Physical Surroundings and Consumer Behavior: The roles of Music, Crowding, Atmosphere and Décor

實體環境與消費者行為：音樂、人潮、氣氛、裝潢

Shwuhuey Wang¹,², Hsiu-Yuan Wang³, Lan-Yun Chang³

¹Doctoral student, Business Education Department, National Chang-Hua University of Education
²Assistant professor, Department of Computer Science and Information Engineering, ChungChou Institute of Technology
³Instructor, Business Administration Department, Far East University

Abstract

Physical surrounding factors (music, crowding, atmosphere and décor) are the situational factors that will have impacts on consumer behavior; it refers to the concrete external spatial environment that covers consumer activity. As behavior is the function of person and environment, we combined the four above factors to explore their relationship with consumer behavior. Structural equation model was employed to analyze the outcome; the results indicated that music, crowding, and décor were significant on consumer behavior.

Keywords: physical surroundings, music, crowding, atmosphere, decor

Introduction

Managers and marketers of service industry have recognized that the visible variables would be the key to influence consumers’ response and to enhance service quality in a competitive environment. Practically, the factors that influence consumer behavior include culture, reference group, family, social class and situational factors. Of which, situational factors are the ones to build up the background of consumer activity (Mowen and Minor, 2001) and may have significant impacts on consumer shopping experience. Physical surrounding is one of the situational factors that will have impacts on consumer behavior; it refers to the concrete external spatial environment that covers consumer activity (Belk, 1975). For example, factors such as music, crowding, atmosphere and decor would have impacts on consumer behavior because they are visible, tangible and measurable and can help marketers and retailers to construct consumers’ belief, attitude and satisfaction toward the firm to fulfill the expected outcomes and build up store image.