

Wenzao Ursuline University of Languages

**Customer perception of Store Layout and Its
Effects of Purchasing Behavior at Hanshin
Arena Shopping Plaza**

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Abstract

In recent years, the numbers of department stores in Taiwan have reached a maximum level. Hanshin Arena Shopping Plaza, which was opened in 2008, has increased its sales annually even under the economic downturn as the focal point of department stores in Kaohsiung. This study explored the customer perceptions toward the store layout (including design and atmosphere), and its effect on purchasing behavior. Due to the limited research on store layout, the aim of the research was to investigate the relationship of store layout with its purchasing behavior in Hanshin Arena Shopping Plaza. The current research utilized quantitative methodology, with questionnaires on perceptions of store layout, store design, store atmosphere, and purchasing behavior. The questionnaires were distributed to 100 customers of this store. The findings indicated that customers' perceptions toward store layout, design and atmosphere were highly positive and closely correlated to customers' purchasing behavior, particularly in regard to store atmosphere. Additionally, it is found that males make unplanned purchases more often than females do. It is recommended that further studies adopt qualitative methodology with in-depth interviews to better explore purchase effects of shop planning and to investigate gender impact in impulsive shopping for optimal purchase effectiveness.

Keywords: customer perceptions, store layout, store design, store atmosphere, purchasing behavior, gender differences

摘要

近來，台灣百貨業發展已逐漸飽和，漢神巨蛋百貨自 2008 年開始營業起，即便在經濟不景氣時期，每年營收率逐漸攀升，故被稱為高雄百貨業的龍頭。因為之前研究較少著墨於商店規劃與購買行為的議題，本研究主旨為探討顧客對於漢神巨蛋百貨的商店規劃及購物行為之關係。本研究採用量性研究，問卷內容分為商店擺設感知、商店設計感知、商店氣氛感知以及購買行為。問卷發放達 100 份，研究結果顯示顧客對於商店規劃有正面評價，並進而提高其購買率，其中以商店氣氛為最；另一項結果顯示男性較女性更容易衝動購物。本研究對於日後相關研究建議為進行質化分析，並針對性別來探討最有效之購買策略。

關鍵字：顧客感知、商店擺設、商店設計、商店氣氛、購買行為、性別差異

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Chapter 1: Introduction

1-1 Background

The economic depression makes business intense. This tendency affects department store to some level. Zhuo (2013) stated that department stores are a significant sign of economic health. Therefore, department stores drive up their sales through an annual sale. In Kaohsiung, there are 11 department stores. Therefore, it is a very competitive market.

There are many ways to attract customers. In addition to service quality and sales discount, good store layout helps customers find and purchase merchandise. Store layout and design are the vital issues in the store retailing. They are the vital ingredients of store planning (Levy & Weitz, 2004). In impulse or unplanned purchases, attractive layouts and well-organized stores have important role. These elements greatly influence consumer perceptions of the retail shop (Dhotre, 2010, p. 126).

Although facing the current economic downturn, Hanshin Arena Shopping Plaza (it will be abbreviated in the current study as Hanshin) is not much affected. According to the statistics (Lin, 2012) produced by Hanshin in 2012, their revenue is 2.94 billion TWD which is higher than all department stores in Kaohsiung. What is more, Hanshin will be the new center of department store in Kaohsiung.

Based on this statistic, there are probably some strategies within their layout which lead customers to make unplanned purchases. However, little research has been conducted on the store layout and the incidence and effects of impulse purchasing. Therefore, this exploratory research hopes to investigate customers' perceptions of the store layout, design and atmosphere and its impact on purchasing behavior in Hanshin.

1-2 Research purpose

The purpose of this research is to find out how Hanshin's customers perceive the store in regard to store layout, store design, and store atmosphere; and how these perceptions affect their purchasing behavior. Firstly, the aim is to find out customers' perception of store layout in Hanshin; store design and atmosphere will be included. Secondly, the focus is to find out the effects that store layout causes on customers' purchasing behavior.

1-3 Research questions

- 1 What is the perception of the store layout among customers in Hanshin?
- 2 How do customer's perceptions affect purchasing behavior among customers in Hanshin?

1-4 Researcher's qualifications

As a member of Hanshin, the researcher goes there very often. It is also the nearest department store to her school. Some of her friends are also members of this department store. What is more, the researcher

likes Hanshin's store layout. That is why the researcher is curious about others' perceptions about this store and their consequent purchasing behavior.

1-5 Significance

This study should contribute to the development of Hanshin by responding to the insights of customers' regarding their shopping experiences. The study is also intended to assess the consumer purchasing behavior in relation to store layout, design and atmosphere. The real value of this study is to provide suggestions for managers in Hanshin, to create a yet more favorable shopping environment.

Chapter 2: Literature Review

In this chapter, there will be five categories. These are:

- i. Customer perceptions of store layout
- ii. Customer perceptions of design
- iii. Customer perceptions of atmosphere
- iv. Customers' purchasing behavior
- v. Gender differences in purchasing behavior

These five factors will be covered in turn in what follows.

2-1 Store layout

Department stores use a lot of strategies to attract customers to enter their store and shop. When customers enter, store layout serves different functions. Every store has a layout that decides the arrangement of the merchandise offered by that store and the floor space allocated (Dhotre, 2010, p. 135). It acts as an effective tool in attracting customers toward the store. It guides the customers into the store where they want to shop. It also affects customers' buying behavior. The retailer must consider the consumers' shopping trips as a whole in order to influence the customer's decision-making, by using the displays and layout (Bhatia, 2008, p. 204). In this case, store layout is an important and essential factor to guide customers, and to build their interest to buy the products in the store. It also helps customers reach the products they want in a short time.

2-1-1 Types of store layout

Store layout can be designed in different way which can serve different functions. Marianne (2007) found that 51% of people consider store layout to have a great deal of influence over their purchase decisions. According to Levy and Weitz (2012), there are 3 distinct store layouts: grid, race track and free form.

- (a) Grid(Fig.1): The grid layout structure consists of parallel aisles with merchandise on both sides. Its advantage is ease of access. Its check-outs are located at the combined entrance and exit points. It is cost efficient due to its minimum wastage of space (Levy & Weitz, 2012). The grid layout is the most popular layout used in supermarkets and discount stores, especially in stores that adopt self-service. One further area of display is along the walls of the store, where other merchandise is displayed in an equivalent way (Pradhan, 2000, p. 351). This layout allows consumers to move without restraint within the area, and uses space effectively.
- (b) Race track layout (Fig.2): The race track layout has a major aisle that loops around the store directing people to different departments. Its check-outs are located in every department of the store. It encourages customers to see merchandise available in multiple departments, leading them to unplanned purchases (Levy & Weitz, 2012). The race track design encourages impulse purchasing since, as the customers go around the racetrack, their eyes are focused to take

different viewing angles (Tiwari, 2009, p. 192).

- (c) Free form layout (Fig.3) : Levy and Weitz (2012) described the free form layout as one with its fixtures and aisles in an asymmetric pattern. This provides a relaxing environment for browsing. Therefore personal selling and buying becomes important, such as in most high end clothes shops. Tiwari (2009) stated that this layout provides a relaxed environment which makes customers feel that they are at someone's home rather than in a store. What is more, some additional space is devoted to creating a spacious environment for the customers.

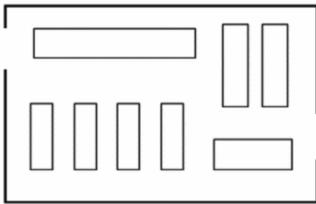


Fig.1. Grid store layout

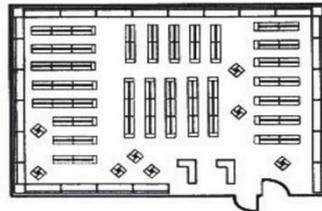


Fig.2. Race track layout

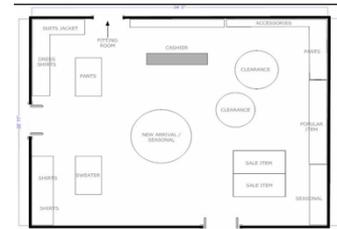


Fig.3. Free form layout

Source: Levy and Weitz (2012, pp.468-469)

From the present author's observation, the layout in Hanshin (Fig.4) is race track layout. According to Levy and Weitz (2012), this layout makes customers view at different angles in order to raise customers' unplanned purchasing. In this research, the author will thus focus on whether or not the race track layout in Hanshin influences their unplanned purchasing.



Fig. 4.

2-1-2 Escalators and elevators

The escalator and elevator arrangements affect the store traffic. When customers are moving up and down in a department store, escalators and elevators play an important role. Escalators and moving walks as well as elevators ensure a smooth traffic flow and convey people (Nikos, 2012). Thus, an organized escalator and elevator will affect the customers' shopping experience. There are three elevators and two escalators in Hanshin. Furthermore there are two types of escalators. One is continuous arrangement with one way traffic. The other is criss-cross with two way traffic. Both of these are continuous arrangement. The criss-cross is rapid, pleasant and very economical of space because the stairs nest into each other (Grondzik, Kwok, Stein & Reynolds, 2009).

2-1-3 Aisles

Aisles are also a factor influencing customers' purchasing behavior. When it comes to traffic flow, nothing has greater influence than the design of a store. Wide aisles encourage customers to "power walk" to the merchandise they have come to the store to buy. The best strategy is to establish aisles that are narrow enough to oblige customers to slow down, but wide enough that customers are able to notice the products displayed. (Traffic Flow: Make it Work to Maximize Sales, 2008). In another perspective, Levav and Zhu (2008) stated that narrow aisles negatively influence consumers as they experience confinement and spatial density. Therefore, provision of a suitable aisle width is a way to keep customers in a healthy flow. It should

be wide enough to make customers notice the products, but it cannot be too narrow, which make customers feel spatial density.

2-2 Store design

Design factors can create attraction and uniqueness to appeal to customers. Tiwari (2009) asserted that design should encourage customers to spend more time shopping: the longer the period that customers stay in a store, the more purchases they are likely to make. Store design contains several elements. The term refers to aspects that include visual merchandising, window displays and interior design as well as fixtures and fittings (Morgan, 2008, p. 30). All of these factors, if well chosen, can make shoppers stay longer in a shopping area. Thus, a good store design makes customers willing to shop longer and browse around.

2-2-1 Visual merchandising

Visual merchandising is a unique tool for promoting products. It is a way to make the products visible. Salesworthy products should be displayed at the prominent location, arranged in the most attractive manner to attract the eyeballs of the buyers as well as in passive views (Dhotre, 2010, p. 141). Therefore, the function of essential visual merchandising is to enable customers to directly browse over the items they want without much time searching.

2-2-2 Windows

Although window displays are external to the store, they are an important factor in the store layout. Window displays are used to communicate to the consumers what the retailer stands for as well as the image of the retailer; they make consumers aware of the type of merchandise being sold and therefore create interest on the part of the consumer (Mathew, 2008, p. 45). Additionally, window displays help in drawing customer into the store, provided they are properly used. The temptation for customers to enter a department store will depend on how the window display impresses them (Tiwari, 2010, p. 193). In Hanshin, there are exterior and interior window displays. Interior window display is on the walls close to the escalator. Therefore, customers can notice these window displays when riding the escalator.

2-2-3 Entrances

All entrances to a business should invite customers in. Noad and Rogers (2008) stressed that efficient and well planned store entrances can generate positive customer behavior toward the store, and that this can linked to increase levels of browsing and the time spend in store. In addition, Dhotre (2010, p. 133) stated the following;

The entrance doors can be revolving, regular, push-pull, etc. The purpose is to facilitate customers' movement, to let customers see inside the store in order to attract the customers' attention. Flashy, colorful lighting on the main entrance can be used to attract and impress the customers.

The entrance to Hanshin features two types of doors, which are automatic and push-pull. According to the functions of entrance described above, it should create a feeling to welcome the customers.

2-2-4 Signs

When customers are entering a department store, signing plays an important function. If there are no signs or ineffective signing, customers will lose direction easily. Therefore signs are an effective way to communicate with customers. Signs should be large enough for passers-by to read. There should be coordination between signs and graphics with the store images (Tiwari, 2009, p. 195). Efficient signs will guide the customers toward the specific destination in the store which interests them.

2-3 Store atmosphere

Complementing store design, the main purpose of store atmosphere is in making the customers feel comfortable while shopping. Atmospherics (also called attention-grabbing devices) refers to the design of the in-store environment through communicating with the consumers by means of senses such as lighting, color, music and scent (Pegler, 2010, p. 181). Consumers' perceptions of a store atmosphere can ultimately lead to positive buying behavior (Evans, Jamal & Foxal, 2009, p. 67). The four elements discussed below arouse customers' perceptual and emotional responses and affect their purchase behavior. They are:

2-3-1 Four senses

Lighting—Lighting has the potential to affect sales. When used to highlight merchandise or simply to flood the store with enough light, it can positively influence customer-shopping behavior. The right lighting in the dressing rooms displays the products to their best (Hultén, Broweus & Dijk, 2008). In addition, Tiwari (2009) suggested that appropriate lighting will positively influence customer shopping behavior; for a good lighting system helps create a sense of excitement in the store.

Color—Warm colors, such as red, should be used near the entrance to draw people's attention, with cooler colors inside the store because they make people stay longer and encourage impulse purchasing (Markkanen, 2008, p. 112). Other researchers have asserted that, of all the atmospheric cues, color is the strong motivator for shopping (Mills, Paul & Moormann, 1995). In Park and Farr's research (2007) it is revealed that the colour quality of lighting in a retail store environment such as colour temperature and colour appearance affects customers' behavioral intention to approach and browse.

Music—Music, just as color and lighting, has an effect on a retailer's image. Music is also used to influence a consumer's behavior. Music can direct the pace of the store "traffic" and it can entice or direct consumer's attention (Levi & Weitz, 2009, pp. 530-532). Music in stores is a common characteristic. Playing slow music in a store will most likely have the effect of encouraging consumers to spend more time in the store, be more relaxed and then most likely spend more money than if the music playing was up-tempo (Peter & Olson, 2005, p. 495).

Scent—Many buying decisions are based on emotions. Fragrance has a deep impact on our emotions. It influences feelings of happiness, hunger, disgust and nostalgia (Tiwari, 2009, p. 196).

These four factors are important influences in a department store because the customers may be unconsciously affected by them to buy products. Thus, the aim of retailers is to use lighting, color, music

and scent to stimulate customers' perceptual and emotional responses.

2-3-2 Store ventilation system

The ventilation system of a building is the indoor environment. It thus also influences customer purchasing. The ventilation of a building significantly depends on the criteria used for the indoor environment, which also affects the health, productivity and comfort of the retail consumers (Olesen, Seppanen & Boerstra, 2006, p. 445). Consequently an appropriate temperature in the shopping environment is a fundamental concern for customers – and so for store operators.

2-4 Purchasing behavior

Impulse purchasing occurs when customers suddenly experience a powerful urge to buy. Most importantly, store environment plays a key role in this. Mattila and Wirtz (2008) found that store environmental stimuli positively affect impulse buying behavior especially when the store environment is perceived as highly-stimulating (creating excitement as well as stimulation). In addition, impulse purchase behavior results in an immediate purchase with no prior intention. Department stores manipulate customers' moods to influence their buying decisions. Mattila and Wirtz (2008) also asserted that a high level of excitement in a store enhances the loss of self-control; and high arousal reduces people's ability to think through the implications of their actions. Customers then decide subconsciously to buy the products. According to Silvera, Lavack and Kropp (2008, p. 23) impulse buying is often accompanied by strong affective reactions such as a powerful urge to buy, or a feeling of pleasure and excitement.

2-5 Gender differences in purchasing behavior

Male and female customers have different shopping behaviors. According to Underhill (2000), the common opinion is that men do not like shopping, and are not active in this field; and that it is hard to persuade them to be patient companions for women during time spent shopping. Women have a greater affinity for shopping; they like walking slowly through stores, examining the shelves and hangers, comparing prices, products and values, interacting with staff and other buyers, asking questions, trying clothes and finally purchasing. Furthermore, men generally tend not to enjoy shopping as much as women do, giving room to the speculation about their using or not using the browsing method when making purchases. This could result in reducing the chances of making impulsive purchase decision (Mburu, 2010). These two statements combined suggest that women are more likely to make purchase when shopping. However, Bakewell and Mitchell (2006) indicated that men had a highly independent, confident, risk-taking attitude in spending. They seem to make quick and almost careless decisions when purchasing clothes, and are less influenced by opinions from friends or companions. The latter point reveals that males also make unplanned purchases. Therefore, all of these perspectives will be examined and discussed in the present study.

To sum up, the researcher decided to investigate customer perceptions toward the store layout, design and atmosphere. In the store layout, escalator and aisles will be included. For the store design, the effects of visual merchandising, windows, entrance, and signs will be examined. What is more, the store atmosphere which consists of lighting, color, music and scent, will be taken into account. All of these factors will be the subject of questions in the questionnaire. Later the purchasing behavior will be also studied. Using this data, the researcher would like to be able to investigate the relationship between customer perceptions of store layout and their purchasing behavior. Additionally gender differences in purchasing behavior will also feature in the analysis of the question section. This will help the researcher to answer the research questions.

Chapter 3: Research Methodology

3-1 Methodology

This study used a quantitative methodological approach to investigate customer perceptions of store layout, design and atmosphere, and how these affect their purchasing behavior. It was decided that the most appropriate method for determining customer perceptions and purchasing behavior was through quantitative research. The research method and the design of the questionnaire are presented within this chapter. Finally, the outcome of the study is presented, following by analyses.

3-2 Methods

This research utilized quantitative methodology to gain insights into the customer perceptions of store layout, design, atmosphere and purchasing behavior. The study was quantitative in nature, as it was researched involving the use of structured questions in which the response options have been predetermined and a large number of respondents were involved (Burns & Bush, 2002, p. 204). The design of the questionnaire was based on the models of Tlapana (2009), Aspors (2010) and Kruszka (2012). The questionnaire included five sessions which were

- i. The customers' perception for Hanshin's store layout.
- ii. The customer's perception for store design.
- iii. The customers' perception for store atmosphere
- iv. Customers' purchasing behavior
- v. Customers' personal information.

3-3 Instrument

The Likert Scale was used in the first to fourth parts of the questionnaire. The customers were asked for their perceptions of the store layout, design, atmosphere and purchasing behavior. Respondents were given several statements and told to indicate the extent to which they agreed with each. The researcher chose a 6-point rating scale, to avoid neutral responses. Six response options were thus provided: "Strongly agree," "agree," "tend to agree," "tend to disagree," "disagree," and "strongly disagree." In the fifth part of the questionnaire the customers were asked several questions, and for each question they customers checked the appropriate response option.

3-4 Research participants

In the 100 collected samples, there were 98 valid samples and 2 invalid samples. The participants in this research were all customers of Hanshin. Participants included 30 males and 68 females, 45 of whom are less than 25 and 53 of whom are more than 25 years old. In this group, 56 have monthly purchasing income of about NT \$5000, 25 of them have a monthly income between \$5000 to NT \$10000, 14 of them have a monthly income between NT \$10001 to NT \$30000, and the remaining 3 of them have a monthly income

more than NT \$30000. The base purchasing amount for 50 of them is less than NT \$1000, 33 of them have base purchasing amount between NT \$1001 to NT \$3000, and 15 of them have base purchasing amount more than \$3000. Frequency of visits varied from 5 who go to Hanshin once a week, 16 who go to there once every two weeks. And 77 who go to there once a month or less.

3-5 Research procedure

The researcher planned to conduct the survey in the beginning of January in 2014. The researcher wished to distribute the questionnaire to customers within Hanshin. The questionnaires were distributed from January 1st to January 31st in 2014. However, a pilot study was conducted at the end of December in 2013, to inform the modification of questionnaire and hence enhance the accuracy of questionnaire. The researcher invited 3 customers who have shopped in Hanshin to fill in the draft questionnaire and also provide suggestions about refinement of the wording. As a result, 3 minor changes were made in the final version. The response time on average was about 3 minutes for each person.

3-6 Possible challenge

In this research, the challenge that researcher would anticipated facing was that customers may reject the researcher's invitation to answer the questionnaire. Besides, some participants may not understand the meaning of the questions. Therefore, the researcher would try her best to ask more customers and explain for them if they have any questions.

Chapter 4: Findings

In this chapter, data gathered from the survey was analyzed using the Statistical Package for the Social Sciences (SPSS) program. There will be five sessions. These are:

- i. Customer perception
- ii. Customer purchasing behavior
- iii. Correlation between customers' perceptions and purchasing behavior
- iv. Gender differences in purchasing behavior
- v. Summary of findings

4-1 Customer perception

In this section, Tables 1 and 2 present customer perceptions toward the store layout, design, atmosphere and purchasing behavior.

4-1-1 Customer perceptions toward the store layout

Table 1 presents the results of customers' responses to the questions they were asked regarding their perceptions of store layout, design and atmosphere in Hanshin. This section presents the results according to the 1-6 Likert Scale described in 3-3; the respondents were asked to take position whether or not they agreed with the statements.

Table 1 Descriptive Statistics of customer perception

Items	Mean	Standard Deviation
Store Layout		
1. The store layout in Hanshin Arena Shopping Plaza is well structured.	4.94	.66
3. The aisles in Hanshin Arena Shopping Plaza are sufficiently wide.	4.94	.98
2. The layout in Hanshin Arena Shopping Plaza attracts attention to the products.	4.76	.84
5. The arrangement of elevators and escalators makes my shopping effectively in Hanshin Arena Shopping Plaza.	4.61	1.10
4. I can easily find the stand I want in Hanshin Arena Shopping Plaza.	4.30	1.05
Average	4.71	0.93
Store Design		
7. The exterior design of Hanshin Arena Shopping Plaza is very eye-catching.	4.86	.85
8. The visual merchandise in Hanshin Arena Shopping Plaza attracts my attention easily.	4.78	.81
10. The exterior window display of Hanshin Arena Shopping Plaza is appealing.	4.66	.97
11. The interior window display of Hanshin Arena Shopping Plaza is attractive.	4.65	.85
9. The entrance in Hanshin Arena Shopping Plaza is welcoming.	4.56	1.02
12. The signs in Hanshin Arena Shopping Plaza clearly guide me to specific destination.	4.51	1.13
Average	4.67	0.94

Store Atmosphere

14. The in-store lighting in Hanshin Arena Shopping Plaza is appropriate.	5.07	.69
15. The interior color of Hanshin Arena Shopping Plaza is very warm.	4.88	.74
18. The ventilation system in Hanshin Arena Shopping Plaza creates a comfortable environment.	4.87	.83
17. I delight in the scents in Hanshin Arena Shopping Plaza.	4.65	.86
16. The music in Hanshin Arena Shopping Plaza makes me feel relaxed.	4.31	1.07
Average	4.76	0.84

The customer perceptions of store layout, design and atmosphere are moderately high, but with some scope for enhancement. The findings in Table 1 show that, in the category of store layout, the participants were very satisfied with the well-structured layout (M=4.94, SD=0.66) and the width of the aisles (M=4.94, SD=0.98) above all. But the question regarding whether or not customers can easily find the stand they want received the lowest score (M=4.30, SD=1.05). In the section covering store design, the statements that were considered most satisfactory were the eye-catching exterior design (M=4.86, SD=0.85) and the visual merchandise in store attracting customers' attention (M=4.78, SD=0.81). On the other hand, the statement about signs to guide customers clearly attracted the lowest score. And in the last category, while store atmosphere, appropriate in-store lighting (M=5.07, SD=0.69) and warm interior color (M=4.88, SD=0.74) rated higher scores, music in store was the least satisfactory item (M=4.31, SD=1.07).

Of all of the categories, appropriate in-store lighting of store atmosphere received very substantial endorsement. With this high rating, it is expected that appropriate light will positively influence shoppers' purchasing behavior. The statements regarding wide aisle and well-structured layout were rated moderately high. It implies the layout is well structured and that the products can easily be seen. Also the wide aisles create adequate space for customers to feel relaxed while shopping. Only slightly positive was interior color in the store atmosphere section. Otherwise the average of the customers' perceptions for store atmosphere was the most positive category. Therefore, the fact is that customers were most satisfied with the atmosphere in Hanshin. On the other hand, based on these results, the layout arrangement, the signs to the stands and the music earned lower ranking positions. This means that customers cannot get correct directions when shopping, which may easily make them feel lost. They were not content with the music there, the reason may simply because shoppers didn't notice the music or else the tempo of the music playing was not their favorite. This factor will benefit from further study.

4-1-2 Customer perceptions of their purchasing behavior

Table 2 presents the customers' perceptions of their buying behavior in regard to the store layout, design and atmosphere in Hanshin. This section presents the results of responses on the same 1-6 Likert Scale, showing the responses regarding perceptions of the purchasing behavior.

Table 2 Customers' perception of their purchasing behavior

Items	Mean	Standard Deviation
6. I tend to buy impulsively because of the overall store layout in Hanshin Arena Shopping Plaza.	4.28	1.17
13. Overall, the store design in Hanshin Arena Shopping Plaza prompts me to impulsively purchase.	4.50	1.08
19. Overall, the store atmosphere in Hanshin Arena Shopping Plaza tempts me to buy impulsively.	4.44	1.07
Average	4.41	1.11

There was considerable agreement that layout, design and atmosphere of store make customers tend to buy things in Hanshin. In Table 1, it can be seen that the mean value shows that the majority of people were satisfied with the atmosphere of the store. However, Table 2 reveals that the factor which most makes them tend to buy impulsively is the store design (M=4.5, SD=1.08). Therefore, it is probable store design plays the most important overall role in prompting customers to buy in this perception of purchasing behavior.

4-2 Customer purchasing behavior

Table 3 presents the customers' responses to questions about purchasing behavior in Hanshin. This section presents the result according to the chosen 1-6 Likert Scale, showing the responses regarding the customers' purchasing behavior.

Table3 Descriptive Statistics of customer purchasing behavior

Items	Mean	Standard Deviation
21. I regard shopping in Hanshin Arena Shopping Plaza as an enjoyment.	4.49	1.12
20. I like shopping in Hanshin Arena Shopping Plaza.	4.22	1.06
24. I always spend more than I expected in Hanshin Arena Shopping Plaza.	3.62	1.43
22. I buy the products I like in Hanshin Arena Shopping Plaza without thinking.	3.45	1.43
23. I often make unplanned purchases in Hanshin Arena Shopping Plaza.	3.43	1.49
Average	3.84	1.31

The overall agreement rate for aspects of purchasing behavior is moderately low. From Table 3, the statement ranking the highest score is regarding shopping as an enjoyment (M=4.49, SD=1.12). The second highest agreement is the somewhat similar statement "I like shopping in Hanshin." The performance analysis reported earlier showed that the customers' perception for the store layout, design and atmosphere is moderately high. Besides, customers like shopping and consider shopping there as an enjoyment, as the table records. However, the mean scores indicate that there were only small amount of customers who carried out unplanned purchasing (M=3.43, SD=1.49). In summary, the factors making customers satisfied and triggering them to buy are not directly related to their buying behavior. It is simply possible that they do not do engage in unplanned purchasing. They may buy things they have planned to purchase, or they may make unplanned purchases without noticing that they have done so.

4-3 Correlation between customers' perceptions and purchasing behavior

In this section, Tables 4, 5 and 6 separately present the correlations between purchasing behavior and customers' perceptions of store layout, design and atmosphere.

4-3-1 Correlation between perceptions toward the store layout and purchasing behavior

Table 4 presents the correlation between customers' perceptions toward the store layout and their purchasing behavior. This section presents the result according to the 1-6 Likert Scale. Items 1 to 5 relate to perceptions toward the store layout. Items 6 and 23 relate to purchasing behavior.

Table 4 Store layout and purchasing behavior

		6. I tend to buy impulsively because of the store layout.	23. I often make unplanned purchasing.
1. The store layout is well structured.	Pearson Correlation	.549(**)	.334(**)
	Sig. (2-tailed)	.000	.001
	N	98	98
2. The layout attracts attention to the products.	Pearson Correlation	.651(**)	.350(**)
	Sig. (2-tailed)	.000	.000
	N	98	98
3. The aisles are sufficiently wide.	Pearson Correlation	.492(**)	.223(*)
	Sig. (2-tailed)	.000	.027
	N	98	98
4. I can find the stand I want easily.	Pearson Correlation	.499(**)	.375(**)
	Sig. (2-tailed)	.000	.000
	N	98	98
5. The arrangement of escalator and elevator make shopping effectively.	Pearson Correlation	.567(**)	.298(**)
	Sig. (2-tailed)	.000	.003
	N	98	98

The results of items toward the store layout and “tend to buy impulsively” are moderately correlated. Table 4 shows a statistically significant correlation of store layout attracting attention to the products with generating shopping desire, which is $r = .651$, $p = < .001$. This implies that the store layout attracts customers to see products directly while viewing around the store, which triggers customers' interest to buy.

The correlation between the store layout and unplanned purchasing is also modest. The strongest correlation with statistical significance is “I can find the store I want easily” ($r = .375$, $p = < .001$). This reveals that the customers who can find the store they want easily will mostly also make unplanned purchases.

However, although Table 1 shows that the width of the aisles is the second highest customer satisfying factor of the store layout, yet Table 4 reveals that aisle widths are not the crucial element to lure customers buy ($r = .492$, $p = < .001$) and make unplanned purchases ($r = .223$, $p = < .05$).

4-3-2 Correlation between perceptions toward the store design and purchasing behavior

Table 5 presents the correlation between customers' perceptions toward the store design and their purchasing behavior. Items 7 to item 12 relate to perceptions of the store design. Items 13 and 23 relate to purchasing behavior.

Table 5 Store design and purchasing behavior

		13. Store design prompts me to impulsively purchase.	23. I often make unplanned purchasing.
7. The exterior design is very eye-catching	Pearson Correlation	.507(**)	.245(*)
	Sig. (2-tailed)	.000	.015
	N	98	98
8. The visual merchandise attracts my attention easily.	Pearson Correlation	.475(**)	.296(**)
	Sig. (2-tailed)	.000	.003
	N	98	98
9. The entrance is very welcoming.	Pearson Correlation	.664(**)	.304(**)
	Sig. (2-tailed)	.000	.002
	N	98	98
10. The exterior window display is appealing.	Pearson Correlation	.585(**)	.286(**)
	Sig. (2-tailed)	.000	.004
	N	98	98
11. The interior window display is attractive.	Pearson Correlation	.596(**)	.413(**)
	Sig. (2-tailed)	.000	.000
	N	98	98
12. The sign clearly guides me to specific destination.	Pearson Correlation	.456(**)	.255(*)
	Sig. (2-tailed)	.000	.011
	N	98	98

The relationship between store design and 'prompts to buy' with purchasing behavior are moderately correlated. The strongest correlation with statistically significance is the item regarding view that the entrance is very welcoming ($r = .664$, $p < .001$). This implies that a welcoming entrance has a stronger influence on customers among the other items in store design with customers being prompted to buy. Conversely, the weak finding regarding whether signs guide them clearly, which also ranked the third last item at Table1, can hardly attracts customers to impulsive buying ($r = .456$, $p < .001$). This leads to the conclusion that present signing is not a positive factor influencing purchasing behavior.

The correlation between store design and unplanned purchases lies between moderately correlated and modestly correlated. The stronger correlation with statistically significance is the interior window being appealing ($r = .413$, $p < .001$). However Table 1 shows the exterior design is the aspect with which most people were content with; yet this table reveals the opposite. It is the weakest correlation with the unplanned purchasing. It means customers agree the exterior design is very eye-catching and allures shoppers in. But impulsive buying is another conflicting factor.

4-3-3 Correlation between perceptions toward the store atmosphere and purchasing behavior

Table 6 presents the correlation between customers' perceptions toward the store atmosphere and their purchasing behavior. Items 14 to 18 relate to perceptions toward the store atmosphere; items 19 and 23 relate to purchasing behavior.

Table 6 Correlation between store atmosphere and purchasing behavior

		19. Store atmosphere tempts me to buy impulsively.	23. I often make unplanned purchasing.
14. In store lighting is appropriate.	Pearson Correlation	<i>.320(**)</i>	<i>.130</i>
	Sig. (2-tailed)	<i>.001</i>	<i>.201</i>
	N	<i>98</i>	<i>98</i>
15. The interior color is very warm.	Pearson Correlation	<i>.635(**)</i>	<i>.435(**)</i>
	Sig. (2-tailed)	<i>.000</i>	<i>.000</i>
	N	<i>98</i>	<i>98</i>
16. The music is relaxing.	Pearson Correlation	<i>.487(**)</i>	<i>.553(**)</i>
	Sig. (2-tailed)	<i>.000</i>	<i>.000</i>
	N	<i>98</i>	<i>98</i>
17. I delight in the scents.	Pearson Correlation	<i>.515(**)</i>	<i>.487(**)</i>
	Sig. (2-tailed)	<i>.000</i>	<i>.000</i>
	N	<i>98</i>	<i>98</i>
18. The ventilation system is comfortable.	Pearson Correlation	<i>.589(**)</i>	<i>.421(**)</i>
	Sig. (2-tailed)	<i>.000</i>	<i>.000</i>
	N	<i>98</i>	<i>98</i>

The items regarding the store atmosphere and being tempted to buy are moderately correlated. Table 6 shows that the stronger correlation between color and temptation to buy are statistically significant ($r = .635$, $p = < .001$). It implies that when the color is warm attracts customers to enter and affects their buying behavior.

The items regarding the store atmosphere and unplanned purchases are between moderately correlated and modestly correlated. But the trend is close to being moderately correlated. The stronger correlation with statistical significance is that the music is relaxing ($r = .553$, $p = < .001$). Music in Table 1 is the least positive atmospheric factor chosen by people as influencing them to make unplanned purchases. This finding explained how those shoppers who considered the music positively are more likely to be making impulsively purchases. However from Table 1, in store lighting is the factor with which the majority customers were satisfied. Yet Table 6 states that in store lighting has the weakest and non-significant relationship with purchasing behavior, both in tempting to buy and in impulse buying.

In general, the stronger factors to generate interest in buying are the entrance, the layout attracting customers to particular products, and the warm color. The critical constructs inducing customers to buy things unplanned are thus relaxing music ($r = .553$, $p = < .001$), the comfortable scent ($r = .487$, $p = < .001$) and warm interior color ($r = .435$, $p = < .001$). These results show that store atmosphere has the most crucial

role is influencing impulse purchasing behavior.

4-4 Gender differences in purchasing behavior

Table 7 has been assembled to compare purchasing behaviors between two groups: male and female.

Table 7 Gender difference of purchasing behavior

Items	Gender	Mean	Standard deviation	Sig.
20. I like shopping in Hanshin Arena Shopping Plaza .	Male	4.30	1.24	.129
	Female	4.19	.98	
21. I regard shopping in Hanshin Arena Shopping Plaza as an entertainment and enjoyment.	Male	4.30	1.39	.044
	Female	4.57	.97	
22. I buy the products I like in Hanshin Arena Shopping Plaza without thinking.	Male	3.47	1.57	.313
	Female	3.44	1.38	
23. I often make unplanned purchases in Hanshin Arena Shopping Plaza .	Male	3.60	1.77	.032
	Female	3.35	1.35	
24. I always spend more than I expected in Hanshin Arena Shopping Plaza .	Male	3.70	1.64	.111
	Female	3.59	1.33	

The result of Table 7 shows the highest mean score (M=4.57) for the finding that females consider shopping in the Arena as an enjoyment. But when it comes to purchasing, males are more likely to impulse buy. Male customers like to buy things without having thought about it beforehand; this factor has the higher mean score and stronger significance than females. Male customers had higher mean score in the statement “ I always make unplanned purchase (M=3.60).” What’s more, differently from women, male customers spent more than they expected (M=3.7). This table implies that females like shopping experience, but they do not make unplanned purchases often. On the other hand, men engage in impulse purchasing without thinking while they are shopping. Therefore, in the future, one way for the store to enhance males’ buying behavior would be to keep in mind the roles their senses play when forming relevant perceptions. By obtaining a deeper understanding to how perceptions are formed and the reasons behind them, it should be easier to influence them.

4-5 Summary of findings

In conclusion, the majority of customers were most satisfied by the atmosphere construct. Store atmosphere is also the factor most impacting customers to buy on impulse. This confirms that the atmosphere in Hanshin really raises the customers’ interest of buying behavior. However music in store should be improved, since it can also be an important stimulus to affect customers’ impulsive purchasing. Finally, males in comparison to females like to engage in impulse buying.

Further consideration of these findings will be discussed in chapter 5.

Chapter 5: Discussion

The previous chapter focused on the research methods, the structure of the questionnaire and the analysis and the outcomes of the questionnaire. In this part, the outcome from the discussion for the case company will be given, suggestions for specific improvements as well as general conclusions. This discussion therefore consists of four parts: (1) Customer perceptions of the store layout, design and atmosphere. (2) Customer perceptions regarding purchasing behavior. (3) Gender difference in purchasing behavior. Finally, (4) suggestions will be given.

5-1 Customer perceptions of the store layout, design and atmosphere

Similar to Hultén et al. (2008), the right lighting in the dressing room ensures the products are displayed to their best advantage. It was found in the current study that the highest level of satisfaction according to customers' perceptions is appropriate lighting. This implies that customers perceive that it is appropriate lighting that makes the products displayed to their best. It shows that lighting contributes effectively to the store atmosphere in Hanshin by highlighting the merchandise or simply flooding the store with enough light. The second highest perception statement commends the width of aisles to make shopping happen smoothly, echoing Levav and Zhu (2008) who found that wide aisles are a way to keep customers in a healthy flow. They can have enough space instead of feeling crowded. The third highest item is the warm color which is expected to draw customers' attention according to Markkanen (2008)'s statement.

At variance with Levi and Weitz's (2009) statement that music can direct the pace of the store "traffic" and can entice or direct consumer's attention, music in Hanshin cannot presently be increasing the attention since the result showed customers are not satisfied the in-store music. Also, in-store music may not allure for customers to browse? After author's observation, the music in some areas of Hanshin is too low to perceive. And some stands play their own music which over-rides the background music of the shopping plaza. Second finding is contrary to Tiwari's (2009) advice that signs are an effective way to communicate with customers. The statements "I can find the store I want easily" and "signs guides them" are the lowest items of customers' perception The returns indicate that the signing in Hanshin is not arranged sufficiently well, and may confuse or fail to assist customers. Perhaps they are not big enough for customers to read when passing by? But all in all, the design factor which the shoppers like most is the atmospherics construct.

5-2 Customers' purchasing behavior

In accord with the finding by Noad and Roger (2008), that efficient and well planned store entrances can generate positive consumer behavior toward the store. In the section dealing with customers' perception and their reactions to 'tempt to buy' influences, the present study shows the strongest correlation with trigger to buy behavior is the entrance construct. The entrance of Hanshin really triggers customers' interest in buying there. Besides, in accordance with Levy and Weitz's statement (2012), the race track layout encourages customers to look at merchandise and leads to unplanned purchases. According to this finding,

the race-track layout of Hanshin successfully attracts attention to the products. Also, similar to Mills et al. (1995), color is a strong motivator for shopping. The result of the present study showing correlation between the color and the motivation participants to buy is strong. Hence, the color appearance within Hanshin stimulates customers to actively browse and purchase intently.

Similar to Levi and Weitz (2009), the music which is also used to influence a consumer's behavior, successfully leads the customers buy things unplanned. In the study of customer perception and impulsive buying, the data here shows that music has a close and in this case not an entirely positive relationship with unplanned purchases. This finding was consistent with Peter and Olson (2005), who suggested that relaxing music makes customers spend more time in the store and is likely to encourage customers spend more money if the music playing up-tempo. In the present study, the level of agreement on music construct was slightly low. However it was a vital factor in influencing unplanned purchasing. The reason to explain this may be shoppers who could feel the music were most likely purchase impulsively ; For those who didn't perceive the music may consider it as an increase of shopping experience. As the research mentioned in 5-1, music in some areas of this shopping mall was hard to discern. And some stands play their own music which creates an environment to stimulate customers to spend money. As a result, the background music of Hanshin should be reviewed with intent to enhance.

But at apparent variance with the findings of Hultén et al. (2008), where light was used to highlight merchandise or simply to flood the store with enough light, and thus positively influencing customer shopping behavior, the results of the present study indicated that store lighting ranked as being in the weakest relationship with the prompt buying behavior and impulsive purchasing behavior – which suggests either that lighting merits attention or that it is so satisfactory that customers do not notice it.

5-3 Gender differences in purchasing behavior

Similar to Mburu (2010), men generally tend not to enjoy shopping as much as women do. The result of 4-4 reveals that women customers considered shopping as an enjoyment, but that men do not feel this way. Underhill (2000), stated it as the common opinion is that men do not like shopping, and are not active in this field; for women have greater affinity for shopping. Nevertheless the finding in the present study reveals that males make unplanned purchases in Hanshin more often than women. This behavior was however compatible with the findings of Bakewell and Mitchell (2006), namely that men had a high independent, confident, risk-taking approach to spending. They seem to make quick decisions on purchasing clothes. In this case, Hanshin needs to break away from the expectation that women like buy things impulsively. It also needs to focus male's shopping behavior with atmosphere that can trigger their shopping interest and quick buying.

5-4 Suggestions for Hanshin Arena Shopping Plaza

Following the analysis data discussed above, the author would like to offer Hanshin three suggestions. First, the dimension influencing purchasing behavior and most needing attention is the music construct.

Although the study reveals music prompts customers to buy things impulsively, they did not perceive it as the most satisfactory factor among other aspects, since the music was too low to influence customers' shopping experience. This suggests that music in Hanshin should be loud enough for customers to perceive. Thus, it can help to influence customers to be more ready to buy things.

Secondly, Hanshin needs to use more effective signs in the store to guide the customers to the department which they want. According to the data, the overall customer perception for the store layout, design, and atmosphere in this plaza is moderately high. However, the perception for the store layout makes customers' finding of the specific shops they want the lowest rated item. The reason may be because the floor map only shows the famous shops on it; shoppers would possibly get lost when finding other shops. Therefore, if Hanshin can show every shop name on the map at each floor beside the elevator or escalator, it will be much easier for customers to find the shop.

Thirdly, management needs to find and develop ways that can trigger the males' positive purchasing behavior more effectively. This recommendation is made because the gender difference table shows that males buy things impulsively more often than women. Men do not consider shopping as an enjoyment as females do. Yet males buy things without thinking about it, and spend more than they expected. Therefore, Hanshin can arrange more male products in the exterior and interior window to attract customers' attention directly, and lead them then to buying things unplanned.

All of these suggestions are expected to help Hanshin Arena Shopping Plaza to build up customers' perceptions of the store and make them shop more, and more effectively.

Chapter 6: Conclusion

6-1 Summary of the study

The study set out to explore the store layout and its effect on purchasing behavior at Hanshin. The result of customer perceptions of effectiveness in promoting sales confirms that the ranking from first to third is store atmosphere, store layout, and store design. The factors about which customers feel most favorable are in-store lighting and the interior color of atmosphere, orderly layout and width of aisles in the store layout, then the exterior design of the store itself. Although shoppers dislike the music and can't find the stands they want easily, the mean agreement rate is "agree". Depending on purchasing behavior, they agree shopping there is enjoyable. However, they also tend to agree that they buy things impulsively there.

Furthermore, the present study also provides some valuable findings on the relations between customer perceptions and purchasing behavior. The analyses show that those shoppers who consider the entrance is very welcoming have an increased tendency to make unplanned purchases. Music is the most important element to make customers determined to buy impulsively. Thus, the case company needs to use this factor as effectively as possible to enhance customers' buying behavior. Moreover, the findings showed different shopping approaches according to gender. This study reveals that male customers in Hanshin are very impulsive in buying things.

To sum up, customers perceived store atmosphere in positive terms and as the most significant factor to influence shoppers' buying behavior. But the overall perception for the store planning is moderately high. What is more, the correlation between perceptions and purchasing behavior is strong.

This concludes the recommendations for store layout in Hanshin to enhance the customers' purchasing.

6-2 Limitations of the study

Due to the limit on the sample size, the findings of the current study cannot safely be generalized to the entire customers' perception and buying behavior of Hanshin. What is more, lack of gender balance is another limitation. In this study, the number of female participants is higher than male participants because most of the shoppers in Hanshin are females. If the number of males and females were almost the same, it would be a better basis when comparing the gender differences on purchasing behavior.

6-3 Recommendations for future research

There are two recommendations for the future researcher. First, future studies are recommended to investigate more on gender differences of customer perceptions and buying behavior within the store layout. This is worth pursuing as the analyses reveal that the reactions to design and atmosphere for buying behavior are significantly different. Anticipating and responding to the importance of gender differences on buying behavior could help this store improve the stimuli of buying behavior. Secondly, the research methodology in future study could be enhanced by discovering the reasons behind the perceptions. Knowing the reasons behind customers' perceptions could give this store valuable information and deeper insights.

Profound research methods like in-depth interviews or personal interviews could help produce optimal result and shed lights on maximizing customer purchase behaviors by store layout, design and atmosphere.

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Appendix I

Dear Sir/Madam,

This questionnaire is to investigate the customer's perception of store layout and the effects of impulse purchasing behavior in Hanshin Arena Department Store. Please spend a few minutes to help complete the questionnaire. Your answer is important and precious reference for the research. The result of this questionnaire will only be used in academic research. Thank you for your cooperation.

English Department of Wenzao Ursuline University of Languages
Professor: Chiu, Yi-Ching
Student: Huang, Yun Lun

Part 1 Store Layout

Please put in the box

<input type="checkbox"/> 6-Strongly agree <input type="checkbox"/> 5-Agree <input type="checkbox"/> 4-Tend to agree <input type="checkbox"/> 3-Tend to disagree <input type="checkbox"/> 2-Disagree <input type="checkbox"/> 1-Strongly disagree	6	5	4	3	2	1
1. The store layout in Hanshin Arena Shopping Plaza is well structured.						
2. The layout in Hanshin Arena Shopping Plaza attracts attention to the products.						
3. The aisles in Hanshin Arena Shopping Plaza are sufficiently wide.						
4. I can easily find the stand I want in Hanshin Arena Shopping Plaza (Tlapan, 2009).						
5. The arrangement of elevators and escalators makes my shopping effectively in Hanshin Arena Shopping Plaza.						
6. I tend to buy impulsively because of the overall store layout in Hanshin Arena Shopping Plaza.						

Part 2 Store Design

Please put in the box

<input type="checkbox"/> 6-Strongly agree <input type="checkbox"/> 5-Agree <input type="checkbox"/> 4-Tend to agree <input type="checkbox"/> 3-Tend to disagree <input type="checkbox"/> 2-Disagree <input type="checkbox"/> 1-Strongly disagree	6	5	4	3	2	1
7. The exterior design of Hanshin Arena Shopping Plaza is very eye-catching.						
8. The visual merchandise in Hanshin Arena Shopping Plaza attracts my attention easily.						
9. The entrance in Hanshin Arena Shopping Plaza is welcoming.						
10. The exterior window display of Hanshin Arena Shopping Plaza is appealing (Aspfors, 2010).						
11. The interior window display of Hanshin Arena Shopping Plaza is attractive.						
12. The signs in Hanshin Arena Shopping Plaza clearly guide me to specific destination.						
13. Overall, the store design in Hanshin Arena Shopping Plaza prompts me to impulsively purchase.						

Part 3 Store Atmosphere

Please put in the box

<input type="checkbox"/> 6-Strongly agree <input type="checkbox"/> 5-Agree <input type="checkbox"/> 4-Tend to agree <input type="checkbox"/> 3-Tend to disagree <input type="checkbox"/> 2-Disagree <input type="checkbox"/> 1-Strongly disagree	6	5	4	3	2	1
14. The in-store lighting in Hanshin Arena Shopping Plaza is appropriate.						
15. The interior color of Hanshin Arena Shopping Plaza is very warm.						
16. The music in Hanshin Arena Shopping Plaza makes me feel relaxed.						
17. I delight in the scents in Hanshin Arena Shopping Plaza.						
18. The ventilation system in Hanshin Arena Shopping Plaza creates a comfortable environment.						
19. Overall, the store atmosphere in Hanshin Arena Shopping Plaza tempts me to buy impulsively.						
Purchasing behavior	6	5	4	3	2	1
20. I like shopping in Hanshin Arena Shopping Plaza.						
21. I regard shopping in Hanshin Arena Shopping Plaza as an enjoyment.						
22. I buy the products I like in Hanshin Arena Shopping Plaza without thinking (Kruszka, 2012).						
23. I often make unplanned purchases in Hanshin Arena Shopping Plaza.						
24. I always spend more than I expected in Hanshin Arena Shopping Plaza.						

Part 4 Personal Information

1. Gender

Male Female

2. Age

Less than 25 More than 25

3. Monthly purchasing Income

Less than \$ 5000 \$ 5001-\$10000 \$ 10001- \$30000 More than \$30000

5. Base purchasing amount at Hanshin Arena each time

Less than \$1000 \$ 1001-\$3000 More than \$3000

6. How long you go to Hanshin Arena for shopping

Once a week Once every two weeks Once a month or less

Appendix II

各位先生、小姐，您好：

首先感謝您協助填寫此問卷，此問卷是有關於「消費者對於商店規劃之購物行為探討-以漢神巨蛋百貨為例」的學術問卷，目的欲了解消費者對於漢神巨蛋百貨的商店規劃的認知程度與其影響的購物行為，此問卷內容僅供學術研究使用，絕不對外公開或做其他用途，請您安心填寫，再次感謝您撥空填寫此問卷。

敬祝

身體健康 事事順利

文藻外語大學英國語文系

指導老師：邱怡靜 博士

學生：黃韻倫 敬上

請依照您的想法勾選

一、商店佈局	非常 同意	同 意	稍 微 同 意	稍 微 不 同 意	不 同 意	非 常 不 同 意
1. 漢神巨蛋百貨內部擺設整齊有序。						
2. 漢神巨蛋百貨空間規劃使商品一目了然。						
3. 漢神巨蛋百貨內部走道寬敞，逛起來舒適。						
4. 漢神巨蛋百貨內部規劃引導我快速找到我要的店家。						
5. 漢神巨蛋百貨手扶梯與電梯的規劃使我購物順暢。						
6. 整體來說，漢神巨蛋百貨商店佈局會引起我消費的念頭。						
二、商店設計						
7. 漢神巨蛋百貨店外設計醒目有特色。						
8. 漢神巨蛋百貨內部商品視覺傳達容易引起注意。						
9. 漢神巨蛋百貨門面規劃與店面設計有親和力。						
10. 漢神巨蛋百貨外部櫥窗設計易引起我的注意。						
11. 漢神巨蛋百貨內部櫥窗設計易引起我的注意。						
12. 漢神巨蛋百貨內位置標示圖清楚引導我要的方向。						
13. 整體來說，漢神巨蛋百貨的商店設計會引起我消費的念頭。						

-後面尚有題目-

三、商店氣氛	非常同意	同意	稍微同意	稍微不同意	不同意	非常不同意
14. 漢神巨蛋百貨內部燈光有營造出舒適的商店氣氛。						
15. 漢神巨蛋百貨內部的色彩搭配自然協調。						
16. 漢神巨蛋百貨內部音樂相當悅耳動聽。						
17. 漢神巨蛋百貨內部氣味使我感覺舒服。						
18. 漢神巨蛋百貨內部冷氣系統使我感覺舒服。						
19. 整體來說，漢神巨蛋百貨的商店氣氛會引起我消費的念頭。						
四、購買行為						
20. 我喜歡去漢神巨蛋百貨消費。						
21. 在漢神巨蛋百貨購物是一種享受。						
22. 在漢神巨蛋百貨逛街時，只要看到我喜歡的東西，不用多想，我一定會買。						
23. 在漢神巨蛋百貨逛街時，我常常在未計畫下購買。						
24. 在漢神巨蛋百貨逛街時，我常常花費超過原本預算的金額。						

五、基本資料

1. 性別

男 女

2. 年紀

25 以下 25 歲以上

3. 每月可消費金額

新台幣\$5000 以下 新台幣\$5001-\$10000 新台幣\$ 10001-\$30000
 新台幣\$30000 以上

4. 每次到漢神巨蛋百貨消費金額

新台幣\$ 1000 以下 新台幣\$1001-\$3000 新台幣\$3000 以上

5. 請問您多久去漢神巨蛋百貨消費?

一周一次 兩週一次 一個月以上一次