



Role of Point-of-Purchase on Consumers' Perception of Coca-Cola Beverage in Nigeria

Christianah Ojenike

Faculty of Economics and Management Sciences, University of Ibadan

ojenikechristy@gmail.com

Babatunde Musiliu Abina

Faculty of Economics and Management Sciences, University of Ibadan

babsabina@yahoo.com

Oluseyi Ajayi

Faculty of Economics and Management Sciences, University of Ibadan

seyican.doit@gmail.com

DOI: <https://doi.org/10.4038/sljmuok.v10i1.158>

ABSTRACT

Consumers have needs, values, and preferences, which is important to them while making buying decisions. This preference determines the choice made by individuals when they see the product(s) or hear sounds that attract them to an environment in which they want to make a purchase decision. Having the opportunity to see product(s), does not only instigate a consumer to buy but reduce the uncertainties the customer experience while making buying decisions. The need to instigate consumers to buy a brand's product among several competing brands makes brands provide point-of-purchase display tools to help push products to consumers through retail outlets whilst influencing consumers' buying decisions. Using the Servqual model and conditioning theory, this research work was carried out to examine the role of point-of-purchase display on consumers' perception of brands. Survey research was conducted for this purpose. A total of two hundred valid responses were collected from respondents who are consumers of the Coca-Cola brand products. The data collected from questionnaires were analyzed using ordinal logistic regression on SPSS version 25. The research findings show that there is a significant positive



relationship between the independent variable- point of purchase display (atmospherics, product display) and the dependent variable- perception (value, reputation). Hence, the study recommends that brands should always motivate retail outlets to keep their products on display and their display items in strategic places in the store to thrive in the competitive market. Lastly, because the atmospherics attract customers before the display in indoor settings, it is recommended that the atmosphere should create a remarkable experience for customers by leveraging on enticing the human sensory

Keywords: *Perception, Point-Of-Purchase Display, Product Display, Reputation., Restaurant Atmospherics, Value*

1. INTRODUCTION

The fast-moving consumer goods industry, especially the beverage industry has gained popularity over the years, as a result of human changing and insatiable needs which has caused the rise in the spring up of these beverage industries. Globally, there are over 10 brands that produce beverages having differences in taste, flavor, size, color, smell, etc. to meet the needs of their target audience, which includes; Coca-Cola company, PepsiCo, RC Cola, Bisleri, Jones Soda, Asashi soft drinks, Bundaberg brewed drinks, Dabur, Ramune, Zamzam, Red Bull and Barr who do not only produce for their domestic market, but also make production based on the needs of the individual country markets to satisfy the taste and preference of different countries of the world. Examples of brands that extend their product offering across borders to serve foreign markets include the Coca-Cola brand, Pepsi co amongst others.

Although, Coca-Cola seems to be the giant amongst these brands in the Nigerian market, offering diverse products. The uniqueness of each market requires a unique marketing strategy to thrive given the taste, culture, and ethical standards (Sharma, Luk, Cardinali & Ogasavara, 2018), although, all brands leverage communication cues, however, the level of competition for favorable market share has kept this



brands on their toes and created the need to reinforce communication with customers by devising promotional cues at the point of purchase of products (shopping malls) to remind consumers, inform prospects and drive instantaneous purchase (Brodie, Ilic, Juric & Hollebeek, 2013) in retail outlets who sell in bits to final consumers through the use of visuals in communicating value to consumers and prospective customers because of its strong impact on consumers shopping behavior, thus creating a more interactive retail experience whilst bringing brands to them (Mc Dowell et al., 2016).

However, retailers rely on market research to decide where to position products in their store locations (Xiaodong, Gangshu, Ying-Ju & Shu-Jung, 2017). The ultimate goal is to grab consumers' attention, trigger problem recognition response in consumers and bring about impulse buying by providing a visual exposure to products and making consumers realize that they may need the particular product (Thomas, Louise & VP, 2018). Since Point-of-Purchase creates awareness about a product and influences consumer behavior at point-of-purchase decisions amongst other functions, the information provided helps reduce consumers' perceived risk (Thomas, Louise & VP, 2018). Knowing full well that, a successful brand is successful for something in the mind of consumers, every manufacturer/marketer that wants consumers to stand for its brand must put the consumer's mind first and thereafter the market as your ability to deduce what consumers feel about your brand, how they see or view it can help satisfy them. Every brand strives to stand out amongst competing ones, considering the fluctuation in price due to exchange rate and personal taste preference of consumers amongst other factors, brands influence their relevance in the market by making their products enticing to consumers through the inducement of retail outlets (Grewal, Roggeveen, Runyan et al., 2017). Hence, the need to look into whether this promotional strategy in retail outlets affects consumers' perception of a brand.

1.1. Statement of Problem





Brands communicate their product offerings using different communication cues to create awareness, remind and persuade consumers to buy their product offerings. Consumers choose a brand based on their perception and requirements when they visit stores to purchase products and prefer those that provide them with effective and efficient services. Studies by Genone (2016) and Bence (2016) state that perception is understood in terms of representation.

Consumers have uncertainty as regards brand products. When they cannot see a product physically, this uncertainty increases, which makes them hesitant and restrain from making demands (Yang and Xiong, 2019). The uncertainty about product fit with consumer preferences remains a challenge (Whang et al., 2021) for many brands. This makes brands use different measures in passing messages to consumers. They make product displays available to retail outlets to remind and instigate consumers to buy their products. However, whether the point of purchase (restaurant atmospherics, product display) influence consumer's perception of a brand is uncertain.

2. LITERATURE REVIEW

2.1. Review of Point of Purchase

Point-of-purchase is a form of sales promotion used in retail outlets by retailers to push goods to consumers. Most times, it is provided by the manufacturer of a product to incite consumers to purchase their products. Knowing full well that the brain process and respond to stimuli from various modalities (Murray, et. al, 2016). The materials should be placed in strategic places where consumers can easily see and feel them since visual effects result from the extended fixation of a stimulus (Otten et al., 2017) and the light reflected from an object's surface entangles information about reflectance with the information about the object illuminated (Radonjic et al., 2015) the environment-dependent factor and previously viewed stimuli can impact color perception (Olkkonen et al., 2016). This can instigate a customer that visits the point of purchase to ruminate about the product and meet the specific purpose for which it was created, thus a marketer needs to be aware of the cues used at point of



purchase that will meet customer needs and not just attract or captivate consumers attention but be relevant and easily understood by consumers. The red and yellow light ambience gives consumers the perception of an outlet providing quality service (Ozkul, Bilgili & Koc, 2020).

2.2. Variables of Point of Purchase

Restaurant Atmospherics: Atmospherics are key determinants of enjoyable shopping environments that impact consumers' emotions (Roschk, Loureiro & Breitsohl, 2017). Displays are defined as promotional activities at the point of purchase that make consumers aware of a product and induce their purchase. A positive attitude towards visual product presentation influences purchasing behavior in the store. Although, atmospherics (color schemes, lighting, temperature, music) has a direct impact on shopper's emotion and behavior (Elmashhara & Soares, 2020). Lightning impacts store performance (Webber et al, 2018) while music offers a flexible tool (Roschk, Loureiro & Breitsohl, 2017). Good store designs facilitate customer experience (Roggeveen et al., 2020). The purpose and value of a restaurant are communicated to consumers through their experience in it (Yang & Battocchio, 2020). Leong et al (2023) explored the effects of customer assessment of a restaurant atmospherics and emotional assessments on the fine dining experience and intentions to return, they found that good atmospherics and ambience had significant impacts on both positive and negative emotions (Leong et al., 2023). The physical environment, ambience, and layout impact customer satisfaction (Mohd et al., 2022)

Product display: This is the arrangement of products in a store which improves customer experience (Bleler et al., 2019). The location of a product determines consumers' ease of access to it. Product placement is a marketing strategy to attract the audience's attention (Sharma & Bumb, 2020). Certain brands, however, make posters available and ensure that products are strategically placed in retail outlets which makes it easy for customers who walk in to locate their products easily and to differentiate a product from the other (Grewal, Roggeveen & Nordfalt, 2017). For



Coca cola brand, they provide deep freezers and coolers to retail outlets (stores, restaurants) to drive consumers awareness and purchase.

2.3. Perception

Perception is the faculty of perceiving or apprehending using the senses of the mind. It can also be defined as the way sensory information is organized, interpreted, and consciously experienced. An individual interprets messages using the human senses which include sight, touch, hearing, smell and taste. Perceiving an external object involves causally interacting with it (Sollberger, 2015). For a consumable product, the tactile stimulation that influences experience related to taste (Spence, 2015) is instigated. This is because the brain processes ambiguous sensory input to achieve constancy (Olkkonen et al., 2016) which involves some or all of the five senses through the coordination of multiple modalities (O’Callaghan, 2017), this in turn induces a consumer to buy or not, after purchase decision process is completed. Quality, packaging & branding, and reputation influence perception. It is important to measure consumer’s perception of a brand to track brand communications to understand how consumers perceive the brand to serve them better.

2.4. Factors Influencing Consumers Perception of a Brand

Reputation is an intangible but valuable asset, a person has regarding a brand (Sezgin, 2017). It is also the evaluation and perception of a brand over time (Sontaite-Petkeviciene, 2014) while Value is the difference between a prospective customer's evaluation of the benefits and costs of one product when compared with others. It is the worth of something in the mind of consumers, also known as customer-perceived value.

Different studies validate the use of point-of-purchase cues in driving perception. However, some of the results are slightly different. Rongrong & Nanxi (2018) found that point-of-purchase advertising has a positive effect on store brand image. Although, Umor and Blessing (2018) found that consumers see television, radio,

social media, and billboards more appealing than other forms of marketing communication, Nur, Amily and Anizah (2016) found that good store atmospherics and positive behavioral intentions will be mediated by customer satisfaction and will, in turn, have a positive influence on behavioral intentions. An increase in the presence of e-cigarette displays, illuminated banners, and video screens drives sales at the point of purchase of cigarettes in Poland (Polanska & Kaleta, 2021). Thus, it is empirically validated that point-of-purchase drives consumers' perception of a brand.

Visual complexity influence attention (Scarpi et al., 2019; Lacoste-Badie et al., 2020; Huddleston et al., 2018). Fixing one's gaze on a complimentary product instigate interest in the product (Kahn, 2017) and influence consumers choice (Gidlof et al., 2017). Complementary product display increase consumer attention (Radon, Brannon & Reardon, 2021) while product display influence cognitive perception of price and quality (Gorji & Siami, 2020).

2.5. Theoretical Review

Conditioning theory:

This theory was discovered by Guthrie (1930). It states that the reaction to an object by a person can be modified by learning conditions. The conditioned stimulus which implies that the presence of something stimulates another object, thing or person can be used to explain how point of purchase affects a consumer's perception of a brand. Point of purchase as earlier discussed, use cues in promoting a brand's product through informing, influencing, and reminding their customers. It works on the human senses by making them aware, further interpret and process the message getting through the five senses. The information retained thereafter forms the human perception of a brand.

SERVQUAL Model:

This was developed and implemented by Zeithaml, Parasuraman, and Berry (1998), it is a method used to capture service quality experienced by customers. It is a

qualitative analysis tool used when a satisfaction survey tool depends on transactions between suppliers and buyers which compares expectations and actual service quality experienced. The experience which is measured based on customers' perception, analyzes customers' needs about the quality of service they get. It helps to know to what extent the service in terms of the display materials and ambience shapes how consumers perceive a brand in terms of reputation and value.

3. CONCEPTUAL FRAMEWORK

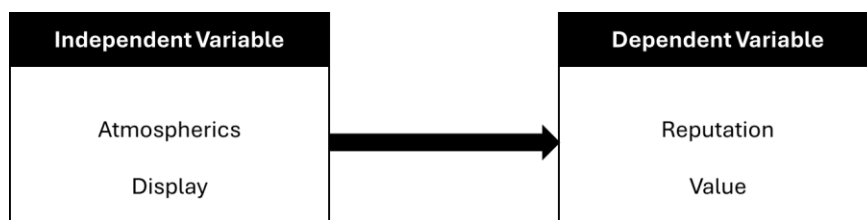


Figure 1: Conceptual Framework

The instore atmosphere is built on layout, music and scent because they influence consumers decision (Raggioto et al., 2021). The stimuli organism response model of environmental psychology is used to explain the behavioural responses. Studies such as that of Cho and Lee (2017) stated that a store's environment generate emotional reactions. The lightning, design, layout, music in a store influences how consumers perceive a store and its offerings (Hashmi et al., 2020). The S-O-R model explains the human emotions and environmental cues which is a theoretical foundation for this study. Lightning illuminates a store, its surroundings and objects (Hashmi et al., 2020), its arrangement influence store atmosphere and individual emotional response (Quartier et al., 2014).

Music is a crucial part of part of a stores physical ambience that leads to consumers emotional response (Mohan et al., 2013) while smell influence perception (Erraiaa et al., 2021). The smell, lightening and music contribute to instore ambience (Hashmi et al., 2020). Designs include colours, equipment and architectural design. It has visual effects, when consumers are fixated (Hashmi et al., 2020) and affects their



perception (Jiang & Nagasawa, 2014). Since, music, lightning are smell are part of a stores atmospherics, we therefore propose

H1: Restaurant atmospherics has a positive significant effect on Nigerian consumers perception of Coca-cola brand.

Layout is the spatial arrangement of physical items and objects (Hashmi et al., 2020). It shapes consumers perception of physical environment (Mohan et al., 2013). The display of products in a store makes it easy for consumers to see the product and develop cognitive processes about the product and the brand, the result of the cognitive processes shapes the consumers beliefs, thoughts and values about a brand.

H2: product display has a positive significant effect on Nigerian consumers perception of Coca cola brand.

4. METHODOLOGY

A survey research method was adopted to check the relationship between point of purchase and consumers' perception of a brand. Fast moving consumer goods is a crucial industry that supports human daily living, of which is the beverage industry. Substantial growth in the Nigerian consumers have led to increase in consumption (Jin et al., 2021). This study focuses on Nigerian consumers because being the giant of Africa, it is a developing country, the use of digital technology in displaying products is only available in a few stores, in the developed countries, most consumers work in to a store to make their purchase and what they see, smell, influence their decision about brands in the store. These stores especially restaurants have the Coca-cola freezers with Coca-cola products in them placed at strategic places to induce consumers to select their brand amongst several alternatives

The questionnaire was used to get data from respondents who are consumers of the Coca-Cola brand and the data is analyzed through the Ordinal logistic regression. The population of this study is Undergraduate and Postgraduate students of the University of Ibadan who make use of Nnamdi Azikiwe and Tedder Hall cafeterias. These

cafeterias do not have data on the total number of students that patronize them daily, because they do not make use of a computerized system, therefore with infinite sample size, at 90 percent required sample size, with a tolerance level of 5%, when calculated using the formula

$$n = \frac{Z^2 pq}{e^2}$$

when Z at 90%= 1.645, p=0.05, q=0.05, e =0.05

A sample of 271 students was drawn from students who patronize the hall cafeterias through the use of a random sampling method. This method has been used frequently to test theory in marketing research among university students (Peterson & Merunka, 2014). As reported by Peterson and Merunka (2014), “College students may be appropriate research subjects in certain situations, especially if they represent a population of interest”. This study is built on this supposition as university students are frequent customers at these cafeterias. Questionnaires were initially pre-tested among 10 respondents before distribution. With the aid of research assistants, a total of 271 questionnaires were administered to respondents. Of these, 200 were useful for data analysis. The data was analysed using ordinal logistics regressions because the dependent variable items are categorical.

4.1. Sampling and Data Collection

The participants are students who consume the Coca-Cola brand. The characteristics of the participants are shown in Table 1. The questionnaire developed consisted of 16 questions ranging from demographics to point of purchase and perception items using a five-point Likert scale.



Table 1. Demographic Profile and Characteristics

Demographic characteristics	No of observations	Percentage
Age		
17-26	115	57.5
27-36	60	30.0
37-46	20	10.0
47years and above	5	2.5
Total	200	100
Sex		
Male	105	52.5
Female	95	47.5
Total	200	100
Educational level		
Undergraduate	110	55
Postgraduate	90	45
Total	200	100
Marital status		
Single	130	65
Married	70	35
Total	200	100

Source: Research survey (2021)

4.2. Data Analysis

Outputs from the questionnaire are compiled and processed using SPSS version 25.

5. RESULTS

5.1. Consumer-Participant Profile

Table 1 above gives information on the characteristics of consumers and their profiles. The majority of respondents are females constituting 52.5%, while males constitute 47.5%. This implies that the perception of point of purchase in this study is based more on the females' point of view than the males, however, the figures are quite close. The majority of customers are within the age range of 17-36 years of age (87.5%), while 55% are undergraduates and 65% are single. This clearly shows that the majority of the consumers are young adults who patronize the brand.

Table: Consumer perception - PLUM - Ordinal Regression

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	163.957			
Final	116.196	47.761	2	.000

Link function: Logit.

Goodness-of-Fit

	Chi-Square	Df	Sig.
Pearson	61.141	88	.987
Deviance	52.484	88	.999

Pseudo R-Square

Cox and Snell	.212
Nagelkerke	.237
McFadden	.105

Parameter Estimates

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Threshold	[pp = 1.00]	.433	.870	.248	1	.619	-1.272	2.138
	[pp = 2.00]	2.496	.733	11.586	1	.001	1.059	3.934
	[pp = 3.00]	5.327	.803	44.047	1	.000	3.754	6.900
	[pp= 4.00]	5.352	.803	44.379	1	.000	3.777	6.927
	[pp= 5.00]	8.865	.986	80.876	1	.000	6.933	10.797
Location	Pd	.868	.203	18.273	1	.000	.470	1.267
	Ra	.693	.176	15.462	1	.000	.347	1.038

Link function: Logit.

5.2. Model Specification

To identify the determinants of consumers perception, a regression model is used and specified below:

$$P = b_0 + b_1pd + b_2ra + U$$

Where:

P = $f(pd, ra)$

P = Perception (dependent variable)

Pd = product display (independent variable)

Ra = restaurant atmospherics (independent variable).

Where b_1 & b_2 are the estimates of the coefficients.

B_0 = intercept of the line

U = residual term that measures variation in Consumer perception not accounted for by the independent variables.

6. DISCUSSION

The model fitting information shows that the model is well-fitted having a significance of 0.000. This implies that the final model is better than the intercept-only model. To test the goodness of fit of the model, Pearson and deviance and used, the significance level for both Pearson and Deviance is greater than 0.5, we therefore reject the null hypothesis, and conclude that the model has a good fit. However, for the pseudo-R-squared, the Cox and Snell, Nagelkerke, and Mc Fadden are 0.212, 0.237, and 0.105 respectively. The parameter estimate table shows that both product display (PD) and restaurant atmospherics (ra) have significant effect on consumers' perception (pp) of a brand, having their standard errors less than half of the parameter estimate. It is also evident that strongly disagree and disagree are not significant, having strongly agree highly significant with its standard error less than half of its parameter estimate. The p values also show that both product display and restaurant atmospherics are significant, having a precise significance of 0.000 respectively, when the alpha value equals 0.005



Summarily, the result shows a positive significant relationship between the independent variable- point of purchase and perception which is the dependent variable which is consistent with the research of Rongrong and Nanxi (2018). However, Grewal et al (2017) is of the view that the presentation of a product compensates for a lack of sensory experience. The whole analysis shows that the independent variable- point of purchase (measured by restaurant atmospherics and product displays) influence Consumers' perceptions of a brand.

7. CONCLUSION

The assessment of perception of point of purchase across college audiences revealed that restaurant atmospherics and product display have a positive relationship with consumers' perception of a brand and both are significant in influencing consumers' perception of a brand.

8. RECOMMENDATIONS

Based on the findings in this study, it is recommended that brands should ensure that they make display materials available to retail outlets, as it is significant in consumers' perception of a brand. This is because consumers are attracted by what they see. Beautiful displays give consumers positive feelings about a brand and are likely to make a consumer believe that the product offered by a brand is of good value. The retail outlet however must ensure that the cues (lightning, music) that draw consumers' attention are in strategic places in their outlets. Attracting consumers through the human sensory elements (eyes, nose, ears) not only helps consumers in making purchase decisions, but also helps them feel comfortable, instigates buying, and allows for continuous patronage of an outlet. This is because consumers love convenience and their experience shapes their belief and perception about a brand.

Brands should also motivate retail outlets to keep their products and display items in strategic places especially in developing countries where digital tools are underutilized.



9. REFERENCES

- Andrew, T. S. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17-21.
- Bence, N. (2016). Philosophy of perception: A roadmap with lots of bypass roads in the current controversies in philosophy of perception. *Routledge*.
- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2019). Creating effective online customer experiences. *Journal of Marketing*, 83(2), 98–119. <https://doi.org/10.1177/0022242918809930>
- Brodie, R. J., Illic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(8), 105-114.
- Elmashhara, M. G., & Soares, A. M. (2020). The influence of atmospherics general interior variables on shopper's emotions and behavior. *The International Review of Retail, Distribution and Consumer Research*, 1-23. <https://doi.org/10.1080/09593969.2020.1724556>
- Erraiaa, K., Legoharel, P., Dauce, B., & Bilgihan, A. (2021). Scent marketing: Linking the scent congruence with brand image. *International Journal of Contemporary Hospitality Management*, 33, 402-427. <https://doi.org/10.1108/IJCHM-06-2020-0637>
- Genone, J. (2016). Recent work on naïve realism. *American Philosophical Quarterly*, 53, 1-25.
- Gidlof, K., Anikin, A., Lingonblad, M., & Wallin, A. (2017). Looking is buying: How visual attention and choice are affected by consumer preferences and properties of the supermarket shelf. *Appetite*, 116, 29–38. <https://doi.org/10.1016/j.appet.2017.04.020>
- Gorji, M., & Siami, S. (2020). How sales promotion display affects customer shopping intentions in retails. *International Journal of Retail & Distribution Management*, 48(12), 1337-1355. <https://doi.org/10.1108/IJRDM-12-2019-0407>
- Grewal, D., Noble, S. M., Roggeveen, A. L., & Nordfalt, J. (2020). The future of in-store technology. 96–113.
- Grewal, D., Roggeveen, A. L., & Nordfalt, J. (2017). The future of retailing. *Journal of Retailing*, 93(1), 1–6. <https://doi.org/10.1016/j.jretai.2016.12.008>
- Grewal, D., Roggeveen, A. L., Runyan, R. C., Nordfalt, J., & Vazquez Lira, M. E. (2017). Retailing in today's world: Multiple channels and other strategic decisions affecting firm performance. *Journal of Retailing and Consumer Services*, 34, 261–263. <https://doi.org/10.1016/j.jretconser.2016.01.007>



- Hashmi, H. B. A., Shu, C., & Haider, S. W. (2020). Moderating effect of hedonism on store environment-impulse buying nexus. *International Journal of Retail & Distribution Management*, 48, 465-483. <https://doi.org/10.1108/IJRDM-09-2019-0312>
- Huddleston, P. T., Behe, B. K., Driesener, C., & Minahan, S. (2018). Inside-outside: Using eye-tracking to investigate search-choice processes in the retail environment. *Journal of Retailing and Consumer Services*, 43, 85-93. <https://doi.org/10.1016/j.jretconser.2018.03.006>
- Iqbal, Q., Ahmad, B., & Nasim, A. (2016). A gender-based approach: Service quality and customer's loyalty. *International Journal of Management, Accounting and Economics*, 3(12), 822-836.
- Jiang, Z., & Nagasawa, S. (2014). Luxury fashion brand image building: The role of store design in Bally and Tod's Japan. *Managerial Decision*, 52, 1288-1301. <https://doi.org/10.1108/MD-11-2012-0809>
- Jin, T., Prentice, C., & Shao, W. (2021). Identifying antecedent conditions for luxury brand purchase. *Journal of Retailing and Consumer Services*, 60, 102466. <https://doi.org/10.1016/j.jretconser.2021.102466>
- Kahn, B. E. (2017). Using visual design to improve customer perceptions of online assortments. *Journal of Retailing*, 93(1), 29-42. <https://doi.org/10.1016/j.jretai.2016.11.004>
- Lacoste-Badie, S., Gagnan, A. B., & Droulers, O. (2020). Front of pack symmetry influences visual attention. *Journal of Retailing and Consumer Services*, 54, 102000. <https://doi.org/10.1016/j.jretconser.2019.102000>
- Leong, A. M. W., Chen, K., Chen, H., Chiang, T., & Huan, T. (2023). Exploring the effects of customers' assessments of a restaurant's atmospherics and emotional assessments on a fine-dining experience and intentions to return. *Tourism Management Perspectives*, 47, 101121. <https://doi.org/10.1016/j.tmp.2023.101121>
- McDowell, W. C., Wilson, R. C., & Kile, C. O. (2016). An examination of retail website design and conversion rate. *Journal of Business Research*, 69(11), 4837-4842. <https://doi.org/10.1016/j.jbusres.2016.04.040>
- Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of store environment on impulse buying behavior. *European Journal of Marketing*, 47, 1711-1732. <https://doi.org/10.1108/EJM-03-2011-0110>
- Mohd, N., Nurul, F. S., Mohd, S., Aslinda, T. C., & Chang, F. (2022). The relationship between restaurant atmospheric and customer satisfaction: Malaysian restaurants contexts. *Advances in Business Research International Journal*, 8(1), 14, 46-59.
- Murray, M. M., Lewkowicz, D. J., Amedi, A., & Wallace, M. T. (2016). Multi-sensory processes: A balancing act across the lifespan. *Trends in Neurosciences*, 39, 567-579.



- Nur, A., Abdul, A., Amily, F., & Aniyah, Z. (2016). The impact of store atmospherics, perceived value, and customer satisfaction on behavioral intention. *Procedia Economics & Finance*, 37, 538-544.
- O'Callaghan, C. (2017). Grades of multisensory awareness. *Mind and Language*, 32, 155-181.
- Olkkonen, M., Saarland, T., & Allred, S. (2016). Perception-memory interactions reveal a computational strategy for perceptual constancy. *Journal of Vision*, 16(3), 1-21. <https://doi.org/10.1167/16.3.38>
- Orlandi, N. (2016). Bayesian perception is ecological perception. *Philosophical Topics*, 44, 327-351.
- Otten, M., Yair, P., Paffen, C., Seth, A., & Kanai, R. (2017). The uniformity illusion: Central stimuli can determine peripheral perception. *Psychological Science*, 28, 56-68.
- Ozkul, E., Bilgili, B., & Koc, E. (2020). The influence of the color of light on the customer's perception of service quality and satisfaction in the restaurant. *Color Research & Application*, 45(6), 1217-1240.
- Polanska, K., & Kaleta, D. (2021). Tobacco and E-Cigarettes point of sale advertising: Assessing compliance with tobacco advertising, promotion, and sponsorship bans in Poland. *International Journal of Environmental and Public Health*, 18(4), 19-76. <https://doi.org/10.3390/ijerph18041976>
- Radonjic, A., Nicolas, C., & Brainard, D. (2015). Color constancy in a naturalistic, goal-directed task. *Journal of Vision*, 15(13), <https://doi.org/10.1167/15.13.3>
- Raggiotto, F., Mason, M. C., Moretti, A., & Paggiaro, A. (2021). How do customers respond to external store environment? Analyzing the new luxury segment. *Journal of Global Scholars Market Science*, 4, 1-17. <https://doi.org/10.1080/21639159.2020.1808846>
- Reardon, A., Brannon, D., & Reardon, J. (2021). Ketchup with your fries? Utilizing complementary product displays to transfer attention to a focal point. *Journal of Retailing and Consumer Services*, 58, 1-9.
- Roschk, H., Loureiro, S. M., & Breitsohl, J. (2017). Calibrating 30 years of experimental research: A meta-analysis of the atmospheric effects of music, scent, and color. *Journal of Retailing*, 93(2), 228-240. <https://doi.org/10.1016/j.jretai.2016.10.001>
- Scarpi, D., Pizzi, G., & Raggiotto, F. (2019). The extraordinary attraction of being ordinary: A moderated mediation model of purchase for prototypical products. *Journal of Retailing and Consumer Services*, 49, 267–278. <https://doi.org/10.1016/j.jretconser.2019.03.006>
- Sezgin, D. (2017). Corporate reputation from corporate employee's perspective. *Journal of Selcuk Communication*, 9(4), 141-163. <https://doi.org/10.18094/si.41881>



- Sharma, S., & Bumb, A. (2020). Product placement in the entertainment industry: A systematic review. *Quarterly Review of Film and Video*, 39(1), 103-119. <https://doi.org/10.1080/10509208.2020.1811606>
- Sharma, P., Luk, S. T., Cardinali, S., & Ogasavara, M. H. (2018). Challenges and opportunities for marketers in the emerging markets. *Journal of Business Research*, 86, 210-216.
- Sollberger, M. (2015). In defense of a structural account of indirect realism. *European Journal of Philosophy and Psychology*, 3, 581-595.
- Sonataite-Petkeviciene, M. (2014). Crisis management to avoid damage to corporate reputation: The case of retail chain crisis in Baltic countries. *Procedia-Social and Behavioural Sciences*, 156, 452-457. <https://doi.org/10.1016/j.sbspro.2014.11.220>
- Thomas, A., Louise, R., & VP, V. (2018). The impact of visual merchandising on impulse buying behavior of retail customers. *International Journal of Research in Applied Sciences & Engineering Technology*, 6(2), 474-491.
- Umor, F., & Blessing, G. (2018). Consumer perception of advertising media for Coca-Cola products in Port Harcourt. *Review of Communication and Media Studies*, 30(2), 82-86.
- Webber, C., da Costa, O. S., Sausen, K., Basso, C. G., & Laimer (2018). Remodeling the retail store for better sales performance. *International Journal of Retail & Distribution Management*, 46(11/12), 1041-1055.
- Whang, J. B., Song, J. H., Choi, B., & Lee, J. (2021). The effect of augmented reality on purchase intention of beauty products: The roles of consumers' control. *Journal of Business Research*, 133, 275-284. <https://doi.org/10.1016/j.jbusres.2021.04.057>
- Xiaodong, Y., Gangshu, C., Ying-Ju, C., & Shu-Jung, Y. (2017). Competitive retailer strategy for new market research, entry, and positioning decisions. *Journal of Retailing*, 93(2), 172-186.
- Yang, J., & Battocchio, A. F. (2021). Effects of transparent brand communication on perceived brand authenticity and consumer responses. *Journal of Product & Brand Management*, 30(8), 1176-1193. <https://doi.org/10.1108/JPBM-03-2020-2803>
- Yang, S., & Xiong, G. (2019). Try it on: Contingency effects of virtual fitting rooms. *Journal of Management Information Systems*, 36(3), 798-822.