AN EXPLORATORY STUDY TO UNDERSTAND FACTORS INFLUENCING STORE EXPERIENCE IN ORGANISED FOOD AND GROCERY RETAIL

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ABSTRACT

The Indian retail sector is witnessing a tremendous change with many organised retailers making their foray into the market. A number of new formats have emerged in the retail sector and all the retailers are vying for their share of the market. The Indian retail sector, which was estimated to have been around $641 billion in 2016, is witnessing a compound annual growth rate of around 7.5 percent since 2000, and it is expected to grow to $1.6 trillion by 2026. Modern trade in the form of organized retail is expected to grow at a rate of 20 percent per annum. Food and grocery retail, accounts for the largest share of revenue within the overall retail industry. In India, 16 percent of the GDP is represented by food and grocery retail, followed by apparel. The changing landscape of business has created a need for retailers to move from traditional conservative methods of marketing towards a more customer centric approach. The idea is to create experiences that will bring better customer engagement, thereby resulting in a positive response towards the marketing efforts. There is a division in the customer's attention due to mushrooming

organised retailers. Therefore, retailers should identify better approaches to garner the customers' attention and influence their buying behaviour. Also, a number of customers have chosen to buy from organised retailers over traditional retailers in the last few years, possibly due to the novelty of the experience as well as the exposure to buying from these outlets abroad. This study will focus on the factors that are important for consumers while selecting a particular retailer. This study will also look at the elements that will create a better customer experience and enhanced engagement with organised retailers.

Keywords: Customer engagement, Customer experience management, GDP, Organised retailing

INTRODUCTION

Experience is a vital factor when it comes to consumer buying decisions and repeat visits. As the saying goes, 'the first impression matters'; it is imperative for retailers to build an experience that stimulates positive memories and motivates them to shop. Experience management is an emerging area in the retail sector. With many retailers vying for the consumer's attention, organised retailers are trying every possible method to attract and retain buyers. However, a majority of the food and grocery retailers still depend on price offers to attract the buyers. An emerging trend in the last few years is the consumer shift from traditional kirana stores to organised food and grocery retail. Though initially it is the novelty that attracts them to the stores, later it becomes the in-store experience that encourages the consumer to spend more time and come again in future. One of the main factors that contribute to this phenomenon is the development of one stop shopping malls. It is estimated that the Indian retail sector is growing with a compounded annual growth rate of 46.34%. In addition, the retail sector has contributed 10% to the GDP and has also facilitated employment generation (Neha P. Mehta, Pawan K. Chugan, 2013).

Organised grocery retail offers consumers a variety of goods under one roof. These stores carry product ranges that are not usually easily found in traditional kirana stores. However, with the mushrooming growth of organised food and grocery retail, it is important for retailers to distinguish themselves from competitors in order to attract consumers to their outlets. An increasing number of retailers are adopting a concept called "atmosphere stores" – (Filser, 2001) which is an illustration of what to expect from stores. The objective of these stores is to position themselves better than the competition. Customers can differentiate the assortments and experience fulfilment through leisure and social interaction in such an environment (Dawson et al., 1990). The key to this is bringing better engagement with the customer inside the store. A retailer can engage the customer through his product offering, a

clean environment, visually appealing displays, ambient lighting, soothing music as well as an attentive salesforce. These store elements along with product variety and good service can actually be good tools to attract customers. These can also help retailers handle competition and create better brand identities for themselves. These in-store elements along with the exterior façade and window display makes up the store atmospherics and visual merchandising. Visual merchandising visually communicates the brand to the consumer, and if decoded properly by the consumer, it can have a positive impact on the consumer decision process and eventually result in purchase. (Kerfoot, Davies & Ward, 2003) Visual merchandising not only creates an ambience that is engaging for the customer, but also differentiates the store from competitors' stores. In addition, attentive store employees can also engage customers through a friendly approach and attentiveness. Retailers can influence consumer behaviour by playing different kinds of music (Areni & Kim, 1993) with different tempos (Turley & Milliman, 2000), and it can result in impulsive buying behaviour (Yalch & Spangenberg, 1990). Similarly, changes in various variables bring changes in consumer responses such as increased sales (Edwards & Shackley, 1992); the effect of lighting on the products displayed can affect the number of items chosen by consumers (Areni & Kim, 1995). Similarly changes in the arrangement of merchandise or the store layout can influence the price perceptions of consumers (Smith & Burns, 1996). Considering the model suggested by (Donnovan & Rossiter, 1982) which includes pleasure, arousal, and dominance can be suitable for the retail environment as these dimensions can predict customer behaviour. In addition, customer experience has become important (Ganda, 2012) and retailers have realised the richness of experience. This has resulted in the emergence of a sensory marketing approach in retail, to enhance the customer experience (Hult´en, Broweus, & VanDijk, 2009). The focus point of all these studies is customer experience and its impact on customer behaviour. However, in case of food and grocery retail, whether the factors that comprise customer experience are the same, or, are there any other factors that may add to the experience needs to be explored further? This study tries to explore the factors that influence customer experience in organised food and grocery retail.

Review of Literature: The retail store environment plays an important role in influencing consumers to spend time within the store. A consumer's decision-making process is influenced by various elements of the store in addition to price and quality of the products offered by the store. A combination of factors such as the store layout, display, and atmosphere creates a positive feel within the store, making the consumer stay for a longer time enabling him to observe the surroundings, which then influence the buying decisions. According to the researchers, a retail store environment encompasses music, scent, colours, light, and design. In addition, a retail environment has the ability to attract the attention of

the customer and influence them to purchase with the help of variables such as the store layout and, presentation. (Raymond R. Burke &Alex Leykin, 2007) Store environment significantly affects the consumer buying decision process. According to Baker et al. (2002), a store environment consists of three factors that act as stimuli such as ambient, design, and social and would affect the consumer's perception about the store.

Retailers pay a lot of attention while designing their store environments in order to enhance the mood and positive feelings of customers, which will result in consumers spending more time in the store, thus being more inclined to purchase beyond their original plans. A store environment influences the moods of customers and in turn affects the customers' intentions to buy. According to Baker, (1998b) & Bitner (1992) the store environment significantly affects the consumer buying decision process. Store environment cues influence consumer perceptions and build up customer expectations from the store in terms of quality, price and value that they would get from the store. According to (Baker et al. 2002c) a store environment consists of three factors that act as stimuli — ambient, design, and social. 'Ambient' represents the store characteristics such as temperature, lighting, music, and scent. 'Design' cues include architecture, colour, and material; and 'social' cues include the number, type, and behaviour of the employees as well as other customers in the store (Bitner, 1992). In addition, the store environmental dimensions can influence consumers' perceptions regarding the store choice criteria (Julie Baker et.al, 2002a). The physical environment of the store may produce three types of responses from the customers, namely, cognitive, emotional, and physiological, that will influence consumer behaviour. A consumer may stay longer in the store, spend more money and buy more merchandise, and this is known as approach behaviour (Bitner,1992). Consumers undergo mental stress or emotional labour while shopping. These are costs which can result in negative emotions towards the store or its environment (Mehrabian & Russell, 1974). According to (Zeithaml, 1988) mental stress and emotional labour are non-monetary costs that arise out of store environments, and the study acknowledges that the positive and negative emotions (Babin, Darden, & Babin 1998a) are distinct constructs, (Watson, et.al 1988) and the negative emotions have a stronger impact on the consumers (Babin & Darden, 1996b). A store environment consists of visual display, ambience, store atmospherics, and layout, which in turn can bring in customer engagement and create a good experience.

VISUAL MERCHANDISING:

Visual merchandising includes both, in-store as well as outside-the-store elements. It comprises of the layout, signages, lighting, colour, as well as human elements. These factors

are used to stimulate certain psychological effects on the consumer that would result in purchase (Kotler, 1973). Visual merchandising helps in augmenting the desire towards the store and the display sections are known as feature areas. It makes shopping easy for the shoppers through creative displays, and at the same time it beautifies the store. In addition, it can also influence the behaviour of the consumers and some of the elements can evoke a direct response from the shoppers (Donovan & Rossiter 1982).

STORE ATMOSPHERICS:

Consumers' store patronage intentions are influenced by three major factors — social factors, design factors, and ambient factors. Most planned purchases and store selection decisions depend on cognitive factors. However, the atmosphere of the store may be an important determinant for consumer behaviour. (Mathur, et.al, 1997) Customers were observed to have positive mood changes more frequently in stores that were kept in good condition. In addition, customers who had positive mood changes made a better evaluation of the store and ended up buying more items spontaneously. Positive mood changes resulted in customers evaluating the store layout as high (Bost, 1987). A positive mood change can influence the individual's perception while evaluating a situation. A person feeling good may attribute this positive mood to the current situation he is in and may evaluate the situation more favourably, and the same can be attributed to retail store atmosphere that can make a customer feel good (Schwarz, 1990). A store atmosphere may influence customers' satisfaction and thereby affect the purchasing behaviour through attainment of goals and changes in mood. The store atmosphere consists of numerous in-store variables which are psychologically represented by a consumer through his emotional states of pleasure and arousal. These act as mediators of shopping behaviours like consumers enjoying shopping in the store, spending time to discover the offerings, their willingness to interact with the sales personnel, and spending more money than they had originally planned (Donovan & Rossiter,1982).

Store atmospherics consists of four dimensions namely visual, aural, olfactory and tactile (Philip Kotler, 1973). (Baker, 1986 a) suggested that store atmospherics consist of social factors, ambient factors, and design factors. People represent the social factor, which includes the customers and employees; temperature, noise, scent, lighting, and music represent the ambient factor, and the design factor includes architecture, style, and layout. Store atmospherics include the store layout, lighting, music, smell, and colour, among other things. Among them, the layout can affect consumer perception and influence the buying decision in favour of or against the store. Modern retailing focuses on creating customer

experiences rather than just selling the product. Creating experiences right from the time of search till the after-sales phase is very important for the retailer, and store layout plays an important role in creating those experiences (Priyanka Singh et al, 2014). Retail store design and atmospherics influence the customer's intention to make a repeat visit to the store in future, purchase from the store, and recommend the store to their friends and relatives. The elements of store atmospherics include the store layout and design, customer service, visual communication, value for money, and policy and reliability of the store; all of which are important in determining retail stores ability to attract consumers' attention (Priyanka Singh et al, 2014). Hence, understanding the relevance of store atmospherics is important for retailers to design a suitable strategy to attract consumers.

CUSTOMER ENGAGEMENT:

According to Hagberg and Jonsson (2016), a unique customer experience can result in good customer relationships. Rodgers (2005) states that stores that focus on the customer experience tend to invest time and capital in creating customer experiences that are likely to result in long term customer relationships. Customer experience includes everything from the moment the customer enters the store such as the interior of the store, the service that he experiences, and other things (Hagberg & Jonsson, 2016). According to Charlesworth et al., (2007) the customer should feel like he is getting all the attention from the retailer and being treated as the most important person. This has resulted in the emergence of a concept called customer engagement, which indicates the strength of the customer-brand relationship. A good experience may help in better customer engagement, wherein the customer is willing to return back to the store to experience it again. According to a study undertaken by People metrics (Kate Feather, 2008), companies which are able to bring a higher level of customer engagement have found an average increase of 8% on return on assets year on year, above the industry average; those who have had low engagement levels, seem to have a decrease of 23% below the industry average. In addition, it was also observed that companies providing consistent quality and valuing the customers, has a positive impact on customer engagement.

Thus, store patronage may be an outcome of customers spending more time in the retail store which gives them a great experience. A good experience is a combination of physical environment, display, atmosphere, price, and assortment. This paper tries to explore the factors influencing customer experiences in organised food and grocery retail.

RESEARCH GAP

The studies conducted in the past considered that store selection would be different for various retailers and would depend on the basis of store layout, atmospherics, emotions, moods, service quality, customer satisfaction, store ambience, merchandise options (N.S. Terblanche & C. Boshoff, 2004), level of services provided, sales promotion, and convenience (Sunetra Saha et.al. 2019) and include apparel retail (Michael Collin Cant & Yolande Hefer, 2013), fashion retail, and others. Though these elements indicated the retailers role in building a good environment, customer loyalty, and engagement, the scope for understanding these elements in building customer experience is vast. Also, the factors that influence store experience, engagement, and satisfaction may vary from country to country, as well as between different retail store formats. In addition, it is not necessary that the factors that may build up an experience with a consumer group in a particular retail format in a particular region would be replicated elsewhere. Also, the population characteristics and cultural differences may influence the experience within the store. These possible differences have resulted in the gap in identifying the factors that would constitute store experience and has therefore brought up the need to undertake a study in order to explore the factors that constitute store experience for a consumer in organised food and grocery retail.

OBJECTIVE OF THE STUDY:

- To identify the factors that would influence the customers' store experience in organized food and grocery retail

RESEARCH METHODOLOGY:

Type of Research:

A quantitative research methodology has been adopted for this study. An exploratory research approach has been used. An exploratory factor analysis technique has been used to explore the factors that are relevant to consumers with regards to customer engagement.

Sources of data:

The data has been collected from primary and secondary sources. The researcher has used websites, research articles, and journals for literature review. Data collection has been done using a structured questionnaire.

Data collection tool:

A structured questionnaire was developed and used to collect data; it includes statements relevant to measuring customer engagement in the retail context.

Sampling plan:

A total sample of 177 respondents was surveyed, and the candidates for the sample were selected using the convenience sampling method.

Scale: Based on the literature review, the scale was developed considering the following constructs: display elements, atmosphere, people, and facilities and options offered. Items for measurement under the constructs included music, lighting, layout, navigation information, price offers, and services, among other things.

DATA ANALYSIS

Demographic profile

This study was carried out through the survey method, wherein a structured questionnaire was administered to the respondents. A total of 177 respondents were surveyed. The data collected through the survey was cleaned, and responses that were incomplete were deleted. 57.6 percent respondents were females, and 40.7 percent were males in the age group of 21 to 70 years. A majority of the respondents were graduates and postgraduates from middle and upper middle-income families. The respondents were from Mumbai and its suburbs. Among the respondents, 42.4 percent had an income between INR 2 lakh to INR 3 lakh, and 51 percent of the respondents earned between INR 3 lakh and INR 4 lakh.

Table 1: Demographic profile of the respondents

		Frequency	Percent	Mean	Std Deviation
Gender	Female	102	57.6		
	Male	72	40.7		
	Prefer not to say	3	1.7		
	Total	177	100.0		
Age	21 to 30 years	10	5.6		
	31 to 40 years	58	32.8		
	41 to 50 years	53	29.9		
	51 to 60 years	46	26.0		
	61 to 70 years	8	4.5		
	Above 70 years	2	1.1	2.94	1.048
Income	Less than 1 Lakh	32	18.1		
	1,00,001 to 2,00,000	6	3.4		
	2,00,001 to 3,00,000	75	42.4		
	3,00,001 to 4,00,000	51	28.8		
	4,00,001 to 5,00,000	6	3.4		
	more than 5 Lakhs	7	4.0	3.08	1.241
	Total	177	100.0		

In addition, the survey also revealed that 24.3 percent of the respondents shopped from organised retail stores once in 15 days and 52 percent of the respondents shopped from organised retail stores once a month.

Table 2: Frequency of shopping from organised retail stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	weekly	13	7.3	7.3	7.3
	once in 15 days	43	24.3	24.3	31.6
	once a month	92	52.0	52.0	83.6
	once in 6 months	11	6.2	6.2	89.8
	Rarely	18	10.2	10.2	100.0
	Total	177	100.0	100.0	

Reliability Tests

A total of 177 responses were considered for the analysis, and 4 variables were taken into account for reliability tests. The Cronbach alpha score of 0.794 indicated that the variables considered were relevant and could be taken for further analysis.

Table 3: Reliability tests using Cronbach alpha

Case Processing Summary			
		N	%
Cases	Valid	177	100.0
	Excluded[a]	0	.0
	Total	177	100.0
a. List wise deletion based on all variables in the procedure.			

Table 4: Cronbach Alpha score

Reliability Statistics	
Cronbach's Alpha	N of Items
.794	4

Table 5: Sampling Adequacy test – KMO and Bartlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.890
Bartlett's Test of Sphericity	Approx. Chi-Square	1507.228
	df	171
	Sig.	.000

Factor analysis was done to identify the factors that relate to customer engagement and its impact on the store patronage in the retail context. The factor solution obtained was subjected to varimax rotation. The factors were selected on the basis of the Eigen value, which was considered as 1, and the items which had factor loadings less than 0.50 were dropped. Factor analysis output had the Kaiser-Meyer-Olkin measure of sampling adequacy value of 0.890; the Barlett test of sphericity had a chi-square value of 1507.228 with 171 degrees of freedom, and a significance value of 0.000, which proved that the correlation matrix was appropriate. The total variances that accounted for various factors were identified using principal component factor analysis with the help of Eigen values, and a total of 4 factors with Eigen values above 1 were identified; the sum of these factors contributed to a total variance of 60.6%. Hence, these factors can be further analysed.
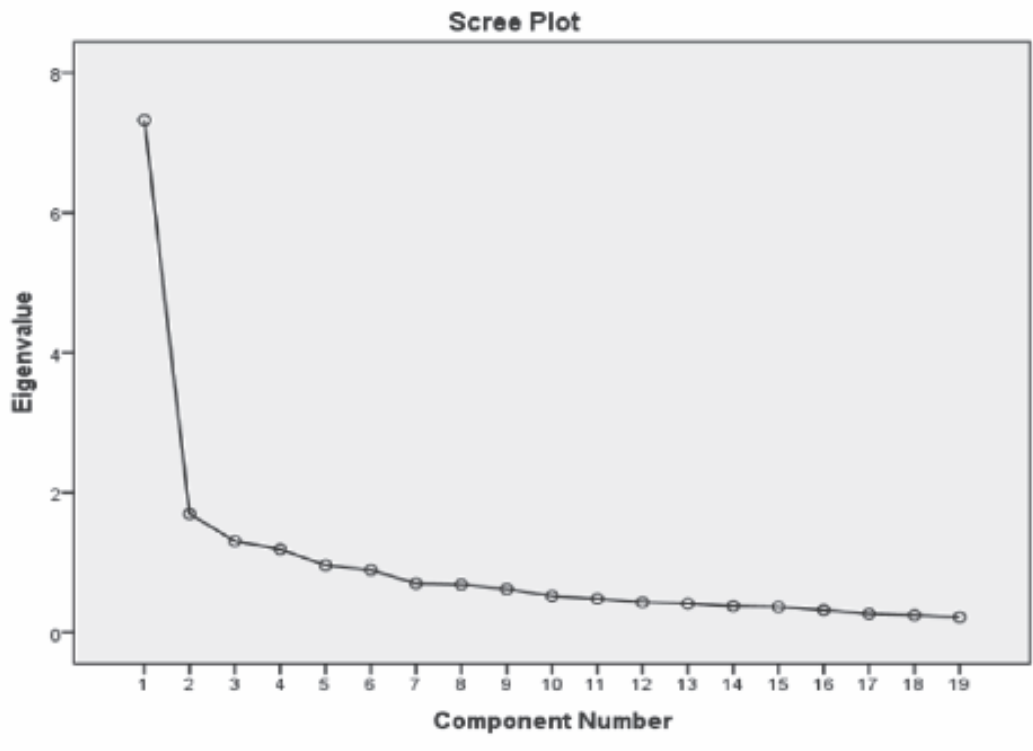

Figure 1: Scree Plot explaining the factor positions

The rotated component matrix identified the 4 underlying factors to which the various factors were loaded. The factors thus identified are:

Factor 1: Well-designed layout

Factor 2: Physical facility

Factor 3: Display element

Factor 4: Store atmospherics

The other factors did not have a significant loading; hence they were not considered. The variables loading on to factor 1 included a well-planned layout, easy navigation, adequate in-between shelves and display bins, navigation boards throughout the store, more cash counters, a well-planned layout for easy movement, and a parking facility. This indicated that the respondents considered the layout of the store while deciding to visit the store. The variables loading on to factor 2 included the provision of a washroom facility, air-conditioning in the store, and drinking water. This indicated the willingness of the customer to visit the store due to the physical facilities. The variables that loaded onto factor 3 included attractive equipment and fixtures, digital signboards, an attractive display of food items, and on-offer items. This indicated that the display elements had a significant impact on store visit. Factor 4 represented store atmospherics, wherein customers enjoyed shopping in the store because of music and adequate lighting; they were willing to stay for a longer time in the store and visit the store again due to this factor.

DISCUSSION

Designing a retail store requires a deeper understanding of customer expectations and the type of merchandise that is being offered for sale. In case of a food and grocery retail store, very less attention is paid to the aesthetics as compared to other retail stores. A large percentage of buying decisions is unplanned and happens in the store (Peck and Childers, 2006). Store atmosphere affects the store patronage decision (Donovan and Rossiter 1982). A consumer will arrive at a judgement about the store on the basis of cues that he gets from the environment, as indicated by the inference theory (Huber & McCann, 1982). A consumer develops certain knowledge about the store based on his previous experience, as represented by the schema theory (Fiske, 1982). Consumers tend to perceive the environment and this affects their judgment as suggested by the inference theory (Gibson, 1979). It is implied that consumers pay attention to layout design, and social as well as environmental elements, and these factors form an association with the quality, price of products and experience that they

can expect from the store (Bitner, 1992b). It is evident from the data that consumers indeed consider the layout of the store, facilities available, display elements, as well as the service of the store, while making the buying decision, as these elements create a composite image about the store and the experience they would obtain while spending time at the outlet.

A comfortable store environment motivates consumers to spend time inside the store. Store environment is a combination of a comfortable layout that facilitates easy movement, physical facilities in the store, the display, and the atmosphere. Atmospherics of the store make the consumer stay longer in the store; so, efforts should be made to make the consumer feel comfortable within the store. When a store has a comfortable layout that facilitates easy movement, less clutter, and proper display, it gives a sense of an organised environment. In addition, it also makes navigation to appropriate sections for purchase, easy for consumers. A well-planned display will eliminate clutter and can add a touch of sophistication to the display. When the display elements are given importance, consumers tend to notice the display and show an interest in moving around. They may purchase some of the items on the display eventually. In addition to this, playing music and adding appropriate lighting in various sections can also enhance the ambience of the store and can elevate the mood of the consumer. Provision of physical facilities such as wash rooms, air conditioning, and drinking water will add to the overall impression and comfort, thus motivating consumers to stay longer in the store premises. When a consumer gets to stay more in the store it also brings in better engagement with the store elements. It gives ample time for consumers to judge the outlet and thereby motivates them to return to the store in future. Retailers have been spending a considerable amount of money in creating promotions in order to convince consumers to visit their stores. However, if the store environment fails to engage the customers, then a revisit to the store will not be initiated by the customer. A good visual display with comfortable store atmospherics and a well-behaved staff and good store policies supporting the consumers can positively mould customers' perceptions.

Thus, retailers need to focus more on bringing engagement by identifying elements that are critical to customers. At the same time, marketing will bring awareness about the pricing strategies of the retailers, thus attracting customers to the stores. However, customer retention will depend upon how well the store is able to engage customers, and how much customers like spending time in the store. So, it is customer engagement that actually enhances store patronage. Naturally then, marketers have to shift their focus to customer engagement in order to motivate customers to make purchases. Many modern retail outlets have tried experimenting with theme-based displays, product-based activities, and newer

layouts and store formats, creating a 360 degree experience for the customer. This brings in engagement and customers to the store.

IMPLICATIONS:

This study gives retailers the insight that relying only on extensive marketing can, at the most, attract customers to the store. Retaining customers and ensuring they revisit the store depends on the kind of experience and level of engagement that the store can offer. Customer engagement can bring an improvement in the financial results of the firm. In addition, the level of customer engagement also helps us understand the emotional connect the customer has with the store; this includes understanding whether the customer would like to visit a certain store location, purchase, and go back and recommend it to their friends and relatives. Being able to gauge this can help the retailer measure and understand the impact of the in-store elements and activities on the customer, and modify them accordingly. This can also help the retailer understand the current levels of engagement the customer has with the store, and the variables that can help them to improve the engagement and differentiate their store from the competitors. Similarly, retailers can segment their customer base according to the levels of the engagement and design segment-wise strategies rather than a common strategy across the store. They can also identify which outlets the strategies are working well in, and accordingly devise new strategies store-wise. In addition, problem solving and responding to feedback on time is also an important element that would enhance the impression that customers carry, about the service quality offered by a store. This can strengthen the retailer's brand image and can bring in better engagement. It can help the retailer to focus on training the employees to respond to problems in real time. Customer experience is the element around which the retailer's strategies would be determined.

LIMITATIONS:

This study assumes that customer experiences are derived through the store atmospherics, layout, facilities, quality that induces customer engagement, and a positive experience, thereby influencing the buying process. However, the study has not identified the mediating factors that would affect the consumer perceptions. In addition, the factors identified through exploratory factor analysis should further be confirmed through confirmatory factor analysis to ensure that the factors are indeed involved in creating positive customer experiences.

CONCLUSION

A retail store environment that brings better engagement with customers has a positive impact on the consumers, in the sense that they prefer to visit the store again; a sign of improved loyalty. Store loyalty is not an easy thing to achieve, as consumers have varied reasons for visiting a store. However, the above analysis gives us an idea that store elements such as a well-designed layout, an attractive display and other display elements, a good store atmosphere, and good physical facilities can attract the attention of the customer, thus motivating the customer to spend time within the store. Thus, the consumer gets an opportunity to experience the quality and other aspects of the outlet. This results in the consumer visiting the store again in future. So, the focus of the retailer is to enhance these elements in order to make consumers spend more time within the store. This can increase customers' interactions with products, give them adequate time to explore, interact with, and understand the store well enough to form an opinion about the store, its quality, and the value that they can expect to receive from it. In addition, the experience inside the store can also be a pull that can bring the customer back to the store again. From this study, it may be concluded that the layout, store atmospherics, display elements, and physical facilities bring in better engagement, and an experience that a consumer would often like to think of and recollect, thereby increasing the frequency of store visits and purchase conversions. This study has been conducted with a limited sample size. However, a larger sample and a comparative study can be undertaken in future.

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Factor table

Factor label	Variable	Factor loading	Communality	Eigen Value
Well-designed Layout	The layout is well planned	0.592	0.551	7.326
	store allows me to navigate easily	0.702	0.635	
	Adequate space between display shelves and bins	0.594	0.583	
	navigation boards throughout store	0.556	0.684	
	More number of cash counters	0.604	0.605	
	Price lists are displayed for every brand	0.682	0.698	
	Planned layout for easy movement	0.708	0.651	
	Parking facility	0.723	0.546	
	Price lists are displayed for every brand	0.717		
Physical facility	Provision of washrooms	0.863	0.788	1.696
	air-conditioned outlet	0.605	0.44	
	Drinking water facility	0.838	0.74	
Display element	Attractive equipment and fixtures	0.767	0.668	1.303
	Digital Signboards across the store	0.616	0.633	
	display of variety of brands in the shelves	0.541	0.517	
	the store has a neat and clean environment	0.584	0.39	
	Attractive displays of food items	0.774	0.692	
Store atmospherics	I enjoy music while shopping	0.824	0.717	1.188
	Lighting is adequate	0.725	0.668	