

INVESTIGATE THE INFLUENCE OF
STORE ATMOSPHERE ON
CUSTOMER PATRONAGE INTENTION TOWARDS
CLOTHING STORES IN MALAYSIA

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- (3) Equal contribution has been made by each group member in completing the research project.
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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
C	Cleanliness
CPI	Customer Patronage Intention
DL	Display and Layout
DV or Y	Dependent Variable
FIABCI	International Real Estate Federation
H	Hypothesis
IES	Illuminating Engineering Society
IV or X	Independent Variable
L	Lighting
M	Music
PF	Participant Factors
r	Correlation Coefficient
R ₂	Coefficient of Determination
SPSS	Statistical Package for Social Science
UTAR	Universiti Tunku Abdul Rahman

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PREFACE

A tradition store that solely focuses on selling product hardly survives in this modern world. People demand more than just a product when shopping in a store. In this 21st century, customers hunger for comfortable environment, nice atmosphere, and creative design of the store as well. Hence, it is a trend for retailers to create store with high attractive power in order to stimulate the sales and to increase popularity of store and ensure future visit from customer that made up the customer patronage intention.

Store atmosphere such as music, lighting, product and design layout, crowding , colour and much more is believe able to affect customer patronage intention. Mounting of research and studies at overseas proven store atmosphere affected customer patronage intention. Thus, researchers tend to find out if store's display and layout, music, lighting, cleanliness, and participant factors will bring effect on customer patronage intention. They realize that store atmosphere is a useful tool to entice and retain valuable customers.

Malaysia have a variety of clothing stores running on business and less likely will shut down the business. This raise up a question whether customer solely wanted to buy clothes or store's atmosphere affects their decision. It is a common sense that most of the clothing stores are design well with a comfortable environment. In order to figure out, we had decided to conduct this research towards clothing stores in Malaysia.

We discuss some implications on store atmosphere for research and practice purposes. Based on our research, clothing retailers are able to customize proper store atmosphere accordingly.

ABSTRACT

Past researches found there is significant relationship between store atmosphere and customer patronage intention. Yet, many past studies only investigated the impact of one store atmospheric stimulus on customer patronage intention. The neglect of other atmospheric stimuli in those previous studies did not provide accurate results for the importance of overall store atmosphere on customer patronage intention. Hence, the purpose of our research is to identify the influence of all critical store atmospheric stimuli on customer patronage intention towards clothing stores in Malaysia. Five independent variables such as display and layout, music, lighting, cleanliness and participant factors are selected from two different theoretical frameworks. For this quantitative research, we chose 350 people to conduct questionnaire survey. Those respondents are selected by using judgemental sampling at Mid Valley Megamall and The Gardens. Based on data collected from our questionnaire survey, different SPSS analyses such as reliability, correlation and regression analyses are carried on to evaluate which of those atmospheric stimuli can create customer patronage intention towards clothing stores in Malaysia. As a result, participant factors has the greatest impact on customer patronage intention followed by cleanliness, lighting, music, and display and layout. The results from our research are applicable for all clothing stores in Malaysia.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

From Chapter One, readers can briefly know the broad scope of this research and its objectives. The flow of this chapter allows readers to easily identify the research problems. From the stated research background, we can specify the research problems, define objectives accurately, propose research questions and set relevant hypotheses.

1.1 Research Background

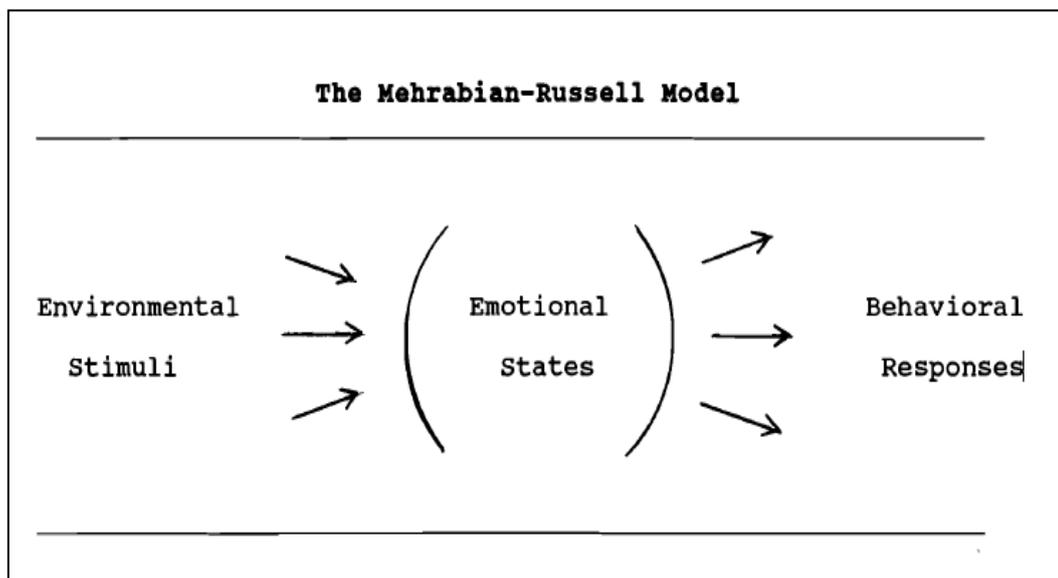
For past few decades, people only focused on product functions, features and attributes. Today, customers tend to ask for additional beneficial elements before they finalise their purchases. A pleasant store atmosphere is one of those elements which are highly demanded. Another reason to make such a trend is because retailers are difficult to gain advantages on the basis of product, price, promotion and place (Baker, Levy, & Grewal, 1992). Turley and Milliman (2000) believed that store atmosphere contributes to a business success or failure.

According to Levy and Weitz (2009), store atmosphere is referred as the attribute that aims to intensify the store environment with the combination of different cues such as lighting, colour, music, and scent. Milliman (1986) categorized atmosphere as a term that is used to explain our feeling towards the shopping experience which cannot always be seen. Kotler (1973-1974) described the term atmospherics as the design of store environment that can stimulate buyers'

emotions and ultimately affect their purchase behaviour. He also clarified that atmosphere can be represented as the quality of the surrounding environment.

Many researchers conducted their studies about the effect of store atmosphere on customer behaviour based on Mehrabian-Russell model. This model explains the effects of store atmosphere stimuli on customer behaviour (Mehrabian & Russell, 1974). Mehrabian and Russell (1974) also proved that there is a mediating variable in this model, which is termed as “emotional states”. By adopting Mehrabian-Russell model, past researches such as Baker, Grewal, and Parasuraman (1994); Baker, Parasuraman, Grewal, and Voss (2002); Bitner (1992); Kaltcheva and Weitz (2006) did further studies on the atmospheric stimuli with the relevant customers’ responses. They explored in depth for different types of those stimuli and how those stimuli affect each type of customer behaviour.

Figure 1.1: Mehrabian-Russell Model



Source: Donovan, R. J., Rossiter, J. R., Marcolyn, G., & Nesdale, A. (1994). Store atmosphere and purchasing behaviour. *Journal of Retailing*, 70(3), 283-294.

According to Mehrabian-Russell model, consumers’ emotion will drive different consumers’ decisions. Consumers will act emotionally and go along with functional features through enjoying a pleasant atmosphere (Schmitt, 1999). The

store atmosphere and the services provided by retailers are two different variables to cause the customer patronage intention (Baker et al., 2002). Customers' patronage intention may be affected by providing significant and unique store atmosphere (Kolter, 1973-1974). Wakefield and Baker (1998) also proved that atmospheric stimuli have impact on the probability of customers to stay in the store. Based on Bitner (1992), store atmosphere of the physical store is very important because it influences customers' perceptions towards the services provided since retailers cannot hide the store.

There are fierce competitions in clothing retail industry (Bhardwaj & Fairhurst, 2010; Dias, 2008). According to Djelic and Ainamo (1999), the boundaries of clothing industry are significantly expanding. The fast changing dynamics of the clothing retail industry (Bhardwaj & Fairhurst, 2010) forces retailers react as quickly as possible to meet those consumers' needs and wants (Zeynep & Nilgun, 2011). Due to this contemporary market trend, retailers try to build up attractive shopping experience (Baker et al., 1992) to entice and retain customers as well as beat all their rivals. They believe that store atmosphere can create a fantastic and entertaining customer experience which directly affects consumers' behaviour (Kozinets et al., 2002).

Many researchers have realized the significant impact of store atmosphere on customer behaviour (Baker et al., 2002; Bitner, 1992; Hoffman & Turley, 2002; Mattila & Wirtz, 2001; Russell & Mehrabian, 1976), but the empirical research for the influence of store atmosphere on customer behaviour is still limited (Areni & Kim, 1994; Bitner, 1992; Turley & Milliman, 2000; Zeynep & Nilgun, 2011). Areni and Kim (1994); Eroglu, Ellen, and Machleit (1991) identified that the scope of customers' responses to be investigated in past studies is quite narrow.

Turley and Milliman (2000); Zeynep and Nilgun (2011) found that past researches have concentrated on impact of one atmospheric cue at a time, and hence ignored the joint consequence of other stimuli. These studies were not reliable especially in the reality where consumers' behaviour is affected by many relevant

atmospheric cues. Researchers discovered that the results of multi-sensory cues will be more accurate and consistent to apply in reality compared to the results of one sensory cue. Thus, many researchers have started to investigate the influence of various sensory cues on consumers' behaviour, but empirical literature in this area is still limited (Zeynep & Nilgun, 2011).

1.2 Problem Statement

From previous studies, we found that store atmosphere is a critical issue for today's fast moving trend. To make it easier on differentiating each store (Zeynep & Nilgun, 2011), retailers try to create an attractive store atmosphere by using different combination of various stimuli. However, Zeynep and Nilgun (2011) noted that most of the studies only focused on one store atmospheric stimulus instead of examine few stimuli together at one time. Therefore, those literature reviews may not be appropriate for the real stores since successful retailers always have mixed various stimuli to strengthen their distinctiveness. For our research, we try to use all the relevant store atmospheric stimuli to interpret its effect on customer patronage intention. By considering different types of store atmospheric stimuli, it would be more accurate to predict and control customer patronage intention.

The literature review for participant factors and cleanliness is limited. Many researchers only concentrated their study on the areas of display and layout, music and lighting. Limited source for participant factors and cleanliness make it difficult for retailers to estimate their effect on customer patronage intention towards clothing stores. Although many studies mentioned lighting as one of the variables to examine, those researchers seldom linked lighting factor to customer patronage intention. Due to such limitation, we would like to use primary data such as survey to explore its impact on customer patronage intention.

According to Areni and Kim (1994); Eroglu, Ellen, and Machleit (1991), there is narrow scope for customers' responses to be investigated in past studies. Those studies only focused on one or few customers' responses. This may be not accurate and reliable to study the effect of store atmosphere because some important customer behaviours are ignored. Based on Burnkrant and Page (1982); Fishbein and Ajzen (1975), they defined consumer patronage intention as the combination of attitude, normative beliefs and motivations towards the purchasing behaviour. Therefore, we will choose customer patronage intention as dependent variable for our study to identify the impact of store atmosphere on this dependent variable.

Few researches regarding to this study were done based on Malaysia's retailing industry. Many researchers did their studies using the retailing industries of foreign countries such as India and United States. Besides, they seldom specify the type of retailing industry they investigated. When local retailers apply the results of those studies, sometimes it might be inaccurate and inappropriate to adopt into each particular type of retailing industry in Malaysia. Using wrong application on store atmosphere may lead to lower customer patronage intention. Therefore, we would like to study in depth on this area based on Malaysia's clothing retail industry to help local clothing retailers understand well about the impact of store atmosphere on customer patronage intention in the clothing stores in Malaysia.

1.3 Research Objectives

1.3.1 General Objective

Due to different research gaps stated above, we would like to investigate how each type of store atmospheric stimuli affect customer patronage intention towards clothing stores in Malaysia. In our study, the overall

objective for this research is to identify the relationships between those store atmospheric stimuli and customer patronage intention.

1.3.2 Specific Objectives

- 1.3.2.1 To highlight the significant impact of display and layout on customer patronage intention towards clothing stores in Malaysia.
- 1.3.2.2 To examine the effect of music on customer patronage intention towards clothing stores in Malaysia.
- 1.3.2.3 To determine the influence of lighting on customer patronage intention towards clothing stores in Malaysia.
- 1.3.2.4 To prove the significant relationship of cleanliness on customer patronage intention towards clothing stores in Malaysia.
- 1.3.2.5 To identify the impact of participant factors on customer patronage intention towards clothing stores in Malaysia.

1.4 Research Questions

- 1.4.1 What is the overall relationship between store atmospheric stimuli and customer patronage intention towards clothing stores in Malaysia?

The store atmospheric stimuli involved display and layout, music, lighting, cleanliness, and participant factors. Hence, we will answer the questions on how each stimulus affect customer patronage intention as well.

1.4.1.1 How display and layout affect customer patronage intention towards clothing stores in Malaysia?

1.4.1.2 How music affect customer patronage intention towards clothing stores in Malaysia?

1.4.1.3 How lighting affect customer patronage intention towards clothing stores in Malaysia?

1.4.1.4 How cleanliness affect customer patronage intention towards clothing stores in Malaysia?

1.4.1.5 How participant factors affect customer patronage intention towards clothing stores in Malaysia?

1.5 Hypotheses of the Study

H1: There is a significant relationship between display and layout and customer patronage intention.

H2: There is a significant relationship between music and customer patronage intention.

H3: There is a significant relationship between lighting and customer patronage intention.

H4: There is a significant relationship between cleanliness and customer patronage intention.

H5: There is a significant relationship between participant factors and customer patronage intention.

1.6 Significance of the Study

This study demonstrates how store atmosphere affect customer patronage intention towards clothing stores in Malaysia. Nowadays, there are a variety of clothing stores and tremendous increase of buyers' power. Retailers have to create the pleasure and comfort in the atmosphere for customers in order to increase the patronage intention when they visit the store.

According to Donovan and Rossiter (1982), retailers should have the knowledge of customer patronage intention to help them in identifying customers' purchase behaviour on their products and services, their willingness to revisit the store, and deliver positive word-of-mouth to fellow customers and friends. By using such knowledge, retailers will have more understanding on customers' preferences to build an appropriate store atmosphere. A well-defined store atmosphere will help to entice and retain new customers and create positive impact on the customer patronage intention by minimizing cost, time, and effort (Ishwar, Ruchi, & Zillur, 2010).

The creativity knowledge of atmospheric stimuli applied in store is important for retailers to understand and initiate higher impact on customer patronage intention in order to sustain their competitive advantages.

1.7 Chapter Layout

Chapter One is the first chapter that provides an overall concept for this study. This chapter draws research problems based on research background. It also clarifies research objectives, research questions and hypotheses that provide clear direction for the following chapters.

Chapter Two reviews on all relevant attributes of each independent variable and dependent variable. It discusses the literature review of other theoretical models that related to this study. Based on those relevant theoretical frameworks, a proposed conceptual framework is formed. In this chapter, hypotheses formed in Chapter One are supported by past studies.

Chapter Three is about research methodology used for this study. It comprises the ways of how this research is carried out such as research design, data collection methods, sampling design, research instrument, constructs measurement, data processing, and methods of data analysis.

Chapter Four demonstrates the patterns of the results through statistical techniques such as SPSS analyses. It then analyses those results to justify research questions and hypotheses developed in Chapter One.

Chapter Five summarises all descriptive and inferential analyses stated in Chapter Four. It discusses major findings of this study and provides useful implications for researchers and practitioners. Limitations of the study and recommendations for future research are included in this chapter as well.

1.8 Conclusion

Chapter One makes the effort to clarify the research background, problem statement and objectives for this study. They made us have a clear direction to do research that underlines the influence of store atmosphere on customer patronage intention towards clothing stores in Malaysia. To make this study flow naturally, literature review from Chapter Two is always referred to Chapter One.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

After formed research problems, objectives, questions and hypotheses in Chapter One, we would like to discover how each independent variable will affect our dependent variable by reviewing on previous studies that are related to our topic. A proposed conceptual framework will be developed. Hypotheses will be tested through appropriate statistical analyses to prove that they are valid.

2.1 Review of the Literature

2.1.1 Dependent Variable - Customer Patronage Intention

Customer patronage intention is combination of attitude, normative beliefs and motivations that will influence purchasing behaviour (Burnkrant & Page, 1982; Fishbein & Ajzen, 1975). Kotler (1973-1974) stated that store atmosphere will affect store image and patronage intention. According to Baker et al. (2002); Macintosh and Lockshin (1997), willingness of customers to shop longer in store, deliver good word-of-mouth of the store, buy more in the future and repurchase made up patronage intention in retailing industry.

According to Donovan and Rossiter (1982), retailers have to fully understand the patronage intention of their target customers in order to forecast behaviour of their customers in the future. Grewal, Rajdeep, Thomas, and Anthony (2003b) mentioned that retailers might influence consumer patronage decisions through several factors such as by having a desirable assortment of products, place and time that customer required and preferable price level.

2.1.2 1st Independent Variable - Display and Layout

Store display and layout include fixtures, product groupings, traffic flow, department locations, allocation of floor space and allocations within department (Turley & Milliman, 2000).

Store display and layout are taking into consideration when retailers hope to influence consumer behaviour towards a positive ways. According to Kotler (1973-1974), product display is selective product that present in a consciously design arrangement (e.g., display window or end of aisle). It helps to highlight the particular products and create a mood and message that will positively affect consumers' behaviour (Kotler, 1973-1974). It is able to guide visual attention of consumers on desirable presented merchandise (Cahan & Robinson, 1984). The design of store display and layout contributes to one fourth of retail sales for a store (Mills, Paul, & Moorman, 1995). Besides, many shoppers like to shop in the store which allows them move easily (Titus & Everett, 1995).

2.1.3 2nd Independent Variable - Music

Genre, rhythm, or volume of music is manipulated mostly by retailers to attract customers to their stores (Milliman, 1982, 1986; Smith, Patricia, & Ross, 1966; Yalch & Spangenberg, 1993).

Using proper music in retail store is able to stimulate the mind of consumers and corresponding with customer emotional response (Ruchi, Zillur, & Ishwar, 2010). Proper music means that playing the right music at the right time to create positive effect of patronage intention (Ruchi et al., 2010).

According to Bruner (1990), customers' emotion can be well controlled by the background music. Having suitable background music in the store is able to reduce negative effect towards waiting for services because it distracts the customers in the sense that the length of waiting time becomes shorter (Hui, Dube, & Chebat, 1997).

Music is one of the most efficiency and effective ways in generating positive mood and communicating with customers in non-verbal way (Milliman, 1982, 1986). Alpert, Judy, and Mark (1986, 1988) affirmed that happy music creates happy mood towards the particular subjects; while sad music creates higher purchase intention towards the product.

Milliman (1982) suggested that tempo of the background music is one of the factors that influence in-store traffic flows. Store that is playing with slow tempo music can significantly slow down the traffic flow of customers while fast tempo music will speed up the traffic flow of customers (Milliman, 1986). Bruner (1990) found that using slow music in the retail store will generate higher sales volume compared to the fast music.

Playing a "familiar music" will capture consumers' attention on the products or services in the store because consumers are emotionally connected with the music played (Yalch & Spangenberg, 2000).

2.1.4 3rd Independent Variable - Lighting

According to Ruchi et al., lighting is used to highlight product and create an atmosphere. Lighting directly influences customer perception towards store image and their mood to shop in the store. In-store lighting influences customers' perception, value, and expenditure (Areni & Kim, 1994).

According to James and Mehrabian (1976), lighting is the main factor of store atmosphere that has greater impact on consumer behaviour. According to Vaccaro, Yucetepe, Baumgarten, and Lee (2008), brighter level of lighting is considered as an important issue in retail atmosphere because it enhances positive customer perception.

When the store is brighter, customers are more likely to observe and touch the products in the store (Vaccaro et al., 2008). Many people believe that bright lights allow them to see the merchandises clearly and also some believe that it livens up the store atmosphere (Ruchi et al.).

Vaccaro et al. stated that having spotlight on a particular area or merchandise will assist in capturing and drawing customer attention while darker area is also useful for retailers to hide their mistakes (e.g., messy stocks). Furthermore, consumers tend to be more active in asking detail information of a product under a brighter lighting condition rather than a dim condition (Areni & Kim, 1994).

2.1.5 4th Independent Variable - Cleanliness

According to Akinyele (2010), cleanliness can improve store atmosphere. Cleanliness of a store will create positive impression among consumers

and make them stay longer and prefer to revisit the store in the future (Gajanayake, Gajanayake, & Surangi, 2011).

Carpenter and Moore (2006) showed that cleanliness is the most important store atmospheric cue that affects customers to shop longer or visit. The average mean value of cleanliness in the study of Gajanayake et al. is 3.770 which ranked as second most important atmospheric stimulus. Thus, Gajanayake et al. proved that the cleanliness of the supermarket significantly influences customer patronage intention within the Colombo city. Gajanayake et al. (2011) also described cleanliness as the appearance of the store because it affects the store image and creates positive or negative feeling among consumers towards the store.

2.1.6 5th Independent Variable - Participant Factors

Based on the analysis of Fournier (1998), the relationship between customers and salespersons is inexplicable unless customers clarify their needs to salespersons. Customers will form different expectations towards salespersons based on the store atmosphere. In different types of retail stores, salesperson will provide different intentions and responsibilities towards their target customers (Harris, Harris, & Baron, 2001).

Situational factors that significantly influence customer experience are employees, services cape and core services (Bell, Paul, Morris, & Micheal, 1991). Appearance, attitude and behaviour of the employees would affect customers' expectation towards the store (Winsted, 2000). Customers feel satisfied when the employees are able to provide extraordinary services experience to them (Jones, Beattyand, & Mothersbaugh, 2002).

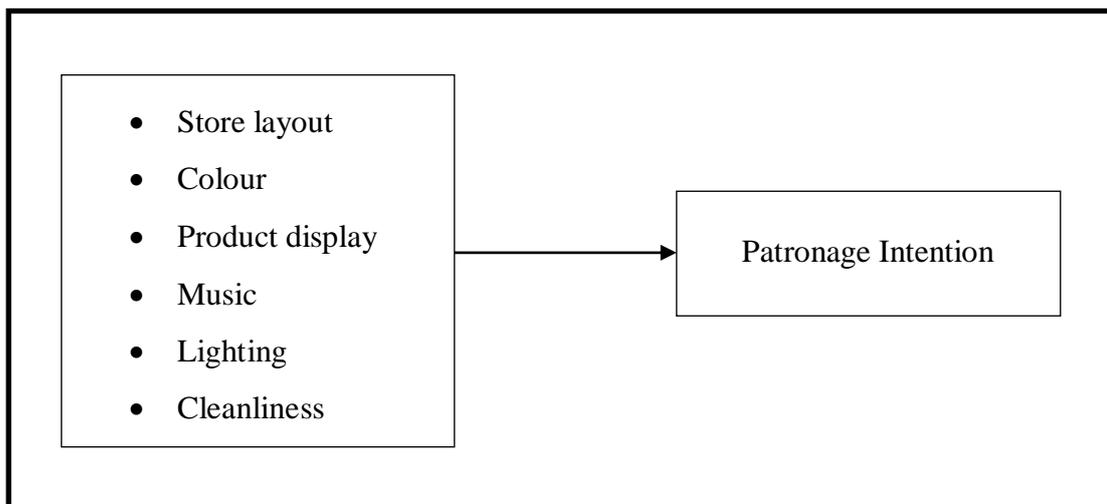
Service quality provided by employees affects the perception of the relative excellence services present (Bitner & Hubbert, 1994; Brady & Cronin, 2001; Cronin & Taylor, 1992; Rust & Oliver, 1994; Parasuraman,

Zeithaml, & Berry, 1988). Therefore, service quality is considered as a primary cognitive appraisal of service performance. According to Jarvenpaa and Todd (1997); Zeithaml and Bitzer (2000), service quality provided by salesperson is one of the key determinants of retailer success.

2.2 Review of Relevant Theoretical Models

2.2.1 Theoretical Model I

Figure 2.1: Theoretical Model I



Adapted from: Gajanayake, R., Gajanayake, S., & Surangi, H. A. K. N. S. (2011). *The impact of selected visual merchandising techniques on patronage intentions in supermarkets*. Unpublished thesis, University of Kelaniya, Sri Lanka.

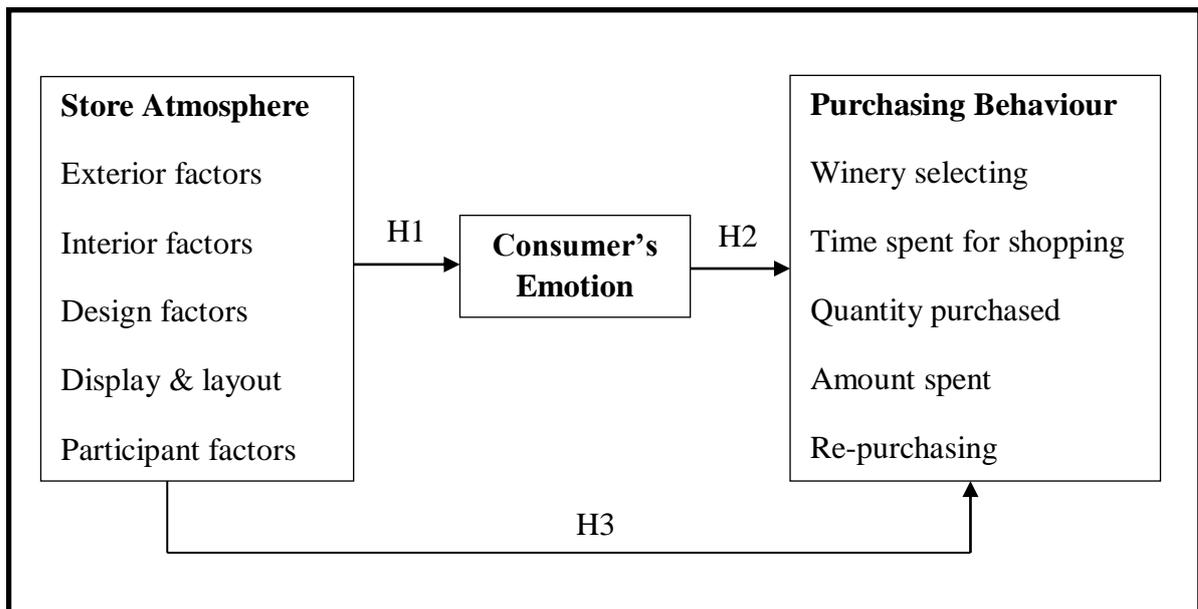
The study of Gajanayake et al. is about how visual merchandising affects patronage intention in supermarket within Colombo City. This study used five independent variables (i.e., store layout, colour, product display, music, lighting, and cleanliness) and one dependent variable (i.e., patronage intention).

Result of this study shows that there is a relationship between colour, product display, music, lighting and cleanliness on patronage intention (Gajanayake et al.). Store layout does not affected patronage intention according to the result of research (Gajanayake et al.).

This study only focuses solely on Colombo City where the people have higher purchasing power which maybe the patronage intention is not affected by visual merchandise itself but the high purchasing power. There was a hypothesis being rejected and showed that this result maybe slightly not reliable (Gajanayake et al.).

2.2.2 Theoretical Model II

Figure 2.2: Theoretical Model II



Adapted from: Pan, F. C., Su, S. J., & Chiang, C. C. (2008). Dual attractiveness of winery: atmospheric cues on purchasing. *International Journal of Wine Business Research*, 20(2), 95-110.

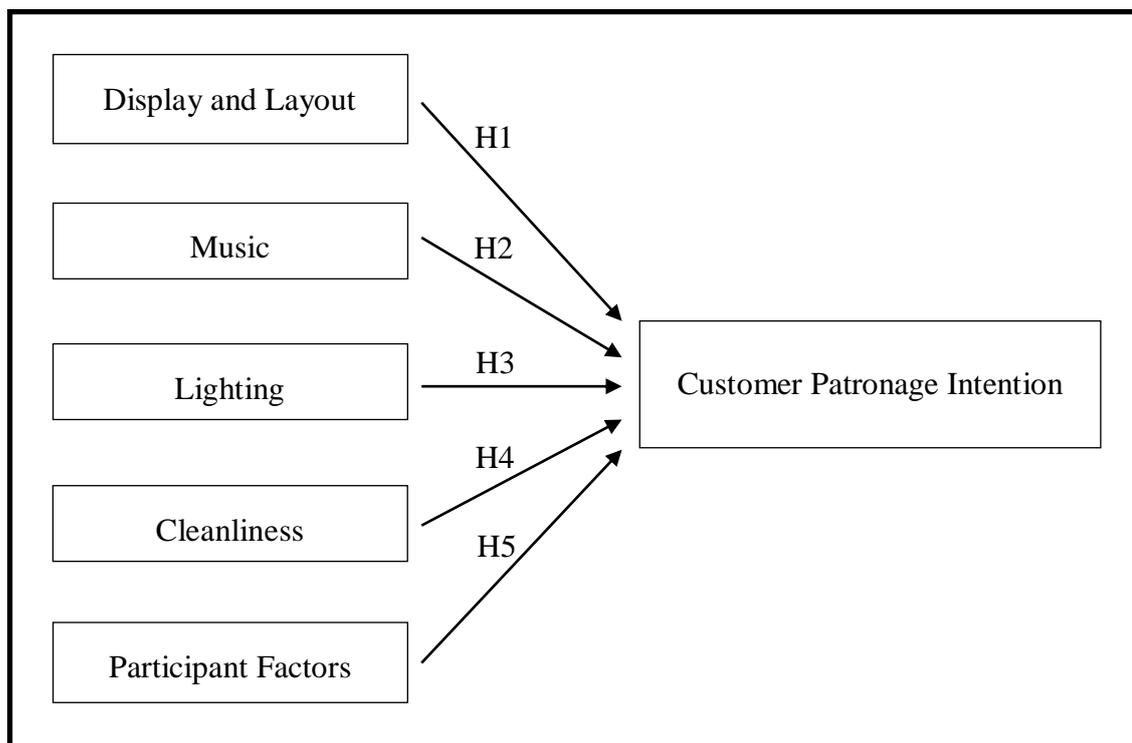
This study focuses on the relationship of store atmosphere towards consumer's emotion and purchasing behaviour (Pan et al., 2008). There is one independent variable which is store atmosphere, one mediating

variable which is consumer's emotion and one dependent variable which is purchasing behaviour. The result of research shows that store atmosphere has less effect on purchasing behaviour (Pan et al.).

After we studied on this journal, we found that the research used samples from central part Taiwan only. This produced slightly inaccurate result. To counter this issue we will select customers who shop in two different areas which are Mid Valley Megamall and The Gardens to provide a better result.

2.3 Proposed Theoretical / Conceptual Framework

Figure 2.3: Proposed Conceptual Framework



Source: Developed for the research

The framework above shows proposed framework to serve as foundation of our study. We modified two frameworks from international journal of wine business

research and journal of business and economic research. Purpose of this study is to examine the how display and layout, music, lighting, cleanliness, and participant factors affect customer patronage intention.

The framework consists of five independent variables which are display and layout, music, lighting, cleanliness, and participant factors. Meanwhile, there is one dependent variable which is patronage intention.

In this proposed framework, there are five hypotheses developed to test on the relationships of variable which are:

H1: There is a significant relationship between display and layout and customer patronage intention.

H2: There is a significant relationship between music and customer patronage intention.

H3: There is a significant relationship between lighting and customer patronage intention.

H4: There is a significant relationship between cleanliness and customer patronage intention.

H5: There is a significant relationship between participant factors and customer patronage intention.

2.3.1 Display and Layout

Study of Baker et al. (2002) showed strong evidence that customer's perception towards display and layout will influence the customers' value perception. The value perception has a strong impact on customer

patronage intention. When customers find the merchandise is easily identified, the higher the possible customer will purchase on the merchandise. Wise designation of layout aids people in such a way that getting the right direction and to understand sign in store (Bitner, 1992). Bitner, James, and Barnes (1992) argued that movement of customers within a store is influenced by the arrangement in the store. Bost (1987) mentioned that in order for a layout to be successful, four factors need to be considered which start from the concept of store to the product position to the orientation of department and lastly the sign in store. Several studies investigating customer's behaviour in store proved that some certain store layout patterns are preferred by customers. Customers that successfully attracted to store have a chance to purchase on product and spread positive word-of-mouth to friends and family (Barth, 1993).

2.3.2 Music

Background music will influence interaction between buyers and sellers and increase their desire to affiliate (Dube, Chebat, & Morin, 1995). Music played affects customers' behaviour, creates image, attracts attention or controls store traffic. Volume and tempo of music can control the crowd in store. Grewal et al. (2003b) found that when a restaurant is in a busy time, playing of louder and faster music can facilitate rapid turnover of tables. When played music is slow, in-store traffic in supermarket is slower but sales volume is higher according to research done by Milliman (1982). Most of the fashion retailers select background music based on customer demographic. Department stores that serve several target markets often play different types of music (Grewal, Baker, Levy, & Voss, 2003a). Different types of music in retail stores such as fast, slow, classical, instrumental, and times of playing will influence consumers' mood (Spangenberg, Groghmann, & Sprott, 2005), time spent (Kellaris & Altech, 1992; Kellaris & Kent, 1992), and emotion (Mehrabian & Russel, 1974).

Retail music is somehow related with time spent in shopping with its relative familiarity. Playing “familiar music” increases consumer’s attention to products and services where consumer emotionally connected with the music (Yalch & Spangenberg, 2000). By providing relaxation and comfortable feeling to consumer, music can increase consumer value and shopping volume.

2.3.3 Lighting

Mehrabian and Russell (1976) argued that lighting will influence individual in store where he found that bright rooms are more attractive than dim rooms. Lighting used to highlight product or enhance store’s image can create excitement and have positive impact on customer’s purchasing behaviour. Vaccaro et al. stated that bright lighting related to higher product involvement of consumers and better consumer perceptions of store image. Donovan, Rossiter, Marcolyn, and Nesdale (1994) suggested that bright light and upbeat music increased consumer arousal. Another usage of lighting is to attract customer attention toward specific products, capture certain feeling or hide error (Vaccaro et al.). Hiding unaesthetic parts of store to ensure those areas in dark is a good strategy to maintain good store image (Vaccaro et al.). In-store light effect will influence consumer’s cognition, value and consumption behaviour. Lighting conditions will influence consumers’ time perception, visibility, and perception of store image.

2.3.4 Cleanliness

Berman and Evan (2007) argued that cleanliness is an important element when evaluating a store. Dabholka, Thorpe, and Rentz (1996) studied the relationship between physical quality in department stores in which most

of the participants stress on cleanliness of store and the overall store appearance contribute to shopping experience. Product arrangement on shelf, shelves cleanliness, store cleanliness made up the overall store cleanliness. Cleanliness level will make some influence in patronage intention of customers (Kim & He, 2007). Lucas (2003) also provided evidence that cleanliness, interior design and setting comfort had impact on overall satisfaction with gambling experience in casino. Lucas (2003) argued that perception of cleanliness in store is divided into two factors which are the condition of physical environment and how well employees are groomed.

2.3.5 Participant Factors

Quality of interaction between salesperson and customers is taken into account in evaluating shopping experience (Baker et al., 2002). The way that employee communicate with customer will subconsciously persuade customer to purchase on the product and form impression of professionalism of employee which in turn affects the value perception of the store. Store employees play a major role in influencing customer's buying emotion and satisfaction (Grewal & Sharma, 1991). Friendly employees are found to work under greater feelings of positive arousal in a high social store environment (Baker, Levy, & Grewal, 1992). To evoke a better impression on the stores, employees' clothing is playing an important role (Berman & Evans, 2007; Gardner & Siomkos, 1985). According to Machleit, Kellaris, and Eroglu (1994), crowding is another aspect of participant factors. Machleit et al. (1994) defined that a store is perceived as dense due to the number of people in the store or the amount of merchandise. A relationship is found between crowding and satisfaction in a study of Machleit et al. Customers will feel satisfied if the crowding in store is as expected, vice versa.

2.4 Hypotheses Development

The proposed framework specifies the relationship between display and layout and customer patronage intention. Regarding to this relation, past researchers such as Abratt, Russell, Goodey, and Stephen, 1990; Chevalier, 1975; Curhan and Ronald, 1974; Gagnon, Osterhaus, and Jane, 1985; Ko and Rhee, 1994; Kotzan and Evanson, 1969; Wilkinson, Mason, and Paksoy, 1982 concluded that product display and layout are one of the important factor that affecting the product sales which could be said as patronage intention. This proposed the following hypothesis:

H1: There is a significant relationship between display and layout and customer patronage intention.

Regarding to the relationship between music and customer patronage intention, few researchers had proved that music will bring effect on customer behaviour that eventually influences the patronage intention of customers (Engel, Blackwell, & Miniard, 1996; Hui et al., 1997; Ishwar et al., 2010; Milliman, 1982; Yalch & Spangenberg, 1993). This proposed the following hypothesis:

H2: There is a significant relationship between music and customer patronage intention.

There a few studies supporting the effect of lighting on store atmosphere. However, several researchers supported the hypothesis indirectly (Lewinson, 1997; Summers & Herbert, 2001). After reviewed the IES of North America handbook, Rea (1993) mentioned that the main objective of lighting on product is to capture customers' attention to start purchasing action and complete the sales of item. Thus, lighting aids customers in making judgement on the product and decision to purchase on the product. This proposed the following hypothesis:

H3: There is a significant relationship between lighting and customer patronage intention.

Customer will use their observation on store cleanliness to evaluate their satisfaction that will result in patronage on the store. Carpenter and Moore (2006); Gajanayake et al. suggested that cleanliness directly affects customer patronage intention. Several researchers supported the hypothesis indirectly (Berman & Evan, 2007; Loo, Ibrahim, & Hsueh-Shan (2005); Lucas, 2003; Zee et al.). This proposed the following hypothesis:

H4: There is a significant relationship between cleanliness and customer patronage intention.

The proposed framework specifies the relationship between participant factors and customer patronage intention. Regarding to this relation, Donovan and Rossiter (1982); Grewal and Sharma (1991) suggested that participant factors are important factor in influencing the customer buying emotion and satisfaction which in turn affect the patronage intention. Several researchers also support this relationship indirectly (Dawson, Bloch, & Ridway, 1990; Eroglu & Machleit, 1990; Eroglu, Machleit, & Mantel, 2000; Harris & Reynolds, 2004; Hui & Bateson, 1991). This proposed the following hypothesis:

H5: There is a significant relationship between participant factors and customer patronage intention.

2.5 Conclusion

This chapter reviewed on both dependent and independent variables. A conceptual framework is proposed alongside with developed hypotheses to further examine the relationship between independent variables and dependent variable. In the next chapter, research design will be discussed from data collection methods to data analysis.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Chapter Three will have discussion on research design, data collection methods, and sampling design. The operational definitions of constructs, measurement scales, and methods of data analysis aid on development of hypotheses for this study.

3.1 Research Design

Research design is the plan and structure of an investigation to obtain answers for research questions (Kerlinger, 1986). The plan includes the outline of overall program from writing of the hypotheses and the operational implication for the final analysis of data.

According to Cooper and Scindler (2003), the essentials of research design as an activity-based and time-based plan; based on research question; guides the selection of sources and information; a framework for specifying relationships between the independent variables and dependent variable and outlines the procedures for every research activity.

3.1.1 Quantitative Design

Quantitative research design is conducted for this study. Purpose of quantitative research is to develop and employ the research objectives through empirical assessments that involve numerical measurement and analysis. Quantitative research is applied based on the nature of study to gather a representative data from the targeted respondents.

Quantitative research is used to measure customer patronage intention and various store atmospherics cues in order to understand the overall customer behaviour in market. A number of customers are chosen as sample in order to understand the whole customer patronage intention.

3.1.2 Descriptive Research

This study uses descriptive research to identify the cause of that happened. Descriptive study requires a sample of hundreds or thousands of subjects to generate an accurate relationship between variables. Descriptive research is more efficient and able to obtain information with reference to test for hypotheses. Descriptive research studies the frequencies, average, and other statistical calculations. By using descriptive data, researchers can know a substantial amount about the research problem and able to clearly define what should be measured on this research.

3.2 Data Collection Methods

There are two types of data for research purpose which are primary and secondary data. Burns and Bush (2003) stated that the type of data needed and pre-set research design determine the method of data collection used.

3.2.1 Primary Data

According to Naresh (2010, p. 132), primary data is organised by researchers for the specific purpose of addressing the problem on hand. The primary data that we used is questionnaire survey. We have conducted this survey to get cooperation and immediate clarification from respondents. Once the respondent's cooperation acquired, interviewer must try to maintain the cooperation while getting precious data that must be obtained in exact accordance with instructions (American Statistical Association, 1997).

3.2.2 Secondary Data

Secondary data is data collected for other purposes (Malhotra, 1999); Burns and Bush, 2006). It helps researchers to better understand and define the problem. To obtain secondary data, we search through online journal databases such as ProQuest, Science Direct, EBSCOhost and other available databases which are available in UTAR online databases. Furthermore, we search for relevant articles and other sources through internet and library to aid in our research.

3.3 Sampling Design

There are five steps under sampling design which are determining the target population, setting sampling frame and location, deciding the sampling elements, selecting sampling techniques and determining the sampling size of respondents.

3.3.1 Target Population

Target population is the group of people where researcher is interested in analyzing to get relevant information for research purpose. In our research, a random sample of foreign and local citizens (18 years old and above) was studied in Selangor and Wilayah Persekutuan Kuala Lumpur. The reason we chose this target population is because the combination of Selangor and Wilayah Persekutuan Kuala Lumpur has the largest population size compared to other states (Appendix 3.1).

3.3.2 Sampling Frame and Sampling Location

The sampling frame was national population register (http://www.statistics.gov.my/portal/download_Population/files/BPD/ad_2010.pdf) which involves all local citizens in Selangor and Wilayah Persekutuan Kuala Lumpur and the list of number of foreign citizens (http://corporate.tourism.gov.my/research.asp?page=facts_figures).

Table 3.1: Number of Shops for each Shopping Mall in Kuala Lumpur Area

Shopping Mall	Number of Shops	Number of Floors	Floor Area
1 Utama Shopping Centre	600+	4	465,000 m ₂
Fahrenheit 88	280	5	28,000 m ₂
Mid Valley Megamall	430	5	420,000 m ₂
Pavilion Kuala Lumpur	450	7	130,000 m ₂
Sungei Wang Plaza	200+	6	111,000 m ₂
The Gardens	200+	6	39,000 m ₂

Source: Developed for the research

The sampling location was two shopping malls which are Mid Valley Megamall and The Gardens. The combination of Mid Valley Megamall and The Gardens is a mixed-use development which called as Mid Valley City. According to Table 3.1, Mid Valley Megamall and The Gardens have 630+ shops. Both have their own styles that attract many local and foreign citizens. Mid Valley Megamall is selling its classic setup (Mid Valley Megamall, 2008); while The Gardens focuses on high-end customers (The Garden Mall, 2009). Mid Valley Megamall won two awards which are Best Shopping Complex Award 2000 by Tourism Malaysia and Best Retail Development Award by FIABCI Malaysia in 2001(Mid Valley Megamall, 2008).

3.3.3 Sampling Elements

The respondents in this study referred to shoppers who are eighteen years old and above for completing our questionnaire at selected shopping malls located at Mid Valley Megamall and The Gardens. The reason to choose these sampling elements are because they have purchasing power and understand English language since our questionnaire is using this language for each question.

3.3.4 Sampling Technique

In this study, we have chosen non-probability sampling technique. According to Malhotra (2010, p. 379), non-probability sample may yield good estimates of the population characteristics. The population elements are selected based on the judgement of researchers. We selected respondents who just purchased clothes from clothing stores or in a group.

This is because respondents who just bought clothes are able to recall the store atmosphere of the clothing store when completing our questionnaire meanwhile shoppers in group might rich in their social networks and willing to share their experience of shopping. The researchers used their expertise to make judgement and select the elements from sample. Researchers believe that they are representatives of the population of interest otherwise appropriate (Malhotra, 2010, p. 379).

3.3.5 Sampling Size

A total of 350 questionnaires are distributed based on judgement methods. Cattell (1978) stated that if a study included three to six independent variables, it should include of minimum 250 for the respondent size. A guidance to determine the adequacy of sample size: 100 = poor; 200 = fair; 300 = good; 500 = very good; and 1,000 = excellent (Comrey & Lee, 1992). In our study, we fulfilled both theory of Cattell (1978) which hit more than 250 respondents since we used five independent variables and theory of Comrey and Lee (1992) which we successfully collected 350 questionnaires that considered as good sampling size. Israel (2009) clarified that factors such as cost and variability within the population or subpopulation are critical in determining sample size. Thus, we only conducted 350 questionnaires because of limited budget and highly varied respondents who have different genders, age levels, occupation types and income levels.

3.4 Research Instrument

Questionnaire survey has been used in this study. Hair, Babin, Money, and Samouel (2003) mentioned that effectiveness and high response rate are the

reasons for researchers use questionnaire widely to collect primary data if the population of respondents is well-educated.

3.4.1 Pilot Test

Before the actual questionnaire is distributed, a pilot test is conducted to find out unseen error in the questionnaire to guarantee reliability and validity of result. Pilot test is a small-scale exploratory research technique that uses sampling without applying rigorous standards (Zikmund, 2003). 10 sets of questionnaire are distributed among lecturers and tutors of UTAR due to their professional in research area. Another 20 sets are distributed among our course mates. Besides, we also distributed 30 questionnaires to friends and family members to test their understanding of those questions.

3.4.2 Questionnaire Design

There are three basic question-response formats which are open, close-ended and scale-response question use to design questionnaire.

According to Hair, Bush, and Ortinau (2006), close-ended questions are to choose a predetermined set of responses. In our study, we decided to apply close-ended questions because it can save respondents' time and effort when answering the questions. Respondents can easily pick up answers in the form of five-point Likert-type scale. Whole structure of questionnaire is designed in simple English words to allow respondents understand well each question and hence provide the best answer. Each of the questions is direct and not confusing. None of the double-barrelled items is found in our questionnaire.

The questionnaire is classified into three sections (Appendix 3.2). In Section A and B, each variable involves five or six questions using five-point Likert-type scale technique ranging from ‘strongly disagree’ to ‘strongly agree’.

Section A consists of questions that related to five independent variables tested in the study. The independent variables are display and layout, music, lighting, cleanliness and participant factors.

In Section B, we sought on the information about questions corresponding with customer patronage intention towards clothing stores based on store atmospheric stimuli stated in Section A.

Section C is about respondents’ demographic details such as gender, age, occupation, and income level. All structured questions are set in dichotomous and multiple choices to assure a more specified response. All respondents’ responses and personal information are confidential and undisclosed no matter any situation happen.

3.5 Constructs Measurement

3.5.1 Scale Definition

Measurement is the assignment of numbers to objects or event systematically. There are four levels of measurement scales, common distinguished: nominal, ordinal, interval and ratio. The appropriate measure scales will be implemented for the analysis of data.

Questions in Section A and B are redesigned to test the independent and dependent variables. The differences between units on scale are equal to measurement of interval scale. The five-point Likert-type scale will be

used in the questionnaire to measure the degree of agreement and disagreement of respondents with constructed statements about a stimulus object given.

Nominal and ordinal measurement scales are used in Section C. Nominal scale is for variables in which differentiated by a simple naming system (Malhotra, 2010). In our study, nominal scale is applied for gender and occupation. For example, a number assigned to reflect a respondent's gender (i.e., male = 1 and female = 2).

Ordinal scale is assigned to objects relative with characteristics possessed (Malhotra, 2010). The ordinal scale makes it possible to measure the attitude, opinion and measurement on the object whether it has more or less of a characteristic in the study (Malhotra, 2010). In our research, ordinal scale is applied for age and income level because age and income level contain "greater than" and "less than" judgements from respondents (Malhotra, 2010).

3.5.2 Original Sources of Measurement

Table 3.2: The Original Sources of Measurement

Construct	Adapted from
Display and Layout	Cahan and Robinson (1984) Susana and Maria (2009) Titus and Everett (1995) Turley and Ronald (2000)
Music	Ishwar, RuchiGarg, and Zillur (2010) Susana and Maria (2009) Yalch and Spangenberg (1988)
Lighting	Areni and Kim (1994) Milliman (1982) Susana and Maria (2009) Vaccaro, Yucetepe, Baumgarten, and Lee (2008) Yalch and Spangenberg (2000)
Cleanliness	Susana and Maria (2009) Zee, Linda, and Good (2007)
Participant Factors	Baker, Parasuraman, Grewal, and Voss (2002) Berman and Evans (2007) Machleit, Kellaris, and Eroglu (1994)
Customer Patronage Intention	Baker et al. (2002) Donovan and Rossiter (1982)

	Hightower, Brady, and Baker (2002) Macintosh and Lockshin (1997)
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Source: Developed for the research

3.5.3 Operational Definitions of Constructs

An abstraction such as customer patronage intention is difficult to visualise. The construction is build to combine simple and concrete concepts.

Table 3.3: The Operational Definitions of Constructs

Multi-Item Scale Measure	No. of Items	Sample Items
Display and Layout	5	<ul style="list-style-type: none"> • I will prefer the store that allows me move easily. • It would be easy for me if the product organization allows me to identify location of product in store easily. • The locations of each department allows me to shop in a convenience way. • I am attractive to the store display window that allows me to see displayed products clearly. • I feel comfort with the clear shelves information.
Music	5	<ul style="list-style-type: none"> • I am pleasure with rhythm of the background music. • I am enjoying with the volume of music played in store. • I feel familiar when the music played in store is the music I usually listen to. • I am pleasure with the type of background music. • I feel enjoy with the existence of background music.
Lighting	5	<ul style="list-style-type: none"> • I prefer the light in store that allows me to evaluate the quality of product clearly. • Sufficient of lighting at the corners of store let me see clearly. • I am attractive to the store with sufficient lighting. • Different lighting used in store attracts my attention.

		<ul style="list-style-type: none"> • I feel comfort with bigger clarity in store.
Cleanliness	5	<ul style="list-style-type: none"> • I prefer store with clean floor. • I prefer store with clean shelves. • I prefer store that is always in clean condition. • The products in store are tidy in arrangement. • I feel comfort in the clean and tidy store.
Participant Factors	6	<ul style="list-style-type: none"> • I prefer employees of a store always wear in tidy and neat form. • I prefer store with polite employee. • I am happy when employee communicates friendly with me. • I prefer store with good service quality. • Crowding in store grabs my attention. • I feel comfort that having a reasonable number of customers in the store.

Source: Developed for the research

3.6 Data Processing

Data must be converted into suitable form which contained in the questionnaire in order to subject to statistical analysis (Malhotra, 2002, p.450). The data collected will undergo data processing process to ensure the data in the standard of quality.

3.6.1 Checking

The first step of data processing process is to check on questionnaire before it is distributed in order to reduce the risk of potential problems like wording, incomplete content, sequence, form and layout and question difficulty. Therefore, the mistaken can be detected early and corrective action was taken.

3.6.2 Editing

Refer to Malhotra (2007, p.415), editing is to ensure the accuracy and precision of the questionnaire. Less than 10 % of respondents show that the questionnaire is not feasible hence editor may assign missing values to unsatisfactory responses.

3.6.3 Coding

Coding means assigning code which is usually a number to each possible response of each question (Malhotra, 2007, p.417). The code includes an indication of the column position (field) and data record. In Section C, the gender of respondents, “male” codes as 1 and “female” codes as 2. The step of coding is simplify storage of data with digit codes and easier for categorising when used of SPSS software.

3.6.4 Transcribing

According to Malhotra (2007, p.421), transcribing data involves transferring coded data from questionnaires or coding sheet into disks or directly into computers. The data will pre-check to ensure error free. Key punching is the most frequently and commonly used method for drop-off survey when creating forms and optical scanning is unavailable (Malhotra, 2002).

3.7 Data Analysis

According to Sekaran (2003), the objective of data analysis includes measuring central of tendency and variability (descriptive analysis), testing reliability (scale measurement) and testing the hypotheses development for the research (inferential analyses).

Data analysis is the immediate results that should be monitored to avoid error that may invalidate the conclusions. Researchers have to determine if data characteristic and quality have been met through analysis of the completed questionnaires. Researcher obtained the result from SPSS analyses and illustrated by using pie chart as well.

3.7.1 Descriptive Analysis

Descriptive analysis is useful to explore and examine data before performing statistical tests and subsequently carrying out statistical analysis and data interpretation. Measures of central tendency include mean, median and mode while measures of variability include standard deviation, variance and skewness.

In the Section A, B and C of the questionnaire (Appendix 3.2), the data of independent variables, dependent variable and respondents' demographic profile will be interpreted into percentage. Meanwhile, the central tendency of question in Section C measured through mean, median, mode and standard deviation. Pie charts and line graph will be used for visually exploring data and statistics.

Frequency analysis will be shown in pie charts responding to the respondents' demographic data. Only one variable is considered at a time for ordinal or nominal data, e.g., percentage of respondents in different age ranges. Tables of frequency counts, percentages, and cumulative percentages for all the information associated with each demographic data input will be generated from frequency analysis (Appendix 4.1).

3.7.2 Scale Measurement

The reliability test is to ensure measurement is free from unstable error in order to obtain a consistent result. The reliability analysis involves the test of Cronbach's alpha. According to Cavana, Delahaye, and Sekaran, 2001, the test of Cronbach's alpha value is appropriate for the 'multi-scaled items' and is a perfectly adequate index of the inter-item consistency reliability. The coefficient alpha value can range from 0 to 1 and a value less than 0.60 would generally indicate unsatisfactory internal-consistency reliability (Hair et al., 2006; Malhotra, 2010).

Table 3.4: The Rule of Thumb for Cronbach's Alpha Coefficient Value

Alpha Coefficient Range	Strength of Association
<0.60	Poor
0.60 to <0.70	Moderate
0.70 to <0.80	Good
0.80 to <0.90	Very Good
0.90	Excellent

Source: Hair, J. F., Babin, B. Jr., Money, A. H., & Samouel, P. (2003). *Essential of business research methods*. United States of America: John Wiley & Sons.

3.7.3 Inferential Analyses

Inferential analysis is used to investigate relationships between independent variables (display and layout, music, lighting, cleanliness and participant factors) and dependent variable (customer patronage intention). All hypotheses will be tested through inferential analyses such as Pearson Correlation, Multicollinearity, and Multiple Regression analyses.

3.7.3.1 Pearson Correlation Analysis

Correlation is a statistical summarizing of strength of association between two interval variables which is Pearson's Correlation Analysis (Malhotra & Peterson, 2006). Pearson Correlation Coefficient is used to measure the association between independent variable (X) and dependent variable (Y). In our study, X refers to five store atmospheric stimuli and Y refers to customer patronage intention.

The correlation coefficient (r) indicates both magnitude of the linear relationship (-1 to 1) and the direction of the relationship (- or +). The positive sign of r (e.g. +1), means there is positive linear relationship between X and Y. When r is negative sign (e.g., -1), it shows negative relationship between X and Y. When r equal zero, there is no correlation between X and Y.

In the Pearson Correlation test, the significance level is 0.05 which means there is 95% of confidence level. The hypothesis is accepted when the significant p-value result less than 0.05 (Malhorta, 2010).

3.7.3.2 Multicollinearity

According to Malhorta (2010, p.586), multicollinearity occurs when intercorrelations among independent variables are very high. Once the intercorrelations among predictors are too high (>0.70), one of the highly correlated variables should be removed.

3.7.3.3 Multiple Regression Analysis

Hair et al. (2006) stated that usage of multiple regression analysis is to estimate the relationship between independent and dependent variables by analyzing coefficients for the equation for a straight line.

The four basic questions: whether a relationship exists, how strong is the relationship; whether the relationship is positively or negatively skewed and what is the proper way to describe the relationship can be answered through the construct of multiple regression analysis (Hair et al., 2006).

Coefficient of Determination (R^2) is a measure obtained by the correlation coefficient, the proportion of the total variance of a variable accounted for by another value of another variable. If R^2 has higher value, there will be higher impact of store atmospheric stimuli on customer patronage intention.

ANOVA is a hypothesis-testing technique to determine if statically significant differences in means occur between two and more groups. ANOVA test if “grouping” observations explains the variances in dependent variable. ANOVA test must have dependent variable (customer patronage intention) in metric. The F-test is to determine degree of variability in the scores of one sample than the scores of another sample.

$$F = \frac{\text{Variance-between-groups}(SSB)}{\text{Variance-within-groups}(SSE)}$$

From multiple regression analysis, an equation can be formed for this study to determine the statistical significance of each independent variable on the dependent variable.

Equation:

$$Y = a + bX_1 + cX_2 + dX_3 + eX_4 + fX_5 + h$$

Y	=	the value of the customer patronage intention
a	=	fixed; equals the value of Y when the value X ₁ , X ₂ , X ₃ , X ₄ , X ₅ = 0
b, c, d, e, f	=	slope of regression line
X ₁	=	the value of display and layout
X ₂	=	the value of music
X ₃	=	the value of lighting
X ₄	=	the value of cleanliness
X ₅	=	the value of participant factor
h	=	a random term associated with each observation

3.8 Conclusion

Methodologies used in this research are described in detail in this chapter. Next chapter will examine the data obtained through the questionnaire and give detailed analysis on those data obtained.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

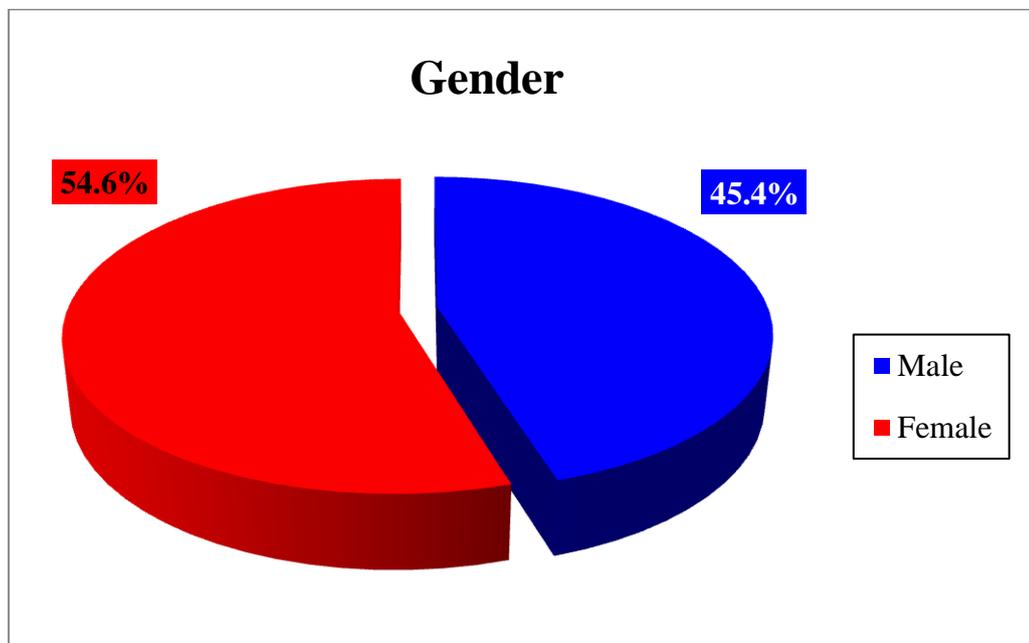
In this chapter, 350 copies of questionnaire collected will be further analyzed and explained by using descriptive analysis, reliability test, and inferential analyses such as Pearson Correlation Analysis, Multicollinearity and Multiple Regression Analysis. SPSS 16.0 software will be used to generate those analyses.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

4.1.1.1 Gender

Figure 4.1: Percentage of Respondents based on Gender

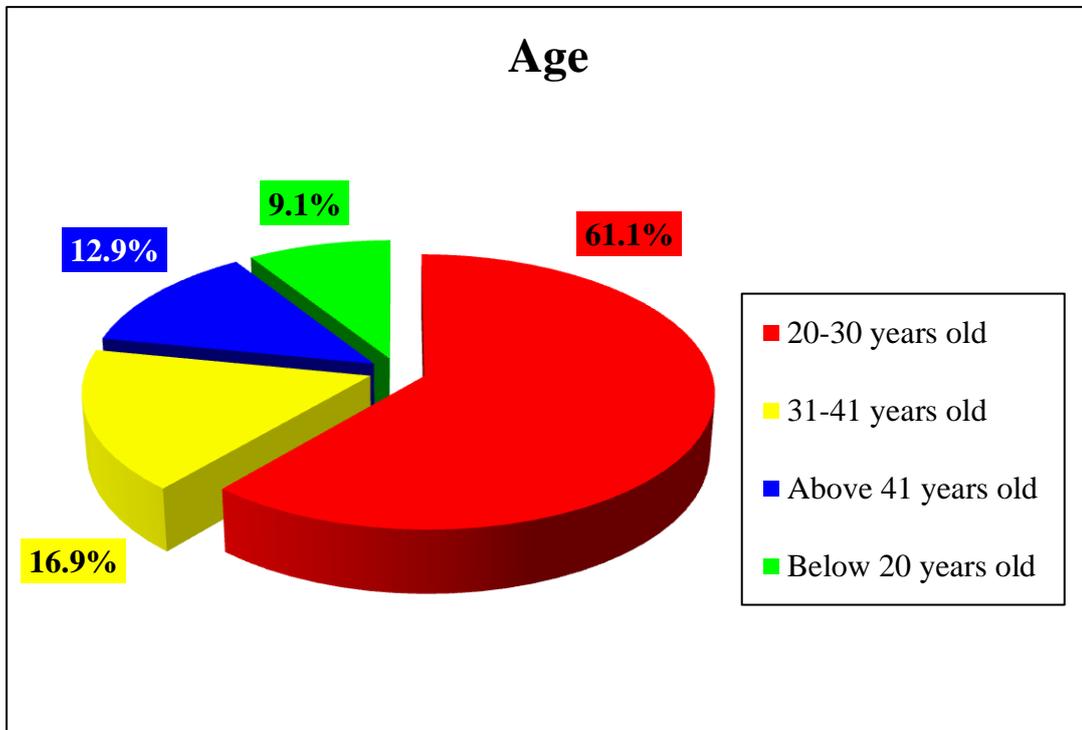


Source: Developed for the research

According to Figure 4.1, majority of respondents are female which consist of 54.6% and the male respondents consist of 45.4%. Details of the result are shown in Appendix 4.1.

4.1.1.2 Age

Figure 4.2: Percentage of Respondents based on Age

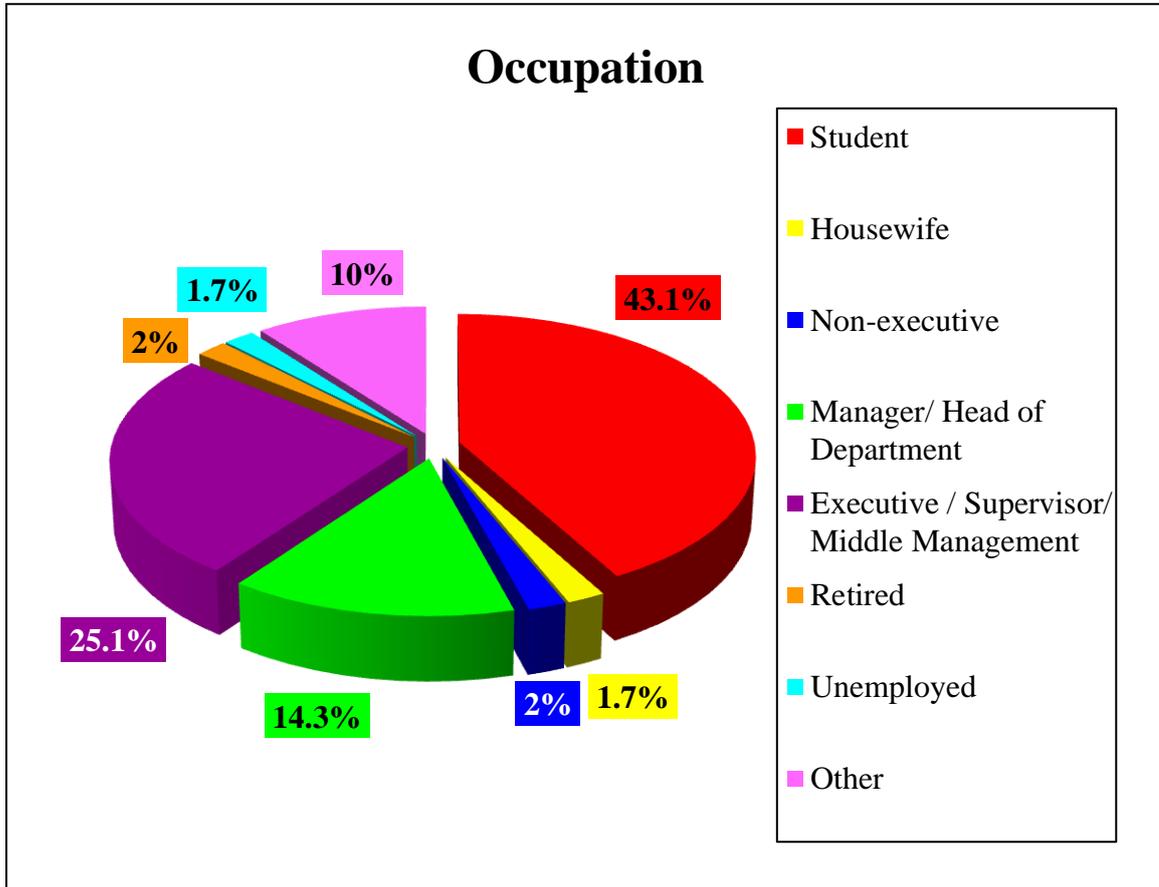


Source: Developed for the research

Based on Figure 4.2, most of the respondents fall into the age group between 20-30 years old (61.1%). Followed by the age group among 31-41 years old (16.9%) and above 41 years old (12.9%). The lowest percentage fall into the age group below 20 years old, it consists only 9.1% of respondents. Details of the result are shown in Appendix 4.1.

4.1.1.3 Occupation

Figure 4.3: Percentage of Respondents based on Occupation

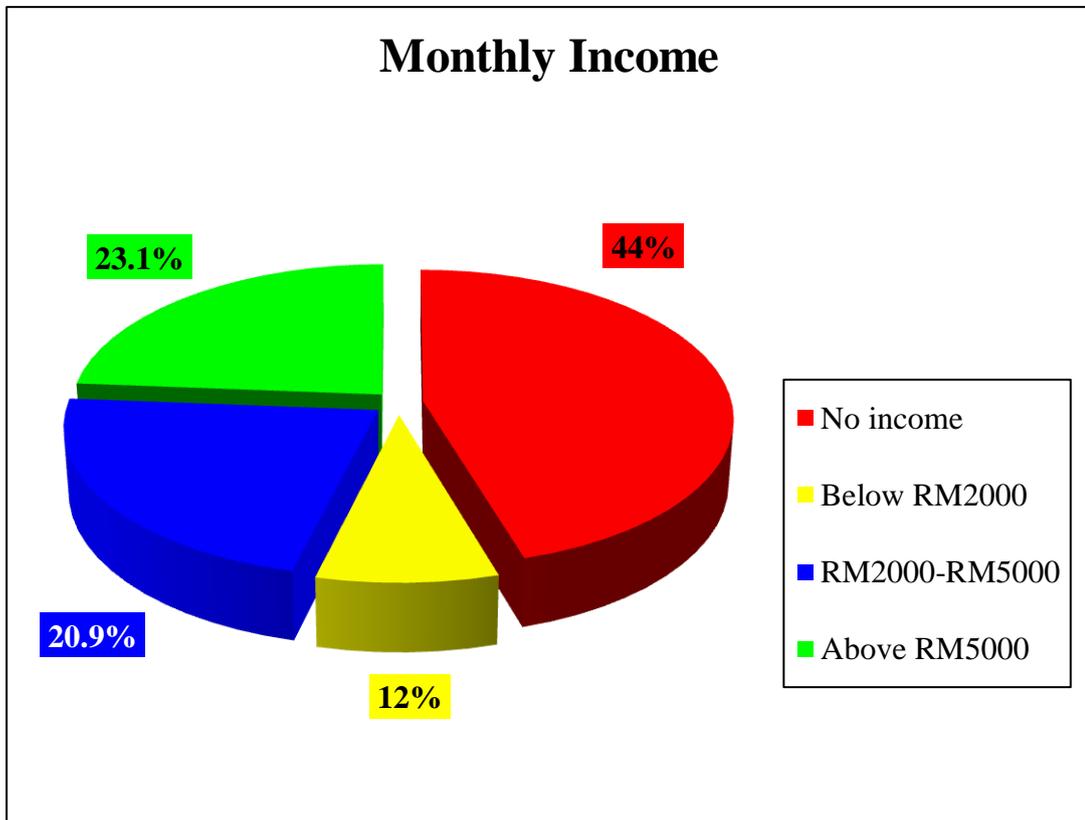


Source: Developed for the research

Based on Figure 4.3, majority of respondents are students which consist of 43.1%. Followed by executive/ supervisor/ middle management (25.1%), manager/ head of department (14.3%) and other occupations (10%). Non-executive and retired consists of 2% respectively. The lowest percentage came from housewife and unemployed which consist of 1.7% respectively. Details of the result are shown in Appendix 4.1.

4.1.1.4 Monthly Income

Figure 4.4: Percentage of Respondents based on Monthly Income



Source: Developed for the research

Figure 4.4 shows that majority of respondents (44%) do not have income. Followed by monthly income that above RM5000 (23.1%) and RM2000-RM5000 (20.9%). Small portion of respondents (12%) fall into the group of monthly income below RM2000. Details of the result are shown in Appendix 4.1.

4.1.2 Central Tendencies Measurement of Constructs

4.1.2.1 Display and Layout

Table 4.1: Summary of Central Tendency for Display and Layout

	The locations of each department in the store are important.	Store display window allows me to see displayed products clearly.	The clear shelves information increases my well-being and comfort.	The product organization allows me to identify the location of products in the store easily.	The corridors in the store allow a good circulation.
Mean	4.14	4.05	3.94	3.82	3.80
Std. Deviation	.765	.845	.851	.825	.793
Skewness	-1.170	-.844	-.582	-.762	-.709
Kurtosis	2.909	1.062	.116	1.044	1.051

Source: Developed for the research

Table 4.1 demonstrates five statements for display and layout. “The locations of each department in the store are important.” scores the highest mean (4.14); while “The corridors in the store allow a good circulation.” scores the lowest mean (3.80).

“The clear shelves information increases my well-being and comfort.” scores the highest standard deviation (0.851); while “The locations of each department in the store are important.” scores the lowest standard deviation (0.765).

Five statements for display and layout are negatively skewness. Kurtosis of five statements for display and layout is positive which means that the distributions for each statement are more peaked than a normal distribution. Details of the result are shown in Appendix 4.2.

4.1.2.2 Music

Table 4.2: Summary of Central Tendency for Music

	The existence of background music increases my well-being and comfort.	The volume of the background music is adequate.	The background music is pleasant.	The rhythm of the background music is adequate.	The type of music which is played at the store is the kind of music that I usually listen to.
Mean	3.68	3.64	3.59	3.52	3.31
Std. Deviation	.900	.781	.740	.771	.943
Skewness	-.315	.045	-.490	-.435	-.315
Kurtosis	-.198	-.491	.383	.658	-.142

Source: Developed for the research

Table 4.2 demonstrates five statements for music. “The existence of background music increases my well-being and comfort.” scores the highest mean (3.68); while “The type of music which is played at the store is the kind of music that I usually listen to.” scores the lowest mean (3.31).

“The type of music which is played at the store is the kind of music that I usually listen to.” scores the highest standard deviation (0.943); while “The background music is pleasant.” scores the lowest standard deviation (0.740).

Four out of five statements for music are negatively skewness except “The volume of the background music is adequate.” is positively skewness. Only two statements which are “The background music is pleasant.” and “The rhythm of the background music is adequate.” are positive in kurtosis which means that the

distributions for these two statements are more peaked than a normal distribution. Details of the result are shown in Appendix 4.2.

4.1.2.3 Lighting

Table 4.3: Summary of Central Tendency for Lighting

	The light in the areas of products allows me to evaluate the quality of the products (e.g., clothes, dress, blouse, trouser, etc.).	The overall light in the store is sufficient.	The bigger the clarity increases my well-being and comfort.	Different lighting used in each area inside the store is important.	The light at the corners of the store (more hidden areas) is sufficient.
Mean	3.94	3.88	3.86	3.65	3.56
Std. Deviation	.781	.791	.796	.825	.860
Skewness	-.581	-.733	-.185	.078	-.160
Kurtosis	.782	1.195	-.563	-.666	-.349

Source: Developed for the research

Table 4.3 demonstrates five statements for lighting. “The light in the areas of products allows me to evaluate the quality of the products (e.g., clothes, dress, blouse, trouser, etc.)” scores the highest mean (3.94); while “The light at the corners of the store (more hidden areas) is sufficient.” scores the lowest mean (3.56).

“The light at the corners of the store (more hidden areas) is sufficient.” scores the highest standard deviation (0.860); while “The light in the areas of products allows me to evaluate the quality of the products (e.g., clothes, dress, blouse, trouser, etc.)” scores the lowest standard deviation (0.781).

Four out of five statements for lighting are negatively skewness except “Different lighting used in each area inside the store is important.” is positively skewness. Only two statements which are “The light in the areas of products allows me to evaluate the quality of the products (e.g., clothes, dress, blouse, trouser, etc.)” and “The overall light in the store is sufficient.” are positive in kurtosis which means that the distributions for these two statements are more peaked than a normal distribution. Details of the result are shown in Appendix 4.2.

4.1.2.4 Cleanliness

Table 4.4: Summary of Central Tendency for Cleanliness

	The fact that the store is clean and tidy increases my well-being and comfort.	The store’s floor is clean.	The store is clean.	The shelves are clean.	The products are tidy and not damaged.
Mean	4.25	4.15	4.14	4.09	3.92
Std. Deviation	.817	.826	.760	.847	.877
Skewness	-1.210	-.988	-.866	-.938	-.504
Kurtosis	2.142	1.209	1.538	1.256	-.049

Source: Developed for the research

Table 4.4 demonstrates five statements for cleanliness. “The fact that the store is clean and tidy increases my well-being and comfort.” scores the highest mean (4.25); while “The products are tidy and not damaged.” scores the lowest mean (3.92).

“The products are tidy and not damaged.” scores the highest standard deviation (0.877); while “The store is clean.” scores the lowest standard deviation (0.760).

All statements for cleanliness are negatively skewness. Four out of five statements for cleanliness have positive value in kurtosis which means that the distributions for these four statements are more peaked than a normal distribution except the kurtosis of “The products are tidy and not damaged.” is negative which means that its distribution is flatter than a normal distribution. Details of the result are shown in Appendix 4.2.

4.1.2.5 Participant Factors

Table 4.5: Summary of Central Tendency for Participant Factors

	The politeness of employee is important.	Communication between employee and customers is important.	The appearance of employee is important.	The employees provide good service quality to me.	The fact of having a reasonable number of customers in the store increases my well-being and comfort.	Crowding shows attractiveness of the store.
Mean	4.37	4.35	4.04	3.97	3.73	3.54
Std. Deviation	.866	.839	.926	.859	.854	.941
Skewness	-1.442	-1.206	-.928	-.098	-.342	-.218
Kurtosis	2.165	1.166	.926	-1.286	.084	-.226

Source: Developed for the research

Table 4.5 demonstrates six statements for participant factors. “The politeness of employee is important.” scores the highest mean

(4.37); while “Crowding shows attractiveness of the store.” scores the lowest mean (3.54).

“Crowding shows attractiveness of the store.” scores the highest standard deviation (0.941); while “Communication between employee and customers is important.” scores the lowest standard deviation (0.839).

All statements for participant factors are negatively skewness. Four out of six statements for participant factors have positive value in kurtosis which means that the distributions for these four statements are more peaked than a normal distribution except “The employees provide good service quality to me” and “Crowding shows attractiveness of the store.” have negative value in kurtosis which means that the distributions of these two statements are flatter than a normal distribution. Details of the result are shown in Appendix 4.2.

4.1.2.6 Customer Patronage Intention

Table 4.6: Summary of Central Tendency for Customer Patronage Intention

	I would like to visit the store again.	I would like to repurchase in the future.	I would like to purchase in the store.	I would like to tell my family and friends about the store.	I would like to shop longer in the store.
Mean	3.84	3.69	3.69	3.61	3.49
Std. Deviation	.724	.678	.679	.713	.786
Skewness	-.112	.352	.083	-.163	-.221
Kurtosis	-.374	-.669	-.356	.639	.312

Source: Developed for the research

Table 4.6 demonstrates five statements for customer patronage intention. “I would like to visit the store again.” scores the highest mean (3.84); while “I would like to shop longer in the store.” scores the lowest mean (3.49).

“I would like to shop longer in the store.” scores the highest standard deviation (0.786); while “I would like to repurchase in the future.” scores the lowest standard deviation (0.678).

Three out of five statements for customer patronage intention are negatively skewness except “I would like to repurchase in the future.” and “I would like to purchase in the store.” are positively skewness. Only two statements which are “I would like to tell my family and friends about the store.” and “I would like to shop longer in the store.” are positive in kurtosis which means that the distributions for these two statements are more peaked than a normal distribution. Details of the result are shown in Appendix 4.2.

4.2 Scale Measurement

4.2.1 Reliability Analysis

The following table shows the summary of reliability statistics for five independent variables (display and layout, music, lighting, cleanliness, and participant factors) and one dependent variable (customer patronage intention). All items used in each variable will be involved for this reliability test.

Table 4.7: Summary of Reliability Statistics

No.	Construct	Cronbach's Alpha	Number of Items
1	Display and Layout (IV1)	0.731	5
2	Music (IV2)	0.711	5
3	Lighting (IV3)	0.668	5
4	Cleanliness (IV4)	0.889	5
5	Participant Factors (IV5)	0.767	6
6	Customer Patronage Intention (DV)	0.766	5

Source: Developed for the research

According to Table 4.7, the Cronbach's alpha value for display and layout (5 items) is 0.731, music (5 items) is 0.711, lighting (5 items) is 0.668, cleanliness (5 items) is 0.889, participant factors (6 items) is 0.767, and customer patronage intention (5 items) is 0.766. By referring to Table 4.7, all Cronbach's alpha values for each constructs are more than 0.60. Thus, we concluded that all items for each construct of this study provide stable and consistent results. Details of the result are shown in Appendix 4.3.

4.3 Inferential Analyses

4.3.1 Pearson Correlation Analysis

Table 4.8: Summary of Pearson Correlation Analysis

		Customer Patronage Intention (DV)
Display and Layout (IV1)	Pearson Correlation	.208 **
	Sig. (2-tailed)	.000
Music (IV2)	Pearson Correlation	.273 **
	Sig. (2-tailed)	.000
Lighting (IV3)	Pearson Correlation	.344 **
	Sig. (2-tailed)	.000
Cleanliness (IV4)	Pearson Correlation	.350 **
	Sig. (2-tailed)	.000
Participant Factors (IV5)	Pearson Correlation	.482 **
	Sig. (2-tailed)	.000
Customer Patronage Intention (DV)	Pearson Correlation	1
	Sig. (2-tailed)	

**Correlation is significant at the 0.01 level (2-tailed).

Source: Developed for the research

According to Table 4.8, participant factors has the strongest positive association with customer patronage intention ($r = 0.482$). Then, it is followed by the positive correlation between cleanliness and customer patronage intention ($r = 0.350$); lighting and customer patronage intention ($r = 0.344$); music and customer patronage intention ($r = 0.273$). The weakest level of positive association is between display and layout and customer patronage intention ($r = 0.208$).

Table 4.8 shows p-values of all independent variables are less than 0.05. This means that all hypotheses of this study can be accepted. Details of the result are shown in Appendix 4.4.

4.3.2 Multicollinearity

Table 4.9: Summary of Partial Correlation

Control Variables			Display and Layout (IV1)	Music (IV2)	Lighting (IV3)	Cleanliness (IV4)	Participant Factors (IV5)
Customer Patronage Intention (DV)	Display and Layout (IV1)	Correlation	1.000				
		Significance (2-tailed)	.				
	Music (IV2)	Correlation	.292	1.000			
		Significance (2-tailed)	.000	.			
	Lighting (IV3)	Correlation	.439	.195	1.000		
		Significance (2-tailed)	.000	.000	.		
	Cleanliness (IV4)	Correlation	.496	.258	.571	1.000	
		Significance (2-tailed)	.000	.000	.000	.	
	Participant Factors (IV5)	Correlation	.271	.154	.335	.361	1.000
		Significance (2-tailed)	.000	.004	.000	.000	.

Source: Developed for the research

According Table 4.9, intercorrelations among all independent variables of this study are low because their coefficient values are lower than 0.70. This means that none of the independent variables removes from this model. As such, all these variables can be used for further analysis in multiple regression method. Details of the result are shown in Appendix 4.5.

4.3.3 Multiple Regression Analysis

Table 4.10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 ^a	.276	.266	.44159

a. Predictors: (Constant), Participant Factors, Music, Display and Layout, Lighting, Cleanliness

b. Dependent Variable: Customer Patronage Intention

Source: Developed for the research

According to Table 4.10, R_2 for this model is 0.276. This means that 27.6% of the variation in the dependent variable (customer patronage intention) can be explained by five independent variables (participant factors, music, display and layout, lighting and cleanliness).

Table 4.11: Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.579	5	5.116	26.234	.000 ^a
	Residual	67.082	344	.195		
	Total	92.661	349			

a. Predictors: (Constant), Participant Factors, Music, Display and Layout, Lighting, Cleanliness

b. Dependent Variable: Customer Patronage Intention

Source: Developed for the research

According to Table 4.11, F value for this model is 26.234 with 0.000 significance level. Thus, the overall regression model with these five predictors (participant factors, music, display and layout, lighting, and cleanliness) has worked well in explaining the variation in customer patronage intention.

Table 4.12: Summary of Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.467	.224		6.535	.000
	Display and Layout, IV1	-.060	.051	-.066	-1.170	.243
	Music, IV2	.123	.045	.135	2.703	.007
	Lighting, IV3	.112	.060	.115	1.876	.061
	Cleanliness, IV4	.071	.048	.095	1.468	.143
	Participant Factors, IV5	.321	.046	.374	6.983	.000

a. Dependent Variable: Customer Patronage Intention, DV

Source: Developed for the research

By referring to Table 4.12, an equation can be formed to determine the statistical significance of each independent variable on the dependent variable.

Equation:

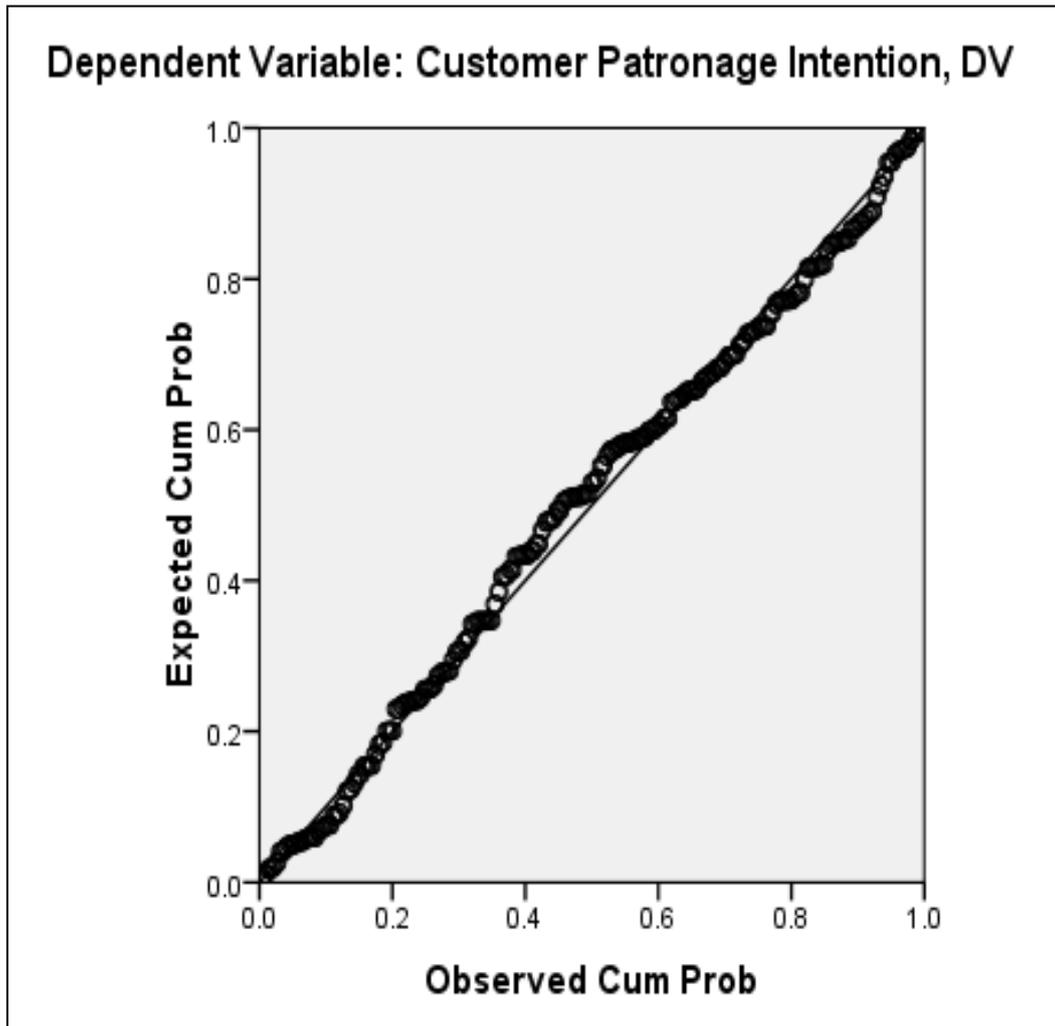
$$CPI = 1.467 + (-0.06)DL + 0.123M + 0.112L + 0.071C + 0.321PF$$

According to the linear equation of this study, participant factors, music, lighting, and cleanliness have significant positive relationship with customer patronage intention; whereas display and layout has significant negative relationship with customer patronage intention.

Participant factors has the highest impact on customer patronage intention because every one unit increases in participant factors will increase 0.321 units of customer patronage intention, by holding other independent variables constant. Then, it is followed by music ($\beta = 0.123$), lighting ($\beta = 0.112$) and cleanliness ($\beta = 0.071$). Display and layout has the lowest impact on customer patronage intention because every one unit increases

in display and layout will decrease 0.06 units of customer patronage intention, by holding other independent variables constant.

Figure 4.5: Normal Probability Plot of Regression Standardized Residual



Source: Developed for the research

According to Figure 4.5, this plot shows that the estimated $CPI = 1.467 + (-0.06)DL + 0.123M + 0.112L + 0.071C + 0.321PF$ is a linearly related. In other word, all independent variables (display and layout, music, lighting, cleanliness, and participant factors) are linearly related to the dependent variable (customer patronage intention).

4.4 Conclusion

In this chapter, respondents' demographic characteristics has been analysed by using frequency analysis. All five independent variables were measured on their central tendencies. The reliability test proved that all variables of this study provided consistent and stable results. Pearson Correlation, Partial Correlation, and Multiple Regression analyses indicated that there are significant relationships between independent variables and dependent variable for this study.

By applying those results generated from this chapter, we will have in-depth discussion about major findings, implications of the study, limitations of the study and recommendations for future research in next chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

After descriptive analysis, scale measurement and inferential analyses are presented and interpreted in detail in previous chapter, this chapter will have discussions on major findings, implications, limitations of research and also recommendations for future study.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

5.1.1.1 Respondent Demographic Profile

Based on analysis of respondents' demographic profile in Chapter Four, majority of respondents are female with significant percentage of 54.6% compared to the male respondents which only consist of 45.4%. Many respondents fall into the age group between 20-30years old with 61.1%. Small portion of respondents fall into the age group below 20 with 9.1%. In occupation field, many respondents are students (43.1%) whereas the lowest percentage for occupation falls into housewife and unemployed

with 1.7% respectively. 44% of respondents do not have any income and only 12% of respondents earn below RM2000 per month.

5.1.1.2 Central Tendencies Measurement of Constructs

In the aspect of display and layout, “The locations of each department in the store are important.” scored the highest mean (4.14); whilst “The corridors in the store allow a good circulation.” scored the lowest mean (3.80). “The clear shelves information increases my well-being and comfort.” scored the highest standard deviation (0.851); while “The locations of each department in the store are important.” scored the lowest standard deviation (0.765).

In the aspect of music, “The existence of background music increases my well-being and comfort.” scored the highest mean (3.68). “The type of music which is played at the store is the kind of music that I usually listen to.” scored the lowest mean (3.31) and the highest standard deviation (0.943). “The background music is pleasant.” scored the lowest standard deviation (0.740).

In the aspect of lighting, “The light in the areas of products allows me to evaluate the quality of the products (e.g., clothes, dress, blouse, trouser, etc.)” scored the highest mean (3.94) and the lowest standard deviation (0.781). “The light at the corners of the store (more hidden areas) is sufficient.” scored the lowest mean (3.56) and the highest standard deviation (0.860).

In the aspect of cleanliness, “The fact that the store is clean and tidy increases my well-being and comfort.” scored the highest mean (4.25). “The products are tidy and not damaged.” scored the

lowest mean (3.92) and the highest standard deviation (0.877). “The store is clean.” scored the lowest standard deviation score (0.760).

In the aspect of participant factors, “The politeness of employee is important.” scored the highest mean (4.37). “Crowding shows attractiveness of the store.” scored the lowest mean (3.54) and the highest standard deviation (0.941). “Communication between employee and customers is important.” scored the lowest standard deviation (0.839).

In the aspect of customer patronage intention, “I would like to visit the store again.” scored the highest mean (3.84). “I would like to shop longer in the store.” scored the lowest mean (3.49) and the highest standard deviation (0.786). “I would like to repurchase in the future.” scored the lowest standard deviation (0.678).

5.1.2 Scale Measurement

According to Table 4.7, the highest Cronbach’s alpha value among all variables is cleanliness which scored 0.889 while the lowest Cronbach’s alpha value is lighting which scored 0.668. All variables are considered as satisfactory internal-consistency reliability because they scored more than 0.60.

5.1.3 Inferential Analyses

5.1.3.1 Pearson Correlation Analysis

According to Table 4.8, there is a positive correlation among all independent variables with dependent variable. Participant factors has the strongest positive relationship with customer patronage intention ($r = 0.482$); while display and layout has the weakest level of positive association with customer patronage intention ($r = 0.208$). Table 4.8 also showed that p-values of all independent variables are less than 0.05. This result proved all hypotheses of this study can be accepted.

5.1.3.2 Multicollinearity

According to Table 4.9, all coefficient values are lower than 0.7 which means the intercorrelations among all independent variables are low. None of the independent variables removes from our study.

5.1.3.3 Multiple Regression Analysis

R^2 for this study is 0.276 which means 27.6% of the variation in the dependent variable can be explained by five independent variables. F value for this model is 26.234 with 0.000 significance level. An equation is formed for this study:

$$\text{CPI} = 1.467 + (-0.06)\text{DL} + 0.123\text{M} + 0.112\text{L} + 0.071\text{C} + 0.321\text{PF}$$

Based on this equation, participant factors, music, lighting, and cleanliness have significant positive relationship with customer patronage intention; whereas display and layout has significant negative relationship with customer patronage intention.

5.2 Discussions of Major Findings

5.2.1 First Hypothesis

H1: There is a significant relationship between display and layout and customer patronage intention.

Based on the result in Chapter Four, there is a negative relationship between display and layout and customer patronage intention. We obtained a significant value at $p < 0.05$ for this hypothesis. Therefore, display and layout of a store plays a role to influence customer patronage intention. Designation of display and layout will lead to comfortable and ease of search for products that will encourage customers to visit, purchase, stay longer, and spread good word-of-mouth on the store.

5.2.2 Second Hypothesis

H2: There is a significant relationship between music and customer patronage intention.

From the result of study, there is a positive relationship between music and customer patronage intention as the significant value shows $p < 0.05$. Studies of Alpert and Alpert (1986, 1988) concluded that music will affect customers' mood and purchase behaviour which in turn affect the

patronage intention towards a particular store. Therefore, playing background music to affect customers' mood is an important criterion to reach the objective of store.

5.2.3 Third Hypothesis

H3: There is a significant relationship between lighting and customer patronage intention.

The result for this hypothesis shows that there is a positive relationship between lighting and customer patronage intention with the significant value of $p < 0.05$ obtained. Customers tend to rely on the lighting on store to determine the quality and appearance of products before buying it. Sufficient lighting is important for customers as it will affect customers in determining the product quality and form perception on store (Areni & Kim, 1994). Many customers will purchase on a product if the quality reaches their expectation.

5.2.4 Fourth Hypothesis

H4: There is a significant relationship between cleanliness and customer patronage intention.

From the test conducted, there is a positive relationship between cleanliness and customer patronage intention which supported with the significant value of $p < 0.05$. Loo et al (2005) argued that customers focus more on cleanliness of store rather than other atmospheric elements. When visiting a store, customers will not only look at the display product or layout but also the cleanliness of store whether is the cleanliness on floor or shelves. Without a clean environment, customers would not feel

comfortable. Thus, no matter how nice or how superior is the product, customers will not get attracted. Lucas (2003) proved cleanliness had an impact on the experience of customers towards a place.

5.2.5 Fifth Hypothesis

H5: There is a significant relationship between participant factors and customer patronage intention.

From the result of study, we obtained a significant value of $p < 0.05$ which shows that there is a positive relationship between participant factors and customer patronage intention. Grewal and Sharma (1991) suggested that store employee will influence customer buying emotion and satisfaction. Again, customers will satisfy with the service of employees and will further purchase the product in store if employees pose a friendly approach when serving the customers. Furthermore, customers will prefer a high number of crowds in a store. They will form a perception that the particular store had something special or attraction that attract customers to have a look on the store which they will curious as well and want to be a part of them.

5.3 Implications of the Study

5.3.1 Managerial Implications

The purpose of this research project is to determine the effect of store atmosphere on customer patronage intention in clothing store. Recently, this topic is quite popular among researchers and retailers. Many researchers carried out this field of study based on the actual physical retail

stores in different foreign countries. They did not specifically focus on the type of nature business of those retail stores. Different types of retail stores must provide different combination of various stimuli of store atmosphere to support the overall business of those stores. Hence, we would like to focus our study on the clothing stores based in Malaysia. By clarifying clothing stores as our research field, other researchers can do further study on this area. This will be the reference to all clothing retailers in Malaysia as well in order to match their stores with the current customers' expectation.

In this study, five stimuli of store atmosphere are conducted to identify the effect of each variable on customer patronage intention in clothing store in Malaysia. Customers formed different expectations on these five stimuli towards clothing stores in Malaysia. Thus, the practical implications of each independent variable on the real market will be further discussed on the following.

5.3.1.1 Display and Layout

According to Table 4.12, there is a negative relationship between display and layout and customer patronage intention. This means that every one unit increases in display and layout will decrease 0.06 units of customer patronage intention with the condition of other independent variables remain constant.

In order to investigate the fact deeply, we have to look at the attributes of display and layout. Those attributes are good circulation in the store, product organization, location of each department, store display window and shelves information. Malaysia citizens realize that sufficient level of each attribute for display and layout will create patronage intention. Whenever

display and layout of a clothing store is exceeding the level of acceptance among customers in Malaysia, they will shift their patronage intention to other clothing stores. For example, too much shelves information in a clothing store will confuse customers and create uncomfortable atmosphere when they shop in the store.

5.3.1.2 Music

Nowadays, almost every clothing store plays music to grab customers' attention. The appropriate rhythm, volume, and type of the background music played are able to build up a pleasant atmosphere in clothing stores. In Malaysia, customers believe the existence of background music will increase their well being and comfort. They are willing to visit or shop longer in the clothing store when music is played in the store.

Retailers have to do more researches on the type of music that customers prefer in the current trend. The type of music played in the clothing store will attract different target groups of customers. Furthermore, retailers should play proper music that match with their clothing styles sold in the store. As a result, they will attract the correct target customer group they wished.

5.3.1.3 Lighting

Lighting is another factor that affects customer patronage intention. The sufficient level of lighting in the areas of products, at the corners of the clothing store or even in the overall store will create a comfortable atmosphere for customers to shop in the store.

By using different type of lighting, retailer can draw customers' attention to some particular areas. For example, if retailers wanted to highlight the discount for some products, use of spotlight or other brighter lighting definitely can grab customers' attention on those products.

In Malaysia, many customers agreed that stronger clarity in the store will increase their well being and comfort. However, retailers have to observe thoroughly on the customer preference towards the lighting in clothing stores. Different level or type of lighting is adopted depend on the clothing style and design sold in the store. Therefore, there is not necessary for all clothing stores use bright lighting to create suitable atmosphere.

5.3.1.4 Cleanliness

According to Table 4.7, cleanliness got the highest consistent results among other variables, which scores 0.889. Malaysians believe a clothing store with clean and tidy atmosphere will increase their well-being and comfort.

Store's floor, shelves and product tidiness are those obvious areas that often considered by customers for the store's cleanliness. Hence, retailers must always ensure their clothing stores are in a clean and tidy condition especially on the areas such as store's floor, shelves and product tidiness. Regular clean-up the clothing stores is needed to fulfill customers' expectation in Malaysia.

5.3.1.5 Participant Factors

According to Table 4.8, participant factors has the strongest positive association with customer patronage intention, which scores 0.482. This means that Malaysians consider participant factors as the most important criteria to initiate their patronage intention. Hence, retailers have to put more effort in creating participant factors in order to build up favourable atmosphere in clothing stores.

Appearance of employee, politeness of employee, communication between employee and customers, service quality and crowding in a clothing store are attributes for participant factors in this study. Employees' appearance is important among customers in Malaysia especially in terms of their clean, tidy uniforms. In a clothing store, employees with standardized uniforms create credible and reliable outlooks for customers. Thus, it is reasonable for clothing retailers implement this practice among their employees.

Employees who serve customers in a polite way will create higher customer patronage intention. As such, retailers have to train their employees in greeting customers when those customers come to the store or even before they leave the store. Well communication between employee and customers is another critical factor that affects customer patronage intention. Retailers have to train their employees in the way of their communication with customers in order to attract and retain customers.

Malaysia citizens prefer clothing store that provides good service quality. To meet such expectation, retailers must always inspect the service quality that provided by their employees. Besides, crowding in a clothing store will gain customers' attention. This statement is

true under Malaysians' viewpoint. However, they will only choose the clothing store that has a reasonable number of customers in the store. Retailers should control the customer flow in clothing stores strategically.

5.4 Limitations of the Study

There were several limitations occurred in the progress of the study.

5.4.1 Type of Retail Store

Using single type of retail store is a limitation of our study. This experimental design involved clothing stores in Malaysia which the result may be unusable in other types of retail stores (e.g., grocery store). Consequently, our findings may not be generalized for different types of retail stores.

Besides, specific example for clothing store is not provided for our survey purpose which may affect our result since respondents may have different perceptions due to different clothing stores they visited.

5.4.2 Respondents

Large samples tend to generate better result and minimize the probability errors (Osborne, Jason, & Anna, 2004). In our study, questionnaire survey is conducted based on 350 respondents which are limited and unable to produce a reliable result.

Furthermore, some respondents might misunderstand those questions and did not follow the instruction that will in turn affect the results of study. By using five-point Likert-type scale for our questionnaire, respondents may not be able to express their additional comments and opinions for this study.

Respondents have to imagine the atmosphere of clothing store they visited before when completing the questionnaire. Sometimes, it may difficult for some respondents to recall their memory on the atmosphere of any clothing store.

5.4.3 Mediating Factor

This study is only stated the relationship directly from independent variables to dependent variable. Mediating factor must take into the consideration in the future research to show the reliability. Based on previous studies, the involvement of mediating variable (e.g., cognition, affect, emotion and value) will create a linkage of store atmosphere to the customer response in patronage intention.

5.4.4 Limitations of Secondary Sources

Limited information sources and databases can be searched through for our topic. Moreover, some journals and articles may require payment. Due to limited budget, we unable to access those journals or articles that need to subscribe.

There are only few local researches conducted the research that are applicable to our study. Most of the journals and articles we referred to are

based on the retail stores in foreign countries. Thus, the findings of some journals or articles may not applicable for clothing stores in Malaysia.

In addition, many journals only did literature review on one store atmospheric stimulus. Those journals may not suitable use for our study since we conducted five store atmospheric stimuli together at one time. Thus, we have to find more journals to combine and support for validity of the study.

5.5 Recommendations of Future Research

Limitation of studies makes issues unresolved. Hence, future researchers need to put more effort in order to increase the validity of future research.

Future researchers are advice to collect questionnaire's feedback based on the most reliable and logical method within limitation. This is to ensure a more valid result as it covers the opinion of people from all around the region of research. Take Singapore as an example, as it is a small country, we can go over all districts of Singapore and distribute questionnaires to selected sample. As for big country like China, future researchers need to select wisely the areas that able to represent the opinions from people all around China.

Moreover, few open-ended response questions should be added into questionnaire survey. By using this type of question, we can reveal unanticipated opinions from respondents towards this study. Those unforeseen opinions may improve the overall result of the research.

Sample size of research is a matter that will influence the result of research as well. The greater the sample sizes of respondents, the more reliable the result. Thus, future studies should involve more than 1000 respondents because Comrey and Lee (1992) postulated that 1000 respondents and above is considered as excellent

sample size. It also likely depends on the sampling technique that uses in a research. Future researchers need to determine the suitable sampling technique in order to reach the targeted sample accurately in turn to deliver a more accurate and reliable result for research.

5.6 Conclusion

In nutshell, this research concluded that store atmosphere is an important factor on shaping customers' patronage behaviour. Hence, it is essential to continuously conduct future research with in-depth knowledge on this topic because store atmosphere is foreseen as vital for today's business world.

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APPENDICES

(APPENDIX 3.1)

The Population in each state in Malaysia 2010

State	Total Population('000)
Malaysia	28,250.5
Selangor	5,102.6
Johor	3,305.9
Sabah	3,214.2
Sarawak	2,506.5
Perak	2,460.8
Kedah	1,966.9
W.P. Kuala Lumpur	1,722.5
Pulau Pinang	1,596.9
Kelantan	1,670.5
Pahang	1,534.8
Terengganu	1,050.0
Negeri Sembilan	1011.7
Melaka	771.5
Perlis	240.1
W.P. Labuan	95.9

Source: Developed for the research

(APPENDIX 3.2)

Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF BUSINESS AND FINANCE
BACHELOR OF MARKETING (HONS)

Dear respondents,

We are undergraduate students of Bachelor of Marketing (Hons) in Universiti Tunku Abdul Rahman. We would like to conduct the final year project research entitled “The influence of store atmosphere on customer patronage intention towards clothing stores in Malaysia”. The main objective of the research is to identify the relationships between store atmospheric stimuli and customer patronage intention based on clothing stores in Malaysia.

This questionnaire consists of three sections, Section A, Section B and Section C. In Section A, the questions include of intended to test respondents’ responses on five store atmospheric stimuli towards the Malaysia’s clothing stores. In Section B, the questions include of intended to test respondents’ responses on customer patronage intention towards clothing stores in Malaysia which is influenced by those five atmospheric stimuli stated in Section A. In Section C, respondents need to fill up their demographic profile.

We will greatly appreciate with your cooperation and time in completing this questionnaire. Your feedback would assist us to achieve a better analysis for our research project. Your information will remain strictly confidential and will be used for research purpose only.

Thank You,

Members present:

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**The Influence of Store Atmosphere on
Customer Patronage Intention towards Clothing Stores in Malaysia**

Research Objective: To identify how various stimuli of store atmosphere affect customer patronage intention towards a clothing store.

Section A: Store Atmosphere

This section is seeking your opinion about each element of store atmosphere. Please imagine you are shopping at a **clothing store** (e.g., Padini Concept Store, British India, or SUB). Please circle your answer based on agreement-disagreement scale below.

[(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree].

Statement Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV1: Display and Layout					
1) The corridors in the store allow a good circulation.	1	2	3	4	5
2) The product organization allows me to identify the location of products in the store easily.	1	2	3	4	5
3) The locations of each department in the store are important.	1	2	3	4	5
4) Store display window allows me to see displayed products clearly.	1	2	3	4	5
5) The clear shelves information increases my well being and comfort.	1	2	3	4	5

Statement Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV2: Music					
1) The rhythm of the background music is adequate.	1	2	3	4	5
2) The volume of the background music is adequate.	1	2	3	4	5
3) The type of music which is played at the store is the kind of music that I usually listen to.	1	2	3	4	5
4) The background music is pleasant.	1	2	3	4	5
5) The existence of background music increases my well being and comfort.	1	2	3	4	5
IV3: Lighting					
1) The light in the areas of products allows me to evaluate the quality of the products (e.g., clothes, dress, blouse, trouser, etc.).	1	2	3	4	5
2) The light at the corners of the store (more hidden areas) is sufficient.	1	2	3	4	5
3) The overall light in the store is sufficient.	1	2	3	4	5
4) Different lighting used in each area inside the store is important.	1	2	3	4	5
5) The bigger the clarity increases my well being and comfort.	1	2	3	4	5
IV4: Cleanliness					
1) The store's floor is clean.	1	2	3	4	5
2) The shelves are clean.	1	2	3	4	5
3) The store is clean.	1	2	3	4	5
4) The products are tidy and not damaged.	1	2	3	4	5
5) The fact that the store is clean and tidy increases my well being and comfort.	1	2	3	4	5

Statement Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IV5: Participant Factors					
1) The appearance of employee is important.	1	2	3	4	5
2) The politeness of employee is important.	1	2	3	4	5
3) Communication between employee and customers is important.	1	2	3	4	5
4) The employees provide good service quality to me.	1	2	3	4	5
5) Crowding shows attractiveness of the store.	1	2	3	4	5
6) The fact of having a reasonable number of customers in the store increases my well being and comfort.	1	2	3	4	5

**Section B: Customer Patronage Intention in Clothing Store based on
Atmospheric Stimuli**

In this section, we are interested in your attitude and behaviour towards **a clothing store** in the view of various atmospheric stimuli. Please circle your answer based on agreement-disagreement scale below.

[(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree].

Statement Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
DV: Customer Patronage Intention					
1) I would like to purchase in the store.	1	2	3	4	5
2) I would like to shop longer in the store.	1	2	3	4	5
3) I would like to visit the store again.	1	2	3	4	5
4) I would like to tell my family and friends about the store.	1	2	3	4	5
5) I would like to repurchase in the future.	1	2	3	4	5

Section C: Demographic Profile

Finally, for our statistical purpose, please indicate (/) in the appropriate information about yourself. Each question should only have ONE answer. All responses are strictly confidential.

- 1) Gender : Male Female
- 2) Age : Below 20 years old
 20 - 30 years old
 31 - 41 years old
 Above 41 years old
- 3) Current occupation : Student
 Housewife
 Non-executive
 Executive / Supervisor/ Middle Management
 Manager/ Head of Department
 Retired
 Unemployed
 Other (please specify): _____
- 4) Latest monthly income: No Income
 Below RM 2, 000
 RM 2, 000 - RM 5, 000
 Above RM 5, 000

Thank you for your time and cooperation.

~ The End ~

(APPENDIX 4.1)

FREQUENCY DISTRIBUTION TABLES

Gender

Statistics

N	Valid	350
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	159	45.4	45.4	45.4
	female	191	54.6	54.6	100.0
	Total	350	100.0	100.0	

Age

Statistics

N	Valid	350
	Missing	0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20 years old	32	9.1	9.1	9.1
	20-30 years old	214	61.1	61.1	70.3
	31-41 years old	59	16.9	16.9	87.1
	above 41 years old	45	12.9	12.9	100.0
	Total	350	100.0	100.0	

Occupation

Statistics

N	Valid	350
	Missing	0

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	151	43.1	43.1	43.1
	housewife	6	1.7	1.7	44.9
	non-executive	7	2.0	2.0	46.9
	executive/supervisor/middle management	88	25.1	25.1	72.0
	manager/head of department	50	14.3	14.3	86.3
	retired	7	2.0	2.0	88.3
	unemployed	6	1.7	1.7	90.0
	other	35	10.0	10.0	100.0
	Total	350	100.0	100.0	

Monthly Income

Statistics

N	Valid	350
	Missing	0

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no income	154	44.0	44.0	44.0
	below RM2,000	42	12.0	12.0	56.0
	RM2,000-RM5,000	73	20.9	20.9	76.9
	above RM5,000	81	23.1	23.1	100.0
	Total	350	100.0	100.0	

(APPENDIX 4.2)

CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCTS

Display and Layout

		The locations of each department in the store are important.	Store display window allows me to see displayed products clearly.	The clear shelves information increases my well-being and comfort.	The product organization allows me to identify the location of products in the store easily.	The corridors in the store allow a good circulation.
N	Valid	350	350	350	350	350
	Missing	0	0	0	0	0
Mean		4.14	4.05	3.94	3.82	3.80
Std. Error of Mean		.041	.045	.045	.044	.042
Median		4.21 ^a	4.13 ^a	4.00 ^a	3.86 ^a	3.83 ^a
Mode		4	4	4	4	4
Std. Deviation		.765	.845	.851	.825	.793
Variance		.585	.714	.724	.681	.629
Skewness		-1.170	-.844	-.582	-.762	-.709
Std. Error of Skewness		.130	.130	.130	.130	.130
Kurtosis		2.909	1.062	.116	1.044	1.051
Std. Error of Kurtosis		.260	.260	.260	.260	.260
Range		4	4	4	4	4
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5
Sum		1449	1418	1378	1337	1331

a. Calculated from grouped data.

The locations of each department in the store are important.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	1.4	1.4	1.4
	disagree	4	1.1	1.1	2.6
	neutral	39	11.1	11.1	13.7
	agree	191	54.6	54.6	68.3
	strongly agree	111	31.7	31.7	100.0
	Total	350	100.0	100.0	

Store display window allows me to see displayed products clearly.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	5	1.4	1.4	1.4
disagree	6	1.7	1.7	3.1
neutral	68	19.4	19.4	22.6
agree	158	45.1	45.1	67.7
strongly agree	113	32.3	32.3	100.0
Total	350	100.0	100.0	

The clear shelves information increases my well-being and comfort.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	2	.6	.6	.6
disagree	17	4.9	4.9	5.4
neutral	75	21.4	21.4	26.9
agree	163	46.6	46.6	73.4
strongly agree	93	26.6	26.6	100.0
Total	350	100.0	100.0	

The product organization allows me to identify the location of products in the store easily.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	5	1.4	1.4	1.4
disagree	16	4.6	4.6	6.0
neutral	78	22.3	22.3	28.3
agree	189	54.0	54.0	82.3
strongly agree	62	17.7	17.7	100.0
Total	350	100.0	100.0	

The corridors in the store allow a good circulation.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	4	1.1	1.1	1.1
disagree	15	4.3	4.3	5.4
neutral	82	23.4	23.4	28.9
agree	194	55.4	55.4	84.3
strongly agree	55	15.7	15.7	100.0
Total	350	100.0	100.0	

Music

		The existence of background music increases my well-being and comfort.	The volume of the background music is adequate.	The background music is pleasant.	The rhythm of the background music is adequate.	The type of music which is played at the store is the kind of music that I usually listen to.
N	Valid	350	350	350	350	350
	Missing	0	0	0	0	0
Mean		3.68	3.64	3.59	3.52	3.31
Std. Error of Mean		.048	.042	.040	.041	.050
Median		3.69 ^a	3.62 ^a	3.61 ^a	3.54 ^a	3.35 ^a
Mode		4	4	4	4	3
Std. Deviation		.900	.781	.740	.771	.943
Variance		.810	.610	.547	.594	.889
Skewness		-.315	.045	-.490	-.435	-.315
Std. Error of Skewness		.130	.130	.130	.130	.130
Kurtosis		-.198	-.491	.383	.658	-.142
Std. Error of Kurtosis		.260	.260	.260	.260	.260
Range		4	3	4	4	4
Minimum		1	2	1	1	1
Maximum		5	5	5	5	5
Sum		1287	1273	1255	1231	1157

a. Calculated from grouped data.

The existence of background music increases my well-being and comfort.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	1.1	1.1	1.1
	disagree	26	7.4	7.4	8.6
	neutral	114	32.6	32.6	41.1
	agree	141	40.3	40.3	81.4
	strongly agree	65	18.6	18.6	100.0
	Total	350	100.0	100.0	

The volume of the background music is adequate.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	19	5.4	5.4	5.4
	neutral	136	38.9	38.9	44.3
	agree	148	42.3	42.3	86.6
	strongly agree	47	13.4	13.4	100.0
	Total	350	100.0	100.0	

The background music is pleasant.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	2	.6	.6	.6
disagree	23	6.6	6.6	7.1
neutral	117	33.4	33.4	40.6
agree	184	52.6	52.6	93.1
strongly agree	24	6.9	6.9	100.0
Total	350	100.0	100.0	

The rhythm of the background music is adequate.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	5	1.4	1.4	1.4
disagree	20	5.7	5.7	7.1
neutral	139	39.7	39.7	46.9
agree	161	46.0	46.0	92.9
strongly agree	25	7.1	7.1	100.0
Total	350	100.0	100.0	

The type of music which is played at the store is the kind of music that I usually listen to.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	13	3.7	3.7	3.7
disagree	50	14.3	14.3	18.0
neutral	133	38.0	38.0	56.0
agree	125	35.7	35.7	91.7
strongly agree	29	8.3	8.3	100.0
Total	350	100.0	100.0	

Lighting

		The light in the areas of products allows me to evaluate the quality of the products (e.g., clothes, dress, blouse, trouser, etc.).	The overall light in the store is sufficient.	The bigger the clarity increases my well-being and comfort.	Different lighting used in each area inside the store is important.	The light at the corners of the store (more hidden areas) is sufficient.
N	Valid	350	350	350	350	350
	Missing	0	0	0	0	0
Mean		3.94	3.88	3.86	3.65	3.56
Std. Error of Mean		.042	.042	.043	.044	.046
Median		3.97 ^a	3.92 ^a	3.86 ^a	3.63 ^a	3.57 ^a
Mode		4	4	4	3	4
Std. Deviation		.781	.791	.796	.825	.860
Variance		.609	.625	.633	.680	.740
Skewness		-.581	-.733	-.185	.078	-.160
Std. Error of Skewness		.130	.130	.130	.130	.130
Kurtosis		.782	1.195	-.563	-.666	-.349
Std. Error of Kurtosis		.260	.260	.260	.260	.260
Range		4	4	3	3	4
Minimum		1	1	2	2	1
Maximum		5	5	5	5	5
Sum		1378	1359	1350	1278	1246

a. Calculated from grouped data.

The light in the areas of products allows me to evaluate the quality of the products (e.g., clothes, dress, blouse, trouser, etc.).

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	3	.9	.9	.9
disagree	7	2.0	2.0	2.9
neutral	79	22.6	22.6	25.4
agree	181	51.7	51.7	77.1
strongly agree	80	22.9	22.9	100.0
Total	350	100.0	100.0	

The overall light in the store is sufficient.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	4	1.1	1.1	1.1
disagree	11	3.1	3.1	4.3
neutral	75	21.4	21.4	25.7
agree	192	54.9	54.9	80.6
strongly agree	68	19.4	19.4	100.0
Total	350	100.0	100.0	

The bigger the clarity increases my well-being and comfort.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	13	3.7	3.7	3.7
neutral	100	28.6	28.6	32.3
agree	161	46.0	46.0	78.3
strongly agree	76	21.7	21.7	100.0
Total	350	100.0	100.0	

Different lighting used in each area inside the store is important.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	21	6.0	6.0	6.0
neutral	138	39.4	39.4	45.4
agree	133	38.0	38.0	83.4
strongly agree	58	16.6	16.6	100.0
Total	350	100.0	100.0	

The light at the corners of the store (more hidden areas) is sufficient.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	2	.6	.6	.6
disagree	34	9.7	9.7	10.3
neutral	126	36.0	36.0	46.3
agree	142	40.6	40.6	86.9
strongly agree	46	13.1	13.1	100.0
Total	350	100.0	100.0	

Cleanliness

	The fact that the store is clean and tidy increases my well-being and comfort.	The store's floor is clean.	The store is clean.	The shelves are clean.	The products are tidy and not damaged.
N Valid	350	350	350	350	350
Missing	0	0	0	0	0
Mean	4.25	4.15	4.14	4.09	3.92
Std. Error of Mean	.044	.044	.041	.045	.047
Median	4.33 ^a	4.24 ^a	4.20 ^a	4.17 ^a	3.96 ^a
Mode	5	4	4	4	4
Std. Deviation	.817	.826	.760	.847	.877
Variance	.667	.683	.577	.717	.770
Skewness	-1.210	-.988	-.866	-.938	-.504
Std. Error of Skewness	.130	.130	.130	.130	.130
Kurtosis	2.142	1.209	1.538	1.256	-.049
Std. Error of Kurtosis	.260	.260	.260	.260	.260
Range	4	4	4	4	4
Minimum	1	1	1	1	1
Maximum	5	5	5	5	5
Sum	1486	1452	1448	1431	1371

a. Calculated from grouped data.

The fact that the store is clean and tidy increases my well-being and comfort.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	5	1.4	1.4	1.4
disagree	3	.9	.9	2.3
neutral	45	12.9	12.9	15.1
agree	145	41.4	41.4	56.6
strongly agree	152	43.4	43.4	100.0
Total	350	100.0	100.0	

The store's floor is clean.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	3	.9	.9	.9
disagree	11	3.1	3.1	4.0
neutral	46	13.1	13.1	17.1
agree	161	46.0	46.0	63.1
strongly agree	129	36.9	36.9	100.0
Total	350	100.0	100.0	

The store is clean.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	3	.9	.9	.9
disagree	4	1.1	1.1	2.0
neutral	50	14.3	14.3	16.3
agree	178	50.9	50.9	67.1
strongly agree	115	32.9	32.9	100.0
Total	350	100.0	100.0	

The shelves are clean.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	5	1.4	1.4	1.4
disagree	7	2.0	2.0	3.4
neutral	60	17.1	17.1	20.6
agree	158	45.1	45.1	65.7
strongly agree	120	34.3	34.3	100.0
Total	350	100.0	100.0	

The products are tidy and not damaged.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	3	.9	.9	.9
disagree	14	4.0	4.0	4.9
neutral	90	25.7	25.7	30.6
agree	145	41.4	41.4	72.0
strongly agree	98	28.0	28.0	100.0
Total	350	100.0	100.0	

Participant Factors

		The politeness of employee is important.	Communication between employee and customers is important.	The appearance of employee is important.	The employees provide good service quality to me.	The fact of having a reasonable number of customers in the store increases my well-being and comfort.	Crowding shows attractiveness of the store.
N	Valid	350	350	350	350	350	350
	Missing	0	0	0	0	0	0
Mean		4.37	4.35	4.04	3.97	3.73	3.54
Std. Error of Mean		.046	.045	.050	.046	.046	.050
Median		5.00	5.00	4.00	4.00	4.00	4.00
Mode		5	5	4	3 ^a	4	3
Std. Deviation		.866	.839	.926	.859	.854	.941
Variance		.751	.704	.858	.738	.730	.885
Skewness		-1.442	-1.206	-.928	-.098	-.342	-.218
Std. Error of Skewness		.130	.130	.130	.130	.130	.130
Kurtosis		2.165	1.166	.926	-1.286	.084	-.226
Std. Error of Kurtosis		.260	.260	.260	.260	.260	.260
Range		4	4	4	3	4	4
Minimum		1	1	1	2	1	1
Maximum		5	5	5	5	5	5
Sum		1531	1523	1414	1388	1306	1240

a. Multiple modes exist. The smallest value is shown

The politeness of employee is important.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	1.7	1.7	1.7
	neutral	54	15.4	15.4	17.1
	agree	87	24.9	24.9	42.0
	strongly agree	203	58.0	58.0	100.0
	Total	350	100.0	100.0	

Communication between employee and customers is important.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	3	.9	.9	.9
disagree	4	1.1	1.1	2.0
neutral	53	15.1	15.1	17.1
agree	97	27.7	27.7	44.9
strongly agree	193	55.1	55.1	100.0
Total	350	100.0	100.0	

The appearance of employee is important.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	8	2.3	2.3	2.3
disagree	7	2.0	2.0	4.3
neutral	74	21.1	21.1	25.4
agree	135	38.6	38.6	64.0
strongly agree	126	36.0	36.0	100.0
Total	350	100.0	100.0	

The employees provide good service quality to me.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	6	1.7	1.7	1.7
neutral	117	33.4	33.4	35.1
agree	110	31.4	31.4	66.6
strongly agree	117	33.4	33.4	100.0
Total	350	100.0	100.0	

The fact of having a reasonable number of customers in the store increases my well-being and comfort.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	4	1.1	1.1	1.1
disagree	16	4.6	4.6	5.7
neutral	115	32.9	32.9	38.6
agree	150	42.9	42.9	81.4
strongly agree	65	18.6	18.6	100.0
Total	350	100.0	100.0	

Crowding shows attractiveness of the store.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	7	2.0	2.0	2.0
disagree	32	9.1	9.1	11.1
neutral	133	38.0	38.0	49.1
agree	120	34.3	34.3	83.4
strongly agree	58	16.6	16.6	100.0
Total	350	100.0	100.0	

Customer Patronage Intention

	I would like to visit the store again.	I would like to repurchase in the future.	I would like to purchase in the store.	I would like to tell my family and friends about the store.	I would like to shop longer in the store.
N Valid	350	350	350	350	350
Missing	0	0	0	0	0
Mean	3.84	3.69	3.69	3.61	3.49
Std. Error of Mean	.039	.036	.036	.038	.042
Median	3.83 ^a	3.66 ^a	3.67 ^a	3.60 ^a	3.50 ^a
Mode	4	4	4	4	3
Std. Deviation	.724	.678	.679	.713	.786
Variance	.524	.459	.460	.509	.617
Skewness	-.112	.352	.083	-.163	-.221
Std. Error of Skewness	.130	.130	.130	.130	.130
Kurtosis	-.374	-.669	-.356	.639	.312
Std. Error of Kurtosis	.260	.260	.260	.260	.260
Range	3	3	3	4	4
Minimum	2	2	2	1	1
Maximum	5	5	5	5	5
Sum	1344	1293	1292	1262	1222

a. Calculated from grouped data.

I would like to visit the store again.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	8	2.3	2.3	2.3
neutral	100	28.6	28.6	30.9
agree	182	52.0	52.0	82.9
strongly agree	60	17.1	17.1	100.0
Total	350	100.0	100.0	

I would like to repurchase in the future.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	2	.6	.6	.6
neutral	144	41.1	41.1	41.7
agree	163	46.6	46.6	88.3
strongly agree	41	11.7	11.7	100.0
Total	350	100.0	100.0	

I would like to purchase in the store.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	7	2.0	2.0	2.0
neutral	130	37.1	37.1	39.1
agree	177	50.6	50.6	89.7
strongly agree	36	10.3	10.3	100.0
Total	350	100.0	100.0	

I would like to tell my family and friends about the store.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	3	.9	.9	.9
disagree	7	2.0	2.0	2.9
neutral	146	41.7	41.7	44.6
agree	163	46.6	46.6	91.1
strongly agree	31	8.9	8.9	100.0
Total	350	100.0	100.0	

I would like to shop longer in the store.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	4	1.1	1.1	1.1
disagree	23	6.6	6.6	7.7
neutral	149	42.6	42.6	50.3
agree	145	41.4	41.4	91.7
strongly agree	29	8.3	8.3	100.0
Total	350	100.0	100.0	

(APPENDIX 4.3)

RELIABILITY STATISTICS

Display and Layout

Case Processing Summary

		N	%
Cases	Valid	350	100.0
	Excluded ^a	0	.0
	Total	350	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.731	5

Music

Case Processing Summary

		N	%
Cases	Valid	350	100.0
	Excluded ^a	0	.0
	Total	350	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.711	5

Lighting

Case Processing Summary

		N	%
Cases	Valid	350	100.0
	Excluded ^a	0	.0
	Total	350	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.668	5

Cleanliness

Case Processing Summary

		N	%
Cases	Valid	350	100.0
	Excluded ^a	0	.0
	Total	350	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.889	5

Participant Factors

Case Processing Summary

		N	%
Cases	Valid	350	100.0
	Excluded ^a	0	.0
	Total	350	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.767	6

Customer Patronage Intention

Case Processing Summary

		N	%
Cases	Valid	350	100.0
	Excluded ^a	0	.0
	Total	350	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.766	5

(APPENDIX 4.4)

Pearson Correlation Analysis

Correlations

		Display and Layout, IV1	Music, IV2	Lighting, IV3	Cleanliness, IV4	Participant Factors, IV5	Customer Patronage Intention, DV
Display and Layout, IV1	Pearson Correlation	1	.332**	.474**	.527**	.332**	.208**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	350	350	350	350	350	350
Music, IV2	Pearson Correlation	.332**	1	.270**	.328**	.261**	.273**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	350	350	350	350	350	350
Lighting, IV3	Pearson Correlation	.474**	.270**	1	.623**	.442**	.344**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	350	350	350	350	350	350
Cleanliness, IV4	Pearson Correlation	.527**	.328**	.623**	1	.465**	.350**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	350	350	350	350	350	350
Participant Factors, IV5	Pearson Correlation	.332**	.261**	.442**	.465**	1	.482**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	350	350	350	350	350	350
Customer Patronage Intention, DV	Pearson Correlation	.208**	.273**	.344**	.350**	.482**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	350	350	350	350	350	350

** Correlation is significant at the 0.01 level (2-tailed).

(APPENDIX 4.5)

Partial Correlation

Correlations

Control Variables			Display and Layout, IV1	Music, IV2	Lighting, IV3	Cleanliness, IV4	Participant Factors, IV5
Customer Patronage Intention, DV	Display and Layout, IV1	Correlation	1.000	.292	.439	.496	.271
		Significance (2-tailed)	.	.000	.000	.000	.000
		df	0	347	347	347	347
	Music, IV2	Correlation	.292	1.000	.195	.258	.154
		Significance (2-tailed)	.000	.	.000	.000	.004
		df	347	0	347	347	347
	Lighting, IV3	Correlation	.439	.195	1.000	.571	.335
		Significance (2-tailed)	.000	.000	.	.000	.000
		df	347	347	0	347	347
	Cleanliness, IV4	Correlation	.496	.258	.571	1.000	.361
		Significance (2-tailed)	.000	.000	.000	.	.000
		df	347	347	347	0	347
Participant Factors, IV5	Correlation	.271	.154	.335	.361	1.000	
	Significance (2-tailed)	.000	.004	.000	.000	.	
	df	347	347	347	347	0	