

THE IMPACT OF STORE AMBIANCE ON CUSTOMER BEHEVIOUR AND PERCEPTION



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DEDICATED TO...

My parents, My Teachers and My Friends!

It would not have been possible without them.

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ABSTRACT

The study is based on the impact of the store ambiance on customer behavior and perception. For the exploration and the analysis on this area of the research we have developed a theoretical framework which explains the relationship between the variables, the independent variables that we have taken into consideration under store ambiance are Atmosphere, Parking and Shelving, and the study highlights and explains their impact on one dependent variable i.e. customer behavior and perception. On the basis of the framework the data was collected on the developed questioners and then it was carefully examined and processed through SPSS. The results of the study explain that there is a very strong impact of the independent variables on the dependent variable and the stores should work on their store ambiance in order to have better customer behavior and perception towards their stores. Just like any other research there are limitations to the research because of the limitation of the resources available which have been mentioned in at the end of the research and there are also recommendations and directions given regarding the future research on the basis of findings and the conclusions to the study.

Key Words: Store Ambiance, Atmosphere, Store Parking, Store Shelving, Customer behavior and perception.

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