

Store Atmospherics, Shopper Experience & Covid-19

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Store atmospherics

- Any stimulus belonging to store environment.
- Visual, auditory, olfactory stimuli received through the senses.
- Colors, music, fragrance, merchandise, decoration, etc.

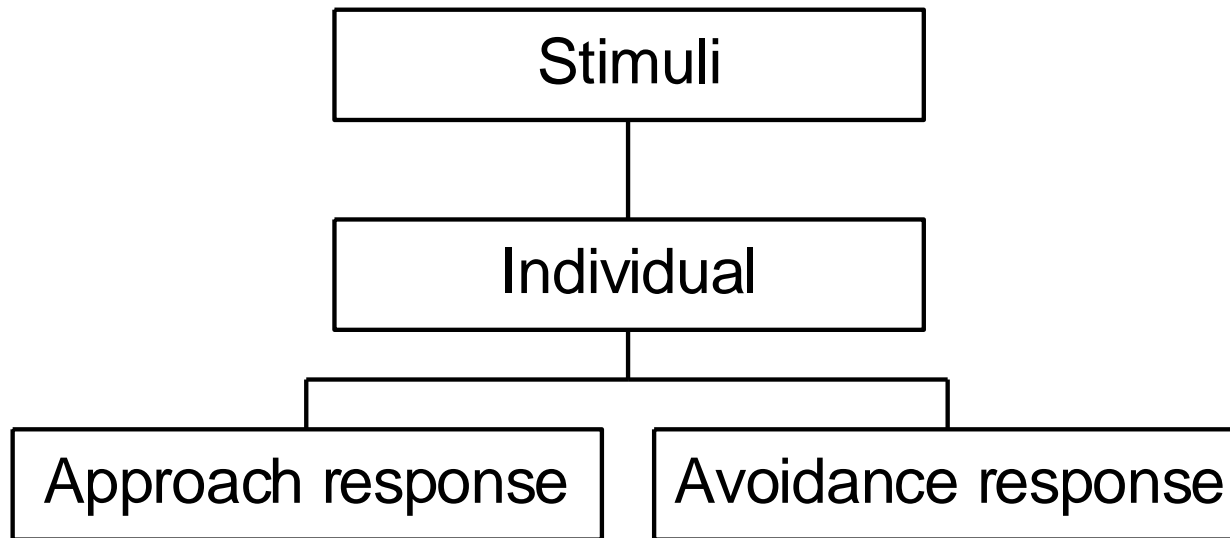


Why store atmosphere matters so much

- Shopper decisions depend largely on short-term emotional states (customer mood).
- Store atmosphere affects customer mood and thus shopping behavior.
- Store atmosphere demonstrates the identity of the store and implements its strategic positioning.



The S-O-R model



How atmospherics determine store performance

- The right atmospherics make the shopper experience more pleasant.
- Shoppers in good mood spend more time in the store.
- Shoppers in good mood are more willing to look at merchandise, compare items, communicate with store personnel.
- Shoppers in good mood are more likely to make purchase decisions and spend more money.



When it comes to atmospherics remember key marketing principles

- The right atmosphere is what your target customers think its right!
- What is pleasant for shopper A might be annoying for shopper B.
- A generalist, mainstream solution may work for mass-market retailers such as supermarkets and telecoms.
- Stores with narrow demographics need to adapt to target segment preferences.
- Specialist and niche stores need to fine-tune their atmospherics to appeal to their clientele.
- Smart atmospherics deliver superior shopper experience in a cost-effective manner.

What about the coronavirus and its social-distancing measures?

- Let's be honest about it!
- Fear of coronavirus is one of the most destructive factors affecting shopper psychology.
- It is conceivable that the obligatory social-distancing measures are not very helpful in improving shopper mood.
- Prevention measures might reassure anxious customers, but the overall shopper experience is obviously compromised.



Conclusions and outlook

- Stressed, tired and fearful customers need some positive experiences more than ever.
- The role of store atmospherics is now twofold:
 1. Its traditional mission to deliver a pleasant store environment to shoppers.
 2. A special mission to counterbalance and possibly offset the burden of Covid-19 on shopper psychology, experience and behavior.



Thank you!