

From Store Environment to Purchase Decisions: An S-O-R Model Perspective with IPMA Analysis

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Abstract

The main objective of this research is to determine how store environment influences customer decisions about purchases, taking into consideration the mediating role of emotions, in retail chains located in North India. A sample of 400 customers who typically purchase at retail establishments selected for this study. SmartPLS4.1.0.8 used to obtain discriminant validity, convergence, SEM, model fitness, and reliability. The consequences of the present study show that various factors, including lighting, color, music, visual marketing, window and mannequin displays, and store design, significantly influence consumers' purchase decisions. The findings of this study will support industry managers' emphasis on customer emotions when making purchases to increase profitability and sustainability. It is a technique for assessing the impact of different designs of atmospheric indicators. Recognizing the emotional state of the consumer in consideration at all times is important. Customers are more likely to purchase again and finally refer others to the store if they are satisfied with the atmosphere there. It helps the retailer in getting ahead in the marketplace. According to this study, in order to have a deeper understanding of the concept, future research ought to concentrate on customers who have made purchases in different nations and regions.

Keywords: Store Environment, Consumer emotions, Buying Behaviour, S-O-R Model, Interior of store, Exterior of store

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1. Introduction

In today's competitive retail market, the store environment heavily influences consumers. Retailers recognize the importance of the store environment in enhancing customer happiness and market differentiation. According to Kusumowidagdo et al. (2012), the success of a business relies on rapid responses and understanding of customer behaviour. In retail, it is important to consider customer emotions and the elements that influence their purchasing decisions. Customers select and sponsor stores based on their interior and exterior design and ambiance aspects like color, sales personnel, music, and lighting. Prior studies on the store environment indicate that these elements influence the overall perception of the store (Bawa, 2015). As a result, retailers build store surroundings to evoke pleasant emotions and provide a great experience (Esbjerg et al., 2012).

Sutisna and Pawitra (2001) define store environment as status affection and cognition that can be understood by a customer at a store, even if they are not fully realized during the buying experience. Atmospherics simply refers to the physical characteristics of the outlets. These elements, which are essential for attracting clients, building brand positioning, enhancing service quality, and boosting customer retention, include exterior and interior elements, layout planning, display, visual merchandise, atmosphere, or presentation, according to Sharam et al. (2019) and (Badagaiyan et al., 2016). Khan (2021) emphasizes the importance of managing retail spaces. Effective space management aims to maximize space use while meeting consumer and employee needs.

During hospitalization, store environment is a major consideration as it is an enjoyable activity rather than just a transaction. Customers may choose to buy from stores that provide comfort. Knowing and understanding the environment of store is difficult because it is a combination of emotionally charged elements. Creating a pleasant environment at a store can enhance the emotional experience of customers when shopping whether online or offline, influencing implementation. Gilbert (2003) claimed that changes in store design can affect stock exchange emotions, increasing the likelihood of a purchase. This research aims to investigate how store environment affects emotions and buying decisions.

A few studies have investigated the effects of atmospheric cues on customer emotions in different shopping scenarios, such as decision-making, despite the fact that store environmental variables, including the interior and exterior environment, have been closely examined in marketing. The present study examines the impact of store atmosphere on consumer emotions based on shopping type, drawing on the S-O-R model (Mehrabian & Russell, 1974) and retail atmospherics literature. By investigating the function of emotions in mediating the relationship between the store environment and customer buying behavior, this work contributes to the body of research on the stimulus-organism-response (S-O-R) paradigm.

2. Literature Review and Conceptual Model

2.1 S-O-R theory

Mehrabian and Russell (1974) created the "Stimulus Organism Response" (S-O-R) model from environmental psychology to explain the stimulation induced by various components of the store environment (Stimuli). It influences an individual's internal state and physiology (Organism, O), which then influences their behavioural responses (Response, R).

Donovan and Rossiter, originating in environmental psychology, brought the S-O-R model to marketing research. The S-O-R model shows how the store environment influences consumer buying behaviour and emotional states. The S-O-R model illustrates how the physical environment influences behaviour. The interior and exterior environment of the store serves as a stimulus that affects the emotional state, resulting in behavioural feedback that is either accepted or avoided. The SOR framework can categorize the store environment as "stimulus," emotions as "organism," and consumer buying behaviour as "response." Previous research (de Villiers et al., 2018; Selema & Makgosa, 2018) has focused on certain aspects of the store environment and their impact on consumer decisions.

People respond differently to store stimuli; their responses might range from emotional to behavioural, from avoidance to approach behaviours (Mehrabian & Russell, 1974). Customer happiness, the quantity of goods bought, the amount of time spent during shopping, the

amount of money spent there, and the desire to stay, explore, and socialize with other customers are some of these responses (Donovan & Rossiter 1982). The environment of the store affects customers' emotional responses, and a pleasant shopping environment enhances customers' shopping experiences. To increase consumer happiness, retailers attempt to establish a positive store environment.

2.2 Store Environment

The store environment was a mix of retail elements required for a shop or mall. According to Lamb et al. (2001), the purpose of the environment of a store is to establish its image, create a positive impression on customers, and ensure comfort and convenience. It also has a significant impact on customer patterns and shopping behaviour. Minor and Mowen (2002) define atmospherics as the ability of managers to impact consumer experience through building design, space planning, interior design, textures, scents, colors, shapes, and voices. According to Kotler (2005), store environments are seasonally organized to attract customers and meet commercial aims. According to Lamb et al. (2001), store environment is influenced by the physical layout, decorating, and environment.

The retail environment comprises various aspects. Baker et al. (1994) identified the retail store environment as a three-dimensional variable. First, consider the store's surroundings, such as temperature, scent, noise, background music, and lighting. Second, design aspects impact consumer opinion about store layout, such as structural design, color, materials, facilities, and goods layout. Finally, social variables such as employee and sales staff behaviour and appearance, as well as crowding, should be considered. The retail environment can be defined by five factors, according to Turley and Milliman (2000): the point of sale, the general interior, the external environment, and human variables. Both external and internal components, including lighting, music, and product arrangement, make up the store environment, according to Lam (2001). In this study, we will follow Lam's 2001 taxonomy of store environment characteristics.

2.2.1 Interior of Store

According to Martinez-Ruiz et al. (2011) and Farias et al. (2014) the interior environment of a store significantly affects consumer emotions and differentiates it from others. Customers like an enjoyable and satisfying store environment (Marques et al., 2016). Bitner (1990) identified three dimensions of the store environment: space (design, equipment, and decoration), ambient conditions (noise, music, and temperature), and signs, symbols, and artifacts. Internal store factors provide several stimuli for customers to evaluate products and services, influencing their emotions, behaviour, and expectations. Store internal cues can be visual, audio, or olfactory (Kumar and Kim, 2014). According to Terblanche (2018), the interior environment of a store includes visual cues such as decorating, physical facilities, product placement, and shelf space distribution. According to Jang and Namkung (2009), the overall environment of a store can create a comfortable and appealing environment for customers, enhancing the practical aspect of consumption. Therefore, the following is the hypothesis that this study proposes:

H1. The interior of the store has a positive impact on consumer emotions.

H2. The interior of the store has a positive impact on buying behaviour.

2.2.2 Exterior of store

According to Ward et al. (1992), customers' perception of a store begins with the external environment, which is visible before entering the sales area. According to Ward et al. (1992) and Cornelius et al. (2010), the decision of a customer to enter in a store is influenced by various factors such as the store's exterior, window displays, advertising, building image, parking facilities, and signage. Previous study reveals that consumers prefer retail store availability, proximity, and quality when purchasing (Marques et al. 2016). Previous studies indicate that location of the store is primary factor in attracting customers to a store (Craig et al., 1984).

The exterior image that the business or the store presents should therefore be taken into consideration by the store manager (Bitner, 1990), as this image affects the approach and avoidance behaviour of customers. Thus, it can be said that the exterior surrounding of store influences their emotions and purchasing habits. Therefore, the following is the hypothesis that this study proposes:

H3. The exterior of store has a positive influence on customer emotions.

H4. The exterior of the store has a positive impact on buying behaviour.

2.3 Relations between customer emotions with buying behaviour

Emotional states have a moderating role in analyzing how the retail environment affects purchase behaviour. Customers' emotional responses to the enhanced store environment influence their purchase decisions. Emotional factors related to shopping have a substantial impact on buyer behaviour in various perspectives. Specifically, a customer's emotional state during a purchase is taken into account as a situational response that influences the purchasing process (Dawson, Bloch, and Ridgway 1990). Research findings by Pragita et al. (2013); Levy and Weitz (2009) demonstrate the impact of emotion on purchasing decisions. Therefore, the study proposes the following hypothesis that are shown in figure 1.

H5. The consumer emotions have a significant positive effect on buying behaviour.

H6. Consumer emotions mediates the relation between interior of store and buying behaviour.

H7. Consumer emotions mediates the relation between exterior of store and buying behaviour.

3. Methodology

3.1 Research structure

The study investigates the associations between the store environment (Interior and Exterior), consumer emotions, and buying behaviour; next, it proposes a research framework. Figure 1 illustrates the conceptual model for this investigation, which summarizes the ideas stated previously.

3.2 Measurement

This quantitative study collected data through modified questionnaire. The questionnaire focused on the interior and exterior of the store, consumer emotions, and buying behaviour. Previous research validated multiple-item components that were adapted for the current

environment. The following constructs have been evaluated using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

- “Interior of the store” was measured with five items. Respondents were asked to specify their level of happiness from the interior of store. Items include the availability of power, ventilation, sanitation facilities, music, and aroma.
- “Exterior of the store” was measured with five items. Respondents were asked to specify their level of happiness from the exterior of store. Items include layout of store, entrance of store, dummy, window display, and promotional ads.
- “Consumer Emotions” was measured with four items. Respondents were asked to describe how emotions generated during shopping influence their buying behaviour. Happiness, sadness, jealousy, surprise, and anger are taken as study of emotions.
- “Buying Behaviour” was measured with five items. Respondents were asked about their experiences while shopping.

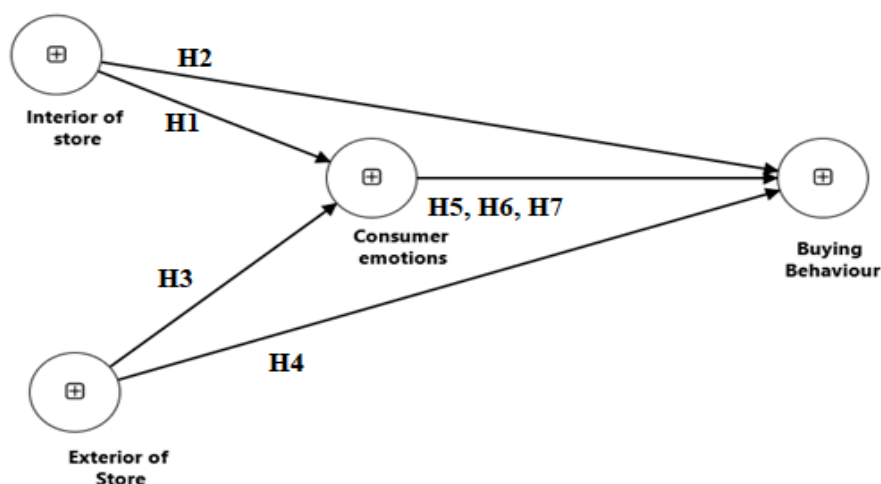


Fig. 1 The conceptual framework of research Interior of store, Exterior of store, Emotions, Buying behaviour

3.3 Sampling design and Sources of data collection

Participants in the study were consumers who favoured making purchases at physical stores. A standardized questionnaire was used to collect the study's primary data. A convenience sampling strategy was utilized to collect data for the current investigation. The data was collected from North India. The study is conducted to investigate North Indian consumers because, by concentrating on the distinct socioeconomic environment of Northern India, it contributes to more general scholarly and policy discussions on regional disparities and development in addition to producing valuable insights appropriate to its particular issues (Tung, 2008). The researchers discovered variations in customer behaviour while gathering data. A few consumers seemed more at ease and uninterested in completing the surveys.

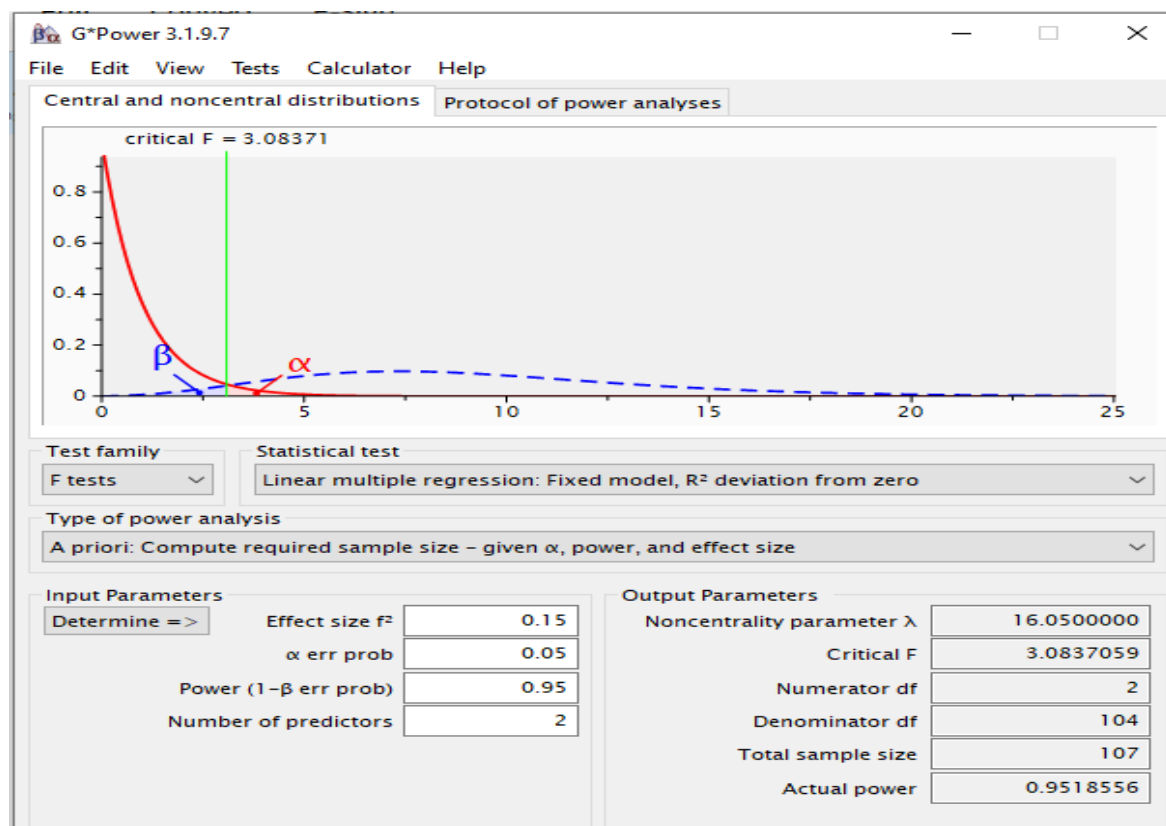


Figure 2. G*Power analysis. Source(s): Authors' own

The appropriate sample size for this inquiry was determined using an a priori power analysis using G*Power version 3.1.9.7 (Faul et al., 2009). The study employed a linear multiple regression model with eight factors to arrive at a medium effect size ($f^2 = 0.15$), with a statistical power of 0.95 and a significance level of 0.05. The findings revealed that a minimum of 107 people were required to detect medium effects with sufficient power (Figure 2). It allows for the evaluation of power, effect size, and sample size, hence reducing Type I and Type II errors (Cohen, 1988). As 400 participants produced a valid response for this survey, the sample size is more than needed, ensuring good statistical precision with actual power = 0.9518.

3.4 Data Analysis

At this point in the study, the previously gathered data has been processed and looked over. Initially, the researcher established a connection with the participants and provided them with an overview of the study and the aim of the survey. Voluntary participation in the study was encouraged, and respondents were guaranteed anonymity and confidentiality regarding their answers. Following the respondents' reassurance, they were requested to donate a certain amount of their time. Following collection, all of the data was gathered and evaluated in preparation for additional analysis. The 5-point Likert scale was used to provide individual scores to each scale. The sum of the scores for each item on the scale yielded the total score. SmartPLS enabled the achievement of Structure Equation Modelling (SEM), Reliability, Convergent, Discriminate Validity, and Model Fitness.

4. Research Findings and Discussion

4.1 Demographic Profile

Based on the baseline features of the sample, the researchers in this study performed an initial analysis to gain an understanding of the characteristics of customers. This study ranks the five variables according to age, gender, place of residence, level of education, and yearly income.

Table 1 Demographic Profile

Profile	Category	Number	%
Gender	Male	162	40.5
	Female	238	59.5
Age	Up to 20	40	10.0
	21-30	234	58.5
	31-40	94	23.5
	Above 40	32	8.0
Residence	Rural	98	24.5
	Urban	302	75.5
Level of Education	Matric	18	4.5
	Senior Secondary	24	6.0
	Graduation	130	32.5
	Postgraduate	182	45.5
	Professional	44	11.0
	Other	2	.5
Annual Income	Up to 300000	198	49.5
	300000-600000	118	29.5
	600000-1200000	44	11.0
	1200000-1800000	20	5.0
	Above 1800000	20	5.0

Source(s): Primary Data

The study sample's demographic information and data analysis findings are detailed and included in Table 1. For this study, 400 valid questionnaires were gathered. Out of the two gender groups, 238 individuals, or 59.5% of the total effective sample, were female; 162 individuals, or 40.5% of the total effective sample, were male.

The study's sample is most concentrated in the age range of 21–30 years old, with 234 participants, or 58.5% of the total effective sample.

This sample of study had the highest educational level 130 participants, or 32.5% of the total effective sample among those who have completed their college degrees. With 302 residents in urban areas, or 75.5 percent of the total effective sample, the sample of the study is the major in terms of residency status; 98 residents in rural areas, or 24.5 percent of the total effective sample, account for the remaining population. 198 participants, or 49.5% of the total effective sample, have annual incomes of up to 300,000, making this study's sample the largest in that regard. According to the data above, female respondents were more emotionally impacted than male respondents were.

4.2 Measurement Model

First, to assess the measurement model's convergence validity with PLS. Average variance extraction (AVE), Compound reliability (CR), and factor load are used to evaluate it (Barclay et al., 1995; Chin, 1998). According to Table 2, every item loading was higher than the suggested value of 0.6 (Chin et al., 2008). Cronbach's alpha coefficients of all items, which ranged from 0.791 to 0.889, were found to be more important than the suggested value of 0.7 (Fornell & Larcker, 1981), according to the results.

Table 2. Validity and reliability for constructs

Constructs	Items	Loadings	α	CR(rho_a)	AVE
Interior of store	IS1	0.868	0.889	0.892	0.693
	IS2	0.822			
	IS3	0.796			
	IS4	0.815			
	IS5	0.858			

Exterior of store	ES1	0.786	0.791	0.794	0.546
	ES2	0.726			
	ES3	0.701			
	ES4	0.768			
	ES5	0.711			
Consumer Emotions	CS1	0.804	0.810	0.811	0.637
	CS2	0.814			
	CS3	0.774			
	CS4	0.800			
Buying Behaviour	BB1	0.833	0.866	0.868	0.652
	BB2	0.825			
	BB3	0.803			
	BB4	0.753			
	BB5	0.821			

Abbreviations: AVE, average variance extraction; CR, compound reliability; α , Cronbach's alpha.

Source(s): Authors' calculation based on PLS sem

Furthermore, Table 2 presents the outcome of the construct reliability test, wherein all item CR values, ranging from 0.794 to 0.892, exceeded the suggested range of 0.7 (Urbach & Ahlemann, 2010). The total amount of variance in the indicators that the latent construct accounts for, as indicated by the AVE ranging from 0.546 to 0.693, was more than the

suggested value of 0.5. In conclusion, this study's measurement scale possesses convergent validity.

One of the most important aspects of model evaluation is the discriminant validity of PLS-SEM, which can be assessed using a new technique called the correlation heterogeneity-singleton ratio (HTMT) (Hair et al., 2017). Table 3 demonstrates that every notion has discriminant validity since its HTMT is less than 0.9. According to Chin (1998), it may be assumed that the model's constructions are sufficiently distinct from one another if the loads of each indicator of its designated structure are more than the loads of other constructions and the own project load of each building is the highest.

Table 3. Heterotrait-monotrait ratio (HTMT) - Matrix

Constructs	BB	CE	ES	IS
Buying Behaviour				
Consumer Emotions	0.830			
Exterior of Store	0.814	0.661		
Interior of store	0.809	0.780	0.596	

Source(s): Authors' calculation based on PLS sem

4.3 Structural Model

According to Hair et al. (2017), beta (Path Coefficient), R^2 , and t values should be utilized while evaluating structural equation modeling (SEM). Additionally, they recommend disclosing the predictive relevance (Q^2) and effect sizes (f^2) (Hair et al., 2017). The structural model evaluation is displayed in Figures 3.

This study first looks at how the variables relate to one another. Consumer emotions were positively and significantly affected by the interior of the store (Path Coefficient = 0.534; t-statistic = 8.685; p-value = 0.000) and the exterior of the store (Path Coefficient = 0.261; t-statistic = 3.434; p-value = 0.001). Similarly, Buying behaviour also positively and

significantly affected by the interior of the store (Path Coefficient = 0.567; t-statistic = 6.353; p-value = 0.000) and the exterior of the store (Path Coefficient = 0.387; t-statistic = 4.215; p-value = 0.000). Furthermore, there was a positive and substantial impact of consumer emotions on their buying behaviour (Path Coefficient = 0.226; t-statistic = 3.356; p-value = 0.001). As a result, Table 4 indicates that Hypotheses 1, 2, 3, 4, and 5 were all supported.

Hair et al. (2017) define predictive relevance (Q^2) as the ability to recreate empirical data using the model and PLS parameters. This study used blinded cross-validated redundancy algorithms to determine Q^2 . According to Geisser (1974), Stone (1974), and Hair et al. (2017) models with $Q^2 > 0$ have predictive relevance, but those with $Q^2 < 0$ do not. Q^2 for both endogenous variables, consumer emotions and buying behaviour, is 0.475 and 0.670, indicating strong predictive relevance.

The study then examined impact sizes (f^2). This study used Cohen's (1988) recommendations to determine effect size. f^2 values for interior of store (0.371) having large effect, exterior of store (0.258) having moderate effect, and consumer emotions (0.34) having large effect on buying behaviour.

Subsequently, the coefficient of determination, or R^2 , was computed. Together, buying behavior and consumer emotions accounted for 0.72 and 0.49 of the variance that could be explained for customers. It means this model explains 72% of the variance in buying behaviour and remaining 28% buying behaviour is not explained by this model. Beta shows the strength of the effect. Higher value shows the stronger impact. So as per this study, interior of store ($\beta=0.567$) have greater impact on consumer behaviour than exterior of store ($\beta=0.387$)

Table 4. Total effects of Interior of store, Exterior of Store, Consumer emotions, and Buying Behaviour.

Hypotheses	Path	Beta	2.5%	97.5%	t-statistics	p-value	Results
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H1	IS→CE	0.534	0.407	0.646	8.685	0.000	Significant
							t
H2	IS→BB	0.567	0.375	0.720	6.353	0.000	Significant
							t
H3	ES→CE	0.261	0.111	0.407	3.434	0.001	Significant
							t
H4	ES→BB	0.387	0.226	0.582	4.215	0.000	Significant
							t
H5	CE→BB	0.226	0.097	0.365	3.356	0.001	Significant
							t
H6	IS→CE→BB	0.111	0.045	0.196	2.948	0.003	Significant
							t
H7	ES→CE→BB	0.065	0.022	0.132	2.381	0.017	Significant
							t

Source(s): Authors' calculation based on PLS sem

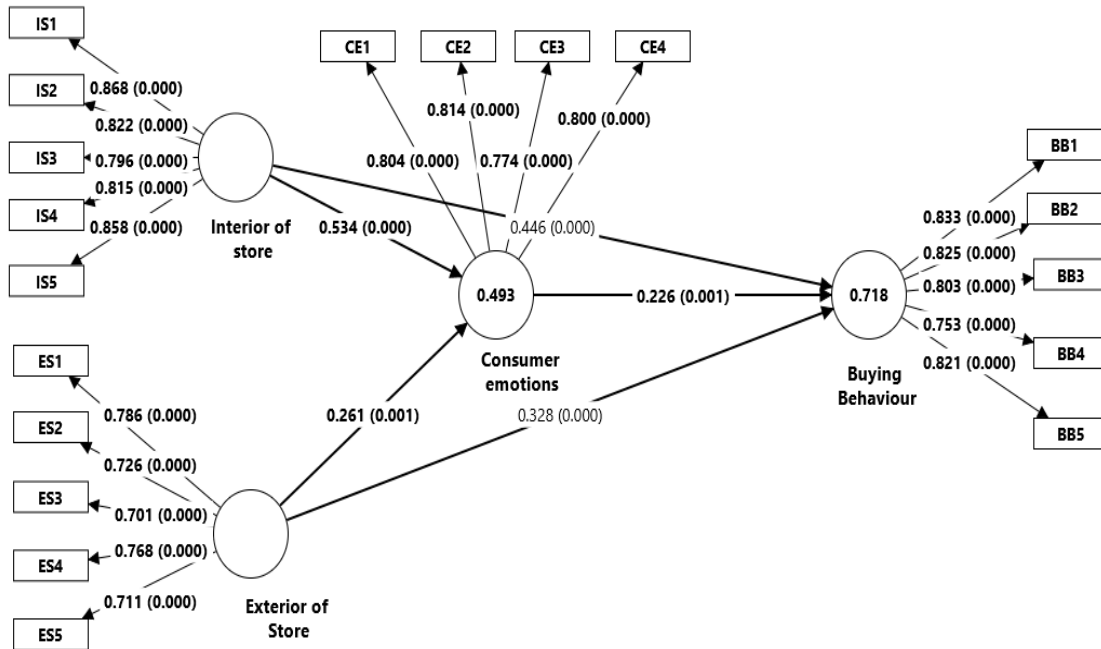


Figure 3. Structural model assessment, Interior of store; Exterior of store; Consumer emotions; Buying Behaviour

4.4 Mediation Analysis

There is only one mediating variable in this study, and that is consumer emotions. Table 4 displays the total indirect impact as well as the indirect effect (IE) of the mediating variable. It displays the outcome of complete mediation. As a result, the association between the store environment and consumer purchasing behaviour is fully mediated by consumer emotions. Table 4 illustrates how consumer emotions have been studied as a mediator between the store environment and consumer buying behaviour. The results suggest that the buying behaviour of consumers is partially mediated by their emotions, as indicated by the Interior of the store (t-statistics = 2.948, p value = 0.003) and Exterior of the store (t-statistics = 2.381, p value = 0.017). Hypothesis H6 and H7 fully supported by results.

Model Fit: The structural model's fitness is assessed using the “standardised root mean square residual (SRMR)”. A reasonable match is indicated by an SRMR value of less than 0.10 (Hu and Bentler, 1998). The structural model fit evaluation findings are shown in Table 5, which indicates that the model has a respectable SRMR value (0.069).

Table 5. Model Fit

	Structured Model	Estimated Model
SRMR	0.065	0.065
d_ ULS	0.810	0.810
d_ G	0.385	0.385
Chi-square	449.050	449.050

Source(s): Authors' calculation based on PLS SEM

5. Conclusion and discussion

In conclusion, his study shows that store environment and consumer emotions play an important role in shaping buying decisions. The PLS-SEM empirical results show that all proposed structural relationships are statistically significant and highlights positive relation between all variables. The interior and exterior of the store are the two factors used in this study to quantify the store environment. The averages of each store environment component are shown in Table 6, and they indicate that the store environment creates positive emotions in consumers when they comes to their purchasing decisions. The conclusions of earlier research, like Sherman et al., 1997, and Madjid (2014), are supported by these findings. The findings validate H1, H2, H3 and H4 and show that store environment have a favourable and significant impact on consumer emotions and buying behaviour. Previous research examining the connection between the emotional state of customers and the store environment supports the findings (Hashmi et al., 2020; Porral & Mangin, 2021). The empirical findings also support research demonstrating a beneficial relationship between customer emotions and the store environment (Porral & Mangin, 2021). The results pertaining to H3 demonstrate that

customer emotions are positively correlated with purchasing behavior, which is corroborated by earlier research (Mehrabian & Russell, 1974; Sherman et al., 1997). .

A structural model was estimated using SEM in order to look into the mediation of emotions. The model results demonstrate that the association between the store environment and the purchasing behaviour of customers is totally mediated by the emotions of the consumers during their shopping experience. These studies support the outcomes found in Mehrabian and Russell (1974) and Majdid (2014). According to demographic analysis, female respondents were more emotionally impacted than male respondents were.

As per β analysis, interior of store is the most powerful driver in the entire model. It exerts the largest impact on both consumer emotions ($\beta = 0.534$) and buying behaviour ($\beta = 0.567$). While exterior environment also have significant impact on consumer emotions ($\beta = 0.261$) and buying behaviour ($\beta = 0.387$), but its impact is lower compared to interior of store. Further, f^2 also shows that interior of store have strong effect on buying behaviour while exterior of store have moderate effect on buying behaviour

The main contribution of this study is its thorough approach to identifying factors influencing buying decisions, which differs from past research. Literature on the aggregate correlations between the environments of a store has a significant impact on customer emotions and purchasing decisions, although this is not true for individual construct dimensions. Thus, this study includes a broader coverage of the major features of stores. The environment and its influence on customer emotions and purchasing decisions. The research results show that the store environment has significant effects on customer emotions and purchasing decisions. Customer emotions positively and significantly influence purchase decisions.

6. Managerial and practical implications

This study helps retail managers to understand how the store environment influences consumer emotions. To compete in the retail industry, managers need to establish marketing tactics that create pleasant and attractive shopping experiences that generate positive emotions. In addition to studying the influence of store environment indicators, this study

offers a proven tool for analyzing the relationship between emotions and consumer purchasing behaviour. This study aimed to evaluate the store environment in Indian retail establishments, focusing on market stores. The environment and layout of a store have a major impact on customers' intentions to frequent, buy, and recommend it to others. Focusing on consumer emotions is an additional critical component of corporate success. Because most purchasing decisions are influenced by emotions.

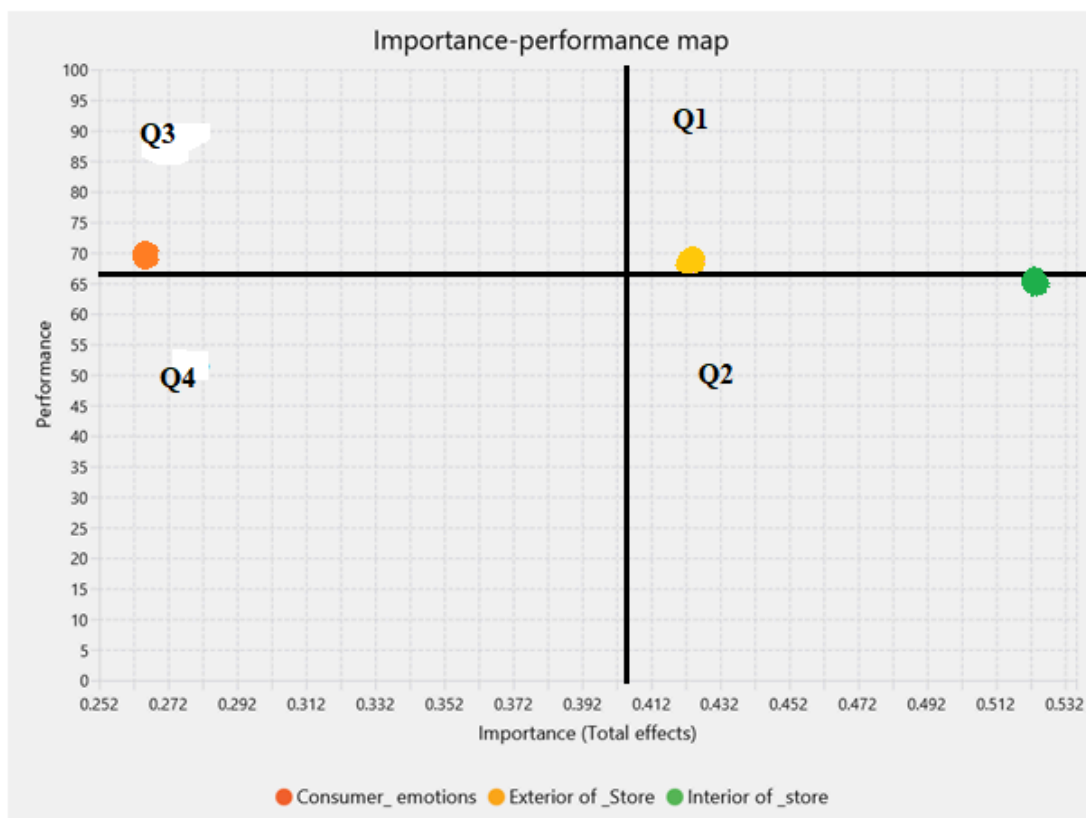


Figure 4: Importance Performance Map

Source(s): PLS-SEM Output

The researcher carried out an importance-performance map analysis (IPMA, Figure 4) (Abalo et al., 2007; Sarstedt, Ringle, Hair, 2021). Figure 4 is divided into four quadrants: Q1 (everything is well), Q2 (something significant has to be fixed), Q3 (too much performance

for a little issue), and Q4 (neither important nor performed). The retailers should focus on interior of store because the interior environment has the strongest impact on retail outcomes. While the exterior of store remain crucial for storefront, so retailer should maintain its curb appeal through standard upkeep rather than funding expensive structural renovations. However, consumer emotions is less influential but still valuable for visibility.

For retailers and managers, this study suggest that whether an attractive exterior storefront is essential for capture the attention but the retailer should be focus on the interior of store (atmosphere, visual layout, lighting, infrastructure, and internal comfort). Because it directly affect consumer emotions and buying behaviour. If retailers ignores these variables then they will lose money and customers by declining sales.

7. Limitations and future research suggestions

The results show a positive association between all independent and dependent variables, supporting the given hypotheses. While the research study was effective, it has limitations. Due to time and resource constraints, this study will only use a convenient sampling strategy. To improve the generalizability of findings, future studies should use probability sampling with a larger sample size. It is unable to support customers from all nations and areas. To have a better understanding of this concept, this study recommends that future research focus on consumers who have made purchases in other nations and areas. Furthermore, this study focuses only on one mediator variable in the relationship between store atmosphere and customer purchasing behavior and does not address additional potential moderator variables. This study suggests that more moderator factors for empirical analysis should be used in future research. Employee behaviour, Financial management, and situational factors can be used as a moderator in the future.

Declaration:

Ethical Approval and consent to participate:

The authors affirm their commitment to upholding the standards of ethical research and ensuring the dignity, rights and safety of all participants.

Consent for publication: All authors have their consent.

Availability of supporting data: Through questionnaire

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