

Abstract

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THE IMPACT OF STORE ENVIRONMENT ON CONSUMER PATRONAGE INTENTIONS: AN APPLIED STUDY ON FASHION RETAILING IN EGYPT

ABSTRACT Fashion retailing industry is considered to be a changing and growing industry with variety of customer needs and wants, retailers have been seeking to satisfy customers' needs and wants and survive the strong competitive nature of the fashion market through focusing on the importance of consumers patronage intentions to the store. To reach the patronage behavior of consumers, retailers should offer a unique store atmosphere that may influence consumers' emotional states affecting their patronage decision. This study explained the relationship of the store environmental factors and its impact on consumers' emotions affecting the patronage intentions of consumers in fashion retailing industry in Egypt. Where the main questions of this study, is explaining the relationship between all the store environmental factors and the consumer patronage intentions towards fashion retailing? As well as identifying the role of consumer's emotional states in mediating the relationship between the store stimuli and consumer patronage intentions? and what are the most effective factors of the store environment on the internal response of consumers? After reviewing the previous work in literature and the data were collected from interviews to support literature and create the proposed model, also data were collected from shoppers after visiting the retail store through filling a survey of their opinions towards the atmosphere of the store. and identifying the main factors that affect the patronage intention of consumers which were the store environmental factors (ambient, design and sales personnel) affecting the emotional states causing the patronage behavior as mentioned before. Findings of this study showed that the store environmental stimuli do affect consumers' emotions affecting their patronage behavior to the store and that all the relations are positive relations, except the store's scent which is a subvariable of the ambient factors of the store environment that is considered to have no significant relationship with consumers' emotions. Several recommendations and areas of future search were presented in this study.