

# Product details



## [Kwality Glass: Store Atmospherics](#)

**Case** - Reference no. 319-0044-1

**Subject category:** [Strategy and General Management](#)

**Authors:** [Veenu Sharma](#); [Divya Sharma](#); [Amrendra Pandey](#)

**Published by:** Birla Institute of Management Technology

**Published in:** 2017

**Length:** 15 pages

**Data source:** Field research

**Topics:** [Store management](#); [Visual merchandising](#); [Consumer behavior and retail concepts](#)



## About

### Abstract

Retailers are dynamic in nature, and their strategies keep evolving with changing scenarios and availability of new technologies. This case study illustrates how retailers have embraced the concept of Store Atmosphere influencing purchase intention of the customers. There is robust growth and high competition in retail industry consisting of all the activities that comprise the process of selling products and services to meet a personal need of the individual consumer, the store atmosphere and environment vary, and compete globally. This case study provides the relationship of Store atmosphere with shopping behavior.

## Settings

### Time period

The events covered by this case took place in 2017-18.

### Geographical setting

**Country:** India

### Featured company

**Anonymous company no. 1**

## Related



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**Teaching note** - Reference no. 319-0044-8

**Subject category:** [Strategy and General Management](#)

**Authors:** [Veenu Sharma](#); [Divya Sharma](#); [Amrendra Pandey](#)

**Published by:** Birla Institute of Management Technology

**Published in:** 2017

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