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Kandlakoya (V), Medchal, Hyderabad – 501401



A Study on Brand Cognition and Store Layout Configuration on Consumer Purchase Decision

Nazneen Falak Student of, CMR Institute of Technology, Hyderabad, Telangana, India.

nazneenfalak0046@gmail.com

Dr. B. Nayeema Bajjis, Associate Professor, CMR Institute of Technology, Hyderabad, Telangana, India.

bajjisnayeema@cmritonline.ac.in

ABSTRACT

In today's very competitive retail sector, understanding consumer behavior is essential for companies to create winning marketing plans and increase customer satisfaction. Brand cognition and store layout configuration are two of the most important internal and external factors that affect customer purchasing decisions. Customers' awareness, recognition, perception, and familiarity with a brand as a result of advertising, prior experiences, and market exposure is known as brand cognition. Similar to this, aisle design, shelf placement, product displays, signage, and general shop structure all affect how customers navigate and find products in retail establishments. Together, these factors influence how consumers make decisions and have an effect on both planned and impulsive purchases.

This research investigates how brand cognition and store layout configuration independently and jointly impact consumer navigation, product discovery, and unplanned purchases. Ultimately, the study evaluates how brand recall and physical spatial design shape the consumer shopping experience and drive impulse buying.

The study is founded on both primary and secondary data. A standardized questionnaire distributed to retail customers using a Likert scale was used to obtain primary data. Secondary data was gathered from books, journals, research articles, and online academic sources about consumer behavior and retail marketing. The acquired data is evaluated with appropriate analytical approaches to better understand the relationship between brand cognition, store layout configuration, and consumer purchase decisions.

The study findings indicate that strong brand cognition boosts customer confidence and purchase intent, while an effective store layout increases product visibility, navigation ease, and dwell time. Furthermore, the interaction between brand recognition and store design significantly drives impulse purchases and overall consumer satisfaction.

Keywords: Brand Cognition, Store Layout Configuration, Consumer Purchase Decision, Retail Marketing, Impulse Buying, Consumer Behaviour.

INTRODUCTION

In today's retail environment, consumers are exposed to thousands of brands daily. To process this vast amount of information, consumers rely on brand cognition, which refers to their mental perception, interpretation, and expectations regarding a brand. Brand cognition develops through advertising exposure, prior experience, brand reputation, and consumer interaction.

Physical retail environments also play a crucial role in shaping consumer behavior. Store layout configuration functions as a silent salesperson by directing customer movement, increasing product visibility, and facilitating product discovery. The arrangement of aisles, shelves, displays, signboards, and checkout counters significantly influences shopping experiences and purchasing decisions.

The interaction between consumer psychology and physical retail design creates an important area of study. Strong brand recognition can attract consumers toward products, while effective store layouts encourage product exploration and impulse purchases. Therefore, understanding the relationship between brand cognition and store layout configuration is essential for retailers seeking to improve customer satisfaction and sales performance.

STATEMENT OF THE PROBLEM

Modern retail organizations invest heavily in branding activities and store layout improvements to influence consumer purchase decisions. Despite these investments, there remains limited understanding of how brand cognition and store layout configuration interact to influence consumer decision-making behavior and impulse purchases.

Most previous studies have examined branding and store layout separately, creating a gap in understanding their combined influence. Therefore, this study seeks to investigate the individual and joint effects of brand cognition and store layout configuration on consumer purchase decisions within retail environments.

OBJECTIVES OF THE STUDY

1. To examine the influence of brand cognition on consumer purchase decision-making in retail environments.
2. To evaluate the impact of store layout configuration on consumers' navigation and product discovery.
3. To analyse the interaction effect between brand cognition and store layout configuration on unplanned purchasing behaviour.

SCOPE OF THE STUDY

The study focuses on the relationship between brand cognition and store layout configuration and their influence on consumer purchase decisions in physical retail stores.

The research examines factors such as brand recognition, consumer trust, product placement, store navigation, product discovery, shopping convenience, and impulse buying behavior. The study is limited to retail consumers within the selected geographical area and data collection period.

LIMITATIONS OF THE STUDY

1. The study is limited to a sample of 107 respondents.
2. Consumer responses may be affected by personal perceptions and biases.
3. Findings are based on self-reported questionnaire responses.
4. External factors such as pricing, promotions, and economic conditions were not fully considered.
5. The study is restricted to selected retail consumers within a specific geographical area.

2.REVIEW OF LITERATURE

Sharma (2025) found that effective store layouts improve customer navigation, product discovery, and impulse buying behaviour.

Verma (2025) concluded that higher brand awareness positively influences consumer confidence and product selection.

Gupta (2024) highlighted the role of store environment factors such as lighting, layout, and shelf arrangement in improving customer satisfaction.

Reddy (2024) reported that brand reputation and consumer trust significantly influence purchasing decisions.

Khan (2024) observed that attractive product placement and navigation pathways increase impulse purchases.

Patel (2023) concluded that positive brand image enhances customer loyalty and purchase intention.

Kumar (2023) found that effective product placement significantly influences consumer decision-making.

Singh (2023) emphasized that well-planned store layouts improve shopping convenience and customer satisfaction.

Mehta (2022) reported that strong brand awareness reduces purchase hesitation and improves customer confidence.

Agarwal (2022) concluded that store atmosphere positively influences shopping duration and impulse buying.

3.RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive and analytical research design to examine the relationship between brand cognition, store layout configuration, and consumer purchase decisions.

Sources of Data

Primary Data: Structured questionnaire distributed through Google Forms.

Secondary Data: Books, journals, research articles, websites, and published academic sources.

Sample Size

107 respondents.

Sampling Technique

Convenience Sampling Method.

Statistical Tools Used

1. Percentage Analysis
2. Chi-Square Test

DATA ANALYSIS AND INTERPRETATION

1.Brand Preference

Response Category	Respondents	Percentage
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Strongly Disagree	17	15.9%
Disagree	7	6.5%
Neutral	32	29.9%
Agree	39	36.4%
Strongly Agree	12	11.2%
Total	107	100%

36.4% of respondents agreed and 11.2% strongly agreed that they prefer buying products from brands they recognize. This indicates that brand familiarity plays a major role in influencing purchase decisions.

2.Trust in Well-Known Brands

Response Category	Respondents	Percentage
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Strongly Agree	17	15.9%
Agree	46	43.0%
Neutral	31	29.0%
Disagree	12	11.2%
Strongly Disagree	1	0.9%
Total	107	100%

43.0% agreed and 15.9% strongly agreed that they trust well-known brands more than unfamiliar brands. This highlights the importance of brand reputation in consumer decision-making.

3.Willingness to Pay More for Trusted Brands

Response Category	Respondents	Percentage
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Strongly Disagree	11	10.3%
Disagree	15	14.0%

Response Category Respondents Percentage

Neutral	37	34.6%
Agree	35	32.7%
Strongly Agree	9	8.4%
Total	107	100%

32.7% agreed and 8.4% strongly agreed that they are willing to pay more for trusted brands. This demonstrates the value consumers place on brand trust and reliability.

4.Store Layout and Shopping Convenience**Response Category Respondents Percentage**

Strongly Agree	20	18.7%
Agree	49	45.8%
Neutral	26	24.3%
Disagree	8	7.5%
Strongly Disagree	4	3.7%
Total	107	100%

45.8% agreed and 18.7% strongly agreed that a well-organized store layout makes shopping easier. This confirms that store design significantly affects shopping experience.

5.Product Placement Influence**Response Category Respondents Percentage**

Strongly Agree	12	11.2%
Agree	51	47.7%
Neutral	34	31.8%
Disagree	7	6.5%
Strongly Disagree	3	2.8%
Total	107	100%

47.7% agreed and 11.2% strongly agreed that product placement influences their purchase decisions. This indicates that strategic product positioning can effectively encourage purchasing behaviour.

Statistical Tool Testing

Hypothesis 1

H₀: Brand cognition has no significant impact on consumer purchase decision-making.

H₁: Brand cognition has a significant impact on consumer purchase decision-making.

Chi-Square Calculated Value: 66.421

Chi-Square Table Value: 9.488

Since the calculated value is greater than the table value, the null hypothesis is rejected and the alternative hypothesis is accepted.

Interpretation

Brand cognition significantly influences consumer purchase decision-making.

Hypothesis 2

H₀: Store layout configuration has no significant impact on consumer purchase decision-making.

H₁: Store layout configuration has a significant impact on consumer purchase decision-making.

Chi-Square Calculated Value: 73.639

Chi-Square Table Value: 9.488

Since the calculated value is greater than the table value, the null hypothesis is rejected and the alternative hypothesis is accepted.

Interpretation

Store layout configuration significantly influences consumer purchase decision-making.

FINDINGS

1. Consumers prefer products from recognized brands.
2. Brand reputation and trust positively influence purchase decisions.
3. Brand advertisements improve product recall and influence buying behaviour.
4. Consumers are more likely to purchase products from trusted brands.
5. Well-organized store layouts improve shopping convenience.
6. Product placement and attractive displays influence consumer behaviour.
7. Store layouts encourage product exploration and impulse purchases.
8. Brand cognition significantly impacts consumer purchase decisions.
9. Store layout configuration significantly impacts consumer purchase decisions.
10. Both factors jointly influence overall consumer buying behaviour.

SUGGESTIONS

1. Retailers should strengthen brand awareness through consistent marketing activities.
2. Companies should focus on building strong brand trust and credibility.
3. Retail stores should maintain organized layouts that improve customer navigation.
4. Strategic product placement should be used to improve product visibility.

5. Attractive displays should be implemented to encourage impulse buying.
6. Store atmosphere should be enhanced through proper lighting, cleanliness, and arrangement.
7. Retailers should regularly monitor customer preferences and shopping behaviour.
8. Branding and store layout strategies should be integrated to maximize retail performance.

CONCLUSION

The study examined the influence of brand cognition and store layout configuration on consumer purchase decision-making in retail environments. The findings reveal that both brand-related factors and store environment characteristics significantly affect consumer behaviour.

Strong brand recognition, trust, and reputation positively influence purchase decisions, while effective store layouts improve product discovery, shopping convenience, and customer engagement. The Chi-Square analysis confirmed a significant relationship between brand cognition, store layout configuration, and consumer purchase decisions.

The study concludes that retailers who successfully integrate branding strategies with effective store layouts are more likely to enhance customer satisfaction, encourage impulse buying, improve purchase intentions, and achieve long-term business success.

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