

# A Study on Impact of Store Layout on Buying Behavior

Somashekhara.N<sup>1</sup>, Harshitha.G<sup>2</sup>

<sup>1</sup>. Student of 4th Semester, Department of Management Studies, Ballari Institute of Technology and Management Ballari, Karnataka, India

<sup>2</sup>. Assistant Professor, Department of Management Studies, Ballari Institute of Technology and Management, Ballari, Karnataka, India

**Abstract**—This project talks about how people buy clothes, electronics, and beauty products in online, they like it because it is easy, saves time, gives good prices, and lets them read product reviews. The Indian retail industry is experiencing rapid growth, driven by increased urbanization, a rising middle class, and the expansion of organized retail. In this context, optimizing store layout has emerged as a strategic priority for retailers aiming to enhance customer experience and drive sales

**Index Terms**—c

## I. INTRODUCTION

The retail industry in India is one of the most vibrant and rapidly expanding sectors as a result of the entry of several new rivals. It accounts for over 8% of all jobs and over 10% of the country's GDP. India ranks sixth globally in terms of retail tourism destinations. India is the fifth-largest retail destination in the world and ranks 63rd in the World Bank's Doing Business 2023 report.

The fast-expanding retail business in India was having an influence on smaller villages as well as big towns and metropolises. Numerous factors, including as urbanization, shifting consumer tastes and preferences, rising disposable income, shifting demographics, and robust economic growth, have contributed to the expansion of India's organized retail sector. The Indian government has implemented a number of laws, rules, and policies to improve the business climate and make it easier for foreign corporations to establish fully owned subsidiaries in India.

## II. REVIEW OF LITERATURE

In 2025, Dr. Shruthi Bekal Given its impact on customers, purchasing decisions, and the overall retail shopping experience, visual merchandising and retail management play an important part in today's retail environment. Sales were generated by the retailer's presentation of visual merchandising principles, including shop layout and design, lighting, window displays, and technology.

Vinoth S (2025) this study investigates the multifaceted relationship between structural design and user behaviour in major retail outlets. To achieve this, we examined the impact of demographic variables, such as age, gender, occupation, and income, on shopping behaviour and awareness of structural design's influence.

Devashish Ranjan (2024) this study explores rawing attention to how these factors shape customer behavior and purchases. This study focuses on store atmospherics, considering which are also relevant in this sense, relating to creating an environment that evokes certain emotions and perceptions among the customers.

Neha P. Mehta (2024) in the retail industry, the furniture and furnishing business has become more and more competitive. Many players are entering the structured retail framework in this area. Consequently, it becomes essential for merchants to differentiate themselves from one another.

Mantratzis (2023) the highly competitive retail industry pushes retailers to seek strategies like creating atmospheric in-store experiences to boost consumer satisfaction and encourage return visits. Store atmosphere and layout design influence consumer decision-making, perception, and satisfaction.

Chandrakala, V. G. (2023) The Indian retail sector has grown and changed significantly during the last 10 years, with a noticeable shift toward organized

commerce. Supermarkets, hypermarkets, superstores, discount stores, and convenience stores are examples of contemporary retail patterns that are prevalent in the developed world but have only just begun to spread to developing countries in Bangalore.

Dr. Sachindra G R (2022) India's retail industry is expanding quite quickly. Indian consumers have been attracted in large numbers to retail outlets by the organized retail sector. Retailers continually provide new services to give customers a variety of purchasing options. It is yet unknown, nevertheless, whether or not customers may perceive newer service dimensions favourably.

Widya Rahmawati (2022) this study aimed to determine and analyze the effect of store layout and atmosphere on consumer purchasing decisions at Rili Swalayan Padang. This research method is descriptive quantitative. The sampling technique used is purposive sampling. The research sample is 100 respondents.

Ms. Bansude Sheetal (2022) there was a time when product marketing was more focused from the perspective of product orientation. The main component of selling was the product specification. The focus of current trends has shifted from product specifications to consumer orientation, expectations, and specifications.

Prasad K. Arun (2022) the show of goods and a shop to draw in customers is known as visual merchandising. It is a visually appealing method of communicating to potential customers what the shop stands for and has to offer stand out from the competition, be wellknown, and draw in consumers, businesses nowadays use merchandising tools.

### III. OBJECTIVES OF THE STUDY

To examine the relationship between store layout and customer behavior

To identify the key elements of store layout that influence buying behavior

### IV. RESEARCH METHODOLOGY

Research is the procedure of systematic and in-depth study of any particular topic, subject or any are of Investigation backed by Collection, Compilation, Presentation and Interpretation relevant data in detail. Research Design

A mixed-methods research approach will be used in this study to combine quantitative and qualitative techniques in order to fully comprehend how shop architecture affects consumer purchasing behavior in retail establishments.

Data from a sample of consumers in retail establishments will be gathered via surveys or questionnaires as part of the quantitative component.

Sampling Techniques

Random sampling

Systematic Sampling

Convenience Sampling

Data collection method

Primary data

Secondary data

Sample area: Ballari

Sample size: I choose 100 customers

Hypothesis:

H0: There is no significant relationship between store layout and buying behavior.

H1: There is a significant relationship between store layout and buying behavior.

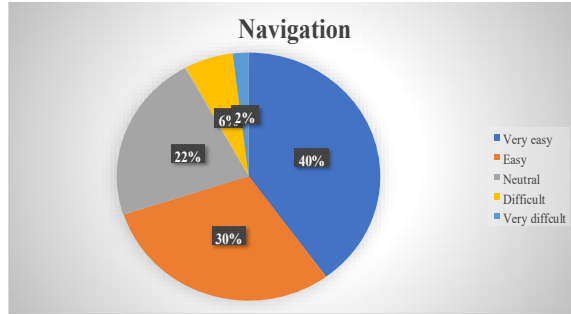
### V. STATEMENT OF THE PROBLEM

By investigative the ways various layout components, including aisle design, product placement, and signage, affect consumer behavior and purchase decisions, this study seeks to understand how shop layout affects consumer behavior. This study aims to offer insights that retailers can use to optimize their shop layouts in order to boost sales, improve customer happiness, and strengthen their competitive edge by analyzing the link between store layout and purchasing behavior.

### VI. DATA ANALYSIS AND INTERPRETATION

How would you rate the ease of navigation in the store?

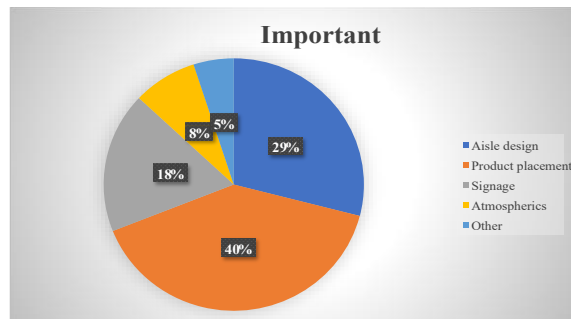
Particulars	No of respondents	percentage %
Very easy	40	40%
Easy	30	30%
Neutral	22	22%
Difficult	6	6%
Very difficult	2	2%
Total	100	100%



Interpretation: The respondents' ratings of the ease of navigation in the store reveal that 40% very easy, 30% easy, 6% difficult, 2% very difficult find it difficult, and 22% are neutral.

Which store layout element do you think is most important for a positive shopping experience?

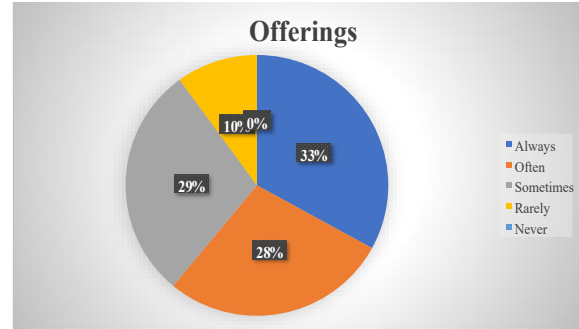
Particulars	No of respondents	percentage %
Aisle design	29	29%
Product placement	40	40%
Signage	18	18%
Atmospherics	8	8%
Other	5	5%
Total	100	100%



Interpretation: The respondents' opinions on the most important store layout element for a positive shopping experience reveal that 40% prioritize product placement, 29% prefer aisle design, and 18% think signage is crucial.

How often do you explore the store's product offerings?

Particulars	No of respondents	Percentage
Always	33	33%
Often	28	28%
Sometimes	29	29%
Rarely	10	10%
Never	0	0%
Total	100	100%



Interpretation: The respondents' frequency of exploring the store's product offerings reveals that 33% always, 28% often actively explore products, 29% do so sometimes, and 10% rarely do.

## VII. FINDINGS

- The respondents' ratings of the ease of navigation in the store reveal that 40% very easy, 30% easy, 6% difficult, 2% very difficult find it difficult, and 22% are neutral.
- The respondents' opinions on the most important store layout element for a positive shopping experience reveal that 40% prioritize product placement, 29% prefer aisle design, and 18% think signage is crucial.
- The respondents' satisfaction levels with the store's aisle layout reveal that 24% very satisfied, 38% satisfied, 5% dissatisfied, 5% very dissatisfied are dissatisfied, and 28% are neutral.
- The respondents' frequency of exploring the store's product offerings reveals that 33% always, 28% often actively explore products, 29% do so sometimes, and 10% rarely do.
- The respondents' purchasing decision influencers reveal that 29% are influenced by signage, 24% by price, 22% by product features, and 19% by product placement.
- The respondents' likelihood of returning to the store reveals that 21% very likely, 39% likely, 8% unlikely, 1% very unlikely are unlikely, and 31% are neutral.
- The respondents' satisfaction levels with their overall shopping experience reveal that 22% very satisfied, 38% satisfied, 8% dissatisfied, 3% very dissatisfied, and 29% are neutral.

- The respondents' willingness to recommend the store reveals that 90% would recommend it to friends and family, while 10% would not.

### VIII. SUGGESTIONS

1. Create a Logical Flow: Design the layout to guide customers through different sections in a logical order.
2. Use Lighting Effectively: Utilize lighting to highlight products, create ambiance, and draw attention.
3. Incorporate Interactive Elements: Add interactive elements, such as product demos or virtual try-on, to engage customers.
4. Offer Clear Product Information: Provide clear product information, including prices, features, and benefits.
5. Utilize Space Efficiently: Maximize space utilization to showcase products and minimize clutter.

### IX. CONCLUSION

The design of the store has a big impact on how customers behave and what they decide to buy. Sales, dwell time, and customer experience may all be improved with a well-designed layout. Retailers may lead customers around the shop and promote discovery by arranging things strategically, using lighting and signage, and establishing a logical flow.

Additionally, a well designed business may enhance navigation, boost customer happiness, and lessen consumer annoyance. In the end, a carefully considered shop layout may help merchants stand out from the competition and cultivate a devoted following. Retailers may design a layout that suits their customers' demands by knowing their preferences and behavior. Increased income, better customer retention, and a competitive edge can follow from this. For merchants, having a well designed store layout is crucial. It improves client satisfaction and produces

### REFERENCES

- [1] S, Vinoth and C, Gopalakrishnan, Exploring the Impact of Store Layouts on Shopper Behaviour in Large Retail Spaces.

- [2] Dr. Shruthi Bekal (2025) The Impact of Visual Merchandising and Retail Store Management on Consumer Behaviour
- [3] Devashish Ranjan (2024) The Impact of Store Atmospherics and Store Layout on Consumer Buying Patterns Vol (5), Issue (10), October (2024), Page – 30993107.
- [4] Neha P. Mehta (2024) Impact of Visual Merchandising on Consumer Behavior: A Study of Furniture Outlets DOI: 10.13189/ujm.2014.020601 Vol. 2(6), pp. 207 - 217
- [5] P. Mantratzis (2023) Exploring the Impact of Supermarket Store Layout and Atmospheric Elements on Consumer Behavior Volume 6, Issue 2 <https://doi.org/10.1177/2516600X231203>
- [6] Chandrakala V. G. (2023) a study on factors influencing the consumer buying behavior with reference to organized 10.61552/JIBI.2023.02.005 - <http://jibi.aspur.rs>
- [7] Dr. Sachindra G R (2022) effects of retail shop layout on consumer purchasing decisions - with special emphasis on selected supermarkets in belagavi city Vol. 10, Issue 2, pp: (201-207), Month: October 2022 - March 2023, Available at: [www.researchpublish.com](http://www.researchpublish.com) ISSN 2348-7585 (Online)
- [8] Widya Rahmawati (2022) The Influence of Store Layout and Atmosphere on Consumer Purchase Decisions on Rili Swalayan, Padang, [https://doi.org/10.2991/978-94-6463-350-4\\_69](https://doi.org/10.2991/978-94-6463-350-4_69)
- [9] Ms. Sheetal Bansude (2022) A study on consumer buying pattern on retail stores a literature review ISSN 2550-6978 E-ISSN 2550-696X <https://doi.org/10.53730/ijhs.v6nS2.7322>
- [10] K. Arun Prasad (2022) An Empirical Study on Visual Merchandising and Its Impact on Consumer Buying Behaviour IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668.