

Visual Retail Store Atmospheric Audits and Students (ABSTRACT ONLY)

By

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Abstract

Many retailers have failed to continually invest in the store experience or retail atmospherics, even though research has shown that remodeled stores yield significantly higher returns. There is limited research on how to teach future retailers about assessing and evaluating retail atmospherics from the retail management perspective via retail audits. This study explores whether students can conduct a physical retail store assessment to understand the factors and rationale utilized by retailers when retail environments are designed. T-tests were utilized to contrast the means of the pre and post-test comparison to evaluate if students gained skills in conducting the retail visual assessment audit exercise. Findings indicate that while the overall students perceived to learn skills after the retail audit visual assessment exercise, the undergraduate students rated themselves less capable to visually assess a retail store than the graduate student in either pre or post-tests. In addition, the students that have never done a retail audit visual assessment showed the largest skills increase compared to those that had done visual retail audits before.