Chapter 1

INTRODUCTION

This chapter summarizes the importance of the whole research study addressing the field of fashion retailing and its relationship with consumer behavior starting with the overview of the study and problem definition followed by objectives of the research, proposed theoretical framework, research questions, limitations, research methodology, and finally a short summary on this chapter with the whole thesis structure.

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1.1. An overview/Background

Fashion retail industry is expanding very fast nowadays with fast changing dynamics as well (Bhardwaj & Fairhurst, 2010) forcing fashion retailers to react as quickly as possible meeting those consumers' needs and wants (Zeynep & Nilgun, 2011).

Therefore, retailers attempt to build up attractive shopping experience to entice customers as well as maintaining frequency of visits to the store and keep high rate of consumer return patronage (Baker et al., 1992), also Kozinets et al. (2002) stated that store atmosphere can directly create an entertaining customer shopping experience affecting consumer's behavior.

Furthermore, study of the retail environment was concerned to be one of the most important aspects during the last decades, with researchers beginning to study the impact of retail environment on consumer behavior (Turley & miliman 2000) , geographers, architects, and environmental psychologists paid attention towards the impact of physical environment on emotions and behavior (Porteous 1997).

Atmospherics were described by Kotler (1974) as the design of store environment that can stimulate buyer's emotions and ultimately affect their purchase behavior; he also stated that atmosphere can be represented as the quality of the surrounding environment.

Also Lewison (1994) mentioned that retailers can attract consumers through using the physical environment (i.e., sight, sound, scent, and touch) helping to create a favorable store image that will be suitable for target consumers and will influence consumer patronage.

Having a pleasing and attractive physical environment through focusing on sensory appeals will create a competitive advantage in stores that will entice more consumers to patronize their stores.

Therefore, it was important to mention the role of the proposed model that illustrates the impact of store environmental effects on shopping behavior as well as the importance of emotional states.

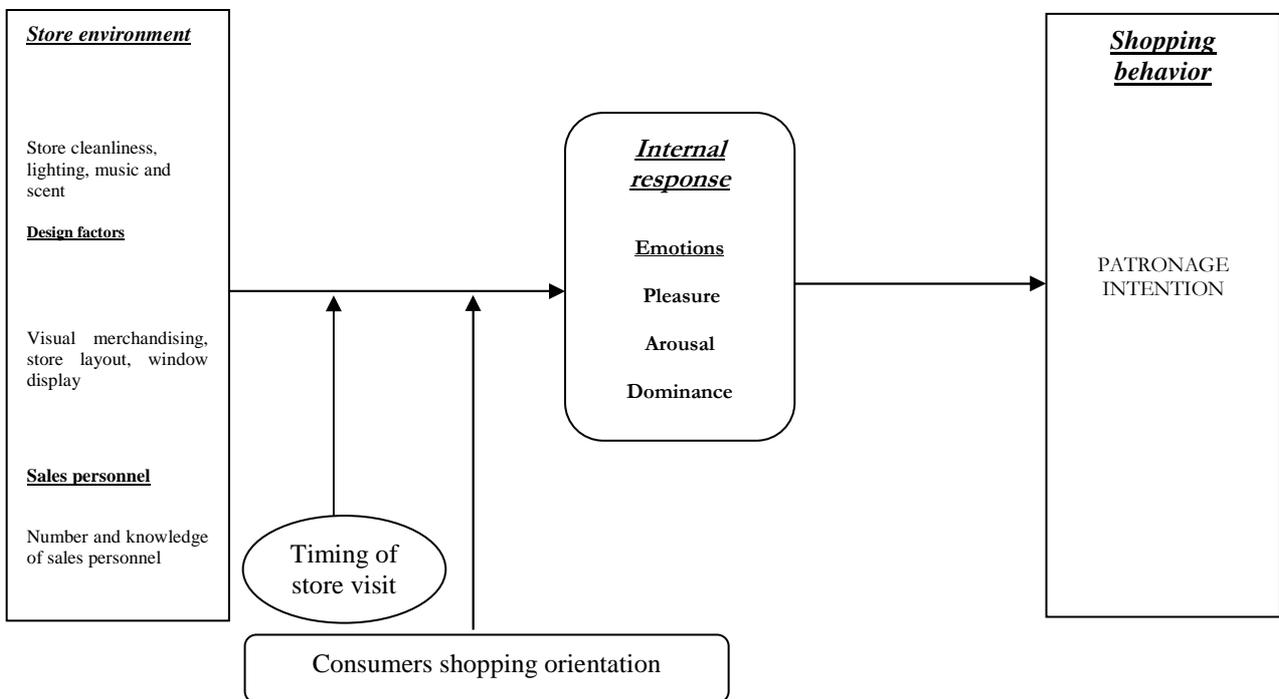**An integrative framework of store environmental effects**

Figure 1: Adapted from Source (Parasuraman, Zeithaml and Berry 1988; Bitner 1992)

As stated above environmental stimuli have an influence on probability of customers to stay more in the store (Wakefield and Baker, 1998), also Bitner (1992) mentioned that store atmosphere is very important because it influences customer's perceptions towards the services provided in the store since retailers cannot hide the store.

Baker et al (2002) mentioned that the store services and atmosphere are different variables causing the consumers patronage intention.

Past studies on patronage intensions showed that there are some determinants of store choice such as price, quality, credit availability, return policy and variety of merchandise are of a major importance, however other studies have proved that physical store environment determinants among other determinants are considered to be the most important attributes, but they were not fully addressed in these studies yet.

Its necessarily to focus on which of these physical environmental attributes are of the most importance in the fashion retail store choice and how those physical attributes affect the patronage behavior, where a future search for a coherent framework for analyzing the store environments is still needed (cf.Baker, Grewal and Parasauraman, 1994)

Environmental attributes such as air quality, lighting, layout, and aisle width and placement are physical store stimuli used to project store image and influence store choice (Engel, Blackwell, and Miniard, 1995).

Success or failure of any business is concerned with understanding the in-store stimuli allowing marketers to get into consumers heads and approach more to their behaviors, along with focusing on the product functions, features and attributes as well (Baker, Levy, & Grewal, 1992)

1.2. Problem Definition

As previously mentioned, competition in fashion retailing is increasing dramatically where retailers try to create competitive advantage through having attractive store atmosphere focusing on the environmental stimuli (Zeynep & Nilgun, 2011).

The concept of fashion retailing in Egypt nowadays is completely different than before where consumers now are more into fashion and they have different tastes with different lifestyles, accordingly they became more aware of the surrounding changes in the environment.

Therefore, *the research problem* here is testing the impact of all store atmospheric attributes together on emotions affecting the consumer patronage intentions instead of examining the impact of one store attribute.

Previous studies stated that store's (cleanliness, scent, music, crowd, light, etc) were of a major concern therefore it's preferable to focus in this study on using all the fashion retail attributes (sales personnel, design, cleanliness, scent, music, crowd, light), testing their impact together on emotions and afterwards on consumer behavior basically on the patronage intentions to go deeper through Egyptian consumer's minds with respect to their demographical variables.

1.3. Research Objectives

1.3.1 General objectives:

- Testing specifically which atmospheric attribute that will affect the consumer patronage intentions the most.

- Creating competitive advantage for the retails through the environmental stimuli.

1.4. Theoretical Framework

In this part we will be focusing on the relationship between store environment variables with emotions and consumer patronage intensions presenting the proposed model.

The independent variables are: number and knowledge of sales personnel and design attributes of retail store stimuli as well as store (cleanliness, background music ,scent and lighting) affecting Intervening/mediating variable: consumer's emotions that will affect dependent variable: consumer patronage intentions, moreover , this study was focusing on the importance of timing of store visit and consumers shopping orientation presented as the moderating variables that affect the relationship between the retail environmental stimuli and consumer's emotions.

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1.5. Research Questions

This research will help us to answer the following questions:

1.5.1 How consumers' emotional state mediates the relationship between store stimuli and consumer patronage intentions?

1.5.2 What is the relationship between all the fashion retail atmospheric stimuli with the consumer patronage intentions towards fashion retailing in Egypt?

1.5.3 How do sales personnel affect consumer patronage intentions towards fashion retailing in Egypt?

1.5.4 How visual merchandising affects consumer patronage intentions towards fashion retailing in Egypt?

1.5.5 How window display affects consumer patronage intentions towards fashion retailing in Egypt?

1.5.6 How store layout affects consumer patronage intentions towards fashion retailing in Egypt?

1.5.7 How store cleanliness affects consumer patronage intentions towards fashion retailing in Egypt?

1.5.8 How store's lighting affects consumer patronage intentions towards fashion retailing in Egypt?

1.5.9 How store's background music affects consumer patronage intensions towards fashion retailers in Egypt?

1.5.10 How store's scent affects consumer patronage intentions towards fashion retailing in Egypt?

1.5.11 What is the impact of consumer shopping orientation on the store stimuli and emotional states?

1.5.12 How timing of the store visit affects the relationship between the store stimuli and the emotional states?

1.6. Research methodology:

Data will be collected in this research through two approaches (qualitative and quantitative), qualitative approach through using (interviews with industry experts in the fashion field) and quantitative approach through using questionnaires given to male and female shoppers in Cairo.

1.7. Thesis Structure:

- **Chapter 1 : Introduction**

  This chapter will be addressing the general research objectives, overview of the field studied and defining for the research problem, questions and methodology.

- **Chapter 2 : Literature Review**

  This chapter is focusing on the literature review of different studies and researches done before on this area addressing different models, terms and some explanations regarding retail fashion stores and consumer behaviors towards the store environmental stimuli.

- **Chapter 3: Theoretical framework**

  This part is of the most importance were we are going to point out the importance of the research methodology , research hypothesis, proposed model, research variables.

- **Chapter 4 : Analysis and Design**

  This chapter is concerned with the data analysis, results and findings.

- **Chapter 5: Summary, Conclusion, Research Limitations and future recommendations.**

  This is the conclusion chapter including the summary of the whole research study and the future recommendations for the fashion field in Egypt as well as future researchers in this field.

Chapter 2

LITERATURE REVIEW

This chapter is addressing previous studies done by researchers regarding the impact of store environmental stimuli on consumer patronage intentions towards fashion retails. Literature on fashion retailing, consumer patronage intentions, factors affecting consumer patronage intentions will be addressed first then review of relevant theoretical models, importance of timing of store visit and consumer shopping orientation followed by the role of demographics and finally having a summary of the whole chapter. .

2.1 Fashion retailing

Most of the researchers and marketing practitioners are interested in the field of fashion that is characterized by its high profitability and competitive nature (Newman and Patel, 2004; Parker et al., 2004; Carpenter and Fairhurst, 2005).

Due to the continuous change in the environment of the retail fashion sector, fashion retailers recognizes that the environment is not stable and accordingly they adapt their products, services and images to meet the consumer demands (Lewis and Hawksley, 1990).

Birtwistle et al., 1998 stated that fashion retailers continuously invest in new innovative in-store marketing strategies and re-evaluate their products and service provision in order to improve their market position.

Also , Grewal et al (2009) mentioned that understanding customers need and wants is the key to retailing success where personal disposable income ,age , culture and lifestyle are all characteristics that affect the volatile demand of the fashion markets (Hines, 2001).

In the fashion sector, shopping behavior of consumers is of huge importance where mall developers always work on offering a retail environment with positive impact on the behavior of fashion shoppers (Stoel et al., 2004; Laroche et al., 2005).

As a summary, the most successful international retailers are considered to be found in the fashion sector (Dawson, 1994; Fernie et al., 1998; Doherty, 2000).

2.1.1 What is a retail store?

Hu and Jasper (2006) stated that a retail store is a place where consumers and salespeople socialize, where the main difference in retail stores than other service firms and manufacturing organizations is that they offer their customers a mix of goods and services (Dabholkar et al., 1996).

A retailer focuses on selling services rather than items, where the product of the retailer resembles the sales outlet that offers customers the desire for shopping and consumption. However, the production plants of the manufacturing organizations are not their products where the final view of their products is just the items they will sell (Dawson, 2007).

Also, Dawson (2007) mentioned that as long as the real product of any retail company is its sales outlet therefore retailers should have a proper attractive design for their sales outlet in order to catch more customers.

Sheth et al. (2000) stated that the retail strategy focuses more on the relationship of the retail store with customers rather than products, where the nearer the retailer catches consumer's attention the better they will satisfy consumers' needs through service offered(Kent and Omar, 2003).

The consumer starts to get attached to the environment of the retail store through the new experiences created by retailers in this retail (Park et al., 2006); those experiences include the store design, color and location affecting shoppers of a fashion store (Oxenfelt, 1975).

Consumers can define their sense of self and make use of the world around them through the cultural meanings at which retailers can act as intermediaries in producing those cultural meanings (Douglas & Isherwood, 1979; McCracken, 1988).

2.1.2 Fashion retailing definition

Fashion:

The term fashion can be applied to 'all aspects of someone's personal appearance that provide both hedonic and utilitarian value to the consumer' (Bannister and Hogg, 2004).

Gronow (1997) defined fashion as 'consumption behavior that displays individuals' tastes and values to others, given that fashion styles are usually accepted by a large group of people at a particular time and signify both social identification and distinction'.

Fashion is 'clothing and other physical and material objects put on the human body' (Kaiser, 1997).

Schindler and Holbrook (1993) also defined fashion as 'the entire range of visual elements that may lead to perceptions of fashion, (e.g. hairstyle, clothing, jewelry and accessories)'.

Retailing:

Warner (2002) defined Retailing as the sale of goods and services to consumers for their own use.

Retailing encompasses all of the activities involved in selling a good or service to an end consumer for individual consumption' (Levy & Weitz, 2009).

"The selling of goods and services to their ultimate consumers, which is, individuals who buy something for personal or household use." (Morgenstien and strongin, 1992, p5), also, any sale that is not made directly to a consumer is not considered as a retail sale (Levy & Weitz, 2009).A

2.1.3 Historical perspective of fashion retailing

In the past two decades, researchers focused on fashion and fashion consumers expansively including the study of fashion leaders, followers and rejecters (Behling, 1992; Gutman and Mills, 1982), also studies done on the impact of fashion on emotions (Evans, 1989), demographics and lifestyle of consumers (Shim and Kotsiopulos, 1993).

The term 'fashion' is accounted for through the attributes of change, ambivalence, novelty and added value when associated with an object (Kawamura, 2005, pp. 4–5).

Blumer (2011) suggested that the appearance of new trends and movement of fashion and the way consumers accept those trends are the main reasons for novelty to take place.

Eicher and Roach-Higgins (1992, p. 13) had certain arguments on the fashion clothing term that refers to all items that adorn any part of the body.

Also, Sproles (1985) stated that the term fashion can refer to the representation of the individuality within a socially acceptable uniqueness, where it also helps individuals to express their selves to others (Midgley and Wills, 1979).

Today, the sector of fashion retailing is considered to be one of the most successful among international retailers, where it is the most internationalized with over one-third of all international retailers in this sector.

Retailers nowadays focus more on the relational perspective with customers than products as the main concern (Sheth et al., 2000).

In order to understand how retailers focus on their relationship with customers, we must first understand customer's needs from shopping in retails and reasons behind buying any product or service (Ratneshwar, Mick, and Huffman 2000).

Tauber (1972) stated that Customers sometimes enter a retail store not to buy a specific product or service however they may have different reasons like need for recreation, entertainment and social interaction (Arnold and Reynolds 2003).

The main concern includes the retail environment and how consumers can build an entire shopping experience; sometimes the same retail environment can create different outcomes and feelings based on consumer's goals.

Consumers interested in fashion always spend more on clothing which in turn they become more familiar with the retail environment and helps consumers patronize the retail stores (Goldsmith and Flynn, 1992).

Goldsmith et al. (1991) also mentioned that consumers who value fun, enjoyment and excitement in their lives will be more fashion-conscious, where fashion leadership and social values are interrelated motives for fashion purchases.

2.2 Consumer patronage intentions

2.2.1 Overview and background

One of the main concerns that retailers should focus on is the patronage behavior of the consumers, where understanding of patronage behavior helps retailers to have better targeting for their consumers (Sirgy *et al*., 2000).

Pan and Zinkham (2006) stated that the patronage behavior towards a retail store includes two main dimensions:

1) Store choice: a consumer's choice to patronize a particular store.

2) Frequency of store visit: how often a shopper patronizes the store.

Moreover, some other researchers have noted that store patronage is related to other aspects like store attitude (Korgaonkar *et al*., 1985), price perceptions (Moore & Carpenter, 2006), reputation of the retailer (Ou *et al*., 2006), presence of marketing channel (Michaelidou *et al*., 2005) and consumer's lifestyle (Gutman & Mills, 1982; Sullivan & Savitt, 1997).

Burnkrant & Page (1982), Fishbein & Ajzen (1975) introduced the consumer patronage intention as the combination of attitude, normative beliefs and motivations that affect consumer's purchasing behavior. Also, other different factors of patronage intentions that were affected by the store atmosphere were considered to be the ability and willingness of customers to stay more in the store,

have more future purchases and spread word of mouth towards the store (Baker et al. 2002; Macintosh and Lockshin 1997).

Store atmosphere, shopping orientation and wait expectations are other key determinants of store patronage (Grewal et *al.* 2003); where there is a negative impact of wait expectations on patronage intentions and customers become less aware of time spent on waiting in the store when they are entertained.

Differences among shopping orientation segments is found in terms of store choice and not in terms of frequency of visit to the store (Moye and Kincade 2003).

Store merchandise is considered to be one of the most important factors of store atmosphere that have an impact on the patronage intentions, where it was found by Sirgy *et al*., (2000) where consumers that have high perceptions towards store merchandise always have higher store patronage intentions.

2.2.2 Definitions of consumer patronage intentions towards fashion retail stores

Patronage behavior was defined by Shim and kotsiopulos (cited by seock, 2009) as the store choice behavior that represents an individual's preferences for a particular store for purchasing products.

Moreover, Osman In Seock (2009) defined patronage behavior as the repeat purchase behavior at a particular store for either the same type of products or any other products.

Where Pan and zinkhan (2006) defined retail patronage in terms of: 1) store choice (a consumer's choice to patronize a particular store) and 2) frequency of visit (how often a shopper patronizes that store).

Also Lindquist (1974) described and defined the store choice as a combination of tangible and intangible factors that reflect consumer attitudes towards individual stores.

Patronage can be defined as reasons consumers choose one place to shop rather than another (Granger, 1994).

Retail patronage can be defined as whether or not respondents visit, spend money at, or shop at their main store (Chetthamrongchai and Davies, 2000).Furthermore, retail patronage includes patronage intentions that are defined by Baker *et al*., (2002) as a willingness to recommend or buy, and shopping methods.

2.2.3 Importance of consumer patronage intentions towards fashion retail stores.

Bhatnagar (1998) stated that academic researchers have been engaged in studying the patronage intentions of consumers towards retail stores since the dawn of marketing, where understanding the patronage behavior is critical for retailers who aim to achieve long term profitability and ensure customer loyalty.

Since patronage intentions towards retail stores best describe whether or no customers visit or spend their money at the store as mentioned by Chetthamrongchai and Davies (2000) at which the degree of patronizing the store can refer to the difference between the sustainable growth and prosperity of the retail store or permanently closing the retail. Therefore, retailers should enhance their strategies towards the patronage intentions of consumers through adding value (Grace and O'Cass 2005, p.228).

Additionally, retailers can identify their target customers who are most likely to purchase through understanding their patronage intentions towards the retail store (Sirgy *et al*., 2000).

The key to a successful retailing strategy is having a favorable store image that will directly impact the customer's choice behavior towards the retail store, store satisfaction and the ability of the consumer to frequently patronize the retail store (eg, Bloemer and De Ruyter,1998 ;Darley And Lim, 1999 ;Grewal *Et al*.,1998 ; Joyce And Lambert, 1996 ;Nevin and Houston, 1980 ; Reardon *Et al* .,1995).

2.2.4 Theories of consumer patronage intentions

The Theory of Reasoned Action

Fishbein's (1967) developed the theory of attitude where the theory of reasoned action is considered to be a development of the theory of attitude.

This theory was known as the Fishbein-Ajzen behavioral intentions model, the I-B model and the extended model and it mainly focuses on the buyer (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980).

The theory stated that a weighted combination of attitudes towards behavior and subjective norms (attitudes imposed by referent groups) leads to intention which in turn leads to behavior.

Moreover, the reasoned action theory include models that emphasizes the decision processes of consumers at which they have a high degree of optional control along with making reasoned choices among alternatives of retails (Ajzen and Fishbein, 1980).

Researchers who were interested in the study of consumer behavior over the years have applied the theory of reasoned action to a variety of behaviors, where it included the fast food restaurants choice, banking services, hotels choice ….,etc.).

Ajzen and Fishbein (1980) proposed the reasoned action theory that explained completely the prediction of behavioral intensions through adding other components such as past behavior (Bentler and Speckart, 1979), habit (Tourila and Pangborne, 1988), perceived moral obligation (Beck and Ajzen, 1991) ,retail characteristics and consumer lifestyle (Ogle et al., 2004) and self-identity (Biddle et al., 1987).

There was a continuous support to the reasoned action theory's proposals that were applied successfully to a wide range of behaviors (East, 1993 and Sheppard et al., 1988).

Determinant Attributes Theory

The structure of the retail market have led to certain differences in the determinants and factors of the patronage behavior of consumers where those determinants were identified in a series of analyses done by Alpert (1971, 1980) who suggested the determinant attributes theory.

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Myers and Alpert (1968) focused on identifying the conceptual development of the meaning of attribute determinacy of the retail patronage behavior. Also, they have stated that "those attributes projected by the product's image which lead to the choice of that product may be called determinant, since they determine preference and purchase" (Alpert 1971, p. 184).

Furthermore, those determinant attributes were specified through comparing the combined scores of the (importance and degree of brand differentiation) at each attribute through using an average combination score for all attributes.

According to the Alpert conceptualization, an alternative model of choice behavior called the Multinomial Logit Model (MNL) is used for the identification of the determinant attributes of the patronage behavior as well as ranking those attributes across different samples through the integration and combination of both the importance and degree of brand differentiation (Gensch and Recker 1979; McFadden 1980; Punj and Staelin 1978).

2.3 Factors affecting consumer patronage intentions

Retailers and marketing researchers have been interested for years in the study of the store environment since the shopping environment has a great impact on the behavior and feelings of consumers. Therefore, the study of the store environmental stimuli and the role of consumer shopping orientation and their impact on consumer's emotional states is of major importance in learning the impact on consumer patronage intentions (Mizerski 1982).

The choice of the shopping destination retail have more than one determinant that are classified according to Dawar and parker , Tang et al.,and a turley Milliman (in ou , Abratt,and dion,2006) into five main categories and factors which are price, accessibility, store atmosphere, demographic characteristics of consumers and the retailer's reputation.

In the fashion industry, most of the retailers focus on how to get into consumer's heads in order to let them choose their shopping destination store as a result of in-store environmental factors and other internal issues as shown in the following:

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2.3.1 Internal factors

Mano (1999) stated that while designing the store environment it's assumed that enhancing consumer's positive feelings will lead to desired consumers behaviors such as staying for a long time in the retail store.

When customers enter the retail store they considerably have feelings and emotions towards this retail store that predict approach-avoidance measures like the degree of enjoyment while shopping in the store, liking the store, feeling of the friendly environment of the store, possibility of spending more money than intended and the willingness to explore the environment of the store as well as returning back again to the store (Donovan and Rossiter 1982).

Consumer's emotional states and decision making towards any purchase in the retail store or returning to the store in the future are variables that are considered to be consistent interrelated as suggested by Isen (1984).

2.3.1.1 INTERNAL RESPONSE (EMOTIONS)

Most of the researches done in the previous years indicated that the characteristics of the retail environment can affect the evaluation of consumers towards this retail as well as their destination choice. However, there were no enough research proving that consumer's emotions mediates the relationship between in-store characteristics and the consumer behavior towards this retail (Bearden, 1977; James, Durand, and Dreves, 1976; Louviere and Johnson, 1990; Steenkamp and Wedel, 1991), where some of the in-store factors can directly affect consumer's behavior and others may affect the consumer behavior through emotional factors.

(Dono-van and Rossiter, 1982; Ridgway, Bloch and Nelson, 1994) declared that there were two researches that examined the impact of environmental characteristics and stimuli of the retail store on the consumer's emotional states, at which they focused on the store's (design, layout, lighting,

color and background music) as characteristics of retail store atmosphere that affects the consumer's emotional states.

Although there were other controllable store characteristics that affect consumer's emotions which were (e.g., product assortment, sales help, etc.). Hence, those studies needed more support and more researches to be done for the identification of the other variables of the retail store environment that can have an impact on the consumer's emotional states.

According to Dawson, Bloch, and Ridgway (1990), there were seven types of emotions (relaxed, content, satisfied, happy, surprised, excited, and rewarded) that were measured in their studies of the impact of store environmental stimuli on consumer's emotional states.

Also, there were three dimensions of emotions that were identified by Mehrabian and Russell (1974) which were (pleasure, arousal and dominance) that drive consumer to act and have responses in the retail environment.

Furthermore, the Mehrabian and Russell's scale of emotions (pleasure, arousal and dominance) was used by Donovan and Rossiter (1982) to help in the evaluation of the in-store emotional experiences and their impact on the way consumers spend and their shopping time in the retail store context.

The scale of emotions stated that when customers are exposed to store atmosphere they feel pleased that will affect their behaviors (willingness to have future visits to this retail store, spend more time and more purchases) (Donovan and Rossiter, 1982).Also, It was shown that the internal transient emotions of consumers can cause satisfaction affecting their future behavioral intentions towards the retail store (Dawson, Bloch, and Ridgway, 1990).

2.3.2 External factors (store environmental stimuli)

Kotler (1973), Turley and Milliman (2002) declared that the store environmental stimuli is composed of collection of intangible and tangible elements such as store's ambient factors (scent, background

music and brightness and cleanliness) as well as store's design factors , where those elements were mainly designed to assist the retailer to affect the customer's behaviors towards the retail store.

Moreover, the store environmental stimuli is also called retail atmospherics that can generate certain emotional states of (pleasure-displeasure, attraction-distraction, etc…) that enhance consumer's behaviors (Markin, Lillis, and Narayanan, 1976).

Most of the researches done in this field proved that when retailers design pleasing atmospherics of the retail it allows the retailer to have the opportunity for creating consumer's (positive emotional states such as pleasure, arousal and dominance reflected by (Donovan and Rossiter, 1982; Kaltcheva and Weitz, 2006) in their P-A-D model , willingness to purchase from the store (Baker et al., 1992), willingness to visit the store again (Baker et al., 1992) and the ability to spend more time and money in this store (Donovan et al., 1994; Sherman, Mathur, and Smith 1997).

Kotler (1973) who mentioned the term atmospherics, found that marketing practitioners have been interested for a long time in the impact of those atmospherics on the emotional states and the behaviors of consumers, at which those atmospherics also consisted of bright or dim lighting ,attractive window dressing and store layout , freshness store's scent ,attractive store's logo as well as appropriate comfortable temperature and gentle human crowding affecting the future behaviors such as patronage intensions (Smith and Burns, 1996).

Atmospherics were defined by Kotler (1973) as "the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability".

Accordingly, Mehrabian and Russell's (1974) focused on the study of the environmental psychology proposed that the store's environmental stimuli (S) can lead to an emotional reaction (O) that consequently drive consumers' behavioral response (R) based on the stimulus–organism–response (S–O–R) paradigm.

Previous studies on store atmospherics were in the form of laboratory studies rather than the real field studies which were also called the real retail setting, where (Mick, 1997) stated that the study of the real retail setting in the consumer behavior is complicated because it is extremely depending on the consumer's perceptions, store atmospheric physical and social cues. Thus, in the future studies it is recommended to study the importance of the real value consumer perceptions in the real retail setting to explore consumer's satisfaction as well as the purchase intentions.

Bockstrom and Johansson (2006) stated that the study of the retail environments have been ignoring the major differences between the ways that consumers focuses on to evaluate the store environment while their shopping journey and the ways that the retailers do to design an exciting in-store environment.

Furthermore, Baker *et al. (*1994) indicated that a clear framework for analyzing the retail environments is still needed to be incorporated to the analyses of the external environments (Bitner 1992).

2.3.2.1 STORE CLEANLINESS

Store cleanliness is considered to be the most important factor of the store environmental stimuli where it has an impact on consumers' behaviors allowing them to stay longer or have future visits to this store (Carpenter and Moore, 2006).

Kim & He (2007) declared that store cleanliness which is classified to product arrangement on shelf, shelf cleanliness and the overall store cleanliness have an impact on the patronage behavior of customers. Where, Bitner (1986) stated that when the store environment is clean it will directly affect the customer appraisal and selection processes causing them to have more positive perceptions towards the store.

Customer's perception towards the store cleanliness is divided into two factors which are the sales personnel well attire and the condition of the physical environment (Lucas, 2003).

Gajanayake & Surangi (2011) clarified that when retailers design the retail store and specially focusing on the cleanliness of the store this can help them to gain customer's positive perception towards the retail store and improve the store atmosphere creating positive consumer's impression and emotions when visiting the store that will lead them to have frequent visits to this store in the future, staying for longer time and have more patronage intentions.

Some of the practices and studies done by Gajanayake et al. (2011) on supermarket setting proved that supermarket cleanliness significantly affect customer patronage intention , where store cleanliness was described by Gajanayake as the appearance of the store affecting its image as well as creating feelings among consumers towards the retail store.

2.3.2.2 STORE LIGHTING

Areni and Kim (1994) identified the importance of store lighting on customers' value, cognition and shopping behavior with reference to customer's arousal and vision, where store's lighting can change consumer's mood and creates excitement that can ease the retail choice.

Store's lighting also affects the store's image and purchasing behavior where it was found that bright lighting in stores attract more customers than dim lighting that will cause positive impact on consumer's behavior (Mehrabian and Russell 1976).

Some retailers highlighted lighting in the stores on products in order to evaluate the products features, labels and prices to have higher product involvement among consumers as well as higher perception towards the store image (Vaccaro et al.).

Donovan, Rossiter, Marcoolyn, and Nesdale (1994) stated that bright store lighting can increase the consumer arousal. Also, Butler and Bitner (1987) observed some variations while having some studies on lighting of retail outlets in India in terms of the brightness and color of lighting, those variations were clearly observed within different retail setups affecting time perceptions of consumers and the store image as well.

2.3.2.3 Store scent

The retail setting includes some non-visual sensory factors that are also called the ambient factors where those factors include retail (scent, lighting, temperature, background music, etc…) and those factors have a huge influence on consumers' perception towards the service quality of the retail setting in the hedonic consumption settings (Hirschman and Holbrook 1982; Reimer and Kuehn 2005; Jiang and Wang 2006).

Carbone, Haeckel (1994) and Le Bel (2005) described hedonic consumption as the concern with the quality of the sensory input of the retail setting and the appeal to the senses which are directly correlated with consumers' perception towards the service quality. Where those ambient factors have an impact on the consumer's emotional states through arousing their emotions that can directly lead to strong contribution to the customer experience.

Store's scent is an important factor of the ambient factors that attracted the interest of some researchers to have their studies on the impact of the scent or odor on consumers' emotions and their shopping behavior (Hirsch, 1995; Mitchell, Kahn, and Knasko, 1995; Spangenberg, Crowleyand Henderson, 1996).

Spangenberg et al. found that the nature of the retail store's scent have no impact consumer's behavior towards the retail store where the only thing that can affect the behavior is the absence or presence of the retail store's scent, though it was founded by Mitchell et al. and Hirsch that the different types of scent or odor have a significant impact on the behavior of consumers.

Soars and Kim et al. (2009) stated that consumers' emotional states can be affected by the store's scent where the odor of the store can elicit memories that can affect variety seeking behavior, perceived time spent in the retail store and sales.

In fashion retailing, there were studies done by Soars (2009) on the impact of store's scent on sales in the presence of gender as a moderating variable that have concluded some findings proving that there is increase in sales when "feminine scents" were used. Also, Parson' (2009) proved that using

the effect of appropriate scent such as perfume in a lingerie store can enhance the consumer's shopping journey, where " the aromatic marketing solutions can have a positive impact on behavior in store" (Soars 2009).

On the other side, when retailers use inappropriate scent in an odorless store this may cause undesirable consumer behavior while shopping in the retail store.

Bitner (1990) mentioned that ambient scent of the store can work in integration with the visual factors of the store atmospherics to create a complete entertaining environment that can be of more interest to the consumers than focusing on the ambient scent of the product specific scents where it can affect consumers' perceptions towards the merchandise and the whole entire retail outlet (Parsons, 2009; Soars, 2009).

2.3.2.4 Store background music

Dube, Chebat, &Morin (1995) focused on the importance of the music played in the retail setting where they mentioned that there is an impact of the background music on the interaction between consumers and the entire retail setting while shopping at which it increases the affiliation between both.

The store background music attracts customer's attention, creates good image for the store and influence customers' behaviors if played at the right volume and tempo. Also, it was found that in fashion retailing most of the retailers tend to select the store background music based on the customer demographics, where playing different types of music serving different target markets in several retail stores (Grewal, Baker, Levy, & Voss, 2003a).

When playing different types of music (fast, slow, classical, Instrumental) and the time at which the music is played affects customer's emotional states (Mehrabian & Russell, 1974), as well as their mood (Spangenberg, Groghmann, & Sprott, 2005) and time spent in the retail outlet (Kellaris & Altech, 1992; Kellaris & Kent, 1992).

Yalch & Spangenberg (2000) stated that familiarity of the store background music can affect the consumer's emotional states where retailers play familiar music in the retail store to increase the attention of consumers to the services and products in the retail environment, where consumer's emotions are attached to the music played in the store causing them to feel relaxed and comfortable that will increase their overall shopping value.

Moreover, consumer's shopping value increases when they spend more time in shopping due to familiarity of the music played in the store as mentioned above, where the shopping time of consumers varies due to the softness or loudness of the music played.

Grewal et al. (2003) mentioned that when playing the background music this can also affect the level of crowd in the store, where some studies done on a restaurant setting to test the impact of the background music of the restaurant on the level of crowd and it was found that in a busy time playing louder music enables rapid turnover of tables in the restaurant. Unlike playing slow background music this can cause slower rate of crowd in restaurant and higher sales volume Milliman (1982).

2.3.2.5 Store personnel

The store environmental stimuli also includes a category called human variables which are classified to two areas which are the customer characteristics in the retail store or the store personnel/employees characteristics and their impact on the shopping behavior of consumers (Berman and Evans1995).

Solomon (1985) indicated that the area focusing on the store personnel and their effect on consumer's behavior is critical, since it emphasizes the importance of the way that sales personnel interact with customers in the retail store and how it affects the evaluation of the shopping experience (Baker et al., 2002).

The sales personnel of the retail store can have an influence on consumer's satisfaction and emotional states where the appearance of the retail personnel can relate the retail store's attributes and ideals to consumers. Where in quantitative studies, it was proved by Bitner (1990) that when employees are dressed in less professional attire can affect the overall appearance of the retail environment causing a disorganized and service failure environment that can also cause customer dissatisfaction and negative impression towards the retail store environment.

Baker, Grewal, and Parasuraman (1994) mentioned the importance of testing the impact of sales personnel greeting, welcoming and friendliness towards the customers on the perceptions of customers on the service provided in the retail setting. Where, they found that the more welcoming sales personnel to their customers along with larger number of sales personnel in the store can cause higher positive arousal and perceived service quality by customers towards the retail environment (Baker, Levy, & Grewal, 1992).

Consumers prefer the shopping environment to be more enjoyable with the support of friendly and experienced sales personnel that can provide an extraordinary service without having an overbearing behavior (Jones, 1999).

Moreover, the assistance and helpfulness of the sales personnel towards the customers can affect customer willingness to purchase (Baker et al., 1992). Also, Piron (1991) stated that there could be an effective and pleasurable store visit when sales personnel serve the hedonic and utilitarian customer values.

Finally, the role of sales personnel and their assistance to customers in the retail store can increase the mood state of customers and subconsciously persuade them to purchase certain product or stay longer in the store which can directly cause them to have good impression of sales personnel professionalism and in turn predict customers evaluations as well as affecting their perception towards the store (Bitner, 1990; Gwinner and Bitner, 2005; Kelly and Hoffman, 1997; Spiro and Weitz, 1990; Piron, 1991).

2.3.2.6 Store design

Kotler (1973) stated that retailers take into consideration the retail design factors when designing the retail store as primary keys for retail success where they mainly focus on the physical and tangible elements of the store that include the interior features (e.g., carpeting, fixtures, store frontage, floor covering and color), store layout (e.g. floor space allocation, equipment, furnishing, space utilization and aisle planning), signage that includes window display/ mannequin display , visual merchandising (e.g. floor merchandising, product display and shelf space).

Furthermore, those fixed and material cues of the retail design play an important role in affecting the perceived value of customers and their experience towards the retail store. Where, having an effective store design will show products at its best and increase time spent and excitement levels of the customers in the store, and indirectly encourage their repeat visits and patronage intentions to the store (Wakefield & Blodgett, 1994).

Most of the studies done in this area have been focusing on the effect of having an effective store layout as one of the important design cues of the retail store that can facilitate the execution of hedonic needs of consumers (Wakefield & Blodgett, 1994).

Store layout emphasizes the overall selling space or area which include the aisle planning and space utilization that can help in maintaining the flow of consumers and their exploration inside the physical environment of the store. Also, spatial layout refers to the arrangement of objects inside the store and of those objects are furnishings and equipment (Adcock, Dennis. & Sullivan, Malcolm, Retail Marketing. Thompson, 2010).

The other element or cue of the store design is called *signage* that enable customers to locate the merchandise easily and provide information about the products in the store where it includes the signs ,graphics and window display of the store that links between the consumers and the merchandise (Lapinska, B, 2011).

The window display is the physical element and the face index of the store that mainly focuses on the transmission of the visual message to customers through attracting their attention to the retail store and its merchandise (Diamond & Diamond, 1996), and according to Darden at el., (1983) that consumer's choice of the retail store is mainly influenced by the attractiveness to the store physical cues at which the window display plays an important role to get consumers inside the store whether to browse the store or to buy certain products.

In addition to the physical cues of the store design factors mentioned above, *visual merchandising* is of major importance at which it is defined as "the presentation of a store/brand and its merchandise to the customer through the teamwork of the store's advertising, display, special events, fashion coordination, and merchandising departments in order to sell the goods and services offered by the store/company" (Mills, Paul, & Moorman, 1995, p. 2).

Moreover, retailers interpret the retail store (fashion value, image, and increasing sales) to customers through managing the coordination and arrangement of the apparel and accessories of the merchandise together in the fashion stores (Frings, 1999).

Visual merchandising include the shelf space arrangement that was under study for several researchers that were testing the impact of the shelf space and its importance as an element of the visual presentation of the retail store (Cox, 1964; Kotzan and Evanson, 1969; Frank and Massey, 1970; Curhan, 1972, 1974; Chevalier, 1975; Patton, 1981; Wilkinson, Mason and Paksoy, 1982; Gagnon and Osterhaus, 1985; Bawa, Landwehr, and Krishna, 1989).

Doyle and Gidengil (1977) proved that there is a small positive relation between the sales of the retail store and the shelf location, space allocated for the product on the shelf, and also the proper product display in the store can significantly affect the sales (Curhan, 1974; Chevalier, 1975; Wilkinson, Mason, and Paksoy, 1982; Gagnon and Osterhaus, 1985) and consumer choices to the retail store (Simonson and Winer 1992).

At last, all the store design cues are important to allow the customers to browse and choose the products easily as well as increasing their joy of shopping that may lead to future returns to the retail store (Spies, Hesse and Loesch, 1997).

2.4 Review of theoretical models on store environmental stimuli

Donovan & Rossiter (1982) stated that the shopping environment is important for retailers to attract consumers to the retail outlet, and how much time to spend in the retail store, the decision to enter the store and what to purchase and not to purchase is affected by the store atmosphere and the shopping environment of the retail outlet which was mainly introduced by Kotler.

Most of the studies on the store atmosphere was built on many models and of the important models are the Stimulus-Organism- Response model (S-O-R), Mehrabian Russell model and others which mainly focus on the environmental psychology.

2.4.1 The Stimulus –Organism– Response paradigm

Stimuli	**Organism**	**Response**
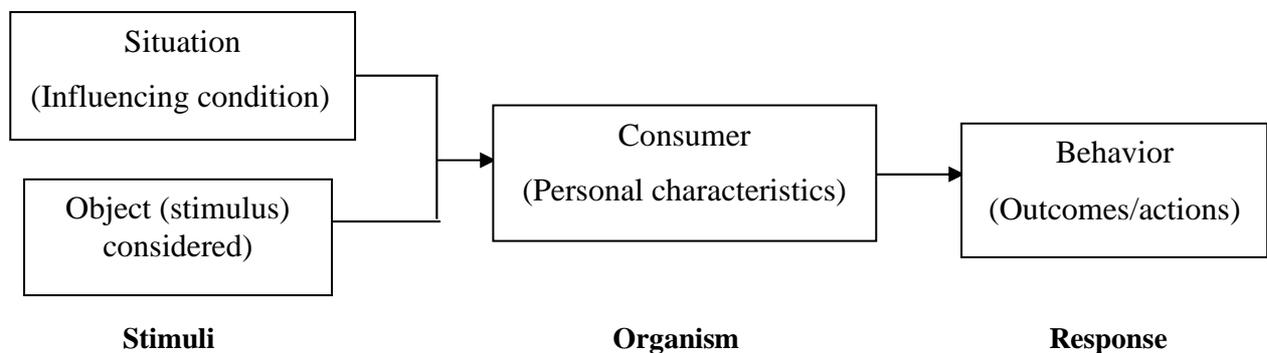
Figure 2:

-Source: R.W. Belk, "situational variables and consumer behavior," journal of consumer research, December 1975, P.158.

In the stimulus-organism-response model, **(Stimulus)** refers to the store environmental cues and marketing mix variables that are also called the external factors to the environment that arouses to action or increased action (e.g., Bagozzi, 1980, 1986; Belk, 1975; Kelly, 1955).

The action that is aroused by the stimulus is called **(Organism)** which is the internal states of the consumer that can modify the shopping behavior (responses) and it refers to "internal processes and

structures intervening between stimuli external to the person and the final actions, reactions, or responses emitted. Notice that the intervening processes and structures consist of perceptual, physiological, feeling, and thinking activities" (Bagozzi, 1986, p. 46).

Where the internal response is reflecting the consumer's emotional states that mediates the relationship between the store environmental cues and the consumer response, and the emotional states consists of pleasure–displeasure, arousal –nonarousal, and dominance–submissiveness (Mehrabian & Russell, 1974).

Bagozzi (1986) also defined the **(Response)** as the consumer final reaction such as psychological reactions (behavioral reactions or attitudes), where Wundt (1905) argued that consumer's behaviors due to their evaluation for the store environment can lead to different responses (approach or avoidance) like the amount of time spent in the store, number of purchases, the store choice (Nevin & Houston, 1980) and whether the shopper liked the store or not (Donovan and Rossiter 1982).

The *approach* behaviors of the consumers refers to all the positive actions of consumers that are directed towards the retail setting like the intension to stay, returning to the store, money spent and affiliation while *Avoidance* refers to the opposite (Mehrabian and Russell, 1974; Bitner, 1992).

2.4.2 Mehrabian and Russell Model

The Mehrabian-Russell Model
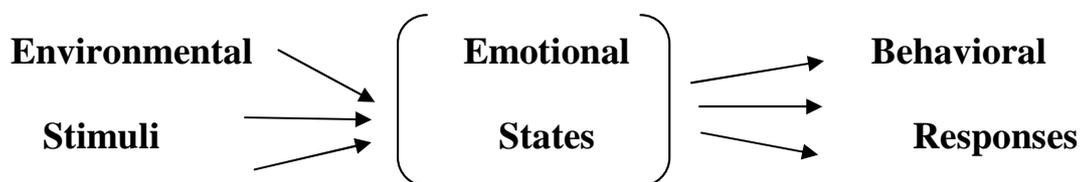
Figure 3
Source: Donovan, R. J., Rossiter, J. R., Marcoolyn, G., & Nesdale, A. (1994).
Store atmosphere and purchasing behavior. Journal of retailing, 70(3), 282-294.

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Based on studies done by the researchers Baker, Grewal, and Parasuraman (1994); Baker, Parasuraman, Grewal, and Voss (2002); Bitner (1992); Kaltcheva and Weitz (2006) whom adopted the Mehrabian-Russell model (1974) that it was conceptualized for many different environments and it was mainly applied on the retail and services domain (Machleit and Mantel, 2001).

The model focused on explaining the impact of store environmental stimuli on customer behavior that is mediated by the intervening variable called emotional states.

The intervening variable "emotional states" refers to consumer's emotional states at which emotions drive different customers to take different decisions towards the store atmosphere and services (Mehrabian-Russell, 1974).

Moreover the emotional states falls into three domains which are (pleasure, arousal and dominance) (PAD), and the decisions that consumers take according to their emotional states can cause certain actions and behaviors based on the Mehrabian and Russell model (1974) where those actions are in the form of approach and avoidance behaviors as mentioned above in the (Stimulus-Organism-Response) model by Belk (1975) (Mehrabian and Russell, 1974).

The link between the (Stimulus-Organism-Response) model and the Mehrabian and Russell model is the effect of emotional states associated with consumer consumption in the response to the evaluation of the store atmosphere (Bagozzi et al., 1999).

The (Pleasure-Arousal-Dominance) each have different dimensions, where the degree at which consumers feel pleased, happy and satisfied is related to the Pleasantness-Unpleasantness dimension. And the degree at which consumers feel aroused, excited, stimulated, bored and sleepy is related to the High Arousal–Low Arousal dimension.

Dominance-submissiveness also show the degree at which the consumer feel in control, influential and submissive, lacking control.

The studies that were testing the model found that the Pleasantness and Arousal dimensions have a cognitive significant effect unlike dominance dimension that was argued to have no significant effect (Russell and Feldman Barrett, 1999).

Likewise, Mehrabian and Russell (1974) suggested that the interaction between the two dimensions (Pleasure and Arousal) can help in determining the approach-avoidance behavior of consumers. Where, in pleasant environment the arousal increases increasing the approach behavior while in unpleasant environment the arousal increases suggesting an increase in the avoidance behavior of consumers.

Other studies have proved the mediating role of the Pleasantness and Arousal dimensions (Donovan and Rossiter 1982; Baker *et al.* 1992; Donovan *et al.* 1994; Greenland and McGoldrick 1994; Sherman *et al.* 1997; Tai and Fung 1997; Wirtz *et al.* 2000; Mattila and Wirtz 2001).Where, it was found that there is a positive relationship between Pleasantness and Arousal and consumers intention to spend more money and remain in the retail store (Donovan and Rossiter, 1982).

Finally, Pleasantness, Arousal and Dominance separately can explain the approach-avoidance behaviors of consumers while dominance have been shown to have an unclear role and relation to approach-avoidance behaviors (Foxall and Greenley, (1998, 1999).

2.4.3: **An integrative framework of store environmental effects**

Store Environment	Internal Responses	shopping Behaviors
<u>Ambient factor</u> Temperature, lighting, music, etc.	<u>Emotions</u> Pleasure Arousal Dominance	<u>Shopping behaviors</u> Approach/ avoidance behaviors
<u>Design factor</u> Architecture, color, etc.	<u>Cognition</u> Attention Perceptions Information search Information processing Evaluation Meaning transfer	Inside or outside the store
<u>Social factor</u> Number, type and behavior of customers and employees	<u>Physiological states</u> Comfort Blood pressure, pulse rate, etc.	Immediate or lagged response

<u>Direct effect</u>
Conditioned or innate response
N.B.A. for example, a shopper walking along the front of the store may be attracted by the ship window-display to enter the store.
Figure 4

Source: (Parasuraman, Zeithaml and Berry 1988; Bitner 1992)

This framework gives an introduction for the effect of the store environmental stimuli on the consumer shopping behaviors, where it was classified by Baker (1986) into several groups each group consisting of several elements like for example group A is the store environmental stimuli that includes the ambient elements (music, noise, temperature, odor and lighting), the design which is the forefront of the consumer's awareness such as (furnishing, colors and architecture) and the social

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elements resembling the consumers and employees (number, behavior and type) (Baker 1986; Bitner 1992).

Group B which is the internal response that focuses on the internal response of consumers where Mehrabian and Russell (1974) stated that consumers are affected emotionally by the store environmental stimuli at which emotions are classified into three dimensions pleasure, arousal and dominance. The emotional responses of consumers can cause certain behaviors such as how long consumers are willing to stay in the store, how much can they spend in the store and their willingness to return back to the store in the future).

Consumer's cognitive process inside the store can be affected by several variables inside the store environment, the cognition process includes several elements such as (attention, process, categorization and information processing). This effect could have an influence on consumer's evaluation of the store as well as its products and services (Hui, Chebat and Chebat 1997; Ward, Bitner and Bames 1992).

It was proved that the perceived waiting time of consumers inside the store varies according to the type and valence of music played in the store (Hui, Chebat and Chebat 1997; Ward, Bitner and Bames 1992).

Moreover, consumer's psychological state was assumed to be affected by some environmental variables such as the noise, air quality and temperature. For example, consumers feel comfort inside the retail store causing to stay and enjoy the retail environment (Bitner, 1992)

Group C which is the shopping behavior where the impact of the store environment on the consumer's emotional states can lead to certain immediate or lagged effects on shopping behaviors of consumers such as their patronage intentions towards the retail store (Darden, Erden and Darden 1983; Babin, Darden and Griffin 1994).

2.5 Importance of timing of the store visit and consumer shopping orientation

Brick-and-Mortar were focusing in their studies on the impact of the retail environmental stimuli on consumers' emotional states and their shopping behaviors and outcomes. Where, it was found that there are some variables moderating the relationship between the store environmental stimuli and the emotional states of consumers and they were employed in brick-and-mortar studies, they are the time of the store visit as the time pressure of the retail store (Park et al., 1989) and the shopping orientation of the consumers (Darden and Howell, 1987).

2.5.1 Timing of store visit

Gjesme (1983) indicated that "the store environmental timing is viewed through the valence (positive or negative perception) of anticipated social events which thus affects the individual's motivation to act".

Additionally, the availability of time to shop in the retail store can affect consumers' emotional states and their shopping behaviors as well, where the availability of time of the store visit can affect the impulse buying of consumers (McGoldrick, 2002).

Harrell & Hutt (1976) defined timing of the store visit as the time pressure of the retail store. Since it can affect the shopping experience of consumers inside the store, where consumers who shop in a rush can lead to have less time available to browse the store and accordingly lead to lesser exposure to the products and services in the retail store (McGoldrick, 2002).

The store environmental stimuli have a greater influence on consumers who rush while shopping than those who are more patient and have the likelihood to browse and view the products and services of the retail store (Gjesme, 1983).

There have been arguments that there is a lack of understanding of the role of time in the decision making process of consumers in marketing studies at which there is ignorance for how consumers

view time of store visit while shopping and how it affects their responses for the retail choice (Lane and Kaufman, 1994).

2.5.2 Consumer shopping orientation

Researchers have been interested for so long in the study of the consumers shopping orientation at which it is considered to be a moderator on the relationship between the store environmental stimuli and the consumer's emotional states (Eroglu and Machleit, 1990; Morin and Chebat, 2005).

Consumer shopping orientation was defined by Visser and Preez, (2001) as "a shopper's style that places particular emphasis on a shopping-specific lifestyle encompassing shopping activities, interests and opinions, and reflecting a view of shopping as a complex social, recreational and economic phenomenon".

Moschis; Shim and Kotsiopulos (1992) stated that consumer's shopping orientation can affect consumer's decisions towards certain retail setting or a purchase. Where, it could be used to classify consumers into categories according to their shopping experiences, opinion and interests.

Models focusing on consumer's patronage intensions supports the relationship between the consumer shopping orientation and the store environmental stimuli and its effect on the consumer responses (Darden, 1980 and Shim and Kotsiopulos, 1992).

Moreover, it was found that female shoppers are affected and place greater importance by the visual image of the retail store, quality and assortment of the merchandize. And this was affected by their shopping orientations (Shim and Kotsiopulos, 1992).

As mentioned above, consumers were classified according to their shopping orientation. Where, there are goal directed consumers who have a utilitarian approach at which they have a specific items to buy therefore they analyze the products and services in the retail setting. Unlike the experiential

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consumers, where they are more interested in the whole shopping and browsing process than having a certain purchase or outcome (Mathwick et al, 2002).

The recreational shopper was also identified by Stephenson and Willett (1969) as the active shopper that enjoy the whole shopping process whether there is a certain purchase or not (Lesser and Hughes, 1986; Lumpkin, 1985).

2.6 Consumer demographic information

The study of consumer demographics and their reactions towards the retail environment is very important. Where consumers are considered to have differences in demographics at which they appear to behave differently towards the same retail environment.

Therefore, (Yalch and Spangenberg, 1988, 1990; Gulas and Schewe, 1994) proved in their studies that the music played in the retail store can affect consumers differently according to their age and gender (Yalch and Spangenberg, 1993).

Accordingly, the demographic profile of consumers was shown to include gender, age, occupation and educational level and other different factors.

Gender: is considered to be a significant demographic factor in consumer behavior where the social roles and pressures have an impact on males and females (Fisher & Arnold, 1994).

According to several studies, females are considered to be more visually oriented in the retail environment (Holbrook, 1986), are the ones who take the responsibility for their family shopping trips (Buttle, 1992) and they can shop in the retail store for the shopping sake itself where they are the typical window-shoppers (Dennis & McCall, 2005).

Unlike males, they shop for a specific need or a certain purchase rather than the enjoyment of the shopping trip (Campbell, 1997). Also, they are less interested in shopping for fashion and clothing than females (Cox & Dittmar, 1995; Solomon & Schopler, 1982).

Males tend to spend less time shopping in the retail store than females and they spend more money on shopping than females. (Cody, Seiter, & Miller, 1995; Fisher & Arnold, 1990).

Age: is a demographic characteristic that is more related to the shopping motivations of consumers. As focusing on the concept of studying the comparison between the young and elderly customers is based on their differences in their ability to process the information needed for product evaluation (Moscovitch, 1982; Roedder, & Cole, 1986; Smith & Baltes, 1990).

For instance, when consumers have increasing age they become less sensitive to the store external environmental stimuli like the colors of the store and its lighting, there awareness of advertisements and the differences of the stimuli inside the store decreases (Zaltman, Srivastava, and Deshpande, 1978).

Occupation: is one of the demographical characteristics where it has an impact on the patronage intentions towards the fashion retail stores (Goldsmith, 2002).

The educational level: represents the level of education of consumers that have an impact on their ability and skills to take a certain action (Agrawal and Tripathi 1980; Armer and Youtz 1971).

RELEVANCE OF PREVIOUS STUDIES TO CURRENT STUDY

Grace and O'Cass (2005) stated that the study of consumer patronage intentions is important for any retailers to gain customer loyalty that will lead to have more future profits and long-term retail success. Where, consumers can determine their store choice through the retail store physical attributes such as air quality (Engel, Blackwell, and Miniard 1995), store design variables (e.g., layout, assortment, carpeting, window display) , social factors (e.g., presence and effectiveness of salespersons) and ambient factors (e.g., lighting, scent, and music) (Baker et al., 2002).

Moreover, the understanding of consumer shopping orientation and time of visiting the retail store have an influence on consumer's emotional states that will indicate their patronage behaviors towards the retail store (Baker *et al.* 2002; Grewal et *al*., 2003; Gutman & Mills, 1982; Mano, 1999; Osman, 1993 ;).

Hence, retailers must understand the patronage behavior of consumers towards the retail environment especially in the fashion retail sector that is considered to be a booming market with high competition causing retailers to design the retail setting in a way to gain a competitive advantage to attract customers and increase their patronage intentions (Sirgy *et al*., 2000).

Due this study, there will be a configuration and focus on the variables that affect the consumer patronage intentions to help the marketing practitioners and fashion retailers whom are interested in the fashion retailing industry to build long-term successful relationship with customers, and those variables will be fully addressed and examined in the following chapters.

Chapter 3

RESEACRH DESIGN

3.1 INTRODUCTION

This chapter will be focusing on the whole theoretical framework and research design of the study of fashion retailing and its relationship with consumer behavior addressing the dependent, independent, intervening and moderating variables followed by the research objectives, hypothesis and questions with the full understanding of the research methodology.

3.2 PROBLEM DEFINITION

As we mentioned before in chapter 1, fashion industry in Egypt nowadays is completely different than before, where Egyptian consumers started to have different tastes with changing needs and wants.

Therefore fashion retailers in Egypt should pay more attention to their retail stores to fulfill the consumer's requirements , in this study the *research problem* will be testing how the retail store stimulus affect consumer's emotions affecting their patronage intentions.

In this study we will be focusing on the effect of all the retail store attributes and stimuli on the consumer patronage intentions.

3.3 RESEARCH OBJECTIVES

3.3.1 Main objectives:

- Highlighting the impact of *sales personnel* (number and knowledge of sales personnel) on consumer patronage intentions towards fashion retailing in Egypt.

- Addressing the effect of *design attributes* (Visual merchandising) on consumer patronage intentions towards fashion retailing in Egypt.

- Determining the impact of *design attributes* (window display) on consumer patronage intentions towards fashion retailing in Egypt.

- To highlight the impact of *design attributes* (store layout) on consumer patronage intentions

- towards fashion retailing in Egypt

- Determining the effectiveness of *(store cleanliness)* on consumer patronage intentions towards fashion retailing in Egypt.

- Determining impact of *(store lighting)* on consumer patronage intentions towards fashion retailing in Egypt.

- Highlighting the effect of *(store's background music)* on consumer patronage intentions towards fashion retailing in Egypt

- Testing the impact of *(store's scent)* on consumer patronage intensions towards fashion retailing in Egypt

- Examining the impact of consumers shopping orientation on the relationship between the store stimuli and the emotional states.

- To examine the role of timing of store visit while shopping.

- To examine consumer's emotions role between the store environmental stimuli and consumer patronage intentions towards the store.

3.4 THE PROPOSED MODEL

The theoretical framework will be focusing on the relationship between retail environmental stimuli with consumer's emotions and their patronage intentions presenting the proposed model.

The independent variables are: retail environmental stimuli 'Sales personnel, store's scent, background music, store's lighting, cleanliness and design factors' affecting Intervening/mediating variable: consumer's emotions that will affect the dependent variable: consumer patronage intentions.

The moderating variables are: timing of store visit and consumers shopping orientation that will have an impact on the relationship between the retail environmental stimuli and consumer's emotions.

An integrative framework of store environmental effects
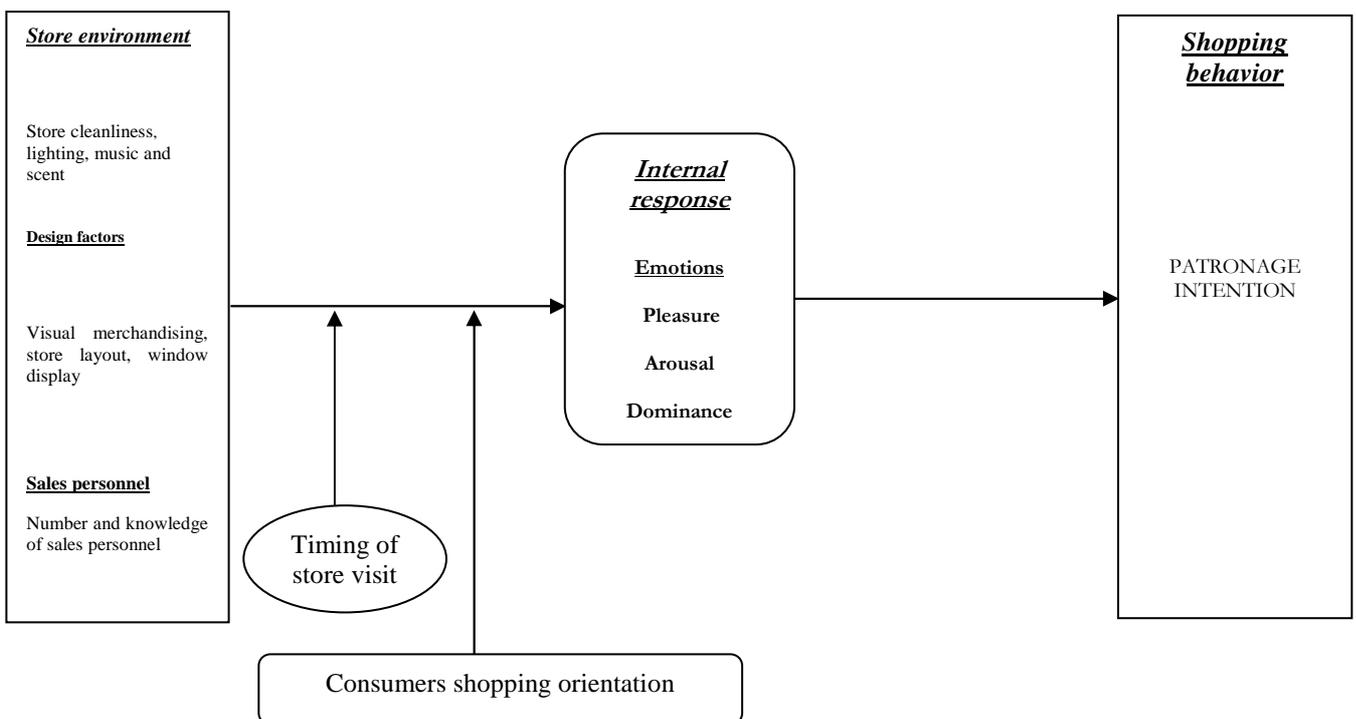
Figure 5: The proposed model

Moreover, Baker (1986) classified the store environmental stimuli into different categories which are store's (cleanliness, background music, lighting and scent), design factors that includes (visual merchandising, store layout and window display) and store's sales personnel.

As mentioned before, the environmental stimuli can affect consumer's emotional state that is represented by the PAD model that affect their behaviors focusing on their patronage intentions to the store according to Mehrabian and Russell (1974), therefore in the proposed model the internal response (consumer's emotions) was classified into three states (pleasure, arousal and dominance).

Pleasure and arousal interacts with each other, when pleasure is neutral, a moderate arousal happens causing a positive response .with extreme levels of arousal (very high or low levels) of arousal causing a negative response in the S-O-R taxonomy.

Consumers may be subjected to one of the store environmental effects and get emotion aroused causing certain behaviors which are the patronage intentions to the store (affecting the choice of the store or frequency of visits to this store in the future).

Timing of the store visit as well as consumers shopping orientation has a huge integration as moderators into the impact of the store environmental stimuli on consumer's emotions. Therefore, each consumer has a different response to the environment than the other relative to time

According to the literature review, the store environmental stimuli supposed to have more impact on evening shoppers than morning shoppers, where evening shoppers expected to be leisurely shoppers and morning shoppers expected to be purposeful shoppers.

Busy shoppers that are more time sensitive are less affected by the store environmental stimuli than shoppers that have unlimited time to shop where they can enjoy their shopping journey in the store (Harrell & Hutt 1976).Therefore, all retailers should pay more attention to the store environmental stimuli and other factors affecting consumer's emotions and their patronage intentions to the store.

3.4.1 DEPENDENT VARIABLE

Shopping behavior (consumer patronage intention): defined as the process of selecting which store to patronize (Donovan and Rossiter 1982),also defined as how consumers choose an outlet for shopping based on consumer's perceptions, images, and attitudes formed from experiences, information, and need (Haynes, Pipkin, Black, and Cloud (1994).

Patronizing a store is described as "a store choice behavior which represents an individual's preference for a particular store for purchasing a merchandize) Shim &Kotsiopulos (1992a), where it also includes patronage intentions such as a willingness to recommend or buy, and shopping methods (Baker *et al*., 2002).

Moschis, 1992; Stafford &Stafford (1986) defined the consumer patronage intentions as the decision process initiated by patronage motives that is related to where consumers shop, how they shop and what they purchase determining the reason behind consumer's shopping at certain retail store .

3.4.2 INDEPENDENT VARIABLES

Store environmental stimuli: "the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability" (Kotler, 1973, p.50)

(Baker 1987) stated that store environmental stimuli are defined as ambient factors, design factors, or store's sales personnel where:

- Ambient factors: are considered to be the background conditions that exist below the level of our immediate awareness referred to the store (cleanliness , background music, scent and lighting) where these factors can affect consumer's emotions to stay more in the store ,on the other hand the extreme ambient factor can cause consumers to avoid the store (Baker 1987).

- Design factors: (Baker 1987) defined design factors as the stimuli that exist at the forefront of our awareness*,* also classified the design factors into two general factors *(*aesthetic or

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functional factors), where aesthetic factors: are considered to be the observable physical cues (color, architecture, style, materials etc.) that include visual merchandising and window display, Aubert-*Gamet (1997).*

The Functional factors: they are the factors that help in the facilitation of consumer's behaviors in the servicescape where it includes the store layout (*Baker 1987).*

- Store's sales personnel: it addresses the role of human presence (service store personnel) in the retail store focusing on their number and knowledge (The verbal and non-verbal communication, vitality, helpfulness in service, attitude, tone of voice, capability to handle complaints, and friendliness) (Baker, Levy & Grewal 1992, Bitner 1990, Turley & Milliman 2000).

3.4.3 MODERATING VARIABLES

Consumers differ in their responses to the store environmental stimuli according to differences in their shopping orientation and timing of visiting the retail store (Holman and Wilson 1982).

In this study we will be focusing on the relationship between timing of the store visit of the day shopping with capture time (time a shopper spent inside the store) and how consumers patronize the store.

- Timing of the store visit: based on the literature review, Harrell & Hutt (1976) defined timing of the store visit as the time pressure of the retail store where people who are time sensitive will be more affected by the cues of the store environment than those who are more patient. Also, it was stated that "the store environmental timing is viewed through the valence (positive or negative perception) of anticipated social events which thus affects the individuals motivation to act" Gjesme (1983).
- Consumers shopping orientation: "Shopping orientations are mental states that result in various general shopping patterns" (Bellenger & Moschis, 1981, p. 374), also it is defined as

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shopper patterns that include consumer activities, interests, and opinions about the shopping process (Moschis 1992).

Moreover, Visser and Preez, (2001) defined Shopping orientation as "a shopper's style that places particular emphasis on a shopping-specific lifestyle encompassing shopping activities, interests and opinions, and reflecting a view of shopping as a complex social, recreational and economic phenomenon".

3.4.4 INTERVEINING VARIABLES

Consumer's emotions: it's the internal response of consumers that are difficult to verbalize thus to recall (Donovan & Rossiter 1982), also it's the "oral expression of feelings and as a personal, subjective psychological state."(Liao and Liaw n.d., p. 2)

Mehrabian and Russell (1974) defined consumer's emotions as the mediating variable between environmental stimuli (that is classified into three emotional states (PAD) and the shopping behavior, where every consumer's emotional state is a combination of these dimensions (pleasure-displeasure, arousal- nonarousal, and dominance Submissiveness).

- "Pleasure-displeasure is defined as an effectual reaction and will indicate whether or not consumers find the environment enjoyable (Jang & Namkung, 2009, p. 451), indicating the degree to which an individual feels happy, joyful, contented, or satisfied (Mehrabian and Russell 1974).

- Arousal-nonarousal is considered to be the second emotional state, defined as how much the environment stimulates consumers, also referring to one's level of activity, excitement, stimulation, or alertness (Mehrabian and Russell 1974).

- Dominance submissiveness (The third emotional state), defined as "whether or not consumers feel in control in the environment" (Jang and Namkung, 2009, p. 451).

3.5 RESEARCH QUESTIONS:

3.5.1 General Research Question:

In this research we will be having a major research question to reach certain solutions for the research problem mentioned before and the question is:

R.Q.1: What is the relationship between all the fashion retail atmospheric stimuli with the consumer patronage intentions towards fashion retailing in Egypt?

Moreover, we are going to identify the relationship between the store environmental stimuli and consumer patronage intensions while examining the most effective attribute among the store atmospheric stimuli on how males and females are going to patronize the fashion retails in Egypt.

3.5.2 Detailed Research Questions:

The major research question will be classified into minor research questions in order to find more specific solutions for the research problem mentioned before and achieving the research objectives and these questions are:

R.Q.2 what is the role of the consumers' emotional state as a mediator on the relationship between the store stimuli and consumer patronage intentions?

R.Q.3 How do sales personnel affect consumer patronage intentions towards fashion retailing in Egypt?

R.Q.4 How visual merchandising affects consumer patronage intentions towards fashion retailing in Egypt?

R.Q.5 How window display affects consumer patronage intentions towards fashion retailing in Egypt?

R.Q.6 How store layout affects consumer patronage intentions towards fashion retailing in Egypt?

R.Q.7 How store cleanliness affects consumer patronage intentions towards fashion retailing in Egypt?

R.Q.8 How the store's background music affects consumer patronage intentions towards fashion retailing in Egypt?

R.Q.9 What is the effect of store's scent on consumer patronage intentions towards fashion retailing in Egypt?

R.Q.10 How store's lighting impacts consumer patronage intentions towards fashion retailing in Egypt?

R.Q.11 What is the impact of consumer shopping orientation on the store stimuli and emotional states?

R.Q.12 How timing of the store visit impacts the relationship between the store stimuli and the emotional states?

The literature review showed that consumer's emotional state is represented by the PAD model (pleasure, arousal and dominance) and considered to be the mediating variable between the store environmental stimuli affecting consumer's shopping behavior characterized as avoiding or approaching (Mehrabian and Russell 1974, Woodworth 1928), for example, in an unpleasant environment (negative pleasure state), (the higher the arousal state) where consumers will spend less time in the store causing them not to patronize the store in the future(the more negative response to the store) (Mehrabian & Russell 1974).

Similarly, Consumer's willingness to patronize the store based on their evaluation of store employees, where how sales personnel communicate with customers during the service process that affects consumer's response, for example, the number, behavior, friendliness, vitality, helpfulness and capability to handle complaints could impact the way consumers perceive the store reliability,

trustworthiness and responsiveness (Smith and Wheeler, 2003), (Baker, et al., 2002; Seth et al., 2005).

The store personnel cues affects levels of pleasure and arousal that in return will affect consumer's willingness to buy or to return to the store (Baker, Levy 1986), thus crowding density of a store (crowding of sales personnel) could indicate a negative impact on the consumer's perceptions towards the store leading to negative emotional states (unhappy/anger) that will affect negatively on consumer's patronage intensions. (Eroglu & Machleit 1990, Hui & Bateson 1991, Machleit, Eroglu &Mantel 2000).

In addition to the social environmental cues there are design cues which are classified to store layout, window display and Visual merchandising according to the literature review, visual merchandising affects consumer patronage intensions through having superior quality, selection, assortment, styling and fashion of merchandise (Nevin and Houston, 1980) that will cause ease of mobility within the store (Lee, 1998)

Moreover, if consumers perceived the visual merchandising positively they are going to have high levels of excitement leading to higher levels of patronage decisions to the store (Wakefield & Baker 1998).Furthermore, one of the most important physical surroundings in the retail store is window display, where window display contributes directly to consumer's purchases and patronage intentions Kotler (1973-1974).

The proper use of the retail design features specially the physical features such as floor, wall, ceiling surfaces and mannequins will affect consumer's perception towards the store's image influencing customer's future patronage decisions. Similarly Store layout provides consumers space to shop easily and control crowding on the retail's floor Levy & Weitz 2009, Hasty & Reardon 1996).

The traffic flow as (perception of crowding) can be human crowding however in store layout we focuses on spatial crowding that are (feelings of restricted physical body movements due to high spatial

density) (Harrell, Hutt & Anderson 1980,the analysis of these variables and how they affect consumer's feeling could affect consumer's decisions for reconsidering future visits to the store.

After explaining the observable physical factors, previous studies referred to the importance of the ambient cues despite being the non-visual elements of store's environment, where consumers only observe these factors in case of their extreme existence or their absence Baker (1987), these non-visual cues are store (cleanliness, scent, music and lighting), for example absence or mere presence of store scent could have an impact on consumer response (Bone and Ellen 1999).

Sweeney and Wyber (2002) stated that music tempo affects consumer's perception towards the retail store affecting their intensions (patronage intention),if consumers like the music they will get aroused and stay more in the store or plan for visiting the store again. Same as the lighting factors they affect store image where consumers may perceive positive or negative emotional states according to (dim/bright) lighting (Baker, Levy & Grewal 1992, Summers & Hebert 2001).

In addition, the perceived environmental stimuli on the organism are moderated by Consumers shopping orientation where Bitner (1992) classified customers' personalities into screeners and non-screeners as mentioned in literature review.

A consumer who filters the environment feels less excited than others who don't filter the environment affecting the patronage behavior, as a conclusion the previous studies mentioned that consumers should be segmented according to their shopping orientation rather than store attributes where orientations have greater impact on the patronage behavior (Shim & Kotsiopulos, 1992b).

finally , Belk (1975) mentioned that time of purchase or timing of the store visit moderates the relationship between store environmental stimuli and consumer's emotional state ,defined as "temporal perspective is time of purchase which may be specified in time units ranging from time of a day to season of the year when a purchase was made" where early shoppers are willing to spend more time in the store than late shoppers that will cause more purchases or patronage intensions (Nicholls, Roslow and Dublish 1997).

3.5.3 RESEARCH HYPOTHESES

In the present study, a series of proposed research hypotheses were developed on the relationship between the store environmental stimuli and shopping behavior (consumer patronage intentions), where theses hypotheses are presented according to the research objectives and they are:

- The Impact of store environmental stimuli on consumer's internal response (emotions):

Some environmental stimuli expected to have positive or negative effects on consumer's internal responses; therefore in this study we proposed that:

H1: There is a positive relationship between store cleanliness and consumer's emotional state.

Baker (1987) stated that retailers should pay attention to the store cleanliness, where consumers may feel excited, pleased and satisfied when staying in clean and tidy environment.

H2: There is a positive relationship between store's background music and consumer's emotional state.

Hearing light store background music while shopping let consumers be more satisfied than hearing fast beat music Baker (1987).

H3: There is a positive relationship between store's scent and consumer's emotional state.

(Baker 1974) stated that the store can be differentiated through its scent

(The better scent of the store the greater feeling of contentment).

H4: There is a positive relationship between store's lighting and consumer's emotional state.

Lighting of the store is considered to be an important aspect among the ambient attributes, dim lighting can cause consumers to be dissatisfied, uncomfortable ant displeased.

H5: There is a positive relationship between design attributes (visual merchandising) and consumer's emotional state.

The store design has a huge impact on consumer's emotions ,where a well-designed store may affect consumers to have a positive emotional state causing them to be excited and pleased, unlike the poorly designed store may cause consumers to feel negative (displeased and angry) Baker (1987)

For example, the more observable Visual merchandizing cues (color, architecture, style, materials) to consumers, the greater chance they could be comfortable while browsing in the store.

H6: There is a positive relationship between design attributes (window display) and consumer's emotional state.

In the previous studies, Edwards & Shackley (1992) mentioned that window display was concerned to be one of the most important physical aspects that consumers could easily observe and get attracted to. Therefore, retailers should have enough knowledge while handling the window display management of the store, where the more attractive window display of the store the more consumers are likely to feel excited and be attracted to it.

H7: There is a positive relationship between design attributes (store layout) and consumer's emotional state.

Due the shopping journey, consumers take into consideration (the servicescape) involving the store layout mainly the interior decoration and facilities of the store. Therefore, for example, the inconvenient store layout may evoke anger and uncomfortable emotional state. (Levy & Weitz 2009, Hasty & Reardon 1996)

H8: There is a positive relationship between store's sales personnel and consumer's emotional state.

The interaction between sales personnel and consumers in the store is proposed to have an effect on consumer's emotions. Number (crowding) and knowledge of sales personnel affects the way consumers feel towards the service behavior, accordingly it will induce customers to get aroused. For example, consumers may feel uncomfortable and ignored or may feel excited and pleased all based on how sales personnel will treat their consumer (Baker, Levy & Grewal 1992)

- The Impact of consumer's emotional states on consumer patronage intentions.

H9: There is a positive relationship between consumer's emotional states and the patronage intentions towards the store.

In the retail environment, an in-store emotional state exists that will affect the consumer patronage intentions to the store.

The more positive consumer's in-store emotional state (where consumers will feel happy, aroused and pleased), the more consumers will patronize the store. (Mehrabian & Russell 1974).

The more negative consumer's in-store emotional state (where consumers will feel ignored, annoyed and displeased), the lower consumer's intensions and likelihood to have future visits to the store. (Mehrabian & Russell 1974)

- Consumers shopping orientation will moderate the relationship between the store stimuli and the emotional states.

H10: Visitor/browsing only shoppers are more likely to get aroused and feel more pleasure of the store environmental stimuli than shoppers visiting the store for major shopping trip engaged with several activities (Westbrook and Black, 1985).

- Timing of the store visit will moderate the relationship between the store stimuli and the emotional states.

H11 : (evening, leisurely) shoppers are more likely to be affected by the store environmental stimuli than (morning, purposeful) shoppers.

Time of the store visit includes time of the day shopping and purchasing outcomes, where morning shoppers purchased and spent more money and time than evening shoppers (Roslow and Dublish1997).

3.6 RESEARCH METHODOLOGY

3.6.1 Research Type

Correlational cross sectional descriptive study in order to describe the characteristics and relationships between the variables in hands, through describing the impact of the independent variables on consumer patronage intentions in fashion retailers in Egypt using both the qualitative

approach through using pilot study (interviews with industry experts in the fashion field) and quantitative approach through using (questionnaires), where questionnaires will be distributed on males and females and data will be gathered just once (one shot) over a period of days or weeks in order to answer the research questions.

3.6.2 Data Collection Instrument and Tools

This field of study will be focusing on the triangulation method as a data collection technique where qualitative approach through using pilot study (interviews with industry experts in the fashion field) in order to collect data that will help in the literature review and support data interpreted from previous studies , quantitative approach through using (questionnaires), where questionnaires will be distributed on males and females just once (cross sectional) in order to answer the research questions and help in describing the impact of independent variables (store environmental stimuli) on the dependent variable (consumer patronage intentions).

3.6.3 Sampling Methods

Population sample for investigation defined as (males and females) above 16 who are interested in shopping in a physical environment; sample will be drawn from Cairo.

Moreover, the sampling method will be non-probability:

- Convenient sampling: where data will be obtained in an inexpensive way from members of population who are conveniently able to provide it, where questionnaires are going to be distributed among shoppers in Cairo.

Sample size will be calculated through calculations made by Krejcie and Morgan (1970), where this study is targeting males and females in Cairo, Egypt and population will be more than 1000,000 accordingly, sample size will be 384.

470 questionnaires were distributed as a sample of population, number of respondents who replied on the questionnaire was 423, from those it was found that some of these questionnaires were invalid for different reasons, like it is incomplete and the actual valid questionnaires were 396 questionnaires.

3.6.4 Survey Development

The instrument used for this study was in survey format (Appendix 1) .Questions asked in this survey were adopted form other previous studies and with the help of researcher's thesis committee, the researcher was able to create some of the survey's questions.

The researcher was able to conduct a pilot study before the distribution of the questionnaire to ensure the full understanding of the questions in the survey as well as testing their validity and reliability; also the pilot study help the researcher to have the accurate responses that will help in achieving the research's objectives.

It was a face to face Pilot test study where the researcher distributed 30 questionnaires on males and female shoppers in Egypt to describe the shopping experience they had in a retail shop as well as number of specialists in the fashion retailing field that validated and clarified the questionnaire through giving their comments that contributed in the formation of the final version of the questionnaire. Pre-test questionnaire also was distributed on the respondents when they exit the retail shop to test their actual feelings towards their shopping experience in this retail shop.

Results of the pilot study were that the researcher should do some minor modifications in the language and wording of the first section of the questionnaire that is focusing on measuring the physical environment (store environmental stimuli) and the overall shopping value.

The questionnaire is divided into three sections testing the impact of store environmental stimuli on consumer's emotions affecting their patronage intensions towards fashion retails in Egypt. The first

section of the questionnaire will be focusing on measuring the external factors which is the physical environment (store environmental stimuli) and the overall shopping value.

The second section of the questionnaire measures the emotional reactions about the physical environment while experiencing the store and finally the third section of the questionnaire consisted of questions to determine the respondent's demographic profile, such as age, gender, occupation and education where demographic variables will be asked at the end of the questionnaire.

The questionnaire will be distributed on the respondents after they exit the retail store in the morning and evening to examine their actual feelings towards the physical store environmental stimuli and their effect on consumer's patronage intentions with respect to timing of the store visit.

Table (3.1) : Questionnaire Measurement Mapping

Independent Variable: (store environmental stimuli)

Variable	Scale type	QS. No.s
Store cleanliness	Likert Scale	6
Store's lighting	Likert Scale	3, 7
Store's scent	Likert Scale	24, 21
Store's background music	Likert Scale	10, 13
Store's design (visual merchandising)	Likert Scale	11, 20,
(Store layout)	Likert Scale	5, 16, 19, 8, 1, 23

Variable	Scale type	QS. No.s
(window and in-store display)	Likert Scale	15, 18, 2, 22
Store employees/sales personnel	Likert Scale	4, 9, 12, 14, 17

Dependent Variable: (overall shopping value)

Variable	Scale type	QS. No.s
Consumer's patronage intentions	Likert Scale	25, 28, 30, 29, 27, 32

Intervening variable: (internal response)

Variable	Scale type	QS. No.s
Consumers emotions	Semantic differential scale	Section II

Moderating variable:

Variable	Scale type	QS. No.s
Consumer's shopping orientation	Likert Scale	26, 31

3.6.5 Data Analysis Methods

SPSS method (Statistical Packages for Social Sciences) will be used for the analysis of this field of study, where the analysis is very important in this research to ensure the reliability of the research questions and hypotheses.

The research's analysis will be divided into three sections; the first section is the descriptive statistics and frequency tables that are generated by SPSS for a data entry error check and demographic analysis.

The second section is the conduction of the normality test, and the Spearman's correlation test to see the correlations between consumer's patronage intentions and all the store environmental stimuli and finally the third section that is focusing on the regression analysis for testing the hypotheses and the relationship between the consumer patronage intentions (dependent variable) and the store

environmental stimuli (independent variable)as well as determining the significance of each variable (to have the full understanding of the impact of store environmental variables on consumer patronage intentions towards fashion retails).

Summary

This chapter focused on the importance of the research questions, definitions of the variables in hand and description of the research hypotheses, data collection and analysis methods.

By answering the research questions we were able to achieve the research objectives and accordingly theses hypotheses were developed to investigate the relationship between the store environmental stimuli and shopping behavior (consumer patronage intentions) of males and females.

The researcher created some of the survey questions and was able to adopt other questions from previous studies, the questionnaire was distributed to convenient males and females sample and the software used for the analysis of this research was Statistical Packages for Social Sciences' (SPSS).

Chapter 4

DATA ANALYSIS AND FINDINGS

This chapter discusses the research findings as well as analyzing the data collected in chapter 3, where our data was drawn from Excel to the Statistical Packages for Social Sciences' (SPSS) software for analysis version 18.

Descriptive, inferential statistics and frequency tests were mainly our statistical methods used in this study, also principal component analysis and reliability tests, Spearman's correlation tests, and regression analysis were used as well.

4.1. INTRODUCTION

This chapter will present two sections of analysis at which: first section focuses on a summary of the **qualitative data** collected from two semi structured interviews with Mr. Mouhanad Yakan, shop manager at Pullandbear and Mr. Simon Naga, District Manager (Azadea group), in this section there will be a brief summary of the data collected from the interviews.

Regarding the second section, it emphasizes the **quantitative data** analysis of the data collected through the questionnaire survey. In this phase; the researcher will start by describing the sample collected, then the descriptive analysis of the respondents, followed by the normality, reliability tests and displaying the analysis of the dependent and independent relationships using Correlation and Regression analysis to characterize the association between Dependent and Independent variables along with the identification of the degree of Significance of each variable.

4.2 THE FIRST SECTION OF ANALYSIS: QUALITATIVE ANALYSIS

4.2.1. Findings of the interviews

In this study there was a preset appointment and an introduction letter sent to Mr. Simon Naga, District Manager (Azadea group) and Mr. Mouhanad Yakan, shop manager at Pullandbear, explaining what they are going to be asked about due the interview, its purpose and objectives.

First Interview:

From the interview with Mr. Simon Naga, it was concluded that:

Azadea Group is a huge fashion company working in the fashion retailing industry that is based in Lebanon. The company own the sponsorship of a lot of brands from Inditex (garments), Tempe (shoes) in the whole Middle East and Pullandbear (clothing, shoes, etc.), Bershka (clothing, shoes, etc.), ZARA (clothing, shoes ,etc.),…etc.

Fashion retailing in Egypt is considered to be one of the strongest, promising and improving sectors among others. Also, it is a high traffic market that became a target for job vacancies where Azadea is a market leader in it.

Azadea Group uses the concept of honorship management when managing their shops atmosphere, at which every manager has the full control over all the elements and staff and should monitor all the retail store. For example, the manager have the authority to get couches when needed, lead in anything because the motivational atmosphere should be maintained.

Azadea group use a common technique and same aspects when managing the store atmosphere of their shops. Their concept is "one team one rule" as all the shops have same rules to follow that are controlled and monitored by the ER team (employee relation) and in the case of using different techniques when managing the store atmosphere it happens when managers have initiative ideas inside the store.

All the Azadea fashion shops including their brands have their own unique taste in managing their store attributes to match all kinds of customers like (Massimo Dutti, Zara, Pullandbear, Bershka etc...) , as this won't let any of the customers to prioritize any of the shops according to their atmosphere management.

Managing the atmosphere of the Azadea fashion shops at its best and working with passion and integrity could cause certain preferred consumer responses and of these responses is reaching the best customer shopping experience as well as building long-term relationship with customers that may also cause the customer to have frequent future visits to the store.

What mainly caused Azadea fashion group to lead the fashion market is their management for the stores' atmosphere as a competitive advantage through having each shop to create its own unique taste and category as mentioned above. As for Massimo Dutti brand which uses its own classy fashionable trendy look that contact the high class category and for Pullandbear that focuses on having the fashionable teenager type of customers and all serve the customers in the same way.

Second Interview:

From the interview with Mr. Mouhanad Yakan, it was concluded that:

Azadea's fashion retails follow the teamwork concept and working with passion, integrity and accountability while managing the store atmosphere, especially when managing the sales personnel which is considered an important element of store environmental stimuli that affect consumer's patronage intensions.

Managing (the *sales personnel*) includes certain programs that mainly focuses on the participation of the sales personnel in several trainings that includes cross selling and upselling techniques, understanding customer programs and how sales personnel get into consumer's heads in order to know how to satisfy their needs, body shape program that focuses on explaining for the sales personnel that every customer is differentiated from the other through their body shape and each body shape will have different fitting with different matching looks.

Training in the alteration process which maintains rules and standards for customer satisfaction, what are the needs of the customers, contact details of the customers, feedback of customers based on their

requirements, also training programs on the order processing through phone techniques and how to handle the calls and finally having trainings on how to write reports and compare the monthly reports with the targets.

And as a conclusion through the ways Azadea group manage their sales personnel, causing to have experienced sales personnel that can keep successful long-term relationship with the customers and causing them to have repeated visits for the store in the future.

Concerning the strategy that Azadea group follow when designing their retail fashion stores, it is mainly focusing on the full display of the outfits according to the season tendency through using all the techniques of design (*visual merchandising*), is a main element of the store design where there could be no attention on how the store merchandise should look like and the arrangement of the merchandise that can allow customers to be entertained while shopping in the store.

Where management of the store merchandise differs based on each season. So, mainly it will affect consumer's emotional states at which visual merchandising in Azadea fashion shops is a silent way of talking to customers where they can attract, convince , sell and cross sell to customers by using it well.

(*Window display management*) in Azadea fashion shops is very important, where Azadea fashion shops in Egypt always copy the window display management from the other fashion shops in Spain and Lebanon without any modifications, thus, fashion in the Egyptian market considers mainly the full display of the outfits that match each season (summer, winter, spring,. . etc.) and customers tastes as well. And based on this, it showed that the internal response of Egyptian consumers is highly affected by the window display of the fashion retail stores in Egypt.

Managing (*the store layout*) in Azadea fashion shops is critical. Since it affects the level of crowd (employees and customers) in the retail shops, the facility of browsing the retail services and

merchandise as well as increasing sales and patronage intensions towards the retail store. As the main aim of Azadea group is the customer satisfaction, they try to manage the layout of their fashion shops regularly according to their store layout management in Spain and Lebanon to ease flow of customers in the retail shop.

Furthermore, there are some other store environmental stimuli that have an influence on consumer's patronage intensions in general. And of these environmental stimuli is (*store cleanliness*) which is considered an important factor when managing Azadea's fashion shops.

The cleanliness of the store affects the image of Azadea's Fashion shops and customers appraisal for the shop to visit whether it's the cleanliness of the store (products, furnishing, and floor and shelves cleanliness) or customer's perception towards the store employee's cleanliness (way of dressing) that reflects the category of the store's items as image comes first to grab the attention of each kind of customers.

The *scent* of the Azadea shops also reflects their image, consumer's emotions that will affect their patronage intensions, where in some of the Azadea brands (Zara) they focus on the presence of unique and favorable scent and odor in the retail shops that causes customers to get aroused emotionally from the store atmosphere leading to have (Zara and other brands) their preference store.

Moreover, management of (*lighting*) in Azadea fashion shops can affect the purchasing behavior of consumers and also ease browsing for the merchandise, where lighting is highlighted and directed on the items of the new collection in the store as well as showing the material and colors of the merchandise.

Likewise, the (*background music*) played in Azadea shops attracts most of the Egyptian consumers and encourage their patronage behavior because it is played at the right volume and tempo where it accelerates the flow of consumers in the retail stores as well as manage the level of crowd.

According to the proper management of the environmental stimuli of Azadea's fashion shops, consumers are affected emotionally while experiencing the shops. Where they would like the store as much as they feel loved, respected, welcomed and comfort. And for each occasion and event like in Christmas or New Year's Eve the customers are more likely to get aroused by the store environmental stimuli than other normal days.

When it comes to the other variables that affect the shopping journey of consumers inside Azadea fashion shops, then the attention will go first to the shopping orientation of consumers.

Where in Azadea, <u>browsers</u> or they call them 'first time visitors' who try to take a brief about the store environment and its products and services. And <u>consumers that have an intension to buy</u> where they are called regular customers that are informed about the new updates in the session tendency for their fashion updates and what they are likely to purchase.

Those two types of customers are affected emotionally by the store environmental stimuli. However, browsers are more affected by the store atmosphere than regular customers.

Besides the shopping orientation of consumers, timing at which consumers visit Azadea fashion shops have a major effect on their shopping journey inside the shops.

<u>Morning</u> shoppers are more likely to be females that have the ability to browse the store easily and are more aroused by its surroundings where the store in the morning is not crowded and there will be a facility in locating the products to purchase for those who want a specific item to buy.

Unlike <u>Evening</u> shopping, where most of the evening shoppers are males and they prefer to buy a specific item rather than browsing the store where the store at night is at its high traffic times.

4.3 THE SECOND SECTION OF ANALYSIS: QUANTITATIVE ANALYSIS

4.3.1. Sample Description

In analyzing the impact of store environmental stimuli on consumer patronage intensions towards fashion retail in Egypt, we distributed a total number of 470 surveys as a sample drawn among the target population.

Questionnaires were personally administered to reach a high response rate. 470 surveys were collected and the number of respondents on the questionnaire were 423 respondents, from those it was found that the actual valid questionnaires were 396 out of the 423 questionnaires and the rest were 27 invalid questionnaires due to different reasons, one of the main reasons was the presence of incomplete questionnaires.

The data collection started early May 2014 and lasted for one month. Results were obtained and statistical analysis was conducted on these 396 questionnaires.

4.3.2. Descriptive Analysis

The researcher conducted the descriptive statistical analysis for examining the probability of having any errors during the data entry.

Responses were measured using a five-point Likert scale except for the descriptive demographics, which ranged from strongly disagree=1 to strongly agree=5, a respondent choosing agree or strongly agree on this scale will be considered to support the variable.

Moreover, responses regarding consumer's emotional states were measured using Semantic differential scale.

4.3.2.1. Descriptive Demographics

Frequency tables were created for the description of the sample in terms of demographics where it includes frequency and percent along with the impact of all the store environmental stimuli on respondent's emotions affecting the consumer patronage intensions.

Gender, age, occupation and education of the respondents were measured in this study in order to test the significance of the relationship between demographics of the respondents and their patronage intensions as well as testing the factors that affect consumer intentions.

When analyzing the **Gender** of the respondents interviewed, it was shown in **Table (4.1)** (see APPENNDIX C) that the sample consists of 396 respondent segmented according to their gender on different intervals, where around 45% of the sample are females and the other 55% are males.

Regarding the **Age** of the respondents it is found in **Table (4.2)** (see APPENDIX C) that the majority of the interviewed respondents who are in the range of (25-35) years representing 35% of the sample and the minority who are in the range of (45 years and above) representing15% of the sample.

As shown in **Table (4.3)** (see APPENDIX C), it was found that 55% of the majority of the respondents are employed and the minority of the respondents are from the housewives with 13 %.

Regarding the **education level** of the respondents, the results in **Table (4.4)** showed that high results of 83% college graduates and the minority for middle school students with 1%, indicating that the majority are for college graduates.

4.3.2.2. Descriptive analysis for timing of the store visit

In this section frequency **Table (4.5)** (see APPENNDIX C) was created to describe the sample in terms of timing of the store visit including the frequency and percent and when the respondents visited the store.

Time of the store visit based on the theoretical framework is considered to be the mediating variable on the impact of the store environmental stimuli on consumer's emotions regarding shopping in the morning or evening, where from analyzing the sample it's clear that around 50% of the sample were morning shoppers and the other 50% are evening shoppers.

4.3.2.3. Descriptive analysis for the store environmental stimuli, consumer patronage intentions and consumer's shopping orientation.

All the questions addressed in **Table (4.6) (**see APPENNDIX C) were asked to show the percentage of agreement of the respondents on all the factors of the store environmental stimuli whether in the morning or evening as well as the percentage of agreement of respondents on consumer patronage intentions and consumer's shopping orientation.

After looking through Table (4.6) it is shown that:

- The ambient factors of the store environmental stimuli.

The store environmental stimuli includes different factors as mentioned in the literature review, one of those factors were the ambient factors which include the store's (cleanliness, scent, background music and lighting) and referring to table (4.6) it is shown that, the store cleanliness is measured by only 1 question which is   question 6 (The store is clean and tidy) that showed the agreement level of respondents on this question in the morning and evening, where the percentage of agreement in the morning is 87.5% and in the evening is 81.6% .

The store lighting is considered one of the ambient factors of the store environment, where it is measured by two questions which are question 3 (Lighting in this store was pleasing to me) and question 7 (Lighting in this store helped me to browse the merchandise easily), from the results it is found that the percentage of agreement on question 7 (Lighting in this store helped me to browse the merchandise easily) is 64.5% which is higher than that in question 3 (Lighting in this store was

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pleasing to me) which is 61.5% in the morning , however in the evening the percentage of agreement on question 3&7 is 63% where they are approximately equal.

Regarding the store's scent it is measured by two questions, question 21 (The scent of this store catches my attention) and question 24 (This store is of disturbing scent), from the opinion of the respondents it is found that the percentage of agreement on question 21 which is 57.5% is higher than that of question 24 which is 19% whenever the respondents shop in the morning or evening.

The store's background music is measured by two questions which were question 10 (The music in this store was played at the right volume) and question 13 (The background music in this store was appropriate to me), where the percentage of agreement on question 10 is 65.5% which is higher than that of question 13 which is 59%, whenever the shopping time is in the morning or evening.

- The design factors of the store environmental stimuli.

According to the literature review, the store's design factors are considered the main factors that affect consumers. Therefore, the descriptive analysis of the design factors which include the stores (visual merchandising, the layout and window display) is very important.

Moreover, the store's visual merchandising, is measured by two questions, question 11 (Merchandise was easy to locate in this store) and question 20 (The décor of this store is pleasing to me) and according to opinions of the respondents it is found that the percentage of the agreement on question 11 which is 64.5% is higher than that of question 20 which is 59% only when respondents shops in the morning. However, in the evening shopping the percentage of agreement on question 20 is 64.3% which is higher than that on question 11 which is 57%.

The store's layout is also measured by six questions which are question 1 (The interior design of this store attracted my attention) , question 5 (It was easy to find what I wanted in this store), question 8 (Navigating this store was easy) , question 16 (The store layout was well thought out) , question 19

(The store layout was cluttered and confusing to me) and question 23 (The in-store signs (i.e., enter, exit, men and women sections, maternity, kids section, fitting rooms…etc.) were convenient to me).

Moreover, the highest percentage of agreement of respondents in the morning is on two questions which are question 8 & 23 and it is 66% each where the less agreement of respondents is on question 19 which is 20.5%.

The highest percentage of agreement of respondents who visited the store in the evening is on two questions which are question 23 & its percentage is 67.8% and also question 16 and its percentage is 64.3%, regarding the lowest percentage of agreement of respondents is on question 19 and it is 18.4%.

Consequently, it is concluded that question 23 (The in-store signs (i.e., enter, exit, men and women sections, maternity, kids section, fitting rooms…etc.) has the highest percentage of agreement of respondents whenever they shop in the morning or evening, unlike question 19 (The store layout was cluttered and confusing to me) which has the lowest percentage of agreement of respondents whenever shopping in the morning or evening.

The window and in-store display is one of the store design factors that is measured by four questions which are question 2 (I decided to shop in this store based on its eye-catching window displays), question 15 (The way this store displays its product is attractive), question 18 (The in-store displays were impressive to me) and question 22 (I entered this store after looking through its mannequin displays).

Concerning the results shown in table 4.6 it is found that the highest percentage of agreement of respondents is on question 15 (The way this store displays its product is attractive) whenever they visit the store in the morning time which is 66.5% or evening time which is 68.7%. Unlike respondents who have the least percentage of agreement on question 22 (I entered this store after

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looking through its mannequin displays) where the percentage of agreement in the morning is 42.5% and in the evening is 43.4%.

- The sales personal as an important factor of store environmental stimuli.

According to the agreement of respondents on questions regarding the store's sales personal, it is concluded that the percentage of agreement on the following five questions at which the sales personal is measured, and they are question 4 (The store employees were able to handle my requests), question 9 (The store employees smiled at me when I entered the store) , question 12 (The store employees were friendly) , question 14 (There were enough employees in this store that I felt cared for) and question 17 (The store employees were knowledgeable).

The highest percentage of agreement of respondents is on question 12 (The store employees were friendly), question 14 (There were enough employees in this store that I felt cared for) whenever they visit the store in the morning where the percentage is 66% or in the evening where the percentage is 71.4%. Unlike question 9 (The store employees smiled at me when I entered the store) it has the least percentage of agreement whenever respondents visit the store in the morning and its percentage is 54.5% or in the evening which is 51.1%.

- The consumer patronage intentions that is affected by the store environmental stimuli.

Consumer patronage intentions is a variable that is affected by many different factors and in this study the main focus is on the store environmental stimuli as an important factor affecting consumer's patronage intentions towards the retail store.

The consumer patronage intentions is measured by six questions, question 25 (I like this store), question 27 (It is very likely that I will have a second visit to this store in the future), question 28 (I get so involved when I shop at this store that I forget everything else), question 29 (I will avoid returning to this store in the future), question 30 (I enjoyed the shopping at this store for its own

sake, not just for the items I have purchased) and question 32 (I'll recommend and say positive things about this store to others).

Moreover, the percentage of agreement of respondents on the questions regarding consumer patronage intentions is based on the opinions of the respondents, where it is found that the highest percentage of agreement of respondents who visited the store in the morning is on questions 32 (I'll recommend and say positive things about this store to others) and its percentage is 77.5% and question 27 (It is very likely that I will have a second visit to this store in the future) and its percentage is 77%.

Regarding the respondents who visit the store in the evening, the highest percentage of agreement is on two questions which are question 27 (It is very likely that I will have a second visit to this store in the future) with 82.7% & question 25 (I like this store) with 80.6%.

The least percentage of agreement of respondents is on question 29 (I will avoid returning to this store in the future) which is 7% whenever in the morning or in the evening which is 7.1%.

Accordingly, the conclusion is that the highest percentage of agreement of respondents is on question 27 (It is very likely that I will have a second visit to this store in the future) whenever they visit the store in the morning or evening.

- Descriptive consumer shopping orientation

The consumer shopping orientation is measured by two questions and they are question 26 (I entered this store just for browsing its attributes) and question 31 (I entered this store to look for specific item to buy) and from the results it is found that question 31 has the highest percentage of agreement whenever respondents visit the store in the morning and it is 60% or in the evening with 53.5%.

Concerning the least percentage of agreement of respondents it is on question 26 whenever respondents visit the store in the morning which is 42% or in the evening with 48.4%.

4.3.2.4. Descriptive analysis for consumer's emotional state/ internal response.

Consumer's emotional state is of major importance in this study where respondents are asked to give their percentage of agreement regarding questions that state their emotional and internal response towards visiting the store in the morning or evening.

According to **Table (4.7) (**see APPENNDIX C) it is shown that:

The percentage of level of happiness of consumers when they visit the store in the morning is 78% and it is approximately equal to visiting the store in the evening with 78.5%.

Moreover, it is found that respondents are pleased when they visit the store in the evening and its percentage is 70.5% which is more than when they visit the store in the morning and its percentage is 66%, so as a conclusion respondents are pleased when they visit the store in the evening more than the morning.

Concerning respondent's opinions, it is found that the percentage of agreement on the level of cheerfulness when they visit the store in the morning is 55.5% which is more than visiting the store in the evening which is 53.5%.

In the morning shopping the percentage of agreement of respondents that they are feeling delighted is 61% where it is more than their feeling when they visit the store in the evening and its percentage is 59.7%.

Concerning the entertainment, it is found that the percentage of agreement of respondents that they are entertained when visiting the store in the morning which is 60.5% is more than their feeling in the evening and it is for 50%.

Based on respondent's opinion, it is found that they are more excited when visiting the store in the evening with percentage of agreement 65.3% than the morning with 61.5%.

Finally, respondents agreed that they are feeling awake when they visit the store in the morning with percentage of agreement 62% more than when visiting the store in the evening with 60.7%.

4.3.3. Normality test

In this section testing the normality of the variables is important in order to state which variables that are normally distributed and which are not normally distributed. Therefore, in this study (Kolmogorov-Smirnov) test is used to check the normality of the answers.

When the data and variables are normally distributed then it is important to use the parametric test (T, F, Z…) and if it is not normally distributed, the main focus will be on the usage of the non-parametric test when having any statistical inferences around the hypothesis of the thesis.

Normality test hypothesis:

- H0: The variable is normally distributed

- H1: The variable is not normally distributed.

From the results of [The Asymp. Sig. (2-tailed)] (P-value), we obtain the decision mentioned in the table (4.8) whether to accept or reject the null hypothesis of the normality according to the following criteria:

- If the Asymp. Sig. (2-tailed) $\leq \alpha$ then reject the H0 and can't accept H1.

- If the Asymp. Sig. (2-tailed) $> \alpha$ then accept H0 and reject H1.

Where α is type 1 error or significance level, which is defined as the probability of rejecting the null hypothesis H0 when it is true and traditionally α is used as 5%, which means that the confidence of the results is 95%.

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Table (4.8): Kolmogorov-Simonov test

In **Table 4.8,** it summarizes the answers of the respondents by measuring their average answers through the value of the mean and the fluctuation of the answers around the central point through the value of the standard deviation.

Variable	Sub-variable	Time	Mean	Std. Deviation	Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)	Decision
Ambient factors		Morning	3.6763	0.47325	1.034	0.236	Normal
		Evening	3.5906	0.43790	1.132	0.154	Normal
	Cleanliness	Morning	4.2450	0.69091	3.657	0.000	Skewed
		Evening	4.1020	0.73015	3.651	0.000	Skewed
	Lighting	Morning	3.7525	0.70888	2.496	0.000	Skewed
		Evening	3.7168	0.67950	2.690	0.000	Skewed
	Scent	Morning	3.0275	0.66158	3.487	0.000	Skewed
		Evening	3.0000	0.53589	3.429	0.000	Skewed
	background music	Morning	3.6800	0.82827	2.197	0.000	Skewed
		Evening	3.5434	0.75746	2.317	0.000	Skewed
Design Factors		Morning	3.5664	0.51107	0.755	0.619	Normal
		Evening	3.5251	0.45917	0.870	0.436	Normal

	visual merchandising	Morning	3.7300	0.63965	2.242	0.000	Skewed
		Evening	3.6505	0.59833	2.800	0.000	Skewed
	Layout	Morning	3.5092	0.45304	1.175	0.127	Normal
		Evening	3.4362	0.43038	2.033	0.001	Skewed
	window and in-store display	Morning	3.4600	0.70641	1.380	0.044	Skewed
		Evening	3.4885	0.63057	1.420	0.035	Skewed
Sales personnel		Morning	3.7110	0.65821	1.387	0.043	Skewed
		Evening	3.6663	0.60654	1.481	0.025	Skewed
Consumers emotions		Morning	3.7536	0.76710	1.189	0.118	Normal
		Evening	3.7638	0.67150	1.298	0.069	Normal
Consumer's shopping orientation		Morning	3.3850	0.64526	1.465	0.027	Skewed
		Evening	3.3342	0.57002	1.165	0.133	Normal
Consumer's patronage intentions		Morning	3.3617	0.47878	2.258	0.000	Skewed
		Evening	3.3384	0.49034	2.882	0.000	Skewed

According to table (4.8), it represents the test of the normality of the variables, where it is concluded that some variables are normally distributed and other variables are not normally distributed.

4.3.4. Correlations

After conducting the normality test it was concluded that some variables are normal and others are not normal. Therefore, all the variables will be considered not normal and this is the main reason for applying (Spearman's correlation) which is also known as the rank test.

The purpose of having correlations is to measure the relationship between independent variables (The store environmental stimuli), the intervening variable (internal response/consumer's emotional state), moderating variables (consumer shopping orientation, time of store visit) and the dependent variable (consumer patronage intensions).

And by testing the significance of the relation calculated from the sample, test of hypotheses were applied, were

H0 = $\rho = 0$, accordingly (there is no linear relation).

And when

H1 = $\rho \neq 0$, accordingly (there is linear relation).

The decision to accept or reject the null hypothesis is in the correlation phase. Hence, the ρ-value significance (two-tailed) has to be compared to the significance level α where:

-The ρ-value (significance (two-tailed)) is the smallest area under the curve at which the null hypothesis is rejected.

-Significance direct means that there is a relation between the variables where null hypothesis is rejected and H1 is accepted which means acceptance for the research hypotheses.

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-<u>And significance level α</u> as mentioned above as type 1 error, it is the probability of rejecting H0 when it is true and traditional value of α 5%. Thus, the decision is taken with confidence of 95% according to the following criteria:

- If significance (two-tailed) (ρ-value) > α   , so can't reject H0 and this means that there is no significance relation.

                         And

- If significance (two-tailed) (ρ-value) ≤ α   , so reject H0 and can't reject H1, which means that there is significance relation.

When significance level α + confidence level = 100%.

According to **Table (4.9)** (see APPENNDIX E) which focuses on the correlation and its inference for the relation between consumer's emotional states and store environmental stimuli (ambient factors, design factors and sales personnel)**.**

And from Table (4.9), the following results were obtained:

- The relation between the three environmental stimuli (ambient factors, design factors and sales personnel) and consumer's emotional states is significant and direct (positive), where the highest and strongest relation is the relation between consumer's emotional state and design factors (r = 0.507) and the weakest relation is the relation between consumer's emotional state with the sales personnel (r = 0.382).

- There is no significance relation between the store's scent (which is a factor of the ambient factors) and consumer's emotional states which emphasized **H3**, unlike the other three ambient factors which are store (cleanliness, lighting and background music) have significance relation with consumer's emotional states where the highest and strongest

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relation is the relation between consumer's emotional states and the background music (r = 0.312) and the weakest relation is the relation between consumer's emotional states and the store's lighting (r = 0.301), which emphasized **H1**, **H2** and **H4**.

- There is a positive and significant relation between the store design factors (visual merchandising, store layout and window display) and the consumer's emotional states, where the highest and strongest relation is the relation between consumer's emotional states and the store's layout (r = 0.401), which emphasized **H5**, **H6** and **H7**.

- There is a positive and significant relation between store's sales personnel and consumer's emotional states however this relation is weak (r = 0.382), which emphasized **H8**.

In **Table (4.10)** (see APPENNDIX E) measuring the relation and testing its significance between consumer's emotional states in general and the store environmental stimuli (ambient factors, design factors and sales personnel) through using time of store visit as a moderating variable.

From Table (4.10) it is concluded that:

- There is a positive and significant relation between consumer's emotional states and the store environmental stimuli where:

  In the morning, the strongest relation is the relation between consumer's emotional states and the store's design factors (r = 0.469) and the weakest relation is the relation between consumer's emotional states and the store's sales personnel (r = 0.332).

  In the evening, the strongest relation is the relation between consumer's emotional states and the store design factors (r = 0.55) and the weakest relation is the relation between consumer's emotional states and sales personnel (r=0.43)

- As a conclusion, the relation between consumer's emotional states and the store environmental stimuli in the evening is higher than that in the morning, however all the relations are direct significant which emphasized **H11.**

Concerning the ambient factors of the store environment, it is concluded that:

- <u>In the morning</u>, There is no significance relation between the store's scent and consumer's emotional states , though all the other three ambient factors (store's lighting, background music and cleanliness) have significance relation with consumer's emotional states, where the strongest relation is the relation between consumer's emotional states and store's cleanliness (r = 0.324) and the weakest relation is the relation between consumer's emotional states and the store's background music (r = 0.234).

- <u>In the evening,</u> there is a significance relation between all the ambient factors of the store environment where, the strongest relation is the relation between consumer's emotional states and the store's background music (r = 0.416) and the weakest relation is the relation between consumer's emotional states and store's scent (r = 0.199).

- In general, it is concluded that the relation between all the ambient factors of the store environment and consumer's emotional states is higher in the evening than in the morning except for the store cleanliness.

Regarding the design factors of the store environment, it is concluded that:

- There is a significance relation between all the store design factors and consumer's emotional states whenever respondents visit the store in the morning or in the evening.

- <u>In the morning,</u> the strongest relation is the relation between consumer's emotional states and the store layout (r = 0.434), and the weakest relation is the relation between consumer's emotional states and the store's visual merchandising (r = 0.357).

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- In the evening, the strongest relation is the relation between consumer's emotional states and the store layout (r = 0.485) and the other two variables which are store's window display and the visual merchandising have approximately the same relation with consumer's emotional states (r = 0.45).

- As a conclusion, the relation between all the factors of the store design and consumer's emotional states is higher and stronger in the evening more than the morning.

Regarding the sales personnel of the store environment, it is concluded that:

- There is a positive and significant relation between consumer's emotional states and the store's sales personnel whenever respondents visit the store in the morning or in the evening. Yet, in the evening the relation between consumer's emotional states and store's sales personnel is stronger than that in the morning.

In the following tables, **Table (4.11)** and **Table (4.12)** (see APPENNDIX E) using consumer shopping orientation as a moderating variable to measure the relation between the store environmental stimuli and consumers emotional states and since the shopping orientation is measured by two questions which are question 26 (I entered this store just for browsing its attributes) and question 31 (I entered this store to look for a specific item to buy).

In **Table (4.11)**, it focuses on measuring the Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using question 26 (I entered this store just for browsing its attributes) as a moderated variable.

From table (4.11) it is concluded that:

- There is a positive and significant relation between all the store environmental stimuli and consumer's emotional states using question 26 (I entered this store just for browsing its

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attributes), where the strongest relation is the relation between consumer's emotional states and the store design factors (r = 0.558) and the weakest relation is the relation between consumer's emotional states and the sales personnel (r = 0.364) which emphasized **H10.**

Concerning the relation between the ambient factors of the store environment and consumer's emotional states in presence of consumers shopping orientation, it is concluded that:

- There is a positive and significant relation between all the ambient factors of the store environment and consumer's emotional states using question 26 (I entered this store just for browsing its attributes), where the strongest relation is the relation between consumer's emotional states and the store's lighting (r = 0.424) and the weakest relation is the relation between both the store's cleanliness (r = 0.204) with consumer's emotional states and the store's scent (r = 0.2.1) with consumer's emotional states.

Concerning the relation between the design factors of the store environment and consumer's emotional states in presence of consumers shopping orientation, it is concluded that:

- The is a positive and significant relation between the design factors of the store environment and consumer's emotional states using question 26 (I entered this store just for browsing its attributes) where, the strongest relation is the relation between consumer's emotional states and the in-store window display (r = 0.521), and the weakest relation is the relation between consumer's emotional states and the store visual merchandising (r = 0.446).

Concerning the relation between the sales personnel of the store environment and consumer's emotional states in presence of consumers shopping orientation, it is concluded that:

- There is a strong positive and significant relation between consumer's emotional states and the sales personnel of the store environment using question 26 (I entered this store just for browsing its attributes).

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Table (4.12) represents Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using question 31 (I entered this store to look for a specific item to buy) as a moderated variable.

Where from Table (4.12) it is concluded that:

- There is a positive and significant relation between all the store environmental stimuli and consumer's emotional states using question 31 (I entered this store to look for a specific item to buy), where the strongest relation is the relation between consumer's emotional states and the store design factors (r = 0.473) and the weakest relation is the relation between consumer's emotional states and the sales personnel (r = 0.341) which emphasized **H10.**

Referring to the relation between the ambient factors of the store environment and consumer's emotional states in presence of consumers shopping orientation, it is concluded that:

- There is a positive and significant relation between consumer's emotional states and the ambient factors of the store environment using question 31 (I entered this store to look for a specific item to buy), where the strongest relation is the relation between consumer's emotional states and the store's background music (r = 0.377) and the weakest relation is the relation between consumer's emotional states and the store's scent (r = 0.174).

Regarding the relation between the design factors of the store environment and consumer's emotional states in presence of consumers shopping orientation, it is concluded that:

- There is a positive and significant relation between consumer's emotional states and the design factors of the store environment using question 31 (I entered this store to look for a specific item to buy), where the strongest relation is the relation between consumer's emotional states and the store layout (r = 0.428) and the weakest relation is the relation between consumer's emotional states and the store window display (r = 0.383).

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Concerning the relation between the sales personnel of the store environment and consumer's emotional states in presence of consumers shopping orientation, it is concluded that:

- There is a strong positive and significant relation between consumer's emotional states and the sales personnel of the store environment when using question 31(I entered this store to look for a specific item to buy) as a moderating variable.

Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using time of the store visit (morning shopping) and question 26 (I entered this store just for browsing its attributes) as moderating variables are presented in **Table (4.13) (**see APPENNDIX E).

From Table (4.13) it is concluded that:

- There is a positive and significant relation between all the store environmental stimuli and consumer's emotional states using question 26 (I entered this store just for browsing its attributes) when visiting the store in the morning, where the strongest relation is the relation between consumer's emotional states and the store design factors (r = 0.525) and the weakest relation is the relation between consumer's emotional states and the sales personnel (r = 0.275).

Concerning the relation between the ambient factors of the store environment and consumer's emotional states using question 26 (I entered this store to look for a specific item to buy) when visiting the store in the morning, it is concluded that:

- There is a positive and significant relation between the ambient factors of the store environment and consumer's emotional states using question 26 (I entered this store just for browsing its attributes) when visiting the store in the morning except for the relation between consumer's emotional states and the store's scent at which this relation is not significant,

where for the significant relations the strongest relation is the relation between consumer's emotional states and store's lighting (r = 0.414) and the weakest relation is the relation between consumer's emotional states and the store's background music (r = 0.257)

Regarding the relation between all the design factors of the store environment and consumer's emotional states using question 26 (I entered this store to look for a specific item to) when visiting the store in the morning, it is concluded that:

- There is a positive and significant relation between the design factors of the store environment and consumer's emotional states using question 26 (I entered this store to look for a specific item to) when visiting the store in the morning, where the strongest relation is the relation between consumer's emotional states and the store's window display (r = 0.561) and the weakest relation is the relation between consumer's emotional states and store visual merchandising (r = 0.391).

Referring to the relation between all the sales personnel of the store environment and consumer's emotional states using question 26 (I entered this store to look for a specific item to) when visiting the store in the morning, it is concluded that:

- There is a strong positive and significant relation between the sales personnel of the store environment and consumer's emotional states using question 26 (I entered this store to look for a specific item to) when visiting the store in the morning.

Table (4.14) (see APPENNDIX E) addresses the Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using time of the store visit (morning shopping) and question 31 (I entered this store to look for specific item to buy) as moderating variables.

From the results of Table (4.14) it is found that:

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- There is a positive and significant relation between all the store environmental stimuli and consumer's emotional states using question 31 (I entered this store to look for a specific item to buy) when visiting the store in the morning, where the strongest relation is the relation between consumer's emotional states and the store design factors (r = 0.467) and the weakest relation is the relation between consumer's emotional states and the sales personnel (r = 0.295).

When focusing on the relation between the ambient factors of the store environment and consumer's emotional states using question 31 (I entered this store to look for a specific item to buy) while visiting the store in the morning, it is found that:

- All the relations between consumer's emotional states and the ambient factors of the store environment are positive and significant relations except for the relation between consumer's emotional states and the store's scent, where the strongest relation is the relation between consumer's emotional states and the store cleanliness (r = 0.341) and the weakest relation is the relation between consumer's emotional states and the store's lighting (r = 0.259).

Referring to the relation between consumer's emotional states and the design factors of the store environment using question 31 (I entered this store to look for a specific item to buy) while visiting the store in the morning, it is concluded that:

- There are a positive and significant relations between consumer's emotional states and the design factors of the store environment, where the strongest relation is the relation between consumer's emotional states and the store window display (r = 0.426) and the weakest relation is the relation between consumer's emotional states and the store's visual merchandising (r = 0.372).

According to **Table (4.15) (**see APPENNDIX E**)**, it discusses the Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using time of the store visit (evening shopping) and question 26 (I

entered this store just for browsing its attributes) as moderating variables.

From the results of Table (4.15) it is concluded that:

- There is a positive and significant relation between all the store environmental stimuli and consumer's emotional states using question 26 (I entered this store just for browsing its attributes) when visiting the store in the evening, where the strongest relation is the relation between consumer's emotional states and the store design factors (r = 0.582) and the weakest relation is the relation between consumer's emotional states and the sales personnel (r = 0.426).

Regarding the relation between the ambient factors of the store environment and consumer's emotional states using question 26 (I entered this store just for browsing its attributes) while visiting the store in the evening, it is found that:

- There are significance relations between all the ambient factors of the store environment and consumers emotional states except for the relation between the store cleanliness and consumer's emotional states where this relation is insignificant, and the strongest relation is the relation between consumer's emotional states and the store's background music (r = 0.485) and the weakest relation is the relation between consumer's emotional states and the store's scent (r = 0.341).

Concerning the relation between the design factors of the store environment and consumers emotional states using question 26 (I entered this store just for browsing its attributes) while visiting the store in the evening, it is found that:

- There is a positive and significant relation between all the design factors of the store environment and consumer's emotional states where, the strongest relation is the relation between consumer's emotional states and the store visual merchandising (r = 0.499) and the

weakest relation is the relation between consumer's emotional states and the store window display (r = 0.473).

Concerning the relation between the sales personnel of the store environment and consumer's emotional states using question 26 (I entered this store just for browsing its attributes) while visiting the store in the evening, it is found that:

- There is a strong positive and significant relation between all the design factors of the store environment and consumer's emotional states.

In **Table (4.16)** (see APPENNDIX E)**,** it shows the Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using time of the store visit (evening shopping) and question 31 (I entered this store to look for specific item to buy) as moderating variables.

From the results of Table (4.16) the following information is obtained:

- There is a positive and significant relation between all the store environmental stimuli and consumer's emotional states using question 31 (I entered this store to look for specific item to buy) when visiting the store in the evening, where the strongest relation is the relation between consumer's emotional states and the ambient factors of the store environment

  (r = 0.509) and the weakest relation is the relation between consumer's emotional states and the sales personnel (r = 0.408).

Regarding the relation between the ambient factors of the store environment and consumer's emotional states using question 31 (I entered this store to look for specific item to buy) while visiting the store in the evening, it is concluded that:

- There are significance relations between all the ambient factors of the store environment and consumers emotional states except for the relation between the store lighting and consumer's

emotional states where this relation is insignificant, and among the significant relations, the strongest relation is the relation between consumer's emotional states and the store's background music (r = 0.471) and the weakest relation is the relation between consumer's emotional states and the store's scent (r = 0.24).

Referring to the relation between the design factors of the store environment and consumer's emotional states using question 31 (I entered this store to look for specific item to buy) while visiting the store in the evening, it is found that:

- There is a positive and significant relation between all the design factors of the store environment and consumer's emotional states where, the strongest relation is the relation between consumer's emotional states and the store layout (r = 0.467) and the weakest relation is the relation between consumer's emotional states and the store window display (r = 0.331).

Concerning the relation between the sales personnel of the store environment and consumer's emotional states using question 31 (I entered this store to look for specific item to buy) while visiting the store in the evening, it is found that:

- There is a positive and significant relation between all the store's sales personnel and consumer's emotional states using question 31 (I entered this store to look for specific item to buy) while visiting the store in the evening.

Table (4.17) (see APPENNDIX E) represents the significance of the relations between consumer's emotional states and consumer patronage intentions where as a conclusion of this table the following results are obtained:

- There is a positive and significant relation between consumer's emotional states and consumer patronage intentions (r = 0.55) which emphasized **H9.**

- The strongest relation is the relation between consumer patronage intentions and respondents feeling unhappy (r = 0.548) which means that the more the consumer feels happy towards the retail setting, the more the consumer patronage gets towards strongly agree.

- The other following strongest relation is the relation between consumer patronage intentions and consumer's feeling annoyed (r = 0.445).

- The weakest two relations is the relation between consumer's feeling sleepy and consumer patronage intentions (r =0.349) and the relation between consumer feeling disappointed and consumer patronage intention (r =0.357).

4.3.5. Reliability Test

While analyzing the data used in this study, reliability test is used for testing the homogeneity of the answers of the individuals in the sample on each factor of the model where Cronbach's Alpha (α) is used for checking the reliability of the variables on hand, items measuring the same will highly correlate (hair et al.2006).

When Cronbach's Alpha exceeds 0.7, then the answers should be considered homogenous (there is a consistency in the answers), therefore they are reliable.

In the reliability test of this study all the factors and variables were tested for the consistency by using Cronbach's Alpha (α) except for the demographic variables.

Reliability Statistics.

Through testing the reliability of how the questions of the questionnaire were formed and designed (see tables in APPENDIX F).

According to results of **Table (4.18)** it is concluded that the value of Cronbach's Alpha test **(**=.731) which is greater than 0.7 showing that the quantitative item regarding the store cleanliness of this questionnaire is valid.

Based on the results of **Table (4.19)** it is found that the value of Cronbach's Alpha test (=.753) which is greater than 0.7 stating that the 2 quantitative items regarding the store's lighting of this questionnaire are valid.

Referring to the results of **Table (4.20)** it is concluded that the value of Cronbach's Alpha test (=.732) which is greater than 0.7 which states that the 2 quantitative items regarding the store's scent of this questionnaire are valid.

According to the results of **Table (4.21)** it is concluded that the value of Cronbach's Alpha test (=.737) which is greater than 0.7 assuring that the 2 quantitative items regarding the store's background music of this questionnaire are valid.

Regarding the results of **Table (4.22)** it is shown that the value of Cronbach's Alpha test (=.736) which is greater than 0.7 showing that the 2 quantitative items regarding the store's visual merchandising of this questionnaire are valid.

The results of **Table (4.23)** shows that the value of Cronbach's Alpha test (=.760) which is greater than 0.7 stating that the 6 quantitative items regarding the store's layout of this questionnaire are valid.

In **Table (4.24)** the value of Cronbach's Alpha test (=.776) which is greater than 0.7 showing that the 4 quantitative items concerning the store's window display of this questionnaire are valid.

The results of **Table (4.25)** states that the value of Cronbach's Alpha test (=.791) which is greater than 0.7 stating that the 5 quantitative items regarding the store's sales personnel/employees of this questionnaire are valid.

Table (4.26) showed the value of Cronbach's Alpha test (=.722) which is greater than 0.7 stating that the 6 quantitative items regarding the consumer's patronage intentions of this questionnaire are valid.

In **Table (4.27)** showed that the value of Cronbach's Alpha test **(=0.859)** which is greater than 0.7 stating that the 7 quantitative items regarding consumers' emotional states of this questionnaire are valid.

For the results of **Table (4.28)** it is shown that the value of Cronbach's Alpha test **(=.700)** demonstrating that the 2 quantitative items regarding the consumer shopping orientation of this questionnaire are valid

In general, it is shown that all values of all factors of Cronbach's Alpha test is greater than 0.7 stating that the 39 quantitative items are valid.

4.3.6 Regression Analysis

In the regression model, the process of obtaining the relationship between the dependent variable and all the independent variables in a functional form to predict the dependent variable in future depending on specific change in the dependent variable.

- The (R^2) (The determinant coefficient):

It measures the percentage of change in the dependent variable which can be explained by the selected independent variables.

Its value is limited between 0&1, as its value gets close to 1. (It means a good selection of the independent variables).

The ANOVA table (analysis of variance):

This table is used to test if the suggested model can be considered as a good model or not, and this will takes place through testing:

- H0: $\beta_1 = \beta_2 = ----- = \beta_k = 0$ (the suggested model is a bad model)

- H1: at least one of the β's $\neq 0$ (the suggested model is a good model)

The criteria of accepting and rejecting the null hypothesis is as mentioned before. Where, the β's are the parameters or the coefficients of the independent variables in the population.

In order to obtain the best model, the significance of each parameter of this model should be tested by using T-statistic.

- The stepwise regression is used to let the computer suggest all good models.

4.3.6.1 Regression relation between consumer's emotional states (internal response) and all the independent variables.

The first model which is represented by **Tables from (4.29) till (4.31)** (see APPENDIX G), shows the results of regressing the internal response on the (ambient, design and sales personnel) variables without any moderating variables, where the following results were obtained:

- The regression analysis is done using the stepwise regression as mentioned above. Where, the <u>first model</u> used the design factors as the only independent variable neglecting the other two independent variables (sales personnel and ambient factors).

- The <u>second model</u> is a regression of the internal response on both the design factors and the sales personnel.

From the results conducted from the **ANOVA^c** table showed in **Table (4.30)** and since the value of (Sig=0.00) which means that the two suggested models are good models.

And by testing the significance of the parameters of each model which is represented in **Table (4.31)** it is found that all the parameters of the two suggested models are significant since the value of (Sig) is less than (0.025) which means that the two suggested models are not only good but also they are the best.

Table 4.29: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514^a	.264	.262	.61875
2	.524^b	.274	.271	.61534

a. Predictors: (Constant), Design Factors

b. Predictors: (Constant), Design Factors, Social Factors

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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514[a]	.264	.262	.61875
2	.524[b]	.274	.271	.61534

a. Predictors: (Constant), Design Factors

c. Dependent Variable: Consumers emotions

From the **Table (4.29)** and since the value of R square for the first suggested model is (26.4%) which means that the selected independent variables explain (26.4%) of the changes in the internal response and the value of R square for the second suggested model is (27.4%) which means that the second model explains just an extra 1% of changes in the internal response and since this percentage is not worthy enough and for the simplicity and reduction of cost and time. Therefore, we can consider the first model to be the best model.

Which takes the form (internal response (Y) = 1.054+0.763 Design factors), which means that there is a significant direct relation between the design factors and the internal response and opinion towards the internal response increases by (0.763%) as the opinion towards the design factors increases by 1%.

4.3.6.2 Regression relation between consumer's emotional states (internal response) and all the independent variables plus the two moderating variables.

The analysis of the regression of the internal response on the three independent variables (the ambient, design and sales personnel) plus the two moderating variables (time of the store visit and the consumer shopping orientation) where the results of this regression are shown in the **Tables from (4.32) till (4.34) (**see APPENDIX G), where it is found that:

The method of the stepwise regression suggested three possible models, where from the results of the ANOVA table which are shown in **Table (4.33)** it is found that all the three suggested models are good models (Since the value of the (Sig) for three models = 0.00).

By testing the significance of the parameters of the three models and according to results in **Table (4.34)** it is found that:

- In the first model, the ambient factors are not significant since (Sig=0.079).

- In the second model, both the ambient factors (Sig=0.068) and the time of the store visit (Sig=0.0396) are not significant.

- In the third suggested model, it is found that the ambient factors (Sig=0.076), time of the store visit (Sig=0.0382) and consumer shopping orientation (Sig=0.434) all are not significant variables.

From these results it is concluded that all the moderating variables (time of the store visit and consumer shopping orientation) are not significant and from the results of R square which is shown in **Table (4.32)** we can consider the first model whose (R square = 28%) is the best and the most simple model.

Accordingly, these results emphasized that the model which is represented in the Table (4.29) till (table 4.31) is the best suggested model.

4.3.6.3 Regression relation between consumer's emotional states (internal response) and all the sub variables of the (ambient, design and sales personnel) factors of the store environmental stimuli.

In **Table (4.35) till Table (4.37)** (see APPENDIX G) represents results of the regression model of the internal response on all the sub variables of the ambient factors (background music, store's cleanliness and lighting),design factors (visual merchandising, store layout and window display) and the sales personnel of the retail environment. And it is as follows:

There are four suggested models, from the results of ANOVA table which is represented in **Table (4.36)** and since the value of (Sig = 0.00) in each suggested model, then it means that all these suggested models are good models.

By testing the significance of the parameters of each model and from the values of the (Sig), it is concluded that:

- All the parameters in all the suggested models are significant, then the choice between the models will depend on the values of R square which is represented in **Table (4.35).** Where from the results of this table, it's concluded that there is no great difference between the values of R square in the third suggested model (R square = 28.6%) and the fourth model and its (R square = 29.4%). Therefore, for the simplicity and reduction of cost and time, the third model is considered to be the best model which shows that the store (layout , window display and the background music) are the only independent variables which has an effect on the internal response (emotional states of consumers).

The highest effect is due to the store layout (0.443) then the window display (0.26) and the lowest effect is due to the background music (0.142).

4.3.6.4 Regression relation between consumer's emotional states (internal response) and all the sub variables of the (ambient, design and sales personnel) factors of the store environmental stimuli in the presence of the two moderating variables which are (the time of the store visit and consumers shopping orientation)

In **Table (4.38) till Table (4.40) (**see APPENDIX G) represents results of regressing the internal response on all the sub variables of the ambient factors (background music, store's cleanliness , store's scent and store's lighting), design factors (visual merchandising, store layout and window display) and the sales personnel of the retail environment as in the previous models which were

represented by the **Table (4.35) till Table (4.37)** in the presence of the two moderating variables which are the time of the store visit and the consumer shopping orientation.

And from results of **Table (4.38) till Table (4.40)** it is found that:

- All the moderating variables are not significant and when returning back to the results that were concluded in the previous model from Table (4.35) till Table (4.37) that <u>the only sub-variables which have significant effect on internal response are the store (layout, window display and background music).</u>

4.3.6.5 Regression relation between consumer's patronage intentions and consumer's emotional states (internal response).

In **Table (4.41) till Table (4.43)** (see APPENDIX G) represents results of regressing the consumer patronage intentions as a dependent variable on the consumer's emotional states (independent variable).

From the result of those tables, it is found that:

- The model is a good model as shown in the results of the ANOVA table represents in **Table (4.42)** since it's (Sig Value = 0.00).

And by testing the parameters of this model it is found that all the parameters are significant which means <u>that this model is not only a good model but also the best.</u>

As shown in **Table (4.43**), it is found that:

- The opinion towards the consumer patronage intentions increases by (0.366%) where the consumer patronage intentions explains (0.366%) of the changes of the consumer's emotional states (internal response) as the opinion towards consumer's emotional states increases by (1%).

<u>As long as consumers are more aroused by 1% then the probability of consumers patronizing the store will increase by (0.366%).</u>

From **Table (4.41)**, the value of (R square =29.6%) which means that the consumers emotional states explains around 30% of the changes in the consumers patronage intentions , and the remaining 70% is due to other factors not included in this study.

4.3.6.6 Regression relation between consumer's patronage intentions and all the seven sub-variables of the consumer's emotional states (internal response).

In **Table (4.44) till Table (4.46)** (see APPENDIX G) represents the regression of the consumer patronage intention on all the seven sub-variables of the consumers emotional states (internal response).

According to **Table (4.44) till Table (4.46)**:

-   The step wise regression suggested three models, from the results of the ANOVA table which were shown in **Table (4.45)**, it is found that all these suggested models are good models since the values of (Sig =0.00).

-   By testing the significance of the parameter in each model and from the results in **Table (4.46)**, it is concluded that all the parameters for all the models are significant.

-   From results shown in **Table (4.44),** it is found that the value of (R square in the third model = (35%)), which is the highest value in the three suggested models. Therefore, it is considered that the third suggested model is the best model.

And from the results of this model it is found that feeling happy, excited and entertained are the only consumer emotional states which has an impact on the consumer patronage intentions, where the highest effect is due to feeling excited and the lowest effect of these three variables is due to feeling entertained.

Chapter 5

CONCLUSION, RECOMMENDATIONS, LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

5.1 INTRODUCTION

After analyzing the data in details in the previous chapter, this chapter will focus on the conclusions of the study followed by the discussion of the general recommendations along with limitations of the research and finally proposed directions for the future researches in the fashion retailing field.

5.2 CONCLUSION

This study concluded that the store environmental stimuli affect the patronage intentions of consumers towards the fashion retailing in Egypt. Where, it was found out that there is an understanding for the external and internal factors as well as other moderating variables affecting the patronage intentions of Egyptian consumers towards the fashion retails, accompanied by other relevant models and theories that supported the relationship between those factors and the patronage intentions.

Two semi structured interviews have been conducted in a qualitative research, where the purpose of those interviews is to support the data of the literature review and to identify the impact of the store environmental stimuli on consumer patronage intentions from the perspective of the fashion retailing industry experts in Egypt.

Qualitative phases were done to guide and support the literature review and conceptual framework was conducted to support data of the literature review.

The conceptual framework by (Parasuraman, Zeithaml and Berry 1988; Bitner 1992) emphasizing the impact of the store environmental stimuli on the consumer emotional states that will lead to the patronage behavior.

Moreover, the qualitative research and literature review concluded that there are three main factors of the store environmental stimuli the ambient, design and sales personnel factors that affected the

internal response of consumers emotional states leading to certain consumer responses and behaviors mainly the patronage intentions towards the retail store.

The relation between the store environmental stimuli and consumer's emotional states is affected by some moderating variables which are the consumer shopping orientation and timing of the store visit.

All the factors of the store environmental stimuli were found to have direct significant relation with the emotional states of consumers and their patronage intentions towards fashion retailing in Egypt. The factors are arranged according to their significance as follows, the design factors (layout, window display and visual merchandising), the ambient factors (the background music, store cleanliness and lighting) as the store's scent was proved to have no significant relation with consumer's emotional states, and the store's sales personnel.

A Quantitative research was conducted through creating a questionnaire survey that was distributed in the morning and evening on consumers when they exit the retail shop to test their actual feelings towards their shopping experience in this retail shop that also supported the reliability and validity of the data and the degree of significance and participation of each independent variable on the patronage intention of consumers towards fashion retails in Egypt.

The aim of conducting the regression analysis is to emphasize the most important factors that affect consumer's emotional states and patronage intentions towards fashion retails in Egypt.

The findings of the study concluded that all the store environmental factors have significant relationship with consumer's emotional states at any significance level. The aspirational value factor (Sig. 0.000), the design factors (Sig.0.000), the ambient factors (Sig.0.000) and the sales personnel (Sig.0.021).

Concerning the findings of the relationship between the subvariables of the design factors of the store environmental stimuli (the store layout and window display) and consumer's emotional states, it was concluded that those subvariables have the strongest significant relationship with the

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emotional states with the aspiration value factor (Sig.000), Store layout (Sig.0.443), window display (Sig.0.026).

Except for the visual merchandising which has weak relationship with the emotional states which was found to be inconsistent with the qualitative conclusions.

Based on Consumers' opinions, stating that the 1% of change in store design factors will directly cause changes in the consumer's internal response towards the design factors by (0.763%).

Moreover, the regression findings of the relation between one of the subvariables of the ambient factors of store environmental stimuli (the store's background music) and consumer's emotional states showed that the background music is considered to have the strongest significant effect on the emotional states of consumers among other subvariables of the ambient factors and the store's scent has no significant relationship with consumer's emotional states. Therefore, the highest effect within the overall factors of the store environment on consumer's emotional states is due to the store layout (0.443) then the window display (0.26) and the lowest effect is due to the background music (0.142).

Regarding the findings of the regression analysis of the impact of the two moderating variables (time of the store visit) and (the consumer shopping orientation) on the relationship between the three independent variables (the ambient, design and sales personnel) with consumer's emotional states, it was concluded that:

All the moderating variables (time of the store visit) and (consumer shopping orientation) are not significant. Where, the aspirational value factor (Sig .000), time of store visit (Sig. 0.382), consumer shopping orientation (Sig. 0.434) and this shows that there is very weak almost no effect of the moderating variables on the relationship between the store environmental stimuli and the consumer's emotional states and this was found to be consistent with the literature.

With reference to the findings related to the impact of consumer's emotional states on consumers patronage intentions, it was concluded that the emotional states of consumers explains around 30%

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of changes in their patronage intentions towards the fashion retails in Egypt. And the remaining 70% is due to other factors not included in this study.

Furthermore, it is found that consumer's feeling_happy, excited and entertained are the only consumer emotional states which affect the consumer patronage intentions and the strongest significant effect on the patronage intentions is due to feeling excited, and the weakest effect of these three variables is due to feeling entertained, thus it should be excluded from the model to make the model a better one.

At last, the correlational analysis of this study showed that the three factors of the store environment (ambient, design and sales personnel) have a strong significant relationship on consumer's emotional states and patronage intentions except for the store's scent which is considered to have no significant effect on consumer's emotional states in Egypt and this was found to be inconsistent with the literature review and hypothesis.

This means that consumers are emotionally affected by the store environmental stimuli (ambient, design and sales personnel) affecting their patronage intentions towards the fashion retails in Egypt.

In addition, results of the correlation concluded that the relation between consumer's emotional states and the store environmental stimuli (design factors ($r = 0.55$)) in the evening is higher than that in the morning, where evening shoppers are more likely to be affected by the design factors of the store atmosphere rather than the morning shoppers.

The correlation analysis also showed results regarding the shopping orientation of consumers and its impact on the relation between store environmental stimuli and consumer's emotional states where both visitors/browsers and shoppers who visit the store for certain purchase are almost affected emotionally the same. However, all are direct relations and this was found to be inconsistent with the qualitative phase and the literature review.

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Summary

Results of the findings of this study proved that the external factors of the store environmental stimuli affects the internal response of consumers while shopping that will influence their patronage behavior towards fashion retailing in Egypt.

The results were further explained through testing the relationship of consumer's emotional states in a store atmosphere mainly focusing on the store design factors and its relation with consumers patronage intentions, where the store design factors certainly and significantly affects consumer's internal response leading to more patronage intentions towards this store.

The moderating variables (consumers shopping orientation and the time of the store visit) appear to significantly affect the relation between the store environment and the consumers emotional states and the relation of the moderating variables is considered to be very weak relation almost no effect on the relationship between the store environmental stimuli and consumer's internal response.

As a conclusion, it's agreed that the external and internal factors of the store environment are significantly interrelated and the relationship affects the behavior of consumers to patronize the fashion stores in Egypt.

5.3 RECOMMENDATIONS

After highlighting the conclusions of this study; there are some recommendations for the retailers in the fashion retailing industry in Egypt. These recommendations will assist in managing the store environment at its best, affecting emotions and customers to patronize the stores. And they are:

- In order to increase consumers' internal response (emotional state) towards the atmosphere of the store environment, retailers should pay attention to the design factors of the store environment (store layout, window display) as well as the ambient factors (background music).

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- Also retailers are provided other recommendations concerning the other factors of the store environment which are; the design factors (visual merchandising), the ambient factors (store's cleanliness and lighting) and sales personnel. Except for the stores scent which is a subvariable of store ambient factors.

- The store layout should be designed to be provide customers with flexibility while shopping and also facilitate browsing of the store and avoid the crowd.

- Retailers are recommended to design the window displays in a catchy way that grabs customers' attention whether using creative ideas in styling the mannequin displays that customers can copy or using catchy colors.

- A great attention should be paid on the background music of the store as it has a strong relationship with the emotions of consumers while shopping, where fashion retailers in Egypt are recommended to play the background music with a right volume (not too slow or too loud) according to the category and class of the store and its target customers.

- Proper lighting system and well dressed, experienced store personnel are recommended for the fashion retailers while designing the store environment.

5.4 LIMITATIONS OF THE RESEARCH

While having this study we faced certain limitations:

5.4.1. The presence of high degrees of confidentiality while accessing the data needed for this research among the industry experts, also there were delays in the distribution of the questionnaire.

5.4.2. This study covered only sampling in Cairo

5.4.3. All the previous studies mentioned that experimentation is the only proper approach for test the data; however in this research the main focus was on the usage of interviews and questionnaires (exit interviews) as an alternative tool to maximize internal validity due to prohibition of applying experimentation in the retail stores

5.5 DIRECTIONS FOR FUTURE RESEARCH

Future research studies have been conducted to direct researchers who are interested in studying the factors that affect the patronage intensions of consumers towards fashion retails. And they include:

- As it's a study on the impact of store environmental stimuli on consumers emotional states and patronage intensions towards fashion retails in Egypt, so researchers are recommended to use the experimental method that's is accompanied by other quantitative methods for accurate understanding and examining of the consumer responses and emotions in their future researches.

- In order to generalize the results of future studies concerning the patronage intension of consumers, the studies shouldn't only focus on the fashion sector but also include other sectors.

- Researchers should conduct more future researches on the impact of the consumers shopping orientation and the time of the store visit on the internal response of consumers and their patronage intensions towards the fashion retails.

- A variety of comparative case studies should be conducted in the future researches based on selection of compatible fashion stores at which one of these stores should design its atmosphere in a way that attracts customers attention and encourage their patronage intensions unlike the other. Thus, this will help in better understanding of the factors affecting consumers' patronage intensions.

- Researchers should explore the other variables that affect consumers' patronage intensions towards fashion retails in Egypt. Since consumers internal response was proved to explain only 30% of the changes in the patronage intensions of consumers and the other 70% is due to other factors that should be covered in the future research.

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APPENDIX

Appendix A

The Questionnaire

I'm a researcher doing a study on the impact of store environmental stimuli on consumer patronage intentions towards fashion retails in Egypt defined as "the impact of store atmosphere on consumer's choice for the store to shop "and I would like your participation in a survey for my masters degree, your participation is voluntary and will be kept confidential yet it's important as it will help in achieving the objectives of this study.

This survey will take 5-10 minutes to answer it completely, where we would like you to reflect on your actual experience at the store you just visited now. Please make sure to complete the entire survey at the best of your ability, where you will be guaranteed anonymity.

According to your shopping experience in this store, please choose the level that describes your opinion about the shopping experience you had; 1 defines that you strongly disagree and 5 defines that you strongly agree. Numbers in between show different levels of agreement.

Section I (Physical Environment and overall shopping value):

In the following statements, we are interested in **your feelings about the physical surroundings and your overall shopping experience in the store.** For each statement, please use the following scale:

	1	2	3	4	5
	Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
1. The interior design of this store attracted my attention.					
2. I decided to shop in this store based on its eye-catching window displays.					
3. Lighting in this store was pleasing to me.					
4. The store employees were able to handle my requests.					
5. It was easy to find what I wanted in this store.					
6. The store is clean and tidy.					
7. Lighting in this store helped me to browse the merchandise easily.					
8. Navigating this store was easy.					
9. The store employees smiled at me when I entered the store.					

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
10. The music in this store was played at the right volume.					
11. Merchandise was easy to locate in this store.					
12. The store employees were friendly.					
13. The background music in this store was appropriate to me.					
14. There were enough employees in this store that I felt cared of.					
15. The way this store displays its product is attractive.					
16. The store layout was well thought out.					
17. The store employees were knowledgeable.					
18. The in-store displays were impressive to me.					
19. The store layout was cluttered and confusing to me.					
20. The décor of this store is pleasing to me.					
21. The scent of this store catches my attention.					
22. I entered this store after looking through its mannequin displays.					
23. The in-store signs (i.e., enter, exit, men and women sections, maternity, kids section, fitting rooms…etc.) were convenient to me.					
24. The store is of disturbing scent.					
25. I like this store.					

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
26. I entered this store just for browsing its attributes.					
27. it's very likely that I will have a second visit to this store in the future.					
28. I get so involved when I shop at this store that I forget everything else.					
29. I will avoid returning to this store in the future.					
30. I enjoyed the shopping at this store for its own sake, not just for the items I have purchased.					
31. I entered this store to look for a specific item to buy.					
32. Ill recommend and say positive things about this store to others.					

Section II (EMOTIONS)

In the following statements, we are interested in **your feelings, moods and emotional reactions about the physical environment while you experience the store.** For each statement, place a check mark below the number where indicates your emotional reaction.

In this store, I feel
…………………………………………………………………………….

| | -2 | -1 | 0 | 1 | 2 |

1) Unhappy : ____ : ____ : ____ : ____ : ____ :: happy

| | -2 | -1 | 0 | 1 | 2 |

2) Annoyed : ____ : ____ : ____ : ____ : ____ : : pleased

| | -2 | -1 | 0 | 1 | 2 |

3) Depressed : ____ : ____ : ____ : ____ : ____ : : cheerful

| | -2 | -1 | 0 | 1 | 2 |

4) Disappointed : ____ : ____ : ____ : ____ : ____ :: delighted

| | -2 | -1 | 0 | 1 | 2 |

5) Bored : ____ : ____ : ____ : ____ : ____ : entertained

| | -2 | -1 | 0 | 1 | 2 |

6) Calm : ____ : ____ : ____ : ____ : ____ : excited

| | -2 | -1 | 0 | 1 | 2 |

7) Sleepy : ____ : ____ : ____ : ____ : ____ : awake

Section III (Information about Yourself)

This information is only for research use; please make a check on the category that best describes you.

1. Gender: ----------Male   ----------------Female.

2. Age

- 18-25 years

- 25-35 years

- 35-45 years

- more than 45 years

3. Education: ------Middle School   --------------High School

           ---------Under graduate   ---------Graduate.

4. Occupation: ---------Student   -----------Housewife/husband

           ------------Employed.   ------------------unemployed

Thank you very much for your time and cooperation!

Appendix B

The Interviews

We have requested the participation of **Mr. Mouhanad Yakan, Shop Manager** and **Mr. Simon Naga, District Manager** in a research study on the impact of Store environmental stimuli on consumer patronage intentions towards fashion retails in Egypt, defined as "the impact of store atmosphere on consumer's choice for the store to shop".

The goal of this interview is to gain understanding and new insights into how customers evaluate the retail atmosphere and what are the most effective store attributes on customers, also, understanding the factors that cause consumers to choose the retail to shop in and having future visits to it as well.

There are no foreseeable risks or discomforts if you agree to participate in this interview.

Questions of the interview mainly focusing on fashion retailing in Egypt, and they are:

1. Will you give us a brief introduction about Azadea group and its fashion retails?

2. In general, what do you think of fashion retailing in Egypt?

3. What are the techniques that Azadea's fashion retails follow while managing the store atmosphere?

4. Do all Azadea's Fashion retails use the same techniques in managing the store atmosphere? If there are differences what will be the consequences?

5. Which retail store from Azadea's Fashion retails that manages its store atmosphere attributes at its best?

6. What are the techniques that Azadea's Fashion retails use to become the consumer's preference and lead to frequent future visits to the retail store?

7. From Mr. Naga point of view, how can a fashion retail store create competitiveness focusing on the store atmosphere attributes?

8. How do Azadea's fashion retails manage their sales personnel? And do you think it can affect consumer patronage intensions towards the retails?

9. Do you think visual merchandising, window display and store layout have an impact on consumer's choice to the store?

10. According to Azadea's fashion retails, does managing the store cleanliness, lighting, background music and scent affect consumer patronage intensions towards the retails?

11. Do you think that consumers are affected emotionally while experiencing the store atmosphere?

12. If we are going to talk about consumers shopping orientation towards Azadea's fashion retails, whom do you think are affected the most by the store environmental atmosphere, browsers or consumers shopping for specific item to buy?

13. Do timing of the retail store visit matters for consumers while shopping in Azadea's fashion retails? If yes, can you mention its impact on the relationship between the store atmosphere and consumer's emotional states?

Appendix C

Descriptive

Table 4.1: Gender

		Frequency	Percent
Valid	Female	177	44.7
	Male	219	55.3
	Total	396	100.0

Table 4.2: Age

		Frequency	Percent
Valid	from 18 to < 25 years	124	31.3
	from 25 to <35 years	138	34.8
	from 35 to < 45 years	76	19.2
	45 years and more	58	14.6
	Total	396	100.0

Table 4.3: Occupation

		Frequency	Percent
Valid	Student	58	14.6
	Housewife/husband	53	13.4
	Employed	216	54.5
	Unemployed	69	17.4
	Total	396	100.0

Table 4.4: Education

		Frequency	Percent
Valid	Middle school	4	1.0
	High school	12	3.0
	Undergraduate	50	12.6
	Graduate	330	83.3
	Total	396	100.0

Table 4.5: Time of the store visit/Time of shopping

		Frequency	Percent
Valid	Morning Shopping	200	50.5
	Evening Shopping	196	49.5
	Total	396	100.0

Table 4.6: The store environmental stimuli, consumer patronage intensions and consumers shopping orientation.

Variable	Questions	Shopping Time	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Store cleanliness	The store is clean and tidy.	Morning	___	1.0 %	11.5	49.5	38.0
		Evening	0.5	0.5	17.3	51.5	30.1
Store's lighting	Lighting in this store was pleasing to me	Morning	___	7.5	31	44.5	17
		Evening	1	2.6	33.2	48.5	14.8
	Lighting in this store helped me to browse the merchandise easily.	Morning	0.5	4	31	44.5	20
		Evening	___	6.1	31.6	48.5	13.8
Store's scent	The scent of this store catches my attention.	Morning	1.5	8	33	43	14.5
		Evening	1	6.6	29.6	46.4	16.3
	This store is	Morning	15	48	18	15.5	3.5

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	of disturbing scent.	Evening	15.8	51	21.4	11.2	0.5
Store's background music	The music in this store was played at the right volume.	Morning	1.5	10	23	48	17.5
		Evening	3.1	6.1	33.7	47.4	9.7
	The background music in this store was appropriate to me.	Morning	1	9	31	41	18
		Evening	3.1	4.6	38.8	42.3	11.2
Visual merchandising	Merchandise was easy to locate in this store.	Morning	0.5	4.5	30.5	46	18.5
		Evening	0.5	5.6	36.2	52	5.6
	The décor of this store is pleasing to me.	Morning	1	4	36	43.5	15.5
		Evening	___	4.1	31.6	51	13.3
Store layout	The interior design of this store attracted my attention.	Morning	1	8	31	42	18
		Evening	3.1	8.2	39.8	33.2	15.8
	It was easy to find what I wanted in this store.	Morning	1	6.5	33.5	39	20
		Evening	2.6	6.6	34.7	39.8	16.3
	Navigating this store was easy.	Morning	____	2.5	31.5	45	21
		Evening	____	4.1	32.1	52.6	11.2

	The store layout was well thought out	Morning	2	6	28	50	14
		Evening	1	10.2	24.5	51.5	12.8
	The store layout was cluttered and confusing to me.	Morning	16.5	44.5	18.5	16.5	4
		Evening	17.9	51	12.8	13.8	4.6
	The in-store signs (i.e., enter, exit, men and women sections, maternity, kids section, fitting rooms…etc) were convenient to me.	Morning	2.5	9.5	22	50	16
		Evening	0.5	6.1	25.5	50.5	17.3
Window and in-store display	I decided to shop in this store based on its eye-catching window displays.	Morning	5.5	14.5	29	34.5	16.5
		Evening	2	19.9	25	38.8	14.3
	The way this store displays its product is attractive.	Morning	0.5	7.5	25.5	48.5	18
		Evening	0.5	6.1	25	55.1	13.3
	In-store	Morning	1	7	42.5	37	12.5

	displays were impressive to me.	Evening	1.5	4.6	44.9	37.2	11.7
	I entered this store after looking through its mannequin displays.	Morning	3	31.5	23	34.5	8
		Evening	1.5	26	29.1	32.7	10.7
Store employees/sale s personnel	The store employees were able to handle my requests	Morning	____	5.5	30	45	19.5
		Evening	1.5	7.1	26.5	49.5	15.3
	The store employees greeted me when I entered the store.	Morning	1.5	10	34	36	18.5
		Evening	1.5	12.8	34.7	37.8	13.3
	The store employees were friendly.	Morning	1	7	26	46.5	19.5
		Evening	0.5	4.1	24	55.6	15.8
	There were enough employees in this store that I felt cared for.	Morning	1.5	6.5	34	47.5	10.5
		Evening	1.5	5.6	31.1	54.1	7.7
	The store employees were knowledgeable.	Morning	1	5	29.5	41	23.5
		Evening	0.5	6.6	30.1	46.4	16.3

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Consumer's patronage intentions	Statement	Time					
	I like this store.	Morning	___	3	21	54	22
		Evening	0.5	4.1	14.8	60.2	20.4
	It is very likely that I will have a second visit to this store in the future.	Morning	___	2.5	20.5	49	28
		Evening	___	2.6	14.8	58.7	24
	I get so involved when I shop at this store that I forget everything else.	Morning	4.5	32	32.5	19.5	11.5
		Evening	3.6	36.2	30.6	22.4	7.1
	I will avoid returning to this store in the future.	Morning	31	44	18	6.5	0.5
		Evening	31.1	52.6	9.2	6.1	1
	I enjoyed the shopping at this store for its own sake, not just for the items I have purchased.	Morning	3	22	40	24.5	10.5
		Evening	3.1	24	33.2	30.6	9.2
	I'll recommend and say positive things about this store to others.	Morning	1.5	4.5	16.5	48.5	29
		Evening	2.6	4.6	14.3	49.5	29.1

Consumer's shopping orientation	I entered this store just for browsing its attributes.	Morning	1.5	27.5	29	31	11
		Evening	3.1	19.4	29.1	41.3	7.1
	I entered this store to look for specific item to buy.	Morning	1.5	16.5	22	46	14
		Evening	2.6	23	20.9	42.3	11.2

Table 4.7: consumer's emotional state/internal response.

Variable	Questions	Shopping Time	Absolutely unhappy	Almost unhappy	Neither happy nor unhappy	Almost happy	Absolutely happy
Consumers' emotions	In this store, I feel-Unhappy	Morning	3	3.5	15.5	38.5	39.5
		Evening	____	2	19.4	42.3	36.2
			Absolutely annoyed	Almost annoyed	Neither pleased nor annoyed	Almost pleased	Absolutely pleased
	In this store, I feel-Annoyed	Morning	5	4	25	46.5	19.5
		Evening	1	3.6	25	42.9	27.6
			Absolutely depressed	Almost depressed	Neither cheerful nor depressed	Almost cheerful	Absolutely cheerful

	In this store, I feel- Depressed	Morning	5.5	6	33	34.5	21
		Evening	2.6	3.6	40.3	32.1	21.4
			Absolutely disappointed	Almost disappointed	Neither delighted nor disappointed	Almost delighted	Absolutely delighted
	In this store, I feel- Disappointed	Morning	4.5	10	24.5	38	23
		Evening	2.6	7.7	30.1	46.4	13.3
			Absolutely bored	Almost bored	Neither entertained nor bored	Almost entertained	Absolutely entertained
	In this store, I feel- Bored	Morning	3.5	12	24	28.5	32
		Evening	3.1	9.7	37.2	30.6	19.4
			Absolutely calm	Almost calm	Neither excited nor calm	Almost excited	Absolutely excited
	In this store, I feel- Calm	Morning	2.5	6.5	29.5	35.5	26
		Evening	2	5.6	27	39.8	25.5
			Absolutely sleepy	Almost sleepy	Neither awake nor sleepy	Almost awake	Absolutely awake
	In this store, I feel- Sleepy	Morning	3.5	3.5	31	39.5	22.5
		Evening	3.6	5.6	30.1	40.3	20.4

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Appendix D

Normality

Table (4.8): Kolmogorov-Simonov test

Variable	Sub-variable	Time	Mean	Std. Deviation	Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)	Decision
Ambient factors		Morning	3.6763	0.47325	1.034	0.236	Normal
		Evening	3.5906	0.43790	1.132	0.154	Normal
	Cleanliness	Morning	4.2450	0.69091	3.657	0.000	Skewed
		Evening	4.1020	0.73015	3.651	0.000	Skewed
	Lighting	Morning	3.7525	0.70888	2.496	0.000	Skewed
		Evening	3.7168	0.67950	2.690	0.000	Skewed
	Scent	Morning	3.0275	0.66158	3.487	0.000	Skewed
		Evening	3.0000	0.53589	3.429	0.000	Skewed
	background music	Morning	3.6800	0.82827	2.197	0.000	Skewed
		Evening	3.5434	0.75746	2.317	0.000	Skewed

Design Factors		Morning	3.5664	0.51107	0.755	0.619	Normal
		Evening	3.5251	0.45917	0.870	0.436	Normal
	visual merchandising	Morning	3.7300	0.63965	2.242	0.000	Skewed
		Evening	3.6505	0.59833	2.800	0.000	Skewed
	Layout	Morning	3.5092	0.45304	1.175	0.127	Normal
		Evening	3.4362	0.43038	2.033	0.001	Skewed
	window and in-store display	Morning	3.4600	0.70641	1.380	0.044	Skewed
		Evening	3.4885	0.63057	1.420	0.035	Skewed
Sales personnel		Morning	3.7110	0.65821	1.387	0.043	Skewed
		Evening	3.6663	0.60654	1.481	0.025	Skewed
Consumers emotions		Morning	3.7536	0.76710	1.189	0.118	Normal
		Evening	3.7638	0.67150	1.298	0.069	Normal
Consumer's shopping orientation		Morning	3.3850	0.64526	1.465	0.027	Skewed
		Evening	3.3342	0.57002	1.165	0.133	Normal
Consumer's patronage intentions		Morning	3.3617	0.47878	2.258	0.000	Skewed
		Evening	3.3384	0.49034	2.882	0.000	Skewed

Appendix E

Correlations

Table 4.9: Correlations of the Relation between Consumer Emotions and store environmental stimuli (ambient factors, design factors and sales personnel)

Variable	Sub-variable	Spearman's Correlation	Sig. (2-tailed)	Decision
Ambient factors		0.415^{**}	0.000	Significance Direct Relation
	Cleanliness	0.303^{**}	0.000	Significance Direct Relation
	Lighting	0.301^{**}	0.000	Significance Direct Relation
	Scent	0.098	0.051	No significance relation
	background music	0.312^{**}	0.000	Significance Direct Relation
Design Factors		0.507^{**}	0.000	Significance Direct Relation
	visual merchandising	0.401^{**}	0.000	Significance Direct Relation
	Layout	0.464^{**}	0.000	Significance Direct Relation
	window and in-store display	0.436^{**}	0.000	Significance Direct Relation
Sales personnel		0.382^{**}	0.000	Significance Direct Relation

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.10: Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using time of store visit as a moderated variable

Variable	Sub-variable	Shopping Time	Spearman's Correlation	Sig. (2-tailed)	Decision
Ambient factors		Morning	0.360^{**}	0.000	Significance Direct Relation
		Evening	0.480^{**}	0.000	Significance Direct Relation
	cleanliness	Morning	0.324^{**}	0.000	Significance Direct Relation
		Evening	0.281^{**}	0.000	Significance Direct Relation
	Lighting	Morning	0.271^{**}	0.000	Significance Direct Relation
		Evening	0.333^{**}	0.000	Significance Direct Relation
	Scent	Morning	0.013	0.852	No significance relation
		Evening	0.199^{**}	0.005	Significance Direct Relation
	background music	Morning	0.234^{**}	0.001	Significance Direct Relation
		Evening	0.416^{**}	0.000	Significance Direct Relation
Design Factors		Morning	0.469^{**}	0.000	Significance Direct Relation

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		Evening	0.550**	0.000	Significance Direct Relation
	visual merchandising	Morning	0.357**	0.000	Significance Direct Relation
		Evening	0.455**	0.000	Significance Direct Relation
	Layout	Morning	0.434**	0.000	Significance Direct Relation
		Evening	0.485**	0.000	Significance Direct Relation
	window and in-store display	Morning	0.424**	0.000	Significance Direct Relation
		Evening	0.452**	0.000	Significance Direct Relation
Sales personnel		Morning	0.332**	0.000	Significance Direct Relation
		Evening	0.430**	0.000	Significance Direct Relation

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

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In Table (4.11): Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using question 26 (I entered this store just for browsing its attributes) as a moderated variable.

I entered this store just for browsing its attributes

Variable	Sub-variable	Shopping Time	Spearman's Correlation	Sig. (2-tailed)	Decision
Ambient factors		Disagree & Strongly Disagree	0.378[**]	0.000	Significance Direct Relation
		Neutral	0.308[**]	0.001	Significance Direct Relation
		Agree & Strongly Agree	0.462[**]	0.000	Significance Direct Relation
	cleanliness	Disagree & Strongly Disagree	0.365[**]	0.000	Significance Direct Relation
		Neutral	0.332[**]	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.204[**]	.006	Significance Direct Relation
	Lighting	Disagree & Strongly Disagree	0.112	.263	No Significance Relation
		Neutral	0.257[**]	0.006	Significance Direct Relation
		Agree & Strongly Agree	0.424[**]	0.000	Significance Direct Relation
	Scent	Disagree & Strongly Disagree	0.091	0.362	No significance relation

		Neutral	0.082	0.387	No significance relation
		Agree & Strongly Agree	0.201[**]	0.007	Significance Direct Relation
	background music	Disagree & Strongly Disagree	0.329[**]	0.001	Significance Direct Relation
		Neutral	0.197[*]	0.035	Significance Direct Relation
		Agree & Strongly Agree	0.363[**]	0.000	Significance Direct Relation
Design Factors		Disagree & Strongly Disagree	0.338[**]	0.001	Significance Direct Relation
		Neutral	0.514[**]	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.558[**]	0.000	Significance Direct Relation
	visual merchandising	Disagree & Strongly Disagree	0.298[**]	0.002	Significance Direct Relation
		Neutral	0.358[**]	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.446[**]	0.000	Significance Direct Relation
	Layout	Disagree & Strongly Disagree	0.360[**]	0.000	Significance Direct Relation
		Neutral	0.479[**]	0.000	Significance Direct Relation

		Agree & Strongly Agree	0.482^{**}	0.000	Significance Direct Relation
	window and in-store display	Disagree & Strongly Disagree	0.225^{*}	0.023	Significance Direct Relation
		Neutral	0.427^{**}	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.521^{**}	0.000	Significance Direct Relation
Sales personnel		Disagree & Strongly Disagree	0.403^{**}	0.000	Significance Direct Relation
		Neutral	0.415^{**}	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.364^{**}	0.000	Significance Direct Relation

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

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Table (4.12): Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using question 31 (I entered this store to look for a specific item to buy) as a moderated variable.

I entered this store to look for a specific item to buy.

Variable	Sub-variable	Shopping Time	Spearman's Correlation	Sig. (2-tailed)	Decision
Ambient factors		Disagree & Strongly Disagree	0.375^{**}	0.000	Significance Direct Relation
		Neutral	0.312^{**}	0.004	Significance Direct Relation
		Agree & Strongly Agree	0.460^{**}	0.000	Significance Direct Relation
	cleanliness	Disagree & Strongly Disagree	0.127	0.243	No Significance Relation
		Neutral	0.340^{**}	0.001	Significance Direct Relation
		Agree & Strongly Agree	0.361^{**}	0.000	Significance Direct Relation
	Lighting	Disagree & Strongly Disagree	0.351^{**}	0.001	Significance Direct Relation
		Neutral	0.301^{**}	0.005	Significance Direct Relation
		Agree & Strongly Agree	0.265^{**}	0.000	Significance Direct Relation
	Scent	Disagree & Strongly Disagree	0.050	0.649	No significance relation

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		Neutral	0.025	0.823	No significance relation
		Agree & Strongly Agree	0.174^{**}	0.009	Significance Direct Relation
	background music	Disagree & Strongly Disagree	0.407^{**}	0.000	Significance Direct Relation
		Neutral	0.019	0.861	No significance relation
		Agree & Strongly Agree	0.377^{**}	0.000	Significance Direct Relation
Design Factors		Disagree & Strongly Disagree	0.573^{**}	0.001	Significance Direct Relation
		Neutral	0.480^{**}	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.473^{**}	0.000	Significance Direct Relation
	visual merchandising	Disagree & Strongly Disagree	0.497^{**}	0.000	Significance Direct Relation
		Neutral	0.221^{*}	0.042	Significance Direct Relation
		Agree & Strongly Agree	0.406^{**}	0.000	Significance Direct Relation
	Layout	Disagree & Strongly Disagree	0.509^{**}	0.000	Significance Direct Relation
		Neutral	0.520^{**}	0.000	Significance Direct Relation

		Agree & Strongly Agree	0.428^{**}	0.000	Significance Direct Relation
	window and in-store display	Disagree & Strongly Disagree	0.510^{**}	0.000	Significance Direct Relation
		Neutral	0.464^{**}	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.383^{**}	0.000	Significance Direct Relation
Sales personnel		Disagree & Strongly Disagree	0.421^{**}	0.000	Significance Direct Relation
		Neutral	0.501^{**}	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.341^{**}	0.000	Significance Direct Relation

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.13: Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using time of the store visit (morning shopping) and question 26 (I entered this store just for browsing its attributes) as moderating variables.

(I entered this store just for browsing its attributes)

Morning shopping

Variable	Sub-variable	Shopping Time	Spearman's Correlation	Sig. (2-tailed)	Decision
Ambient factors		Disagree & Strongly Disagree	0.325^{*}	0.013	Significance Direct Relation
		Neutral	0.228	0.085	No Significance Relation
		Agree & Strongly Agree	0.393^{**}	0.000	Significance Direct Relation
	cleanliness	Disagree & Strongly Disagree	0.429^{**}	0.001	Significance Direct Relation
		Neutral	0.241	0.068	No Significance Relation
		Agree & Strongly Agree	0.265^{*}	0.015	Significance Direct Relation
	Lighting	Disagree & Strongly Disagree	0.029	0.830	No Significance Relation
		Neutral	0.253	0.056	No Significance Relation

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		Agree & Strongly Agree	0.414**	0.000	Significance Direct Relation
	Scent	Disagree & Strongly Disagree	0.043	0.747	No significance relation
		Neutral	0.081	0.546	No significance relation
		Agree & Strongly Agree	0.078	0.482	No Significance Relation
	background music	Disagree & Strongly Disagree	0.281*	0.033	Significance Direct Relation
		Neutral	0.078	0.563	No Significance Relation
		Agree & Strongly Agree	0.257*	0.018	Significance Direct Relation
Design Factors		Disagree & Strongly Disagree	0.236	0.074	No Significance Relation
		Neutral	0.565**	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.525**	0.000	Significance Direct Relation
	visual merchandising	Disagree & Strongly Disagree	0.155	0.247	No Significance Relation
		Neutral	0.379**	0.003	Significance Direct Relation

		Agree & Strongly Agree	0.391**	0.000	Significance Direct Relation
	Layout	Disagree & Strongly Disagree	0.324*	0.013	Significance Direct Relation
		Neutral	0.424**	0.001	Significance Direct Relation
		Agree & Strongly Agree	0.466**	0.000	Significance Direct Relation
	window and in-store display	Disagree & Strongly Disagree	0.086	0.521	No Significance Relation
		Neutral	0.445**	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.561**	0.000	Significance Direct Relation
Sales personnel		Disagree & Strongly Disagree	0.353**	.007	Significance Direct Relation
		Neutral	0.340**	0.009	Significance Direct Relation
		Agree & Strongly Agree	0.275*	0.011	Significance Direct Relation

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Table (4.14): Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using time of the store visit (morning shopping) and question 31 (I entered this store to look for specific item to buy) as moderating variables.

(I entered this store to look for specific item to buy)

Morning shopping

Variable	Sub-variable	Shopping Time	Spearman's Correlation	Sig. (2-tailed)	Decision
Ambient factors		Disagree & Strongly Disagree	0.198	0.246	No Significance Relation
		Neutral	0.232	0.130	No Significance Relation
		Agree & Strongly Agree	0.429^{**}	0.000	Significance Direct Relation
	cleanliness	Disagree & Strongly Disagree	0.258	0.128	No Significance Relation
		Neutral	0.356^{*}	0.018	Significance Direct Relation
		Agree & Strongly Agree	0.341^{**}	0.000	Significance Direct Relation
	Lighting	Disagree & Strongly Disagree	0.170	0.321	No Significance Relation
		Neutral	0.300^{*}	0.048	Significance Direct Relation
		Agree & Strongly Agree	0.259^{**}	0.004	Significance Direct Relation

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	Scent	Disagree & Strongly Disagree	0.313	0.063	No significance relation
		Neutral	0.045	0.772	No significance relation
		Agree & Strongly Agree	0.115	0.213	No Significance Relation
	background music	Disagree & Strongly Disagree	0.335*	0.046	Significance Direct Relation
		Neutral	0.148	0.338	No significance relation
		Agree & Strongly Agree	0.325**	0.000	Significance Direct Relation
Design Factors		Disagree & Strongly Disagree	0.441**	0.007	Significance Direct Relation
		Neutral	0.397**	0.008	Significance Direct Relation
		Agree & Strongly Agree	0.467**	0.000	Significance Direct Relation
	visual merchandising	Disagree & Strongly Disagree	0.352*	0.035	Significance Direct Relation
		Neutral	0.151	0.328	No Significance Relation
		Agree & Strongly Agree	0.372**	0.000	Significance Direct Relation
	Layout	Disagree & Strongly Disagree	0.422*	0.010	Significance Direct Relation

		Neutral	0.479**	0.001	Significance Direct Relation
		Agree & Strongly Agree	0.398**	0.000	Significance Direct Relation
	window and in-store display	Disagree & Strongly Disagree	0.455**	0.005	Significance Direct Relation
		Neutral	0.371*	0.013	Significance Direct Relation
		Agree & Strongly Agree	0.426**	0.000	Significance Direct Relation
Sales personnel		Disagree & Strongly Disagree	0.333*	0.047	No Significance Relation
		Neutral	0.409**	0.006	Significance Direct Relation
		Agree & Strongly Agree	0.295**	0.001	Significance Direct Relation

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.15: Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using time of the store visit (evening shopping) and question 26 (I entered this store just for browsing its attributes) as moderating variables.

(I entered this store just for browsing its attributes)

Evening shopping

Variable	Sub-variable	Shopping Time	Spearman's Correlation	Sig. (2-tailed)	Decision
Ambient factors		Disagree & Strongly Disagree	0.468^{**}	0.001	Significance Direct Relation
		Neutral	0.347^{**}	0.008	Significance Direct Relation
		Agree & Strongly Agree	0.534^{**}	0.000	Significance Direct Relation
	cleanliness	Disagree & Strongly Disagree	0.305^{*}	0.044	Significance Direct Relation
		Neutral	0.498^{**}	0.002	Significance Direct Relation
		Agree & Strongly Agree	0.085	0.520	No Significance Relation
	Lighting	Disagree & Strongly Disagree	0.245	0.108	No Significance Relation
		Neutral	0.374^{*}	0.027	Significance Direct Relation

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		Agree & Strongly Agree	0.408**	0.001	Significance Direct Relation
	Scent	Disagree & Strongly Disagree	0.231	0.131	Significance Direct Relation
		Neutral	0.068	0.616	No significance relation
		Agree & Strongly Agree	0.341**	0.001	Significance Direct Relation
	background music	Disagree & Strongly Disagree	0.405**	0.006	Significance Direct Relation
		Neutral	0.336*	0.011	Significance Direct Relation
		Agree & Strongly Agree	0.485**	0.000	Significance Direct Relation
Design Factors		Disagree & Strongly Disagree	0.512**	0.000	Significance Direct Relation
		Neutral	0.431**	0.001	Significance Direct Relation
		Agree & Strongly Agree	0.582**	0.000	Significance Direct Relation
	visual merchandising	Disagree & Strongly Disagree	0.489**	0.001	Significance Direct Relation
		Neutral	0.320*	0.015	Significance Direct Relation

		Agree & Strongly Agree	0.499^{**}	0.000	Significance Direct Relation
	Layout	Disagree & Strongly Disagree	0.421^{**}	0.004	Significance Direct Relation
		Neutral	0.464^{**}	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.476^{**}	0.000	Significance Direct Relation
	window and in-store display	Disagree & Strongly Disagree	0.378^{*}	0.011	Significance Direct Relation
		Neutral	0.412^{**}	0.001	Significance Direct Relation
		Agree & Strongly Agree	0.473^{**}	0.000	Significance Direct Relation
Sales personnel		Disagree & Strongly Disagree	0.456^{**}	0.007	Significance Direct Relation
		Neutral	0.519^{**}	0.000	Significance Direct Relation
		Agree & Strongly Agree	$.426^{**}$	0.011	Significance Direct Relation

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Table (4.16): Correlations of the Relation between Consumer's Emotional states and store environmental stimuli (ambient factors, design factors and sales personnel) when using time of the store visit (evening shopping) and question 31 (I entered this store to look for specific item to buy) as moderating variables.

(I entered this store to look for specific item to buy)

Evening shopping

Variable	Sub-variable	Shopping Time	Spearman's Correlation	Sig. (2-tailed)	Decision
Ambient factors		Disagree & Strongly Disagree	0.494^{**}	0.000	Significance Direct Relation
		Neutral	0.400^{**}	0.010	Significance Direct Relation
		Agree & Strongly Agree	0.509^{**}	0.000	Significance Direct Relation
	cleanliness	Disagree & Strongly Disagree	0.051	0.724	No Significance Relation
		Neutral	0.275	0.082	No Significance Relation
		Agree & Strongly Agree	0.342^{*}	0.017	Significance Direct Relation
	Lighting	Disagree & Strongly Disagree	0.480^{**}	0.000	Significance Direct Relation
		Neutral	0.371^{*}	0.017	Significance Direct Relation

		Agree & Strongly Agree	0.239	0.103	No Significance Relation
	Scent	Disagree & Strongly Disagree	0.176	0.222	No significance relation
		Neutral	0.190	0.235	No significance relation
		Agree & Strongly Agree	0.240^{*}	0.014	Significance Direct Relation
	background music	Disagree & Strongly Disagree	0.461^{**}	0.001	Significance Direct Relation
		Neutral	0.176	0.272	No significance relation
		Agree & Strongly Agree	0.471^{**}	0.000	Significance Direct Relation
Design Factors		Disagree & Strongly Disagree	0.631^{**}	0.000	Significance Direct Relation
		Neutral	0.493^{**}	0.001	Significance Direct Relation
		Agree & Strongly Agree	0.495^{**}	0.000	Significance Direct Relation
	visual merchandising	Disagree & Strongly Disagree	0.589^{**}	0.000	Significance Direct Relation

		Neutral	0.233	0.142	No Significance Relation
		Agree & Strongly Agree	0.458**	0.000	Significance Direct Relation
	Layout	Disagree & Strongly Disagree	0.497**	0.000	Significance Direct Relation
		Neutral	0.563**	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.467**	0.000	Significance Direct Relation
	window and in-store display	Disagree & Strongly Disagree	0.563**	0.000	Significance Direct Relation
		Neutral	0.631**	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.331**	0.001	Significance Direct Relation
Sales personnel		Disagree & Strongly Disagree	0.444**	0.001	Significance Direct Relation
		Neutral	0.639**	0.000	Significance Direct Relation
		Agree & Strongly Agree	0.408**	0.000	Significance Direct Relation

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

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Table (4.17): Correlations of the Relation between Consumer's Emotional states and consumer patronage intensions.

Variable	Sub-variable	Spearman's Correlation	Sig. (2-tailed)	Decision
Consumers emotions		0.550^{**}	0.000	Significance Direct Relation
	Feeling Unhappy	0.548^{**}	0.000	Significance Direct Relation
	Feeling Annoyed	0.445^{**}	0.000	Significance Direct Relation
	Feeling Depressed	0.382^{**}	0.000	Significance Direct Relation
	Feeling Disappointed	0.357^{**}	0.000	Significance Direct Relation
	Feeling Bored	0.432^{**}	0.000	Significance Direct Relation
	Feeling Calm	0.430^{**}	0.000	Significance Direct Relation
	Feeling Sleepy	0.349^{**}	0.000	Significance Direct Relation

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Appendix F

Reliability Statistics

Table 4.18: Reliability Statistics of Store cleanliness

Cronbach's Alpha	N of Items
.731	1

Cronbach's Alpha	Corrected Item-Total Correlation
The store is clean and tidy.	.341

Factor Analysis

Component Matrix[a]

	Component
	1
The store is clean and tidy.	.736

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.19: Reliability Statistics of Store's lighting

Cronbach's Alpha	N of Items
.753	2

	Corrected Item-Total Correlation
Lighting in this store was pleasing to me	.485
Lighting in this store helped me to browse the merchandise easily.	.485

Factor Analysis

Component Matrix[a]

	Component
	1
Lighting in this store was pleasing to me	.862
Lighting in this store helped me to browse the merchandise easily.	.862

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.20: Reliability Statistics of Store's scent

Cronbach's Alpha[a]	N of Items
.732	2

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

	Corrected Item-Total Correlation
The scent of this store catches my attention.	.343
This store is of disturbing scent.	.343

Factor Analysis

159

Component Matrix^a

	Component
	1
The scent of this store catches my attention.	.756
This store is of disturbing scent.	-.756-

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.21: Reliability Statistics of Store's background music

Reliability Statistics

Cronbach's Alpha	N of Items
.737	2

	Corrected Item-Total Correlation
The music in this store was played at the right volume.	.584
The background music in this store was appropriate to me.	.584

Factor Analysis

Component Matrix^a

	Component
	1
The music in this store was played at the right volume.	.890
The background music in this store was appropriate to me.	.890

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.22: Reliability Statistics of Store's design (visual merchandising)

Reliability Statistics

Cronbach's Alpha	N of Items
.736	2

	Corrected Item-Total Correlation
Merchandise was easy to locate in this store.	.279
The décor of this store is pleasing to me.	.279

Factor Analysis

Component Matrix^a

	Component
	1
Merchandise was easy to locate in this store.	.800
The décor of this store is pleasing to me.	.800

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.23: Reliability Statistics of Store's design (layout)

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.760	6

161

	Corrected Item-Total Correlation
The interior design of this store attracted my attention.	.412
It was easy to find what I wanted in this store.	.386
Navigating this store was easy.	.345
The store layout was well thought out	.202
The store layout was cluttered and confusing to me.	-.313-
The in-store signs (i.e., enter, exit, men and women sections, maternity, kids section, fitting rooms…etc) were convenient to me.	.281

Factor Analysis

Component Matrix[a]

	Component
	1
The interior design of this store attracted my attention.	.636
It was easy to find what I wanted in this store.	.656
Navigating this store was easy.	.566
The store layout was well thought out	.722
The store layout was cluttered and confusing to me.	-.529-
The in-store signs (i.e., enter, exit, men and women sections, maternity, kids section, fitting rooms…etc) were convenient to me.	.527

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

b.

Table 4.24: Reliability Statistics of Store's design (window display)

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.776	4

162

	Corrected Item-Total Correlation
I decided to shop in this store based on its eye-catching window displays.	.457
The way this store displays its product is attractive.	.494
In-store displays were impressive to me.	.424
I entered this store after looking through its mannequin displays.	.478

Factor Analysis

Component Matrix[a]

	Component
	1
I decided to shop in this store based on its eye-catching window displays.	.691
The way this store displays its product is attractive.	.759
In-store displays were impressive to me.	.703
I entered this store after looking through its mannequin displays.	.710

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.25: Reliability Statistics of Store's (sales personnel/employees)

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.791	5

	Corrected Item-Total Correlation
The store employees were able to handle my requests	.548
The store employees greeted me when I entered the store.	.577
The store employees were friendly.	.648
There were enough employees in this store that I felt cared for.	.507
The store employees were knowledgeable.	.576

Factor Analysis

Component Matrix[a]

	Component
	1
The store employees were able to handle my requests	.720
The store employees greeted me when I entered the store.	.747
The store employees were friendly.	.801
There were enough employees in this store that I felt cared for.	.679
The store employees were knowledgeable.	.747

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.26: Reliability Statistics of consumer's patronage intensions

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.722	6

	Corrected Item-Total Correlation
I like this store.	.506
It is very likely that I will have a second visit to this store in the future.	.496
I get so involved when I shop at this store that I forget everything else.	.530
I will avoid returning to this store in the future.	-.485-
I enjoyed the shopping at this store for its own sake, not just for the items I have purchased.	.355
I'll recommend and say positive things about this store to others.	.545

Factor Analysis

Component Matrix[a]

	Component
	1
I like this store.	.813
It is very likely that I will have a second visit to this store in the future.	.816
I get so involved when I shop at this store that I forget everything else.	.625
I will avoid returning to this store in the future.	-.675-
I enjoyed the shopping at this store for its own sake, not just	.481

Component Matrix^a

	Component
	1
I like this store.	.813
It is very likely that I will have a second visit to this store in the future.	.816
for the items I have purchased. I'll recommend and say positive things about this store to others.	.835

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.27: Reliability Statistics of consumer's emotional states

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.859	7

	Corrected Item-Total Correlation
In this store, I feel- Unhappy	.625
In this store, I feel- Annoyed	.653
In this store, I feel- Depressed	.699
In this store, I feel- Disappointed	.656
In this store, I feel- Bored	.673
In this store, I feel- Calm	.489
In this store, I feel- Sleepy	.593

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Factor Analysis

Component Matrix^a

	Component
	1
In this store, I feel- Unhappy	.738
In this store, I feel- Annoyed	.765
In this store, I feel- Depressed	.802
In this store, I feel- Disappointed	.767
In this store, I feel- Bored	.774
In this store, I feel- Calm	.604
In this store, I feel- Sleepy	.702

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.28: Reliability Statistics of consumer's shopping orientation

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha^a	N of Items
.700	2

	Corrected Item-Total Correlation
I entered this store just for browsing its attributes.	.259
I entered this store to look for specific item to buy.	.259

Component Matrix^a

	Component
	1
I entered this store just for browsing its attributes.	.794
I entered this store to look for specific item to buy.	.794

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix G

Regression statistics

4.3.6.1 Regression relation between consumer's emotional states (internal response) and all the independent variables.

Table 4.29: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514[a]	.264	.262	.61875
2	.524[b]	.274	.271	.61534

a. Predictors: (Constant), Design Factors

b. Predictors: (Constant), Design Factors, Social Factors

c. Dependent Variable: Consumers emotions

Table 4.30: ANOVA[c]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.194	1	54.194	141.555	.000[a]
	Residual	150.842	394	.383		
	Total	205.037	395			
2	Regression	56.230	2	28.115	74.252	.000[b]
	Residual	148.806	393	.379		
	Total	205.037	395			

a. Predictors: (Constant), Design Factors

b. Predictors: (Constant), Design Factors, Social Factors

c. Dependent Variable: Consumers emotions

Table 4.31: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.054	.229		4.594	.000
	Design Factors	.763	.064	.514	11.898	.000
2	(Constant)	.897	.238		3.768	.000
	Design Factors	.666	.076	.449	8.739	.000
	Sales personnel	.136	.058	.119	2.319	.021

a. Dependent Variable: Consumers emotions

4.3.6.2 Regression relation between consumer's emotional states (internal response) and all the independent variables plus the two moderating variables.

Table 4.32: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529[a]	.280	.274	.61371
2	.530[b]	.281	.274	.61392
3	.531[c]	.282	.273	.61423

d. Dependent Variable: Consumers emotions

Table 4.33: ANOVA^d

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	57.396	3	19.132	50.797	.000^a
	Residual	147.641	392	.377		
	Total	205.037	395			
2	Regression	57.668	4	14.417	38.251	.000^b
	Residual	147.369	391	.377		
	Total	205.037	395			
3	Regression	57.900	5	11.580	30.694	.000^c
	Residual	147.137	390	.377		
	Total	205.037	395			

a. Predictors: (Constant), Social Factors, Store Environment, Design Factors

b. Predictors: (Constant), Social Factors, Store Environment, Design Factors, Time of Shopping

c. Predictors: (Constant), Social Factors, Store Environment, Design Factors, Time of Shopping, Consumer's shopping orientation

d. Dependent Variable: Consumers emotions

Table 4.34: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.693	.264		2.625	.009
	Ambient factors	.164	.093	.104	1.759	.079
	Design Factors	.574	.092	.387	6.224	.000
	Sales personnel	.118	.059	.103	1.986	.048
2	(Constant)	.597	.287		2.078	.038
	Ambient factors	.171	.094	.109	1.827	.068
	Design Factors	.572	.092	.385	6.194	.000
	Sales personnel	.118	.059	.103	1.985	.048
	Time of Shopping	.053	.062	.037	.849	.396
3	(Constant)	.478	.325		1.469	.143
	Ambient factors	.167	.094	.106	1.780	.076
	Design Factors	.569	.092	.383	6.156	.000
	Sales personnel	.120	.059	.105	2.015	.045
	Time of Shopping	.054	.062	.038	.875	.382
	Consumer's shopping orientation	.040	.051	.034	.784	.434

a. Dependent Variable: Consumers emotions

4.3.6.3 Regression relation between consumer's emotional states (internal response) and all the sub variables of the (ambient, design and sales personnel) factors of the store environmental stimuli.

Table 4.35: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458[a]	.209	.207	.64140
2	.515[b]	.265	.262	.61908
3	.535[c]	.286	.281	.61100
4	.542[d]	.294	.286	.60865

a. Predictors: (Constant), Store layout

e. Dependent Variable: Consumers emotions

Table 4.36: ANOVA[e]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.945	1	42.945	104.389	.000[a]
	Residual	162.091	394	.411		
	Total	205.037	395			
2	Regression	54.417	2	27.208	70.993	.000[b]
	Residual	150.620	393	.383		
	Total	205.037	395			
3	Regression	58.697	3	19.566	52.411	.000[c]
	Residual	146.340	392	.373		
	Total	205.037	395			
4	Regression	60.190	4	15.048	40.619	.000[d]
	Residual	144.846	391	.370		
	Total	205.037	395			

a. Predictors: (Constant), Store layout

b. Predictors: (Constant), Store layout, window and in-store display

c. Predictors: (Constant), Store layout, window and in-store display, Store's background music

d. Predictors: (Constant), Store layout, window and in-store display, Store's background music, Store cleanliness

e. Dependent Variable: Consumers emotions

Table 4.37: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.173	.255		4.599	.000
	Store layout	.744	.073	.458	10.217	.000
2	(Constant)	1.013	.248		4.086	.000
	Store layout	.482	.085	.297	5.671	.000
	window display	.308	.056	.286	5.471	.000
3	(Constant)	.802	.253		3.178	.002
	Store layout	.443	.085	.272	5.227	.000
	window display	.260	.057	.242	4.542	.000
	Store's background music	.142	.042	.157	3.386	.001
4	(Constant)	.650	.263		2.472	.014
	Store layout	.381	.090	.234	4.242	.000
	window display	.258	.057	.240	4.515	.000
	Store's background music	.135	.042	.149	3.214	.001
	Store cleanliness	.096	.048	.095	2.008	.045

a. Dependent Variable: Consumers emotions

4.3.6.4 Regression relation between consumer's emotional states (internal response) and all the sub variables of the (ambient, design and sales personnel) factors of the store environmental stimuli in the presence of the two moderating variables which are (the time of the store visit and consumers shopping orientation)

Table 4.38: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548[a]	.300	.286	.60897
2	.549[b]	.302	.286	.60894
3	.550[c]	.303	.285	.60933

d. Dependent Variable: Consumers emotions

Table 4.39: ANOVA[d]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	61.522	8	7.690	20.737	.000[a]
	Residual	143.515	387	.371		
	Total	205.037	395			
2	Regression	61.906	9	6.878	18.550	.000[b]
	Residual	143.130	386	.371		
	Total	205.037	395			
3	Regression	62.094	10	6.209	16.724	.000[c]
	Residual	142.943	385	.371		
	Total	205.037	395			

a. Predictors: (Constant), Store employees, Store's scent, Store's background music, Store cleanliness, Store's lighting, window and in-store display, Store's design (visual merchandising), Store layout

b. Predictors: (Constant), Store employees, Store's scent, Store's background music, Store cleanliness, Store's lighting, window and in-store display, Store's design (visual merchandising), Store layout, Time of Shopping

c. Predictors: (Constant), Store employees, Store's scent, Store's background music, Store

Table 4.39: ANOVA^d

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	61.522	8	7.690	20.737	.000ᵃ
	Residual	143.515	387	.371		
	Total	205.037	395			

cleanliness, Store's lighting, window and in-store display, Store's design (visual merchandising), Store layout, Time of Shopping, Consumer's shopping orientation

d. Dependent Variable: Consumers emotions

Table 4.40: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.697	.280		2.487	.013
	Store cleanliness	.077	.051	.076	1.504	.133
	Store's lighting	-.027-	.055	-.026-	-.484-	.629
	Store's scent	-.052-	.054	-.043-	-.946-	.345
	Store's background music	.124	.044	.137	2.812	.005
	Store's design (visual merchandising)	.072	.067	.062	1.071	.285
	Store layout	.332	.103	.204	3.221	.001
	window display	.245	.062	.228	3.969	.000
	Sales personnel	.075	.062	.066	1.215	.225
2	(Constant)	.574	.305		1.882	.061
	Store cleanliness	.080	.051	.079	1.571	.117
	Store's lighting	-.028-	.055	-.027-	-.501-	.616
	Store's scent	-.051-	.054	-.043-	-.944-	.346

	Store's background music	.127	.044	.141	2.883	.004
	Store's design (visual merchandising)	.074	.068	.064	1.094	.275
	Store layout	.339	.103	.209	3.287	.001
	window display	.239	.062	.222	3.852	.000
	Sales personnel	.073	.062	.064	1.182	.238
	Time of Shopping	.063	.062	.044	1.018	.309
3	(Constant)	.473	.337		1.403	.162
	Store cleanliness	.076	.051	.075	1.476	.141
	Store's lighting	-.026-	.055	-.025-	-.471-	.638
	Store's scent	-.054-	.055	-.045-	-.991-	.322
	Store's background music	.128	.044	.141	2.891	.004
	Store's design (visual merchandising)	.075	.068	.065	1.111	.267
	Store layout	.336	.103	.207	3.251	.001
	window display	.237	.062	.221	3.814	.000
	Sales personnel	.076	.062	.067	1.219	.224
	Time of Shopping	.065	.062	.045	1.038	.300
	Consumer's shopping orientation	.036	.051	.031	.711	.477

a. Dependent Variable: Consumers emotions

4.3.6.5 Regression relation between consumer's patronage intensions and consumer's emotional states (internal response).

Table 4.41: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544[a]	.296	.295	.40657

a. Predictors: (Constant), Consumers emotions

b. Dependent Variable: Consumer's patronage intensions

Table 4.42: ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.427	1	27.427	165.922	.000[a]
	Residual	65.128	394	.165		
	Total	92.554	395			

a. Predictors: (Constant), Consumers emotions

b. Dependent Variable: Consumer's patronage intensions

Table 4.43: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.975	.109		18.180	.000
	Consumers emotions	.366	.028	.544	12.881	.000

a. Dependent Variable: Consumer's patronage intensions

4.3.6.6 Regression relation between consumer's patronage intentions and all the seven sub-variables of the consumer's emotional states (internal response).

Table 4.44: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529[a]	.280	.278	.41135
2	.573[b]	.328	.324	.39785
3	.591[c]	.350	.345	.39185

a. Predictors: (Constant), In this store, I feel- Unhappy

d. Dependent Variable: Consumer's patronage intensions

Table 4.45: ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.885	1	25.885	152.976	.000[a]
	Residual	66.669	394	.169		
	Total	92.554	395			
2	Regression	30.347	2	15.174	95.861	.000[b]
	Residual	62.207	393	.158		
	Total	92.554	395			
3	Regression	32.365	3	10.788	70.261	.000[c]
	Residual	60.190	392	.154		
	Total	92.554	395			

a. Predictors: (Constant), In this store, I feel- Unhappy

b. Predictors: (Constant), In this store, I feel- Unhappy , In this store, I feel- Calm

c. Predictors: (Constant), In this store, I feel- Unhappy , In this store, I feel- Calm, In this store, I feel- Bored

d. Dependent Variable: Consumer's patronage intensions

Table 4.46: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.170	.098		22.216	.000
	In this store, I feel-Unhappy	.288	.023	.529	12.368	.000
2	(Constant)	1.933	.104		18.506	.000
	In this store, I feel-Unhappy	.240	.024	.441	9.908	.000
	In this store, I feel-Calm	.116	.022	.236	5.309	.000
3	(Constant)	1.883	.104		18.136	.000
	In this store, I feel-Unhappy	.206	.026	.378	8.011	.000
	In this store, I feel-Calm	.090	.023	.184	3.982	.000
	In this store, I feel-Bored	.079	.022	.176	3.625	.000

a. Dependent Variable: Consumer's patronage intensions

b.