



**FACTORS THAT EFFECTS STORE ATMOSPHERE ON STORE PATRONAGE
INTENTION AMONG STUDENTS OF UiTM SELANGOR.**

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TABLE OF CONTENT

	PAGE
TITLE PAGE	
DECLARATION OF WORK	li
LETTER OF SUBMISSION	lii
ACKNOWLEDGEMENT	lv
TABLE OF CONTENTS	v
LIST OF TABLES	x
LIST OF FIGURES	xi
ABSTRACT	xii
CHAPTER 1 : INTRODUCTION	
1.1 Background of the study	1- 4
1.2. Problem Statement	4-6
1.3 Research Questions	6
1.4 Research Objectives	6
1.5 Significance of study	6
1.5.1 The researcher	6-7
1.5.2 Koperasi Siswa UiTM Selangor Berhad	7
1.5.3 The customers	7
1.6 Scope of Study	8
1.7 Limitation of study	8
1.8 Definition of Terms	9
1.8.1 Store Atmosphere	9

1.8.2 Product Assortment	9
1.8.3 Value for Money	10
1.8.4 Salesperson's Service	10
1.8.5 Facilities	10
1.8.6 Atmosphere	10
1.8.7 Store Patronage Intention	11
1.8.8 Koperasi Siswa UiTM Selangor Berhad	11
1.9 Summary	11
CHAPTER 2 : LITERATURA REVIEW	
2.1. Product Assortment	12
2.2 Value for Money	13
2.3 Salesperson's Service	14
2.4 Facilities	15
2.5 Atmosphere	16
2.6 Store Patronage Intention	17-18
2.7 Theoretical framework framework	19
2.7.1 Hypothesis	20
2.8 Chapter summary	21
CHAPTER 3 : RESEARCH METHODOLOGY	22
3.1 Introduction	22
3.2 Research Design	22-23
3.2.1 Questionnaire Design	23

ABSTRACT

This study examines how store atmosphere influence consumers' emotional responses in the shopping environment, and how these emotions, in turn, influence consumers' store attitudes. It also supplements emerging research on store patronage intention by identifying through Google Docs which have been sent through emails. The data, collected from a sample of 3 campuses of UiTM Selangor consumers in Selangor, indicate that store atmosphere have a pronounced. Effect on store patronage intention, and that these emotional experiences serve as critical mediators in the store characteristics store attitudes relationship. The implications of this research for future work on the retail environment and consumers' emotional responses are discussed. Many factors, both obvious and subtle, influence customers' store patronage intentions. Using Google Docs Questionnaire, it enabled researcher to experimentally manipulate the number of visible store employees, number of customers and test the relative importance of wait expectations and store atmosphere evaluations on patronage intentions. These constructs are found to be critical antecedents of store patronage intentions in the context of the service-intensive retail store at which the model was tested. Researcher also find support for the direct effects of gender on wait expectations and store atmosphere evaluations. Researcher discuss some implications for retailing research and practice