact than other general interior from the beta value that where general store is clean has the highest effect. That is why customers come to Bhat Bhateni Supermarket. A store must always focus on its odor, proper hygienic handling of products and maintaining the store. The one general interior display that has no impact on customer’s buying intention is music. Bhat Bhateni Supermarket must focus more on background music played and look upon the music that are liked by all generation people rather than playing hit list of today’s generation or the old generation songs. As the customers feel the store lacks proper shopping environment through its background music, this should be focused more appropriately. There is no impact of music so, this portion should be taken care of more properly.

The result of hypothesis 3 indicates that the store layout in terms of floor space allocation, product groupings and department location has positive impact on customer’s buying intention and store layout in terms of traffic flow has no impact on customer’s buying intention. As the study suggested, there is an impact of floor space allocation, product groupings and department location but the beta value denotes there is need of
improvement as the impact is less than required. As the research indicate, customers lack space between the store layout and aisle and are allocated poorly which make them to look at the product freely. In the same way, Bhat Bhateni lacks behind all the required departments in the store. When we talk about floor space allocation, the retail store must identify by themselves on how much space to allocate to each department. For example if you are a supermarket, there must be an actual assumption for allocating to non-food, household items, fresh foods etc. and also elevates the chances of customer loyalty which is in the case of department location as well. These can gain the floor space allocation and department location having more impact on buying intention. The floor space allocation should be such that customer’s want to browse more easily.

In the same way, Bhat Bhateni lacks behind product groupings where customers find it hard to search the product and takes more time to search. So, product grouping must be managed in such a way that all the similar products are to be clustered together and which helps customers to find the product in no time. The store layout in terms of traffic flow shows no impact on customer’s buying intention. That is why Bhat Bhateni Supermarket must focus mainly in this variable. Bhat Bhateni lacks behind the fact that store-traffic pattern enables the shoppers to view the products with ease and there is no sufficient sets of signage to guide shoppers through the store. Traffic flow helps customers to spend their time more with the given traffic pattern they tend to spend more time. This will engage customers to look upon more products and buy more unintended products. So, BBSM must focus on store layout in terms of traffic flow for customers to spend more time to buy new products.
The result of hypothesis 4 shows that interior displays in terms of racks and cases has an impact on customer’s buying intention whereas, the interior displays in terms of product displays and signs has no impact on customer’s buying intention in Bhat Bhateni Supermarket. This result shows that there is need of immense improvement on interior displays. According to the beta value, racks and cases has an impact with the factors as the products at the eye level are more eye-catching. But there can be further improvement with proper ways of displaying the goods in the shelves. The usage of modern and well-crafted shelves which helps the customers to go through the product easily rather than searching for the products and proper price tagging. The massive improvement are required for interior displays in terms of product display and signs because there is no impact between these two with buying intention. The product displays makes people to buy impulse product, which will lead them to go through other products but Bhat Bhateni Supermarket lacks behind when it comes to product displays with the factors where customers doesn’t rely on store displays to purchase the products due to lack of poor presentation.

So, Bhat Bhateni needs to learn how product displays would be effective in terms of customer’s buying intention. The signs which catches the customer’s eye also lacks in Bhat Bhateni Supermarket, with the factors such as lack of signs placard in the store which will help the customers to be engaged on other products near them. Bhat Bhateni Supermarket requires more of promotional planning so that they can effectively sell more products and have an impact upon customer’s buying intention.

The result of hypothesis 5 indicates that human variable in terms of employee characteristics has positive impact on customer’s buying intention. Even though, the
research shows there is an impact on employee characteristics but the beta value shows it needs an improvement. The mean value suggests that employee characteristics have the lowest average mean amongst all variables with the factors such as helpfulness, friendliness and knowledgeable, they lag behind all these terms. Consumers enjoys shopping experience with supportive and friendly shop assistants where they can really make the shopping experience fun and enjoyable by providing extraordinary service but Bhat Bhateni Supermarket lacks behind employee characteristics. So, they must have certain plans of motivating employees of the supermarket and create a friendly and cooperative environment.

6.4 Further Studies

Based on the research, the research mainly focuses on the atmospheric attributes which are divided into five factors as in the conceptual framework and the impact that creates toward the customer’s buying intention as well as the customer’s knowledge about the atmospheric attributes in the store. For developing the results of this research, some further can be extended. The following are some of the suggestions for the future research to investigate.

The research was conducted at five outlets of Bhat Bhateni Supermarket in Kathmandu Valley, Nepal. The further studies can be done of all the outlets of Bhat Bhateni Supermarket all over Nepal. The result is limited to the impact made by the atmospheric attributes but in future studies it can be talked about how these studies can help to grow impact of atmospheric attributes and in place of a single brand of Bhat Bhateni, the study can focus on overall retail market of Kathmandu Valley.
The researcher conducted quantitative research with distribution of the questionnaire. The further studies can be done through participation observation research involving a range of well-defined, though variable methods: informal interviews, direct observation, participation in the life of the group, collective discussions, analyses of personal documents produced within the group, self-analysis, results from activities undertaken offline of online, and life-histories.
Bibliography


Websites

http://www.bbsm.com.np/
http://www.onlinekhabhar.com/2014/08/179881/
This questionnaire is a part of MBA Thesis program at Assumption University Thailand. Please fill out the questionnaire below, with your true reflection of your experiences at Bhat Bhateni Super Market (BBSM). Your response shall be kept confidential, and, be used for analyzing this study only. Thank you very much for your time and consideration.

**Part 1: Screening Questions**

1. Have you ever shopped at Bhat Bhateni Super Market in Nepal?
   - [ ] Yes
   - [ ] No (Stop the interview)

Please answer the following questions by marking “✓” in the space given below. Your answers must represent your true impression, experience, or feeling upon your shopping at BBSM. Please answer to all questions.

(1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, and 5=strongly agree)

<table>
<thead>
<tr>
<th>Variables</th>
<th>1</th>
<th>2</th>
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<tbody>
<tr>
<td><strong>Part 2: Window Display</strong></td>
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<td>2. BBSM’s organized window display compels me to enter.</td>
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<td>3. BBSM’s eye-catching window display makes me want to enter.</td>
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<tr>
<td>4. BBSM’s window display brings attention to the products being featured.</td>
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<tr>
<td>5. BBSM’s window display gives idea to what it has to offer.</td>
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<tr>
<td><strong>Parking</strong></td>
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</table>
6. BBSM offers sufficient parking space.
7. BBSM offers convenient parking area.
8. BBSM’s parking is always available whenever I go to shop.
9. Parking at BBSM takes not much time.
10. BBSM organizes its parking in systematic manners.

**Surrounding Area**

11. BBSM is located in a right business district.
12. BBSM manages its surrounding well.
13. BBSM is convenient for the shoppers at large.

**General Interior**

**Color Scheme**

14. Store of BBSM uses colors to make the products attractive.
15. Colors used within BBSM’s interior make it easy to access the products.
16. Color scheme evokes the emotion of respective products.
17. Colors influence my choices of shopping.

**Lightning**

18. Lightning at BBSM is neither too bright nor too dimmed.
19. Lightning at BBSM provide a comfortable sighting.
20. Lightning at BBSM helps to highlight products.

**Music**

21. Pipe-line music played at BBSM is tuned on an appropriate audible volume.
22. BBSM plays well selected choices of music, appropriate for diverse ranges of shoppers.
23. Selections of music at BBSM create for me a pleasant shopping experience.

**Cleanliness**

24. The store is clean.

25. The store has a pleasant odor.

26. The products are managed with hygienic handling.

**Floor Space Allocation**

27. Products in BBSM are properly allocated in the store.

28. Spaces between the aisle and layout provide BBSM’s shopper an ample room to shop.

29. The aisles in BBSM make me want to browse more

30. Spaces provided make me view the outstanding displays easily.

**Product Groupings**

31. Similar products in BBSM are clustered by categories.

32. Product grouping at BBSM eases the shoppers to find their desired products.

33. Once entering BBSM, the shoppers will be able to recognize grouping of products in no time.

**Traffic Flow**

34. BBSM uses sufficient sets of signage to guide shoppers through the store.

35. BBSM’s store-traffic pattern enables the shoppers to view the products with ease.

36. BBSM’s traffic pattern keeps the shoppers engaged in their shopping activity.

37. The traffic pattern helps the shoppers manage their selecting of products.

**Department Locations**

38. I can quickly locate myself with my desired department upon entering BBSM.

39. BBSM allocates the departments of all goods in a
reasonable manner, conducive to shopping.

40. BBSM offers all the product department necessary for a supermarket.

**Interior Displays**

**Sign**

41. Signs of discounts draw attention of product.

42. Sale sign entices to look through the product.

43. Promotional signage entices me to browse more product.

44. Promotional signage makes me spend on unintended purchase.

**Racks and Cases**

45. Shelf products are noticeable.

46. The products at the eye level are more eye-catching.

47. The store has modern looking shelves.

48. The shelf-products show noticeable price tagging.

**Product Display**

49. I get an idea of what I want to buy after looking through in-store mannequin/display.

50. Products displayed with a new style or design appeals me to purchase.

51. I tend to buy the products which looks attractive when displayed in mannequin.

52. I tend to rely on store displays when I make a decision to purchase the products.

**Human Variables**

**Employee Characteristics**

53. The store has knowledgeable employees

54. The store has friendly employees
55. The store has helpful employees

56. Whenever customers have any problem, the store shows sincere interest in solving them.

57. Employees are knowledgeable about the products.

**Part 3: Buying Intention**

58. I would like to purchase in the retail chain outlet of Bhat Bhateni Super Market.

59. I prefer to shop longer in this store.

60. I would visit the retail store outlet again.

61. I would like to repurchase the products from the shop in future.

**Part 4: Demographic Factor**

62. Age

- [ ] Less than 20
- [ ] 20-30
- [ ] 31-40
- [ ] 41-50
- [ ] More than 50

63. Gender

- [ ] Male
- [ ] Female

64. Monthly income

- [ ] Less than 20 000 NPR
- [ ] Between 20 000 to 35 000 NPR
- [ ] Between 35 000 to 50 000 NPR
- [ ] More than 50 000 NPR

65. Occupation

- [ ] Student
☐ Employee of private firm
☐ Government Employee
☐ Self-Employed
☐ Unemployed

66. How often do you shop at Bhat Bhateni Super Market?
☐ More than once a week
☐ Once a week
☐ Two or three times a month
☐ More than a month

67. How long is your average visit in the store?
☐ Less than half an hour
☐ 30 to 60 minutes
☐ More than 60 minutes

68. Do you usually shop by yourself?
☐ Yes
☐ No

69. If not, who usually accompany you at shopping?
☐ Child or children
☐ Friends/Colleagues
☐ Elderly member of a family
☐ Spouse
☐ Other