

## Research Article

# Designing Success: Analyzing the Influence of Pantaloons Retail Store Layout on Consumer Purchase Intentions in Ahmedabad City

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## I N F O

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## A B S T R A C T

The study happened to find the impact of Pantaloon's store design and layout on the intention of purchase of consumers in Ahmedabad city. The study includes all the basic and advanced factors that can affect the intention of purchase of customer. In which basic factors are occupation, monthly income, family type. And advanced factors are Awareness about the brand, which factors make an impact on the purchase intention. In this study around 135 people included in answering the questionnaire to express their fact on how and which factors of a store can affect their intention of purchase regarding to store display and layout in this they given the option of lighting, mannequin, size stokers, price highlighting, hygiene, etc. In this research it's also found that consumers are exploring all the retail stores located near them so it becomes very hard for the stores to retain them on the other side it's an opportunity for all the brands to catch the new customers and giving them the best services so they can't go to the other competitor's next time. In this study it can be seen that consumers have lots of option to get aware or information about the brand and it also include all the medium of communicating with each other that are online (internet, mail, social media, etc.), offline (word of mouth, newspaper, magazine, billboards, etc.). Because of this consumer can also compare the services of all the brands and easily choose the best & beneficial for them.

**Keywords:** Pantaloons, Retail Store, Consumer, Layout, Purchase Intention, Indian Textiles

## Introduction

Among the top textile-manufacturing countries in the world. Indian textiles and clothing products have a history of best craftsmanship across the entire supply chain from fiber, yarn, and fabric to apparel with high quality appeal (Vidani, 2015). India's all the products (silk, denim, cotton) are highly popular in other countries, and Indian cultural wears too has found success across modern centers around the world (Vidani & Solanki, 2015). India is one of the largest consumers and producers of cotton with the production of 13.5 million hectares which is 38% of the total area around the globe under cotton production (Vidani, 2015). The Indian textile and apparel industry covers all the segment's, ranges & diversification from products of ethnic wears, handicrafts, wool, and silk products to the organized textile industry in India (Vidani, 2015).

India's textile and apparel market size is growing continuously at a CAGR of 12% from US\$ 152 billion in 2021 and expected to reach US\$ 225 billion by 2025. Textile Industry is one of the biggest contributors to the Indian economy with a 2% contribution to the gross domestic product (GDP) which is approx. US\$ 70 billion (Vidani, 2015). The textile industry provides direct employment to 45 million people (about twice the population of New York) and 100 million people in the allied sector, which is the second largest employer in the country after the agriculture sector. As per industry data, Andhra Pradesh, Haryana, Jharkhand, Gujrat and Telangana are the top textile and clothing manufacturing states in India (Solanki & Vidani, 2016).

## Research Objective

**Primary objective:** The primary objective of the study is to assess the impact of Pantaloons retail store's display and layout make any changes in consumer's purchase intention at Ahmedabad city. The study aims to measure the extent to what factors can make an impact in changing the intension of consumer's purchase.

**Secondary Objective:** The secondary objective of the study is to identify the factors influencing consumer's purchase intension. The study aims to explore factors such as lighting, music, staff service, size stockers, price highlighting, product display, mannequin, hygiene, etc. Understanding these factors will provide the data in which area the company should work for more influencing consumer's purchase intension.

## Literature Review

Yi Lu, Hyun-bo Seo (2015)

In recent studies it has been confirmed that store layout influences a consumer's movement, buying behavior, and likes or dislikes (Vidani, 2016). However, the qualitative

and quantitative presentation of the layout of retail stores has been discussed in some studies (Bhatt, Patel, & Vidani, 2017). The methods and analysis for presenting a layout described in this study, with other sophisticated analysis capabilities, is based on a prespecified set of visual targets rather than each occupational location such as a room (Niyati & Vidani, 2016). The systematic visual representation of a layout validates assessable comparison of various locations within one layout and all over multiple physical arrangements (Pradhan, Tshogay, & Vidani, 2016). A recognizing exercise took place in a bookstore and the target-based methodical evaluation showed, while nontarget-based methodical evaluation did not show, that a product with high exposure from important paths, where shoppers plugged to have additional viewable contact, had additional product collaboration (Modi, Harkani, Radadiya, & Vidani, 2016). The research not only approved the significance of store layout but also displayed how the layout attached shoppers' mindset (Vidani, 2016).

Wann-Yih Wu, C. Lee, Chen-Su Eu, Hong-Chun Wang (2013)

Purpose Online retailing has stimulated a lot of consideration in recent years anticipated to its great potential and esteemed influences for customers and traders (Sukhanandi, Tank, & Vidani, 2018). This study picks the stimulus-organism-response (S-O-R) structure to describe how store arrangements design and environment affect consumers' shopping intent on the website (Saxena & Vidani 2023). Design/methodology/approach – The sampler for this study comprised 626 responders from the internet operators (Vidani, 2022). A structural equation model was used to identify the relationship of store layout design, environment, emotional arousal, attitude toward the website, and purchase intention (Singh, Vidani, & Nagoria, 2016). Findings – The analytical results of this study indicate that store layout design has significant impacts on emotional arousal and attitude directed toward the website, and thus has a supportive significance on buying desire (Mala, Vidani, & Solanki, 2016). In addition, physical environment has a more effective result on emotional arousal than store display design (Dhere, Vidani, & Solanki, 2016).

Ahmed Alawadhi, So-Yeon Yoon (2016)

The aim of this research is to figure out the role of store makeup in forecasting buying intention by getting the understanding of gathering (Singh & Vidani, 2016). With today's developing applause of online purchasing, brick-and-mortar stores are suffering with more and more difficulties to construct confident shopping involvement and catch extra buyers to the store (Vidani & Plaha, 2016). The buyer's shopping exposure frequently begins with the environment's characteristics and navigation (Solanki & Vidani, 2016). Clustering is one of the recognized

components resulting in how stores look and feel. Using 3D simulated reality systematization sagacious of contributing a realistic virtual involvement, we tested the hypothesis—that the negative payoff of clustering could be effectually organized through physical space undertaking by investigating the job of store layout and human density on recognized clustering using a 2 × 2 between-subjects design with 60 college students (Vidani, 2016). Two obvious store layouts and their results on recognized clustering and approach intentions were examined (Vidani, Chack, & Rathod, 2017). In addition, we also calculated the role of personal disagreement in clustering understandings (Vidani & Das, 2021). This recommendation establishes the critical role of store layout in deciding retail clustering and buying inspiration, maybe providing store achievement (Rathod, Meghrajani, & Vidani, 2022). We conclude marked up buying behavior in the store atmosphere with a direct and consistent arrangements than with a rounded and unbalanced one (Vidani, Meghrajani, & Siddarth, 2023). Such propensity was established to be remarkably superior for male consumers (Vidani, 2018). A considerable moderating role for recognized clustering on the connection amongst the results of store layout on buying behavior was also established (Vidani & Dholakia, 2020). This establishes the condemning effect of store layout on recognized clustering that incidentally, yet remarkably, attracts consumer's buying intentional recognition (Biharani & Vidani, 2018). No previous work in retail composition has analyzed retail clustering based on a practical management of the atmosphere (Vidani, 2020). By using virtual walk-through simulation, this research links a restricted body of understandings relevant to the store atmosphere and targeted to increase our knowledge of the clear belongings of retail atmosphere on customer's exposure and experiences (Vidani, 2018)

Iana A. Castro, Andrea C. Morales, S. Nowlis (2013)

The present study investigates how store display maintenance and restricted product quantity alongside influence shopper's purchase (Odedra, Rabadiya, & Vidani, 2018). The writers investigate that, in some cases, shelves that are unorganized and not fully stocked lead to decreased sales, but in other cases, unorganized shelves that are not fully stocked lead to additional sales (Vidani & Plaha, 2017). For products that are swallowed (e.g., juice), purchase possibility is decreased when the product emerges to be unorganized and product quantity is limited (Vasveliya & Vidani, 2019). However, for products that do not emerge (e.g., fabric softener), purchase prospects spread when the product is exposed to be unorganized and product quantity is limited (Pathak & Vidani, 2016). Significantly, the litterateurs also show that brand casualness changes these effects (Sachaniya, Vora, & Vidani, 2019).

Neha Mehta, Pawan K. Chugan (2014)

In the retail industry the furniture and furnishing classification has gotten more ambitious (Vidani, 2019). There are many brands coming into the structured layout of retail in this classification. Accordingly, it is important for retailers to classify themselves from each other (Vidani, Jacob, & Patel, 2019). As the products are familiar, one of the areas in which they can character themselves is store display in terms of visual merchandising (Vidani & Pathak, 2016). To study which dimensions, have a result on buying behavior of customer's, this study is -proceeding (Vidani, 2016). By analyzing the impact of different proportions of merchandising display such as window display, store front, merchandise presentation, store layout and organization, creative style and trend co-ordination, signages/graphics and store atmosphere, it is conclude that window display, store front, store layout and display (shelf display) and visual style and trend co-ordination have impact on buying behavior of customer's (Vidani & Singh, 2017).

## Research Methodology

### Research Design

Research design is DESCRIPTIVE research. And the data collected for the research is PRIMARY DATA.

### Source of Data

**Primary data:** It is originally primary data, for a specific phase of a research project. For this project we used the Questionnaire data collection method.

**Secondary data:** Articles, Books, Journal and internet etc.

### Sample Plan

**Sample population:** People of Ahmedabad

**Sample Unit:** Consumers of Pantaloons retail stores in Ahmedabad

**Sample size:** The total sample size of the project is 135

**Sample method:** The method is nonprobability convenience sampling method

**Statistical tool:** The data analysis tools which are used in this are SPSS software and MS Excel

### Hypothesis

H1: There is a significant relationship between gender of respondent and lighting towards making an impact on purchase intension in a retail store.

H2: There is a significant relationship between gender of respondent and mannequin towards making an impact on purchase intension in a retail store.

H3: There is a significant relationship between gender of respondent and Size stokers towards making an impact on purchase intension in a retail store.

H4: There is a significant relationship between gender of respondent and price highlighting towards making an impact on purchase intension in a retail store.

H5: There is a significant relationship between gender of respondent and hygiene towards making an impact on purchase intension in a retail store.

H6: There is no significant relationship between gender of respondent and staff service towards making an impact on purchase intension in a retail store.

H7: There is no significant relationship between gender of respondent and A.C towards making an impact on purchase intension in a retail store.

**Data analysis**

H1: There is no significant relationship between gender of respondent and lighting in the store.

**Table I. There is no significant relationship between gender of respondent and lighting in the store**

	Mean	Std. Deviation	N
Gender	1.33	0.486	135
Lighting	1.87	1.078	135
Correlations			
		Gender	Lighting
Gender	Pearson Correlation	1	0.012
	Sig. (2-tailed)		0.887
	N	135	135
Lighting	Pearson Correlation	0.012	1
	Sig. (2-tailed)	0.887	
	N	135	135

Source: SPSS Software

**Interpretation:** In the above table we can see that the value of correlation between gender and lighting is 0.012, which is false between 0 to 0.14 which means there is a weak positive correlation between gender and lighting. And the level of significance is 0.887 (p>.05) which states that the data is insignificant. Which means there is a negative relation between a person’s gender and its effect on the impact of purchase intention by lighting. So, accept null hypothesis

**H2: Gender and mannequin have an impact on purchase intention of consumer among hypothesis testing.**

H2: There is a significant relationship between gender of respondent and mannequin in the store.

**Table 2. There is no significant relationship between gender of respondent and mannequin in the store**

	Mean	Std. Deviation	N
Gender	1.33	0.486	135
Mannequin	1.91	1.047	135
		Gender	Mannequin
Gender	Pearson Correlation	1	0.057
	Sig. (2-tailed)		0.509
Mannequin	Pearson Correlation	0.057	1
	Sig. (2-tailed)	0.509	
Listwise N=135			
	N	135	135

Source: SPSS Software

**Interpretation:** In the above table we can see that the value of correlation between gender and mannequin is 0.057, which is false between 0 to 0.14 which means there is a weak positive correlation between gender and mannequin. And the level of significance is 0.509 (p>.05) which states that the data is insignificant. Which means there is a negative relation between a person’s gender and its effect on the impact of purchase intention by mannequin. So, accept null hypothesis (Ho).

**H3 Gender and size stokers have an impact on purchase intention of consumers among hypothesis testing.**

H3: There is a significant relation between gender of respondent and size stokers in the store.

**Table 3. There is a significant relation between gender of respondent and size stokers in the store**

	Mean	Std. Deviation	N
Gender	1.33	0.486	135
Size stokers	1.96	1.145	135
		Gender	Size stokers
Gender	Pearson Correlation	1	0.133
	Sig. (2-tailed)		0.123
	N	135	135

Size stokers	Pearson Correlation	0.133	1
	Sig. (2-tailed)	0.123	
	N	135	135

Source: SPSS Software

**Interpretation:** In the above table we can see that the value of correlation between gender and size stokers is 0.133, which is false between 0 to 0.14 which means there is a weak positive correlation between gender and size stokers. And the level of significance is 0.123 ( $p > .05$ ) which states that the data is insignificant. Which means there is a negative relation between a person's gender and its effect on the impact of purchase intention by size stokers. So, accept null hypothesis ( $H_0$ ).

#### H4: Gender and price highlighting have an impact on purchase intention of consumers among hypothesis testing.

H4: There is a significant relation between gender of respondent and price highlighting in the store.

**Table 4. There is a significant relation between gender of respondent and price highlighting in the store**

	Mean	Std. Deviation	N
Gender	1.33	0.486	135
Price highlighting	1.97	1.19	135
		Gender	Price highlighting
Gender	Pearson Correlation	1	0.094
	Sig. (2-tailed)		0.277
	N	135	135
Price highlighting	Pearson Correlation	0.094	1
	Sig. (2-tailed)	0.277	
	N	135	135

Source: SPSS Software

**Interpretation:** In the above table we can see that the value of correlation between gender and price highlighting is 0.094, which is false between 0 to 0.14 which means there is a weak positive correlation between gender and price highlighting. And the level of significance is 0.277 ( $p > .05$ ) which states that the data is insignificant. Which means there is a negative relation between a person's gender and its effect on the impact of purchase intention by price highlighting. So, accept null hypothesis ( $H_0$ ).

#### H5 Gender and hygiene have an impact on purchase intention of consumers among hypothesis testing.

H5: There is a significant relation between gender of respondent and hygiene in the store.

**Table 5. There is a significant relation between gender of respondent and hygiene in the store**

	Mean	Std. Deviation	N
Gender	1.33	0.486	135
Hygiene	1.68	1.034	135
		Gender	Hygiene
Gender	Pearson Correlation	1	0.06
	Sig. (2-tailed)		0.492
	N	135	135
Hygiene	Pearson Correlation	0.06	1
	Sig. (2-tailed)	0.492	
	N	135	135

Source: SPSS Software

**Interpretation:** In the above table we can see that the value of correlation between gender and hygiene is 0.06, which is false between 0 to 0.14 which means there is a weak positive correlation between gender and hygiene. And the level of significance is 0.492 ( $p > .05$ ) which states that the data is insignificant. Which means there is a negative relation between a person's gender and its effect on the impact of purchase intention by hygiene. So, accept null hypothesis ( $H_0$ ).

#### H6: Gender and staff service have an impact on purchase intention of consumers among hypothesis testing.

H6: There is a significant relation between gender of respondent and staff service in the store.

**Table 6. There is a significant relation between gender of respondent and staff service in the store.**

	Mean	Std. Deviation	N
Gender	1.33	0.486	135
Staff service	1.78	1.063	135
		Gender	Staff service
Gender	Pearson Correlation	1	0.083
	Sig. (2-tailed)		0.336
	N	135	135

Staff service	Pearson Correlation	0.083	1
	Sig. (2-tailed)	0.336	
	N	135	135

Source: SPSS Software

**Interpretation:** In the above table we can see that the value of correlation between gender and staff service is 0.083, which is false between 0 to 0.14 which means there is a weak positive correlation between gender and staff service. And the level of significance is 0.336 ( $p > .05$ ) which states that the data is insignificant. Which means there is a negative relation between a person's gender and its effect on the impact of purchase intention by staff service. So, accept null hypothesis ( $H_0$ ).

**H7: Gender and A.C have an impact on purchase intention of consumers among hypothesis testing.**

H7: There is a significant relation between gender of respondent and A.C in the store.

**Table 7. There is a significant relation between gender of respondent and A.C in the store.**

	Mean	Std. Deviation	N
Gender	1.33	0.486	135
A.C	1.76	1.054	135
Gender	Pearson Correlation	1	0.098
	Sig. (2-tailed)		0.256
	N	135	135
A.C	Pearson Correlation	0.098	1
	Sig. (2-tailed)	0.256	
	N	135	135

Source: SPSS Software

**Interpretation:** In the above table we can see that the value of correlation between gender and A.C is 0.098, which is false between 0 to 0.14 which means there is a weak positive correlation between gender and A.C. And the level of significance is 0.256 ( $p > .05$ ) which states that the data is insignificant. Which means there is a negative relation between a person's gender and its effect on the impact of purchase intention by A.C. So, accept null hypothesis ( $H_0$ ).

**Discussion**

This research presents an in-depth examination of the factors influencing consumer purchase intentions in the context of retail stores, with a specific focus on the Pantaloons brand in Ahmedabad city (Vidani, Das, Meghrajani, & Singh, 2023). The study explores the demographic characteristics of

respondents, their familiarity with various brands, sources of awareness, and the significance of in-store elements on purchase intentions. Let's delve into the key findings and their implications:

**Demographics and Brand Familiarity**

The study begins by highlighting that a majority of the respondents (65.9%) are male, shedding light on the gender distribution within the sample.

- **Age and Occupation:** Notably, 35.6% of respondents fall into the '30-35' age group, while 54.1% are engaged in private jobs. This suggests that a significant portion of the respondents is in their prime earning years, making them a potentially valuable target market for Pantaloons (Vidani, Das, Meghrajani, & Chaudasi, 2023).
- **Income and Family Structure:** About 30.4% of respondents have a monthly income ranging from 21000 to 30000 rupees, and 64.4% come from joint families. These figures can inform pricing strategies and the marketing of products suitable for joint family settings (Bansal, Pophalkar, & Vidani, 2023).

**Brand Familiarity and Awareness**

Brand familiarity plays a crucial role in influencing consumers' choices and preferences:

- Pantaloons enjoys significant brand familiarity, with 52% of respondents indicating that they are very familiar with the brand. This is a strong indicator of the brand's presence in the market (Chaudhary, Patel, & Vidani, 2023).
- Similarly, Max and trendy brands also have a substantial presence, with 47% and 46% of respondents being very familiar with them, respectively (Patel, Chaudhary, & Vidani, 2023).
- The study reveals that most respondents (59%) primarily receive brand awareness from their family, friends, and colleagues. This underscores the importance of word-of-mouth marketing and the role of social networks in shaping brand perceptions (Sharma & Vidani, 2023).
- While online sources such as mobile apps, social media, and online videos contribute to brand awareness, traditional advertising channels like TV and radio advertisements have limited impact, as indicated by 41% and 62% of respondents, respectively (Sharma & Vidani, 2023).

**Influence of In-Store Factors**

The research highlights that several in-store factors significantly impact consumers' purchase intentions:

- Lighting, mannequins, size stickers, price highlighting, hygiene, staff service, and air conditioning are identified as key elements that strongly influence purchase

intentions, with over 58% of respondents strongly agreeing with these factors.

### Brand Favourability and Recommendation

The study concludes with a positive note:

- An overwhelming majority of respondents (59.3%) express extreme favourability toward the brand. This suggests a strong emotional connection between consumers and Pantaloons.
- A high level of satisfaction (57%) and a remarkable 81.5% of respondents recommending the brand to their family, friends, and colleagues underscore the brand's potential for building long-term customer loyalty and advocacy.

In summary, this research offers a comprehensive picture of consumer attitudes and behaviours in relation to Pantaloons' retail store in Ahmedabad. The findings underscore the importance of brand familiarity, in-store factors, and customer recommendations in shaping purchase intentions. Retailers, including Pantaloons, can leverage these insights to tailor their marketing strategies, enhance in-store experiences, and strengthen their brand presence to attract and retain customers effectively.

### Conclusion

Based on the analysis of the questionnaire and its findings, several key conclusions can be drawn regarding consumer behaviour and preferences in the current market landscape:

1. **Gender Disparity:** The study highlights a significant gender disparity among respondents, with a notably higher number of male participants. This suggests a potential need for retailers to explore strategies that cater to the distinct preferences and needs of both genders.
2. **Income Distribution:** The majority of respondents fall within the income range of 21000-40000 rupees per month, indicating that a significant portion of the sample belongs to the middle-class demographic. Retailers should consider pricing and product strategies that align with this income bracket.
3. **Influence of Joint Families:** The prevalence of joint families among respondents suggests that purchase decisions are influenced by a larger number of individuals within these households. Retailers should recognize the role of influencers within such family structures and tailor marketing efforts accordingly.
4. **Diverse Awareness Channels:** The study reveals a diverse range of channels through which consumers acquire brand awareness, including family and friends, social media, online search, mail ads, and in-store coupons. This diversity underscores the importance of a multi-channel marketing approach to reach a broad audience effectively.

5. **Shift from Traditional Media:** A notable finding is the shift from traditional media sources such as TV and radio to the internet and other online platforms for brand awareness. This shift emphasizes the evolving consumer landscape and the necessity for retailers to adapt their marketing strategies to these changing trends.
6. **Influence of Personal Relationships:** Ultimately, the study underscores the enduring influence of personal relationships, moods, and behavior on consumer decisions. It acknowledges the challenge for retailers to retain customers when purchase intentions are shaped by these dynamic and often unpredictable factors.

In summary, these findings offer valuable insights into the complex interplay of factors that influence consumer behavior and decision-making. Retailers can leverage this knowledge to inform their marketing strategies, with a focus on multi-channel approaches that consider the diverse backgrounds and influences of their target audience. Adapting to the changing landscape of consumer awareness and preferences will be crucial for stores aiming to capture and retain customer attention in the future.

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