

Influence of Store Atmospheric on Purchase Intentions

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ABSTRACT

If you're thinking about opening up a business of any kind, it's imperative that you remember the role that store atmosphere can play in its success. Customers not only care about how a store looks and feel; they're also likely to make purchasing decisions based on the ambiance of the establishments they patronize. So, if you want to make more sales, attract new customers and retain existing ones, take pride in how your business looks. (Waters, 2017)

INTRODUCTION

Rahul, a recent graduate from a college, decides to move back to his hometown, Jammu a beautiful city located in the state of Jammu and Kashmir. It serves as the winter capital of the state too. Rahul decided to take over his family business that deals in plywood, hardware, kitchen, and other related products. He is eager to put into practice all the business knowledge he acquired during his Post Graduate Diploma in Retail management program. In the first month managing the store, he has identified several aspects of the business that could be improved and he thought that one of the most important aspects, in need of immediate attention, is the store atmosphere.

Further, the products are not well-organized making it difficult for customers to browse and select the products that they are interested in purchasing. Based on the marketing concepts he learned in his program, and his pleasant experience in many stores in Delhi (NCR) and experiential learning in his course through short-term projects. On-job training and summer internship project anticipates redesigning the store to improve its atmosphere. He believes that he needs more space to display the products properly; he has to make shopping a memorable experience at his store as no other store in Jammu has such atmosphere which Rahul had visualized.

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Disclaimer: This case has been developed for classroom discussion and is not intended to illustrate either effective or ineffective handling of an administrative situation or to represent successful or unsuccessful managerial decision making or endorse the views of the management.