Chapter 5

Findings and Conclusions

This chapter is divided into eleven parts. The first part discusses identification of important selection attributes. The second part discusses Influence of Demographic Variables on Consumers’ Retail Store Image and Shopping Motivations. The third part discusses the impact of Store image attributes on shopping motives. The fourth part discusses the interaction between different shopping motives. Rest of the part discusses summary of findings, managerial implications and direction for future research.

5.1 Identifications of important selection attribute

Consumers vary greatly in how, why and where they buy goods and services. Indian consumer market is so complex and diverse and the marketing environment is so dynamic that it was deemed important to obtain knowledge on the buying behavior of this large segment of the market. A literature study (chapter 2) was undertaken on factors which may influence store choice and shopping motives.

The research framework for this study was based on model developed on store choice behaviour. This model emphasizes the importance of personal characteristics and store image attributes in store choice. The focus of this study is on the consumers in Delhi & NCR, Mumbai and Pune.

A demographic profile of the selected group was compiled. The population looked positive for retailing as a result of high population growth rates and rising income levels. It is important to take note of these trends which may influence the buying behavior.

The majority of the respondents in this study were between 20 and 30 years. Most of them were married. The education level was good as most of the respondents were graduates. Most of them belonged to less than Rs. 20,000 per month income group

The mean and standard error of 24 store image attributes were calculated and arranged in descending order. The Attributes with mean score greater than 3 were considered as important, since this value denoted moderately important on the scale.
used. The descriptive statistics revealed that respondents rated highly the importance of variety, quality, the range of fashion goods and store opening hours. This result corresponds to a large extent to most of the studies previously reviewed (Berry 1963, Bearden 1977). All other attributes were also considered as important as they have a mean score of greater than 3 this is in line with the findings of (Rikhotso, 2010)

5.2 Influence of Demographic Variables on Consumers’ Retail Store Image and Shopping Motivations

5.2.1 Retail Merchandise and Gender

Of the total sample of 1200 respondents, 633 were men and the remaining 567 were women. There were no considerable differences found in the mean values of male and female respondents with respect to the four retail merchandise attributes. The t-values for the attributes were not significant at 0.05 levels. Therefore, the gender of the respondents does not significantly influence the attributes these consumers consider when evaluating store image. This finding is contrary to the work of many researchers (e.g. Chiger, 2001; Marks, 2002; Otnes and McGrath, 2001; and Peter and Olson, 1999). Also this finding is similar to the finding of (Seuok and Sauls, 2008).

5.2.2 Shopping Convenience and Gender

Assessing the influence of Shopping Convenience on gender no considerable differences were found in the mean values of male and female respondents. This implies that the gender of the respondents does not significantly influence the Shopping Convenience attributes these consumers consider when evaluating store image. This finding is contrary to the work of many researchers (e.g. Chiger, 2001; Marks, 2002; Otnes and McGrath, 2001; and Peter and Olson, 1999). This finding is in line with findings of (Jantan and Kamruddin, 1999), (Gundala 2010), (Berry, 1999) and (Bearden, 1977)

5.2.3 Atmospherics and Gender

As there were no considerable differences found in the mean values of male and female respondents with respect to the atmospherics attributes. This means that gender of the respondents does not significantly influence the atmospheric attributes these consumers consider when evaluating store image. This finding is contrary to the
work of many researchers (e.g. Chiger, 2001; Marks, 2002; Otnes and McGrath, 2001; and Peter and Olson, 1999). Finding is similar to the finding of (Kumar, Garg and Rahman, 2010)

5.2.4 Retail Communication and Gender

Of the total sample of 1200 respondents, 633 were men and the remaining 567 were women. There were no considerable differences in the mean values of male and female respondents with respect to the retail communication attributes. The t-values for the attributes were not significant at either the 0.05 levels. Therefore, the gender of the respondents does not significantly influence the attributes these consumers consider when evaluating store image. This finding is contrary to the work of many researchers (e.g. Chiger, 2001; Marks, 2002; Otnes and McGrath, 2001; and Peter and Olson, 1999). His finding is similar to the findings of (Martineau, 1954) and (Terblanche, 1998).

5.2.5 Utilitarian Shopping Motive and Gender

Assessing the influence of gender on Utilitarian shopping motive it was found that there were no considerable differences in the mean values of male and female respondents. The t-values for the attributes were not significant at 0.05 levels. Therefore, the gender of the respondents does not significantly influence the attributes these consumers consider when shopping from Utilitarian perspective. This finding is in line with the finding of (Noble, Griffith and Ajdei, 2006)

5.2.6 Socialization Shopping Motive and Gender

There were no considerable differences found in the mean values of male and female respondents with respect to the Socialization Shopping Motive Dimensions. The t-values for the attributes were not significant at 0.05 levels. This means that the gender of the respondents does not significantly influence the attributes these consumers consider when shopping from Socialization perspective. This finding is contrary to the findings of (Wolin and Kargaonkar, 2003)

5.2.7 Gratification Shopping Motive and Gender

No considerable differences were found in the mean values of male and female respondents with respect to the Gratification Motive Dimensions. The gender of the
respondents does not significantly influence the attributes these consumers consider when shopping from Gratification perspective. This finding is contrary to the findings of (Wolin and Kargaonkar, 2003)

5.2.8 Retail Merchandize and Age

The respondents were divided into four categories (A) younger than 20 years of age, (B) 20 to 30 years of age, (C) 30-40 years of age and (D) 40-50 years of age. One way ANOVA was run to was used to determine differences based on age. The F value was significant at 0.05 levels for all the Retail merchandize attributes, which means those different age groups are significantly different from one another concerning the importance of retail merchandize attributes. Findings indicate that less than 20 years age group gives more importance to quality of merchandize while all other age groups give more importance to variety of merchandize. This finding is in line with findings of (Jantan and Kamruddin, 1999)

5.2.9 Shopping Convenience and Age

In order to assess the influence of retail merchandize dimension on age one way ANOVA was performed. The F value was significant at 0.05 level for all the shopping Convenience attributes, which means that different age group are significantly different from one another concerning the importance of Shopping Convenience attributes. Findings indicate that less than 20 years age group gives more importance to ease of parking facilities; convenient payment facilities and convenient store hours, age group 20-30 years give importance to location of the store and store hours. Age group 30-40 years give more importance to store opening hours and payment facilities and age group 40-50 years give importance to store hours and Checking out time. This finding is in line with findings of (Jantan and Kamruddin, 1999)

5.2.10 Atmospherics and Age

One way ANOVA was run to was used to determine differences based on age. The F value was not significant at 0.05 levels for all the Atmospherics dimensions, which means that different age group does not significantly differ from one another concerning the importance of Atmospherics dimension. This finding is contrary to the findings of Moye (1998) as well as the findings of (Visser, Preez and Noordwyk, 2006).
5.2.11 Retail Communication and Age

To assess the influence of age on Retail Communication dimensions one way ANOVA was run. The F value was not significant at 0.05 levels for all the Retail Communication dimensions, which means that different age group does not significantly differ from one another concerning the importance of Retail Communication dimension. This finding is contrary to the findings of Visser, Preez and Noordwyk (2006).

5.2.12 Utilitarian Shopping Motive and Age

To analyze the influence of age on Utilitarian shopping motive dimension one way ANOVA was run. The F value was significant at 0.05 level for all the utilitarian motive dimensions, which means that different age group are significantly different from one another concerning the importance of utilitarian shopping motive dimensions. Findings indicate that less than 20 years age group gives more importance to value for money. Age group 20-30 years gives importance to find the product that they need. Age group 30-40 years and 40-50 years give importance to the product that they need. This finding is in line with finding of (Carpenter, 2006)

5.2.13 Socialization Shopping motive and Age

To assess the influence of age on socialization shopping motive dimensions one way ANOVA was run. The F value was not significant at 0.05 levels for all the Socialization motive dimensions, which means that different age group does not significantly differ from one another concerning the importance of Socialization motive dimension. This finding is contrary to the finding of Carpenter (2006).

5.2.14 Gratification Shopping Motivation and Age

For studying the influence of age on Gratification motive dimension one way ANOVA was run. The F value was significant at 0.05 level for all the gratification motive dimensions, which means that different age group are significantly different from one another concerning the importance of gratification Shopping motive dimensions. Findings indicate that less than 20 years age group gives more importance to have a break from daily routine and to forget about day to day anxiety. Age group 20-30 years and 30-40 years give importance to forget about day to day anxiety.
anxiety. Age groups 40-50 years give importance to the going for shopping as it feels better. This finding is similar to the findings of Carpenter (2006).

5.2.15 Retail Merchandize and Marital Status

Of the total sample of 1200 respondents, 770 were married and the remaining 430 were unmarried. There were considerable differences in the mean values of married and unmarried respondents with respect to the Retail Merchandize Dimensions. The t-values for the attributes were significant at the 0.05 level. Therefore, the marital status of the respondents significantly influences the attributes these consumers consider when evaluating Retail Merchandize dimensions. The unmarried shoppers give importance to the range of fashion goods while married shoppers give importance to prices with respect to competitors. This finding is in line with findings of (Jantan and Kamruddin, 1999).

5.2.16 Shopping Convenience and Marital status

There were considerable differences in the mean values of married and unmarried respondents with respect to the Shopping Convenience Dimensions. The t-values for the attributes were significant at the 0.05 level. Therefore, the marital status of the respondents significantly influences the attributes these consumers consider when evaluating Shopping Convenience dimensions. The unmarried shoppers give importance to store opening while married shoppers give importance to the payment facilities. This finding is in line with findings of (Jantan and Kamruddin, 1999).

5.2.17 Atmospherics and Marital Status

Assessing the influence of marital status on atmospherics dimension no considerable differences were found in the mean values of married and unmarried respondents with. The t-values for the attributes were not significant at the 0.05 level. Therefore, the marital status of the respondents does not significantly influences the attributes these consumers consider when evaluating atmospheric dimensions. This finding is contrary to the findings of (Carpenter and Moore, 2006).

5.2.18 Retail Communication and Marital status

Of the total sample of 1200 respondents, 770 were married and the remaining 430 were unmarried. There were no considerable differences in the mean values of
married and unmarried respondents with respect to the Retail Communication attribute. The t-values for the attributes were not significant at the 0.05 level. Therefore, the marital status of the respondents does not significantly influences the attributes these consumers consider when evaluating retail communication dimensions. This finding is contrary to the findings of (Carpenter and Moore, 2006)

5.2.19 Utilitarian Shopping Motive and Marital status

No considerable differences in the mean values of married and unmarried respondents were found with respect to the Utilitarian shopping motive dimension. The t-values for the attributes were not significant at the 0.05 level. In this study, therefore, the marital status of the respondents does not significantly influences the attributes these consumers consider when evaluating utilitarian shopping motive dimension. This finding is similar to finding of (Westbrook and Black, 1985)

5.2.20 Socialization Shopping Motive and Marital status

There were no considerable differences in the mean values of married and unmarried respondents with respect to the Socialization shopping motive dimension. The t-values for the attributes were not significant at the 0.05 level. In this study, therefore, the marital status of the respondents does not significantly influences the attributes these consumers consider when evaluating socialization shopping motive dimension. This finding is similar to finding of (Westbrook and Black, 1985)

5.2.21 Gratification Shopping Motive and Marital status

Of the total sample of 1200 respondents, 770 were married and the remaining 430 were unmarried. There were considerable differences in the mean values of married and unmarried respondents with respect to the gratification shopping motive dimensions. The t-values for the attributes were not significant at the 0.05 level. In this study, therefore, the marital status of the respondents does not significantly influences the attributes these consumers consider when evaluating gratification shopping motive dimensions. This finding is similar to finding of (Westbrook and Black, 1985)
5.2.22 Retail Merchandize and Income

Five income groups were identified and the respondents were classified as (A) less than Rs. 25000, (B) Rs. 25000-5000, (C) Rs. 50000-75000, (D) Rs. 75000-100000 and (E) greater than Rs. 100000 per month. One way ANOVA was used to determine differences based on Income. The F value was significant at 0.05 level for all the Retail Merchandize dimensions, which means that different income group are significantly different from one another concerning the importance of Retail Merchandise dimension. Findings indicate that less than 25000 income group place importance on prices with respect to competitors. 25000-50000 group placed importance on product variety, 50000-75000 group placed importance on the product quality, 75000-100000 group placed importance on the range of fashion goods and greater than 100000 group placed importance on all the five merchandize attributes. This finding is in line with findings of (Jantan and Kamruddin, 1999).

5.2.23 Shopping Convenience and Income

The income groups were identified were (A) less than Rs. 25000, (B) Rs. 25000-50000, (C) Rs. 50000-75000, (D) Rs. 75000-10000 and (E) greater than Rs. 100000 per month. To determine the differences on the Shopping Convenience dimension based on income group one way ANOVA was used. The F value was significant at 0.05 level for all the Shopping convenience dimensions, which means that different income group are significantly different from one another concerning the importance of Shopping Convenience dimension. Findings indicate that less than 25000, 50000-75000 and greater than 100000 income group place more importance on store opening hours. 25000-50000 and 75000-10000 group placed more importance on payment facility. This finding is in line with findings of (Jantan and Kamruddin, 1999).

5.2.24 Atmospherics and Income

The Classification based on income was (A) less than Rs. 25000, (B) Rs. 25000-50000, (C) Rs. 50000-75000, (D) Rs. 75000-10000 and (E) greater than Rs. 100000 per month. One way ANOVA was used to determine differences based on Income. The F value was not significant at 0.05 level for all the Atmospherics dimensions, which means that different income group consumers do not significantly differ from one
another concerning the importance of Atmospheric dimension. This finding is similar to finding of (Herstein and Yavetz, 2007)

5.2.25 Retail Communication and Income

To determine the differences based on Income on the Retail Communication dimension one way ANOVA was performed. The F value was not significant at 0.05 levels for all the Retail communication dimensions, which means that different income groups do not significantly differ from one another concerning the importance of Retail Communication dimension. This finding is similar to finding of (Herstein and Yavetz, 2007)

5.2.26 Utilitarian Shopping Motive and Income

Five income groups were identified and the respondents were classified as (A) less than Rs 25000, (B) Rs 25000-5000 (C) Rs. 50000-75000, (D) Rs. 75000-100000 and (E) greater than Rs 100000 per month. One way ANOVA was used to determine differences based on Income. The F value was not significant at 0.05 levels for all the Utilitarian shopping motive dimensions, which mean that different income group, do not significantly differ from one another concerning the importance of Utilitarian Shopping motive dimensions. This finding is in line with the findings of (Westbrook and Black, 1985)

5.2.27 Socialization Shopping Motive and Income

For the analytical purpose the sample was divided into five income groups. To find the Differences in the selection of various socialization dimension based on income one way ANOVA was run. The F value was not significant at 0.05 levels for the entire Socialization shopping motive dimensions, which means that different income group; do not significantly differ from one another concerning the importance of Socialization Shopping motive dimensions. This finding is in line with the findings of (Westbrook and Black, 1985)

5.2.28 Gratification shopping Motive and Income

Five income groups were identified and the respondents were classified as (A) less than Rs 25000, (B) Rs 25000-50000 (C) Rs. 50000-75000, (D) Rs. 75000-100000 and (E) greater than Rs 100000 per month. One way ANOVA was used to determine
differences based on Income. The F value was not significant at 0.05 levels for the entire Gratification shopping motive dimensions, which means that different income groups do not significantly differ from one another concerning the importance of Gratification Shopping motive dimensions. This finding is in line with the findings of (Westbrook and Black, 1985)

5.2.29 Retail Merchandise and Education

The respondents were classified into four groups: (A) High school, (B) Senior Secondary School, (C) graduation and (D) post graduation. One way ANOVA was used to determine differences based on Income. The F value was significant at 0.05 levels for all the Retail Merchandise dimensions, which mean that different educational qualification group significantly, differ from one another concerning the importance Retail merchandise dimensions. Findings revealed that high school group placed importance on quality of merchandise while all other groups placed importance on variety of merchandise present in the store. This finding is in line with findings of (Jantan and Kamruddin, 1999)

5.2.30 Shopping Convenience and Education

Based on Educational qualifications the respondents were classified into four groups: (A) High school, (B) Senior Secondary School, (C) graduation and (D) post graduation. One way ANOVA was used to determine differences based on Income. The F value was significant at 0.05 levels for all the Shopping Convenience dimensions, which mean that different educational qualification group significantly, differ from one another concerning the importance of Shopping Convenience dimensions. Findings revealed that high school group placed importance on store hours and payment facility, senior secondary school group placed more importance on payment facility, and graduation group placed more importance on store opening hours while post graduation group placed more importance on payment facility. This finding is in line with findings of (Jantan and Kamruddin, 1999)

5.2.31 Atmospherics and Education

On the basis of Educational Qualification the respondents were classified into four groups: (A) High school, (B) Senior Secondary School, (C) graduation and (D) post graduation. To determine the differences based on income one way ANOVA was run.
The F value was not significant at 0.05 level for all the Atmospherics dimensions, which mean that different educational qualification do not significantly differ from one another concerning the importance Atmospherics dimensions.

5.2.32 Retail Communication and Education

For the analytical purpose all the respondents were classified into four groups: (A) High school, (B) Senior Secondary School, (C) graduation and (D) post graduation. One way ANOVA was used to determine differences based on Education. The F value was not significant at 0.05 levels for all the Retail Communication dimensions, which mean that different educational qualification, do not significantly differ from one another concerning the importance Retail Communication dimensions.

5.2.33 Utilitarian Shopping Motive and Education

In order to assess differences on Utilitarian shopping dimension based on educational Qualification One way ANOVA was used. The F value was significant at 0.05 levels for all the Utilitarian Shopping motive dimensions, which mean that different educational qualification group differ significantly from one another. Findings revealed that high school group and senior secondary School group placed importance on value for money, while graduation and post graduation group placed more importance on finding the product that they need. This finding is in line with the findings of (Westbrook and Black, 1985)

5.2.34 Socialization Shopping Motive and Education

The respondents were classified into four categories: (A) High school, (B) Senior Secondary School, (C) graduation and (D) post graduation. One way ANOVA was used to determine differences based on Education. The F value was not significant at 0.05 levels for all the Socialization Shopping Motive dimensions, which means that consumers having different educational qualification do not significantly differ from one another concerning the importance Socialization shopping motive dimensions. This finding is in line with the findings of (Westbrook and Black, 1985)

5.2.35 Gratification Shopping Motive and Education

For the purpose of analysis all the respondents were classified into four groups: (A) High school, (B) Senior Secondary School, (C) graduation and (D) post graduation.
One way ANOVA was used to determine differences based on Education. The F value was significant at 0.05 levels for all the Gratification Shopping Motive dimensions, which mean that consumers having different educational qualification significantly differ from one another concerning the importance Gratification shopping motive dimensions.

5.2.36 Retail Merchandise and Frequency of Visits per Week

Three groups were identified on the basis of frequency of visit per week they were (A) once a week, (B) twice a week (C) thrice a week group. One way ANOVA was used to determine differences based on frequency of visit per week. The F value was not significant at 0.05 levels for all the Retail Merchandise dimensions, which means that different groups do not significantly differ from one another concerning the importance Of Retail Merchandise dimensions. This finding is in line with findings of (Jantan and Kamruddin, 1999)

5.2.37 Shopping Convenience and Frequency of Visits per Week

In order to study the influence of frequency of visits per week on shopping convenience dimension three groups were identified these include (A) once a week, (B) twice a week and (C) daily. One way ANOVA was used to determine differences based on frequency of visit per week. The F value was not significant at 0.05 levels for all the Shopping Convenience dimensions, which means that different groups do not significantly differ from one another concerning the importance Of Shopping Convenience dimensions. This finding is in line with findings of (Jantan and Kamruddin, 1999)

5.2.38 Atmospherics and Frequency of Visits per Week

For studying the atmospheric dimension Three on the basis of frequency of visit per week three groups were identified they were (A) Once a week (B) twice a week and (C) daily to determine differences based on frequency of visit per week . One way ANOVA was used. The F value was not significant at 0.05 levels for all the Atmospherics dimensions, which means that different groups do not significantly differ from one another concerning the importance Of Atmospherics dimensions. This finding is contrary to finding of (Atul, 2013)
5.2.39 Retail Communication and Frequency of Visits per Week

To assess the influence of frequency of visit per week on the retail communication dimension three groups were identified, they were (A) Once a week (B) twice a week and (C) daily group. One way ANOVA was used to determine differences based on frequency of visit per week. The F value was not significant at 0.05 levels for all the Retail Communication dimensions, which means that different groups do not significantly differ from one another concerning the importance of Retail Communication dimensions.

5.2.40 Utilitarian Shopping Motive Dimension and Frequency of Visits Per week

Three groups were identified on the basis of frequency of visit per week they (A) Once a week (B) twice a week and (C) daily group. One way ANOVA was used to determine differences based on frequency of visit per week. The F value was not significant at 0.05 level for all the Utilitarian Shopping motive dimensions, which means that different groups do not significantly differ from one another concerning the importance of Utilitarian shopping motive dimensions.

5.2.41 Socialization Shopping Motive and Frequency of Visits per Week

For the analytical purpose all the respondents were classified into three groups were (A) Once a week (B) twice a week and (C) daily group. One way ANOVA was used to determine differences based on frequency of visits per week. The F value was significant at 0.05 level for all the Socialization Shopping motive dimensions, which means that different groups significantly differ from one another concerning the importance of Socialization shopping motive dimensions. Findings revealed that shoppers who visit once a week placed more importance on all the socialization motive dimensions.

5.2.42 Gratification Shopping Motive Dimension and Frequency of Visits per week

Three groups were identified on the basis of frequency of visit per week they (A) Once a week (B) twice a week and (C) daily group. One way ANOVA was used to determine differences based on frequency of visit per week. The F value was not significant at 0.05 levels for all the Gratification Shopping motive dimensions, which
means that different groups do not significantly differ from one another concerning the importance of Gratification shopping motive dimensions.

5.2.43 Retail Merchandize and time spent during shopping per visit
For the analytical purpose all the respondents were classified into four groups: (A) less than 1hr (B) 1-3hrs and (C) greater than 3hr. One way ANOVA was used to determine differences based on time spent during shopping. The F value was significant at 0.05 levels for all the Retail Merchandize dimensions, which means that different groups significantly differ from one another concerning the importance of Retail Merchandize dimensions. Findings revealed that less than 1hr and 1-3 hours group placed more importance on variety of products than greater than 3hr group. This finding is in line with findings of (Jantan and Kamruddin, 1999)

5.2.44 Shopping Convenience and time spent during shopping per visit
In order to assess the influence of time spent during shopping per visit on shopping convenience dimensions the respondents were classified into four groups: (A) less than 1hr (B) 1-3hrs and (C) greater than 3hr group. To determine differences based on time spent during shopping per visit. One way ANOVA was used. The F value was significant at 0.05 levels for all the Shopping Convenience dimensions, which means that different groups significantly differ from one another concerning the importance of Shopping Convenience dimensions. Findings revealed that less than 1hr group placed more importance on store opening hours. 1-3 hrs groups placed more importance on store opening hours while greater than 3hr group placed more importance on location of store. This finding is in line with findings of (Jantan and Kamruddin, 1999)

5.2.45 Atmospherics and time spent during shopping per visit
Respondents were classified into four groups: (A) less than 1hr (B) 1-3hrs and (C) greater than 3hr group. One way ANOVA was used to determine differences based on time spent during shopping per visit. The F value was significant at 0.05 levels for all the Atmospherics dimensions, which means that different groups significantly differ from one another concerning the importance of Atmospheric dimensions. Findings revealed that less than 1hr group placed more importance on all the atmospherics dimensions.
5.2.46 Retail Communication and time spent during shopping per visit

For the analytical purpose all the respondents were classified into four groups: (A) less than 1hr (B) 1-3hrs and (C) greater than 3hr group. One way ANOVA was used to determine differences based on time spent during shopping per visit. The F value was not significant at 0.05 levels for all the Retail Communication dimensions, which means that different groups do not significantly differ from one another concerning the importance of Retail Communication dimensions.

5.2.47 Utilitarian Shopping motive and time spent during shopping per visit

For studying the influence of time spent during shopping per visit on Utilitarian Shopping motive all the respondents were classified into four groups: (A) less than 1hr (B) 1-3hrs and (C) greater than 3hr group. To determine differences based on time spent during shopping per visit one way ANOVA was used. The F value was not significant at 0.05 levels for all the Utilitarian shopping motive dimensions, which means that different groups do not significantly differ from one another concerning the importance of Utilitarian shopping motive dimensions.

5.2.48 Socialization and time spent during shopping per visit

One way ANOVA was used to determine differences based on time spent during shopping per visit. The F value was significant at 0.05 levels for all the Socialization dimensions, which means that different groups significantly differ from one another concerning the importance of Socialization dimensions. Findings revealed that less than 1hr group placed more importance on shopping with friends and family. Shoppers who visit store for 1-3hr and greater than 3 hr placed more importance on shopping for friends and family.

5.2.49 Gratification and time spent during shopping per visit

To determine differences based on time spent during shopping per visit one way ANOVA was used. The F value was significant at 0.05 levels for all the Gratification shopping motive dimensions, which means that different groups significantly differ from one another concerning the importance of Gratification shopping motive dimensions.
5.3 Impact of Store Image Attributes on Shopping Motives

5.3.1 Impact of Retail Merchandize on Utilitarian Shopping Motives

In order to assess the impact of retail merchandize on utilitarian shopping motive dimension regression analysis was performed. The analysis showed that there is no significant impact Retail Merchandizing dimension on the utilitarian shopping motive dimension. Further different Retail Merchandizing Strategies have no impact on the choices of shoppers who go to shop from utilitarian perspective.

5.3.2 Impact of Shopping Convenience on Utilitarian Shopping Motives

To assess the impact of Shopping Convenience on Utilitarian Shopping motives multiple regression analysis was performed. The result shows that there is significant impact of shopping convenience on Utilitarian shopping motive dimension. That is different shopping Convenience strategies have different impact on utilitarian shopping motive dimension.

5.3.3 Impact of Atmospherics on Utilitarian Shopping Motives

Multiple regression analysis was run to assess the impact of Atmospherics on Utilitarian Shopping Motive dimension. It was found that there is no significant impact on the Atmospherics dimension across Utilitarian shopping motive dimension. That is different atmospherics dimension have no impact on the choices of shoppers who go to shop from Utilitarian perspective.

5.3.4 Impact of Retail Communication on Utilitarian Shopping Motives

To assess the impact of Retail Communication on Utilitarian Shopping Motive dimension multiple regression analysis was run. It was found that there is a significant impact of Retail Communication dimension across Utilitarian shopping motive dimension. Further different Retail Communication strategies have an impact on the choices of shoppers who go shop from utilitarian perspective.

5.3.5 Impact of Retail Merchandize dimension on Socialization Shopping Motives

To analyze the impact of Retail merchandise on Socialization Shopping Motive dimension multiple regression analysis was run. No significant impact of retail merchandize dimension on socialization shopping motive was found. That is different
5.3.6 Impact of Shopping Convenience dimension on Socialization Shopping Motive

Multiple regression analysis was run to assess the impact of Shopping Convenience dimension on Socialization Shopping Motive dimension. It was found that there is no significant impact of shopping convenience on the socialization shopping motive. Further different Shopping Convenience strategies have no impact on the choices of shoppers who go to shop from socialization perspective.

5.3.7 Impact of Atmospherics dimension on Socialization shopping motive

In order to assess the impact of Atmospherics dimension on Socialization Shopping motive dimension Multiple Regression analysis was performed. It was found that there is no impact of Atmospherics dimension on Socialization shopping motive dimension. This means that different Atmospherics strategies have no impact on the shoppers who come to shop from Socialization perspective.

5.3.8 Impact of Retail Communication on Socialization Shopping Motive

To analyze the impact of Retail Communication dimension on Socialization Shopping motive dimension regression analysis was performed. No significant impact of Retail Communication dimension on Socialization Shopping motive was found. This means that different retail communication strategies have no impact on the shoppers who come to shop from socialization perspective.

5.3.9 Impact of Retail Merchandize on Gratification Shopping Motive

In order to assess the impact of retail merchandize dimension on gratification shopping motive dimension regression analysis was performed. It was found that retail merchandize dimension has significant impact on Gratification shopping motives. This means that different merchandizing strategies impact differently the shoppers who come to shop from gratification perspective.

5.3.10 Impact of Shopping Convenience on Gratification Shopping Motive

To find the impact of Shopping Convenience dimension on gratification shopping motive dimension regression analysis was performed. It was found that Shopping
Convenience dimension has significant impact on Gratification shopping motives. This means that different Shopping Convenience strategies impact differently the shoppers who come to shop from gratification perspective.

5.3.11 Impact of Atmospherics on Gratification Shopping Motive

For studying the impact of Atmospherics dimension on gratification shopping motive dimension regression analysis was performed. It was found that Atmospheric dimension has significant impact on Gratification shopping motives. This means that different Atmospheric strategies impact differently the shoppers who come to shop from gratification perspective.

5.3.12 Impact of Retail Communication on Gratification Shopping Motive

In order to assess the impact of Retail Communication dimension on gratification shopping motive dimension regression analysis was performed. It was found that Retail Communication dimension has a significant impact on Gratification shopping motives. This means that different Retail Communication strategies impact differently the shoppers who come to shop from gratification perspective.

5.4 Interactions between different shopping motives

5.4.1 Interaction between Utilitarian and Socialization Shopping Motive.

After running the correlation analysis to find the interaction between Utilitarian and Socialization Shopping motive it has been found that no Correlation exist between Utilitarian motive dimension and Socialization motive dimension.

5.4.2 Interaction between Socialization and Gratification Shopping Motive

After running the correlation analysis to find the interaction between Socialization and Gratification Shopping motive it has been found that there exist a significant correlation between Socialization dimension and Gratification motive dimension.

5.4.3 Interaction between Utilitarian and Gratification shopping motive

After running the correlation analysis to find the interaction between Utilitarian and Gratification Shopping motive it has been found that there exist a significant correlation between Socialization motive dimension and Gratification motive dimension.
5.5 Summary of the study

Retailing is one of the dynamic sectors in India and a major part of financial activity. The entrance of foreign retail groups in the Indian market has initiated important changes in the structure of Indian retailing. The formation of few powerful retail groups through merger and acquisitions, investment in technology and modern management techniques are included in these changes. These changes forced the Indian retailers to adapt with the new market situations in order to be more competitive. Delhi & NCR, Mumbai & Pune the area under investigation are considered to be major trade centres in India.

This study attempted to conceptualize and analyze the relationship between store image and consumer behaviour especially shopping motives. This research will focus on the role of store image with regard to consumer’s impression and patronage. Store image plays a significant role in influencing patronage.

The study was based on primary data and included a field research which was conducted in Delhi & NCR, Mumbai & Pune. A convenience sample of 1200 shoppers was used for data collection. Intercept survey method was used. The research questionnaires include 52 questions on store image attributes and shopping motives. The questionnaire also contained demographic and in shop timeline parameters. For the purpose of measurement a five point Likert scale was used.

For the statistical analysis of the primary data, descriptive study was used initially. Factor analysis, ANOVA, t tests, Correlation and Multiple regression analysis were employed.
5.6 Summary of findings

The analysis of the data and some of the hypothesis taken at the beginning of the research are listed below

Table 5-1 Summary of hypothesis testing

<table>
<thead>
<tr>
<th>H01</th>
<th>There is no significant difference on the dimension of Retail Merchandize across different Age groups</th>
<th>Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>H02</td>
<td>There is no significant difference on the dimension of Retail Merchandize across different Income groups</td>
<td>Rejected</td>
</tr>
<tr>
<td>H05</td>
<td>There is no significant difference on the dimension of Retail Merchandize across Marital status.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H07</td>
<td>There is no significant difference on the dimension of Shopping Convenience across different Income groups</td>
<td>Rejected</td>
</tr>
<tr>
<td>H015</td>
<td>: There is no significant difference on the dimension of Atmospherics across marital status</td>
<td>Rejected</td>
</tr>
<tr>
<td>H016</td>
<td>There is no significant difference on the dimension of Retail Communication across different Age groups.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H021</td>
<td>H021:- There is no significant difference on the dimension of Utilitarian Motive across different Age groups</td>
<td>Rejected</td>
</tr>
<tr>
<td>H022</td>
<td>There is no significant difference on the dimension of Utilitarian Motive across different Income groups.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H023</td>
<td>There is no significant difference on the dimension of Utilitarian Motive across different Educational Qualifications.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H029</td>
<td>There is no significant difference on the Socialization Dimension across Gender.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H030</td>
<td>There is no significant difference on the Socialization Dimension across Marital status.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H033</td>
<td>There is no significant difference on the Gratification Motive dimension across different Educational Qualifications</td>
<td>Rejected</td>
</tr>
<tr>
<td>H041</td>
<td>There is no significant difference on the dimension of Atmospherics across time spent during shopping per visit</td>
<td>Rejected</td>
</tr>
<tr>
<td>H043</td>
<td>There is no significant difference on the dimension of Retail Communication across Time spent during Shopping per visit</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

176
The main observations can be concluded as:

**Store Image Attributes:** The store image attributes which were highly identified were Quality of merchandize, Variety of merchandize, fashion goods and store opening hours. All other attributes were also considered as important.

**Retail Merchandise:** While shopping shoppers of younger age group place importance on quality of merchandize, unmarried shoppers give importance to range of fashion goods, married shoppers give importance to prices with respect to competitors. Less than 25000 income group place importance on prices with respect to competitors. 25000-50000 group placed importance on product variety, 50000-75000 group placed importance on the product quality, 75000-100000 group placed importance on the range of fashion goods and greater than 100000 group placed importance on all the five merchandize attributes. Based on educational qualification the findings were that high school group placed importance on quality of merchandize
while all other groups placed importance on variety of merchandize present in the store. On the basis of time spent during shopping per visit findings also revealed that less than 1hr and 1-3 hours group placed more importance on variety of products.

**Shopping Convenience:** it was found that less than 20 years age group gives more importance to ease of parking facilities, convenient payment facilities and convenient store hours, age group 20-30 years give importance to location of the store and store opening hours. Age group 30-40 years give more importance to store opening hours and payment facilities and age group 40-50 years give importance to store hours and checking out time. The unmarried shoppers give importance store opening while married shoppers give importance to the payment facilities. It is also found that that less than 25000, 50000-75000 and greater than 100000 income group place more importance on store opening hours .25000-50000and 75000-10000 group placed more importance on payment facility. High school group placed importance on store hours and payment facility, senior secondary school group placed more importance on payment facility, and graduation group placed more importance on store opening hours while post graduation group placed more importance on payment facility. Less than 1hr and 1-3 hrs groups placed more importance on store opening hours while greater than 3hr group placed more importance on location of store while shopping.

**Atmospherics:**

The study underlined the findings in terms of shopping activity by shoppers, in terms of the time spent by the shoppers during retail mall visits. It was found by the questionnaire that shoppers, who spend less than one hour per shopping visit, attribute all dimensions of atmospherics as a very important shopping attribute for their retail mall selection criteria.

**Shopping motives:**

**Utilitarian shopping motive:** Findings indicate that while shopping consumers of age group less than 20 years gives more importance to value for money. Age group 20-30 years gives importance to find the product that they need .Age group 30-40 years and 40-50 years give importance to the product that they need. On the basis of educational qualifications findings revealed that high school group and senior secondary School
group placed importance on value for money, while graduation and post graduation group placed more importance on finding the product that they need.

**Socialization shopping motive:** Findings revealed that shoppers who visit once a week placed more importance on all the socialization motive dimensions. On the basis of time spent during shopping per visit. Findings revealed that less than 1hr group placed more importance on shopping with friends and family. Shoppers who visit store for 1-3hr and greater than 3 hr placed more importance on shopping for friends and family.

**Gratification shopping motive:** Assessing the elements of gratification shopping motive it was found that less than 20 years age group gives more importance to have a break from daily routine and to forget about day to day anxiety. Age group 20-30 years and 30-40 years give importance to forget about day to day anxiety. Age groups 40-50 years give importance to the going for shopping as it feels better. Based on time spent during shopping per visit it was found that less than 1hr group placed more importance on forgetting day to day anxiety while 1-3hrs and greater than 3 hrs placed more importance on shopping to have a break from daily routine.

5.7 Impact of Store image attributes on Shopping Motives

The result shows that there is significant impact of shopping convenience on Utilitarian shopping motive dimension. That is different shopping Convenience strategies have different impact on utilitarian shopping motive dimension. different Retail Communication strategies have an impact on the choices of shoppers who go shop from utilitarian perspective. It was found that retail merchandize dimension has significant impact on Gratification shopping motives. This means that different merchandizing strategies impact differently the shoppers who come to shop from gratification perspective, different Shopping Convenience strategies impact differently the shoppers who come to shop from gratification perspective that different Retail Communication strategies impact differently the shoppers who come to shop from gratification perspective.
5.8 Interaction between different shopping motives

In order to develop a retail strategy correlation analysis was run to find whether there is any interaction between different shopping motives. Significant correlations were found between Utilitarian and Gratification shopping motives and also between Socialization and gratification shopping motives.

5.9 Managerial implications

Organized retail sector is growing rapidly and consumers are shifting to shop in organized retail stores. Thus understanding of shopping behaviour is a key to success for retailers. Retail marketers will have to understand the consumer behavioral dimensions that will help to tap the consumer in a better way

1) The store image attribute implication addresses towards addressing store image in the shopper mind creating a personality for the store. This store personality is an outcome of the functional and psychological attributes as evident from the study ranging from retail merchandize to gratification shopping motive. Towards detailing the store image attribute personality buildup retailer must focus their attention on the merchandize quality, variety, prices and range of fashion goods.

2) The second dimension towards store image attribute is the convenience to be created for shoppers assisting them in experiencing a convenient shopping activity. Attention of the retailer must be directed towards aspect for store location, parking facilities, convenient hours caring attitude of store personnel’s and a good product service and knowledge.

3) Retail managers must also address their attention to atmospherics elements in retail environment. These atmospherics dimensions as evident from the outcome of the study indicates neatness and comfortable environment affects the mood of the shoppers, pleasant smell lighting and music complement a mood lift in the retail shopper

4) Retail communication should form an important visibility enhancing dimension for retailers to communicate the need of the shoppers bringing them into the store.

5) The utilitarian shopping motive dimension results indicate the managerial implication that the time of retailer is given top priority. Retail managers must
restructure shopping services for retailers who are hard press for time and look for convenience in term of shopping time and duration.

6) The socialization result evident from the study have a direct Managerial implications in converting shopping activity into a socializing one to address the human needs of socializing and spending quality time with their family.

7) The outcome of the gratification motives directs the retailer perspective towards creating shopping as a stimulating, refreshing from and energizing activity from a mundane boring event.

Strategies need to be reformulated for converting retailer experience of shoppers around these shopping motives which are the outcome of the study and also depicted by findings of literature reviewed to address the construct of the study.

5.10 Directions for future Research

On the basis of extensive literature survey and also the insight gained during the course of the present study, the following recommendations can be made regarding future research directions:

1. The study was descriptive in nature and more research is needed to delineate the formation of store image. In the light of findings from this study future research should be carried out to confirm these findings.

2. The variables determining the store image included in this study were limited. Future research should consider other variables which includes the explanatory power of the findings.

3. The ability of the respondents to differentiate between very similar stores would be another interesting application of the store image management technique.

4. There is need for continued research in the area to keep track of the shifts occurring in the Retail industry in India. This is all the more necessary as the retail industry in its stages of infancy in India.

5. To gain deeper understanding, it is suggested that detailed researches need to be carried out focusing on each of the Retail store image attributes and shopping motive dimension identified during the course of the present study.
6. A replication of this study could be made to identify the change in perception from the perspective of store management. The change overtime will be meaningful for the management.

7. Further study should use a broader sampling method by using a more representative sample in terms of geography and demographics could achieve greater generalisibility.

8. Instead of focusing on the retail store image attributes and shopping motives dimensions future research must concentrate on the dimensions within those dimensions.

9. There is a need to carry out comparative studies that have been carried out in India and US.

10. Future research may perhaps improve upon the methodology adopted in the present study. It is hoped that this may lead to the improvement in the quality of responses which can probably bring newer findings.

5.11 Conclusions

The result of this study revealed that store image is dynamic and developed by a chain of influences. Store image is a vital component in retailing strategy influencing customers for patronage. The store image attributes considered important by customer were the quality, variety of merchandize, fashion goods and store opening hours. Also some of the other attributes deemed to be important were convenience of parking and location, ease of payment and knowledgeable and courteous sales personnel’s. The shopping motives considered important were, Shopping for value for money, Shopping for product that they need, Shopping to accomplish what they have planned, Shopping as the service is good, Shopping for all the needs at a time, Shopping for friends & family Shopping with friends and family, Shopping to have a break from daily routine Shopping to forget about day to day anxiety. Assessing the impact of store image attributes it was found that shopping convenience dimension has an impact on Utilitarian and gratification dimension. Also retail communication dimension had a significant impact on Utilitarian dimension. Positive correlation were found between utilitarian and gratification dimension. Further it was found that correlation exist between Socialization and gratification motive dimension.