CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

In order derive a framework for studying patronage behaviour in an apparel store environment; this chapter reviews research proceedings and theoretical concepts. The findings of the extant literature serve as potentially important building blocks for the present research to understand conceptual framework and the research hypotheses that will be developed in the subsequent chapter. Following Chapter 1, which provided an overview of the study, this chapter reviews the literature to identify the gap in existing knowledge. The purpose of this study is to understand store patronage behavior and thereby expand the body of knowledge in the area of retail patronage and research in apparel retailing.

The reviewed studies reveal the complexity of store shopping as it involves a number of factors related to the consumer's motives, orientations and perceptions. These elements have an influence on the consumer's patronization decisions. Selecting a shop for patronage is a two-step process for many customers. First, the selection of the shopping area is made; second comes the selection of stores within the area (Foxall and Goldsmith 1994). Hence the literature considered for the review of literature are store choice and store format choice, retail patronage behaviour, literature available in the Indian retail context, and retail patronage models. A chronological review of literature on the above mentioned topics is presented.
2.2 STORE AND STORE FORMAT CHOICE

As the choice set of customers is continuously expanding in terms of availability of newer stores and store formats, customer choices are not yet stable.

Several attributes have been identified in the retail and marketing literature as reasons for store patronage and choice. In one of the earliest works on the topic of store choice and image, Martineau (1958) categorized store attributes into two main categories: functional and psychological. The functional category includes attributes such as location, assortment of products and store layout. The psychological category represents the feelings generated by the functional elements of the store. These factors together influence the choice.

Dodge and Summer (1969) investigated retail institutional preference in order to test the hypothesis that discriminating patronage is related to imagery. Store choice has been found to be dependent on socioeconomic level, purchasing experience and personality factors and combination of these factors discriminate between specialty and mass merchandisers. It was further found that the discriminating power of this function varies with the specific item of merchandise i.e., the institutional-patronage behavior is a function of both institutional and product images, the interrelationship of which varies with the type of product and possibly the degree of direct experience, involvement by the prospective buyer. The results of the study further suggested that institutional images can be expected to draw different groups of buyers. These groupings are defined in terms of a combination of factors rather than one single factor. The higher the customer's socioeconomic level, the more he/she tends toward a specialty-type institution.
With the advent of new retailing formats, customers face many challenges. They find themselves choosing from choice sets that may consist of stores that are comparable as well as non-comparable. Comparable alternatives are evaluated either according to common attributes directly and elimination by aspects, called “within-attribute strategy” (Tversky 1969, 1972). Customers’ positive shopping experience outcomes, such as satisfaction and store loyalty resulted from both store/retailing-related factors (i.e., external factors) as well as consumer-specific factors (internal factors). Cognitive models of emotion (Mehrabian and Russell, 1974), propose that affect (liking) mediates the relationship between the physical environment and an individual’s response to that environment. Positive emotions such as excitement, pleasure, and satisfaction have been identified as the determinants of customers’ shopping behaviors (i.e., choice patronage, and amount of time and money spent in the store).

In a study of shopper behaviour and store choice behaviour among audio equipment shoppers, Dash et al (1976) found shoppers having higher levels of pre-purchase information shopped at specialty store, while those with low pre-purchase information purchased at departmental stores. They opined that specialty store shoppers were more self confident, perceived less risk, considered product area to be greater importance than those department store shoppers. And they are certain than departmental store shoppers about their product choice being satisfactory. Choosing a store has been found to be linked to the information that customers collect about products. They tend to choose stores based on the level of pre-purchase information regarding the brand. Shoppers with higher pre-purchase information generally buy from specialty stores, whereas shoppers with low pre-purchase information buy from a departmental store. It is also found that customers transfer the perceived risk attached to the product to the store.
Store attributes are evaluative criteria consumers have towards the store. Accordingly, the importance of various store attributes varies by store types. An early study by Hansen and Deutscher (1977) investigated the relationship between store attributes and patronage behaviour and found that the importance of different attributes affected consumers' retail store selection. The authors compared customer store choice in two contrasting retail sectors, grocery and department stores. Whilst similar dimensions were identified for both of these retail sectors, the precise weighting and mix of variables was found to be different. In both cases, the most important attribute identified was the dependability of the product. However, store cleanliness, easy accessibility to the product, and speed at the checkout – all features which stress utility and time-pressure - proved the next most significant factors involved in shopping.

Williams et al (1978) found evidence of relationships between pricing practices, customer service policies, and format choice. According to Hirschman (1979), consumer store-choice behavior should be viewed from both an overall and a merchandise-line perspective. All three dimensions - socioeconomic, interpersonal and intrapersonal, are relevant to store choice behavior on an individual merchandise-line and an overall patronage basis. Both interpersonal and intrapersonal factors influence consumer store-choice behavior. A person's reference groups, fluency in giving and receiving fashion information, and pattern of social interaction all work to determine where he or she will shop most often and where a particular type of merchandise will be purchased.

Mattson (1982) found that situational attributes such as time pressure and gift vs. self shopping also influence store choice. It is also indicated that situational influence needs to be evaluated for every visit and hence some shoppers may change their choice because of situation specific
drivers. These situational influencers may be classified as the competitive setting, the individual’s situational set, and the shopping occasions. The shopper may also evaluate each of the situations in the light of cost incurred and the utilities derived out of shopping.

Falk and Julander (1983) present a model in which the store factors influencing store choice include location, hours open, prices, assortment layout, service, and promotion. Consumer perception of these factors influences their preferences and store choice.

In their study on patterns of store choice, Keng and Ehrenberg (1984) report that the observed choice patterns are the same for different products and store groups. Consumer show low store loyalty and little or no segmentation between different chains or store groups when buying a product. Store penetration, repeat buying of the product at the same store group and multi store buying, all follow the same theoretical patterns brands

Lumpkin and Hawes (1985) found that as compared to young shoppers, elderly shoppers were less price-conscious and proximity of residents to store was not an important factor for them. They considered shopping as a recreational activity and thus chose a store that is perceived to be high on ‘entertainment value’.

Zeithaml (1985) conducted a field study to examine the effects of five demographic variables (gender, female working status, age, income, marital status) on shopping variables (e.g. shopping time, number of stores visited weekly, amount of money spent). The study detected major shifts in demographic characteristics of consumers and the author predicted that the traditional mass market would break into various market fragments as new retail formats emerged. In particular, the study emphasized that changes in the family unit (e.g. increases in the number of working females, male shoppers,
and single, divorced, or widowed households) would drive changes in store choice and patronage.

Consumer perception changes over time as a result of added information, increased competition and changing expectations. Zeithaml (1988) found that consumers consider both monetary and non-monetary costs such as time and effort to evaluate value of shopping at a particular store. Hence anything that can be built to reduce time, effort and search costs can increase perception of value and chances store being selected. Kahn and Schmittlein (1989) in their study on shopping trip behaviour, store choice has been found dependent on the timing of shopping trips as consumers go to a local store for short ‘fill-in’ trips and to a more distant store for regular shopping trips.

Despite the obvious importance of detecting store attributes that influence consumer decisions, related research suggests that the perceived importance of specific store attributes may be partially determined by the personal characteristics of the consumers. This may lead to heterogeneous preferences that vary over people with different characteristic profiles. Apart from other personal characteristics such as lifestyle activities and demographics such as age, income, gender, occupation and education attainment, research indicates that religion appears to influence some aspects of retail store evaluative criteria. McDaniel and Burnett (1990) examined the effects of multiple measures of religiousness (labeled religious commitment and religious affiliation) on selected retail store evaluative factors. They found a positive relationship between high self-perceived religiousness (the cognitive component of religious commitment) and the desire for shopping efficiency, sales personnel friendliness/assistance and product quality in a retail store. In addition, religious contribution (the behavioural component of
religious commitment) was positively and significantly associated with sales personnel friendliness/assistance and credit availability.

Baker et al (1992) discuss the influence of atmospherics in store choice. Their study indicates that ambient cues, defined as factors such as lighting and music, interact with social cues, defined as number and friendliness of employees to influence patron pleasure. The social cues in turn influence arousal in the store environment. They conclude that the combination of pleasure and arousal created by these cues influence store choice. The greater the pleasure and arousal perceived in a store, the more likely a customer is to select a store, and in turn, the more likely to buy while in that store.

Woodside and Trappey (1992) found that the shoppers look for ‘hot buttons’ that helps in choosing among stores. Shoppers could quickly name the store that provided them with these buttons such as most convenient or low price, and hence reducing cognitive dimension in decision problem.

In a study on impact of store atmospherics and store environment it was found that store atmospherics influences quality inferences, store image building and also purchase behaviour. Prior to that store environment and atmosphere appear to be more influential in consumers’ format decisions (Baker et al 1994; Donovan et al 1994).

Store image, as one of the determinants of store choice, is largely based on store attributes, which can gain a selective advantage for retailers in the minds of consumers. Coupled with such consumer characteristics as shopping orientation, store attributes help retailers to predict which shopping outlets people will prefer (Darden and Babin 1994). East et al (1994) found that most people exhibit habits about when they do their main trip to the store and have a usual day and a usual time of day to shop.
According to Engel et al (1995) while choosing a store to shop consumers compare stores on the basis of six factors such as store location, assortment, price, advertising and sales promotion, store personnel, and services. Authors also suggest that the consumer compares the importance of store attributes with the store image (i.e., overall perception) to determine acceptable and unacceptable stores. If consumers’ perceptions of the store attributes are positive, then they may decide to purchase from the store. On the other hand, if consumers’ perceptions of the store attributes are negative, then they are unlikely to shop in the store.

Many studies have developed models to explain store patronage behavior and the factors influencing the behaviour. Bell et al (1998) in their store choice behaviour model fundamental principle was that each consumer is more likely to patronize the store with the lowest shopping cost.

Darian and Cohen (1995) in their study on shopper segmentation on the basis of time for shopping suggest that most time-poor consumers place a premium on saving mental energy while selecting a store and confirmed that consumers could be segmented on time availability for store selection and shopping.

In the study (second) on behavioural segmentation of shoppers, Marjanen (1995) identified six choice orientation factors through factor analysis ratings: recreation, quality and selection, accessibility, atmosphere, price consciousness, and family shopping. Respondents were divided into groups according to the type of outlet (local store, discounter, supermarket, hypermarket and department store) where they purchased the majority of their products. Differences between store groups regarding store patronage factors and demographic variables were identify. Significant differences in store patronage between groups appeared in recreation, quality and selection, atmosphere, price consciousness and family shopping variables. Significant
differences in demographic variables between stores groups concerned number of cars owned, time of residency in area, age and household size. Regression analysis determined that family shopping, price consciousness and distance predicted shopping destination choice.

In a study on involved and uninvolved shoppers’ behaviour it was found that those who are more involved with shopping and product are more likely to shop at different stores for various categories of product items but uninvolved are not (Smith and Carsky 1996). In a shopping behaviour polled by an industry publication to find out which store the shopper select for apparel shopping, men listed national department stores as their first choice for apparel, followed by specialty stores, discount stores, and off-price retailers.

Lee and Johnson (1997) in their study on customer expectation in an apparel retail store found that customer expectations of store attributes differ according to store type. They observed that customer did not expect much customer service at discount stores while they expected extensive services from specialty stores.

Bloemer and Ruyter (1998) have examined the effects of store image on a shoppers’ store choice behavior and discovered that favorable store image has positive impacts on store choice, frequency of patronage at a particular store, store satisfaction, store loyalty, and also is a critical determinant of successful retailing strategy.

Grete et al (1998) uses conjoint analysis to examine the way consumers choose where to purchase menswear fashion clothing, based on their perception and trade-off of four attributes – price, quality, selection and staff – shown to be important in previous research. The results indicate that quality was the most important attribute to the respondents in their study.
A study in the Malaysian context by Jantan and Kamaruddin (1999) found support for the importance of store attributes in determining consumers’ choice decision. Out of seven attributes of store image, location, merchandise, price and service emerged as the most salient attributes, having a better bearing to determine store patronage. At its heart, the findings suggest that location and service have a strong influence on consumers’ store choice.

Van Kenhove et al (1999) identified situational conditions as significant determinants of the importance of store attributes on store choice. Situational conditions are the reasons consumers seek to buy product or services. They found that time constraints, gift buying versus personal shopping, and context of the shopping occasion (vacation, routine purchase, special events, etc.) all may affect the impact of store attributes on store preference and store choice itself. Type of shopping tasks also influences the store choice decision. A task is defined by the goals set by the shopper to resolve the needs derived out of specific situations. They also found that store choice is differentiated by the nature of the task such as urgency of purchase, quantities of purchase, difficulty of shopping job, and regular purchase. Store differed in their salience ratings depending on the tasks the shopper intend to perform.

Research on male apparel consumers' perceptions of store image and attributes is reported by Shin and Dickerson (1999), indicated that male consumers were more likely to rely on non-personal references for selecting a store, such as windows and in-store displays, when making apparel-purchasing decisions. Thus, the most efficient and practical method of reaching male consumers is by marketing products through advertisements and other non-personal references. It could be postulated that male consumers are influenced by various factors when making decisions regarding purchasing and store choice.
The size of the store is also an important factor affecting store choice. There might be a size of shopping center beyond which consumer do not perceive functional or convenience benefits any more. Many customers do not prefer this format because of stress of walking and crowding. Thus these centers attract many shoppers who pursue recreation as the major benefit (Treblanche 1999).

Leszczyc et al (2000) indicated that the store choice was a dynamic decision and could be conceptualized as problem of deciding when and where to shop, the first decision being, traditional store location choice problem and the second one, shopping trip incidence problem relative to the timing of shopping. This supports that shopping patronage has two dimensions – store choice and frequency of purchase.

Seiders et al (2000b) super center primary shoppers identified low price and assortment more often as the reason for store choice. Shoppers were less willing to trade off locational convenience or, in some cases, quality and assortment.

In an effort to determine how consumers organize their shopping trips when faced with an increasingly enlarged set of retail formats, Leszczyc and Timmermans (2001) found that consumers tend to choose a variety of stores and in overall, preferred to shop at specialty stores. Furthermore, consumers were increasingly likely to select a single store when prices were lower, parking costs were less, better assortments were offered, travel time was reduced and checkout lanes were shorter.

Store patronage behavior strongly influences retail performance, including the total number of customers, total store visits and average spending per shopping trip (Tang et al 2001). By observing actual consumer shopping behavior, they classified the determinants of shopping destination
choice behavior into five main categories: characteristics of price, characteristics of accessibility, characteristics of atmosphere, demographic characteristics of the consumers and the retailer reputation.

Chen-Yu and Seock (2002) found similarities between male and female in their clothing purchase. Study reported that the respondents spent similar amounts of money on clothing and had similar degrees of conformity, and recognition motivations. For both genders, friends were the most important clothing information source, and price was the most important criterion for store selection. Significant differences were also found between genders. Female participants shopped significantly more often than males and had higher recreation clothing purchase motivation. Certain information sources, such as friends and magazines/books, had more influence over clothing purchase decisions made by females compared to males. Certain criteria such as product variety/availability and store display carried more weight for females than males when making a store selection. Among impulse and non-impulse shoppers, significant differences were found in all the clothing behaviors examined in the study (i.e., clothing shopping frequency, expenditure, purchase motivations, information sources, and store selection criteria).

Paulins and Geistfeld (2003) studied the effect of consumer perception of store attribute on apparel store preference. They found that four variables that affect store preference were, type of clothing desired in stock, outside store appearance, shopping hours, and advertising. Significance of the effect of store attributes on store preference varied by store types (discount store, department store and specialty store). Further it was found that as education increases, the customer tend to be more critical of store attributes and consumers of different income group tend to perceive store attributes similarly.
Solgaard and Hansen (2003) identified several store attributes that were considered important for the consumer's evaluation of stores. These attributes include merchandise, assortment, merchandise quality, personnel, store layout, accessibility, cleanliness and atmosphere. Assortment was found to be the most important single driver for the choice between store formats; price level and distance also being important drivers for consumers’ choice between store formats; but quality and service were not found to be differentiator between formats.

Subsequently, a large study of the Danish retailing industry was carried out by Hansen et al (2004) provides several important findings. Product assortment was identified as the single most influential patronage motive affecting the choice of retail format across three formats: discount stores, hypermarkets and conventional supermarkets. In addition, price level and location appeared to be influential factors in terms of retail format choice. The study also found that quality and service level did not appear to be influential across the formats.

Fox et al (2004) found that shopping and spending vary much more across than within formats, and shopper’s expenditures respond more to varying levels of assortment and promotion than price, although price sensitivity was most evident at retailer level. They also examine the effect of demographics on retail patronage behavior across stores categories. Findings from the study indicate weak relationships between household size, income, level of education and store choice.

Carpenter and Moore (2006) conducted a study on consumer demographics, store attributes, and retail format choice and found that certain demographic groups were associated with certain store formats. Product selection, assortment and courtesy of personnel are very important in determining format choice with cleanliness being the most important attribute.
regardless of format. In addition, their study also examined store attributes (e.g., price competitiveness, product selection, and atmosphere) as drivers of format choice.

Reutterer and Teller (2009) found a considerable moderating effect of the shopping situation on the relationship between perceived store format attributes and store format choice. Consumers’ utilities are significantly higher for discount stores and hypermarkets when conducting major trips. To the contrary, supermarkets are preferred for fill-in trips in the focused retail market. Merchandise-related attributes of store formats have a higher impact on the utility formation regarding major-trips, whereas service- and convenience-related attributes do so with regards to fill-in trips.

2.3 LITERATURE ON RETAIL STORE PATRONAGE

A customer’s decision to revisit a particular store may involve complex decision making. The consumer evaluates a variety of stores in a detailed and comprehensive manner using different criteria. The selection of particular store based on such priorities is referred to as store patronage. Here the researcher details the literature on patronage behavior.

Reilly (1929) in his work ‘Law of retail gravitation’ states that “the probability that a consumer patronize a shop is proportional to its attractiveness and inversely proportional to a power of distance to it”. The researcher spanned the new direction of research in spatial choice models called ‘Gravity models’.

Early studies on retail patronage behavior concentrated on identifying different factors which determine choice among alternative retail outlets. Stephenson (1969) attempted to understand determinants of retail
patronage and found that only a limited number of variables cause differences and these represent key factors in the choice among alternative retail outlets.

Darden and Ashton (1974) examined for groups of shoppers with distinctively different attribute preference profile and their shopping orientation. They found that the store patronage is not uniform in its preference. But there exists a unique patronage attribute preference segments: Apathetic, demanding, quality, fastidious, stamp referrer, convenient location shoppers, and stamp hatters. They are different in terms of their lifestyle and shopping orientation.

Monroe and Guiltinan (1975) discussed a model of retail patronage. They studied the influence of four variables on store patronage. The variables were studied from the perspective of importance and perception of store attributes. The model suggested that a consumer’s attitude toward stores was a function of importance and perceptions of store attributes. Furthermore, consumers engage in a comparison process (i.e., occurs in the mind of consumers) to determine if perceived attributes and perceptions of these attributes match. If the two variables match, then the consumer chooses the store to patronize. Relatively low prices and advertising were the strongest indicators of importance of store attributes. However, loyal customers do not place importance on low prices.

Prasad (1975) tried to find out if there is any significant relationship between socio economic and patronage attitude towards discount stores. In addition, which type of risk play an important role in purchase intention? The result indicated that, for the products with low social-low economic risk and those with low social – high-economic risk there were no significant differences in patronage attitudes towards discount stores among consumers of different social class. On the other hand, for products of high social-low economic risk and those of high social-high economic risks, consumers in
different social classes differ significantly in their patronage attitude towards discount stores. Consumers in higher social classes exhibited generally less favourable patronage attributes towards discount stores than those in the lower social classes for purchase of products with high social risk. And the result was same in case of different income classes also.

Nakanishi and Masao (1976) examined the relationship between the store patronage and consumer attitude on the store attributes (accessibility, merchandise quality, assortment, low price, demeanor of store personnel, feeling of comfort and ease while shopping). It was found that ease of travel, price and access were the prime consideration in choosing a store for a shopping trip for food and sundries. For choosing a clothing item, store atmosphere was important.

In a study focusing on of the characteristics, which actually affect individual decision with regard to down town shopping as opposed to consumer patronage of suburban shopping center, Bearden (1977) distinguished seven attributes as potentially significant for store patronage: price, quality of merchandise, assortment, atmosphere, location, parking facilities and friendly staff.

Bellenger et al (1977) in their study on shopping center patronage motives postulate that the Store patronized is a result of both the relative importance of various motives and the shopper’s assessment of alternative stores with respect to the various factors used in making the selection. This leads to examine two aspects related to individual dispositions: one related to customer motives in shopping and the other related to information processing about the store related aspects.

Crask and Reynolds (1978) compared the demographic characteristics of frequent and non-frequent patrons of department stores and
found that frequent patrons tended to be younger, more educated, and had higher incomes than non-frequent patrons.

Sproles (1978) conducted a longitudinal study on fashion preferences and store patronage among college women and adult women across departmental, specialty and a chain store. Department store had substantial appeal to both adult and college markets. Specialty Store had appealed largely to the college market segment, with approximately 3/4 of the regular patrons being from that market segment. The Chain Store had a substantial competitive appeal in both adult and college markets.

Nevin and Houston (1980) found that the existence of a special store was a significant predictor of shopping center patronage when this variable was introduced into an extended Huff-Type model. The picture that emerges is that retail patronage may be heavily influenced by the nature of other stores in the immediate neighborhood.

Consumer characteristics influence patronage behavior at each stage in the decision process and choice involves how the consumer decides where a particular purchase will be made. Additionally, Pessemier (1980) stated that patronage behavior is influenced by consumer characteristics (e.g., demographics), store characteristics (e.g., merchandise offerings, store image), competitive environment (i.e., number of stores in an area), and socio-economic environment (e.g., lifestyle).

Moller and Heuvel (1981) suggested that store choice attributes are divided into consumer and store characteristics. Store characteristics include physical features, location and accessibility, position, clientele, merchandise carried, promotions, service and personnel. Consumer perception of these store characteristics influence their evaluation processes.
In their study on retail attribute sensitivity and shopping patronage, Verhallen and Nooij (1982) found a differential sensitivity for different categories of products. Price sensitivity differs among respondents doing their shopping at the different store and it was significantly different for the product categories, which constitute the largest expenses in daily shopping. Assortment sensitivity differs only for the stores chosen for groceries. The difference between stores for quality sensitivity was significant only for perishable products and for groceries. None or only a small difference in quality assumed to be existed among the different types of outlets. Distance sensitivity differ among categories of products however retail structure of the city influence the relationship between distance sensitivity and store choice. They also suggested retail attribute sensitivity clusters were different at least on one element and they are different in terms of their socio-demographic characteristics. They do differ in their shopping behaviour in terms of their specific sensitivity profile (high, low and medium).

Arnold et al (1983) studied determinant attributes in retail patronage across time, market and culture. The study revealed insignificant seasonal changes in a single market, significant changes in a single market over the seven years of the study and significant differences between markets and across cultures. Location, price, assortment, fast checkout, friendly and courteous service, weakly specials and pleasant shopping environment are the critical determinants of patronage across four different nations. However location and price in particular appear to dominate the choice process.

Employing demographic characteristics, Pessemier (1983) posits that the lifecycle, social class, personality / values, lifestyle characteristics, market actions, perceptions and preferences are the major determinants of shopping behaviour and patronage. Sheth (1983) suggests that there are three
personal determinants should serve as the basis for patronage behaviour: personal values, social values and epistemic values.

Hozier and Stem (1985) in their study on retail patronage loyalty and out-shopping behaviour found that store patronage variables, such as price and product selection, bore a stronger relationship with out-shopping behaviour than with specific attitudes towards local retailers. They indicated that although individual consumers may have held different opinions about specific retailers, their perceptions of the community in general differed little.

Korgaonkar et al (1985) have tested the relationship between attitude and retail store patronage behaviour within the functional theory of attitudes. The results provide strong support for attitude - patronage relationship. The patronage - attitude relationship is not supported. The relationship between attitude and behaviour is genuine and not a spurious one. Attitude behaviour linkage shows that reciprocal relationship is not significant.

Gripsrud and Horverak (1986) postulated that opening hours may be important in some cases. Specifically, stores that extended their opening hours Saturday afternoon, when there is a latent demand for shopping, had a marked increase in sales. Similar effect was not found for stores that extended their opening hours during other week days when there was no latent demand for shopping.

Mulhern and Leone (1990) address the issue of the effect of special deals on patronage. The expectation would be that deals such as price decreases would increase patronage in a store. The result of their study contradicts this belief, indicating that while special deals did increase the amount of purchases, store traffic remained unchanged.
Summers and Wozniak (1990, 1991) examined the discount store patronage preferences of rural and urban women for purchasing apparel items. Results showed no differences in patronage preferences of rural and urban consumers. Economic risk seemed to influence patronage behavior more often than social risk. Respondents shopped discount stores for apparel items with low social/low economic risk. Economic risk rather than social risk increased preference for discount stores. With respect to education, women with high school education were most likely to purchase apparel with low social/low economic risk and high social/low economic risk in discount stores than women with a college education or graduate study. Compared to women in the highest income group, those with household incomes of $20,000 or less were more likely to purchase low social/low economic risk apparel items at discount stores. Subsequently, they studied the influence of extrinsic (i.e., price, quality, store image) and intrinsic cues (i.e., apparel quality knowledge) and demographics on store patronage preferences for rural and urban consumers. Results indicated no significant differences in rural and urban consumer awareness of apparel quality, purchase attitudes, and store patronage preferences. Selected demographic characteristics of race, age, marital status, education, and household income were significant predictors of selected store patronage, although these characteristics were poor predictors of store patronage. Perceptions of price, quality and store image were better predictors of store patronage preference.

In a study on life style market segmentation, Michman (1991) identifies retailer attributes as the important reason for patronage such as store prices and values, merchandise selection, purchasing convenience, services offered, merchandise quality, treatment by store personnel, and store reputation.
Store patronage is identified in Bitner’s (1992) model as approach-avoidance behavior. He proposes that perceptions of the environment or environmental dimensions lead to certain beliefs or emotions about the environment, which then determine whether a consumer will approach (i.e., patronize) or avoid a particular setting.

Shim and Kotsiopulos (1992a) conducted a two-part study of apparel patronage behavior. Authors used Darden’s (1980) patronage model of consumer behavior as the theoretical framework in the first of a two-part study. They proposed relationships among the following: (a) personal characteristics and importance of store attributes, (b) personal characteristics and patronage behavior, (c) information sources and importance of store attributes, (d) information sources and patronage behavior, and (e) shopping orientations and patronage behavior.

More specifically, the objectives were to predict apparel patronage behavior, to predict store attributes, which impact patronage, to predict shopping orientations, which impact store attributes, and to predict information sources, which impact shopping orientations. Shopper profiles included 11 categories: confident apparel shopper, brand conscious, convenience/time conscious, mall and local, apathetic toward “made in the USA”, catalog, appearance manager, credit user, economic shopper, and the fashion conscious shopper. Overall results revealed that all four variables, personal characteristics, information sources, shopping orientations and store attributes, had some degree of predictability in choosing among four types of stores (i.e., discount, specialty, department, and catalog) for apparel shopping. However, shopping orientations and the importance of store attributes were more important in explaining patronage behavior.

Part II of Shim and Kotsiopulos (1992a) tested and extended Darden’s (1980) patronage model of consumer behavior, which included the
variables of personal characteristics, information sources, shopping orientations, store attributes, and patronage behavior. Darden proposed that only antecedent variables had an impact on sequential variables. Part II investigated five additional relationships to test the influence of non-antecedent variables on patronage behavior and store attributes. Results revealed no direct linkages between personal characteristics and patronage, information sources and patronage, and personal characteristics and store attributes. Additionally, patronage behavior was explained by shopping orientations and store attributes, although shopping orientations had a stronger impact. Results implied that consumers should be segmented according to their shopping orientations rather than store attributes when predicting patronage behavior (Shim and Kotsiopulos 1992b).

According to Woodside and Trappey (1992), shoppers developed ‘hot buttons’ to reduce cognitive dimensions in store choice decision making. They also found support for these factors influencing image building. In addition, they also found that information provided to the consumer about products available as well as attitudes about competing stores influence store patronage behaviour.

Arbuthnot et al. (1993) addressed the issue of store patronage by examining the relation between store performance and store choice attributes. Satisfaction with store performance correlated to what they referred to as selection criteria factors. Of the selection criteria factors, fashion, esthetics, and quality were positively correlated to store performance indicating that consumers were patronizing stores exhibiting such qualities.

Store patronage concerns the shopping orientations or styles of consumers, demographic and psychographic variables, and product types. The Engel et al. (1973) model of consumer behaviour, expanded by Engel et al. (1993), examined store patronage variables to obtain an explanation of store
choice. Salient variables were organized into evaluative criteria and perceived store characteristics. Evaluative criteria, i.e., variables that could be quantitatively recorded, included store location (distance), assortment breadth and depth, price, advertising, sales and promotion, store personnel, and services. Perceived characteristics, i.e., variables that shoppers would subjectively report, included: location, assortment, price, advertising and sales, store personnel, and services. Engel et al postulated that consumers develop certain criteria for store selection and then make a choice as to whether or not a store meets their criteria.

Osman (1993) in his conceptual model of retail image influences on loyalty patronage behaviour supported the notion that two broad categories of variables, namely customers' dimensions (lifestyle, shopping orientation, past purchase experience, consumer perception of store image attributes) and retail managements' dimensions (managerial perception of customer store image) influence patronage behaviour. It is the congruency between the perception of consumers and retailers which will determine the loyalty patronage behaviour. A loyal consumer to a particular store has a tendency to give that store "a priority visit in any shopping event" (Osman 1993, 135).

Store choice and patronage behavior involve a decision process related to where consumers shop, how they shop and what they purchase. Initiated by patronage motives, this process is highly influenced by retailer's attributes, consumer characteristics and choice context (Haynes et al 1994).

Norum and Wang (1994) investigated the store patronage patterns of the children's wear consumer. This study focused on differences between shoppers and non-shoppers for seven store types: discount store, mass merchandiser, department store, specialty store, factory outlet, catalog order and used clothing store. Results indicated that a majority of respondents (91%) shopped discount stores to purchase playwear for their youngest child.
Mass merchandisers were patronized by more than half of the respondents, while 30% used catalogs. Approximately 20-30% shopped factory outlets, department stores, and used clothing stores; however, only 9% shopped specialty stores for children’s playwear. Results suggested that those who placed importance on appearance would most likely shop at department stores or mass merchandisers and least likely to shop at discount stores. Furthermore, if respondents placed importance on performance characteristics such as durability and easy care features, they would most likely shop mass merchandisers or catalog retailers. Importance of functional concerns (such as mix and match features, growth features) suggested that respondents would most likely shop discount stores and less likely shop department stores or mass merchandisers for children’s playwear.

According to Assael’s Model of Store Choice (1995: 630), the consumer’s attitude towards and perception of the store’s image and attributes, as well as the influence of in-store stimuli, have an influence on whether he or she would choose to patronise a store. If the consumer regards the experience as positive, it could lead to patronage behaviour and store loyalty.

Engel et al (1995) while discussing on similarity comparison process, argues that the consumer compares the importance of store attributes with the store’s image (i.e., overall perception) to determine acceptable and unacceptable stores. With respect to the comparison process, if a specific environmental dimension is important and the respondent’s perception of the store is positive or the store is perceived as offering that particular dimension, then the respondent will decide to select or patronize that particular store. Otherwise the respondent would most likely decide to avoid or not shop in the store.

Arnold et al (1996) surveyed low-priced department store shoppers in five different cities in the US and Canada. They found that a store which
was identified as being the best on the performance attributes such as locational convenience, price and assortment of merchandise was more likely to be patronized by customers. The study also revealed that a store identified as having a strong community reputation not only directly affected store choice, but also moderated the effect of location, price and assortment attributes.

Evans et al. (1996) used behavioural intention modeling approach (Fishbein and Ajzen model) to investigate the social referent influence on three shopper segment (Male Working (MA), Women Working (WW), Female House Makers (HM)) with differing types of role expectations. It was found that the shopping orientation and retail features preferences of the three segments were different and the importance of the shopping centre patronage intentions varied significantly among female home makers (FM) and working male (MA). There was difference between working women (WW) and female house makers (HM) with regard to the referent sources (family members, close friends and co workers). Home makers were more likely to comply with social referents than were working women’s.

Female house-makers were more likely than working women to say that shopping has an important role to play in their personal life. However working women’s were more likely than male working to view shopping as providing an opportunity to socialize and to be more enthusiastic about shopping (enjoying it). No groups were found to be different in terms of shopping orientations (innovativeness opinion leadership alienation) but female house makers and working women’s been more deal conscious than were working men. Significant difference was found among the group in terms of shopping center feature desirability. Working women and female house makers were different in terms of evening /weekend store hours. Working women’s were significantly different from working males in a
greater desire for reasonable price, up to date fashion and style, store displays, convenient location near work and a clean shopping environment.

Arnold (1997) found that pricing, product assortment, and customer services are thought to be important factors in determining patronage of store formats. Hasty and Reardon (1997) have identified a diverse set of store attributes that consumers consider when patronizing a retail store. They listed eleven dimensions of store attributes affecting image formation and patronage behaviour. These are: (1) exterior design, (2) location, (3) prices, (4) layout, (5) visual merchandising, (6) promotion, (7) interior design, (8) advertising, (9) personal selling, (10) services and (11) merchandise.

Using discriminant analysis Paswan and Loeb (1997) empirically examined factors determining the store choice of a customer. The results indicate that convenience (in terms of location and time), and habit influence store choice positively; product assortment emerged as a negative influence. Evidence is provided that patrons are willing to sacrifice wider product assortment for convenience and habit. Further, results indicated that for convenient and low involvement products customers are willing to accept less choice in terms of product assortment if the store in question provides higher levels of convenience. Further, customers would shop at a store out of habit even if the store has fewer product selections.

Applied to the retail situation, the multi-attribute model indicates that a consumer’s attitude toward a retail store is a function of (a) the degree of importance attached by the consumer to various store attributes, and (b) the consumer’s perception of the degree to which a retail store possesses each attribute. According to Moye (2000), consumers engage in a comparison process in their minds to determine whether their evaluation of the relative importance of store attributes aligns with their perceptions of these attributes. If the two factors match, then the consumer chooses the store to patronize.
Few studies have also attributed personality and demographic factors influencing the store choice and patronage. The shopping experience as created by the store environment has been found to play an important role in building store patronage. Along with the merchandize, shopping experience triggered affective reaction among shoppers. It also contributes to creating store patronage intentions (Baker et al 2002).

Grewal et al (2003) in their study on effect wait expectation and atmospheric evaluation on customer patronage intentions, tested the relative importance of wait expectation and in store cues, music, and store atmospheric evaluation using SEM. They found that these constructs are critical antecedents of store patronage intentions in the context of the services. Further they stated that the men react negatively than the women and thus less likely to patronize the store.

Moye and Kincade (2003) examined differences in the segments relative to store patronage preferences (i.e., department, discount, specialty), attitude toward the environment of the store selected as first choice when shopping for a specific apparel item (i.e., a dress), and demographic characteristics. They found four segments in cluster analysis-Decisive Apparel Shopper, Confident Apparel Shopper, Highly Involved Apparel Shopper and Extremely Involved Apparel Shopper. Differences were found among the shopping orientation segments for store of first choice, attitude and household income. No significant differences were found among the segments and their frequency of patronage for department stores. Women in all shopping segments had relatively the same patronage practices in terms of frequency of visits.

Sudhir (2004) investigated the relationship between a household’s store brand patronage and store patronage, through its impact on store revenue and profits. It was found that revenue fall when store brand share increases,
but profit rises under both set of measures. Further greater breath of store brand purchases leads to greater revenue and profits. Thus store brands contribute to greater store differentiation, rather than increased price sensitivity in the market.

In their study on relative importance of price and selected service attributes of sales people and its influence on choice of a retailer, Darian et al (2005) found that level of price and sales person's respect for consumer, friendliness, knowledge, responsiveness are all important for store selection but deference in their relative importance is not significant. Further, stated that the sales person's service attributes are not linearly related to patronage intention but price level compared to that of competitors is linearly related.

Grace and O'Cass (2005) empirically examined the extent to which re-patronage intentions of retail stores are affected by consumption feelings, perceived value for money and customer satisfaction. They tested the store service provision as an antecedent to consumer evaluation of retail formats (department and discount stores). Overall the relationship between service provision and satisfaction was not significant. Perceived value for money played an important role in discount store patronage whereas consumption feelings in department store.

Kim and Yu (2005) examined the similarities and differences between customers in South Korea and in the United States with respect to their characteristics and behaviors related to discount store patronage (i.e., shopping orientation, importance of store attributes, store evaluation, store satisfaction, store patronage intention). Significant differences were found in importance of store attributes, store evaluation, and store satisfaction, but no significant differences were found in shopping orientation and store patronage intention.
In an investigation by Moore and Carpenter (2006) on the effect of consumer price attitude which operates as a market cues on retail format choice across a variety of store type. It was found that the price consciousness and sale proneness tend to positively impact patronage of retail formats that tend to implement low cost strategies while prestige sensitivity impact patronage of retail formats that implement high price strategies.

Ou et al (2006) studied the effect of retailer reputation on consumer store patronage towards shops with similar products and the mediating effect of demographic variables (age, gender, income, and education) on consumer behavior. The study found that the retailer reputation would impact purchase frequency, travel time and expenditure level only when its influence is moderated by demographic variables. It indicated that the retailer reputation only has more of an effect when it influences certain demographic groups.

Corporate reputation is relatively stable, long term, collective judgments by outsiders of an organization’s achievements. It may be an important factor that influences consumer behavior. A study was conducted by Ou and Abratt (2006) in Taiwan to investigate the effects of retailer reputation on consumer store patronage patterns. It was found that corporate reputation does not have a significant impact on shopping expenditure, time traveled and patronage frequencies.

Value and one-stop shopping convenience (ability to purchase a wide variety of products in a single store), product assortment and fast/easy shopping are the commonly cited patronage motives for apparel shopping. For apparel, age and income demonstrate inverse relationships to shopping frequency while household size shows a direct relationship. Therefore, it appears that younger, lower-income, larger households are the most likely to be frequent shoppers for apparel at super centers (Carpenter 2008).
Anken et al. (2009) studied the relationship between lifestyle segments and retail patronage behavior of mature consumers in Thailand and found that the behavior of older individuals not only differs from that of their younger counterparts, it also varies widely by psychographic characteristics of mature consumer segments.

Three lifestyle or psychographic segments of mature consumers, family oriented, young and secure, and quiet introverts demonstrated a low positive relationship with patronage behavior. Two additional lifestyle segments, active retiree and self reliant, demonstrated no relationship. Results also showed that there was no difference in patronage behavior of the mature consumers in the selection of the retail stores when the mature consumers were classified by demographic factors such as age, gender, income and education.

Seock (2009) examined the influence of Hispanic consumers’ perceived importance of apparel retail store environmental cues and demographic characteristics (i.e., age and the number of years lived in the US) on their apparel store patronage behavior across various retail store formats. Three apparel retail store environmental cue dimensions were identified. Of the three dimensions, customer service appeared as a significant determinant in Hispanic consumers’ decision to shop at department stores, specialty stores, and mass merchant stores. Convenience was significantly, but negatively, related to the use of specialty stores. Physical Atmosphere appeared as significant determinants of Hispanic consumers’ use of Internet websites. The respondents’ shopping frequency at department stores, Internet websites, and catalogues was significantly different based on the respondents’ age and number of years lived in the US.

Yan and Eckman (2009) investigated whether individual characteristics (i.e., shopping orientation and perceptions about the
importance of retail attributes) and retail characteristics (an i.e., belief about retail attributes) impact consumers’ patronage behaviour at the different retail locations. It was found that shopping orientation, importance of retail attributes, and beliefs about retail attributes influence patronage behaviour (i.e., shopping frequency) at the three retail locations. Further, consumers considered lifestyle centers differently from the central business district and the traditional enclosed shopping mall on retail attributes.

2.4 LITERATURE IN THE INDIAN CONTEXT

Many researchers on format choice behaviour amongst shoppers have acknowledged the fact that format choice decision is natural and are tied to particular time and place (Leszczyc et al 2000). Singh and Powell (2002) found that shoppers consider quality to be most important, followed by price, locality, range of products and parking. They also found that the customers have favorite day and time of shopping and a study found that the favorite day for shopping is Friday, followed by Saturday and Thursday; and the favorite time of the day for shopping is 10 am -12 pm. Sinha and Uniyal (2005) identified distinct segments of Indian shoppers based on the observational data. A detail profile of each segments of consumers were outlined. Further, Sinha (2003) identified significant shopping orientations of Indian shoppers and segmented them into fun and work shoppers based on the predisposition towards shopping. Profiling of these segments of shoppers was detailed.

The success of Indian retail lies in understanding the consumer needs, attitudes and behavior. In Indian retailing, convenience and merchandise appear to be the most important factors influencing store choice, although store ambience and service are also important in some contexts (Mulky and Nargundkar 2003). Sinha (2004) found that in Indian scenario formats have been found to be influencing the choice of store as well as
orientation of the shoppers. Also, retailers are experimenting with alternate format with differing success rates.

Sinha and Banerjee (2004) in their exploratory study attempted to correlate the distinct store features as perceived by respondents with the true motivations of consumers in patronizing various stores. The major drivers for choosing a store in India seem to be nearness to place of residence and the comfort level that the respondents has in dealing with the store owner (measured in terms of personal relationship with the shopkeeper). If the shoppers have been patronizing a store for a long period of time, they do not mind buying from a store located at a greater distance.

Given the new retail formats evolving in the Indian market, they explored the influence of store environment and service on store patronage. The result did not support the enhanced store features in attracting the consumers. Store choice is recognized as a cognitive process and is as much an information processing behavior as any other purchase decisions. In addition they proposed the model for investigating the effects of antecedents of store patronage. However they highlight that exploratory study will not reveal the effect of antecedents of store choice, and propose that this can be investigated by an empirical study.

Store (format) choice behaviour of customers has been signified as information processing behaviour. It is found that with continued processing customers learn and consequently become relatively knowledgeable. They change the ways they choose stores as they move from naiveté’ to expertise. Even the evaluation criteria used by customers are expected to vary with the evolution of markets (Sinha and Banerjee 2004; Sinha and Uniyal 2005).

Sinha and Uniyal (2005) used observation of shopping behaviour as an alternative method for developing shopper segments. Shoppers were
observed at different stores and based on the behavioural cues they were classified into six segments. The study found that the segments were differentiated largely on the basis of the type of products the stores sold and the format of the stores. The study revealed that there was significant difference of shopper behaviour at household appliance stores and other product types (books and music, cards, gifts and cosmetics, shoes and medicine) except apparel. Apparel stores had no significant differences with other products on shopping habit. It is evident from the study that shoppers do not portray similar kinds of behaviour at every store. If it is assumed that the attitude of shoppers would not change significantly, the different behaviour could be attributed to the influence of store variables that may be more controllable than the factors that affect attitude.

Kaul (2005) conducted a study to find out extent to which store service attributes having appeal for consumer self-image impacts store satisfaction and patronage intentions (both repurchase intention and intention to recommend respectively) in the Indian apparel retail context. They found that service expressiveness value is distinct from the performance value obtained from service delivery. The mediating role of satisfaction is different across these two types of consumer value. Service quality and satisfaction linkages are stronger in case of expressiveness value than performance value. They conclude that satisfaction has at least a partial mediating effect on the relationship between expressiveness value of service quality and both patronage intentions (repurchase intention and intention to recommend respectively).

Kaur and Singh (2007) in their explorative study investigated the consumers’ motives for shopping. Using student samples they identified eight shopping motives through factor analysis. The motives are hedonic shopping motives, market maven, peer group association, utilitarian shopping motives,
status conscious personal shopper, recreational shopping motives, impulse shopping motive, and economic shopper.

India is witnessing an unprecedented consumption boom. The economy is growing between 7 and 9% per annum and the resulting improvements in income dynamics along with factors like favourable demographics and consumption patterns are driving the consumption demand. In the last few years, Indians have gone through a dramatic transformation in lifestyle by moving from traditional spending on food, groceries and clothing to lifestyle categories that deliver better quality and taste. The Indian customers have witnessed an increasing exposure to new domestic and foreign products through different media, such as television and the Internet. Apart from this, social changes such as increase in the number of nuclear families and the growing number of working couples resulting in increased spending power reflects the Indian consumers personal consumption. Increased availability of retail space, rapid urbanization and qualified manpower have also boosted the growth of the organized retailing sector (Sivsankar and Bineeth 2007).

Kaul et al (2007) conducted a study on the role of initial-trust-image of the store in influencing shopper trust and patronage intentions under two conditions one is when the store has never been visited and secondly the store has been visited. The experimental study findings provide empirical support that initial-trust-image of the store has significant impact on trust and patronage intentions for some shoppers. Significantly, the findings also indicate that asymmetric effects of trust operate at the stage of initial-trust—negative initial-image perception causes greater mistrust than positive initial-image causes trust.

Chaudhuri and Verma (2008) have tried to identify the aspirations for retail environment among youths through an exploratory study. They
identified six latent variables through exploratory factor analysis which influences satisfaction towards the retail outlets. They are customer value, customer care, customer illusion, personalization, enhancing customer experience, and tangibles as determining customer satisfaction in a retail outlet.

As the college-goers of India are an important segment for the clothes marketers in terms of size and purchasing capacity, it is necessary to reach out to them appropriately (Roy and Goswami 2007). Understanding the psychographics of the target segment would help in this task and enable adoption of correct positioning strategy by apparel or clothing marketers. A literature review suggests a knowledge gap in the understanding of the role of psychographics as an intervening variable between values and purchasing frequency of clothing. It was hypothesized that values have two dimensions—outer-directed and inner-directed. The outer and inner-directed values affect psychographic traits of innovativeness and fashion-consciousness, which in turn affect clothing purchase behavior. It was further hypothesized that frequent clothes shoppers would place more emphasis on outer-directed values than inner-directed values. A structural equation model was proposed and the results from this model supported the VPC hierarchy. Outer-directed values influenced fashion-consciousness and innovativeness positively, while fashion-consciousness and innovativeness positively influenced clothing purchase frequency. Inner-directed values had a negative relationship with both fashion-consciousness and innovativeness although the relationships were not statistically significant. Thus, psychographic traits fashion-consciousness and innovativeness act as intervening variables between values and clothing purchase behavior. Hence, values indirectly affect behavior through fashion-consciousness and innovativeness, in the context of clothing purchases of college-goers. It is also interesting to note that the way values are related to behavior depends on the product category involved. This study
showed that outer-directed values positively affect purchase behavior with the psychographic traits as intervening variables.

The study finds that EFA of the LOV scale yielded two dimensions- outer-directed values and inner-directed values. Outer-directed values influenced the psychographic traits — fashion-consciousness and innovativeness positively, while fashion-consciousness and innovativeness positively influenced clothing purchase frequency. Thus, VPC hierarchy is empirically proved with the help of SEM.

Rajaguru and Matanda (2006) studied consumers’ perception of store and product attributes and customer loyalty in Indian context. The results suggest that Store attributes- store appearance, service quality and convenience of store and Product attributes dimensions product quality and availability of new products have positive effects on customer loyalty. Store appearance is not a critical determinant of customer loyalty and product price negatively impact customer loyalty.

Kureshi et al (2007) conducted an explorative study on exclusive brand store customer and made an attempt to group the customers and generate a profile of the revenue generating customer by identifying significant differences across lifestyle, demographic variables and information search. Three groups of consumer were identified – Browser, purposive customer, and Purposive patrons. They found no significant difference across the purposive, browsers, patrons and non-patrons on this variable. No significant correlation was found between sources of information used and any of the demographic variables studied. The reason for visit to the store also showed no significant correlation with any demographic variable. However significant differences were found between different groups on their attitude, interest and opinion dimensions. The purposive and the purposive patrons were far more appearance conscious than the browsers. The purposive and
purposive patrons wanted to remain slim only for the sake of appearance and looks.

Purposive browser and purposive patrons showed significant differences across number of statements on fashion, image consciousness, health, fitness, entertainment and shopping orientation. The purposive patrons were more fashion conscious than health and fitness conscious. The browsers were lower on fashion but higher on health and fitness consciousness than the patrons, purposive and purposive patrons. There was substantial difference in the product and quality expectations between browser and the purposive customers. The purposive patrons were looking for quality at all cost and were highly fashion and image conscious. There was no significant difference in the outlook and attitude towards risk taking between the groups. All groups had a fairly modern outlook and were medium risk takers. For all the groups word of mouth was the major source of information to get to know the shop.

Mittal and Mittal (2008) in their study identified two dimensions, which in different combinations could create sustainable store choice and hence, store loyalty. These two dimensions are termed loyalty drivers and shopping experience enhancers. For apparel shopping the loyalty drivers are merchandise mix, sales promotions, price, and recommendation/relationship, whereas the shopping experience enhancers are store reputation/ advertisements, temperature (air conditioning), return/guarantee, and ambient conditions.

Kumar et al (2009) in their study on Indian consumers, examines the effects of individual characteristics (i.e., consumer's need for uniqueness and attitudes toward American products) and brand-specific variables (i.e., perceived quality and emotional value) on purchase intention toward a U.S. retail brand versus a local brand. Using Structural Equation Modeling (SEM), this study finds that Indian consumers' need for uniqueness positively
influences attitudes toward American products. Attitudes toward American products positively affect perceived quality and emotional value for a U.S. brand while this effect is negative in the case of a local brand. Emotional value is an important factor influencing purchase intention toward a U.S. brand and a local brand as well. Implications for both U.S. and Indian retailers are provided.

Rishi (2009) in his study on consumer’s apparel buying behaviour in the organized retail formats with a small convenience sample of 100 respondents found that entertainment facilities, brands, and confidence in decision making does not have differential impact across gender, where as social status, social and environment friendly store, and income will have a differential impact across gender. Across different age groups there is no difference in preference for Indian or western clothes.

2.5 RETAIL PATRONAGE AND PATRONAGE MODELS

In this section, the researcher explores several bodies of literature related to retail patronage behaviour in order to be familiar with previous studies on the consumers’ retail patronage behaviour and to provide the theoretical underpinning for the study.

In the assimilation of retail patronage literature, the lack of an operational definition of patronage behaviour was evident. Several researchers defined patronage behaviour as the store choice of a consumer based on a set of evaluative criteria. Other researchers provided the definition that patronage behaviour was defined as store loyalty to a specific store. For the present study, the researcher has adopted definition from Shim and Kotsiopulos (1992a). Apparel store patronage is “a store choice behavior which represents an individual’s preference for a particular store for purchasing apparel products” (Shim and Kotsiopulos 1992a, p. 50).
Numerous studies have been conducted to explain patronage behaviour patterns for a variety of consumer types. Research showed that store patronage is influenced by various factors including store attributes, information source, shopping orientation, and consumers' personal characteristics.

Over the past three decades, several theoretical models of patronage behaviour have been documented in the retailing literature. Some models are briefly described here due to their prevalence in the literature and used for describing patronage behavior.

2.5.1 Monroe and Guiltinan's Sequence of Effects in Store Choices Model

Monroe and Guiltinan (1975) used path analysis to test the sequence of effects in a store choice model (Appendix 1). The model has four sets of variables: 1) general opinions and activities concerning shopping; 2) specific planning and budget strategies; 3) importance of store attributes dealing with buyer information; and 4) perceptions of stores in terms of attributes dealing with buyer information. Results indicated that general opinions and activities and store attribute perceptions precede consumer attitudes toward stores and store choice.

Monroe and Guiltinan (1975) gave a more comprehensive picture of patronage behaviour, which takes into account both product and store choices (products are viewed as determinants of store attribute importance) and further both single purchase as well as multi purchase shopping trips are included.
2.5.2 Darden’s Patronage Model of Consumer Behaviour

Darden (first presented in 1978, proceedings published 1980) put forward a patronage model of consumer behaviour based on multi-attribute attitude theories with an objective to operationalize consumer patronage intention (Appendix 2). The model was developed based on the research work of a number of past researchers and “from the observation of a number of seemingly inconsistent phenomena in marketing” (Darden 1980, p. 43).

He argued that consumers first choose stores in which to shop without a consideration of brands. Then brand comparisons are made between those that are carried by the store (or stores) that are visited on the particular shopping trip. Thus, the underlying philosophy of Darden’s model is that store selection is logically prior to brand choice behaviour, and that brands carried is only a retail store attribute.

Terminal values, lifestyles, social class, and family were antecedents to shopping orientations. These antecedents with media habits and instrumental values also affected store attribute importance and the evoked store set. The second part of the model was triggered by a stimuli that set the needs queue in motion and started the information search that led to the evoked store set. The evoked store set then influenced store attribute importance leading to patronage intentions and patronage behavior.

2.5.3 Howell’s Model of Shopping Orientations

Howell (an unpublished doctoral dissertation, 1979) tested part of Darden’s model by investigating the influences of antecedent variables on shopping orientations. His canonical correlation analysis produced results supporting quite well the relationships hypothesized in Darden’s patronage model. In particular, shopping orientations were found to be influenced by
instrumental values, general lifestyles, sex, social class and family life cycle. Terminal values, however, did not directly influence shopping orientation. This part of the model was then revised (Appendix 3). The verified relationships validate the shopping orientation concept as a domain-specific attitudinal variable.

2.5.4 Bellenger and Moschis’s Socialization Model of Retail Patronage

Bellenger and Moschis (1982) noticed that past patronage studies were based on either interpersonal/psychological perspective (emphasizing impacts of internal characteristics, such as personality and attitudes) or intrapersonal/social theory (emphasizing impacts of others in the environment). They developed a multi theoretical approach toward retail patronage model combining a person's socialization process with shopping behavior. The socialization model predicts a consumer's general store patronage pattern (e.g., store loyal vs. non-loyal), institutional store patronage pattern (e.g., discount store vs. department store), and more specific store choice pattern (Appendix 4). Bellenger and Moschis proposed that social structural variables, such as social class, gender, and family size, have direct effects on cognitive and behavioral outcomes of store patronage or they have indirect effects by influencing socialization processes. In this model, cognitive orientations toward shopping and store (e.g., convenience consciousness) are important factors determining consumer patronage behavior. The comparison of the existing models indicates that four global constructs are consistently involved to explain consumers' store patronage behaviors: household/buyer characteristics (e.g., a consumer's values, lifestyles, and other personal and familial characteristics); shopping orientation (e.g., price perceptions and convenience consciousness); store attitude (e.g., attitudes toward store type/individual stores); and patronage
behavior (e.g., institutional shopping patterns and store choice behavior). They also agreed that social/structural variables, like social class and lifecycle, have direct and indirect impacts on shopping orientation and purchasing patterns.

2.5.5 Mason, Durand and Taylor’s Patronage Model

Mason et al (1983) also made similar attempt to test Darden’s model (Appendix 5). The purpose was to partially test Darden’s model by proposing terminal and instrumental values as antecedent variables influencing lifestyle, shopping orientation and store attribute importance. Both values were hypothesized to affect shopping orientation directly and indirectly through lifestyles. Shopping orientations, in turn, were hypothesized to influence store attributes directly, as were terminal and instrumental values. The results of the path-analysis showed some support for the earlier version of the model. The influence of values, however, was found to be restricted to only the attributes of importance. Only terminal values influenced the importance of store attributes which also influenced the instrumental values.

2.5.6 Sheth’s Patronage Behaviour Model

Sheth’s (1983) proposed theory is at the individual level of patronage behaviour and is based on psychological foundations as it is designed for describing and explaining individual patronage behaviour. It included two sub theories: shopping preference theory (Appendix 6a) and an integrative theory of patronage behavior (Appendix 6b). The first theory limited to establishing a shopping preference for an outlet; while the second focusing on actual buying behaviour from that outlet. Thus the second part of Sheth’s (1983) integrative theory of patronage behaviour is focused on the
determinants finally influencing the actual purchase behaviour with respect to a specific product or service from an outlet.

The shopping preference theory had four constructs, which were shopping predisposition, choice calculus, shopping motives, and shopping options. The integrative theory of patronage behavior was based on socioeconomic setting, personal setting, product setting, and in-store marketing. It also consists of four behavioural outcomes: planned purchase, unplanned purchase, foregone purchase and no purchase behaviour.

2.5.7 Laaksonen’s Model of Dynamic Patronage Behaviour

In 1993 a monograph was published on retail patronage (Laaksonen). Compiling the works of both European and American researchers, Laaksonen analyzed past models and developed a patronage model that focused on a dynamic, interactive approach to retail patronage (Appendix 7).

2.5.8 Shim and Kotsiopulos’s Patronage Behaviour Model of Apparel Shopping

Shim and Kotsiopulos (1992b) adapted portions of Darden’s patronage model of consumer behavior to develop the model on patronage behavior of apparel shopping (Appendix 8). Shim and Kotsiopulos’s (1992a, 1992b) studies contributed to our understanding of retail patronage with their innovative inclusion of patronage choice behaviour as the end of patronage process while excluding consumer values from the model. Use of information sources was another construct that the researchers included in the model as an influential factor of patronage behaviour which was also hypothesized to be influenced by personal characteristics.
This model grouped the exogenous variables: lifestyle activities, social class, and family life cycle into personal characteristics that directly affected information sources and shopping orientations and indirectly affected the importance of store attributes and patronage behavior. Through shopping orientations, information sources also indirectly affected the importance of store attributes and patronage behavior.

2.5.9 Welker’s Model of Patronage Behaviour of Small, Retail Apparel Firms

More recently, Welker (2004) in her doctoral dissertation, tested the effectiveness of the patronage behaviour model derived from Darden’s (1980) patronage model of consumer behaviour and Shim and Kotsiopulos’s (1992b) apparel retail patronage behaviour model to explain the patronage behaviour of small, retail apparel firms. The results showed that all of the proposed paths did flow as the model indicated. However, all of the proposed paths were not significant and four additional paths were added to improve the fit of the model. Only lifestyles effect on instrumental values was significant. The other added paths were social class and family life cycle effects on instrumental values and terminal values effect on information sources. Both terminal values and lifestyle had significant effects on shopping orientations. Shopping orientation had the largest causal effect on patronage behaviour with the “local store shopper” was the best indicator of small, retail apparel firm patronage. Twelve of the proposed paths in her model were not significant. (Appendix 9, note: dotted lines are not significant; solid lines are significant).

These models, along with other research in this area, have attempted to explain “all the possible inner features of dynamism around the shopping behaviour phenomenon in terms of store choice” (Laaksonen 1987, p. 12). Thus, the body of knowledge regarding patronage behavior has a long
Various approaches have been taken and assorted variables have been investigated in an attempt to gain understanding of retail patronage behaviour. In this research the researcher develops a comprehensive model using theory of planned behaviour as the conceptual framework to investigate intention to patronage different categories of apparel stores.

2.6 RESEARCH GAP

Extant literature on retail patronage behaviour concentrated on identifying antecedents of patronage behaviour and how these antecedents affect store preference. Research on store patronage behaviour was of great concern among researchers since 1930s (Reilly 1929) and till today it continues to retain attention (Seock 2009; Pan and Zinkhan 2006; Carpenter and Moore 2006; Ou et al 2006; Darian et al 2005; Shanon and Mandhachitara 2005; Moschis et al 2004; Fox et al 2004).

Majority of the previous studies investigated the effect of group of antecedents on store patronage behaviour. Some studies concentrated on understanding effect of store attributes on store patronage (for e.g., Carpenter and Moore 2006; Fox et al 2004; Paulins and Geistfeld 2003; Seiders et al 2000b). Another stream investigated the effect of store atmospherics on store patronage (for e.g., Seock 2009; Baker et al 1994; Tai and Fung 1997; Turley and Milliman 2000; Hyllegard et al 2006; Sharma and Stafford 2000). Other researchers studied the effect of store image on store patronage (Bellenger et al 1976; Lindquist 1974; Donovan and Rossiter 1982; Bloemer and Ruyter 1998; Roy and Tai 2003). Some on the effect of shopping orientation on store patronage (Bellinger and Moschis 1982; Sproles and Kendall 1986; Darden et al 1981; Sinha 2003). Few studies concentrated on the effect of shopping motives on store patronage (for e.g., Nguyen et al 2007; Rohm and Swaminathan 2004; Lennon et al 2003; Arnold and Reynolds 2003; Parsons 2002).
The result of the extant literature showed some inconsistencies in the effect of some of the antecedents. The influence of available time and location, for example, were reported significant by one group of studies (e.g. Bruner and Mason 1968; Berry 1979; Lusch 1981; Arnold et al 1983; Arnold et al 1978; Mattson and Dubinsky 1987) while not significant by others (Mattson 1982; Thompson 1967; Zain and Rejab 1989). Similarly for other factors such as demographics (Bellenger et al 1976; Bearden et al 1978; Hozier and Stem 1985; Farley 1968; McDaniel and Burnette 1990; Baumgartner 1975; Korgaonkar et al 1985), socio-economic factors (Enis and Paul 1968; Prasad 1975) and psychographic factors (Crask and Reynolds 1978) the results were inconsistent.

On extensive review of the literature, four gaps in literature were identified and addressed through this study.

The first, majority of the studies on patronage behaviour in general and apparel patronage behaviour in specific, are done taking one dimension of antecedents, for e.g., store attributes, store environment or atmospherics, store image, shopping orientation, and store motives, at a time. In the present study the researcher develops a comprehensive model to investigate the effect of shopping orientation, shopping motives, store knowledge, store image and self image, and previous shopping experience, on intention to patronage apparel store. For this the researcher uses the conceptual framework of theory of planned behaviour (Ajzen 1991). Understanding the underlying factors influencing consumer attitude and patronage behavior in the apparel store can help retailers enhance store patronage by meeting basic consumer needs and desires.

The second, the inconsistencies observed in the effect of antecedents listed might indicate that there may be interaction effects among different variables. Hence in this study, interaction effect of purchase decision
involvement, brand loyalty, deal proneness, product involvement, perceived risk, and time pressure, will be investigated to answer some of the inconsistencies.

The third, all the studies investigated patronage behaviour of shoppers in one retail format for e.g., malls, departmental stores, and specialty stores. There is paucity of research on patronage behaviour across different retail formats. The present study covers five categories of apparel stores, department stores (for e.g., shopper’s stop, lifestyle), discount stores (for e.g., mega mart, pantaloon factory outlets), specialty stores (for e.g., Van Heusen, Allen Solly, Peter England), general cloth merchant store, and store in the mall (for e.g., Bangalore Central, Garuda Mall).

The fourth, except for few studies by (for e.g., Anand and Sinha 2008; Tripathi and Sinha 2006; Kureshi et al 2007; Halepete and Iyer 2008) majority of the studies are done in developed retail markets in US and Europe. In emerging economies, like India, the growth of organized retail presents a unique set-up to investigate the changing preferences of consumers across different retail formats. The present study aims to fill these gaps in the literature by focusing on emerging consumer markets like India.

2.7 CONCLUSION

This chapter has presented a review of relevant literature on consumers’ retail store choice and patronage behaviour to identify the gap and introduce a conceptual framework of this study. Fishbein attitudinal approach served as the theoretical foundation for the development of the conceptual model. Shopping experience, shopping orientation, shopping motives, store knowledge, self and store image consciousness, attitude, normative belief, and perceived behavioural control hypothesized to be influencer of patronage behavioral intention.