

PROJECT REPORT
ON
**“IMPACT OF STORE ATTRACTIVENESS ON
PATRONAGE INTENTION OF CONFECTIONERIES”**

*Submitted in partial fulfilment of the requirements for the award of degree of
Master of commerce of the University of Calicut*

Submitted by

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2021-2023

CERTIFICATE

This is to certify that the project report entitled “**IMPACT OF STORE ATTRACTIVENESS ON PATRONAGE INTENTION OF CONFECTIONERIES**” is a bonafide record of project work carried out by **SOORYAGAYATHRI N S** in partial fulfilment of her Master of Commerce of the University of Calicut.

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DECLARATION

I, **SOORYAGAYATHRI N S**, hereby declare that report entitled “**IMPACT OF STORE ATTRACTIVENESS ON PATRONAGE INTENTION OF CONFECTIONERIES**” is a bonafide record of project work carried out by me under the supervision and guidance of **Dr. SEFIYA K M** Assistant Professor, M.E.S Asmabi College P.Vemballur. The information and data given in the report is authentic to the best of my knowledge.

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Date:

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*First of all, I am thankful to **GOD**, the Almighty for all his blessings showered upon me throughout my life and his grace, I could successfully complete the project work.*

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SOORYAGAYATHRI N S

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CERTIFICATE ON PLAGIARISM CHECK

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(Affiliated to the University of Calicut)

1.	Name of the Research Scholar/Student	SOORYAGAYATHRI N S		
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1.1 INTRODUCTION

The current age is going towards digitalization, which is changing their tastes and preferences and making the retail industry extremely competitive in the rapidly expanding global market. In this very competitive industry, it is crucial for the merchants to set their stores apart from those of their rivals. Since attracting clients' attention is a retail store's primary goal, retailers must plan ahead while developing their marketing strategies and creating their physical spaces. The customers' ability to form a favorable impression of the retailers' goods and their ability to cultivate a strong desire to purchase from them are both essential to their success. To increase their sales, marketers employ a variety of store-attractive techniques.

The goal of the study is to determine how a confectionery shop's physical attributes, interior design, and general appeal influence the desire of consumers to enter, make purchases, and develop loyal patrons. Since confectionery requires little client interaction, it is challenging to gain and maintain customer loyalty. It is getting harder for marketers of confectionery to maintain a preferred position in the eyes of the customers due to the growing number of domestic and international competitors. Because confectionery is a non-core food product, it can be challenging for marketers to develop an effective marketing message that would inspire consumer buy intent and loyalty. Confectionery stores typically use enticing shop methods that appeal to emotions, fun, or enjoyment to overcome these obstacles and assure a stronger connection with their target customers.

Retailers struggle to set themselves apart from competitors due to the intense competition they face. From a customer's perspective, the store's environment has become its most important attribute. Retailers who take the effort to get to know their customers will always be successful in generating consumer loyalty. Both positive and negative buying experiences are never forgotten by customers. A happy consumer would frequent the store again and again to express their happiness. A retailer can establish a patronage behavior towards the retail store by completely understanding the customer. This research aims to offer helpful insights to confectionery shop owners and marketers by investigating many aspects of store attractiveness, including interior design, store layout, visual merchandising, cleanliness, and atmosphere.

1.2 STATEMENT OF THE PROBLEM

The art of store attractiveness entails implementing useful design and product display concepts to boost customer traffic and sales. Customers are impacted by a number of factors as they buy. The study found it fascinating and amazing to learn how a store's appeal could influence customers' purchasing decisions. The "Impact of store attractiveness on patronage intention of confectionaries" is the main topic of this study. It offers retailers insight into the elements of store attractiveness that affect impulse purchase behaviour, which then influences patronage intention.

1.3 OBJECTIVES

- To find the most influential factor that persuade someone to enter confectionery store
- To identify whether there is any difference in the store attractiveness among male and female
- To examine the patronage intention of various age groups
- To check the influence of store attractiveness on patronage intention

1.4 HYPOTHESIS

H₀₁: There is no difference in the store attractiveness among male and female.

H₀₂: There is no significant difference between the patronage intention of various age groups.

H₀₃: Store attractiveness has no influence on patronage intention

1.5 SIGNIFICANCE OF THE STUDY

Customer patronage is an essential prerequisite for any retail establishments. The overall appearance of a confectionery store plays an important influence in consumer satisfaction. It is critical to identify shop features, strategically improve them, and focus on applying the most expected store attributes by customers. It is critical to understand the customers' perceptions of store attributes in order to achieve retail store patronage behaviour. Retail store patronage behaviour includes decisions about where to shop, how to shop, and what to buy. Customers return to the retail store when they are satisfied with their choice of store and

goods. This study will help merchants improve shop items and services based on client preferences in order to increase customer patronage. This study will contribute to and improve understanding on the influence of store attractiveness on store patronage behaviour in the academic and research domains. As a result, the research study will aid in bridging the knowledge gap in the retail industry.

1.6 SCOPE OF THE STUDY

The research aims to draw impact of store attractiveness on patronage intention of confectioneries. This study was conducted by collecting data from 100 respondents through a structured questionnaire by sending through Google form. The research tries to understand the store attractiveness strategies used by confectioneries to draw in clients. The study also aims to identify the elements of store attractiveness that influence customers purchase intention. The purpose of the study is to analyze how customers feel about confectionery stores in terms of their perceptions, attitudes, and levels of satisfaction.

1.7 RESEARCH METHODOLOGY

1.7.1 Type of data used

Both primary and secondary data are used for the study.

A. Primary data

Primary data for the study collected through questionnaires using Google form.

B. Secondary data

Secondary data collected from books, publications, internet, magazines, journals and periodicals, etc

1.7.2 Tools for data collection

Questionnaire are used to collect the data

1.7.3 Questionnaire construction

The questionnaire is constructed by previous studies and expert opinions. Likert 5 points were used for this study.

1.7.4 Sampling technique

Non probability sampling is used

1.7.5 Sampling method

The convenience sampling method is used

1.7.6 Sample size

The sample size is 100

1.7.7 Tools for data analysis

Percentage analysis, ANOVA, regression, mean ,standard deviation, Levene's Test ,T-test

1.7.8 Period of the study

The study conducted during the period in between February 2023 to June 2023.

1.8 LIMITATIONS OF THE STUDY

- The sample size is limited to 100respondents
- One of the drawbacks is respondent bias.
- The other main limitation is the time constraints
- A sample is collected using a non-probability sampling method, such as convenience sampling. As a result, the study includes the drawbacks of convenience sampling.

1.9 CHAPTERISATION

Chapter I: Introduction

Chapter II: Review of literature

Chapter III: Theoretical frame work

Chapter IV: Data Analysis and Interpretation

Chapter V: Findings, Suggestion and Conclusion

REVIEW OF LITERATURE

Mohammed Arshad Khan, Vivek, Syed Mohd Minhaj, Mohd Afzal Saifi, Shahid Alam and Asif Hasan(2023) ,the key objective of this study was to determine how store atmosphere and design affect consumer choices at retail chains in Delhi-NCR, India. The study was a descriptive kind. A sample of 100 shoppers who regularly frequent retail outlets was chosen for this study. The main components of store design and ambiance, such as window display, visual merchandising, and mannequin presentation, must therefore be the focus of a retail outlet's design, with background music, lighting, and signage receiving less consideration.

Ilham Rahmanto, Ririn Tri Ratnasari(2023), the study's findings support the idea that a comfortable retail environment affects customers' behavior intentions. Which claimed that factors like store layout, in-store music, cleanliness, temperature, and lighting influence customer purchase decisions and encourage them to stay in the store longer. Additionally, a welcoming retail environment also affects the feelings of customers.

Rahmat Priyanto(2022), the purpose of this study was to ascertain the level of impact that store ambiance, place of origin, and lifestyle have on repurchase intention. Consumers who have bought ramen in the city of Bandung make up the study's population, and 100 responses made up the sample. According to the study's findings, the repurchase intention variable is significantly influenced by store atmosphere, Country of Origin, and Lifestyle variables at the same time.

MIM Hilal (2022), the objectives of this study were to look at how shop environments affect consumers' desire to make another purchase and to determine how the environments of Sri Lankan retail supermarkets affect brand perception. 183 shoppers at retail supermarkets provided information via a questionnaire. The results show that the retail environment of supermarkets influences store image, which is crucial for the formulation of customers intention to make more purchases.

Charles Dokcen and Vincent Obedgiu, Gideon Nkurunziza (2021), using empirical data from Uganda, the study will examine the mediating function of perceived service quality in the relationship between retail atmospherics and retail store patronage of supermarkets in emerging economies. The study employed a cross-sectional research design and a

quantitative methodology to understand the structural reality of supermarket retail store patronage in the setting of developing nations. Out of 136,270 clients, a sample of 1,504 people was chosen. According to the results, retail store patronage was affected by retail atmospherics directly and indirectly through perceived service quality, which acts as a mediating factor.

Pooja Bhakuni, Sneha Rajput, Bhuvanesh kumar sharma, s.s. Bhaskar (2021), examines the impact of store and brand image on consumers propensity to make repeat purchases. According to the research, Indian buyers are more likely to make repeat purchases when they rate the brand more favorably. It demonstrates that a successful repurchase intention must be based on brand image. However, the study found that shop image does not directly influence repurchase intention.

P.S.Venkateswaran, and Suja Sundram(2021), determine the effects of store and retail service quality on consumer intent to purchase and positive word-of-mouth towards the organized retail business. Using a standardized questionnaire, study data were gathered from 419 people who made up the sample. For analysis, a structural model was created to determine the relationships between the study variables. The results demonstrated a substantial relationship between customer happiness, store service quality, and retail service quality in influencing patronage intention and word-of-mouth.

Dr. Tabitha Durai (2020), identifies the numerous factors that significantly impact the atmosphere of the business in terms of influencing impulse purchases. The convenience sampling method was used in the study to contact 150 customers at different retail locations. The findings showed that store layout and display, visual merchandising, store interior atmospherics, and store exterior atmospherics have the greatest effects on customers

Amran Harun,umi Kartini, Rashid, Natalya chia ching mei,abdul wahid mohd kassim, Sulaiman Tahajuddin (2018),the purpose of this study was to investigate the links between store image, consumer attitudes towards the store, and patronage intentions. The research instruments were sent to 185 clothes customers aged 18 and up who had recently visited any international or local apparel retail outlet. Importantly, the results revealed that five store characteristics, including store atmosphere, availability, salesperson, after-sale, and merchandising, have significant effects on both consumers' opinions towards the business and their intention to return.

Unsoo Baek,so-yeon yoon(2018), through the manipulation of design components that must be taken into account in a store's space design and visual merchandising, this study investigated how store design affects consumers' experiences. The findings indicated that when customers' level of fashion participation was low, high-visual complexity in a fashion store hurts pleasure, but this negative impact of visual complexity diminishes in consumers with high levels of fashion involvement.

Aparajita Roy (2018), examined the effects of store atmospheric aspects such as windows display, layout, background music, promotional signage, and aroma on customers' compulsive buying. According to the study's findings, compulsive purchasing behavior in retail outlets was greatly influenced by the store layout, internal promotions, and window displays.

Suja r nair(2017), conducted the study to determine the links between store features, satisfaction, and the sign of causality, Consumer intentions, and lifestyles in Bangalore's F&G retailing. In the relationship between store features and patronage intention, satisfaction serves as a mediator. The correlations between shop qualities and patronage intention, as well as between satisfaction and patronage intention, are not moderated by lifestyle.

Hyo Jung Chang, Thomas Turner, and Kittichai Watchravesringkan (2015) aim to pinpoint certain shop characteristics of active wear specialty stores that influence customer happiness, which in turn affects word-of-mouth (WOM) and retail patronage behavior. The findings showed that the sales staff and store environment characteristics of active wear specialty stores positively impacted customer satisfaction, which in turn had a direct impact on word-of-mouth advertising (WOM) and future patronage intentions for active wear specialty stores.

Peiwen Jiang and Xuefei Liu (2014), the research was qualitative. Retailers use an in-store marketing strategy to create an environment that encourages customers to make impulse purchases. The store environment was an important source for merchants to enhance sales and profit. External, general interior, human stimulation, outline & design, and art display in the store are the atmospheric stimuli mentioned in the study. The aggregate of the variables can persuade shoppers to remain customers and generate a favorable attitude towards the store.

Amandeep Kaur (2013), identified key visual merchandising elements that affect consumer purchasing decisions and in-store marketing initiatives. Numerous visual merchandising strategies, including graphics, signage, images, props, lighting, and space management, were taken into consideration for the study, and their effects on consumer purchasing behavior were examined. The authors discovered that visual merchandising techniques undoubtedly affect consumers purchasing decisions. The outcome showed that mannequin display, promotional signs, and window display all directly correlate with clients' purchasing habits. Retailers should work more to create eye-catching window displays that are appealing and informative about new items and fashion trends, it was also determined.

Christoph Teller and Jonathan Elms (2012), Conduct a study on Urban shop patronage behavior. In addition, they discovered that the product selection and store environment only moderately affect customer traffic while the merchandise value and retail tenant have a significant impact. In determining store patronage among urban retail customers, the sales staffs of the business are only marginally significant.

Kouchekian and Mahshid Gharibpoor (2012), conducted the study using a questionnaire containing 30 statements. The questionnaire evaluated both the visual merchandising and the customer's purchasing behavior. It was determined that retailers needed to give their customers a clean environment, a proper, time-saving, and comfortable store layout. Customers will respond favorably to cleanliness, which will motivate them to spend more time in the store and return frequently. It was also suggested that retailers should pay attention to designing merchandising strategies and that hypermarkets should consider visual merchandising approaches when opening new stores

Bailey Comyms (2012), found that students demand and require visual merchandising. 67 students participated in the survey. Students who frequently bought clothing in a given month were more likely to concur that visual merchandising gives them useful information for choosing what to buy, according to the results of regression analysis.

Anali Alfonsina Ortega-S (2011), researched the consumer's responses to the employment of frightening message appeals in visual advertising presentations, particularly store window displays. 246 Colorado State University students contributed to the author's data collection. The data were analyzed using a T-test, one-way analysis of variance, multivariate analysis of variance, and regression. The results showed that males considered the window presentations

to be less shocking than women and that women processed more information after seeing the window presentation than men. Additionally, the outcome showed that attitudes toward retail store appearance and window displays impacted patronage intentions.

Thiruvankadam and Panchanatham (2011), reveal that factors including product quality and variety, sales promotions, and store ambiance have the most impact compared to other factors on patronage intention. People's choices to shop at a certain store will be significantly impacted by even a modest change in these variables.

Anushree Agnihotri and Pratap Oburai(2011), studied how customers interacted with visual merchandising components in well-organized grocery stores. The objective of this research was to investigate how organized food merchants in India use visual merchandising components. With the aid of statistical analysis software (SAS) and a convenience sample of 150 Ahmedabad shoppers, it was discovered that the in-store and outdoor visual merchandising elements were associated with the shoppers' preferences in a structured grocery environment

You -young stock (2009), looked at the impact of Hispanic customers' perceived relevance of retail store environmental signals and two demographic factors (age and number of years in the US) on their store patronage behavior across various retail store formats. According to the findings, when Hispanic consumers shop for clothing, they prioritize the ease of the store's location, shopping hours, and store layout, as well as pleasant dressing rooms. A self-administered structured questionnaire was provided to 400 Hispanic consumers living in a Southeastern state of the United States as a convenience sample.

Sandhya A S (2009), investigates how garment shoppers shop and how store features affect their purchasing decisions. The results of the multiple regression showed that customer friendliness, service, and store image dimensions had a substantial impact on patronage intention, but that the effect of convenience was not significantly significant.

P. Pirakatheeswari (2009) emphasized that Window displays are important and are becoming a new mantra in retail sector. The author claims that window display was a fine art and that successful retailers are those who can draw and hold customers' attention while exhibiting their products in store windows. The author also mentioned that a window display was a consumer's first impression of a store and that it might indicate the customer

demographics, such as age and income, that the establishment targets. It was determined that a professionally executed window display can draw in more customers than a hoarding or television advertisement, and it makes the purchasing process simple, encouraging impulsive purchases.

STORE ATTRACTIVENESS

Marketers and merchants are always applying ideas on how to create an ideal environment in the store to attract customers and make their shopping experience easy and enjoyable. Customers have a diverse purchasing behavior when it comes to products, thus retailers make their stores appealing in order to attract customers and grow their business. The manipulation and use of eye-catching exhibitions and store layout ideas are utilized to connect customers with the merchandise and boost the store's sales. Products are often displayed in a way that draws consumers' attention to the best features of the products and draws customers away from the anticipated market. The store attractiveness approach has the potential to create a brand identity.

Store attractiveness is concerned with the appearance of a store and its merchandise in such a way that it will undoubtedly catch the attention of prospective customers. It is concerned with both the interior and exterior aesthetic of the store. A nice and trendy product display engages consumers and converts window shoppers into prospective and actual purchasers. Without the assistance of a salesman, store attractive strategies approach the item physically, visually, rationally, and psychologically towards the customers. It has a quick impact on the consumer's psyche and converts them into purchases. Customers' purchasing decisions can be influenced by the store environment. Marketers identified an enticing point to entice customers to purchase. Customers' senses are stimulated by numerous components such as music, aroma, light, and display screens, among others. The simple availability of items makes shopping for them convenient. Customers do not desire to become involved in long-term shopping activities. For retailers to give customers a simple shopping experience, a practical store layout is crucial. If the products are purchased in a more enjoyable shopping environment, the customers may be willing to pay more for them.

KEY COMPONENTS OF STORE ATTRACTIVENESS

A. INTERIOR FACTORS

STORE LAYOUT

The retail stores' store layout is a notable aspect that adds to their distinctiveness. One of the main issues of every retailer is how to organize the space of the store, which is a huge problem for them. A practical store plan enables customers to traverse the entire establishment and take in the large variety of goods, which can boost sales and profitability. An important factor is allocating space in a store for different merchandising categories. Customers will have a more enjoyable time shopping when store employees have more room to move around; confusion can have the opposite effect. The clients may simply find the products and have a hassle-free shopping experience thanks to the convenient and well-organized shopping store. Due to these convenient, easy-to-use features, people spend more time shopping and remain in the stores longer.

COLOUR:

Colour is a crucial method that can enhance a display and a store's atmosphere by having a direct impact on customers' minds and feelings. The atmosphere of the store is created by the color of the ceiling, walls, floor, display, and general furnishings. Different colours evoke various emotions in consumers, which can change how they view the goods. A certain colour can either raise or decrease overall sales by motivating consumers to make impulsive purchases. Warm colors like orange, red, and yellow can both arouse enthusiasm in customers and encourage them to make purchases, as well as provoke unease and cause a break in the shopping process. Warm colors enlarge the items inside and constrict space. Some clients favor these warm colors because they enjoy them and feel elated when they see them. Retailers may primarily draw customers who are motivated to accomplish their objectives. Candy shops, for instance, can readily draw children's attention by employing red window displays to showcase their goods. Customers' attention can be drawn by the use of warm colors in contrast to chilly ones. Customers feel calmer when they are exposed to cold colors like blue and green. Cool colors provide a calming and relaxing effect on clients' minds. The background colors used for product displays can influence customers' thoughts.

LIGHT

To draw clients' attention to the product display, lighting is crucial. In the Display area, light is employed to draw buyers' attention. Brightest items or areas instantly catch shoppers' attention. The mood of the clients can shift due to light. Lighting can also be utilized to guide clients and show them other products along the path. The items can be illuminated in a variety of ways, with a focus on the distinctive locations that light the entire store.

Researchers discovered that consumers' purchasing behavior and decisions are influenced by illumination levels. Bright light is used by retailers to generate excitement and passion for the brands whereas soft light is used by retailers to provide a calm and pleasant environment for customers. The lighting in a store atmosphere encourages customers to spend longer time shopping, which increases the likelihood that they will make an impulse purchase. Effective bright light has an influence on clients and speeds up the buying process. Effective lighting on products aids in forming a favorable first impression in the minds of customers. The appeal of the items and brand value are increased when innovative concepts are combined with spotlights. A calming environment is produced by the combination of bright and soft light, which encourages shoppers to make impulsive purchases.

MUSIC

The music in the store includes the genre, pace, loudness, and other elements that are comforting and enjoyable to hear. It shouldn't be too strict. It is the most adaptable atmospheric component that may be employed to draw customers in and have a favorable impact on their purchasing decisions. Retailers have acknowledged the value of music and asserted that rather than serving as a deterrent to customers, music can be used to set their establishment apart from that of rivals and foster a positive brand image. According to numerous studies, customers spend more time in establishments playing mild music as opposed to loud music. Slow-tempo music has an impact on how shoppers behave since it slows down traffic, giving them more time to choose their items. While fast-paced music speeds up the pace of shopping when it is played in the store.

FRAGRANCE

Retailers are using smell marketing strategies to draw customers after realizing the value of fragrance in a store's atmosphere. To create a comfortable atmosphere, they should use scented sticks or room fresheners. All of them primarily aim to influence the sense of smell. In order to create a welcoming and inviting store environment, fragrance is used. In addition to improving consumer satisfaction and impulse buying, smell has been demonstrated to improve perception of the store compared to scent-free stores.

CLEANLINESS AND TEMPERATURE

A clean store contributes significantly to a welcoming shopping experience for customers. Maintaining cleanliness is important for maintaining a positive shopping experience. Stores should maintain a comfortable temperature since extreme temperatures during some seasons may make it difficult for people to shop. Uncomfortable temperatures will have a negative impact on customer purchasing behavior. Retailers should carefully regulate the temperature inside the store to give consumers a comfortable shopping environment because it has a huge impact on how comfortable customers are while they buy.

MANNEQUIN:

Use of a mannequin is the most obvious and effective technique of exhibition. Mannequins produce a distinctive and eye-catching store and window display. Therefore, this aspect is crucial in a retail setting because every retailer and marketer sells a design, a fantasy, a concept, etc. Mannequins are used to display goods, communicate brand values, define offers, and highlight their significance, which consumers can recognize and retailers can employ to persuade both first-time and repeat buyers. Sales, brand value, exposure, and recognition are all increased by the creative and smart uses of merchandise display on mannequins. Mannequins are positioned by retailers to represent current trends and to showcase the newest products that are currently being sold in the store. The Mannequin can increase sales and assist in conveying to customers the internal value of the store. Mannequin displays have an impact on consumers' thoughts and feelings and can lead to impulsive purchases.

SIGNAGE

Information about the Store is represented by signage in a retail environment. Customers are escorted by signage to their desired destination with ease. The purpose of the signage's placement is to familiarize customers with the many product categories and sections that are offered within the store and to encourage them to make a purchase. Retailers use signs to designate distinct product categories with clearly defined boundaries. Customers may locate the location of the goods they need without bothering anyone. Customers can easily identify their preferred brands thanks to brand signage. Different promotional signage inform customers of the current promotions and discounts in the store.

Retailers also utilize signage to inform and direct customers about the amenities present in the stores, like the restrooms, children's play areas, lounges, cafeterias, etc. According to the experts, signage can catch customers' attention and help them find what they're looking for inside a store in less than 10 seconds. Retailers use a variety of signage types, such as pillar/wall paints, a4/a3 signage, downs, shelf stocks, standees, wobblers, etc., to draw in customers.

SHELF PRESENTATION

The display of merchandise on store shelves has a significant impact on how consumers behave when making purchases. Customers are seen to prefer purchasing goods that are readily visible and accessible in the merchandise. The height of the shelves and the number of rows in the merchandise display take into account the ease with which the buying phenomenon of customers can encroach on each other. The researchers claim that products put at customers' eye level have a higher likelihood of being purchased than those placed on shelves.

STORE FLOORING AND CEILING

Once a customer enters the store, the ceiling and flooring also catch their attention. Earlier, stores had higher ceilings; today, many modern stores have lower ceilings. For good flooring, retailers have a variety of options, including carpets, tiles, wood, terrazzo, quarry tile, vinyl floor covering, etc.; these options also include the aesthetic appeal of stone, parquet, and

vitrified tiles flooring, among others. Retailers should make good use of the available floor space.

VENTILATION

The removal of stale air and replacement of it with clean, fresh air created by an effective ventilation system creates a comfortable environment that is ideal for shopping. That a store's effective ventilation has a big impact on the environment inside, people's health, productivity, and comfort. Inadequate ventilation will have a negative impact on people's health and comfort while shopping. The primary goal of store ventilation is efficiency in order to give customers the greatest shopping experience possible, which increases store traffic. Ventilation is therefore required to improve the retail environment. Store should supply enough windows and exhaust fans in the necessary numbers depending on the shop size in order to have an effective ventilation system.

B. EXTERIOR FACTORS

WINDOW DISPLAY

The first stage for retailers to entice customers is through window displays. It carries a brand image and conveys to the customers the image, strategy, and cost of the product. The major means of immediately communicating with the intended audience is through window displays, thus marketers place a lot of emphasis on them. It is one of the most effective ways to let customers know about any special events, seasonal promotions, or other promotional offers. The shopkeepers' primary goals are to present the goods in the display area and to spread the word to onlookers. The purpose of the window display is to set merchants apart from the competition and leave a lasting impression on customers.

Additionally, the perception of the brand's image encourages purchases. Window displays that are creative and enticing pique customers' interest and encourage them to buy products from that particular company. Retailers have very little time to get their point across, therefore visual messages should be straightforward and understandable. To enable clients to quickly understand the message being promoted and be able to recognize the brand, window displays should emerge in accordance with the product and avoid being overrun with items. Retailers reveal the newest fashion ideas, trends, and styles through their window displays.

They inspire customers to want to buy things. It has been found that placing products in window displays increases sales. Customers are drawn in by attractive window displays, which encourages them to engage in impulse buying.

BANNER

The banner is a crucial marketing tool for companies to draw in customers. Colorful and eye-catching banners are used by marketers and retailers to promote products and draw in customers. Innovative and beautiful banners offer the retail establishment a lively appearance. A retail store's facade is made fascinating and beautiful by frequently changing banners, which draws people in. Retailers and marketers alike employ vibrant, eye-catching banners to draw in potential customers. Effective banners with unique features prompt impulsive buying and encourage visitors to enter the stores.

EXTERIOR SIGNAGE

One of the best ways to communicate with clients and draw them in is through external signage. External signage is crucial for merchants because it creates a pleasant first impression in customers' minds that draws them into the store. External-specific signage imprints on clients' minds a brand picture that is recognized. A well-designed, simple, and brief sign easily sticks in the mind of the reader. Price off and discount messages are also communicated via small, succinct signage. Customers are attracted to and led into stores by eye-catching promotional offer-focused signage. Which types of goods the marketers want to offer in the store is reflected in the graphics and design of the outdoor signage. Signage that is brief and straightforward has a big impression on customers. An unanticipated purchase is encouraged by attractive exterior signage.

C.SOCIAL FACTORS

EMPLOYEE

An employee is crucial in creating a favourable perception of the business in the marketplace. Employees need to be well-educated, well-groomed, and proficient in the local language. They should be aware in the store's offerings, services, policies, etc., and have effective sales techniques. Customers' purchasing decisions are influenced by social factors. If personnel are helpful and assist customers whenever necessary, this can mitigate the adverse effects of store

crowding on consumers' impulsive purchases. Customers are impacted by the salesperson's actions inside the business. Customers are greatly impacted by the salesperson's actions and as well as by what they are wearing and how they interact with and treat other customers. A salesperson's greeting makes the customer feel like they belong.

CROWD

In a retail environment, it is a silent force that influences consumer behaviour. It means the presence of a lot of individuals in a small amount of space. Both in-store traffic and customer traffic flow have an impact on a store's overall performance. Customer traffic flow refers to how quickly consumers move in the business, whereas store traffic refers to the total number of customers who are present at any given time. A overflowing store gives the customer a sense of irritation and discourages them from entering. Retailers should extend the entryway and walkways to eliminate the crowded feeling.

FELLOW CUSTOMER

Customers are impacted by the presence of their fellow customers when shopping, and they have been highlighted as a key factor in determining store ambiance. Previous studies have suggested that customers may appreciate being among co-shoppers who are like them or, conversely, may feel uncomfortable around co-shoppers who are unlike them and may wish to leave. By examining certain subtle and not-so-subtle indications like attire, posture, assurance or ethnicity, race, gender, and age, customers will visually assess the degree of resemblance with other customers.

PATRONAGE INTENTION

The willingness of a customer to interact, buy, recommend, and return to a store is referred to as patronage intention. Patronage is the support given to a specific store. It is critical for merchants to understand their consumers' purchasing intentions in order to be successful. Customers' repetition and frequency of visits to a specific store are shown by their patronage. It demonstrates the customer's preference for returning to the same store, which leads to the success of any retail organization.

The main elements that influence a customer's decision to shop at a specific establishment depend on the level of happiness they experience while there as well as their attitude. The

general assumption is that clients who are pleased with a specific business and have a positive attitude toward it will return to that business for their subsequent purchases, which is the primary goal of any marketer. The store managers work arduously to achieve this goal and employ all available marketing techniques to court or entice clients. The disparity in their attitudes and levels of pleasure make it harder for the retailers to draw them in. Bringing people to a certain shop can be difficult for retailers because of the large variety of products and competition. Retailers must be aware of their customers' expectations and give them with customer satisfaction in addition to delighting them.

FACTORS INFLUENCING PATRONAGE INTENTION

Brand image

The perception and reputation that a brand has in the eyes of customers and the general public are referred to as brand image. The reputation and branding of the business and its brand might affect consumer intent. Positive word-of-mouth, online reviews, and prior encounters can influence how customers regard the business and their propensity to shop there.

Service quality

A store's employees' level of patronage intention can be influenced by the quality of their customer service. Staff members that are welcoming, competent, and attentive can improve the whole shopping experience and entice customers to return.

Value co-creation:

Value co-creation is a collaborative process where the value of goods and services is created by both the service provider and the client. Stores may increase customer happiness, loyalty, and behavioral intentions by integrating customers in the value creation process, which can boost sales and success in a fiercely competitive market. Value co-creation can also help a brand's reputation and image.

Location

The store's accessibility to customers influences their decision to shop there. Stores that are conveniently positioned close to customers' homes, workplaces, or other frequented locations will attract more customers.

Store atmosphere

The ambiance, design, and general mood of the store can have a significant impact on customers' purchasing decisions. Customers' opinions of the store and inclination to visit and spend time there can be influenced by elements like cleanliness, lighting, music, and store design.

Product Assortment:

Having a large selection of goods that cater to consumer wants and tastes can draw in and keep clients. Customers are more inclined to frequent stores that stock a wide range of goods, including both well-known and specialty items.

Pricing and promotions:

Discounts, promotions, and competitive pricing can all have a big impact on how likely consumers are to make a purchase. Customers are frequently lured to businesses that provide fair prices, exclusive discounts, loyalty plans, or regular sales events.

Convenience factors

Factors that affect customer convenience include store hours, parking possibilities, payment methods, and the availability of online shopping and delivery services. Customers love convenience and are more inclined to visit businesses that provide them with a range of adaptable options.

Social Influence

The influence of friends, family, and peers might affect the inclination to visit a store. Consumer decisions to visit a specific store may be influenced by recommendations, referrals, and social media impact.

Personal Preferences and Needs

Personal preferences, requirements, and purchasing patterns all affect the likelihood of patronage. Consumers' decisions to visit a store might be influenced by things like product preferences, brand loyalty, and personal convenience needs.

CONFECTIONERY

The term "confectionery" refers to a group of foods that are typically sweetened with sugar or other sweeteners and are frequently eaten as treats or desserts. These delectable masterpieces can be found in a variety of forms, such as sweets, chocolates, pastries, cakes, cookies, and more. Because it comes in such a wide variety of flavors, textures, and shapes, confectionery is adored all around the world by people of all ages. Confections are used to commemorate events or extend hospitality to visitors. Making confections with sugar and a binding agent based on carbohydrates is the craft of confectionery. Depending on the need, machines are used for preparation, mixing, cooking, dispensing, and packaging in the confectionery industry.

Additionally, the term "confectionery" can apply to a store where confections are sold as well as the industry or profession of confectionery manufacture. In confectionery, the presentation is just as important as the flavor. Many candy products are exquisitely adorned with detailed patterns, vivid colors, and unique shapes. They are frequently presented as presents or utilized as decorations during festivals and celebrations. Although confectionery products make for delectable treats, they should only be consumed occasionally as part of a balanced diet.

TYPES OF CONFECTIONERY

Candies:

Sugar is dissolved in water or other liquids, and the resulting mixture is then solidified to produce sweet delicacies known as candies. They can be chewy or hard, like gummies or caramels, or both, like lollipops or rock candies. Candy is available in a wide range of tastes, colors, and sizes, providing a wide range of options to suit various palates.

Chocolate

One of the most popular confectionary things worldwide is chocolate. They are produced from cacao beans and come in a variety of shapes, including bars, truffles, bonbons, and pralines. Chocolates come in a variety of colors—dark, milk, or white—and frequently include extras like nuts, fruits, or caramel for flavor and texture enhancement.

Pastries

Pastries are a type of baked pastry that are frequently buttery, flaky, and filled with sugary fillings. Croissants, turnovers, and strudels are a few examples. Pastries come in a variety of sizes and forms and can be eaten for breakfast, as a snack, or as a dessert.

Cakes:

Cakes are a standard during celebrations and are often associated with birthdays, marriages, and other joyous events. The basic ingredients are flour, sugar, eggs, and butter, and they can be flavored with a variety of extracts, fruits, or chocolate. Cakes can be layered, frosted, and adorned in a variety of ways to make sweets that are both aesthetically pleasing and delectable.

Ice Cream and Other Frozen Treats:

Confectionery includes ice cream, gelato, sorbet, and other frozen desserts. Cream, milk, sugar, and flavorings are combined to create these delicacies, which are then frozen. They come in a variety of flavors, and you may eat them in cones, cups, or as a garnish for other sweets.

Table 4.1

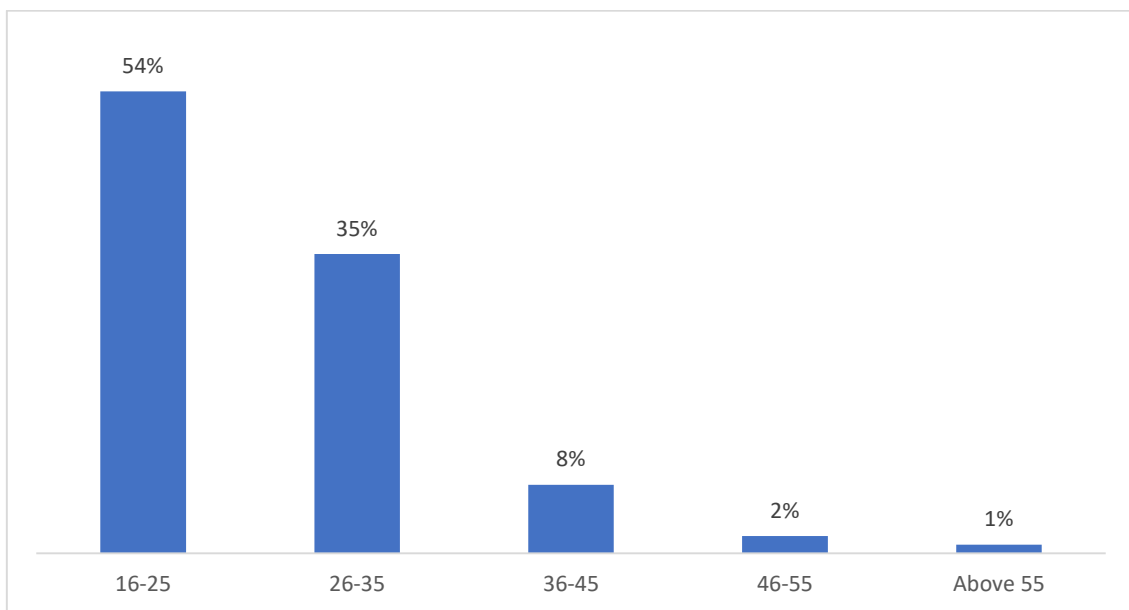
Age wise classification of respondents

Age	No of respondents	Percentage
16-25	54	54
26-35	35	35
36-45	8	8
46-55	2	2
Above 55	1	1
Total	100	100

Source: Primary data

Chart 4.1

Age wise classification of respondents



Interpretation:

Table 4.1 shows that 54% of the respondents comes under the age group of 16-25 years, followed by 35% of the respondent are in the age of 26-35 years ,8% of the respondents are in the age of 36-45 years ,2% are in the age of 46-44 years and 1% of respondents are in above 55 year.

Table4.2

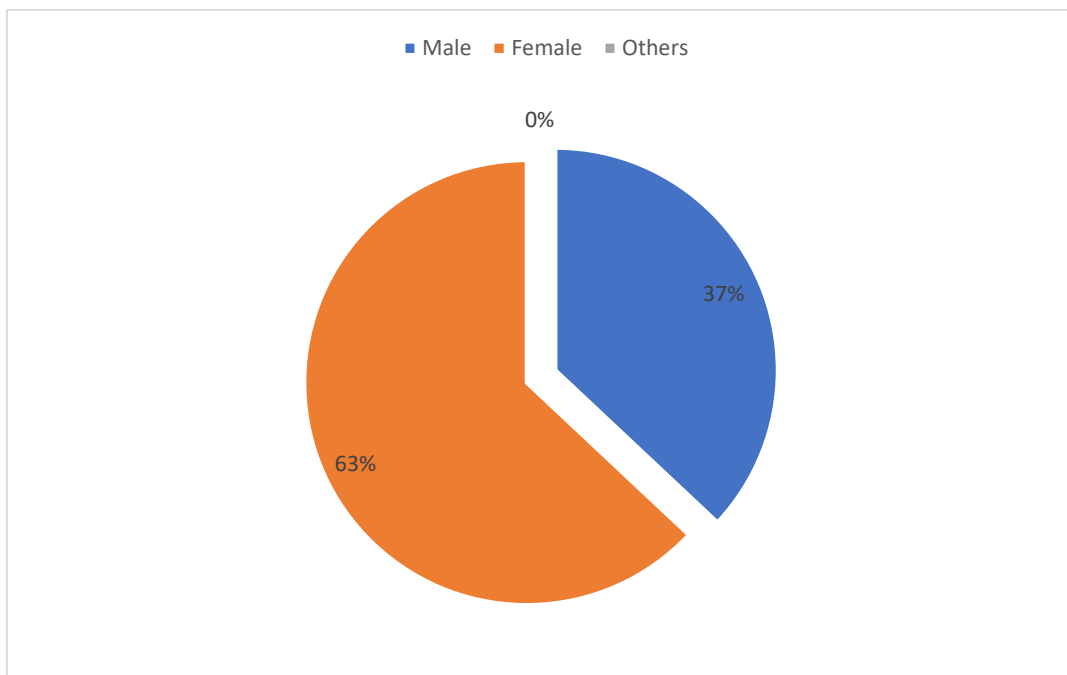
Gender wise classification of respondents

Gender	No. Of respondents	Percentage
Male	37	37
Female	63	63
Others	0	0
Total	100	100

Source: Primary data

Chart 4.2

Gender wise classification of respondents



Interpretation:

The table 4.2 shows that 63% of the respondents are female and 37% of the respondents are male

Table 4.3

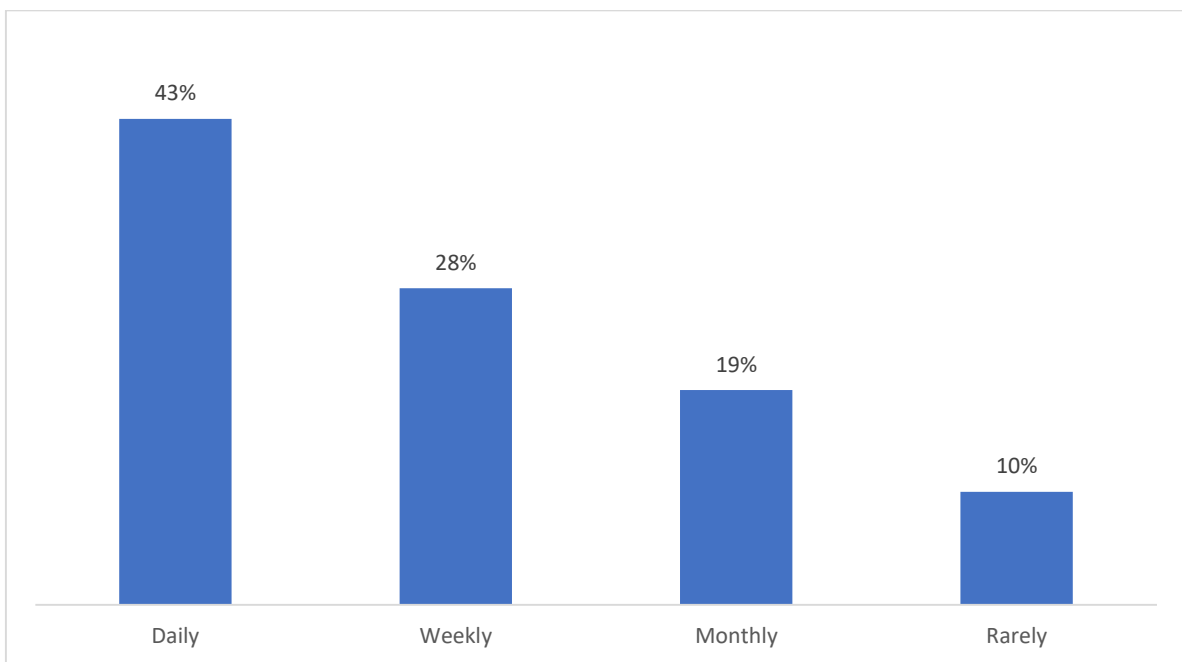
Frequency of visiting bakery shops

Particulars	No of respondents	Percentage
Daily	43	43
Weekly	28	28
Monthly	19	19
Rarely	10	10
Total	100	100

Source: Primary data

Chart 4.3

Frequency of visiting bakery shops



Interpretation:

Table 4.3 shows that 43% of the respondents visit bakery shops daily, followed by 28% of the respondents visit weekly, 19% visit monthly and 10% of the respondents visit rarely.

Table 4.4

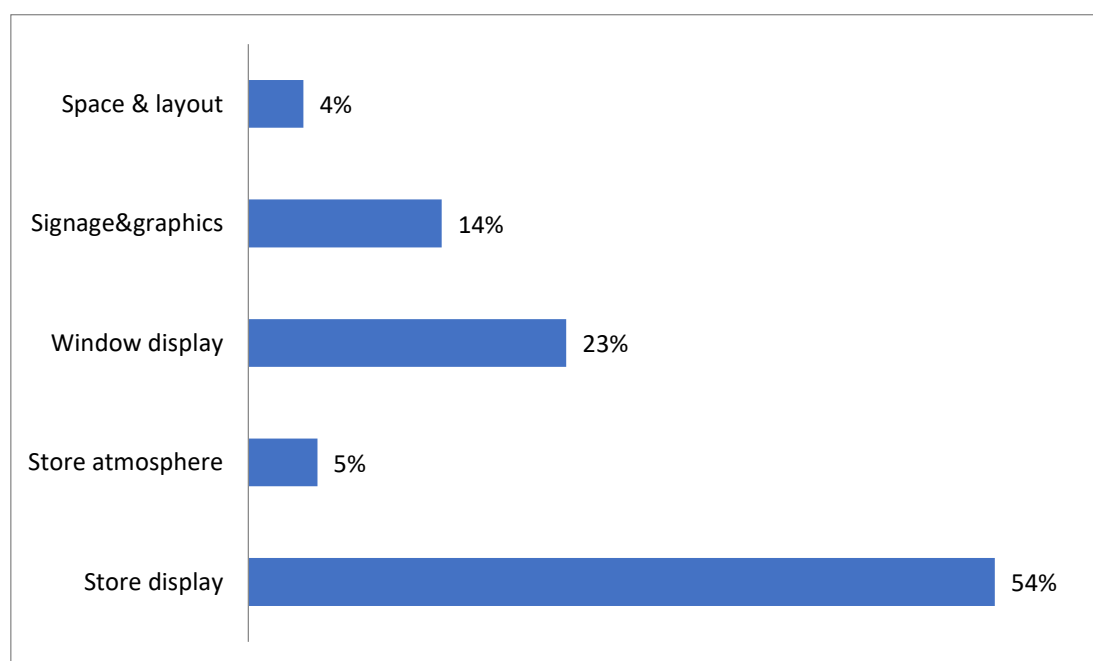
Influencing factors compel to enter a bakery

Factors	No.of respondents	Percentage
Store display	54	54
Store atmosphere	5	5
Window display	23	23
Signage&graphics	14	14
Space & layout	4	4
Total	100	100

Source: Primary data

Chart 4.4

Influencing factors compel to enter a bakery



Interpretation:

The Chart 4.4 reveals that,54% of the respondents are influencing through store display to enter bakery, followed by 23% of the respondents influenced by window display, 14% of the respondents are influenced by the signage &graphics,5% of the respondents are influenced by store atmosphere and only 4% of the respondents are influenced by space &layout.

Table 4.5

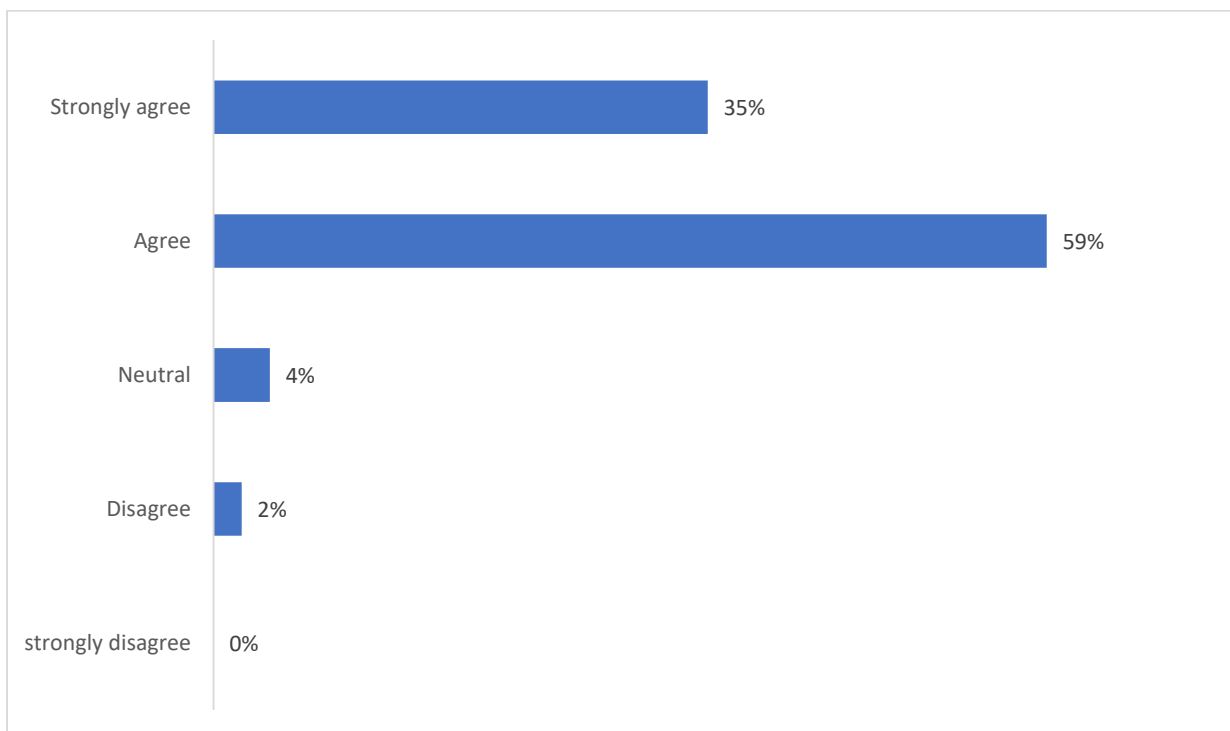
Lighting of the store

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	2	2
Neutral	4	4
Agree	59	59
Strongly agree	35	35
Total	100	100

Source: Primary data

Chart 4.5

Lighting of the store



Interpretation:

The chart 4.5 shows that, 59% of respondents agree lighting of the store influences store attractiveness, 35% of the respondents strongly agree, 4% were neutral and 2 % of the respondents disagree to the statement lighting influencing store attractiveness

Table 4.6

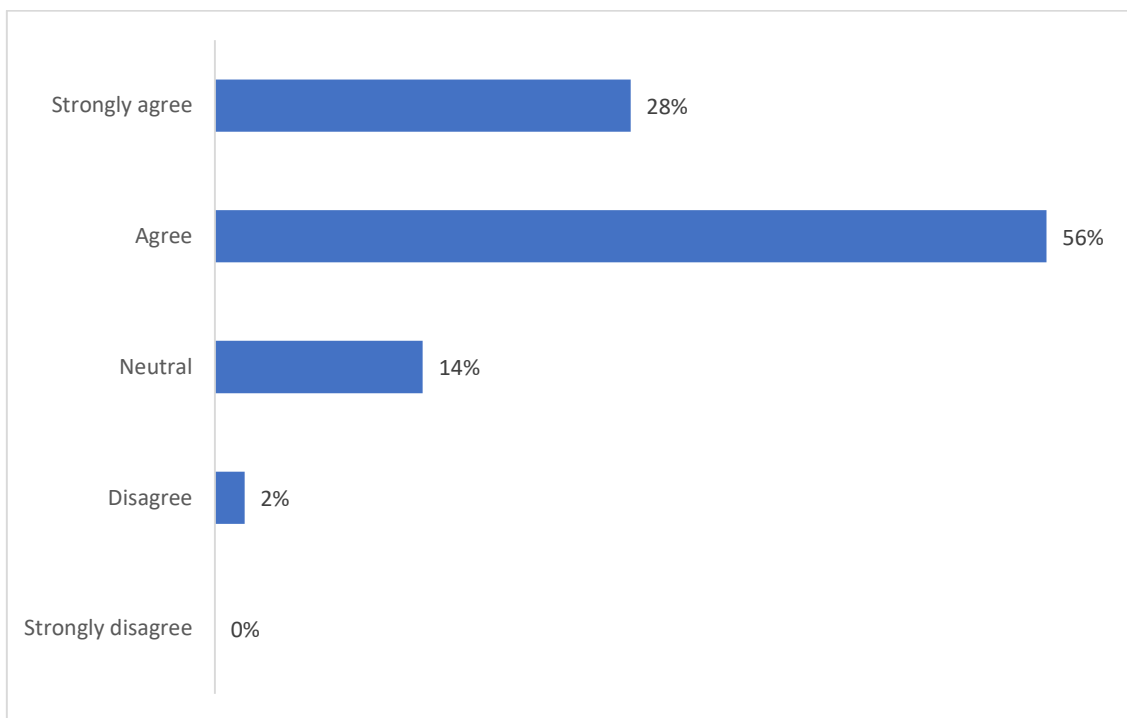
Music played in the store

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	2	2
Neutral	14	14
Agree	56	56
Strongly agree	28	28
Total	100	100

Source: Primary data

Chart 4.6

Music played in the store



Interpretation:

Table 4.6 shows that ,46% of respondents are agree to music played in confectionery influencing store attractiveness ,28% of respondents strongly agree,14% neutral to the statement and 2% of the respondents disagree with the statement.

Table 4.7

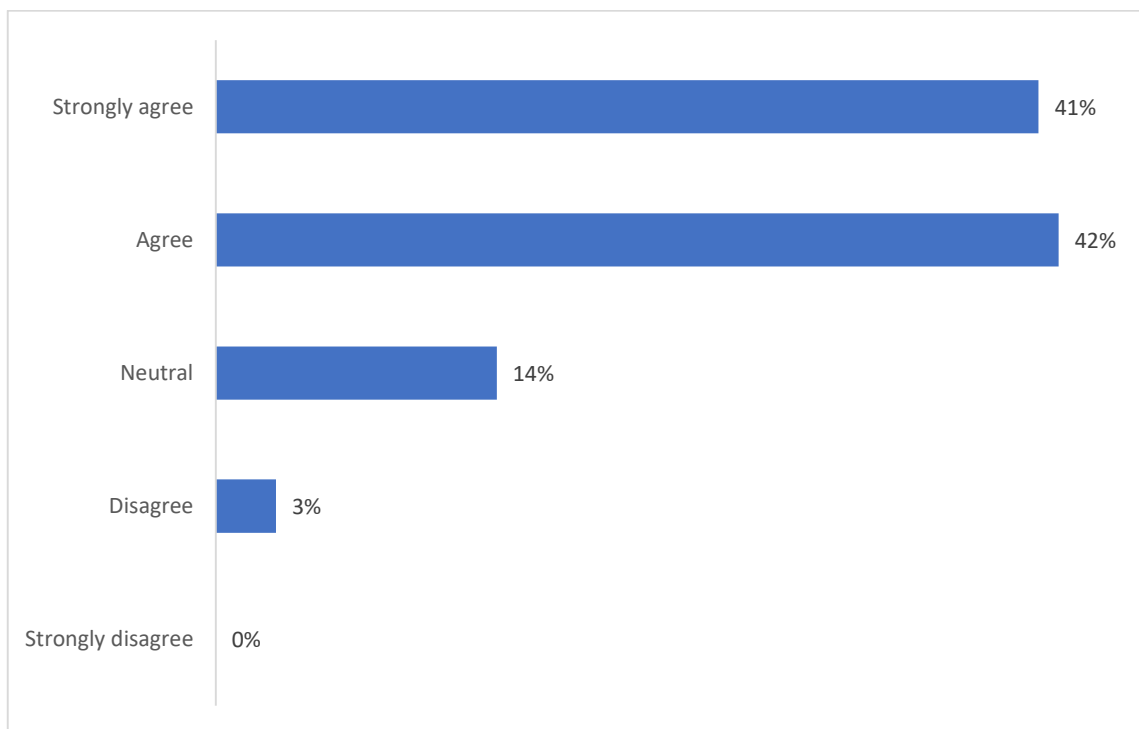
Space & layout of the store

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	3	3
Neutral	14	14
Agree	42	42
Strongly agree	41	41
Total	100	100

Source: Primary data

Chart 4.7

Space & layout of the store



Interpretation:

It is found that 42% of respondents agree that space & layout influencing store attractiveness, 41% of the respondents strongly agree, 14% of the respondents are neutral, 3% of the respondents disagree with this statement.

Table 4.8

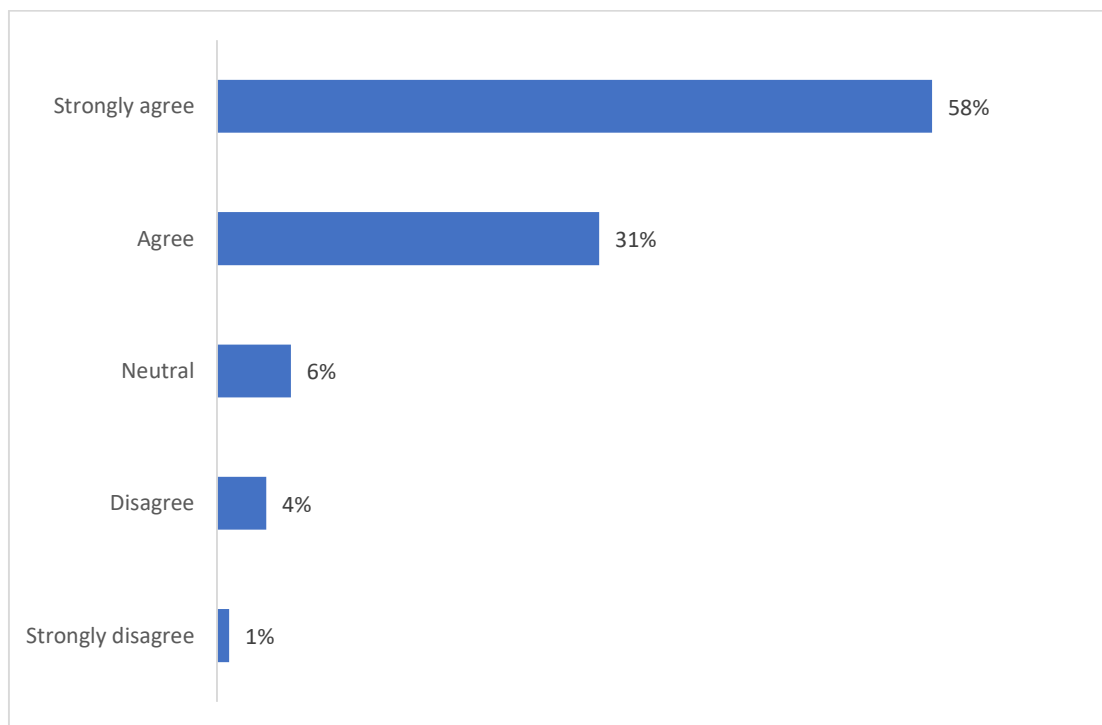
Product display in confectionery

Attributes	No of respondents	Percentage
Strongly disagree	1	1
Disagree	4	4
Neutral	6	6
Agree	31	31
Strongly agree	58	58
Total	100	100

Source: Primary data

Chart 4.8

Product display in confectionery



Interpretation:

It is found that 58% of respondents strongly agree that product display in a store influence store attractiveness, 31% agree with this statement, followed by 6% of respondents are neutral with the statement, 4% disagreed and 1% strongly disagree with this statement.

Table 4.9

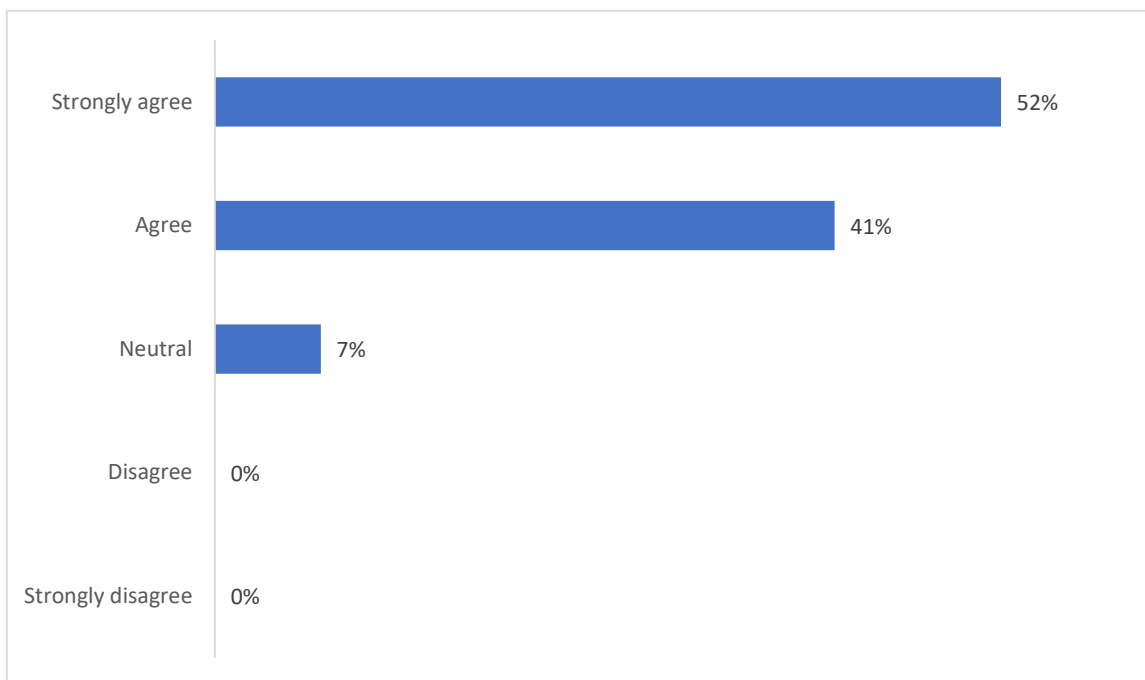
Overall design of the store

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	0	0
Neutral	7	7
Agree	41	41
Strongly agree	52	52
Total	100	100

Source: Primary data

Chart 4.9

Overall design of the store



Interpretation:

The chart 4.7 shows that 52% of the respondents strongly agree, 41% of the respondents agreed and 7% of the respondents neutral with this statement that overall design of the store influencing store attractiveness

Table 4.10

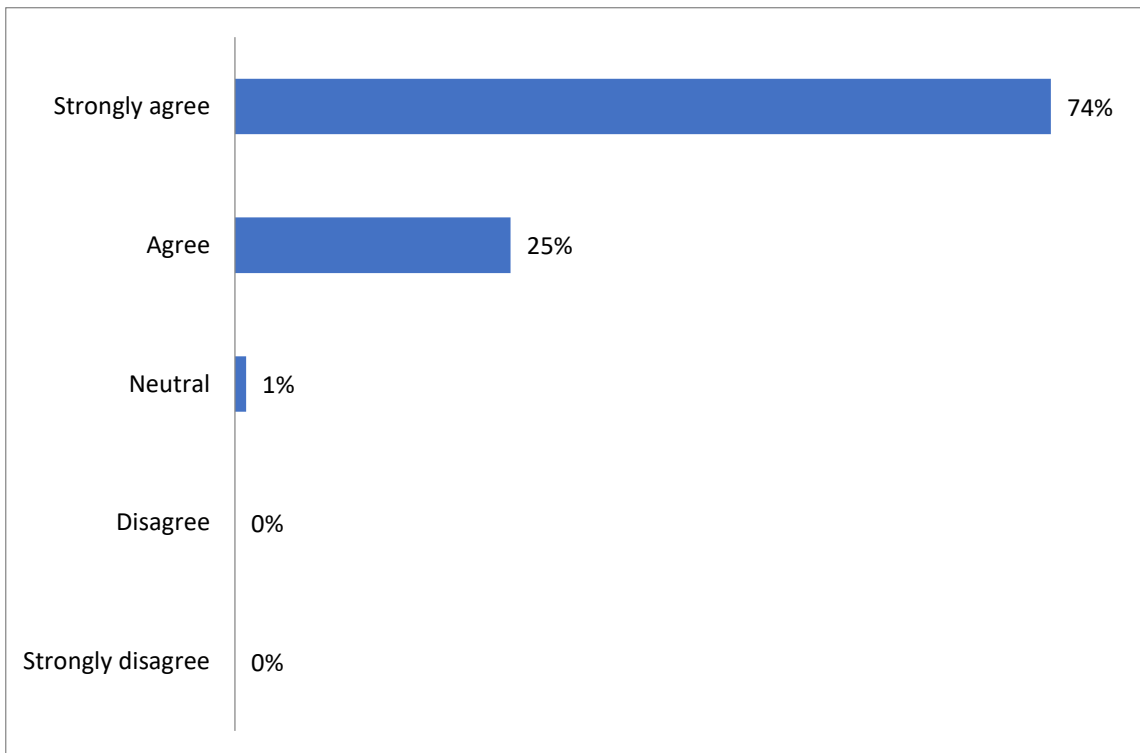
Cleanliness of the store

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	0	0
Neutral	1	1
Agree	25	25
Strongly agree	74	74
Total	100	100

Source: Primary data

Chart4.10

Cleanliness of the store



Interpretation:

From the data above specified, 74% of the respondents strongly agree that cleanliness of the store affecting store attractiveness, 25% of respondents agreed, 1% of the respondents neutral to this statement

Table 4.11

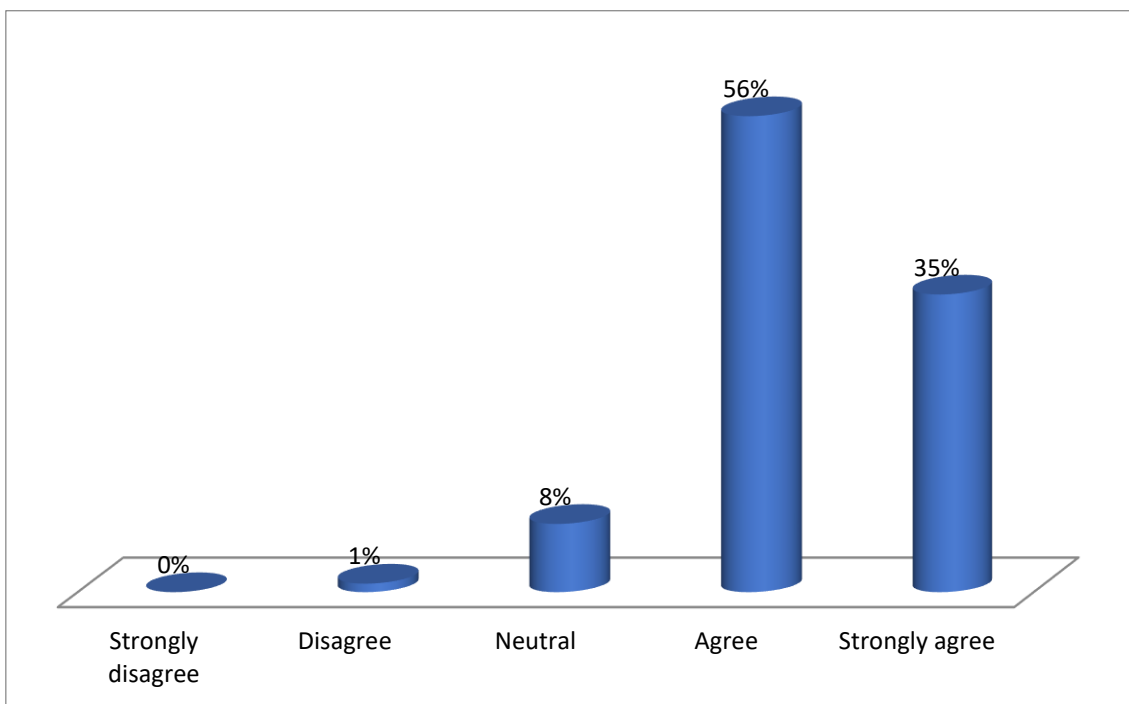
Arrangement of product shelf

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	1	1
Neutral	8	8
Agree	56	56
Strongly agree	35	35
Total	100	100

Source: Primary data

Chart 4.11

Arrangement of product shelf



Interpretation:

From the above data specified, 56% of respondents agree that product shelf influencing customers, 35% of respondents strongly agreed, 8% were neutral, and 1% disagree with this statement.

Table 4.12

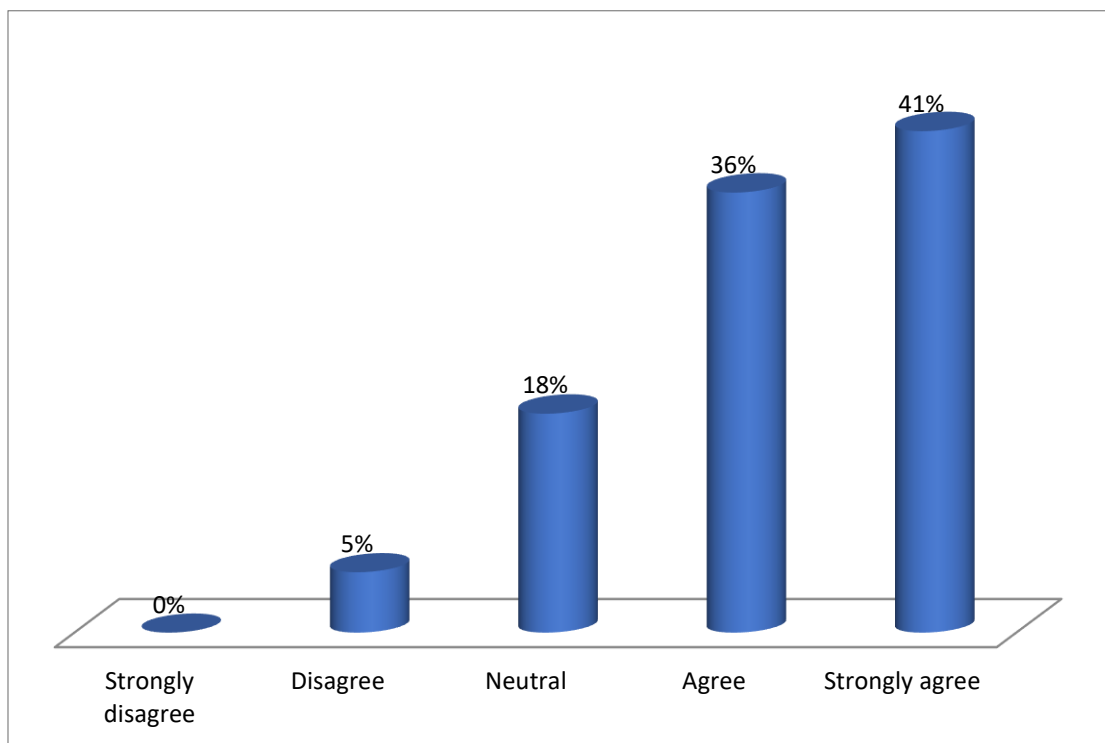
Desirability of customer

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	5	5
Neutral	18	18
Agree	36	36
Strongly agree	41	41
Total	100	100

Source: Primary data

Chart 4.12

Desirability of customer



Interpretation:

Table 4.9 shows that 41% of respondents strongly agree that they can try any product they wish, 36% of respondents agreed, 18% were neutral, and 5% of respondents disagree with this statement.

Table 4.13

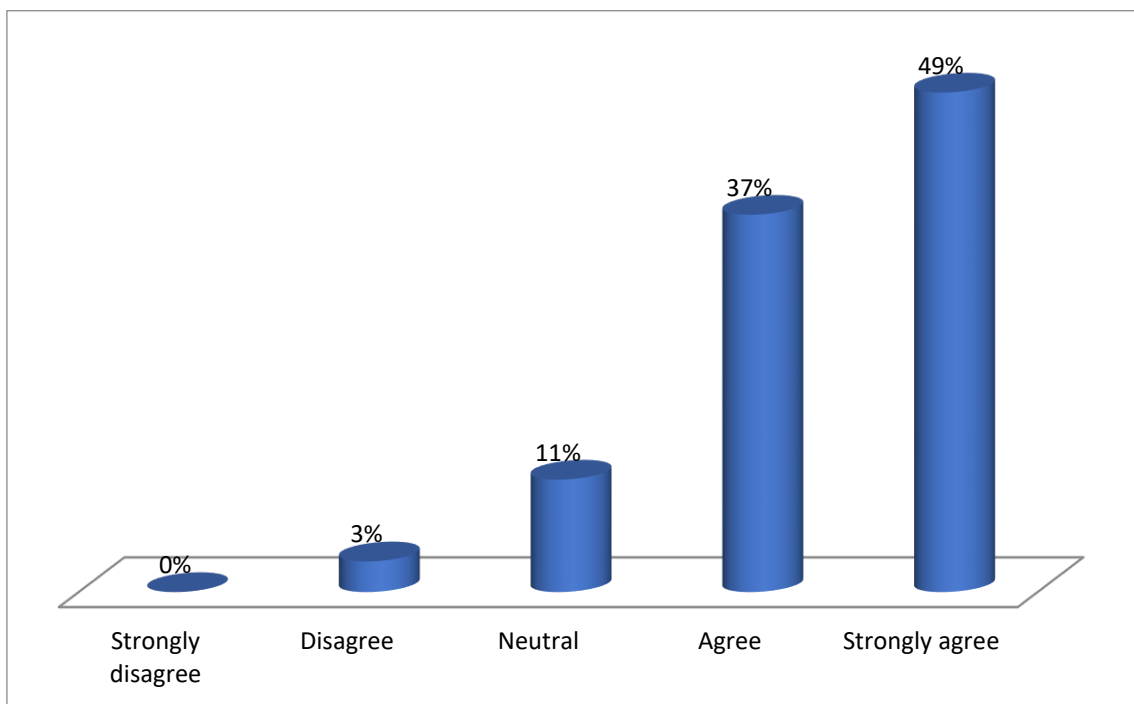
Crowd of the bakery

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	3	3
Neutral	11	11
Agree	37	37
Strongly agree	49	49
Total	100	100

Source: Primary data

Table 4.13

Crowd of the bakery



Interpretation:

From the data above specified ,49% of respondents are strongly agree that crowd in confectionery affecting store attractiveness ,37% of respondents agree,11% of the respondents are neutral and 3% of the respondents disagree with this statement

Table 4.14

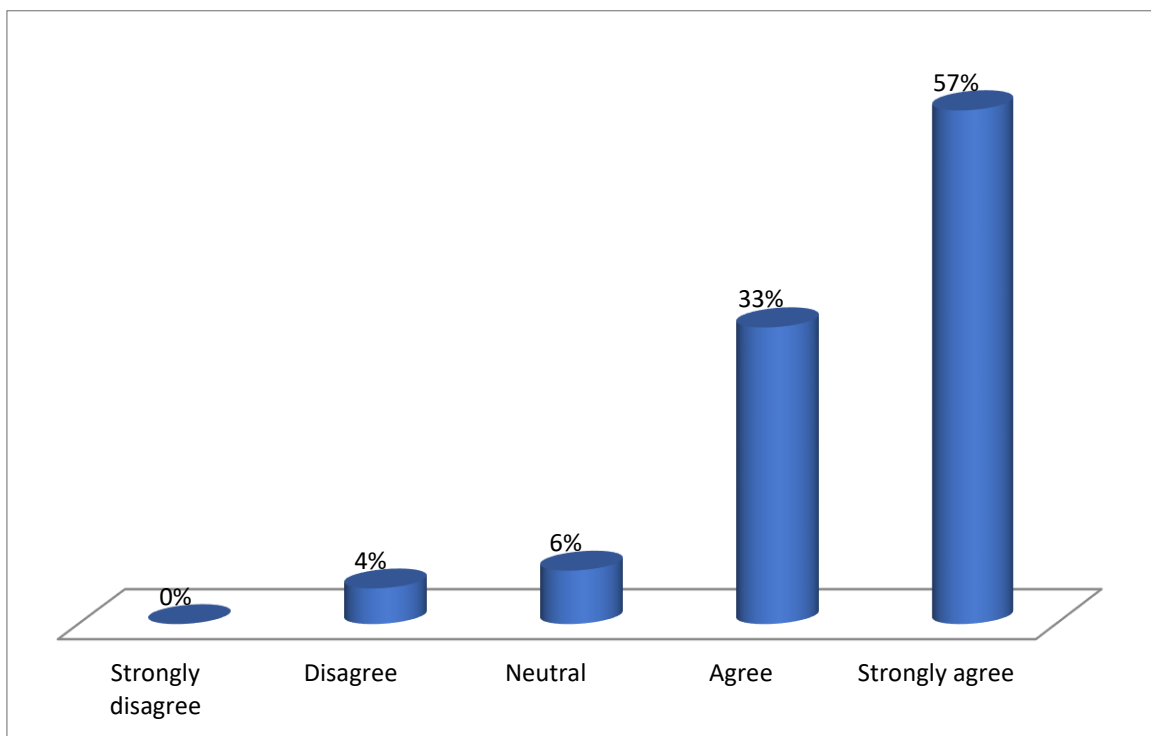
Customer service

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	4	4
Neutral	6	6
Agree	33	33
Strongly agree	57	57
Total	100	100

Source: Primary data

Table 4.14

Customer service



Interpretation:

Table 4.11 shows that 57% of respondents strongly agree that customer service in a store influencing customers, 33% of the respondents agree, 6% of the respondents neutral with this statement and 4% of respondents disagree.

Table 4.15

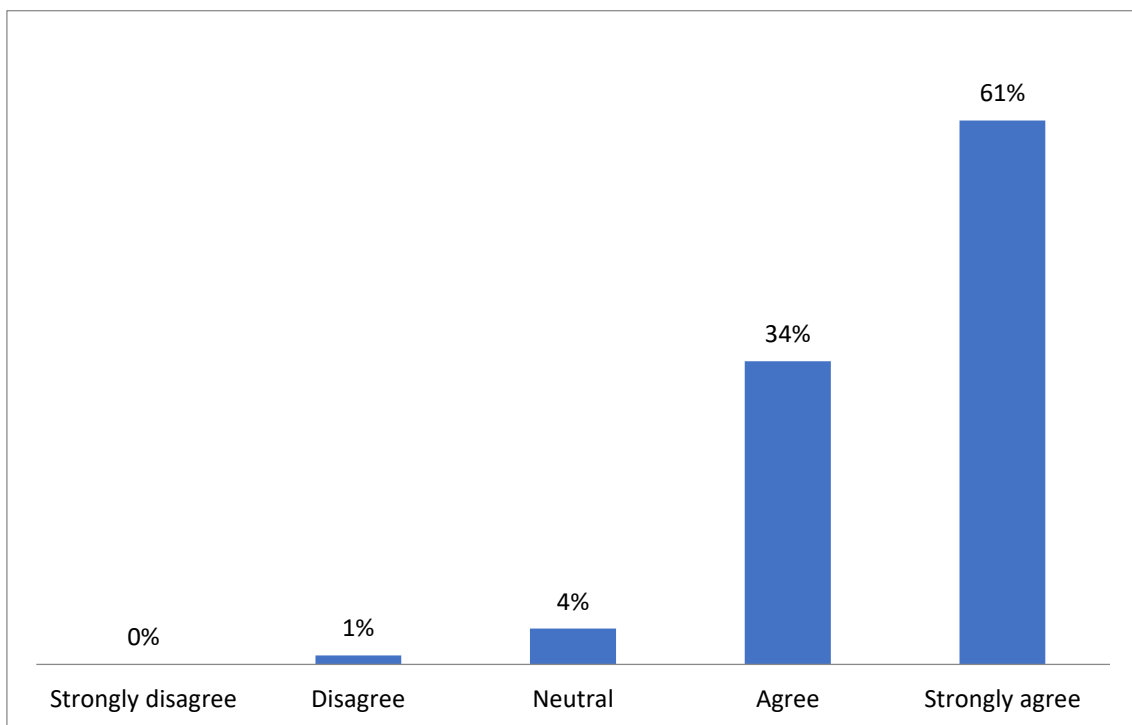
Store environment attraction

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	1	1
Neutral	4	4
Agree	34	34
Strongly agree	61	61
Total	100	100

Source: Primary data

Chart 4.15

Store environment attraction



Interpretation:

From the data above specified, 61% of respondents strongly agree that attractiveness of store environment influencing patronage intention, followed by 34% of the respondents agree, 4% of respondents were neutral and 1% of respondents disagree with this statement.

Table 4.16

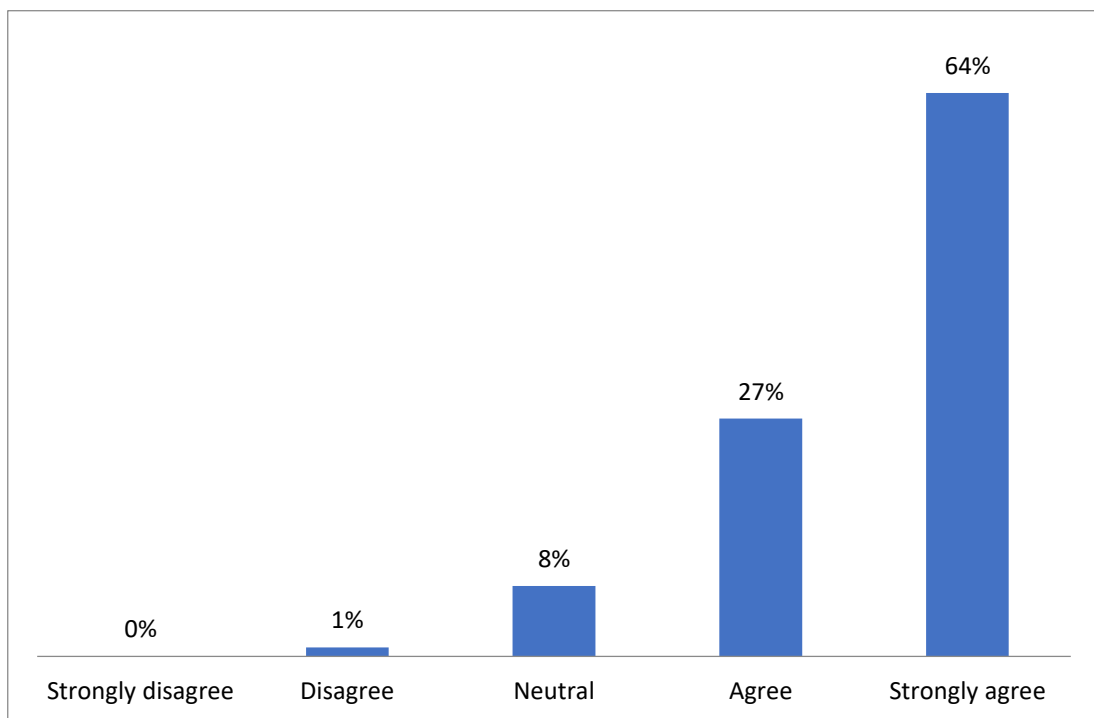
Willingness to buy

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	1	1
Neutral	8	8
Agree	27	27
Strongly agree	64	64
Total	100	100

Source: Primary data

Chart 4.16

Willingness to buy



Interpretation:

Chart 4.13 shows that 64% of respondents strongly agree that patronage intention is influenced by willingness of customer to buy from a particular store, followed by 27% of respondents agree, 8% respondents were neutral and 1% of respondents disagree with this statement.

Table 4.17

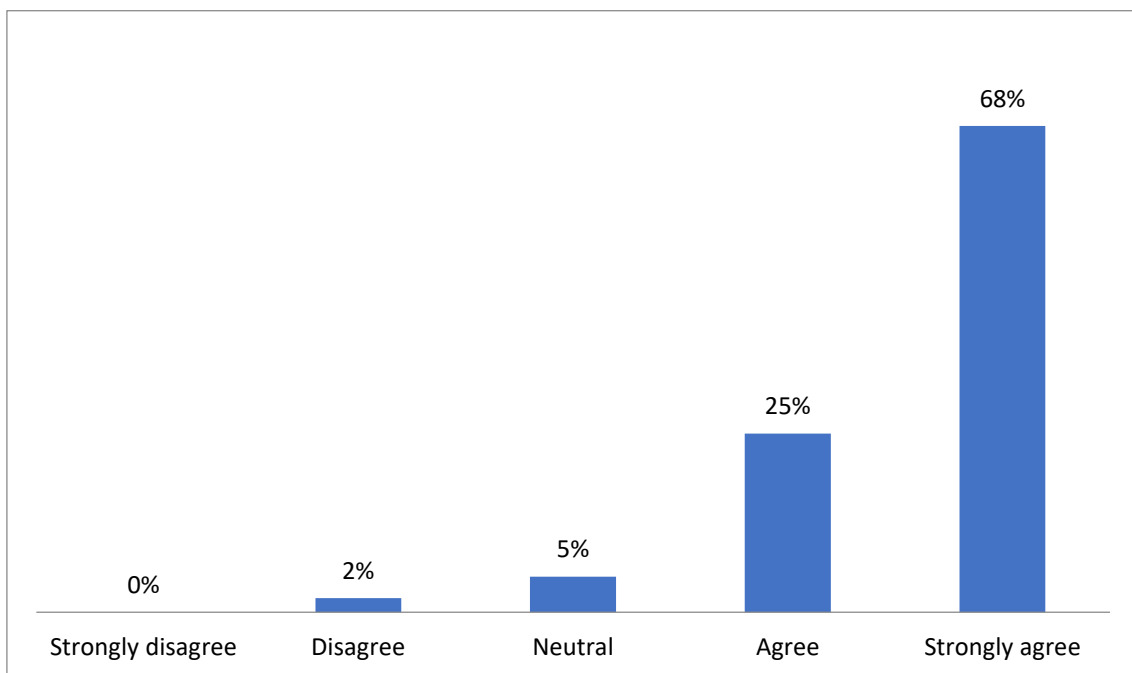
Recommendation to others

Attributes	No of respondents	Percentage
Strongly disagree	0	0
Disagree	2	2
Neutral	5	5
Agree	25	25
Strongly agree	68	68
Total	100	100

Source: Primary data

Chart 4.17

Recommendation to others



Interpretation:

Table 4.17 shows that, 86% of the respondents recommend the store to others, followed by 25% agree, 5% of the respondents neutral to this statement and 2% of respondents were disagree.

HYPOTHESIS

H₀₁: There is no difference in the store attractiveness among male and female.

Table 4.18

Store attractiveness among male and female

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error
					Mean
Store Attractiveness	Female	63	4.267	.4649	.0586
	Male	37	4.443	.3444	.0566

Female group (N = 63): The mean score for Store Attractiveness is 4.267, with a standard deviation of 0.4649 and a standard error of the mean of 0.0586. Male group (N = 37): The mean score for Store Attractiveness is 4.443, with a standard deviation of 0.3444 and a standard error of the mean of 0.0566.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Store Attractiveness	Equal variances assumed	6.275	.014	-	98	.047	-.1766	.0880	-.3511	-.0020
	Equal variances not assumed			-	92.658	.033	-.1766	.0815	-.3384	-.0148

Levene's Test for Equality of Variances: This test assesses whether the variances of Store Attractiveness are equal between the two groups. The test yields an F-statistic of 6.275 and a p-value of 0.014. Since the p-value is less than 0.05, we reject the null hypothesis, indicating that the variances are significantly different between the groups.

t-test for Equality of Means:

Equal variances not assumed: This test does not assume equal variances between the groups. The t-statistic is -2.167, with 92.658 degrees of freedom, and the corresponding p-value is 0.033. Since the p-value is less than 0.05, we still find a statistically significant difference in the means of Store Attractiveness between the Female and Male groups. The mean difference, standard error of the difference, and the 95% confidence interval are the same as in the equal variances assumed case.

Interpretation

In summary, based on the independent t-tests, there is a statistically significant difference in the mean scores of Store Attractiveness between the Female and Male groups, with the Male group having a higher mean score. Null hypothesis is rejected and alternate hypothesis is accepted. There is a difference in the store attractiveness among male and female.

H₀₂: There is no significant difference between the patronage intention of various age groups.

Table 4.19

Patronage intention of various age groups

ANOVA

Patronage Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.373	2	.686	2.293	.106
Within Groups	29.045	97	.299		
Total	30.418	99			

Based on the provided ANOVA results, the p-value (0.106) is greater than the conventional significance level of 0.05. Therefore, we do not have enough evidence to reject the null hypothesis. This suggests that there is no significant difference in the "Patronage Intention" means between various age groups being compared.

Interpretation

Null hypothesis is accepted there is no significant difference in the "Patronage Intention" means between various age groups being compared

H03: Store attractiveness has no influence on patronage intention

Table 4.20

Regression test between store attractiveness and patronage intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.639 ^a	.408	.402	.42870	1.711

a. Predictors: (Constant), Store Attractiveness

b. Dependent Variable: Patronage Intention

- R: The correlation coefficient (also known as the Pearson's correlation coefficient) is 0.639, indicating a moderately positive relationship between Store Attractiveness and Patronage Intention.
- R Square: The coefficient of determination is 0.408, meaning that approximately 40.8% of the variability in Patronage Intention can be explained by Store Attractiveness.
- Adjusted R Square: The adjusted R square is 0.402, which adjusts the R square value for the number of predictors in the model. It provides a more conservative estimate of the explanatory power of the model.
- Std. Error of the Estimate: The standard error of the estimate is 0.42870, representing the average distance between the observed values and the predicted values by the regression model.
- Durbin-Watson: The Durbin-Watson statistic is 1.711, which checks for the presence of autocorrelation in the residuals. A value between 1.5 and 2.5 suggests no significant autocorrelation.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.407	1	12.407	67.505	.000 ^b
	Residual	18.011	98	.184		
	Total	30.418	99			

a. Dependent Variable: Patronage Intention

b. Predictors: (Constant), Store Attractiveness

The regression model as a whole explains a significant amount of variance in the dependent variable. The sum of squares for the regression is 12.407. The sum of squares for the residuals (unexplained variance) is 18.011. The total sum of squares is 30.418, which represents the total variability in the dependent variable.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1.003	.435		2.304	.023
	Store Attractiveness	.821	.100	.639	8.216	.000

a. Dependent Variable: Patronage Intention

The constant term (intercept) is 1.003. It represents the expected value of the dependent variable when the predictor variable is zero (or not included in the model). The coefficient for Store Attractiveness is 0.821. It indicates that for every one-unit increase in Store Attractiveness, Patronage Intention is expected to increase by 0.821 units. The t-value is 8.216 for the Store Attractiveness coefficient, suggesting that the coefficient is statistically significant. The significance level (p-value) for the Store Attractiveness coefficient is 0.000, indicating a highly significant relationship.

Interpretation

The regression analysis indicates that Store Attractiveness has a significant positive effect on Patronage Intention. Hence, the null hypothesis is rejected. The model explains approximately 40.8% of the variance in Patronage Intention, and the coefficient for Store Attractiveness suggests that it is a strong predictor in determining the level of Patronage Intention.

FINDINGS

- Major part of population comes under the age group of 16-25 years (87 %)
- 63% of the respondents are female and 37 % are male
- Most of the respondents (43%) visit bakery shops daily
- Majority of the respondents (54%) influenced by store display, followed by window display (23%)
- Most of the respondents (59%) agree that lighting of the store influence store attractiveness
- Many respondents(46%) agree that music makes store attractive
- 42% of respondents agree that space and layout of store influence store attractiveness
- 58% of respondents agree that product display have an effect on store attractiveness
- Most of the respondents (52%) strongly agree with the overall design of the store
- 74% of respondents strongly agree with cleanliness
- Majority of respondents (56%) opinion that they are influenced by arrangement of product shelf
- Most of the respondents (41%) opinion that they can try can product they wish
- 49% of respondents strongly agree that crowd in a confectionery influencing them
- 57% of respondents strongly agree with the customer service
- Majority of respondents (61%) feels that store environment influencing patronage intention
- Many respondents (64%) strongly agree that patronage intention is influenced by willingness of customer to buy from a particular store
- 86% of respondents recommend the store to others
- It is found that there is a difference in the store attractiveness among male and female. Male groups are more influenced by store attractiveness.
- There is no significant difference in the Patronage Intention between various age groups being compared
- The regression analysis indicates that Store Attractiveness has a significant positive effect on Patronage Intention

SUGGESTION

The project "Store Attractiveness on Patronage Intention of Confectioneries" has provided valuable insights into a fascinating area of consumer behavior and retail strategy

- Assess the integration of technology, such as interactive displays, augmented reality, or mobile applications, in enhancing store attractiveness and engaging customers. Exploring how technology can complement the physical store environment may provide novel ways to attract and retain tech-savvy consumers.
- Train staff to be friendly, helpful, and knowledgeable about the confectioneries, providing a positive shopping experience
- Maintain a clean and tidy store environment to create a positive impression and ensure customers feel comfortable while purchasing
- Consider background music and pleasant lighting to create a welcoming and enjoyable atmosphere within the store
- Ensure the store's interior and exterior design are visually attractive, with appealing displays of confectioneries to catch customers' attention
- Align the store's decor and offerings with seasonal themes and events to attract more customers during special occasions

By integrating these suggestions into the project, it can not only provide more comprehensive insights into the subject matter but also offer actionable recommendations for confectionery retailers and other businesses aiming to optimize their store attractiveness and creating patronage intention

CONCLUSION

In conclusion, this project has shed light on the compelling relationship between store attractiveness and patronage intention in the context of confectioneries. The findings from our research underscore the importance of creating captivating store atmospheres that not only attract customers but also create patronage intention.

More specifically the study reveals that Store displays, lighting, music, product layout and cleanliness play crucial roles in influencing store attractiveness according to the respondents. The overall store design and cleanliness are highly appreciated by the majority of the respondents. Moreover, the arrangement of product shelves, the presence of crowd, and the quality of customer service strongly influence their decision-making. A significant proportion of respondents believe that store environment and patronage intention are interconnected. And most of the respondents opinion that store display and window display are most influencing factor to enter in to confectionery. Overall, the study conclude indicates that Store Attractiveness has a significant positive effect on Patronage Intention.

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APPENDIX

IMPACT OF STORE ATTRACTIVENESS ON PATRONAGE INTENTION OF CONFECTIONERIES

1.Age

- 16-25
- 26-35
- 36-45
- 46-55
- Above 55

2.Gender

- Male
- Female
- Others

3.How frequently do you visit bakery shops

- Daily
- Weekly
- Monthly
- Rarely

4.What factors compel you to enter a bakery

- Store display
- Store atmosphere (lighting, colour)
- Window display
- Signage &graphics
- Space &layout

5. Please rate the following statements regarding store attractiveness in confectionery

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The lighting inside the bakeries makes me excited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The music played in a bakery is arousing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store should have enough space that allows me to move and wander around	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall product display is very interactive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall design of the bakehouses promotes flow within me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store's cleanliness positively influences me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please rate your level of agreement and disagreement with the following statements

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The product shelves in confectionery should place at a comfortable standing height	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can try any product I wish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The bakery shop should not be too crowded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The employees in the store provide help when needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Please rate the following statements regarding store patronage intention

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I would shop in bakery which has an attractive environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to buy merchandise from the bakery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am likely to recommend the store to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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