

THE INFLUENCE OF PERCEPTION OF IN-STORE COLOUR ON CONSUMERS' IN-STORE BEHAVIOUR

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Abstract

The primary objective of this study is to examine the influence of perception of in-store colour on consumers' in-store behaviour. Using a mall intercept technique, which used a self-administered questionnaire, a survey of shoppers in clothing and apparel stores at selected shopping centre's was carried out. The result of structural equation modeling found that in-store colour has significantly influenced mood, which in turn, mood was found to significantly affect respondents' time spent, money spent, and repatronage intention. The perception of in-store colour was also found to directly influence the consumers' in-store behaviour. This study would give some useful information to marketing managers and retailers with regards to the importance of in-store colour to attract more shoppers to patronise their stores, with comfortable, yet exciting and satisfying experiences.

Keywords: In-Store Colour, Mood; In-Store Behaviour.

Introduction

In Malaysia, shopping centres have transcended from their initial role as an economic entity to become a community centre for social and recreational activity, as the shopping centre is a popular destination

for shopping and recreation (Othman and Lim, 1998). In fact, today, shopping centres have become a popular tourist attraction. Many shopping centres have sprout out dramatically and thus, this lead to the competitive scenario among the stores. Competition between centres and newer forms of shopping centres has led the developers and managements to consider alternative methods to boost shopping excitement for customers. Due to this factor, the management in each shopping centre has taken alternative steps to attract more customers to patronise their outlet. Shopping centre developers are attempting to entice customers by creating an exciting shopping experience designed to attract and keep them at the place and one of the effort is through designing the store environment. Each of them tries to create the special and comfortable atmosphere for the consumers.

Retailers are facing an increasingly competitive marketplace nowadays and they are also finding it more difficult to differentiate their stores solely on the basis of merchandise, price, promotion, or location. This is because the store itself, can offer a unique atmosphere, or environment, that may influence the consumer's patronage decision (Baker et al., 1994; Kotler, 1973). Thus, in-store element such as colour may have more immediate effects on decision

