Glossary

Affect: The way a consumer feels about an attitude object. It reflects a consumer’s emotions or feelings with respect to an idea, object, person or situation.

Attitude: It is a learned predisposition to act in a consistent manner with respect to a given object or issue.

Brand: A brand is a distinguishing name and/or symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors. (David. A. Aaker)

Brand Loyalty: Consumers consistent preference and/or purchase of the same brand in a specific product or service category

Celebrity Endorsement: Endorsement of a product or brand by a celebrity.

Consumer Behavior: The process involved when individuals or groups select, purchase, use, or dispose of products or services, ideas, or experiences to satisfy needs and wants.

Consumer’s Buying Behavior: The response and reaction of ultimate consumer to various situations involved in purchasing and using various goods and services.

Convenience of Locations: This is defined as the distance from the residence of a customer to the nearest location where he can find an apparel store or a modern retail format like a supermarket, hypermarket or a convenience store.

Customer Loyalty: Customer choose to use a particular store or buy a particular product, instead of using different stores or buy product made by different company.

Customer satisfaction: Products and services supplied by a company meet or surpass customer expectation.

Customer Service: The assistance and advice provided by a company to those people who buy or use its products or services.

Customer Value: The relation between the customer’s perceived benefits and the resources used to obtain those benefits.
Customization: The production of individually customized merchandise at the cost of a mass produced product.

Distinctiveness (of product): A differentiated superior product.

Fashion: the process of social diffusion by which a new style is adopted by some group(s) of consumers.

Innovation: A product or style that is perceived by as new by consumers.

In-store Display: Audio or visual communication which immediately precedes the sale of any product or service.

Lifestyle: A set of shared values or tastes exhibited by a group of consumers, especially as these are reflected in consumption pattern.

Merchandise Mix: The total range of products that a store offers to its customers.

Motivation: the driving force within individuals that impels them to action.

National Brands: It is also known as Manufacturers Brands are product designed, produced and marketed by a large company. The manufacturer is responsible for developing the merchandise, packaging and establishing an image for brand (Levy & Weitz).

Organized Retailing: Any retail outlet chain (and not a one shop outlet) that is professionally managed (even if it is family run), has accounting transparency (with proper usage of MIS and accounting standards) and organized supply chain management with centralized quality control and sourcing can be termed as organized retailing in India.

Perception: The process, by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world.

Packaging: Packaging is the technology of enclosing or protecting products for distribution, storage, sale, use and attractive display.

Private Labels: They are brands owned, merchandised and sold by retailers themselves. They are also called in-store or own brands. Private labels are unique to a particular retailer and they can be divided into a number of categories where the retailer’s name is evident on packaging.

Prices: Prices of a particular item can be explained as economic value advantage that a customer perceived to have acquired by purchasing that item from the store. It
would cover the relative economic advantage perceived by the subject by purchasing an offer from a particular retail set-up in comparison with another.

**Product Durability:** Product being capable of surviving wear and tear or decay.

**Product Quality:** It is defined as the expected quality of the product at the store.

**Product Variety:** it is defined as total number of products being stocked for selling in a given store. It includes the assortment of various brand and their different pack sizes available at the outlet.

**Promotions:** The technique of offering short term incentives to customers, so that they are motivated to purchase the retailer’s products or services.

**Retailer:** The last entity in the distribution channel. It includes all businesses and individuals who actively participate in the transfer of ownership of goods and services to their end users.

**Retailing:** Barry Berman and Joel R. Evans have defined retailing as any business activity which is involved in selling goods and services to consumers for their personal, family or household use. It includes every sale of goods and services to the final consumer ranging from automobiles to apparel to meals at restaurants to movie theatre tickets.

**Response:** How individuals react to a drive or cue.

**Store Appeal:** It is the use of space and physical features in store design to stimulate certain effects in buyers.

**Store Image:** The way in which store is defined in shoppers mind by its functional qualities and aura of psychological attributes.

**Store loyalty:** It is the degree to which a consumer consistently patronizes the same store when shopping for particular types of products. It is a condition in which a consumer regularly patronizes a specific retailer.

**Social Recognition** (social acceptability): Socially acceptable design, style, cut, color etc. of apparels.

**Unorganized Retailing:** Any retail outlet that is run locally by the owner or the caretaker of the shop. Such outlets lack technical and accounting standardization. The supply chain and the sourcing are also done locally to meet the local needs.

**Value for Money:** Customers get more the worth of money they spent on a product.