CHAPTER 3
PROPOSED MODEL AND HYPOTHESES

3.1 CONCEPTUAL FRAMEWORK

Individuals carry out activities based on their behavioural intentions. For example, purchasing a branded apparel cloth requires a plan for identifying stores, comparing various stores, then selecting a store to purchase from, planning the visit, and so forth. Some parts of this plan require more conscious thought than others, but the activity will not be accomplished “without an explicit or implicit plan to guide the required sequence of acts (Ajzen 1985, p. 894). There are various behavioural theories to explain how an individual forms his intentions, and how intentions relate to actions. Among them the most widely used is multi-attribute model of theory of reasoned action (Fishbein and Ajzen 1975) and theory of planned behaviour (Ajzen 1985, 1991).

Theoretically, Behavioural intentions determine behaviour and if the purpose of the study is to predict behaviour then it would be sufficient to directly measure intention (using an intention to act instrument). However, to gain deeper insight and to understand the underlying factors that contribute to a consumer’s intention to act under a given situation, it is necessary to look behind intention and consider the factors that led to intention. These factors include attitude towards the behaviour (the consumer’s positive or negative evaluation of performing the behaviour) and the subjective norm (the
consumer's perception of social pressure to perform or not to perform the behaviour) (Mowen 1993).

In exploring consumers’ intention to patronage apparel store behaviour, the researcher in the present study adopts the behavioural theory from psychology, particularly the theory of planned behaviour (Ajzen 1985, 1991), which is drawn from theory of reasoned action (Fishbein and Ajzen 1975).

3.1.1 Theory of Reasoned Action

The theory of reasoned action (TRA) assumes that individuals behave rationally and identifies the psychological determinants underlying volitional behaviour (Fishbein and Ajzen 1975; Fishbein 1979; Ajzen 1985). The TRA postulates that individuals’ intentions are determinants of their behaviour, where intention is assumed to reflect the individual’s motivations for behaviour. Intention is a function of two determinants: personal and social. The personal determinant is the favourable or unfavourable personal attitude toward behaviour (Fishbein 1979; Ajzen 1987, 1991). For example, in buying a shirt, a shopper might have a favourable attitude toward buying from a particular apparel store. The second determinant of intention is the individual’s perception of social pressure regarding the behaviour, called subjective norm. The above argument could be summarized as (Ajzen 1985; Davis et al 1989; Fishbein and Ajzen 1975):

\[ B = f(BI) \]

\[ BI = f(Att, SN) \]  \hspace{1cm} (3.1)

Where ‘B’ is the behaviour, ‘BI’ represents the individual’s behavioural intention, ‘Att’ is attitude toward behaviour, and ‘SN’ is subjective norm concerning the behaviour.
The attitude towards behavior and subjective norm are in turn the function of beliefs, evaluations, and motivations. The individual’s attitude towards behavior is a function of personal beliefs and his evaluations of these beliefs. They refer to the individual’s beliefs that the behavior leads to certain consequences and the individual’s evaluation of those consequences. For example, a customer may believe that one can save money by buying a shirt from a given store (belief) and that saving money is good (the evaluation of the belief). The relationship between attitude, beliefs, and evaluations of the beliefs could be formulated as (Fishbein 1979; Ajzen 1985, 1988, 1991):

\[
\text{Att} = \sum_i b_i e_i \tag{3.2}
\]

where ‘\(b_i\)’ is the belief (subjective probability) that behavior B will results in consequence ‘i’, and ‘\(e_i\)’ is the evaluation or desirability of consequence ‘i’.

The subjective norm is a function of normative beliefs and motivations. Normative beliefs refer to the individual’s beliefs that specific persons or groups “think that he should or should not perform the behavior” and his motivation to comply with what these persons or groups think (Fishbein 1979, p. 69). For example, the individual may want to buy a shirt based on reviewers’ comments because he believes that the recommendation is for buying the shirt (normative belief), and his preference to follow the reviewers’ recommendation (motivation). Subjective norm is a function of the individual’s normative belief (\(n_j\) concerning individual or group \(j\) and the individual’s motivation to comply (\(m_j\)) with \(j\):

\[
\text{SN} = \sum_j n_j m_j \tag{3.3}
\]

3.1.2 Theory of Planned Behaviour

The theory of reasoned action models individuals’ behaviors when they have complete control over their actions. Ajzen (1985, 1991) extended
the TRA in the theory of planned behavior (TPB) to include the determinants of intentions over which individuals do not have complete control (Figure 3.1).

![Diagram of TPB](image)

**Figure 3.1 Salient Features of the Theory of Planned Behaviour**

In the TPB, Ajzen (1991) reasons that individuals’ behavior is not only a function of attitude and subjective norm, it is also a function of their deficiencies and external obstacles. Thus the TPB has a third determinant, the perceived behavioral control (PBC), which refers to the ease or difficulty of carrying out the behavior. The PBC reflects the person’s past experience as well as anticipated obstacles and resources, such as the availability of opportunities, time, and money, as well as having the skills to perform the behavior (Ajzen 2002; Manstead and Eekelen 1998; Taylor and Todd 1995). The view of PBC is compatible with Bandura’s (1982) self-efficacy concept, which indicates that the individual’s behavior is strongly influenced by confidence in his ability to perform a certain behavior.
The perceived behavioral control is also a function of control beliefs and perceived power over the controls, as formulated below:

\[ \text{PBC} = \sum_k c_k p_k \] (3.4)

Where \( c_k \) and \( p_k \) represent control belief about and perceived power over control \( k \), respectively.

### 3.2 JUSTIFICATION FOR USING TPB

The concept of TPB has been considered in relation to a number of research settings and has been widely applied in analyzing consumer behavior (East 1993; Taylor and Todd 1995; Bredahl 2001; Bredahl and Grunert 1997; Conner 1993; Dennison and Shepherd 1995; Povey et al 2000; Scholderer and Grunert 2001; Thompson and Thompson 1996). Shim et al (2001) used an extended TPB model to investigate online store purchase behavior. Further Armitage and Connor (2001) in their meta-analytic review stated from a database of 185 independent studies published up to the end of 1997 that TPB accounted for 27 percent and 39 percent of the variance in behaviour and intention respectively.

The main strength of TPB is that it can cover people's volitional behaviour. An individual's behavioural intention cannot be the exclusive determinant of behaviour where an individual's control over the behaviour is incomplete. By adding perceived behavioural control (PBC), TPB can explain relationship between behavioural intention and actual behaviour better.

Taking these findings together it can be speculated that TPB is a generally useful predictor across behavioural domains. Inclusion of external variables that are relevant in a specific behavioural domain may improve prediction of that type of behaviour. Hence in this study the researcher uses
TPB as a conceptual framework to explain the behavioural intention to patronize apparel store and propose the model by incorporating additional variables.

### 3.3 PROPOSED MODEL

The interrelationships of past theoretical and empirical evidences enable the researcher to propose an extended conceptual model to predict behavioural intention of shoppers to patronage an apparel store. According to Davies et al (2002), insights about attitudinal antecedents do play additional explanatory role in understanding behavioural intention. The proposed model has emerged from already proven TPB model. The researcher has extended the basic TPB model by incorporating the following antecedents of attitudes. The following sets of constructs were incorporated considering the importance attached by the extant literature in explaining the patronage behaviour. They are,

- Shopping orientation - Brand consciousness, Price consciousness, Quality consciousness, and Variety consciousness
- Shopping motives – Hedonic and Utilitarian
- Previous shopping experience
- Store knowledge
- Self image consciousness and
- Store image consciousness

As explained earlier, the researcher incorporated following moderating variables to explain the inconsistencies in shopper’s store preference behaviour. They are,
- Moderators - perceived time pressure, deal proneness, perceived risk, brand loyalty, product, and purchase decision involvement.

Figure 3.2 provides the conceptual model.

Figure 3.2  Schematic Framework of Intention to Patronage Apparel Store

Note: **Att Sh.** – Attitude towards Shopping; **BC** – Brand Consciousness; **BL** – Brand Loyalty; **DP** – Deal Proneness; **HSM** – Hedonic Shopping Motives; **IP** – Intention to Patronage; **PBC** – Perceived Behavioural Control; **PC** – Price Consciousness; **PDI** – Purchase Decision Involvement; **PR** – Perceived Risk; **PRI** – Product Involvement; **PSE** – Previous Shopping Experience; **PTP** – Perceived Time Pressure; **QC** – Quality Consciousness; **SK** – Store Knowledge; **SI** – Self Image; **SN** – Subjective Norm; **STI** – Store Image; **USM** – Utilitarian Shopping Motives; **VC** – Variety Consciousness.
3.4 HYPOTHESES

3.4.1 Attitude towards Shopping

Persons buying choices are influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitude (Armstrong and Kotler 2000). Since long, manufacturers, retailers and marketers, are interested in studying consumers’ attitude because they help predict future purchases, understand why sales are strong or not for particular products and services, and help to improve the marketing mix (Engel et al 1995). Attitudes are consumer’s overall evaluation of likes and dislikes toward an object (e.g. store) or behaviour (e.g. buying a product) (Engel et al 1995; Schiffman and Kanuk 2002). Attitude plays an important role in inducing different choice behaviour and behavioural intentions (Dabholkar 1994). The formation of attitude involves a combination of cognitive beliefs and affective feelings about the attitude object (Zanna and Rempel 1988). Attitude towards a certain object is formed, stored in memory and readily accessible which will not only ease decision-making process, but also enhance the quality of decision making (Fazio 2000).

Previous research found a link between attitude and patronage (Korgaonkar et al 1985; Monroe and Guitinan 1975; Triandis 1972). Consumers show preference or lack of preference for stores, brands, advertisements and other marketing stimuli (e.g. product attributes, brand associations) by expressing a favourable or unfavourable attitude (Bellenger and Moschis 1982; Darden et al 1981). For example, consumers with a favourable attitude toward a store will most likely patronize the store and buy its products, whereas consumers engage in opposing behaviour if they have an unfavourable attitude (Schiffman and Kanuk 2002). Hence the researcher posits that,
H₁: Attitudes towards shopping will significantly influence behavioural intention to patronage apparel store.

H₁ₐ: In the department store, attitudes toward shopping significantly influence behavioural intention to patronage.

H₁₈: In the discount store, attitudes toward shopping significantly influence behavioural intention to patronage.

H₁₆: In the specialty store, attitudes toward shopping significantly influence behavioural intention to patronage.

H₁₅: In store in the mall, attitudes toward shopping significantly influence behavioural intention to patronage.

H₁₆: In the general cloth merchant store, attitudes toward shopping significantly influence behavioural intention to patronage.

3.4.2 Subjective Norm

The subjective norm is defined as the consumer’s perception of social pressures applied to the person by others regarding the purchase of the product (Ajzen and Fishbein 1980). It is the specific behavioral norms that an individual sets for himself/herself; what an individual believes that he/she should do. Studies frequently have found the social context of retail shopping to be an important factor influencing the shopping behaviour of consumers (Bellenger and Korgaonkar 1980; Bellenger et al 1977). The importance of the social interaction achieved through shopping would also suggest that where one shops is likely to be influenced by a motivation to comply with behaviour expected by relevant others.

The visible nature of shopping, and the importance of the social interaction that may take place during shopping, support a proposition that
social referents are likely to influence patronage behaviour (Darden et al 1983) by influencing the decision-making process with regard to one’s use and choice of products (Rabolt and Drake 1985; Hunt and Miller 1997). Susceptibility to normative group influence relates to an individual’s status consumption and conspicuous consumption tendencies. This applies to clothing that is a publicly visible product. Clothing brands that serve to communicate social distinctions (e.g. status) reflect consumers’ social life, aspirations, and their affiliation (Levy 1959; Solomon 1986). The social role of clothing is even more important in developing countries, where interpersonal relationships are of prime importance (Ger et al 1993). Hence the researcher posits that,

H\textsuperscript{2}:
Subjective norm will significantly influence behavioural intention to patronage apparel store.

H\textsuperscript{2A}:
In the department store, subjective norm will significantly influence intention to patronage.

H\textsuperscript{2B}:
In the discount store, subjective norm will significantly influence intention to patronage.

H\textsuperscript{2C}:
In the specialty store, subjective norm will significantly influence intention to patronage.

H\textsuperscript{2D}:
In the store in the mall, subjective norm will significantly influence intention to patronage.

H\textsuperscript{2E}:
In the general cloth merchant store, subjective norm will significantly influence intention to patronage.

3.4.3 Perceived Behavioural Control

Perceived behavioral control is individual’s perception of the ease (or difficulty) of performing a specific behavior. Previous studies have shown
that perceived behavioural control accounted for considerable variance in intention and behavior and there is a positive relationship between PBC and intention (Mathieson 1991; Taylor and Todd 1995; Ho and Lee 2002; Teo and Pok 2003; Shih and Fang 2004; Yulihasri 2004; Ing-Long and Jian-Liang 2005; May 2005; Fu et al 2006). Therefore, consistent with the relationship between intentions and non-volitional factors proposed by the TPB (Ajzen 1985, 1991), as well as the aforementioned literature, it is posited that:

\[ H_3: \text{Perceived behavioural control will significantly influence behavioural intention to patronage apparel store.} \]

\[ H_{3A}: \text{In the department store, perceived behavioural control will significantly influence intention to patronage.} \]

\[ H_{3B}: \text{In the discount store, perceived behavioural control will significantly influence intention to patronage.} \]

\[ H_{3C}: \text{In the specialty store, perceived behavioural control will significantly influence intention to patronage.} \]

\[ H_{3D}: \text{In the store in the mall, perceived behavioural control will significantly influence intention to patronage.} \]

\[ H_{3E}: \text{In the general cloth merchant store, perceived behavioural control will significantly influence intention to patronage.} \]

3.4.4 Shopping Orientation

Shopping orientation is defined as the particular emphasis placed by a consumer when making shopping decisions (Sproles and Kendall 1986). Thus, shopping orientations can be thought of as characterizing an individual’s general predisposition toward acts of shopping. It seems reasonable to assume that consumers with differing orientations have differing requirements for given type of retail institutions. Past articles have
demonstrated that much can be learned about retail patronage behavior from the study of the effect of consumers' general shopping orientations on attitude towards shopping (Korgaonkar 1981; Bellenger and Korgaonkar 1980; Crask and Reynolds 1978; Darden and Ashton 1974). Bellenger and Moschis (1982) assumed in the socialization model that patronage patterns are dependent upon shopping orientations which are formed in the social setting.

Shopping orientation is more likely to be long established and enduring in nature. Also it can be characterized by multiple dimensions and valence (Laaksonen 1993). Each dimension has different impact on attitude towards shopping and they play a critical role in the retail patronage model. In this study the researcher discusses four important dimensions – brand, price, variety and quality consciousness - of shopping orientation and their influence on attitude towards shopping in different apparel store categories.

3.4.4.1 Brand Consciousness

Commercial market research is mainly concerned with regular observation of brand consciousness. A growing economy and the resultant increase in purchasing power have made Indians more fashion conscious. Hence, it is all the more important to investigate the influence of brand consciousness on the attitude towards store. Sproles and Kendall (1986) define brand conscious shoppers as those with a need or desire to buy well-known brands, higher priced brands, and products. In fact, well-known brand names often make a social statement about an individual's status, such as Rolex watches, BMW vehicles, Sony electronics, and GUCCI textiles (Wanke et al 1997). And cloths' being a social product, the effect of brand consciousness is important.

In addition to aspects of quality and risk reduction, well-known brands may be preferred because of their prestige, their emotional value, or
the ethical behaviour on the part of the company (Sethuraman 2000). While consumers may choose a particular brand based on quality, their brand purchase is increasingly driven by their emotional needs as well. Because emotional value is closely related to positive feelings from using the brand, it increases consumer intention to repurchase the brand (Stauss and Neuhaus 1997; Yu and Dean 2001). In other words, consumers who are emotionally satisfied with the purchase of a brand tend to re-purchase the brand even when provided with other options (Gobe 2001). Also, Batra and Homer (2004) argue that the emotional benefits desired by consumers from a brand have a greater impact on intentions and actual behavior (e.g. brand choice) than on brand attitudes.

In collectivist societies, compared to individualist societies, consumers rely more on interpersonal relationships for information search or exchange. This information search or exchange is especially important regarding brand choice because, in a collectivist society, the positive experience with the brand could enhance belongingness to the group (Money et al 1998). Hence a brand conscious shopper will develop a favourable attitude towards stores which have branded apparel products. Since department stores, discount stores (factory outlets), specialty stores, and stores in the mall, carry branded apparel products, the researcher expects brand consciousness to significantly influence attitude towards apparel shopping. Where as, in general merchant stores, unbranded or local brand products will be available. Hence the researcher posits that,

\[ H_4: \] The effect of brand consciousness on attitude towards apparel shopping varies across different categories of apparel stores.

\[ H_{4A}: \] In department store, brand consciousness will significantly influence attitude towards apparel shopping.
**H₄b:** In discount store, brand consciousness will significantly influence attitude towards apparel shopping.

**H₄c:** In specialty store, brand consciousness will significantly influence attitude towards apparel shopping.

**H₄d:** In store in the mall, brand consciousness will significantly influence attitude towards apparel shopping.

**H₄e:** In general cloth merchant store, brand consciousness will not significantly influence attitude towards apparel shopping.

### 3.4.4.2 Price Consciousness

Price consciousness is defined as an awareness of the best value, buying at sale prices or the lowest price choice (Sproles and Kendall 1986). Most consumers are affected by price when they purchase products. As consumers' price consciousness increases, "demand for products that offer the highest benefit-to-cost ratio is likely to increase" (Creyer and Ross 1997, p.281). Kim (1988) emphasizes that price conscious shoppers shop frequently, get price information from newspapers and television, exercise cautious consumption, and desire perceived value. According to Bucklin et al (1998), price significantly influences consumer's choice and incidence of purchase. As a result Tai and Tam (1997) observe that price consciousness is an attitude-like enduring predisposition (a cross-situational, evaluative tendency) that varies in intensity across individuals. Individuals could vary in this attitudinal tendency or predisposition because of differences in their upbringing and socialization, leading to differences in the importance placed on the value of being thrifty, and the presence/absence of relevant cognitive beliefs about the importance of saving money (see, e.g., the discussion of generational differences in thriftiness values in Inglehart 1990). Since these
values imply or suggest an evaluative stance (e.g., it is good to save money and be thrifty), the researcher treats this as an attitude-like predisposition, not merely a personality trait. Different apparel store formats place different emphasis on brands, convenience, quality, price, discounts, and so on. Hence the effect of brand consciousness is expected to vary across different apparel store formats. Hence it is posited that,

**H₅**: The effect of price consciousness on attitude towards apparel shopping varies across different categories of apparel stores.

**H₅ₐ**: In department stores, price consciousness will not significantly influence attitude towards apparel shopping.

**H₅ₖ**: In discount stores, price consciousness will significantly influence attitude towards apparel shopping.

**H₅₇**: In specialty stores, price consciousness will not significantly influence attitude towards apparel shopping.

**H₅₈**: In store in the mall, price consciousness will not significantly influence attitude towards apparel shopping.

**H₅₉**: In general cloth merchant stores, price consciousness will significantly influence attitude towards apparel shopping.

### 3.4.4.3 Quality Consciousness

Quality consciousness is defined as an awareness of and desire for high quality products and the need to make the best or perfect choice versus buying the first product or brand available (Sproles and Kendall 1986). Product quality has been linked to emotional value because perceived quality, reinforced by retail atmospherics, creates personal shopping value and develops favourable predisposition towards the shop and encourages
patronage (Darden and Babin 1994; Wakefield and Baker 1998). Therefore, higher product quality not only enhances utilitarian value, but rewards the consumer emotionally by providing more gratifying experience (Babin et al 2004). Also, it is reported that consumers attribute high-perceived quality, luxury, prestige, and high class to status fashion brands (Shermach 1997). As explained earlier, different apparel store categories have different emphasis on quality of the product, hence the researcher posits that;

\[ \textbf{H}_6: \] The effect of quality consciousness on attitude towards apparel shopping varies across different categories of apparel stores.

\[ \textbf{H}_{6a}: \] In department store, quality consciousness will significantly influence attitude towards apparel shopping.

\[ \textbf{H}_{6b}: \] In discount store, quality consciousness will not significantly influence attitude towards apparel shopping.

\[ \textbf{H}_{6c}: \] In specialty store quality consciousness will significantly influence attitude towards apparel shopping.

\[ \textbf{H}_{6d}: \] In store in the mall, quality consciousness will significantly influence attitude towards apparel shopping.

\[ \textbf{H}_{6e}: \] In general cloth merchant store, quality consciousness will significantly influence attitude towards apparel shopping.

3.4.4.4 Variety Consciousness

Variety consciousness has been explained as a phenomenon in which consumers are willing to trade enjoyment for variety, and studied as a choice strategy (Ratner et al 1999; Menon and Kahn 1995; Kahn and Isen 1993). Variety consciousness is likely to occur when people are in a good mood, or when there is relatively little stimulation elsewhere in the
environment (Menon and Kahn 1995). Therefore, people who are seeking variety are more likely to develop favourable opinion about shopping. Hence, the researcher argues that consumers with high variety consciousness orientation will have positive attitude towards apparel shopping. In the department store and the stores in the malls there is more opportunity for variety seekers, as a result in these stores shoppers with variety consciousness orientation will develop positive attitude towards apparel shopping. Where as in the specialty stores, the discount stores, and in the general cloth merchant stores, there is less opportunity for variety seekers. Hence it is hypothesized that:

\[ H_7: \text{The effect of variety consciousness on attitude towards apparel shopping varies across different categories of apparel stores.} \]

\[ H_{7A}: \text{In department store, variety consciousness will significantly influence attitude towards apparel shopping.} \]

\[ H_{7B}: \text{In discount store, variety consciousness will not significantly influence attitude towards apparel shopping.} \]

\[ H_{7C}: \text{In specialty store, variety consciousness will not significantly influence attitude towards apparel shopping} \]

\[ H_{7D}: \text{In store in the mall, variety consciousness will significantly influence attitude towards apparel shopping.} \]

\[ H_{7E}: \text{In general cloth merchant store, variety consciousness will not significantly influence attitude towards apparel shopping.} \]

3.4.5 Shopping Motives

Consumers' apparel attitude towards shopping among different store formats can be explained by shopping motives. In a widely cited study,
Tauber (1972) developed a number of shopping motivations, with the basic premise that shoppers are motivated by a variety of psychosocial needs other than those strictly related to acquiring some product. Westbrook and Black (1985) linked Tauber’s (1972) framework to McGuire’s (1974) typology of 16 fundamental shopping motivations and noted that some are more utilitarian in nature while others are more hedonic in nature. Consumers perceive utilitarian value by acquiring the product that necessitated the shopping trip while simultaneously perceiving hedonic value associated with the enjoyment of the shopping experience itself.

Shopping motives refer to an individual’s needs and wants related to the choice of outlets from which to shop for a specific product class such as clothes. Motives for shopping have long been a focus of consumer research. Babin et al (1994) identified two dominant shopping motives: shopping for fun (hedonic) and shopping with a goal in mind (utilitarian). Hedonic and utilitarian shopping motives coexisting among consumers, although one mode tended to dominate some consumers (Thompson et al 1990). Research has demonstrated links between shopping motives and outcomes including attitude satisfaction, word of mouth communication, and loyalty (e.g., Babin et al 2005; Jones et al 2006). In this study the researcher discusses hedonic and utilitarian shopping motives and their impact on attitude towards shopping.

3.4.5.1 Utilitarian and Hedonic Motives

The utilitarian perspective is based on the assumption that consumers are rational problem-solvers (Bettman 1979). As a result, shopping is understood as a means to accomplish some predefined end. Consumers seek utilitarian value in a task-oriented, rational manner (Blackwell et al 2000). Holbrook and Hirschman (1982) classified this behavior as shopping with a work mentality. Utilitarian value is therefore tied to the information-
processing paradigm within consumer behavior research (Blackwell et al 2000). Monetary savings and convenience contribute to utilitarian value. Monetary savings reduce the pain of paying (Chandon et al 2000); therefore, utilitarian value can be increased when a customer is able to find discounted products or when prices are perceived to be less than those at competing stores. Convenience can be defined as a ratio of inputs to outputs, time and effort being the relevant inputs (Holbrook 1999; Seiders et al 2000a). As Seiders et al (2000a) point out, in order to provide customers convenience one must understand the “retail experience from drive in to check out” and find ways to “maximize the speed and ease of shopping”.

In contrast, hedonic value derived from the shopping experience reflects the emotional or psychological worth of the purchase. Sources of hedonic value could include the joy and/or the excitement of shopping, or the escape from everyday activities that is provided by the experience. Therefore, hedonic value is more personal and subjective than utilitarian value and is often the result of fun and playfulness (Holbrook and Hirschman 1982). Entertainment and exploration contribute to hedonic shopping motives.

Store types vary in terms of meeting the shoppers shopping motives. Traditional stores (discount stores and general cloth merchant stores) focus more on utilitarian values where as modern stores (i.e., stores in the mall and department stores) focus more on hedonic value by providing a holistic shopping experience. Specialty/exclusive show rooms try to balance both the motives. Hence it is posited that,

**Utilitarian Motives**

$H_8$: The effect of components of utilitarian motive on attitude towards apparel shopping varies across different categories of stores.
**H8A**: In department stores, money saving will not significantly influences attitude towards shopping, while convenience will significantly influences attitude towards apparel shopping.

**H8B**: In discount stores, money saving will significantly influences attitude towards shopping, while convenience will not significantly influences attitude towards apparel shopping.

**H8C**: In specialty stores, money saving and convenience will not significantly influence attitude towards apparel shopping.

**H8D**: In stores in the mall, money saving will not significantly influences attitude towards apparel shopping, while convenience will significantly influences attitude towards apparel shopping.

**H8E**: In general cloth merchant stores, money saving and convenience will significantly influence attitude towards apparel shopping.

**Hedonic Motives**

**H9**: The effect of components of hedonic motive on attitude towards apparel shopping varies across different categories of stores.

**H9A**: In department stores, entertainment and exploration will significantly influence attitude towards apparel shopping.

**H9B**: In discount stores, entertainment and exploration will not significantly influence attitude towards apparel shopping.
**H9c:** In specialty stores, entertainment and exploration will significantly influence attitude towards apparel shopping.

**H9p:** In stores in the mall, entertainment and exploration will significantly influence attitude towards apparel shopping.

**H9e:** In general cloth merchant stores, entertainment and exploration will not significantly influence attitude towards apparel shopping.

### 3.4.6 Self Image Consciousness

The broad topic of self-concept refers to the perceptions and attitudes people have of themselves as objects (Solomon 1996). It includes self-image, the perceptions people have of what they are like. Self-concept in the sense of self-image is of interest to marketers because many consumers select products, brands, stores, for shopping that fit or match their images of themselves. Brands (a products/ a services/ a stores) have personalities or images, and consumers seek those brands that match their self-image or the image they would like to project to others (Schiffman and Kanuk 1997, p. 136; Solomon 1996; Malhotra 1988; Onkvisit and Shaw 1987; Sirgy 1982).

Self-concept is important because self-perceptions motivate behavior, giving control and direction to human performance (Malhotra 1988). In the apparel context, self-image is especially important concept to study in the because of the importance clothing has in the formation and exhibition of self (Davis 1985; Evans 1989; Lurie 1981). In the store choice procedure, consumers tend to choose stores that have similar images with their self-concepts or self images (Stern et al 1977). Modern retail stores like department stores, specialty stores, and stores in the malls, strive to develop a distinct image as a marketing strategy to enhance shopper’s self-image. Hence the researcher posited that,
The effect of self image consciousness on attitude towards apparel shopping varies across different categories of apparel stores.

**H10a:** In department stores, self image consciousness will significantly influence attitude towards apparel shopping.

**H10b:** In discount stores, self image consciousness will not significantly influence attitude towards apparel shopping.

**H10c:** In specialty stores, self image consciousness will significantly influence attitude towards apparel shopping.

**H10d:** In stores in the mall, self image consciousness will significantly influence attitude towards apparel shopping.

**H10e:** In general cloth merchant store self image consciousness will not significantly influence attitude towards apparel shopping.

### 3.4.7 Store Image Consciousness

Monroe and Guiltinan's model of store choice (in Assael 1992, p. 630) positions store image as a critical variable in the determination of attitude toward store and store choice. Keaveney and Hunt (1992) defined the retail store image as "the overall impression of a store as perceived by consumers". Store image is the way in which the store is defined in the shopper's mind, partly by its functional attributes and partly by an aura of psychological factors (Martineau 1958).

Previous studies reported relationships between dependent consumer behaviour variables and store image perception. Only a few studies investigated the relationship between store image perception and attitude (Ajzen 1988; Ajzen and Fishbein 2000) and emotional state (Grace and O’Cass 2005; Solomon 2002), results are indicative of the influence of store
image perception on these variables. Research provides evidence of the relationship between perceived store image and decision making, although the types of decision vary greatly (Faircloth et al. 2001; Jin and Kim 2003; Osman 1993; Ward et al. 1992). Support was found for the relationship between store image perception and approach/avoidance behaviour. Since each modern retail stores devise strategies to develop active store image, it is posited that,

\[ H_{1n}: \] The effect of store image consciousness on attitude towards apparel shopping varies across different categories of apparel stores.

\[ H_{1nA}: \] In department stores, store image consciousness will significantly influence attitude towards shopping.

\[ H_{1nB}: \] In discount stores, store image consciousness will not significantly influence attitude towards shopping.

\[ H_{1nC}: \] In specialty stores, store image consciousness will significantly influence attitude towards shopping.

\[ H_{1nD}: \] In stores in the mall, store image consciousness will significantly influence attitude towards shopping.

\[ H_{1nE}: \] In general cloth merchant store, store image consciousness will not significantly influence attitude towards shopping.

### 3.4.8 Previous Shopping Experience

If the customer is satisfied with their purchase at the store, functionally or psychologically, he or she will return to the store for either similar or other purchase tasks. This construct refers to the state of acquired experience about a particular store through past purchases and direct encounters with the store milieu. First-hand information regarding the store, through own experience, has been reported to be a more reliable information
source than any other for store-loyal customers (Moschis 1976). These direct experiences with the store later assist the customer in forming a perception or image of that particular store. This image of the store is dependent on the customer's respective evaluation of the store's attributes such as fashion of merchandise, selection of merchandise, prices, image of the store and store convenience etc.

Overall, if a customer's evaluation of store attributes matches his or her respective store attributes' importance, then shopping at that store is considered rewarding. This rewarding nature further reinforces the customer's attitude and behaviour in shopping at that particular store whenever shopping for similar items. This can be in the form of repeat purchases and the concretization of positive store image. Berry (1968) described this as the maintenance of behaviour. The relationship between past experience and attitude has been described in the Rogers' (1995) model. Attitudes formed on the basis of direct experience have been shown to be better predictors of behavior than attitudes formed without such experience (Reed et al 2002; Lemon et al 2002; Fazio and Zanna 1978). Hence the researcher posits that,

$H_{12}$: The effect of previous shopping experience will significantly influence attitude towards apparel shopping.

$H_{12A}$: In department stores, previous shopping experience will significantly influence attitude towards shopping.

$H_{12B}$: In discount store, previous shopping experience will significantly influence attitude towards shopping.

$H_{12C}$: In specialty store, previous shopping experience will significantly influence attitude towards shopping.
H_{12D}: In stores in the mall, previous shopping experience will significantly influence attitude towards shopping.

H_{12E}: In general cloth merchant store, previous shopping experience will significantly influence attitude towards shopping.

3.4.9 Store Knowledge

Store knowledge is operationalized as subjective knowledge about the stores. Subjective knowledge is what individuals perceive they know (Brucks 1985), rather than what they actually know. Subjective, rather than objective, knowledge provides a better understanding of decision makers' systematic biases and heuristics (Park and Lessig 1981); this is because what truly matters is what a consumer thinks (s)he knows, rather than what (s)he actually knows. Hence in this research, the researcher considers subjective and not objective, knowledge. High store knowledge shoppers have a better understanding of what attributes should be examined to make the best choice (e.g., Alba and Hutchinson 1987). High store knowledge shoppers will have extensive generalized knowledge about a product category, including the brands and models available in the market, the attributes of different models and how the attributes affect performance (Mitchell and Dacin 1996). Hence they will develop a favourable response towards stores which meets their requirement. Therefore it is posited that,

H_{13}:

The effect of store knowledge will significantly influence attitude towards apparel shopping.

H_{13A}:

In department stores, store knowledge will significantly influence attitude towards shopping.

H_{13B}:

In discount stores, store knowledge will significantly influence attitude towards shopping.
H_{13c}: In specialty stores, store knowledge will significantly influence attitude towards shopping.

H_{13d}: In stores in the mall, store knowledge will significantly influence attitude towards shopping.

H_{13e}: In general cloth merchant stores, store knowledge will significantly influence attitude towards shopping.

3.4.10 Moderating Variables

Engel et al (1973) in their model of consumer behavior proposed that there are many situational and personality variables intervening between pre-shopping intentions and post shopping outcomes. Howard and Sheth (1969) in their buying behavior model discuss several inhibitor variables that mediate between attitude and behavior and suggest that any study of behavior should include intervening variables to provide better explainability. Belk (1974) reported that situational effects greatly influenced purchase decisions. It is for these reasons that the effect of possible intervening variables on the attitude/behavior relationship was analyzed.

As far as store choice is concerned, only a few moderating variables have yet been considered: distance to the store (e.g., Kumar and Leone 1988), type of visit (Kahn and Schmittlein 1992), and store loyalty (Grover and Srinivasan 1992). In this research, the researcher evaluates the role of a set of personality and situational moderating variables in the store choice context. They are product involvement, purchase decision involvement, brand loyalty, perceived time pressure, perceived risk, and deal proneness.
3.4.10.1 Involvement

Researchers have maintained that involvement is a major sociopsychological variable that explains individual differences (Festinger 1957; Petty et al 1981). Involvement has been discussed and utilized to examine fashion clothing in a number of prior studies (Browne and Kaldenberg 1997; Fairhurst et al 1989; Flynn and Goldsmith 1993; Tigert et al 1976). The highly fashion involved consumer has historically been important to fashion researchers and marketers, because they are seen as the drivers, influencers and legitimists of the fashion adoption process (Goldsmith et al 1999; Tigert et al 1976). The nature and role of fashion clothing and its function for individuals have also been shown to result in major differences in fashion involvement across cultures (Tigert et al 1980).

Extant literature has reported that involvement acts as a moderator in attitude-intention relationship (Axsom et al 1987; Cooke and Sheeran 2001). Cooke and Sheeran (2001) studied moderators of attitude-intention relationship in the Theory of Planned Behavior context. Among other variables they reported that moderation impact of involvement on Attitude-intention relation is higher than that on attitude-behavior or intention-behavior relation. Hence in the present research the researcher tried to assess the impact of involvement on apparel store patronage.

Involvement is generally viewed as perceived personal relevance with the target concept (Celsi and Olson 1988; Zaichkowsky 1985). Zaichkowsky (1985, p. 342) defines involvement as “a person’s perceived relevance of the object based on inherent needs, values, and interests” and Celsi and Olson (1988, p. 211) suggest that “a consumer’s level of involvement with an object, situation, or action is determined by the degree to which (s)he perceives that concept to be personally relevant”. Like motivation, the concept of involvement requires a goal-object. This goal-
object can be a product in and of itself, thus giving us product involvement; or it can be the purchase decision, the object of purchase-decision involvement (Mittal 1983). Mittal and Lee (1989) when they stated that their conception of “product involvement and brand-decision involvement reflected consumer perception about two separate phenomena. The former about the place a product occupies in a consumer’s life, and the latter about the stakes in making a casual rather than a careful brand selection. The situational/temporal variation is a separate dimension because both product and brand-decision involvement can manifest situational/temporal changes”. Hence the researcher separately assessed both the dimension of involvement – product and purchase decision - to incorporate situational and temporal variations.

Product Involvement: Researchers have typically analyzed the influence of product involvement on consumers’ attitudes, brand preferences, and perceptions, for the purpose of assisting market segmentation (Brisoux and Cheron 1990; Celsi and Olson 1988; Park and Young 1986). Product involvement is defined as “an internal state variable that indicates the amount of arousal, interest or drive evoked by a product class”, which is consistent with definitions of other consumer psychologists (see for example, Bloch 1981; Mittal and Lee 1989). High product involvement shoppers are likely to process the stimuli thoroughly by expending more cognitive resources compared to low product involvement shoppers (Petty and Cacioppo 1986). As a result, high product involvement shoppers tend to have positive influence on attitude-intention relationship than low product involvement shoppers in their preferred stores. Hence it is posited that,

\[ H_{14A1}: \] Intention to patronage department store will be higher (lower) for high (low) product involvement.

\[ H_{14A2}: \] Under low product involvement, the difference in intention to patronage the department store between strong attitude
towards shopping and weak attitude towards shopping is greater compared to high product involvement.

\( H_{14C1} \): Intention to patronage specialty store will be higher (lower) for high (low) product involvement.

\( H_{14C2} \): Under low product involvement, the difference in intention to patronage specialty store between strong attitude towards shopping and weak attitude towards shopping is greater compared to strong product involvement.

\( H_{14D1} \): Intention to patronage store in the mall will be higher (lower) for high (low) product involvement.

\( H_{14D2} \): Under low product involvement, the difference in intention to patronage store in the mall between strong attitude towards shopping and weak attitude towards shopping is lower compared to high product involvement.

\( H_{14E1} \): Intention to patronage general cloth merchant store will be higher (lower) for low (high) product involvement.

\( H_{14E2} \): Under low product involvement, the difference in intention to patronage general cloth merchant store between strong attitude towards shopping and weak attitude towards shopping is lower compared to high product involvement.

**Purchase Decision Involvement**: Purchase-decision involvement (PDI) is defined as the amount of interest and concern that a consumer brings to bear on a purchase-decision task (Mittal 1989). If a person has a high need or interest in an object then it is posited that he/she will be more motivated to exert processing capacity in processing information related to that object. Conversely, if a person has little or no interest in the object, then little
motivation and thus attention and processing capacity may be allocated (Bettman 1979). Low involvement purchases are purchases that the consumer does not regard as very important, have very little relevance to the consumer, have little perceived risk associated with them and are characterized by little motivation to expend cognitive effort and time on processing information associated with a message. According to Park and Mittal (in Saunders 1991: 73) ‘when a subject’s involvement is low his/her attention focus lacks direction and the level of processing is superficial, revealing different patterns in schema activation (or imagery retrieval) and information organisation from those at a high level of involvement’. Hence it is posited that,

**H_{15A1}**: Intention to patronage department store will be higher (lower) under high (low) purchase decision involvement.

**H_{15A2}**: Under the low purchase decision involvement, the difference in intention to patronage department store between strong attitude towards shopping and weak attitude towards shopping is greater compared to high purchase decision involvement.

**H_{15C1}**: Intention to patronage specialty store will be higher (lower) under high (low) purchase decision involvement.

**H_{15C2}**: Under the low purchase decision involvement, the difference in intention to patronage specialty store between strong attitude towards shopping and weak attitude towards shopping is greater compared to high purchase decision involvement.

**H_{15D1}**: Intention to patronage store in the mall will be higher (lower) for high (low) purchase decision involvement.

**H_{15D2}**: Under the low purchase decision involvement, the difference in intention to patronage store in the mall...
between strong attitude towards shopping and weak attitude towards shopping is lower compared to high purchase decision involvement.

\( H_{1SE1} \): Intention to patronage general cloth merchant store will be higher (lower) for low (high) purchase decision involvement.

\( H_{1SE1} \): Under the low purchase decision involvement, the difference in intention to patronage general cloth merchant store between strong attitude towards shopping and weak attitude towards shopping is lower compared to high purchase decision involvement.

### 3.4.10.2 Brand Loyalty

Brand loyalty is the consumer’s commitment to repurchase a brand and it is generally demonstrated by repeated buying of a product or service. Even though there is no unique and distinct definition of brand loyalty, the one proposed by Jacoby and Chestnut (1978) is widely accepted by marketers. According to this definition, brand loyalty is “the biased behavioral response expressed over time by some decision making unit with respect to one or more alternative brands out of a set of such brands and is a function of psychological processes” (Jacoby and Chestnut 1978).

Brand loyalty has been seen in literature as repeat purchase behavior (Cunningham 1961; Tucker 1964; Dall’Olmo et al. 1997), preference and commitment and also as retention and allegiance (Rundle-Thiele and Mackay 2001). Through extensive research, Baldinger and Rubinson (1996) have validated that highly loyal buyers tend to stay loyal if their attitude towards a brand is positive. In addition, the ability to convert a switching buyer into a loyal buyer is much higher if the buyer has a favorable attitude toward the brand. As a result, brand loyal customers tend to develop
favourable predisposition towards stores that stock branded apparel products. Hence the researcher posits that,

\( H_{16A1} \): Intention to patronage department store will be higher (lower) under high (low) brand loyalty.

\( H_{16A2} \): Under the low brand loyalty, the difference in intention to patronage department store between strong attitude towards shopping and weak attitude towards shopping is greater compared to high brand loyalty.

\( H_{16B1} \): Intention to patronage discount store will be higher (lower) under high (low) brand loyalty.

\( H_{16B2} \): Under the low brand loyalty, the difference in intention to patronage discount store between strong attitude towards shopping and weak attitude towards shopping is greater compared to high brand loyalty.

\( H_{16C1} \): Intention to patronage specialty store will be higher (lower) for high (low) brand loyalty.

\( H_{16C2} \): Under the low brand loyalty, the difference in intention to patronage specialty store between strong attitude towards shopping and weak attitude towards shopping is lower compared to high brand loyalty.

\( H_{16D1} \): Intention to patronage store in the mall will be higher (lower) for high (low) brand loyalty.

\( H_{16D2} \): Under the low brand loyalty, the difference in intention to patronage store in the mall between strong attitude towards shopping and weak attitude towards shopping is higher compared to high brand loyalty.
3.4.10.3 Perceived Time Pressure

Time available for shopping is one of the pervasive factors that affect consumer behaviour in general (Belk 1975; Payne et al 1987; Wright 1974). It is defined as consumers' perceptions of the time required to perform the intended shopping tasks relative to the actual time available to perform such tasks. Time pressure is a psychological urge received by consumers who regard themselves having only limited time to make a consumption decision.

Time pressure and store knowledge exert a combined influence on purchase volume deliberation, failure to make an intended purchase, brand switching, unplanned buying and information processing (Park et al 1989). Nowlis (1995) examining how consumers implicitly trade off price with quality when making product choices, found that consumers in conditions of time constraints were more likely to choose: (1) higher-quality, high-price brands, (2) high-quality brands over low-quality brands, and (3) top-of-the-line products with many enhanced product features over basic models with fewer features. Possible explanations for these time-constraint effects include (1) the possibility that subjects increased their use of a non-compensatory screening rule, (2) that time pressure limited the saliency and accessibility of the available information for each option, (3) that subjects used a "brand-name" heuristic, and (4) that subjects were making fast choices to achieve cognitive closure.

Many consumer decisions are made under time pressure that regulates the amount of information that can be processed and has a significant impact on the consumer’s decision making. Consumers with PTP may opt to spend as little time as possible shopping. In this context, shoppers will use heuristics to make decision and will look for cues from apparel stores. Hence the researcher posits that,
$H_{17A1}$: Intention to patronage department store will be higher (lower) under high (low) perceived time pressure.

$H_{17A2}$: Under low perceived time pressure, the difference in intention to patronage department store between strong attitude towards shopping and weak attitude towards shopping is lower compared to high perceived time pressure.

$H_{17C1}$: Intention to patronage specialty store will be higher (lower) under high (low) perceived time pressure.

$H_{17C2}$: Under low perceived time pressure, the difference in intention to patronage specialty store between strong attitude towards shopping and weak attitude towards shopping is greater compared to high perceived time pressure.

$H_{17D1}$: Intention to patronage store in the mall will be higher (lower) for low (high) perceived time pressure.

$H_{17D2}$: Under low perceived time pressure, the difference in intention to patronage store in the mall between strong attitude towards shopping and weak attitude towards shopping is lower compared to high perceived time pressure.

### 3.4.10.4 Perceived Risk

Perceived risk has traditionally been conceptualized as a multidimensional phenomenon being subdivided into various risks or losses, e.g. physical, financial, psychological, social, and time losses (Kaplan et al 1974; Roselius 1971). Retail store performance risk refers to the concern that the store chosen might not “perform” as desired, i.e., not deliver the benefits
expected. Perceived risk is defined as the nature and amount of uncertainty perceived by consumers in contemplating a particular purchase decision (Cox and Rich 1964).

Typically, perceived-risk studies (Cox 1967; Nicosia 1969) have focused on products or brands, although risk has been related to telephone shopping (Cox and Rich 1964) and mail-order buying (Spence et al. 1970). These studies suggested that risk attaches not only to what is acquired but also to how or where it is acquired. Past literature show that customers perceive financial, performance, psychological, physical, social, and time risks, when making purchases (Jacoby and Kaplan 1972; Mitchell 1992; Schiffman and Kanuk 2000). Higher the risk, less likely it was that a consumer would patronize the supermarket (Yavas and Tuncalp 1984). Dash et al. (1976) and Korgaonkar (1982) in their study on impact of perceived risk on store choice found that risk perception differed across different retail formats. Hence it is expected that high perceived risk shoppers will patronage differently under different conditions of attitude towards different categories of apparel stores. Hence the researcher posits that,

$H_{18B1}$: Intention to patronage discount store will be lower (higher) under high (low) perceived risk.

$H_{18B2}$: Under low perceived risk, the difference in intention to patronage discount store between strong attitude towards shopping and weak attitude towards shopping is lower compared to high perceived risk.

$H_{18D1}$: Intention to patronage store in the mall will be higher (lower) for low (high) perceived risk shoppers.

$H_{18D2}$: Under low perceived risk, the difference in intention to patronage store in the mall between strong attitude towards
shopping and weak attitude towards shopping is lower compared to high perceived risk shoppers.

$H_{18E1}$: Intention to patronage general cloth merchant store will be lower (higher) under high (low) perceived risk.

$H_{18E2}$: Under low perceived risk, the difference in intention to patronage general cloth merchant store between strong attitude towards shopping and weak attitude towards shopping is lower compared to high perceived risk.

### 3.4.10.5 Deal Proneness

Deal proneness refers to the consumer tendency to respond to sales promotions. Deal prone customers are more likely to make use of promotional offers announced by sellers (Lichtenstein et al 1990; Lichtenstein et al 1993). They generally buy promoted brands, redeem coupons, buy special packs, stock up when price is reduced and thus take advantage of promotions (Henderson 1994).

Shoemaker (1979) was one of the first researchers to investigate the effects of sales promotions on purchase behavior. Individuals high in deal proneness are shown to switch brand or stores. McCann (1974) finds deal-proneness to be positively related to brand switching. Deal users, as compared to nonusers, have been found to be more price-elastic (Narasimhan 1984), to be less loyal in terms of the proportion of purchases devoted to the favorite brand (Henderson 1987; Montgomery 1971; Webster 1965), and to purchase different brands and smaller quantities (Webster 1965). Alford and Biswas (2002) reported on a study in which they assessed the impact of discount level, price consciousness, and sale proneness on behavioral intention. In the case of sale proneness, they hypothesized that highly sale-prone consumers would express higher perceptions of offer value and buying intentions, and
lower search intention when they were exposed to a discount ad than would consumers who were low sale prone. Since high deal prone customers are attracted by and appreciate promotional offers, they are likely to develop and cherish favourable attitude towards the store, as compared to low deal prone customers and is expected to interact with attitude towards shopping in a particular store format. Hence the researcher proposes that,

\begin{align*}
  H_{19b1} &: \text{Intention to patronage discount store will be higher (lower) for high (low) deal prone shoppers} \\
  H_{19b2} &: \text{Under low deal proneness, the difference in intention to patronage discount store between strong attitude towards shopping and weak attitude towards shopping is lower compared to high deal proneness.} \\
  H_{19e1} &: \text{Intention to patronage general cloth merchant store will be higher (lower) for high (low) deal prone shoppers} \\
  H_{19e2} &: \text{Under low deal proneness, the difference in intention to patronage general cloth merchant store between strong attitude towards shopping and weak attitude towards shopping is lower compared to high deal proneness.}
\end{align*}

### 3.5 CONCLUSION

The chapter detailed the hypotheses based on extended theory of planned behaviour framework. The proposed hypotheses will be tested using an empirical data through survey research. The next chapter discusses the methodology followed to test the hypotheses.