STATISTICAL ANALYSIS ON CONCUMER'S SHOPPING BEHAVIOUR TOWARDS INTERIOR ENVIRONMENT: THE CASE OF MULTI BRAND APPAREL RETAIL STORE IN COLOMBO

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ABSTRACT

There are plenty of multi - brand retail apparel stores in Sri Lanka. They struggle to achieve competitive advantage by various means. Additional to price and quality, they also concern about the store environment in order to clutch consumers' attraction. It is a way of nonverbal communication between consumers and retailer. This study explores how combinations of specific store environment settings influence consumers' perception and examine the extent to which consumers are stimuli such for environment cues. Famous multi – brand apparel retail store in Colombo was selected to gather data. Base on the purpose of the study purposive random sampling method was employed and structured questionnaire was used to obtain 300 of sample. The population of study refers to customers of different socioeconomic classes. Factor analysis was used to analyze the collected data in order to underline the latent factors. According to the results 4 latent factors were identified which affect consumers' perception: human variable, general interior variables, store layout, amenity and multiplicity, trendy. The results confirmed that the customers observe the interior environment of the store which influence their attitude and make them feel happy. Furthermore, the merchandising could often bring unique and convenient sensitivity to the customers. Results implied that factors such as design factors and social factors are ultimately influenced to customer perception and promote the customers' purchase intention. Since, store stimulus latent factors effect on customer perception the retailers must design different kinds strategic designs after identifying consumer insights. However, this study underline store stimulus latent factors which effect on customer perception among customers of varied socioeconomic classes who visit the multi brand apparel retail store in Colombo. Future studies should magnify and validate the cultural impact on the store interior environmental cues and merchandise cues as well as customers' perceived quality using more heterogeneous consumer samples.

Keywords: factor analysis, interior environmental cues, merchandise, multi-brand, retail apparel store