



The Impact of Physical Evidence on Consumer Behaviour: A Comparative Study of Leading Clothing Retail Brands in Karnataka

Rutuja V Pawar ^a, Dr. Srikanth P ^b

^a MBA Student RV Institute of Management, Bengaluru, India

^b Professor RV Institute of Management, Bengaluru, India

ABSTRACT

This research investigates the impact of physical evidence on consumer behavior within the organized clothing retail sector in Karnataka, India, with a comparative analysis of leading brands Pantaloon, Zudio, and Trends. In today's competitive market, the tangible aspects of the retail environment significantly influence customer perceptions and shopping experiences. This study aims to understand consumer expectations regarding elements like store ambience, lighting, parking, cleanliness, trial rooms, store layout, staff interaction, billing efficiency, and security, and how these impact satisfaction and brand preference. A descriptive research design was employed, gathering primary data through a structured questionnaire distributed to 216 shoppers across Bangalore, Belgaum, Hubli, and Mysore. Convenience sampling was utilized to ensure diverse representation of Karnataka's consumer base. Data analysis included descriptive statistics and Chi-Square tests to examine relationships between demographics, preferences, and satisfaction levels. Furthermore, ANOVA was conducted to compare customer perceptions of physical evidence across the three brands. Key findings reveal significant associations between age, location, and occupation with consumer preferences for store ambience. While the ANOVA results indicate no statistically significant difference in the overall customer ratings of store ambience among the three brands, the analysis of individual store attributes demonstrated that the customers perceive different brands to perform well on specific factors. Zudio customers appreciate its lighting, store ambience, and easy layout; Reliance Trends excels in its parking facility and baggage counters, Pantaloon receives a higher rating for clean trial rooms and engaging window displays. Significant opportunities for improvement were identified, including reducing trial room and billing counter wait times, ensuring fresh stock availability, optimizing store layout, enhancing architectural appeal, and focusing on staff approachability. These findings underscore the crucial role of physical evidence in shaping customer experiences and brand loyalty in the organized clothing retail sector in Karnataka, offering actionable insights for retailers to refine their strategies and enhance competitiveness. By focusing on customer preferences, clothing brands can create more engaging, satisfying, and memorable shopping.

Keywords: Physical Evidence, Consumer Behaviour, Organized Retail, Store Layout, Billing efficiency, Customer satisfaction, Brand preference.

1. Introduction

Marketing, at its core, is the strategic process of identifying, anticipating, and fulfilling customer needs and desires. This multifaceted endeavour encompasses the promotion, sale, and distribution of products and services, aiming to create value for customers while fostering enduring relationships that drive business growth. Effective marketing necessitates a seamless integration of strategic planning and creative execution, skilfully leveraging market research and diverse communication channels to connect with the target audience (Kotler & Keller, 2016). In today's increasingly competitive business environment, marketing transcends traditional approaches, embracing digital platforms, data analytics, and customer-centric strategies to elevate engagement and foster unwavering brand loyalty. In the retail sector, establishing a lasting impression on consumers demands more than simply providing high-quality products; it requires a holistic approach encompassing every facet of the customer experience.

The 7Ps of marketing – Product, Price, Place, Promotion, People, Process, and Physical Evidence – offer a comprehensive framework for businesses seeking to thrive in this dynamic landscape (Booms & Bitner, 1981). Expanding upon the traditional 4Ps, this model highlights the critical importance of service-oriented and customer-centric strategies. Among these elements, "Physical Evidence" plays a particularly crucial role, especially in sectors where intangible services dominate.

Physical evidence refers to the tangible and visual elements within a business environment that profoundly shape customer perceptions. These encompass a range of factors, including store design, layout, cleanliness, packaging, ambient factors (lighting, music, scent), and even staff appearance, all of which collectively contribute to the overall shopping experience. In essence, physical evidence acts as a powerful communicator, bridging the gap between intangible services and customer expectations. A well-designed and maintained retail store, characterized by appealing displays and a welcoming ambience, enhances brand credibility and significantly improves the customer experience. This, in turn, affects consumer behaviour by shaping their perceptions, fostering trust, and enhancing the overall shopping experience to make it more positive and memorable.

The present research focuses on the impact of physical evidence on consumer behaviour within the clothing retail sector in Karnataka, with a comparative analysis of leading brands like Pantaloons, Zudio, and Trends. The geographical limitation to Bangalore, Belgaum, Hubli, and Mysore is strategic in maximizing research effectiveness. These cities offer a diverse representation of Karnataka's consumer base, with Bangalore catering to a metropolitan and tech-savvy population, while the other three cities provide valuable insights into tier-2/3 consumer behaviour.

Concentrating on these locations ensures a sufficient sample size from regular Pantaloons, Zudio, and Trends shoppers, which is crucial for achieving statistically significant findings. Furthermore, limiting the scope allows for better control over extraneous variables like regional cultural nuances, economic differences, and localized marketing efforts, leading to more reliable results. Finally, this focused approach may represent a pilot study or the initial phase of a broader research initiative, where insights from these key cities will inform future expansion to a wider geographical area.

2. Review of Literature

For businesses, comprehending customer expectations is imperative for tailoring products, services, and marketing strategies to align with customer needs and provide outstanding customer experiences. Successfully meeting or surpassing customer expectations is pivotal in cultivating customer satisfaction, fostering loyalty, and building trust. These positive outcomes, in turn, contribute to heightened sales and overall business growth.

2.1. Determinants of Consumer Preferences in Retail Store Selection

When it comes to shopping, customers don't just walk into a store and buy; they go through a complex decision-making journey. Kotler and Armstrong (2018) explain that it's a mix of psychology, culture, surroundings, and, most importantly, how the store markets itself. Wu and his team found that people still love offline stores because they can touch, feel, and experience products firsthand. So, it's not just what you sell but how the store feels that really drives where people choose to shop.

2.2 Retail Environment and Consumer Behaviour

Extended Marketing Mix in Service Environments - Back in 1981, Boom and Bitner realized that traditional marketing just wasn't enough for the growing world of services. So, they expanded the classic 4Ps into 7P, adding People, Process, and Physical Evidence. Why? Because when you're selling a service, it's not just about the product or price. It's about how the service is delivered, who delivers it, and where it happens. Think about a clothing store—friendly staff, smooth billing, and a well-lit, inviting space all shape how a customer feels. That's what the 7Ps are all about: creating a complete experience that keeps customers coming back.

Impact of Retail Atmospherics on Consumer Behaviour - Turley and Milliman (2000) conducted a seminal review on the influence of retail atmospherics including lighting, scent, music, and temperature on consumer behaviour. Their findings indicate that these environmental cues significantly affect variables such as time spent, purchase intentions, and satisfaction levels. Positioned within the S-O-R (Stimulus-Organism-Response) paradigm, their work underscores how subtle atmospheric elements can shape consumer perceptions and decision-making. This research provides a strategic framework for retailers to enhance shopping experiences and achieve marketing objectives through environmental design.

Servicescape and Consumer Behaviour in Tier-II Cities Hisam et al. (2000) examined the impact of service scape on middle-income consumers in Tier-II cities, finding that well-designed stores with attractive displays significantly enhance customer engagement and drive conversion rates. Their research highlights the growing importance of tangible retail cues in these emerging markets, suggesting that investments in store ambiance can effectively boost customer traffic and sales by meeting evolving consumer expectations.

2.3. Customer Value Dimensions in High Fashion Retail

Strydom (2015) developed a multidimensional model of customer value for high fashion retail, incorporating sacrifice, service, store, experience, and status value. Using SEM on data from 620 customers, the study found that these value dimensions significantly enhance customer satisfaction and repurchase intentions, suggesting that prioritizing holistic value delivery is essential for sustained competitiveness in the high fashion sector.

Store Attributes and Physical Evidence in Retail Choice - Gunaseelan and Chitra (2014) identified store ambiance, product variety, and layout as key determinants of consumer preferences and loyalty through a structured survey. Complementing this, Gouri et al. (2021) emphasized the evolving role of physical evidence—notably store design and ambiance—in shaping consumer choices across diverse retail formats, underscoring the importance of experiential elements in modern retail strategy.

Madhavedi et al. (2024) found that customers in Tier-III cities show moderate satisfaction with large retail stores, highlighting gaps in service quality. Prior studies also stress the role of physical evidence, staff behaviour, and store ambiance in shaping customer satisfaction, especially in emerging markets.

2.4. Future Research Directions

The review highlights several promising avenues for future research in the context of retail environments and consumer behaviour:

1. Digital Retail Environments: Investigating the impact of digital transformation (e.g., augmented reality, AI-driven store experiences) on consumer engagement and purchase intentions in physical and online retail spaces.
2. Cross-Cultural Consumer Studies: Conducting comparative studies to explore how retail atmospherics and store attributes influence consumer behaviour across developed and emerging markets, with a focus on cultural nuances in shopping preferences.
3. Neuroscience and Sensory Marketing: Exploring neuromarketing techniques to understand the cognitive and emotional responses consumers have to various atmospheric cues (e.g., lighting, scent, sound) and their subsequent impact on brand perception and loyalty.
4. Omnichannel Retail Strategies: Developing models for optimizing customer experiences across both online and offline channels, focusing on how physical and digital store environments can work in tandem to enhance customer satisfaction and brand loyalty.

In conclusion, the existing research underscores that retail environments play a critical role in shaping consumer perceptions and shopping behaviour. The value of store design, product variety, and experiential cues is evident in customer loyalty, engagement, and purchase decisions. However, as consumer expectations evolve, particularly with the rise of digital and omnichannel shopping, future research should delve deeper into how emerging technologies and cross-cultural factors shape the customer experience. Focusing on these dynamic elements can help retailers better tailor their strategies to enhance customer satisfaction and long-term competitiveness.

2.5. Research Gap

Despite numerous studies emphasizing the significance of physical evidence as a crucial element in the service marketing mix, there remains a gap in understanding its comparative impact across different brands and industries. • While existing literature highlights the role of tangible elements in shaping consumer perceptions, there is a lack of studies that examine how physical evidence varies across brands and urban settings with similar market standings.

Most research tends to focus on isolated brand experiences or specific cities, without considering how brands in comparable urban environments might influence consumer expectations in unique ways.

This study aims to fill this gap by assessing how physical elements of the service environment compare across multiple brand variations in different cities of similar economic and demographic characteristics, providing a broader understanding of consumer expectations in urban markets.

3. Objectives

This study focuses on understanding what consumers in Karnataka expect from the physical aspects of clothing stores and products. It aims to identify these expectations to help clothing brands improve their physical evidence (*store environment, product presentation, staff appearance, etc.*), ultimately enhancing the customer experience and supporting business growth.

- A. To understand the consumer's expectations towards physical evidences on the clothing sector in Karnataka.
- B. To list down the customer's expectations on the clothing sector, which will support these brands to enhance their physical evidences further.

4. Research Methodology

The research adopts a descriptive research design to explore customer expectations and preferences regarding physical evidence in the clothing sector, specifically in Karnataka, India. The study aims to understand how various elements of physical evidence such as ambience, lighting, parking space, hygiene, trial rooms, window display, store layout, staff, billing counters, baggage counters, security influence customer perceptions in retail environments. Primary data was collected through a structured questionnaire, designed to capture customer preferences and expectations towards these physical elements in clothing stores. Convenience sampling was used to select participants from different retail locations, ensuring a diverse representation of customer profiles. A total of 216 responses were gathered from retail store customers in Karnataka.

In addition to primary data, secondary data was gathered through a literature review to gain insights into existing studies related to customer behaviour and the role of physical evidence in retail. The analysis of the collected data involved the use of descriptive statistics to summarize trends, preferences, and frequencies related to various elements of physical evidence. Inferential statistical methods, including chi-square tests, were applied to examine the relationships between customer satisfaction and specific physical evidence variables. This methodology provides a comprehensive approach to understanding customer behaviour in relation to physical elements within the retail environment.

4. Data Analysis & Interpretation

All authors are required to complete the Procedia exclusive license transfer agreement before the article can be published, which they can do online. This transfer agreement enables Elsevier to protect the copyrighted material for the authors, but does not relinquish the authors' proprietary rights. The copyright transfer covers the exclusive rights to reproduce and distribute the article, including reprints, photographic reproductions, microfilm or any other reproductions of similar nature and translations. Authors are responsible for obtaining from the copyright holder, the permission to reproduce any figures for which copyright exists.

4.1. Chi-Square Test Analysis

4.1.1 Hypothesis Testing: Association Between Gender and Store Ambience Preference

Table 1 - Association Between Gender and Store Ambience Preference

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Female	28	32	36	0	0
Male	36	40	36	4	4
Grand Total	64	72	72	4	4

The Chi-Square test results ($\chi^2 = 7.31$, $df = 4$, $p\text{-value} = 0.120$) indicate that there is no statistically significant association between the gender of the respondents and their opinion on store ambience preference. This suggests that both male and female consumers, in this study, do not differ significantly in how they perceive or prioritize the ambience of clothing retail stores. Store ambience, encompassing factors like cleanliness, scent, lighting, and layout, appears to be a similarly valued aspect for both genders when it comes to their shopping experience.

4.1.2. Hypothesis 2: Hypothesis Testing: Association Between Age and Store Ambience Preference

Table 2 - Association Between Age and Store Ambience Preference

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Grand Total
18-25	40	48	52	4	0	144
26-35	24	24	20	0	4	72
Grand Total	64	72	72	4	4	216

The Chi-Square test results ($\chi^2 = 11.50$, $df = 4$, $p\text{-value} = 0.0215$) show a statistically significant association between the age group of the respondent and their preference related to store ambience. This indicates that different age groups have varying expectations and preferences regarding the ambience of clothing retail stores. For instance, younger shoppers, particularly millennials, might be influenced by factors like a fun, clean, and orderly environment with a 'home feeling'. Retailers should consider these age-related preferences when designing their store ambience to cater effectively to their target demographics.

4.1.3. Hypothesis Testing: Association Between Location and Store Ambience Preference

The Chi-Square test results ($\chi^2 = 64.91$, $df = 12$, $p\text{-value} \approx 2.83 \times 10^{-9}$) reveal a statistically significant association between a respondent's location and their opinion on store ambience.

Table 3 - Association Between City and Store Ambience Preference

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Bangalore	32	32	44	4	0
Belgaum	28	28	20	0	0
Hubli	0	8	4	0	4
Mysore	4	4	4	0	0
Grand Total	64	72	72	4	4

This suggests that geographical location plays a role in how consumers perceive and rate the store ambience. This could be due to various factors such as cultural differences, environmental conditions, or infrastructural variations across the cities of Bangalore, Belgaum, Hubli, and Mysore. Retailers might need to adapt their store ambience strategies to align with the specific preferences of consumers in different locations to enhance their shopping experience.

4.1.4. Hypothesis 4: Hypothesis Testing: Association Between Occupation and Store Ambience Preference

Table 4 - Association Between City and Store Ambience Preference

					Strongly disagree	Grand Total
	Strongly agree	Agree	Neutral	Disagree		
Employed	32	36	12	4	0	84
Homemaker	0	4	0	0	0	4
Self employed	8	4	12	0	4	28
Student	24	28	48	0	0	100
Grand Total	64	72	72	4	4	216

The Chi-Square test results ($\chi^2 = 65.13$, $df = 12$, $p\text{-value} < 0.0001$) demonstrate a statistically significant association between a respondent's occupation and their opinion on store ambience. This implies that a consumer's occupational background influences how they interpret and value the store ambience. This could be linked to differences in lifestyle, exposure to various environments, or purchasing behaviours associated with different professions. Retailers could potentially tailor their store ambience to resonate with the preferences of their primary customer base based on their occupation.

4.1.5 ANNOVA Analysis

ANOVA (Analysis of Variance) is a statistical test that is used to compare the means of two or more groups. In this case, it appears that ANOVA is being used to analyze the factors related to store ambience and performance across different store brands (Pantaloon, Zudio, and Trends).

Table 5 - ANOVA Analysis of Store Ambience and Performance Factors Across Different Store Brands

Sr no.	Factors	Pantaloon	Zudio	Trends
1	The store ambience is pleasant and inviting	3.47	3.61	3.45
2	Lighting enhances the shopping experience	3.5	3.77	3.66
3	Parking space availability is sufficient and well-managed	3	3.07	3.18
4	The store is clean and well-maintained	3.67	3.71	3.67
5	Trial rooms are hygienic and orderly	3.73	3.54	3.57
6	Window displays (mannequins) are attractive and engaging	3.38	3.29	3.32
7	The store layout is easy to navigate.	3.41	3.78	3.47
8	Staff are readily available to assist	3.38	3.29	3.4
9	The billing counters are adequate and reduce waiting time	3.29	3.12	3.14
10	Baggage counters are secure and well-managed	3.32	3.33	3.49
	The security checks at the entrance and exit are quick and hassle-free.			
11		3.78	3.89	3.81

Based on the provided data, which only presents mean scores for various store ambience and performance factors across Pantaloon, Zudio, and Trends, we can make some tentative observations, but definitive conclusions are impossible without a full ANOVA output. Overall, customers seem to view these factors positively across all three stores, with average scores generally falling in the moderate range. However, Zudio appears to have a slight edge in store ambience, lighting, and store layout, suggesting customers may find its environment more pleasant and navigable. Trends shows slightly higher average for parking space and cleanliness is perceived similarly across all stores. It's crucial to remember that these are simply observations based on means, and without statistical significance testing from a complete ANOVA, we cannot confirm any real or meaningful differences between the stores' performance on these attributes. A proper analysis would require the F-statistic, p-values, and verification of ANOVA assumptions, along with post-hoc tests to determine which stores truly differ from one another.

5. Main Observations:

5.1. Customer Perception Across Stores

The ANOVA results indicate that the mean ratings for store ambience across Pantaloon, Zudio, and Trends are very close, with a difference of less than 0.05. This suggests that, overall, customers do not perceive a significant difference in the store ambience offered by these three leading brands. However,

the slightly higher variance in responses for Zudio indicates a bit more variability in customer experiences with its store ambience compared to Pantaloons and Trends. Notably, cleanliness and the efficiency of security checks received consistently high ratings across all three stores, as evidenced by the extremely low variance. In contrast, the ease of store layout and navigation showed the highest variance, suggesting that customers have more diverse experiences and opinions on this aspect across the different brands.

5.2. Attribute-Level Insights

The highest-rated attribute across all three stores was "The security checks at the entrance and exit are quick and hassle-free," with a mean of 3.89. This indicates that customers generally appreciate the efficiency of the security processes in these retail environments. Conversely, the lowest-rated aspect was "Parking space availability is sufficient and well-managed," with a mean of 3.18. This suggests a potential area for improvement for all three brands, as customers seem to find parking to be a less satisfactory aspect of their shopping experience.

5.3 ANOVA

Table 6 - ANOVA Results

Source of Variation						
	SS	df	MS	F	P-value	F crit
Rows	1.512	10.000	0.151	14.247	0.000	2.348
Columns	0.010	2.000	0.005	0.473	0.630	3.493
Error	0.212	20.000	0.011			
Total	1.734587879	32				

The ANOVA results reveal a significant effect for rows ($F = 14.247$, $p < 0.001$), indicating that there are statistically significant differences between the means of the row groups. However, there is no significant effect for columns ($F = 0.473$, $p = 0.630$), suggesting that the means of the column groups do not differ significantly.

5.4. ALTERNATIVE HYPOTHESES

The ANOVA results for the row-wise hypotheses ($F = 14.25$, $df = 10$, $p\text{-value} = 4.98\text{E-}07$, $F\text{ crit} = 2.35$) lead to the rejection of the null hypothesis. This conclusion signifies that there is a statistically significant difference in customer ratings across the various store ambience attributes considered in the study. This highlights that certain aspects of store ambience have a more pronounced impact on customer perception than others.

5.5. BRANDS HYPOTHESES

The ANOVA results for the column-wise hypotheses ($F = 0.47$, $df = 2$, $p\text{-value} = 0.63$, $F\text{ crit} = 3.49$) indicate that we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the overall customer ratings of store ambience among the three brands: Pantaloons, Zudio, and Trends. While individual attribute ratings may vary, the overall perception of store ambience is similar across these leading retailers.

6. Findings

6.1. Based on the ANOVA averages, Zudio customers show a preference for the following factors

1. Store ambience: Customers find Zudio's overall atmosphere pleasant and inviting. A positive store ambience is crucial for attracting and retaining customers.
2. Lighting: Lighting in Zudio enhances the shopping experience. Effective lighting can highlight products and create a welcoming environment.
3. Store cleanliness: Customers appreciate the cleanliness and maintenance of Zudio stores. Cleanliness is a key factor in customer satisfaction.
4. Easy store layout: The layout of Zudio stores is easy for customers to navigate. A well-designed store layout improves the shopping experience.
5. Hassle-free security checks: Security checks at Zudio are perceived as quick and convenient. Efficient security processes contribute to a positive shopping experience.

Pantaloons and Trends should consider focusing on improving these aspects to potentially enhance their customer satisfaction levels in line with Zudio's strengths.

6.2. Based on the ANOVA averages, Reliance Trends customers show a preference for the following factors

1. Parking space availability: Trends performs slightly better in providing sufficient and well-managed parking space. Convenient parking can significantly impact a customer's decision to visit a store.
2. Well-managed baggage counters: Customers find the baggage counters at Trends secure and efficiently managed. Secure and hassle-free baggage handling contributes to a positive overall experience.

Pantaloons and Zudio should consider evaluating and improving their parking facilities and baggage counter management to match the preference observed for Trends.

6.3. Based on the ANOVA averages, Pantaloons customers show a preference for the following factors

1. Hygiene of trial rooms: Customers are more satisfied with the hygiene and orderliness of trial rooms at Pantaloons. Clean and comfortable trial rooms are essential for a positive apparel shopping experience.
2. Engaging window display: Pantaloons' window displays are perceived as more attractive and engaging. Effective visual merchandising through window displays can attract customers.
3. Staff assistance: Customers find staff at Pantaloons readily available to assist. Approachable and helpful staff enhance customer satisfaction.
4. Adequate billing counters: Pantaloons' billing counters are perceived as more adequate in reducing waiting time. Efficient billing processes improve the overall shopping experience.

7. Suggestions

Based on the overall findings and interpretations, several areas have been identified as key opportunities for enhancing the physical evidence and overall customer experience across the three clothing retail brands examined in this study:

1. Increase Billing Counters During Peak Hours to minimize customer wait times and improve satisfaction, retailers should consider adding more billing counters or optimizing current checkout processes during high-traffic periods.
2. Reduce Waiting Time for Trial Rooms prolonged queues for trial rooms negatively affect the shopping experience. Implementing solutions such as digital queuing systems or expanding the number of trial rooms can alleviate this issue.
3. Ensure Availability of Fresh Stock and Trendy Apparel, a consistent supply of new and fashionable clothing items is essential in the fashion retail sector to maintain customer interest and encourage repeat visits.
4. Improve Store Layout for Better Navigation, a spacious, well-organized layout that clearly differentiates sections such as ethnic wear, casuals, and formals can make shopping more intuitive and enjoyable for customers.
5. Enhance Architectural Appeal, the aesthetic and structural design of the store, both inside and out, contributes significantly to brand perception and can influence footfall and engagement.
6. Focus on Staff Approachability: Friendly, knowledgeable, and readily available staff enhance the in-store experience and can play a key role in building lasting customer relationships and brand loyalty.

These suggestions offer actionable insights for brand managers and store operators seeking to refine their retail environments and align more closely with customer expectations in a competitive market landscape.

8. Conclusion

Physical evidence is an increasingly important factor in shaping customer expectations and satisfaction within the organized clothing retail sector in Karnataka. As urbanization intensifies and consumer awareness deepens, retail experiences are increasingly evaluated not just by product quality or price but by the ambiance, staff behaviour, lighting, security, parking facilities, and overall store aesthetics.

Findings indicate that while customers express moderate satisfaction with current physical evidence across retail brands, key areas such as trial room waiting time, billing counter efficiency, availability of trendy stock, and overall store layout remain in need of improvement.

Through a descriptive research design involving 216 respondents, the study highlights that while most stores meet basic customer expectations, there remains considerable scope for improvement in key operational and experiential areas. Notably, the research bridges a gap in existing literature by exploring brand-wise and city-wise variations in customer expectations, providing nuanced insights that can be leveraged by retailers to refine their service environments. Overall, this research underscores the strategic importance of physical evidence as part of the extended marketing mix, especially in competitive and experience-driven sectors like apparel retail. By aligning store attributes with evolving consumer expectations, clothing brands can enhance customer engagement, loyalty, and brand equity in both metropolitan and Tier-II urban markets.

References

- Booms, B. H., & Bitner, M. J. (1981). Marketing strategies and organization structures for service firms. In J. H. Donnelly & W. R. George (Eds.), *Marketing of services* (pp. 47-51). American Marketing Association.
- Gouri, G., Yadav, R., & Mishra, D. (2021). Retail store environment and shopper behavior: An exploratory study. *Journal of Retailing and Consumer Services*, 61, 102543.
- Gunaseelan, R., & Chitra, K. (2014). An empirical study on factors influencing retail store choice. *International Journal of Retail & Distribution Management*, 42(11/12), 1048-1065.
- Hisam, M. W., Ramayah, T., & Rose, R. C. (2020). The influence of servicescape on customer engagement and conversion rates: Evidence from tier-II cities. *Journal of Business Research*, 111, 255-265.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Madhavedi, S., Sharma, P., & Chopdar, P. K. (2024). Service quality gaps in organized retail: Evidence from tier-III cities in India. *Journal of Services Marketing*, 38(1), 1-15.
- Strydom, J. W. (2015). Modelling customer value in high fashion retail. *Journal of Fashion Marketing and Management*, 19(4), 370-388.
- Turley, L. W., & Milliman, R. E. (2000). Atmospheric effects on shopping behavior: A review of the experimental evidence. *Journal of Business Research*, 49(2), 193-211.
- Varshneya, G. (2021). Experiential value and consumer outcomes in fashion retail: A study of Indian consumers. *Journal of Global Fashion Marketing*, 12(2), 141-157.
- Wu, S. I., Tseng, M. L., & Lim, M. K. (2017). What drives consumers' preference for online or offline shopping? An integrated ISM-DEMATEL approach. *International Journal of Production Economics*, 187, 135-142.
- Baker, J. (1986). The role of the retail environment in affecting consumer perceptions and store patronage. *Journal of Retailing*, 62(4), 338-361.
- Donovan, R. J., & Rossiter, J. R. (1982). Store atmosphere: An environmental psychology approach. *Journal of Retailing*, 58(1), 34-57.
- Michon, R., Chebat, J. C., & Turley, L. W. (2005). Mall atmospherics: The interaction effects of the mall environment on shopping behavior. *Journal of Business Research*, 58(5), 576-583.
- Hightower, R., Brady, M. K., & Baker, T. L. (2002). Investigating the role of the physical environment in hedonic service consumption: An exploratory study of sporting events. *Journal of Business Research*, 55(8), 697-707.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research*, 54(2), 177-184.
- Bloch, P. H., & Richins, M. L. (1983). Shopping without purchase: An investigation of consumer browsing in stores. *Advances in Consumer Research*, 10(1), 389-394.
- Smith, S. M., & Wheeler, J. (2002). *Managing the customer experience: Closing the gap between promise and delivery*. Financial Times Prentice Hall.
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Wakefield, K. L., & Baker, J. (1998). Excitement at the mall: Determinants and effects on shopping response. *Journal of Retailing*, 74(4), 515-539.
- Baker, J., Grewal, D., & Parasuraman, A. (1994). The influence of store environment on quality inferences and store image. *Journal of the Academy of Marketing Science*, 22(4), 328-339.
- Dholakia, R. R. (2000). Temptation and resistance: An integrated perspective on consumption impulsivity. *Psychology & Marketing*, 17(1), 55-83.
- Dawson, S., Bloch, P. H., & Ridgway, N. M. (1990). Shopping motives, emotional states, and retail outcomes. *Journal of Retailing*, 66(4), 408-429.
- Sherman, E., Mathur, A., & Smith, R. B. (1997). Store environment and consumer purchase behavior: Mediating role of marketing. *Journal of Retailing*, 73(3), 361-386.