

## Impact of Resting Areas on Consumer Store Choice

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### ABSTRACT

*In this era where retailers find it difficult to achieve differentiation through pricing, promotion, product and place, the store shopping experience itself becomes a source of competitive advantage. Therefore, this research study is undertaken about resting areas, in order to understand the influence of resting areas on shopping experience and store choice decision from the shopper's perspective. A survey of retail shoppers was conducted and exploratory factor analysis used to identify factors of resting area and store choice decision factors. One way Anova, regression is employed to find out commonalities and differences among different categories of retail stores with respect to importance of resting areas.*

*This study revealed eight decision making factors from the shoppers' perspective: of which one was Resting Areas which is used for the study to further garner insights. Identifying store choice decision factors gives a better understanding about patronage motives than when it is applied to the market as a whole. This enables retail managers to develop the appropriate retailing strategies with respect to resting areas to satisfy each segment.*

**Keywords:** Retail, Resting Areas, store choice, shopping experience, Atmospheric.

### INTRODUCTION:

Traditionally the unorganized retail market is a family's livelihood in the country. Small retailers have their shop in the front and house at its back. In the country more than 92% of the retailers operate in less than 500 square feet of shopping space. INR 65,000 crore is the expected market size of organized retail in the year 2017-18, as per Global retail consultants KSA Technopak.

In today's scenario products categories like jewelry, food, shoes etc are slowly becoming lifestyle products, due to the increasing purchasing power of Indian urban consumer. This is the right time for Indian retailers to take advantage and diversify and experiment with new retail formats to build strong and new brands. Retail should be perceived as brand rather than seeing it as retailers' selling brands.

### NEED FOR THE STUDY:

Changing trends in retail, brand internationalization and consumption behaviors come along with the change in how people shop. One of the main change is that consumers are paying more attention to check whether the shopping experience by itself is a pleasant one or is it just a chore. In this era where retailers find it difficult to achieve differentiation through pricing, promotion, product and place, the store shopping experience itself becomes a source of competitive advantage. It is of high relevance and importance that retailers study about every aspect of the store atmospheric particularly resting areas in order to make the shopping experience a delightful one for its customers.

## LITERATURE REVIEW:

The driving force behind shopping is the answer to the question “why do people shop?” The answer for the question can be obtained by examining the consumer purchasing/shopping motives. Motivation refers to the drive, urge, wish, or desire that leads to a goal-oriented behavior (Patel & Sharma, 2009). In other words, these are nothing but the reasons for an individual to leave home for shopping. There might be several drives for individuals to go for shopping. Consumers are not interested in the actual products or services that a store offers, they are interested only in the benefits that they gain out of it. Some get satisfied just in purchasing what they had planned for, these types of individuals are called as Utilitarian shoppers (Tauber, 1972). They pay less attention to the decorations or the extra add on facility which the store offers, and are considered to be irrelevant to their shopping objectives and motives (Fischer) whereas others, the non-utilitarian or the hedonistic look for fun, entertainment and rest during shopping (Babin, Darden, & Griffin, 1994).

There are many type of retail formats, of which the largest in India are the Shopping Malls. According to Mohammed Ismail El-Adly's research there are three main factors which is attributed to Shopping malls attractiveness which is comfort, entertainment, diversity and mall Essence. The factor comfort is the most significant factor among all and has  $\alpha$  value of 0.794. There are seven attributes under the comfort factor, which are the mall security, parking space, comfort, width, cleanliness, and seating/resting space. Also (Nicholls, Li, Kranendonk, & Roslow, 2002) found out that today's mall shoppers are leisurely in nature than that of the 90's. They usually shop on weekends and on average spend about 2-3 hours in a store. In contrast to this, (Yavas, 2003) experiment/ research shows that both the considered shopper segments view availability of Seats, rest areas in the mall as least important factor when it comes to choosing between two malls.

“Impulse buying behavior is an enigma in the marketing world, for here is a behavior which the literature and consumers both state as innormative sensewrong, yet accounts for a substantial volume of the goods sold every year across a broad range of product categories (Hausman, 2000). The sales of a particular store would increase if there are more number of hedonistic buyers who are more likely to engage in impulse buying. The research by (Smith, Sherman, & Mathur, 1997) confirms that not only the cognitive factors but also the in-store environment and the emotional state of consumers are responsible for store selection and their purchase behavior and hence it is vitally important to acknowledge and provide sufficient aesthetics inside the store to satisfy the customers. Satisfied customers not only give repeat purchases but also ensures to do their bit of word of mouth propoganda which in turn brings new customers to the stores (Singh, Katiyar, & Verma, 2014).

According to (Applebaum, 1951) “To buy is to purchase. To shop is to visit business establishments for inspection or purchase of goods”. And it is not always that only the purchaser visits the store. Many a times there will be bundle carrier as well, like amother accompanying a child in buying. Though the decision maker is the child, the parent is the one who pays for it. Hence it essential to account for the needs of the bundle carrier as well. (OXENFELDT, 1975) says that, consumers tend to have both opinions and feelings towards each store, which would ultimately lead to a decision making and therefore it is vitally important to build a good store image in the minds of the consumers. In order to do that a holistic approach has to be adopted which takes care of the products variety, assortment and availability, competitive pricing and the store atmospherics.

(Store Atmospherics Provide Competitive Edge, 2005) suggests that there are three important parameters that decide the attractiveness of a retail store, in the eyes of a customer viz: 1) the cleanliness associated with the store 2) passive atmospherics which includes the lighting, temperature, aisle width etc. 3) the active atmospherics which includes the music and Instore TV. The younger customers have an inclination towards the active atmosphere while the affluent mature customers are inclined towards the passive atmosphere of the retail stores. (Lunardo & Roux, 2014) says consumers feel that an overly arousing store environment is a deception to entice them to buy. With a change in the traditional landscape of retail store which is marked by the dwindling of the mom and pop store and the rise of organized retail store, establishing a store image has become ubiquitous for the owners. Store image is blend of tangible and intangible attributes (Color and décor of the interiors of the outlet, music played inside the outlet, crowding and lighting within the outlet, design, layout, signage, olfactory factor, and tactile factor.) Further (Sen & Srivastava, 2016) throwlight on how cultural conditioning influences the consumption behavior of customers. Customers who were highly conditioned by culture preferred a utilitarian product over a hedonistic one, while consumers who belonged to a region that was relatively less conditioned by culture, preferred hedonistic over utilitarian products but did not perceive them as being different from utilitarian products in terms of brand personality. Preferences for utilitarian and hedonistic products depend on decision targets. According to (Lim & Ang, 2008) Consumers deciding for others were more likely to choose hedonistic over utilitarian options than were consumers deciding for themselves. (Lu, Liu, & Fang, 2016) cast light on how both the utilitarian and hedonistic aspects of a self-service experience influence a

consumer’s future behavioral intentions with the technology. Three variables were found to influence a consumer’s utilitarian value: ease of use, perceived control, and functionality. Two variables were found to influence hedonistic value judgments: need for human interaction and personal innovativeness in information technology. Retailers trying to implement self-service technology must not only be mindful of the benefits or utility of the technology, but also how the consumer perceives the process or enjoyment of using the technology.

**RESEARCH GAP:**

Prior research in the field of marketing has supported the relationship between various in-store attributes like color, music, lighting, crowd etc. However negligible attention is paid to the relationship between the resting areas inside a retail store and the sales of the particular store.

**STATEMENT OF THE PROBLEM:**

In today’s scenario one of the store managers Key responsibility area would be to ensure customer satisfaction and to increase number of walk-ins. With that in mind, managers work to make the store a better place to shop in comparison to other retail outlets. One of the ways by which they achieve this is by working on the store atmospherics. One such element is Resting Areas. Resting Areas being one of the important attribute of store atmospherics, if not given proper concentration/attention, the store might lose out on the customers.

**OBJECTIVE:**

- To identify the influence of Resting areas on consumer’s store choice decisions.

**HYPOTHESIS:**

H0: There is no significant effect of resting area on store choice decision.  
 H1: There is significant effect of resting area on store choice decision.

**RESEARCH METHODOLOGY:**

Retail shoppers above the age of 17 are the population of the study. The population of the study includes gender, marital status, income level, etc. The survey method of research was used in the study of population. A survey of 300 retail shoppers selected randomly as the sample size using convenience sampling was conducted and exploratory factor analysis were used to identify factors of resting area and store choice decision factors.

**STATISTICAL TOOLS ADOPTED FOR THE STUDY:**

**Factor Analysis:**

To group the variables responsible for store choice decision into different logical factors, factor analysis with varimax rotation.

**Regression Analysis:**

To find the relationship between resting areas and the store choice decision Regression analysis is used.

**LIMITATIONS OF THE STUDY:**

The sample population were primarily only from the Bangalore Location, so the results canbe different when the samples are collected from different geographies.

**DATA INTERPRETATION AND ANALYSIS:**

**Factor Analysis:**

**Table 1: KMO and Bartlett’s Test – Factor Analysis**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.600
Bartlett's Test of Sphericity	Approx. Chi-Square	332.335
	df	153
	Sig.	.000

The KMO value is at 0.6 which tells the sampling is just adequate and the significance value which is at .000 tells that the tests are significant and proceed with the further test.

Figure 1: Total Variance Explained – Factor Analysis

Component	Initial Eigen Values			Extraction sums of Squared Loadings			Rotation sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.089	11.606	11.606	2.089	11.606	11.606	2.028	11.268	11.268
2	1.395	7.748	19.354	1.395	7.748	19.354	1.352	7.508	18.776
3	1.28	7.111	26.465	1.28	7.111	26.465	1.259	6.993	25.77
4	1.228	6.822	33.287	1.228	6.822	33.287	1.203	6.684	32.453
5	1.14	6.335	39.621	1.14	6.335	39.621	1.173	6.518	38.971
6	1.136	6.309	45.93	1.136	6.309	45.93	1.146	6.369	45.341
7	1.037	5.762	51.692	1.037	5.762	51.692	1.097	6.095	51.436
8	1.014	5.634	57.326	1.014	5.634	57.326	1.06	5.891	57.326
9	0.974	5.409	62.735						
10	0.962	5.343	68.078						
11	0.931	5.172	73.251						
12	0.904	5.024	78.274						
13	0.845	4.694	82.968						
14	0.779	4.329	87.297						
15	0.692	3.843	91.14						
16	0.687	3.817	94.957						
17	0.495	2.748	97.705						
18	0.413	2.295	100						

57.326% of variance is explained by the 8 first components. So for further studies only these 8 components are considered. However, analysis was restricted to factors related to resting areas.

Figure 2: Rotated Component Matrix – Factor Analysis

	Component							
	1	2	3	4	5	6	7	8
Seating Availability	0.832							
Kids Play Area	0.806							
Wash Room	0.794							
Credit card Facility		0.737						
Distance & Size of Outlet		0.699						
Store Special Promotion		0.463						
In Store Music			0.632					
Ample Parking Area			0.558					
Merchandise Availability			0.497		0.43			
Central Business District				0.801				
Cleanliness				0.48				
Easy Return Policy					0.721			
Endorsement					0.441			
Good Brand Value						0.763		
Ad Support						0.572		
Recommendation by family							0.731	
Availability of Sales Personnel								0.811
Queue Free								

Extraction method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

A rotation converged in 12 iterations

The rotated component matrix classified various components into different variables. As the table suggests, seating Availability, kids play area and wash room has been classified into one factor which is here after referred as “Resting Area”

It is assumed that the values of variables “Seating Availability”, “Kids Play Area” and “Wash room” if is more than or equal to 3 it is considered that the respondent would visit the store. Hence a fourth variable “Store Choice Decision” based on the responses to the above mentioned variables emerged.

**REGRESSION ANALYSIS:**

**Resting Areas and Store Choice Decision:**

Now to find the importance/effect on store choice decision due to resting areas, a regression analysis is done between the variables “Store Choice Decision” and “Resting Areas”

**Table 2: Model Summary Table – Regression Analysis – Resting Areas & Store Choice Decision**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 <sup>a</sup>	.719	.718	.24274
a. Predictors: (Constant), Resting Areas				

The adjusted R2 value is 0.718 which means 71.8% contribution is coming from these independent variables.

**Table 3: Anova Table -Regression Analysis – Resting Areas & Store Choice Decision**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.078	1	44.078	748.075	.000 <sup>b</sup>
	Residual	17.264	293	.059		
	<b>Total</b>	61.342	294			
a. Dependent Variable: Store Choice Decision						
b. Predictors: (Constant), Resting Areas						

P value in the Anova table is ‘0’ which is <0.05 which means that the regression model is significant. Since the significance value is less than 0.05, we reject H0, that is there is no significant effect on store choice decision due to resting area.

**Table 4: Coefficients Table -Regression Analysis – Resting Areas & Store Choice Decision**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.849	.059		-14.503	.000
	Resting Areas	.416	.015	.848	27.351	.000
a. Dependent Variable: Store Choice Decision						

The p value of the variable is<0.05 which means it is significant. The regression equation for the model is -0.849+(0.416\*Resting Area).

**Resting Area and Time Preference:**

**Table 5: Model Summary Table – Regression Analysis – Resting Areas & Time Preference**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.128 <sup>a</sup>	.016	.010	.92607
a. Predictors: (Constant), Weekend, Weekday				

Adjusted R square value (coefficient of determination) is 0.010, which means that only 1% contribution is coming from these independent variables.

**Table 6: Anova Table – Regression Analysis – Resting Areas & Time Preference**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.193	2	2.097	2.445	.089 <sup>b</sup>
	Residual	250.420	292	.858		
	<b>Total</b>	<b>254.613</b>	<b>294</b>			
a. Dependent Variable: Resting Areas						
b. Predictors: (Constant), Weekend, Weekday						

P value in the Anova table is ‘0.089’ which is >0.05 which means that the regression model is not significant. Since the significance value is greater than 0.05, we accept H0, that is there is no significant relationship between the time of purchase/ shopping and resting areas.

**Table 7: Coefficients Table – Regression Analysis – Resting Areas & Time Preference**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.802	.133		28.618	.000
	Weekday	.042	.039	.063	1.072	.285
	Weekend	-.073	.040	-.105	-1.804	.072
a. Dependent Variable: Resting Areas						

From the coefficients table, it is seen that the values of both the variables (weekday and weekend) are not significant i.e. their p value is >0.05. Hence none of these values are seen in the regression equation.

**Cross tabs:**

**Figure 3: Cross Tabulation Age \* Seating Availability**

			Seating Availability				Total
			Not Important	Slightly Important	Moderately Important	Very Important	
Age	17 - 21	Count	0	6	13	20	45
		% within Age	0.0%	13.3%	28.9%	44.4%	100.0%
		% within Seating Availability	0.0%	18.8%	31.0%	15.5%	7.1%
		% of Total	0.0%	2.0%	4.3%	6.7%	2.0%
	22 - 29	Count	6	14	13	41	99
		% within Age	6.1%	14.1%	13.1%	41.4%	25.3%
		% within Seating Availability	50.0%	43.8%	31.0%	31.8%	29.8%
		% of Total	2.0%	4.7%	4.3%	13.7%	8.4%



		Seating Availability					Total
		Not Important	Slightly Important	Moderately Important	Important	Very Important	
29 - 36	Count	2	6	12	39	24	83
	% within Age	2.4%	7.2%	14.5%	47.0%	28.9%	100.0%
	% within Seating Availability						
	% of Total	0.7%	2.0%	4.0%	13.0%	8.0%	27.8%
36 - 60	Count	3	5	4	21	16	49
	% within Age	6.1%	10.2%	8.2%	42.9%	32.7%	100.0%
	% within Seating Availability	25.0%	15.6%	9.5%	16.3%	19.0%	16.4%
	% of Total	1.0%	1.7%	1.3%	7.0%	5.4%	16.4%
Above 60	Count	1	1	0	8	13	23
	% within Age	4.3%	4.3%	0.0%	34.8%	56.5%	100.0%
	% within Seating Availability	8.3%	3.1%	0.0%	6.2%	15.5%	7.7%
	% of Total	0.3%	0.3%	0.0%	2.7%	4.3%	7.7%
Total	Count	12	32	42	129	84	299
	% within Age	4.0%	10.7%	14.0%	43.1%	28.1%	100.0%
	% within Seating Availability	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	4.0%	10.7%	14.0%	43.1%	28.1%	100.0%

It can be seen that 56.5% of the people aged above 60 have responded saying that they would prefer a store with seating availability. Also 47.0% of people who are aged between 29-36 would prefer a store with seating area availability which is significant.

Figure 4: Cross Tabulation Age \* Kids Play Area

		Kids Play Area					Total	
		Not Important	Slightly Important	Moderately Important	Important	Very Important		
Age	17 - 21	Count	2	10	6	19	8	45
		% within Age	4.4%	22.2%	13.3%	42.2%	17.8%	100.0%
		% within Kids Play Area	14.3%	20.8%	12.5%	17.8%	9.8%	15.1%
		% of Total	0.7%	3.3%	2.0%	6.4%	2.7%	15.1%
	22 - 29	Count	9	15	17	32	26	99
		% within Age	9.1%	15.2%	17.2%	32.3%	26.3%	100.0%
		% within Kids Play Area	64.3%	31.3%	35.4%	29.9%	31.7%	33.1%
		% of Total	3.0%	5.0%	5.7%	10.7%	8.7%	33.1%
	29 - 36	Count	2	13	16	27	25	83
		% within Age	2.4%	15.7%	19.3%	32.5%	30.1%	100.0%
		% within Kids Play Area	14.3%	27.1%	33.3%	25.2%	30.5%	27.8%
		% of Total	0.7%	4.3%	5.4%	9.0%	8.4%	27.8%
	36 - 60	Count	1	7	8	16	17	49
		% within Age	2.0%	14.3%	16.3%	32.7%	34.7%	100.0%
		% within Kids Play Area	7.1%	14.6%	16.7%	15.0%	20.7%	16.4%
		% of Total	0.3%	2.3%	2.7%	5.4%	5.7%	16.4%
Above	Count	0	3	1	13	6	23	

		Kids Play Area					Total
		Not Important	Slightly Important	Moderately Important	Important	Very Important	
60	% within Age	0.0%	13.0%	4.3%	56.5%	26.1%	100.0%
	% within Kids Play Area	0.0%	6.3%	2.1%	12.1%	7.3%	7.7%
	% of Total	0.0%	1.0%	0.3%	4.3%	2.0%	7.7%
Total	Count	14	48	48	107	82	299
	% within Age	4.7%	16.1%	16.1%	35.8%	27.4%	100.0%
	% within Kids Play Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	4.7%	16.1%	16.1%	35.8%	27.4%	100.0%

Approximately about 32% of the respondents in the category of 22 - 29, 29 – 36 and 36 – 60 would prefer a store having Kids play area.56.5% of the respondents of the age group 60 and above, would consider shopping at a store which has Kids ply area. And none of the respondents in the age group 60 and above considers resting areas as least important.

Figure 5: Cross Tabulation Age \* Wash Room

	Wash Room	Total						
	Not Important	Slightly Important	Moderately Important	Important	Very Important			
Age	17 - 21	Count	0	14	7	14	10	45
		% within Age	0.0%	31.1%	15.6%	31.1%	22.2%	100.0%
		% within Wash Room	0.0%	33.3%	14.0%	13.2%	11.2%	15.1%
		% of Total	0.0%	4.7%	2.3%	4.7%	3.3%	15.1%
	22 - 29	Count	6	17	16	33	27	99
		% within Age	6.1%	17.2%	16.2%	33.3%	27.3%	100.0%
		% within Wash Room	50.0%	40.5%	32.0%	31.1%	30.3%	33.1%
		% of Total	2.0%	5.7%	5.4%	11.0%	9.0%	33.1%
	29 - 36	Count	2	6	15	32	28	83
		% within Age	2.4%	7.2%	18.1%	38.6%	33.7%	100.0%
		% within Wash Room	16.7%	14.3%	30.0%	30.2%	31.5%	27.8%
		% of Total	0.7%	2.0%	5.0%	10.7%	9.4%	27.8%
	36 - 60	Count	3	5	10	16	15	49
		% within Age	6.1%	10.2%	20.4%	32.7%	30.6%	100.0%
		% within Wash Room	25.0%	11.9%	20.0%	15.1%	16.9%	16.4%
		% of Total	1.0%	1.7%	3.3%	5.4%	5.0%	16.4%
	Above 60	Count	1	0	2	11	9	23
		% within Age	4.3%	0.0%	8.7%	47.8%	39.1%	100.0%



	Wash Room	Total							
	Not Important	Slightly Important	Moderately Important	Important	Very Important				
		% within Wash Room	8.3%	0.0%	4.0%	10.4%	10.1%	7.7%	
	% of Total	0.3%	0.0%	0.7%	3.7%	3.0%	7.7%		
Total	Count	12	42	50	106	89	299		
	% within Age	4.0%	14.0%	16.7%	35.5%	29.8%	100.0%		
	% within Wash Room	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
	% of Total	4.0%	14.0%	16.7%	35.5%	29.8%	100.0%		

Only less than 5% of respondents in each age group do not prefer a shop based on the presence of wash rooms. And about 30% of respondents in the age group of 29 and above prefer a shopping destination which has washroom facility.

Figure 6: Cross Tabulation Marital Status \* Seating Availability

		Seating Availability					Total	
		Not Important	Slightly Important	Moderately Important	Important	Very Important		
Marital Status	Single	Count	4	13	19	56	25	117
		% within MaritalStatus	3.4%	11.1%	16.2%	47.9%	21.4%	100.0%
		% within Seating Availability	33.3%	40.6%	45.2%	43.4%	29.8%	39.1%
		% of Total	1.3%	4.3%	6.4%	18.7%	8.4%	39.1%
	Married	Count	8	19	23	73	59	182
		% within MaritalStatus	4.4%	10.4%	12.6%	40.1%	32.4%	100.0%
		% within Seating Availability	66.7%	59.4%	54.8%	56.6%	70.2%	60.9%
		% of Total	2.7%	6.4%	7.7%	24.4%	19.7%	60.9%
Total	Count	12	32	42	129	84	299	
	% within MaritalStatus	4.0%	10.7%	14.0%	43.1%	28.1%	100.0%	
	% within Seating Availability	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	4.0%	10.7%	14.0%	43.1%	28.1%	100.0%	

About 72% of the married respondents would prefer a store which has seating availability. And less than 4% of the total respondents do not prefer a shopping destination based on resting areas availability.

**Figure 7: Cross Tabulation Marital Status \* Wash Room**

			Wash Room					Total
			Not Important	Slightly Important	Moderately Important	Important	Very Important	
MaritalStatus	Single	Count	2	22	17	41	35	117
		% within MaritalStatus	1.7%	18.8%	14.5%	35.0%	29.9%	100.0%
		% within Wash Room	16.7%	52.4%	34.0%	38.7%	39.3%	39.1%
		% of Total	0.7%	7.4%	5.7%	13.7%	11.7%	39.1%
	Married	Count	10	20	33	65	54	182
		% within MaritalStatus	5.5%	11.0%	18.1%	35.7%	29.7%	100.0%
		% within Wash Room	83.3%	47.6%	66.0%	61.3%	60.7%	60.9%
		% of Total	3.3%	6.7%	11.0%	21.7%	18.1%	60.9%
Total	Count	12	42	50	106	89	299	
	% within MaritalStatus	4.0%	14.0%	16.7%	35.5%	29.8%	100.0%	
	% within Wash Room	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	4.0%	14.0%	16.7%	35.5%	29.8%	100.0%	

There is very meager/ no huge difference in preference when it comes to wash rooms. Both married and single respondents seem to prefer shopping at a place which has washroom facility.

**Figure 8: Cross Tabulation Marital Status \* Kids Play Area**

			Kids Play Area					Total
			Not Important	Slightly Important	Moderately Important	Important	Very Important	
MaritalStatus	Single	Count	8	19	16	45	29	117
		% within MaritalStatus	6.8%	16.2%	13.7%	38.5%	24.8%	100.0%
		% within Kids Play Area	57.1%	39.6%	33.3%	42.1%	35.4%	39.1%
		% of Total	2.7%	6.4%	5.4%	15.1%	9.7%	39.1%
	Married	Count	6	29	32	62	53	182
		% within MaritalStatus	3.3%	15.9%	17.6%	34.1%	29.1%	100.0%
		% within Kids Play Area	42.9%	60.4%	66.7%	57.9%	64.6%	60.9%
		% of Total	2.0%	9.7%	10.7%	20.7%	17.7%	60.9%
Total	Count	14	48	48	107	82	299	
	% within MaritalStatus	4.7%	16.1%	16.1%	35.8%	27.4%	100.0%	
	% within Kids Play Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	4.7%	16.1%	16.1%	35.8%	27.4%	100.0%	

Married respondents feel it is important to have kids play area in the shopping place so that they can shop peacefully letting the kids play over there. About 30% of the married respondents says it is very important and another 34% says it is important to make a store choice.

## **FINDINGS:**

- Resting area which is an amalgamation of Seating Availability, Kids Play Area and Wash Rooms contributes a significantly when it comes to store choice decision among the shoppers.
- The preference of Resting Areas does not change with respect to the time of purchase, whether it is weekday or weekend (or) if its mornings or afternoons or evenings.
- Seating Area Availability is most preferred by the people above 60 years of age but not to exclude the category of 29-36 and 36-60 years of people who consider it to be important when it comes to store choice decision.
- Wash rooms have no biasing with respect to age groups. Almost all the age groups under study, prefer a store which would have a wash rooms.
- Married people find Kids play area a significant factor in selecting/ making a store choice decision.
- The presence of resting areas in a retail outlet is an important factor when it comes to choosing a store. Hence, it is important for a retail store to focus on having good resting areas.

## **RECOMMENDATIONS:**

- Managers must take into consideration that the presence of kids play area to ensure that Book store customers shop more peacefully and thus make happy and informed choices. Play Area reduces the tension created by the kids of the customers thus letting them to shop peacefully.
- Washrooms are a must in all types of stores. Managers must ensure that proper washrooms provided based on the number of customer walk-ins.
- Kids Play area must be cleaned and must be in proper functioning form before 4 PM, as the customers who come post 4 PM tend to use the kids play area extensively.
- If the store is planning to attract married people to its store, based on the category of store the manager must ensure that there is a kids play area.

## **CONTRIBUTION TO THE BODY OF KNOWLEDGE:**

The primary aim of this study is to analyze the impact of resting areas on store choice decision. So far many studies have focused on other elements of store atmospherics affecting the store choice decision whereas this study provides insights into importance of resting areas across multiple categories of retail stores.

## **CONCLUSION:**

Objective was to identify factors of resting areas that were responsible for the customer store choice decision. This was done using factor analysis. Further with the help of regression analysis the impact of the factors on store choice decision was determined which will assist to strategize better and use resting areas as differentiator to compete.

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