

# 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



making than other marketing inputs that are not present at the point of purchase (e.g., advertising). In other words, the store environment has the potential to be an effective and powerful marketing tool if retailers can better understand how to utilize it.

### Store Atmospherics and In-Store Colour

One of the important recent advances in consumer research is the recognition that people making purchase decisions respond more to the tangible products than of services being offered. However, in some cases, the places, more specifically its atmosphere can be more influential than the product itself in the purchase decision (Kotler 1973). He has defined the atmosphere as an all-encompassing term used to describe the experience "felt" but not always seen. Spatial aesthetics or "atmospherics" is the term used to describe the conscious designing of the space to create certain effects in buyers. More specifically, atmospherics is the effort to design buying environment to produce specific emotional effects in the buyer that enhance his or her purchase probability (Kotler, 1973). Similarly, as defined by Hoffman and Turley (2002), atmospherics is also the tailoring of the designed environment to enhance the likelihood of desired effects or outcomes. Atmospherics are composed of both tangible elements (the building, carpeting, fixtures, and point-of-purchase decorations) and intangible elements (colour, music, temperature, scents) that comprise service experiences. Baker (1986) then has proposed a different typology in which she has divided the physical environment into three

components: (1) ambient factors, that is, background features that may or may not be consciously perceived but that affect human senses (e.g., scent, music), (2) design factors, that is, features that are directly perceptible by consumers, and (3) social factors, that is, people in the environment. However, only in-store colour which is one of the store atmospherics elements is highlighted, in this paper, due to the facts that in-store colour is still in need to be researched (Turley and Milliman, 2000; Babin *et al.*, 2003).

Moreover, a new trend has emerged in which marketers feel that it is important to change or update the colour regularly according to the trend or latest scenario in marketplace (Triplett, 1996). Research on the effects of colour in retail environment has shown that subjects inferred merchandise in a warm-coloured environment to be more up-to-date than merchandise in a cool-coloured environment (Crowley, 1993). The present study intends to reveal the effect of perception of in-store colour on mood and in-store behaviour. It is still ambiguous how the use of various colours in the retail stores affects consumers' perceptions (Yildirim *et al.*, 2007).

### Framework of Study

The framework is based on the modified Mehrabian-Russell's Model (1974), which is S-O-R model. It draws from the field of the environmental psychology literature. Donovan and Rossiter (1982) were the first to introduce the Mehrabian-Russell (M-R) environmental psychology model to the study of store atmosphere. In short, the S-O-R model consists of three components: (1)

a set of stimuli (i.e., in this study, the stimulus is the in-store colour), which affect the internal states of the individual; (2) an organism component, which refers to "internal processes and structures intervening between stimuli external to the person and the final actions, reactions, or responses emitted (Bagozzi, 1986); and (3) a set of responses or outcomes, in which Bagozzi (1986) defines response as the outcome or final action of consumers, including physiological reactions such as attitudes and/or behavioural reactions.

As depicted in Figure 1, the framework suggests that in-store colour is perceived by consumers/customers and that they may respond emotionally to the environment (mood is chosen for the present study). Then, this mood in turn will affect the consumers/customers' in-store behaviour. The framework consists of three sets of variables: (a) in-store colour as one of the store atmospherics factors, (b) mood, and (c) in-store behaviour dimensions.

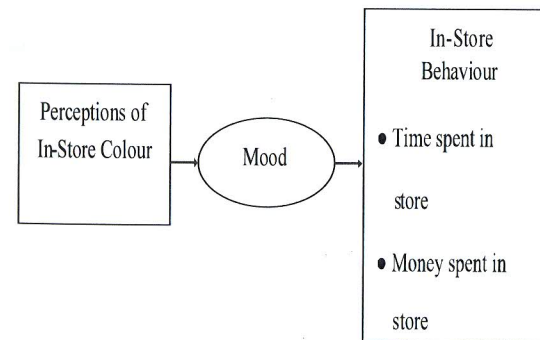


Figure 1: Framework of Study

### Perceptions of In-Store Colour

Colour, as one the store atmospherics factor is examined in terms of perceptions of the respondents. This is supported by Lam (2001), which noted that store environment elements could affect shoppers' behaviours in several ways, including their perceptions. Moreover, many studies have been conducted to examine the influences of store environment's variables on consumer perceptions. For example, overall perceptions of the general interior have been studied by Donovan and Rossiter (1982) and Donovan *et al.* (1994). The general interior variables studied include flooring/carpeting, lighting, scents and sounds, temperature, cleanliness, wall textures, and colour usage. All these studies found that the perceptions of store environment influenced behaviour and mood as well.

Furthermore, a growing body of evidence in psychology and related fields points to the conclusion that *the way people feel strongly influences the way they think and the ways in which they behave*. In this case, consumers' perceptions of the in-store colour play a very important role in contributing to its success. In fact, customers may initially patronise the store because of their interest in the primary product or service offering, but may not return if they are not satisfied with the physical surrounding of the store settings. This happened because often customers form a first impression about a store based on the appearance (Wakefield and Blodgett, 1996).



## **The Link between Perceptions of In-Store Color On moods**

Many consumers have favourite colours; a phenomenon that may influence their behaviour as well. A number of studies suggest that consumers may prefer certain colours over others for various product categories. A study conducted by Pantone (1992) found that the most popular colours for clothing were blue, red and black with black the most worn colour for dressy occasions. Automobiles are preferred in blue, grey, red, white and black, while beige is preferred for carpeting, upholstered furniture and paint (Mundell, 1993). On the other hand, cultures may attribute similar or different meanings to colours. In Malaysia for example, traditionally red is associated with Chinese, green with Malays and blue with Indians.

In terms of research, the effects of in-store colour have been widely studied (Turley and Milliman, 2000). Many of the research have focused on the physiological and psychological impact of colour. In marketing, colour research has most often been conducted in the areas of advertising and packaging. The first study that investigated the role of colour in one of the marketing communication, i.e., retail store design was conducted by Bellizzi *et al.* (1983). They manipulated the background colour of a photograph of a furniture store and measured consumers' perceptions of the store and a number of stores attributes. They found that colour can produce certain autonomic biological reactions, create certain emotional responses, and obtain attention. The results indicated that warm colours, such as red and yellow, are more

exciting, while cool colours, such as blue and green, are more calming. This means that the background colours in the shopping environment can also affect consumers (in terms of affecting their mood): blue calms, red causes tension (Bellizzi and Hite, 1992).

Applying this concept, retailers have traditionally used colour to project an image or to create a desired atmosphere, in which they have attempted to use colours that put customers in a buying mood. Also, apparently, much of the selling power of colour can be traced back to the emotional memories associated with various hues. For example, we remember the taste of a hamburger wrapped in gold and red paper. Thus, this study suggests that in-store colour is important to be investigated as a contributor to mood creation which can subsequently be linked to important consumer in-store behaviour or responses, and this study hypothesises that:

*Hypothesis 1:* The more favourable the consumer's perception of the in-store colour, the more positive will the mood be.

## **The Links between Mood and In-Store Behaviour**

There are many aspects of an environment's physical surroundings that are under the retailers control that encourage optimism about the potential for inducing moods that will serve specific marketing ends. At the point of purchase, a mood may be induced by aspects of the retail environment and by interactions with sales personnel. For example, to induce the mood effects, manufacturers/retailers may select appropriate retail outlets or influence in-store settings near their merchandise by using personnel, events, colours, lighting,

and so on. People in good moods may choose to perform or avoid consumption-related behaviour, depending on their assessments of the likelihood of the activities being associated with positive or negative outcomes. Consumers in bad moods may also choose to shop, perhaps to cheer themselves up.

In retailing studies, Donovan and Rossiter (1982) provide indications that mood states induced by retail environments may affect purchase intentions. In their study, measure of mood (arousal and pleasantness) and purchase intentions were assessed by students who were randomly assigned to visit 66 stores and fill out questionnaires for each visit.

The relationship of mood measures to assessments of behavioural intentions in each involvement was explored. Findings indicated that (1) for stores rated as pleasant, shopping intentions increased with increased levels of arousal, and (2) for stores rated neutral or unpleasant, intentions were unrelated to arousal. Note that biases may exist due to students assessing their own in-store moods and purchase intentions. In addition, whenever possible, consumers may subjectively self-select stores that induce positive moods and avoid those which induce negative moods. Thus, some settings may induce negative moods in some individuals, but stores which induce negative moods in all consumers may not be able to survive.

Since the present study examines in-store behaviour in terms of its dimensions, i.e., time spent, money spent, and repatronage intention, (as shown in Figure 1), it is hypothesises that:

*Hypothesis (2a):* The more positive the mood, the longer will the respondent spend time in the store.

*Hypothesis (2b):* The more positive the mood, more money will be spent by the respondent in the store.

*Hypothesis (2c):* The more positive the mood, the higher will be the intention for the respondent to repatronise the store.

## **Study Objectives**

The main research objective of this study is to examine the influence of perception of in-store colour on consumers' in-store behaviour. Specifically, the objectives of the study are to examine how perceptions of specific environmental factor (in-store colour) influence consumers' mood and to examine the influence of mood on consumers' in-store behaviour.

## **Methodology**

A mall-intercept survey, which requires minimum involvement from the shopping centres, is the most practical and appropriate strategy for the present study. The study was conducted at selected shopping centres (i.e., Mid Valley Megamall, One Utama, Ampang Point, The Curve, KLCC, and Sungai Wang Plaza) in Selangor and Kuala Lumpur. These two areas have the largest, modern, sophisticated shopping centres in Malaysia and the selected shopping centres are amongst the biggest shopping centres in Selangor and Kuala Lumpur. The selected shopping centres are also visited by multiracial consumers, which not only reflect the population of Kuala Lumpur and



Selangor but also the general population of Malaysia.

Only shoppers at apparel and clothing stores (i.e., specialty stores) were sampled. This is to ensure that emotional state and store atmospherics would be relevant to the shopper's buying experience. In addition, the apparel and clothing retailers have invested heavily in designing store formats and environments targeted at particular consumer and lifestyle groups (Burt and Gabbott, 1995). Generally, each store has its own atmospherics design especially in terms of the colour chosen. Prior to being used in the study, the stores were screened based on several conditions. Firstly, in each of the selected shopping centres, the stores must comprised of a variety of clothing and apparel stores, i.e., Western-, Malay-, Asian- or other ethnicity- type of stores, so that the selection could represent almost all ethnic groups of respondents. Then, the selection of stores was narrowed down based on the characteristics of the in-store colour, that is, the selected stores must be different in terms of their in-store colour used.

The data were collected by intercepting shoppers as they exited from the apparel and clothing stores. Exit interviews were conducted so that the respondents could report on the *just concluded* store visit. Data were collected over a two-and-a-half month period covering both the busy days (e.g., weekends) and slower ones. To ensure adequate sample diversity, data collection occurred during peak hours (i.e., 4.30pm-9.00pm weekdays; 12.00pm to 9.00pm weekends) over a two-and-a-half month period. A total of 565 sets of questionnaires were distributed to the shoppers and out of this figure, 500 sets were useable.

A structured research instrument was designed to appraise perceived store atmospherics and mood states of the respondents as well as their in-store behavior. The research instrument was a questionnaire consisting of mostly closed-ended questions. The questionnaire was divided into four sections. In section 1, perceptions of store atmospherics were measured. Section 2 measured the mood states induced by the atmospherics of the visited store. Section 3 measured the respondents' behavioural intentions in the store. Section 4 covered the demographic profile of the respondents and their shopping patterns.

Multi-item scales were constructed to measure consumers' perceptions of store atmospherics, mood and in-store behaviour. The measurement items in this study were generally generated from previous researches. In this study, in-store colour is operationalised as the background colour of the store. The respondents were asked whether they perceived the colour of the selected store as exciting/dull, attractive/unattractive and so forth. The items were measured using the scales developed by Baker *et al.*, (1994) and Wakefield and Baker (1998). Meanwhile, the consumers' mood items were adopted from Mehrabian-Russell's (1974) scale. However, the items were measured using the shortened version of Mehrabian-Russell's (1974) scale. The shortened version of Mehrabian-Russell's (1974) scale has also been used in the study conducted by previous researchers (Cameron *et al.*, 2003 and Sweeney and Wyber, 2002). In this study, the scale consisted of six bipolar measures (semantic differential scale) coded on a seven-point scale having adjective end

anchoring (happy/unhappy, pleased/annoyed, satisfied/dissatisfied, relaxed/bored, comfortable/uncomfortable, excited/calm). Finally, the measurement items for in store behaviour were taken from Wakefield and Blodgett (1994) for time spent, Roy and Tai (2003) for money spent and Eroglu and Machleit (1990), Machleit *et al.* (1994), Macintosh and Lockshin (1997), and Wakefield and Baker (1998) for repatronage intention. The collected data were examined using SPSS, while structural equation modelling analysis was conducted to test the hypotheses of this study.

### Results of the study

This section presents the analysis of the data and discusses the results of hypotheses testing. The description of the sample characteristics on demographic and socio-economic variables, and the shopping

patterns of the sample are firstly discussed. Then, finally, the results of the study hypotheses testing are reported.

### Characteristics of the respondents

In terms of the demographic profile of the respondents, the sample shows quite a balance gender group between males (43.4%) and females (57.6%), with slightly more female than male. Almost half of the respondents were Malays (48.2%), followed by Chinese (31.0%) and Indians (19.6%). In terms of religion, almost half of the respondents were Muslim (49.9%). Meanwhile, in terms of marital status, almost half of the total respondents were single (49.2%), followed by the second biggest group, married with children (34.8%). The results of the descriptive analyses as discussed above are summarised in Table 1.

**Table 1: Characteristics of the Respondents**

Demographics Characteristics	Total (n=500)	
	No	%
<b>Gender</b>		
Male	212	43.4
Female	288	57.6
<b>Ethnic Group</b>		
Malays	241	48.2
Chinese	155	31.0
Indians	98	19.6
Mixed	6	1.2
<b>Religion</b>		
Islam	247	49.4
Buddhism	64	12.8
Hinduism	84	16.8
Christianity	104	20.8
Others	1	0.2



<b>Marital Status</b>		
Single	246	49.2
Married without children	38	7.6
Married with children	174	34.8
Divorced/separated/widow	40	8.0
<b>Highest Level of Education</b>		
No Formal education	13	2.6
Primary	22	4.4
LCE/SRP/PMR	52	10.4
MCE/SPM/SPMV	105	21.0
HSC/STP/STPM	44	8.8
College diploma	88	17.6
University degree/Professional	174	34.8
<b>Occupation</b>		
Professional/Managerial	30	6.0
Executive/Administration	48	9.6
Lecturer/Teacher	14	2.8
Sales/Marketing	32	6.4
Supervisor/Technical	18	3.6
Clerical/Non-management	36	7.2
Self-employed / Businessman	47	9.4
Student	135	27.0
Housewife	52	10.4
Pensioner	49	9.8
Others	39	7.8
<b>Personal Monthly Income</b>		
Below RM1000	62	12.4
RM1000 to RM2999	110	22.0
RM3000 to RM4999	57	11.4
RM5000 to RM6999	35	7.0
RM7000 to RM9999	13	2.6
RM10000 and above	-	-
Not applicable	222	44.4
<b>Household Monthly Income</b>		
Below RM1000	58	11.6
RM1000 to RM2999	131	26.2
RM3000 to RM4999	67	13.4
RM5000 to RM6999	35	7.0
RM7000 to RM9999	18	3.6
RM10000 and above	4	0.8
Not applicable	187	37.4

Table 2: Shopping Patterns of the Respondents

Shopping Patterns	Total (n=500)	
	No	%
<b>Frequency of Visit to the Shopping centre</b>		
At least once a week	6	1.2
Once a week	74	14.8
Once in every month	44	8.8
Once in every two months	3	0.6
Once in every three months	3	0.6
Anytime desire	370	74.0
<b>Time Spent in the Store</b>		
Less than 10 minutes	74	14.8
10-20 minutes	135	27.0
21-30 minutes	95	19.0
31-45 minutes	89	17.8
More than 45 minutes	107	21.4
<b>Buy Something?</b>		
Yes	233	46.6
No	267	53.4
<b>Money Spent</b>		
RM50 and below	56	24.0
RM51-RM100	90	38.6
RM101-RM150	28	12.0
RM151-RM200	16	6.9
RM201-RM250	9	3.9
RM251-RM300	19	8.2
RM301-RM350	6	2.6
RM351-RM400	6	2.6
Above RM400	3	1.3

In terms of the highest level of education, slightly more than half of the respondents were college diploma and university degree holders (52.4%), followed by those with MCE/SPM/SPMV qualifications (21.0%). Then, this study has found that in terms of occupations, 27.0% of the total respondents were students, followed by housewives (10.4%), pensioners (9.8%), executive/administration positions (9.6%), and self-employed/ businessmen (9.4%). For total personal monthly income, the study found that the largest category answered by

the total of respondents was "not applicable" (44.4%). This kind of answer was gathered probably due to the fact that most young respondents were still studying while the aged respondents were housewives or pensioners, with no income. But among those who were working, 22.0%, 12.4%, and 11.4% of the total respondents had personal monthly income in the range "RM1000 to RM2999", "Below RM1000" and "RM3000 to RM4999", respectively. Meanwhile, among those who had responded other than "not applicable" (37.4%), the largest



proportion of the total respondents (26.2%) had a total household monthly income in the range of "RM1000 to RM2999". There were also 13.4% and 11.6% of the total respondents who had household monthly income in the range "RM3000 to RM4999" and Below RM1000", respectively.

### Shopping patterns of the respondents

The shopping patterns were measured in terms of their frequency of visiting the shopping centre, time spent at the store, whether they bought something during the visit as well as money spent in the store. Table 2 summarises the shopping patterns of the respondents

In terms of frequency of visiting that particular shopping mall, the study found that about three quarters (74.0%) of the total respondents went shopping at any time they desired. However, the result also shows that 14.8% of the total respondents visited the shopping mall once in a week and nearly 9.0% of them visited the shopping mall once a month. This result seems to contrast with Othman and Lim's (1998) study in which they found that 27.0% and 33.7% of their respondents went to shopping malls once in a week and once in a month, respectively. Othman and Lim's (1998) study was conducted to examine consumer behaviour in shopping malls among urban Malaysian consumers. Perhaps, the difference in results between the current study and Othman and Lim's (1998) were due to the fact that the current study focused on the question regarding the frequency of visiting that particular shopping mall at the time of data presented in Table 2 shows that more than half of the total respondents did not buy anything from the store. Only 46.6% of

collection. Othman and Lim's (1998) study on the other hand, focused on the frequency of visiting any shopping malls. However, the current study found that, the majority of respondents who answered "anytime desire", these respondents visited the shopping mall whenever they have the time or whenever they need to buy something or whether they want to have some leisure activity. The respondents may not have any plans when they should visit a particular shopping mall. On the other hand, they may go shopping at other shopping malls since Othman and Lim's (1998) study found that more than two-thirds of the urban Malaysian consumers visited shopping malls at least once in two weeks. Othman and Lim (1998) also found that more than two-thirds (67.7%) of their respondents have visited three or more different shopping malls in the previous sixty days (from the time of data collection time of their study).

With regards to the time spent in the store, this study found that more than a quarter of the total respondents spent about 10 to 20 minutes in the store during their last visit. However, the study also found that 21.4% of the total respondents spent more than 45 minutes in the store during their last visit. However, the result could not be compared to the past research since instead of asking the time spent in the store, most of the past research asked the time spent in the mall [e.g., Bloch, Ridgway, and Dawson (1994) and Othman and Lim (1998)]. The study also asked the respondents whether or not they bought something from the store, during that particular visit at the time of data collection. The result as them bought something from the store. Meanwhile, among those who had bought something (46.6% of the total respondents),

more than a third of them spent between RM51 to RM100, whilst 24.0% and 12.0% spent RM50 and below and between RM101 to RM150, respectively. The result indicated that almost two-third of the total respondents spent more than RM100 when they visited the clothing and apparel store.

### The influence of perception of in-store colour on mood

The result in Table 3 obtained from the structural equation modelling analysis is used to examine the influence of perception of in-store colour on mood. From the result displayed, perception on in-store colour was found to significantly influenced mood

( $p \leq 0.01$ ). The beta value was 0.276, indicating that in-store colour contributed this particular amount in influencing mood of the respondents in the store. Although most of the past researchs on in-store colour were conducted in terms of experimental setting, the result of this study was consistent with the findings of previous research on the importance of colour (Babin et al., 2003; Bellizzi et al., 1983; and Crowley, 1993; Yildirim et al., 2007) in order to influence mood. Thus, it can be concluded that the result supports the hypothesis which stated that the more favourable consumer's perception of in-store colour, the more positive will the mood be.

**Table 3: The Influence of Perceptions of In-Store Colour on Mood**

Hypotheses	Direction +/-	$\beta$	SE	Support
H1: Colour $\rightarrow$ Mood	+	0.276**	0.121	Yes

$\beta$  - standardised regression weights; SE - standard error;

Significance level: \*\* =  $p \leq 0.01$

Squared Multiple Correlation ( $R^2$ ) for Mood = 0.344

\*1. The relationship was significant but in the opposite direction.

### The effects of mood on in-store behaviour

Table 4 displays the results of the second hypothesis tested in this study which was also obtained from the structural equation modelling analyses. A discussion on the results is as follows. The result displayed in Table 4 shows that mood significantly influenced time spent ( $p \leq 0.001$ ). This result was consistent with the findings of previous research which found that positive affect (mood) encourages a shopper to stay longer (Babin and Darden, 1995; Chebat and

Michon, 2003; Dawson et al., 1990; Donovan and Rossiter, 1982; Sherman et al., 1997). In addition, this result is also consistent with Hui and Bateson's (1991) study which also found that mood encourages shoppers to spend their time longer in the store, although Hui and Bateson's (1991) study was conducted in terms of experimental setting. Thus, it can be concluded that the result support the hypothesis which stated that the more positive the mood, the higher will the respondent spend time in the store.



**Table 4: The Effects of Mood on In-Store Behaviour**

Hypotheses	Direction +/-	$\beta$	SE	Support
H2: Mood affect .....				
H2a: Mood $\rightarrow$ Time Spent	+	0.432***	0.052	Yes
H2b: Mood $\rightarrow$ Money Spent	+	0.306***	0.059	Yes
H2c: Mood $\rightarrow$ Repatronage Intention	+	0.206*	0.016	Yes

$\beta$  - standardised regression weights; SE - standard error;

Significance level: \*\*\* =  $p \leq 0.001$ ; \* =  $p \leq 0.05$

Squared Multiple Correlation ( $R^2$ ) for Time Spent = 0.479;

Squared Multiple Correlation ( $R^2$ ) for Money Spent = 0.341;

Squared Multiple Correlation ( $R^2$ ) for Repatronage Intention = 0.145;

Mood was also found to significantly influenced money spent ( $p \leq 0.001$ ), as shown in Table 4. This result was consistent with the findings of previous research which also supports a similar notion of such connection. For example, although Isen's (1987) study was conducted experimentally, this result still support his finding which found that positive affect (mood) encourages a shopper to make a greater number of purchase. In line with that result, it can also be concluded that the current result does support the hypothesis which stated that the more positive the mood, the more money will be spent by the respondent in the store.

This study found that mood significantly influenced the third dimension of in-store behaviour, i.e., repatronage intention ( $p \leq 0.05$ ). The current finding is consistent with the results found by Babin and Attaway (2000), Maxwell and Kover (2003), and Wong and Yu (2003). Babin and Attaway (2000) found that consumers who experienced a higher level of positive mood will become more loyal customers and the likelihood for the loyal customers to make repeat visits is very high. Wong and Yu (2003) also found that a positive mood

influenced the consumers' intention to make repeat visits. Similarly, Maxwell and Kover (2003) found that negative mood reduces the shoppers' desire to search and to make long-term plans including plan to make a repeat visit. Thus, based on the discussion, it can be concluded that the hypothesis which stated that the more positive the mood, the higher will be the intention for the respondent to repatronise the store is supported.

Then, when examining Table 4 further, the estimate of squared multiple correlation ( $R^2$ ) for time spent, money spent, and repatronage intention were 0.479, 0.341, and 0.145, respectively (as shown at the bottom of Table 4) indicated that the mood account for 47.9% of the variance of the hypothetical time spent construct, 34.1% variance of money spent construct, and only 14.5% variance of repatronage intention construct. The  $\beta$  estimates of mood for each of the significant in-store behaviour dimensions indicated that the influence of mood on time spent ( $\beta = 0.432$ ) was higher, as compared to the influence of mood on money spent ( $\beta = 0.306$ ).

**Conclusion**

This study examines an area in marketing that has recently received great attention, i.e., in-store colour (as one of the element of store atmospherics). It provides a conceptual framework which is adopted from the environmental psychology study, i.e., the Mehrabian and Russell's (1974) model of S-O-R for understanding how store atmospherics influenced shoppers' mood state, which in turn, influenced their in-store behaviour. This study reveals that in store colour was identified to significantly influenced mood. Mood was then found to significantly influence all the consumers' in-store behaviour, i.e., time spent, money spent, and repatronage intention. Thus, this study confirms that during a shopping encounter, functional characteristics of store environments especially colour is believed to create mood responses that in turn lead to approach or avoidance behaviour. This study also verifies that another factor that marketing managers and retailers can control is the in-store colour. By manipulating this element of store environment, the managers and retailers could make the shoppers feel comfortable yet excited. This concept is based on the fact that understanding consumer behaviour is one of the key to success for today's retailers. Thus, increasingly, it is necessary for marketing managers or retailers to know how in-store colour is important to attract shoppers so that appropriate retail strategies can be developed.

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