UNIVERSITY GRANTS COMMISSION

BAHADUR SHAH ZAFAR MARG

NEW DELHI – 110002

STATEMENT OF EXPENDITURE IN RESPECT OF MAJOR RESEARCH PROJECT

1. Name of Principal Investigator: **Prof. Alka Sharma**
2. Department of Principal Investigator: **The Business School**
3. University /college: **University of Jammu**
4. UGC Approval Letter No. and Date: **F. No. 5 – 248/2014 (HRP)**
5. Title of the Project: **"Store Atmospherics and Patronage Intentions in Indian Organized Retail"**
6. Effective Date of starting the project: **01/07/2015**
7. a. Period of Expenditure: **May 2016 to 30 June 2018**

   b. Details of Expenditure

S.No	Item	Amount Approved/Received (Rs.)	Expenditure Incurred (Rs.)
1.	Books and Journals	60,000	59,549
2.	Equipments	1,20,000	1,07,960
3.	Contingency	1,00,000/ 50,000	40,158
4.	Field Work/Travel	1,50,000/ 75,000	75,000
5.	Hiring Services	40,000/ 20,000	20,000
6.	Chemicals and Glassware		
7.	Overheads	64,400	54,740
8.	Any other Items		

c. Staff

Date of Appointment: 09 / 08/2016

S.No	Items	From	To	Amount Approved/ Received (Rs.)	Expenditure Incurred (Rs.)
1.	Honorarium to PI (Retired Teachers) @ Rs. 18,000/ - pm	NA			
2.	**Project Fellow** 1) NET/GATE qualified – Rs. 16,000 for initial 2 years and rs. 18,000for the third year. 2)Non – GATE/ Non – NET – rs. 14,000 for initial 2 years and rs. 16,000for third year	09/08/ 2016	30/06/ 2018	5,04,000 / 2,52,000	2,48,387
	Total			10,38,400/**6,41,400**	**6,05,794**

1. It is certified that the appointment(s) have been made in accordance with the terms and conditions laid down by the commission.

2. If as a result of check or audit objection some irregularity is noticed at later date, action will be taken to refund, adjust or regularize the objected amounts.

3. Payments @revised rate shall be made with arrears on the availability of additional funds.

4. It is certified that the grant of Rs. 6,41,400 (six lakh forty one thousand four hundred only) received from the University Grants Commission under the scheme of support for Major Research Project entitled **"Store Atmospherics and Patronage Intentions in Indian Organized Retail"** vide letter no. F.No. 5 – 248/2014 (HRP) dated 18 / 11/

2015 has been fully utilized for the purpose for which it was sanctioned and in accordance with the terms and conditions laid down by the University Grants Commission.
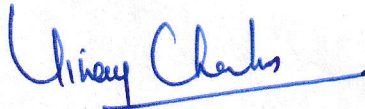

Signature of the

Principal Investigator

Registrar / Principal

(Seal)

Statutory Auditor

Govt.Internal Auditor/

Chartered Accountant

(Seal)

Signature of the Co - Investigator

UNIVERSITY GRANTS COMMISSION

BAHADUR SHAH ZAFAR MARG

NEW DELHI – 110002

STATEMENT OF EXPENDITURE INCURRED ON FIELD WORK

Name of the Principal Investigator: **Prof. Alka Sharma**

Name of place Visited	Duration of Visit		Mode of Journey	Expenditure Incurred (Rs.)
	From	To		
Chandigarh	02/10/2016	06/10/2016	Bus	32,00/-
Amritsar	22/10/2016	25/10/2016	Bus	31,00/-
Delhi	25/12/2016	30/12/2016	Train/ Bus	4866/-
Delhi	14/02/2017	16/02/2017	By Air	12086/ -
Chandigarh	27/02/2017	03/03/2017	Bus	
Ludhiana	04/03/2017	08/03/2017	Bus	8300/ -
Jullundhar	09/03/2017	12/03/2017	Bus	
Delhi	21/04/2017	30/04/2017	Bus	6,000/-
Indore	28/07/2017	30/07/2017	Train/ By Air	22,585/-
Luckhnow	14/12/2017	16/12/2017	By Air	14,863/-

Certified that the above expenditure is in accordance with UGC norms for Major Research Project.

Signature of Principal Investigator

Signature of Registrar
(Seal)

Signature of Co - Investigator

The Staff Appointed Under the Scheme of Major Research Project

The Staff Appointed Under the Scheme of Major Research Project
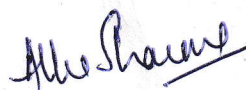
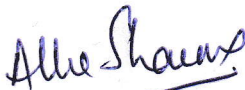**UGC letter No. : F. No. 5 – 248/2014 (HRP)**

DATE OF COMMENCEMENT: 01/07/2015

TITLE OF THE PROJECT: "Store Atmospherics and Patronage Intentions in Indian Organised Retail"

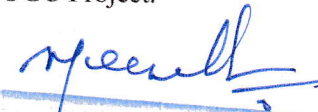| 1.	Name of the Principal Investigator	Prof. Alka Sharma				
2.	Name of the University	The Business School, University of Jammu				
3A.	Name of the Research Personnel appointed	Amit Handoo				
4A.	Academic Qualification	S No.	Qualifications	Year	Marks	%age
		1.	M.B.A			
5.	Date of Joining	09/08/2016				
6.	Date of Resignation	30th June,2018				
7.	Date of Birth of Research Personnel	13/09/1992				
8.	Amount of HRA, if Drawn	Nil				
9.	Number of candidates applied for the post	5				

CERTIFICATE

This is to certify that all the rules and regulations of UGC Major Research Project outlined in the guidelines have been followed. Any lapse on the part of the University will be liable to terminate of said UGC Project.

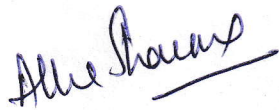**Principal Investigator**
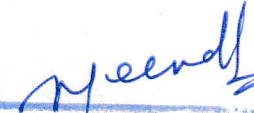
Head of the Deptt.

Registrar/Principal
University of Jammu

Co - Investigator

Utilization Certificate

Certified that the grant of **Rs. 6,41,400/- (Rs. Six Lakh Forty One Thousand four Hundred only)** was received from University Grants Commission under the scheme of support for Major Research Project entitled, **"Store Atmospherics and Purchase Intentions in Indian Organised Retail"** vide UGC letter No. F. **No.05-248/2014 (HRP)** dated **18-11-2015** and an amount of Rs. **Six Lakh Five Thousand Seven Hundred and Ninety Four (Rs. 6,05,794/-)** has been utilized for the purpose for which it was sanctioned and the remaining amount Rs. **35,606/- (Rupees Thirty Five Thousand Six Hundred and Six** only) will be refunded in accordance with the terms and conditions laid down by the University Grants Commission.

**SIGNATURE OF THE
PRINCIPAL INVESTIGATOR**

**REGISTRAR/ PRINCIPAL
(Seal)**

**STATUTORY AUDITOR
(Seal)**

**SIGNATURE OF THE
CO - INVESTIGATOR**

UNIVERSITY GRANTS COMMISSION

BAHADUR SHAH ZAFAR MARG

NEW DELHI – 110002

Proforma for submission of information at the time of sending the Final Report of the Work done on the Project

1. **Title of the Project:** "Store Atmospherics and Patronage Intentions in Indian Organized Retail"

2. **Name and Address of the Principal Investigator:** Prof. Alka Sharma

3. **Name and Address of the Institution:** The Business School, University of Jammu

4. **UGC Approval Letter No. & Date:** F.No.5 – 248/2014(HRP)

5. **Date of implementation:**   01/07/2015

6. **Tenure of the Project:**   3 years

7. **Total Grant Allocated:**   10,38,400 / -

8. **Total Grant Received:**   6,41,400 / -

9. **Final expenditure:**   6,05,794 / -

10. **Title of the Project:** "Store Atmospherics and Patronage Intentions in Indian Organized Retail"

11. **Objectives of the Project:**

    a. To explore the underlying factors of Store Atmospherics influencing the behaviour of consumers.

    b. To understand the relationship between store image and patronage intentions.

c. To evaluate the mediating affect of store atmospherics on relationship between store image and patronage intentions.

d. To suggest the strategic interventions for managing store atmospherics to enhance patronage intentions.

12. **Whether Objectives were Achieved:** All the research objectives were achieved in the study, a detail of which is given below:

Objective 1: To explore the underlying factors of Store Atmospherics influencing the behaviour of consumers.

The first objective of the study was to understand and explore the various elements of Store atmospherics. On basis of the extensive literature review, the various elements of Store Atmospherics are classified and grouped as: *Parking, Exterior signage, Odour, Music , Window display, Temperature, Lighting, Color, Layout and store display, Staff* and *Trial room.* Furthermore the factor analysis of the various Store Atmospherics given in Table 4.23 and 4.25 configured that these items can be grouped together into 9 factors namely *Visual Mechanising, Store Ambience, Odour and Music, Store Design, Store Environment, Periphery Design, Exterior Environment, Outer Ambience and Façade Design.*

Objective 2: To understand the relationship between store image and patronage intentions.

The second objective of the study was to investigate the relationship between Store Image and Patronage Intentions. For this, a regression analysis was undertaken with Store Image as independent variable and Patronage Intentions as dependent variable. The results illustrate that there exists a linear relationship between Store Image and Patronage Intentions (table 4.40 (a)) and further this relationship is statistically significant (p = 0.000). Furthermore, the findings indicate that Store Image has a significant and a positive impact on Patronage Intentions. The R square value of 0.667 indicates that the variation in Patronage Intentions up to 67% is caused by Store Image of the store.

Objective 3: To evaluate the mediating affect of store atmospherics on relationship between store image and patronage intentions.

The third objective was to investigate the mediation effect of Store Atmospherics relationship between Store Image and Patronage Intentions.

A regression analysis was done with Store Atmospherics as mediator and Store Image as Independent variable and Patronage Intentions as dependent variable (table 4.42 (ii)) and it was found that the p-value for Store Atmospherics was not significant (0.243). Hence, concluded that Store Atmospherics doesn't mediate the relationship between Store Image and Patronage Intentions.

Furthermore, the mediation analysis was also validated by using bootstrapping technique and it was found that indirect effect for Store Image and Patronage Intentions through Store Atmospherics was insignificant. Thus, suggesting that there is no mediation of Store Atmospherics between the relationship of Store Image and Patronage Intentions. Whereas, an alternate model was also tested; where in Store Image mediates the relationship between Store Atmospherics and Patronage Intentions as suggested from the literature. This model was validated by SEM and it was found that the relationship between Store Atmospherics and Patronage Intentions is significant and is fully mediated by Store Image.

Objective 4: To suggest the strategic interventions for managing store atmospherics to enhance patronage intentions.

The study has clearly outlined that Store Atmospherics serve as a critical competitive tool for retailers; therefore the retailers need to strategize it in a manner that customers feel attracted towards the store. First and the foremost, the comparison of the mean values (table 4.17) reflects that out of all the elements of Store Atmospherics namely Visual Merchandising, Store Ambience, Odour and Music, Store Design, Store Environment, Periphery Design, Exterior Environment, Outer Ambience and Façade Design, the respondents have attached the highest importance to Periphery Design of Store Atmospherics Furthermore, the results of regression analysis between Store Atmospherics and Store Image indicates that in order to enhance Store Image, stores must

focus on its Store Atmospherics. In addition, the relationship between Store image perception and Patronage intentions towards apparels store has also been studied and for the same regression analysis has been undertaken, with store image perception (SIP) as an independent variable and patronage intentions as dependent. The results indicate that there exists a linear relationship between Store image perception and Patronage intentions. Furthermore, the results also clearly indicate that Store image perception has a significant and a positive impact on Patronage intentions. Subsequently, the results of mediation analysis also imply that the marketers should try to manage Store Atmospherics elements in such a manner that the Store Image in the mind of customers is stimulating enough in a manner that leads to an increase in the Patronage Intentions of customers towards their store.

13. ACHIEVEMENTS FROM THE PROJECT-

The purpose of the study has been to investigate the role of various antecedents of Store Atmospherics in the retail sector. Further, in the recent times, store image has emerged as a significant factor that has been proven to have an impact on the consumer behaviour. Therefore, the study has also tried to analyze the mediating role of store image. Analysis of the results has led to the conclusion that there are various elements of Store Atmospherics in retail context that attract customers towards a store.

The study presents a comprehensive and systematic list of Store Atmospherics cues based on the literature which includes Visual Merchandising, Store Ambience, Odour and Music, Store Design, Store Environment, Periphery Design, Exterior Environment, Outer Ambience and Façade Design. The definition and listing of various factors of store atmospherics has paved way for future research with a new and more systematic approach to handle Store Atmospherics as an important variable in retail sector.

The present study has also focused upon examining the impact of various elements of Store Atmospherics on Store Image and suggested a theoretical framework thereof, on the basis of results. The data analysis has indicated that Store Atmospherics in retail

context has a significant role. It has been found that Visual Merchandising of the store is the most critical and important factors of Store Atmospherics which attract customers subsequently followed by Periphery Design and exterior environment of the store. Therefore, retailers and marketers need to focus their attention on improving the identified variables to induce people to visit a store.

There has been extensive research on the store atmospherics in the past also, however most of the studies on store atmospherics have tried to build an understanding about the concept of store atmospherics, examining the influence of purchase intention and loyalty, the role of interior and exterior factors of store atmospherics etc. individually. However, there has been no study which has examined the overall comprehensive framework both theoretically as well as empirically. Furthermore, majority of the studies which have been conducted till date represent western context. Therefore, this study being more elaborate and comprehensive in the Indian setting would help understand all the dimensions of store atmospherics and their relevance. This understanding if managed efficiently has the potential to contribute significantly towards the growth of organized retail sector. As the implications of the study for retailing professionals are considered; initially, although a number of studies have identified store environmental attributes, research evidence suggests that these attributes vary by store type and over time. Besides, in India very little work has been undertaken with regards to the aspects important to the retailers, like store loyalty etc. Further, since no study has examined the linkage between store atmosphere attributes and store loyalty for the retail store format as the application area, this study would provide a deeper insight and understanding to the retailers as to how retail store link the customers', store atmosphere and store loyalty intentions. This knowledge is important for retail managers in order to devise strategies related with competitive positioning and loyalty schemes.

14. SUMMARY OF THE FINDINGS-

Globally organizations have witnessed a paradigm shift in business especially in term of scale, organization, and geography. The appearance of new consumption patterns, the emergence of innovative store formats, an increased prevalence of international retail chains, and the development of large-scale retail environments have been the foremost factors of retail change. In order to gain from efficiencies and economies of scale, retailers have tended to move towards large-scale retailing, in terms of multiple chains and store size. Thus, it can be concluded that retailers have been strategically growing in order to gain the competitive advantage over the rivals. Studies of retail environments indicate that the store environment can affect store patronage decision and purchasing behavior (Kerin, Howard & Jain, 1992). Thus, understanding various aspects of store atmospherics and its impact on consumers' behavior is critical for retailers' success. Also, it is crucial for retailers to understand how these major atmospheric elements are enhanced with regard to the brand and product offered so as to create an enjoyable shopping atmosphere that will accelerate and encourage sales. Hence, it is to underline the fact that a store atmosphere is an important concept, which the retailers need to give importance in these competitive conditions of the present time, as it encourages customers to visit a store. The retailers should design the stimuli in their stores in a way that plays an important role in encouraging customers to even make a purchase in that store, because the store atmosphere creates a certain effect on customers and pushes them to even make an unplanned purchase, besides increasing their tendency and dependency to visit that store again (E. Kachaganova, 2008).

Thus, the main purpose of this study was to examine the effects of store atmospherics on store patronage intentions of multi branded apparel store in North India. In this respect, a research has been conducted to explore the relationship between various store atmospherics components and store patronage intentions of multi-branded store customers. The study also puts forward a general idea about consumers' perception of store atmosphere attributes existing within the store in relation to their demographical characteristics as well as their shopping habits and preferences. Further, the study also examines the effect of store image on the relationship of store atmospherics elements and

consumers 'patronage intention. In addition, it aims to provide direction and understanding to the retailers in developing an attractive and appealing store. The focal point of this research is to explore the use of Store Atmospherics as a strategic tool by Indian retailers. Subsequently, the results of these techniques are presented in a significant manner to attain relevant conclusions and suggestions. Thus to conclude, the main findings of the study suggest that the retailers need to strategically design their Store Atmospherics as a tool to differentiate their store from competitors and gain an edge in retail market. Store Atmospherics is a significant tool for attracting customers; thus, it should be designed effectively and efficiently. Hence to conclude, Store Atmospherics in unison with all its elements has a significant role in helping the retailers to attract customers and change the visiting customers into purchasers.

15. CONTRIBUTION TO THE SOCIETY –

The result of the study indicates several implications for the industry as a whole. Firstly, one of the most important goals of retailing is to attract customers by creating a strong retailer image. Coyle and Thorson (2001) had suggested that brand image is a combination of various features and characteristics. They had also recommended that store atmospherics is one of the main factors that defines a brand image. The results of the present study have further confirmed the significance of store atmospheric elements for store image and customer's patronage intentions.

Furthermore, an alternate model has been tested and proven by using SEM in the data analysis, which suggests that there is a linear relationship between the three variables under study viz. Store atmospheres, store image & patronage intentions. This clearly suggests that it is critical for the retail stores to manage the store atmospheric variables in such a manner that the image perception about the stores is enhanced substantially leading to an increase in patronage intention.

Also, as **"Store Atmospherics"** is a wide term and includes numerous variables. Therefore, it is pertinent to understand the variables, which need to be managed strategically the data analysis has underlined such variables which have significant impact on store image

Strategies for various elements of Store Atmospherics

➢ **Store layout & Display**: - It is a critical factor which plays an important role in building a positive image in the consumer's mind, displays in the store ranging from windows mannequin and store displays. Numerous research studies have already proven that displays in a store enhances the environment and leads to positively affected behavior thereby reiterating the store image leading to generation of loyalty (**Turley & Milliman, 2000; Williamson, Mason & Paliosy, 1982**). A display, which provides relevant information to the consumer and helps consumer in taking an informed decision shall always be preferred by the consumers. In this emerging context, where all the stores under study have registered their presence in the digital medium, . The informed display has evidently become more significant. Thus, it is recommended that the in store displays and layout should be strategically managed to help consumers patronize the store and maintain a positive attitude towards it.

➢ **Colour:** With an increased focus on the visual aspects of merchandising, relevance of the sensory experiences is gaining significance. Among the sensory experiences, colour predominantly has been a strong influence. It not only adds to the effectiveness of environment but also helps in creating an image of the store by attracting attention of the customers and evolves a favorable response, as the colours with shades are used to stimulate the moods of customers. According to Bell and Ternus (2006), Colour is one of the first element that consumers are connected to and is therefore one of the most vital design element used by the retailers to attract their consumers. Also, as per the findings of Pegler (2010) and Gobé (2009), colour can influence consumer behaviour in a many ways. For instance, colours like Red, Orange, Yellow are known to be warm colours and can make consumers feel aggressive as well as vibrant. Cool colours like White, Blue, Green, gives a gentle and calming effect to the store. (Bell and Ternus (2006). It is thus significant for retailers to understand and comprehend the history and psychology behind each and every colour (Pegler, 2010). This will help the retailers to create a pleasant and enjoyable in-store atmosphere that will arouse positive emotions within customers, hence appealing them to make a purchasing decision (Pegler, 2010).

➢ **Lighting:** Further the other variables which have a sensory impact need to be strategically used in a store to create positive image are Lightning, Music and Odour.

Lighting in a store not only enhances the environment impact but also enhances the effectiveness of displays. Lighting in a store is as important as colour as it is through the use of lighting that things become visible. According to findings of Hultén et al. (2009), appropriate lighting has the ability to create a right mood, which helps the retailers to attracts the consumer's interest. Lighting helps the apparel retailers to do variation in store atmosphere from time to time (Hultén et al., 2009). It also helps to enhance a retail store's inner and outer design to create a favourable impression of the store's atmosphere. (Gupta & Randhawa, 2008). Further as per the study by Levy et. al. (2012), lighting helps to distinguish one area from another and create mood or a feeling that can enhance store image. Thus to conclude, It is a vital element that creates an effective in-store atmosphere. It is very important for retailers to understand the importance and effectiveness of lighting (Binggeli, 2010). Thus it emerges to be a key enabling cue.

➤ **Music and Odour**: Besides, the other variables relevant are music and odour. It is pertinent to mention that music and odour are recently added factors but increasingly being used as motivating cues in the stores. In the organized retail context, these variables have been found to be mood enhancers thus contributing to the creation of an environment which is favorable to increasing the purchase intention. In a research by Levy et al., 2012, the authors have suggested that music can be used in various stores to differentiate various sections. For instance, different music can be used for women' wear and different for children's wear. Furthermore, music genres can be used to control in-store traffic and draw customer's attention. On the same lines, Ogden-Barnes & Barclay (2011) have also suggested that right type of music helps the retailers to create an environment that attracts customers of different groups. Hultén et al. (2009) also commented that if retailers can manage in-store atmosphere through music, then the chance the customer will be attracted towards the store is much higher. Rodrigues, Hultén & Brito, (2011) have found that odour affects the emotions of consumers as they relate odour to their emotional life and scent helps them to remember past memories. According to Krishna, (2010), people have capability of remembering up to 10,000 different odours and the perception of a previously experienced odour is sufficient to relate it with past memories. Furthermore, Hultén et al., (2009) suggested that odour adds to the sensory experiences and it helps to enhance store image. In this direction, Krishna,

(2010) and Ogden-Barnes & Barclay (2011) recommended that odour can also be used in strategically in a store to differentiate and position itself. Also, Levy et al. (2012) explores that consumers tend to spend less time shopping when they shop in an unscented store. Thus, the retailers should understand that odour are subconscious and customers are attracted towards pleasant in-store scent. Hence, they should use odour strategically in order to enhance in-store experience. Thus it is recommended to the store managers to use the environmental cues effectively and enhance the purchase intention of consumers.
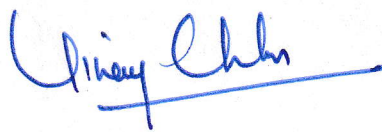
➢ **Trail Room:** Convenience facilities like the trial rooms have emerged as a key differentiator especially in an organized apparel sector. It is recommended that in the sector under study, presence of well designed and well-lit and sufficient number of trail rooms adds to the positive store image

➢ **Exterior environment:** Marjanen (1997) had found that visitors of supermarkets and department stores consider parking as one of the most important store-choice variables. Thus, It is highly recommended that the availability of parking facilities near the store with a reasonable cost would add to the better experience. In addition, Mower, Kim and Childs (2012) have exhibited that store exteriors give customers the first impression of the store and also form an important part of store atmospherics. Additionally, Store window displays are viewed as a key instrument of a retailer's communication and visual merchandising strategy (Chandran et al.,2002). According to Kim et al., 2015, the store windows are the first look that customers get before they come into a store. Thus based on the findings and literature, the retailers should try to make an eye catching display to attract the attention of consumers.
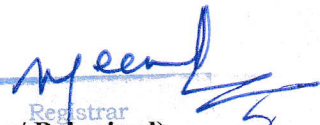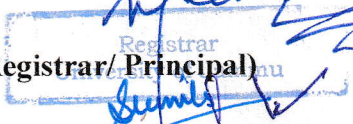
Thus to conclude, the retailers need to strategically design their Store Atmospherics as a tool to differentiate their store from competitors and gain an edge in retail market. Store Atmospherics is a significant tool for attracting customers; thus, it should be designed effectively and efficiently. Hence to conclude, Store Atmospherics in unison with all its elements has a significant role in helping the retailers to attract customers and change the visiting customers into purchasers.

16. **WHETHER ANY PHD ENROLLED/PRODUCED OUT OF THE PROJECT** – The concept of Visual Merchandising in the context of digital medium was researched for conducting a Ph. D, it has been awarded.

17. **NO. OF PUBLICATION OUT OF THE PROJECT** – Two publications in process. The detailed report of the project is ready to be published in book form. The papers have been presented in International Conferences held in IIM Indore, IIM Luckhnow.

(Principal Investigator)

(Co – Investigator)

(Registrar/ Principal)

(Seal)

UNIVERSITY GRANTS COMMISSION
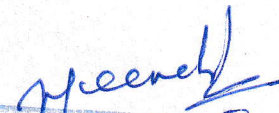
BAHADUR SHAH ZAFAR MARG

NEW DELHI – 110002

ASSESSMENT CERTIFICATE

It is certified that the proposal entitled ""**Store Atmospherics and Patronage Intentions in Indian Organised Retail**" by **Prof. Alka Sharma** , The Business School, University of Jammu has been assessed by a **2 member committee** consisting the following members for submission to the UGC, New Delhi for financial support under the scheme of Major Research Project.

Details of Expert Committee

Name of the Expert	University/ College Name	Signature
1. **Prof. A.M Shah**	Dean Academic Affairs, Islamic University of Science & Technology, Awantipora	Detailed Report Attached
2. **Prof. Shabir A Bhat**	Department of Management Studies University of Kashmir	Detailed Report Attached

The proposal is as per the guidelines.

REGISTRAR

Seal

Department of Management Studies
UNIVERSITY OF KASHMIR
HAZRATBAL SRINAGAR, KASHMIR-190006(INDIA)
Ph.0194-2420029, Fax-0194-2422554
(NAAC Accredited Grade "A")
Email: shabirb87@yahoo.com Cell No: 9419065899

Final Report Assessment / Evaluation Certificate
(Two Members Expert committee Not Belonging to the Institute of Principal Investigator)
(to be submitted with Final Report)

It is certified that the Final Report of Major Research Project entitled **"Store Atmospherics and Patronage Intentions in Indian Organised Retail"** by **Prof. Alka Sharma**, Dept. Of **The Business School** has been assessed by the committee consisting the following members for final submission of the report to the UGC, New Delhi under the scheme of Major Research Project.

Comments / Suggestions of the Expert Committee

After careful reading and studying, my overall view of the project is that it is substantial, well-articulated and presents useful findings. It is a good piece of work which reflects genuine effort of the researcher(s). It makes an important contribution to the existing literature and its findings have the potential to be used as an input in research with regard to understanding, developing and managing store atmospherics and patronage intentions in the retail sector of not only Northern India but all over the world. The approaches used to achieve the objectives in the study are well in line with the current research practices. Strong statistical analysis technique like regression analysis increases the credibility of the findings from empirical analysis of the data collected. Based on the findings of the study strategically important interventions have been put forth for managing store atmospherics to enhance patronage intentions. **Based on the observations, I am pleased to strongly recommend that the project report be accepted.**

Name and Signature of Experts with Date

Name of Expert	University/ College name	Signature with Date
1. Prof. Shabir A. Bhat	University of Kashmir	11/3/19
2.		

Final Report Assessment / Evaluation Certificate
(Two Members Expert Committee Not Belonging to the Institute of Principal Investigator)
(To be submitted with Final Report)

It is certified that the Final Report of Major Research Project entitled "Store Atmospherics and Patronage Intentions in Indian Organised Retail" by Prof. Alka Sharma Department of The Business School has been assessed by the committee consisting the following members for final submission of the report to the UGC, New Delhi under the scheme of Major Research Project.

Comments / Suggestions of the Expert Committee

1. The study investigates the role of various antecedents of store atmospherics in the retail sector in Indian setting. It bridges the research gap in the area by examining the impact of various elements of store atmospherics on store image and explores the use of store atmospherics as a strategic tool for creating differentiation / competitive advantage.

2. The objectives of the research project have been clearly defined and the study carried out in the light of the identified objectives. All the research objectives have been achieved.

3. The study is mainly based on primary data collected through a well structured questionnaire. The pattern of data analysis has been appropriate and the findings have been thoroughly discussed / interpreted. The statistical inferences and logical analysis have been used to study the indicators for understanding different elements of store atmospherics that attract customers towards a store.

4. The analysis of the results has indicated that there are various elements of store atmospherics that attract customers towards a store in retail sector. While the study has identified nine factors of store atmospherics, visual merchandising followed by periphery design and exterior environment of the store have been found as the most critical factors of store atmospherics which attracts customers. The results have confirmed the significance of store atmospheric elements for store image and customers patronage intentions.

5. Important strategies have been suggested under different elements of store atmospherics including, store layout and display, colour, lighting, music and odour, trial room, exterior environment, etc. for improving store atmospherics and store image for attracting customers. Marketers need to strategically design their store atmospherics as a tool to differentiate their store from competitors and gain competitive advantage.

6. The listing and definitions of various factors of store atmospherics has paved way for future research with a more systematic approach to handle store atmospherics in retail context.

7. The study is very comprehensive and contributes significantly to the management literature. It will help to understand important dimensions of store atmospherics and their relevance in Indian retail sector.

Name & Signature of Experts with Date

Name of Expert	**University / College name**	**Signature with Date**
1. Prof. A.M. Shah	Dean Academic Affairs Islamic University of Science & Technology, Awantipora	14/03/19

It is certified that the final report has been uploaded on UGC MRP Portal on _____.

It is also certified that final report, Executive summary of the report, Research Documents, monograph academic papers provided under Major Research Project has been posted on the website of the University / College.

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