

# THE EFFECT OF DESIGN CUES ON PURCHASE INTENTION IN FASHION RETAILING: THE MODERATING EFFECT OF SOCIAL CUES AND GENDER DIFFERENCES

**Dinesha. P.K.C**

Department of Marketing, University of Ruhuna, Matara, Sri Lanka.  
pkchamaridinesha@gmail.com

## ABSTRACT

*In retailing context, viewing products to shoppers helps to remind the forgotten needs of them as well as induce new ones, so it's a significant function of retailers. Accordingly, the purpose of the current study is, to study the effect of retail design cues on the consumers' purchase intention, and the moderating effect of the social cues in retail and its gender base differences. The majority of the fashion industry research studies have focused on industry wised economic contribution and adaptation to new technologies in the major area. As a result, a large gap in the academic literature regarding the components in intentions nexus with experienced ambient cues in a retail setting, which is more significant for retail practitioners, can be identified-The study will be contributed to academia by filling the gap of knowledge in the nexus with encountered design cues retail setting to consumer purchase intention as well as its emphasis the how consumers perceived the crowdedness of the environment and friendliness of salespeople which will be very significant in developing competitive strategies. Primary data were collected for the survey with 150 respondents on conveniently through a self-administered questionnaire. The findings revealed that Design cues showed a significant positive relationship with consumers' purchasing intentions. However, social cues in retail settings significantly influence the nexuses of main variables: design cues, and consumers' purchase intention, and only in-store form shows significant influence based on gender differences The future research implications have been discussed.*

**Keywords:** Consumer purchase Intention, Design cues, Gender, Social cues

## 1. Introduction

In retailing context, viewing products to shoppers helps to remind the forgotten needs of them as well as induce the new ones, it's a significant function of retailers (Blut, Teller, & Floh, 2018). Thus, retailer applies more attractive numerous strategies in order to tempt shoppers not only to explore the store atmosphere but also the product assortments which expect to generate purchase intention (Achtziger, & Gollwitzer, 2018). Fashion-related industries have become a fast-growing sector in the business arena. Thereby, it is imperative ability of fashion retailers to keep available the latest fashion on the shop floor, in order to face the massive competition successfully. Especially, the nature of fashion products is very complex and difficult to understand properly and this has caused to make its market more competitive.

However, most of the fashion apparel retailing studies have discussed the fashion supply chain and its related factors, its economic performance such as economic contribution, organizational size, and ownership (Wang, Zhang, & Goh, 2018). Further, the most prominent factors focused on in past research are technology adaptation and the capabilities of the fashion industry. Despite the technological adaptation of the industry, fashion retailers still believing the vitality of the physical environment and its ambient (Lucia-Palacios et al., 2016). Even though, the role of store environmental design cues in tempting consumer perceptions has received little attention in academia. To become a profitable business retailer in the fashion industry, a firm must always concern about the availability of the latest outlook in their shop. The outlook of the store and its impact on the responses of consumers within the retail store has discussed by Kotler in the 1970s' by coining on the term "atmospherics" and further have argued that customers can be promoted to buy products by making emotional influence through the purposefully designed retail environment (Paul, Andrew, Katrina, 2015).

A number of research studies in the retail atmosphere have been conducted focusing on a single factor such as music, color (Bustamante, & Rubio, 2017), odor/scent (Michon, Chebat, and Turley, 2005), and lighting and crowding (Bustamante, & Rubio, 2017), in terms of its effects on the length of the shopping trip, the appraisal of the products, the emotional reaction, and the happiness of the purchase (Bustamante, & Rubio, 2017). so it has limitedly explored the joint effects of the antecedents. In addition, to the physical effects of the atmosphere, the retail environment's sensitivity to crowding, friendliness, and salespeople's persuasive attempts within the shop environment also have a big impact on how customers react when they express themselves in the store. (Kim and Kim, 2012). Thereby, considerable attention in past research studies has paid attention to the investigation of the nexus between individual factors related to the phenomenon and different ranges of outcomes. But, however, atmospheric experience in retail store function with design cues accompanied by social cues is a limitedly explored area.

Therefore, it's critical to comprehend whether the presence of amiable and more persuasive sales personnel and the degree of high or low crowdedness in retail platform have any bearing on the association between mesmerizing design cues and the purchase intention of customers in the retail setting. Furthermore, another area to pay attention to for researchers is to check whether to there is any difference in gender when they are affected form atmospheric conditions. Accordingly, the components in intentions and experienced ambient cues in the retail setting are thus tied to a prominent shortcoming in academic literature, which is particularly significant for retail practitioners.

Only some selected numbers of researchers have reviewed on this context such as social cues by Kumar, & Kim (2014) by investigating the its effect on consumer cognitive evaluation. The influence of social elements and their disparities across genders on design cues and customer purchase intention does not seem to be a well-researched area in today's academics. This paper contributes to the literature on retailing specifically to the ambient of the environment it affects for consumer behaviors. More over the effect of store crowdedness and the employee friendliness and its simulation effect indifferently with different gender will be an important finding for retailers. Accordingly, the study mainly expected to investigate the

effect of design elements in a retail setting that can be influence to the consumers' purchase intention, and further study about of social cues in retail setting can be moderate this relationship and its gender base differences. The objectives of the research are:

- To examine the relationship between design cues in retail settings and the purchase intention of consumers across genders.
- To explore the moderating effect of social cues in the relationship between design cues and purchase intention.
- To explore the moderating effect of social cues in the relationship between design cues and purchase intention in different gender groups.

## **2. Theoretical Development**

The relationship between mesmerized retail atmospheric design and its impact on consumers' purchase intention is examined through the current study. On the other hand, the effect of social cues encountered in the retail environment is also examined there. Further, and influence of (social cues) that environment for these decisions is packed and friendly salespeople who are more persuasive are present. Further, the influence of social cues is studied as a moderator for the relationship between design cues and purchase intention.

### *2.1 Design cues in the retail setting and purchase intention of consumers*

Store design element is the most visualized component in a retail store environment in nature than the other ambient factors. These factors concern as functional and aesthetic in nature (Baker, Grewal, & Parasuraman, 1994). Accordingly, Mehta, & Chugan (2013) indicate that, the main elements in the retail design as such window display, in-store form or mannequin display, Floor merchandising, and Promotional signage. Further Lea-Greenwood (2009) has identified the signage as one of the key factors in the visual communication of products in store. Signage can be categorized as fixed and flexible. Moreover, flexible signage is more popular in the fashion retailing industry which is altering customers of fast fashion, providing information and promoting customers purchase the product (Lusch et al., 2011). Moreover, according to the Lusch et al., (2011) express as “The key feature of store layout is the way in which it is used to try to influence the movement of consumers in the store guiding them to more merchandise as well as providing communication cues to the consumer”.

Customers majorly consider the unique experience that they are received in retail environments while they select a retailer over other abundance of retailers who are selling similar products. In a dynamic context as such, Today's retailers employ highly deft tactics to increase purchase volume from their target customer base. The goal of their entire endeavor is to document both individuals' logical purchasing decisions and preferences for taking possession of a commodity suddenly (Bell, Corsten, and Knox, 2011). Therefore, its store atmosphere considered as a distinctive strategic tool to better compete with other stores (Varshneya, 2021). Thereby, Burt and Davies, (2010) mentioned that, I order to accomplish the sustainable competitive advantages by forming cohesive experience to their target customers, retailers tend to implement strategy by amalgamating store atmosphere with the merchandise image.

As a one of the main elements in store environment consisted, design factor represents such as layout and assortments. Thereby, Layout is the method by which products are displayed., shopping carts, and aisles are arranged according to numerous elements including the items' size and shape, as well as their spatial relationships. Moreover, the total bundle of items presented to the target customer groups by a retailer is concerned as product assortments (Mohan, Sivakumaran, & Sharma, 2013).

Mohan, Sivakumaran, & Sharma, (2013) mentioned that the required products for the consumers have presented in logical store layout and sufficient signage that could easy to find for consumers, will be caused to enhance their positive experience within the retail store. Nevertheless, whole retail layout is a vital element to present the product more effective and positive manner for customers (Aghazadeh, 2005). Further Spies et al., (1997) mention that, positive effects are being enhanced in good retail layouts since it supports to customers find the needed item quickly. Based on the above discussion, current research posits,

*H1a:* Effective window display in retail setting makes significant positive influence on purchase intention of consumers.

*H1b:* Effective in-store form or mannequin display in retail setting makes significant positive influence on purchase intention of consumers.

*H1c:* Effective floor merchandising in retail setting makes significant positive influence on purchase intention of consumers

Baker, Grewal, and Parasuraman (1994) have discussed social cues in retail environment including two factors as crowdedness and friendliness of employees. Petit, et al., (2019) describe the two elements of retail crowding as actual shopper density and the perceived crowding. Further same authors explain that, consumers tend to use adaptation strategies to handle the impact of high levels of crowding for their satisfaction of shopping. Further, high crowding effect perceived by task oriented customers than the non-task oriented customers. Baker, Grewal, and Levy (1992) identified number and the friendliness of employee as social cues and further Crowding of the environment (or density) has mentioned as one of the main elements in social cues (Coskun, Gupta, & Burnaz 2020). whereas the customers' perception about crowdedness in atmosphere could be effected upon the need of the shopper at the moment he spend in the shop (Coskun, Gupta, & Burnaz 2020).

## *2.2 Influence of social cues in retail setting*

to the shopping store in customer's mind. Customers tend to make negative feelings when salesmen are nice, dependable, and sympathetic, as opposed to when they are aggressive, fake, and suspicious. Yu, & Tseng (2016) explain that, retail salespeople, their behavior and the activities perform by them: often communicate with customers are crucial factors to develop long term relationship with customers as well as keep higher customer retention to the retailer. Further same authors reveal that, sales people can assist the customers in their retail environment by providing the necessary information in order to take good decisions. Consequently, these good relationships award benefits for both parties: store and sales persons.

Kim and Kim (2012) mention that, sales personal behaviors in retail setting is significantly influence for the consumers' decision they made as such employee's friendly smile and easily being available for the consumers contribute to made positive feeling and positive responses in the store. Not just number of people within the store, physical layout such as small kiosks and limited space also can be enhanced the feeling of crowding in retail setting (Kim and Runyan, 2011). Thus, it is being hypothesized that,

*H2: In a retail environment, social cues moderate the association between design signals in a shop environment and consumer purchasing intent.*

### *2.3 Gender orientation and shopping behavior*

Past research have signified that men and women indicated notable differences in shopping orientation and reactions form by them to the shopping environment. The preconception that categorizes men as disliking shopping while categorizing women as being more shopping conscious is further confirmed. Women are more involved shoppers who are apt to more information while their often shop trips and especially hunt for price discounts than their male counterparts (Borges, Babin,& Spielmann, 2013). Further, Herter, dos Santos & Pinto (2014) mention that shopping is a way of socialization for women who give more favorable reactions to relational and hedonistic aspects of the retail environments with a greater appreciation for it than men. As a result, the same authors go on to further demonstrate that it is appropriate to pay attention to gender orientation in retail settings when sex-based disparities have developed in retailing. Thereby, this difference posits to current research study through the hypothesis as.

*H3: There is a significant difference between genders in the relationship of design cues and the purchase intention of consumers.*

*H4: Social cues in retail settings moderate the relationship between design cues and the purchase intention of consumers and it's significantly different between males and females.*

## **3. Methodology**

The survey strategy was employed due to the descriptive character of the current research investigation. Data were analyzed by using the statistical method that in quantitative techniques that data being in quantitative nature. The main three variables related to the window display, in-store form /mannequin display, floor merchandising, and promotional signage related to the retail design cues have been considered in this research as independent variables in order to check the influence of design cues in the retail floor to consumer purchase intention. The context within the study was fashion sector retail stores. The rationale behind choosing this is that it has a proportionally larger number of stores in shopping centers with these concepts applied in advance than any other retail sector (West, 1992).

The information was collected using a self-administered questionnaire with the first section focusing on demographics and the second section including questions about design cues in the retail setting for fashion apparel and how they affect consumers' intention to buy in that environment. Additionally, the respondents evaluated the second half of the questionnaire on a seven-point Likert-type scale, with 1 representing strongly disagree and 7 strongly agree. Data were gathered on mall intercepted methods while distribution printed and e-version of the

questionnaire. To identify the suitable retail setting, a pilot study (n=35) was conducted as a whole in different settings. The main five apparel retail stores in the Maharagama area were selected at the researcher's convenience. Ultimately, the general public who uses these retail formats was focused on due to the applicability of the phenomenon. Accordingly, a study of 160 fashion retail consumers were attended to the survey, but only 152 were succussed with after eliminating filed responses to reach all criteria. The response rate was 88 presents (88%).

Table 1: Measurements

		Reliability
Window display	Compel to enter, interesting window display, tend to enter by eye-catching displays.	0.583
In-store form	Feature new design & styles, get an idea to buy item, tend to rely on site displays, see the like item on mannequins buy it.	0.629
Floor merchandising	Try on clothes when pass by, walk to look items close to me.	0.669

Source: Study Survey (2022).

## 4. Result

### 4.1 Findings

According to frequency data, there were 51 percent (51%) of males and 49 percent (49%) of females in the sample, which was distributed between the two genders in a somewhat similar manner. Furthermore, 30 years old is the average age level of male respondents in the group while the females are positioned in age in 24-26 on average respectively who representing (71.8%) and (69.6%) of the sample. However, the largest number of both respondents earn around Rs.25000-35000 and majorly spends around Rs. 10000-20000 as their clothing budget similarly. In this study, there were two analyses done. The association between the two variables—retail customers' intention to buy fashion clothes and the relationship between retail customers' design cues—was examined using multiple regression analysis. The moderating impact of social signals on employee friendliness and responsiveness was also measured using hierarchical regression analysis.

Respective values loaded for the items on Cronbach Alpha value for these five factors are (window display: 0.583, In-store form: 0.629, floor merchandise: 0.669, Promotional Signage: 0.612, Social cues: 0.698 and Purchase intention: 0.758), and further overall Cronbach's Alpha was 0.794 which indicates adequate internal consistency. According to the Sekaran (2013), the stability and the steadiness of the instrument can be proved through ensuring of the “goodness” of the measurement. The statistically significant Bartlett's Test results (Chi-Square 80.685, df: 10, sig .003) further have proved the reliability of the sample. That has satisfied the sufficient correlation among the variables and the advocacy of the sample was strived through Kaiser-Meyer-Olkin. (KMO) .671 (> 0.5). Accordingly, Overall Cronbach's Alpha was 0.794.

4.1.1 Manipulation check: Manipulation checks were used based on the primary two questions to make sure the respondents were truly affected by the tested retail ambient signals., “I would intend to buy fashion apparel in a retail environment with high design cues, “I would intend to buy fashion apparel in a retail environment with high social cues which anchored the answers

on a seven-point scale (1=Strong disagree and 7= strong agree). Manipulation test is commonly viewed in psychological research even though the current study is in management.

The current study focuses on consumer mental status regarding to the crowded retail setting and the sales ' friendliness so its valuable to check related to this study. The design atmospheres perceived the retail store evaluated as the significantly more favorable manner by males than females in the group (M male=5.197 and M female=5.04;  $F(1,100) = .828$ ;  $P > 0.001$ ). For the second question, in direct contrast between two groups (M male=5.02 and M female=4.6;  $F(1,100) = .050$ ;  $P > 0.001$  where males perceived slightly higher than their female respondents, thus confirming the effectiveness of manipulated variables. To examine the bias caused by the data collection's common method, Harmon's single-factor test was used. The test results showed that the total variation for a single element was 42%, less than 50%, which shows that CMB did not alter the study data and the outcomes.

## *4.2 Hypothesis testing*

### *4.2.1 Design cues on purchase intention*

The association across each of the variables—design cues in retail settings and purchase intention of customers on-site—was examined using regression analyses. Additionally, multiple regression testing was used to assess the moderating impact of social cues on customers' purchase intentions. Accordingly, the hypothesis was tested by conducting 2x2 (gender orientation: male vs. female) in the split sample, results were presented in Table 03. The derived correlation value for males and females are respectively .304 and .428. Overall, there is an interesting main effect of the atmosphere on customer evaluation accordingly to their gender base differences.

Examine the relationship between retail atmosphere design cues which measure through window display, in-store form or mannequin display and floor merchandising and its influence to consumers' purchase intention in this setting as pre-determined hypothesis 01(H1). Three design cue factors were inserted into the regression model as variables that were independent, and the dependent variable—consumers' buying intentions in a retail setting—was added. As shown in correlation analysis, main variables, window display ( $P = .192$ ,  $\text{Sig} = .048$ ), in-store form ( $P = .170$ ,  $\text{Sig} = .071$ ), and floor merchandising ( $P = .179$ ,  $\text{Sig} = .061$ ) for male respondents and its female counterparts displayed values respectively window display ( $P = .217$ ,  $\text{Sig} = .031$ ), in-store form ( $P = .368$ ,  $\text{Sig} = .001$ ), and floor merchandising ( $P = .346$ ,  $\text{Sig} = .001$ ). Accordingly, compared to males, female respondents indicated strong positive significant relationships with the dependent variable. In accordance with this, female respondents showed much stronger favorable connections with the dependent variable than did male respondents. The in-store form and floor merchandising in the retail environment are thus strongly influencing to generate a more desire to buy the goods for female customers when they're making.

The results of the regression analysis also showed that the different inflation factor (VIF) for all parameters should be less than 05 (Rogerson, 2001) (VIF for all variables 3.0) and that all tolerance values well listed below 1 stated that the variables in the regression model were

out of multicollinearity. Additionally, a near to 2.0 Durbin-Watson value complies with the absence of serial correlation among the independent variables.

Table No 02a: Model Summary

	Model	R	R Square	Adjusted Square	Sig. F Change	Durbin-Watson
Male	1	.364	.174	.169	.155	1.453
Female	1	.430	.285	.250	.002	1.507

a. Predictors: (Constant), WD, ISF, FD

b. Dependent Variable: PI

Table No 02b: Coefficient of the multiple regression analysis.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.		
		B	Std. Error	Beta			Tolerance	VIF
	Male							
1	(Constant)	2.588	1.062		2.437	.017		
	WD	.186	.161	.138	1.162	.249	.614	1.094
	IN-FMD	.132	.137	.114	.963	.339	.625	1.081
	FM	.156	.137	.133	1.137	.259	.646	1.057
	Female							
	(Constant)	2.028	.772		2.629	.011		
	WD	.074	.128	.067	.579	.564	.358	1.165
	IN-FMD	.234	.113	.254	2.074	.042	.479	1.284
	FM	.226	.123	.222	1.845	.069	.606	1.241

According to the findings, the overall model indicated that around seventeen percent (17%) of males' purchase intention can be formed with the influence of independent factors however it doesn't make a significant influence in this group ( $R^2 = 0.174$ ,  $F = 1.798$ ,  $\text{sig} = 0.155$ ,  $P > 0.001$ ) in contrast females around twenty-eight percent (28%) of purchase decisions are made with the effect of retail environment embedded there in the setting ( $R^2 = 0.285$ ,  $F = 5.282$ ,  $\text{sig} = 0.002$ ,  $P < 0.005$ ). Further, in-store form in retail design cue for female respondents make the highest influence on their purchase intention in this sample ( $P = .368$ ,  $\beta = .254$ ,  $\text{Sig} = .001$ ). Consequently, findings partly confirmed hypothesis 01 (H1), which looks at the significance of a positive link between design signals (window display, in-store form or mannequin display, and floor merchandising) and consumers' desire to make a purchase in retail environments for female respondents.



Table No 03a: Model Summary

Model Summary										
Gender of the respondents	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
male	1	.192a	.037	.024	1.17511	.037	2.842	1	74	.096
	2	.419b	.176	.153	1.09456	.139	12.292	1	73	.001
	3	.431c	.185	.152	1.09562	.010	.859	1	72	.357
female	1	.217a	.047	.034	1.16803	.047	3.574	1	72	.063
	2	.551b	.304	.284	1.00540	.257	26.177	1	71	.000
	3	.553c	.306	.276	1.01110	.002	.201	1	70	.656
a. Predictors: (Constant), Mean value for window Dis										
b. Predictors: (Constant), Mean value for window Dis, Mean value for Social Cues										
c. Predictors: (Constant), Mean value for window Dis, Mean value for Social Cues , WINDISxSC										

Table No 3b: Moderation of social cues on the relationship between a window display and consumers' purchase intention

Model Summary										
Gender of the respondents	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
Male	1	.192a	.037	.024	1.17511	.037	2.842	1	74	.096
	2	.419b	.176	.153	1.09456	.139	12.292	1	73	.001
	3	.431c	.185	.152	1.09562	.010	.859	1	72	.357
Female	1	.217a	.047	.034	1.16803	.047	3.574	1	72	.063
	2	.551b	.304	.284	1.00540	.257	26.177	1	71	.000
	3	.553c	.306	.276	1.01110	.002	.201	1	70	.656
a. Predictors: (Constant), Mean value for window Dis										
b. Predictors: (Constant), Mean value for window Dis, Mean value for Social Cues										
c. Predictors: (Constant), Mean value for window Dis, Mean value for Social Cues , WINDISxSC										

#### 4.2.2 Influence of social cues and its gender differences

Third pre-determined hypothesis examines whether the social cues: friendliness of employees and less crowdedness of the environment will influence the purchase intention form in the environment while they are there. Thereby in order to test the moderating effect, hierarchical regression analysis was performed. As explained in the literature review, design cues have been examined through three variables: window display, in-store form or mannequin display, and floor merchandising. As presented in Table 03, hierarchical regression analysis was applied initially to test the linear and interaction effect of a window display in a retail atmosphere and the influence of social cues it's embedded, and its gender differences for consumer purchase intention in retail settings. Variables were entered into the model in the following order: window display, social cues, and window dis. X social cues. Table 3 presented the result of hierarchical regression analysis for the linear and interaction effect of variables on consumers'

purchase intention. As explained by Liao and Wang, (2009), R2 change shows the significant moderating effect of a moderator.

According to the findings, in overall there are some interesting main effects of the store atmosphere on consumers' evaluations. Males perceived that retail environment setup more attractive widows displays (M male=5.66;  $F(1, 74) = 2.842$ ; sig.0.096,  $P > 0.05$  and M female=5.49;  $F(1, 75) = 3.574$ ; sig.0.063,  $P > 0.05$ . further male respondents change their purchase intention in retail setting from two present (2%) on window displays in the premises and it changed significantly up to fifteen present (15%) with the second variable: social cues. However, the dependency of consumer purchase decisions on the interaction effect of these two variables has decreased from 15.3% to 15.2%. As indicated in the findings, only social cues as a main effect display a significant influence of male consumer purchase intention in retail settings, its respectively ( $\beta = .192$ ,  $p = .096$ ,  $\beta = -.375$ ,  $p = .001$ , and  $\beta = -.731$ ,  $p = .357$ ). Whereas, female respondents are displaying, changes of the variance of their decisions respectively, 4.7%, 28.4%, and 27.6% based on the main variable and interaction effect. But the interaction effect doesn't make a significant effect in this sample, respectively ( $\beta = .217$ ,  $p = .063$ , and  $\beta = .510$ ,  $p = .000$ , and  $\beta = -.361$ ,  $p = .656$ ). Thereby, the results show social cues do not makes a moderating effect in the relationship between a window display and the consumer purchasing intention in retail setting regarding to any consumer groups. Thus, hypothesis 02a (H2a) was rejected. Further, both male and female consumers do not make any changes in their intention to buy products in retail setting with the influence of the social cues in there.

Table No 4: Moderate effect of social cues on the relationship between in-store form and mannequin display and consumer purchase intention.

Model Summary										
Gender of the respondents	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
Male	1	.170a	.029	.016	1.18007	.029	2.197	1	74	.143
	2	.391b	.153	.130	1.10948	.124	10.717	1	73	.002
	3	.440c	.194	.160	1.08991	.041	3.644	1	72	.050
Female	1	.368a	.135	.123	1.11286	.135	11.252	1	72	.001
	2	.574b	.329	.310	.98686	.194	20.560	1	71	.000
	3	.598c	.358	.331	.97230	.029	3.142	1	70	.031
a. Predictors: (Constant), Mean value for In store form										
b. Predictors: (Constant), Mean value for In store form, Mean value for Social Cues										
c. Predictors: (Constant), Mean value for In store form, Mean value for Social Cues , INSFxSC										

The link between in-store form and consumers' desire to make a purchase in a shop environment is moderated, according to hypothesis 02b, by social factors. Hierarchical regression analysis was used to assess the linear and interactive effects of the second variable that was independent. There Variables were entered into the model in a following order: In store form, social cues and in store forms X social cues.

Male consumer purchase decision at retail setting regards this group changes in 2.9 percent (2.9%) from the attractive in store form designs while female depend on that greater than them approximately 13.5 percent (13.5%). Further its indicated with the  $R^2 .029$ ,  $F (1,74)= 2.197$ ,  $P= .143$  ( $P>0.000$ ) for males and  $R^2 .135$ ,  $F (1,72)= 11.252$ ,  $P= .001$  for females. As result of the second independent variable social cues, the variance of the consumer purchase intention have enhanced up to 13.0 percent (13.0 %) for males contrast to the females significant increase up to 32.9percent (32.9 %). So, change respectively (male:  $R^2=.124$ ,  $\Delta F (1, 73) =10.717$ ,  $P=.002$ , and female:  $R^2=.194$ ,  $\Delta F (1, 71) =20.560$ ,  $P= .000$ ). So social cues has made significant influence as independent variable regards to both consumers in this relationship (male:  $p=0.002$ , female:  $p=0.000$ ). Due to the interaction effect (in store forms X social cues) the proportion of variance has increased up to 19.4 percent for males (91.4%) (Change  $R^2=.041$ ,  $\Delta F (1, 72) =3.644$ ,  $P=.050$ ) and for females to 35.8 percent (35.8%) (Change  $R^2=.029$ ,  $\Delta F (1, 70) =3.142$ ,  $P=.031$ ).

It concludes that, both male or female consumers significantly change their purchase decision with the interaction effect of social cues but however, but female respondents get significantly higher stimulus than males from the social cues in a retail setting.

Table No 5: Moderate effect of social cues on the relationship between floor merchandising and consumer purchase intention.

Gender of the respondents	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
Male	1	.179 <sup>a</sup>	.032	.019	1.17809	.032	2.453	1	74	.122
	2	.389 <sup>b</sup>	.151	.128	1.11066	.119	10.259	1	73	.002
	3	.394 <sup>c</sup>	.155	.120	1.11593	.004	.312	1	72	.578
Female	1	.346 <sup>a</sup>	.119	.107	1.12293	.119	9.767	1	72	.003
	2	.561 <sup>b</sup>	.314	.295	.99785	.195	20.181	1	71	.000
	3	.564 <sup>c</sup>	.318	.289	1.00234	.004	.366	1	70	.547

As reported in table 06, findings of hierarchical regression analysis for test the moderating effect of social cues in relationship floor merchandizing in retail sites and consumer purchase intention. Variable were entered into the model in the following order: floor merchandizing, social cues, and Floor merchandising. X social cues. In the first model, variable floor merchandizing accounted for around 02 percent (1.9%) for males and around 10.7 percent (10.7%) for females of variance in consumer purchase decisions in the sample. After adding the second independent variable social cues for the model that predicting value for both groups have uplifted to 12.8 percent (12.8%): male and 29.5 percent (29.5%) for females). Finally, due to the interaction effect (MFMXSC) that value has gradually decreased into 12.0 percent (12.0%) ( $P= .578$ ) for males and it recorded up to 28.9 percent (28.9%) ( $P= .547$ ) for females. According to the findings, both males and females didn't display significant influence on the dependent variable ( $P=0.578$ ; males,  $P= 0.547$ ; females) in the interaction effect. Indeed, it concludes that social cues embedded in retail setting don't make any influence for consumers' behavior while they make purchase decisions. Thereby, hypothesis H3c is rejected. But

however, female purchase intention can be changed by their desire to buy products significantly on floor merchandising and social cues separately.

## **5. Discussion**

The study intended to understand how formed retail settings by retailers can be influence for consumer purchase intention while they buy products with an emphasis of the influence of social cues in the setting and its gender difference. In order to address our research questions, the study employed correlation analysis to study the relationship between the two main variables: design cues in retail settings and consumer purchase intention. Secondly, this study implies the moderating effect of social cues (friendliness of sales personnel and less crowded of retail environment) its gender difference of the consumer for the associations of the above-mentioned constructs. As concluded in correlation analysis from the main three variables in design cues: window display, in-store form and floor merchandising for two groups male and female, only female respondents indicate a significant positive relationship between the dependent variable. Moreover, current research findings further signified that the past scholar's idea as women are more involved with shopping in contrast to their male counterparts (Borges, Babin,& Spielmann, 2013). Furthermore, it's further proved that the suggestion made by Johnstone and Conroy (2005) as female shoppers designate a strong favorable reaction to relational and hedonistic aspects of the retail environment than the male shoppers. Accordingly, if the retail atmosphere has design in a very attractive manner female customers sometimes can tend to purchase more products in a particular setting than the other environment doesn't arrange as follows.

As the mentioned second phase of the study focused the moderating effect of social cues in retail environment for the relationship, which indicated only significant effect on in-store form for both male and female groups (respectively:  $P=.050$ ,  $P=.031$ ) but however, females are show more strong reactions than to males. These finding are further proved the suggestions made by Mohan, Sivakumaran, & Sharma (2013) as the way of presenting items have significant relation on spiritually.

## **6. Research Implications**

The findings of the current study will be contributed to the academia with filling gap of knowledge in purchase intentions nexus with encountered atmospheric cues retail setting. Specially, regarding to the effect of design cues such as window-display, in-store form and floor merchanting for consumer purchase intention as well as when it is affected with social cue such as perception of store crowdedness and sales people's friendliness will theoretically contribute from the findings. Further, result of moderating effect fills the significant conceptual gap with fairly examines area. This discovered knowledge about moderating effect of social cues contributes to better understanding of consumer behaviors. According, to the findings of the study, decision makers and practitioners should be considered about how male and female consumers perceive retail setting elements in different manner when they decided to buy apparel items in retail setting.

## 7. Conclusion

The findings indicate the value of attractive atmospheric cues in order to reinforce congruent self-image as a retailer in the competitive market for the store owners. Thereby, current study illustrated that, even though males consider about the atmosphere of the retail environment, However, only women in this group are strongly impacted by these characteristics. Additionally, the outcome of the moderating effect demonstrates that social cues have little bearing on the relationship between window displays and customer purchases for both male and female groups. However, from the social cues female consumers are more stimulate than their counterpart while they make their purchase decisions with respect to the arrangement of in-store form and mannequin displays. Not only that, female purchase intention can be changed their desire to buy products significantly on floor merchandizing and social cues separately.

Therefore, in order to get the competitive advantage in the market place, when the retail owners arrange their retail setting, by displaying products on the floor very attractive way because I make significantly influence consumer purchase decision for both male and female consumers, moreover if they are selling women apparels it will more worthwhile in this massive competition. Due to time and financial restrictions, the study could only include 150 responders. Furthermore, the study would be more trustworthy if it used a larger sample to represent different client bases such as different demographic groups as younger and older customers, as well as to concentrate on customer income and education levels. Future investigations might include focus. Moreover, the study has focused on fashion apparel, thus in future research can focus on other product categories such as in expensive fashion items like jewelry and fast-moving goods or service setting.

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