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<th>S.No.</th>
<th>Author/s (Year)</th>
<th>Context and Objective of the Study</th>
<th>Research Methodology</th>
<th>Major Results/Findings</th>
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| 1     | Anderson (1971) | To develop a typology of consumers based upon their convenience orientation in the context of food consumption and ownership of consumer appliances and accessories. | **Sample:** Families living in sub-urban areas of metropolitan cities with population of 500,000 or more (Consumer panel of The National Family Opinion Inc.)  
**Sample Size:** 746  
**Data Collection:** Structured Questionnaire in which information pertaining to purchase of convenience food items and consumer appliances in the last seven days along with demography was elicited.  
**Research Tools:** Chi-Square, Hierarchical Cluster Analysis and Goodman and Kruskal’s Gamma Coefficient of Association | Results of the study indicated the following:  
(i) Consumers with higher convenience food orientation include families with four to five members in the early stage of family life cycle with oldest child age of 12 or younger. Household head in such families was well educated, of intermediate occupation (professional, technician, craftsman or foreman), between 25-40 years and earning an above average annual income (between USD 14,000-USD 18,000).  
(ii) In the context of convenience goods orientation, the findings of this study further showed that a typical sub urban family with high convenience orientation had four members, was in its intermediate family life cycle having preteen or teenage children. The household head as between 35-54 years in age, high in occupational status, and educational qualification and earns more than USD 14,000 annually.  
(iii) Gamma coefficient revealed a weak relationship (overall coefficient value = 0.091) between customers’ convenience food orientation and their convenience goods orientation. |
| 2     | Baker, Grewal and Parasuraman (1994) | To examine the mediating role of merchandise quality and service quality in the relationship between service environment and store image | A (2X2X2) experimental design was conducted in the context of gift store.  
**Sample:** Undergraduate students.  
**Sample Size:** 297  
**Data Collection:** Respondents were shown a video in which elements of store ambience, | The findings of this study indicated the following:  
(i) Store ambience and social environment has a significant influence on merchandise quality and service quality.  
(ii) Merchandise quality and service quality fully mediated the relationship between store ambience and store image; and social environment and store image.  
(iii) Store design had a significant positive impact on store image and it dies not influence merchandise quality and service quality. |
stor design, and social servicescape were manipulated. Based on the above video, respondents were asked to indicate their perception of merchandise quality, service quality, and store image in a structured questionnaire. Response were elicited on a seven point likert scale. Research Tools: ANOVA, ANCOVA, and Multiple Linear Regression

| 3 | Bellenger, Robertson and Greenberg (1977) | To explore the motives that affect customers’ store patronage behaviour. | The major findings of this study established convenience (store location, easy accessibility to store, and convenient store hours) as significant motive affecting customers’ store patronage behaviour. | Sample: Adult customers of a shopping centre.  
Sample Size: 500  
Data Collection: A structured questionnaire  
responses on their relative preference of various shopping centre attributes.  
Research Tool: Canonical Analysis |
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<td>4</td>
<td>Berry(1979)</td>
<td>To identify the major reasons behind time scarcity perceptions among consumers and its impact on their purchase behavior in the context of retail industry.</td>
<td>(i) The study identified increase in the number of working women and consumers’ desire for both mental and physical well being as the two principle causes behind emergence of “time buying” consumers. (ii) The above factors have led to the emergence of “time buying” consumers who tend to economize on time by engaging themselves in activities such as by purchasing ready to eat foods, buying in quantity, patronizing</td>
<td>Literature Review and author's observations</td>
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<td>No.</td>
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| 5   | Bitner (1992) | To examine the impact of service environment (servicescape) on employees and customers | Literature Review | (i) The author proposed three dimensions of service environment (servicescape) viz. ambience, space/function, and signs/symbols and artefacts.  
  (ii) Customers’/employees’ perception of the above dimensions of servicescape will shape their cognitive, affective and physiological response.  
  (iii) The above relationship between perceived servicescape and customer/employee response is moderated by personality and situational factors.  
  (iv) Customers’ response to perceived servicescape leads to approach/avoidance behaviour. |
| 6   | Brown (1989) | To examine the dimensionality of customer convenience in the context of services marketing. | Literature Review and author’s observations | The study proposes five dimensions of customer convenience viz. time, acquisition, place, use and execution. |
| 7   | Cardozo (1965) | To study the effect of customer effort on their expectations and satisfaction with a product. | Sample: University students  
Sample Size: 107  
Data Collection: A (2X2) experimental design was conducted in which the amount of information provided by a retailer (customer expectations) along with the perceived effort were manipulated. Based on the above the respondents were asked to indicate their |
<p>|     |             |                 |             | The results indicated that the information provided by a retailer (proxy of customers’ expectations) has a significant influence on the amount of effort they exert while purchasing product from a retailer. The above effort exerted by customers impacts their level of satisfaction with the product quality and their overall shopping experience. |</p>
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<th>ID</th>
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<td>8</td>
<td>Chang and Liu (2009)</td>
<td>To examine the impact of Brand Attitude and Brand image on Brand Equity and subsequent relationship of brand equity with brand preference and purchase intentions in the context of mobile services, ADSL service and banking service</td>
<td>Research Tools: ANCOVA</td>
<td>(i) Brand Attitude has a significant positive impact on brand image; (ii) Brand Attitude has a significant positive impact on Brand Equity; (iii) Brand Image has a significant positive impact on Brand Equity; (iv) Brand Equity has a significant positive impact on Brand Preference; and (v) Brand Preference has a significant positive impact on Purchase Intention</td>
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<td>9</td>
<td>Copeland (1923)</td>
<td>To develop a classification of consumer goods</td>
<td>Own Observation</td>
<td>Consumer Goods were classified into (i) Convenience Goods, (ii) Shopping Goods, &amp; (iii) Speciality Goods</td>
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<td>10</td>
<td>Folkes Koletsky and Graham (1987)</td>
<td>To examine the impact of Attribution and Affect on behavioural response of customers to product failure in the context of airlines industry</td>
<td>Research Tool: Path Analytic Method</td>
<td>(i) Airline’s control over failure, Importance of product success, and Stability of product failure had a significant positive impact on Customer’s anger at firm; (ii) the customer’s anger at firm had a significant positive impact on their desire to complain and their intention to repurchase product.</td>
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<td>11</td>
<td>Farquhar and Rowley (2009)</td>
<td>To critique the existing conceptualisations and models of service convenience</td>
<td>Literature Review</td>
<td>The authors suggested following propositions to be examined by future researchers in the context of services: (i) To employ a firm’s resources that empower customers in the co-production of service convenience; (ii) To identify customers’ superordinate goals affecting customers’ perception of service convenience; (iii) To re-examine the multi-dimensionality of service convenience; (iv) To investigate the customers’ perceived difference between convenience and inconvenience; and (v) To identify the factors affecting customers’ perception of difference in convenience and inconvenience.</td>
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<td>12</td>
<td>Gerht and Yale (1993)</td>
<td>To identify the dimensions of customer convenience and to examine the relationship between customer convenience and customer satisfaction</td>
<td>Sample: household heads Sample Size: 20 Data Collection: The respondents were asked to report their thoughts about convenience episodes over a period of three weeks in a pocket notebook Research Tool: Content Analysis</td>
<td>(i) Results of the main study revealed that majority of convenience episodes were mostly concerned with effort (n=188) followed by time (n=145) and space (n=105). (ii) Time related episodes were mainly concerned with ability of the respondents to (a) do multitasking; (b) do things quickly; (c) postpone something for a later time and his/her necessity to wait. The space related episodes were mainly related to minimizing overall shopping time and/or location proximity. The effort related episodes mainly dealt with whether a procedure was cumbersome, ability of the respondent to minimize mess, cash to be carried and handiness of the product packaging. (iii) Majority of the respondents perceived the outcome of convenience episodes as satisfactory across the three convenience dimensions.</td>
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<td>13</td>
<td>Huff (1964)</td>
<td>To determine the trading area of a retail store</td>
<td>Literature review and own observations</td>
<td>The likelihood of a customer visiting a retail store is directly proportional to its store size and inversely proportional to the time a customer takes to travel to the store.</td>
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<td>Page</td>
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<td>Research Design</td>
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<td>14</td>
<td>Hui and Tse (1996)</td>
<td>To examine the impact of wait information (no info/waiting time/queue related) on their response to waiting (perceived waiting time, wait acceptability, affective response and service evaluation) in the context of education service</td>
<td>Sample: College students Sample Size: 109 Data Collection: Structured Questionnaire on a seven point likert scale Research Tool: SEM</td>
<td>Wait Acceptability and Affective response played a mediating role in the relationship between waiting information and service evaluation. Waiting time information had a greater impact than queue related information in case of intermediate duration whereas small impact in case of long duration.</td>
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<td>15</td>
<td>Keller (1993)</td>
<td>To developed a conceptual framework that examined the inter-relationships between the components of brand knowledge</td>
<td>Literature Review</td>
<td>(i) The author posited brand knowledge as a function of brand awareness and brand image. (ii) Brand awareness is composed of two components i.e. brand recall and brand recognition. (iii) Brand image consists of the type, favourability, strength and uniqueness of brand associations in the memory of the consumers. (iv) Three types of brand associations include attributes of product/service, benefits obtained by the consumers from product/service, and brand attitude of the consumers. (v) Two types of product/service related attributes were posited i.e. product related attributes (ingredients of product/service necessary to satisfy consumer needs) and non-product related attributes (pricing policy, promotion and distribution channels). (vi) Three types of benefits were sought by the consumers from a product/service. These were functional benefits, experiential benefits and symbolic benefits. And (vii) Brand attitude referred to the salient beliefs of consumers</td>
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<td>Authors and Year</td>
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<td>Relevant Findings</td>
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<td>16</td>
<td>Kelly (1958)</td>
<td>To identify the various forms of customer convenience in the context of goods</td>
<td>Own Observation</td>
<td>Ten forms of customer convenience were identified viz. (i) form, (ii) time, (iii) place, (iv) quantity/unit, (v) packaging, (vi) readiness, (vii) combination, (viii) automatic operations, (ix) selection and (x) credit.</td>
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<td>17</td>
<td>Kotler (1973)</td>
<td>To develop a systematic exposition of atmosphere on customers' purchase behaviour</td>
<td>Literature Review</td>
<td>The authors posited that: (i) The main sensory channels if atmosphere are sight, sound, odour, and touch. (ii) Atmosphere acts as a major marketing tool in cases where: (a) there is simultaneous production and consumption of product; (b) design options are available to seller; (iii) hypercompetitive marketplace; and (d) perceived difference in the product/service quality offered by competitive firms is small. (iii) Firms can use atmosphere as (a) attention creating medium; (b) message creating medium; and (c) affect creating medium to differentiate itself from competitors, communicate its value proposition, and influencing customers to buy products/services.</td>
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<td>18</td>
<td>Legnick-Hall (1986)</td>
<td>To explore the customer contribution towards competitive quality of a service system.</td>
<td>Literature Review</td>
<td>The authors proposed the following hypotheses in this regard: (i) Firms should improve its customer resources and forge an effective alliance between firm and customer resources. (ii) Firms should focus on enhancing customers’ ability as co-producers and increasing their motivation towards co-production. (iii) Firms need to direct their external communications towards creating product/service differentiation, augmenting product/service reputation, and enhancing product/service image. (iv) Firm’s activities should emphasize on building trust,</td>
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developing interdependence, sharing information, and initiating friendly and mutually beneficial customer–firm relationship.

(v) Firms should provide unambiguous communications to customers, accentuate meeting customers’ needs, offer realistic previews, concentrate on service quality dimensions important for customers, and ensure that actual service use is in sync with intended service use leading to customer satisfaction.

(vi) Efforts should be made by a firm to establish direct communication between customers and service personnel to improve the quality of production process and outcomes.

(vii) Perceived service quality interacts with customers’ service experience and overtime shapes customers’ expectations.

(viii) High perceived quality along with strong firm–customer relationship leads to customers’ motivation to change after a purchase.

(ix) The level of customer satisfaction has a positive effect on customers’ motivation to change post product/service use.

| Newman and Staelin (1971) | (i) To examine the factors affecting the consumer purchase decision of car vis-à-vis consumer appliance; (ii) To examine the difference in decision time taken by a consumer to purchase a car vis-a-vis consumer appliance | Sample: Adult households which had purchased at least one product of interest. **Sample Size:** 652  
**Data Collection:** Interview of the respondents  
**Research Tools:** Automatic Interaction Detector (AID) analysis; Multiple Classification Analysis (MCA) (i) Preliminary analysis of the interview revealed 36 factors affecting customer’s purchase decision of product of interest. These include household characteristics and types of product purchase satisfaction with old product and information search behaviour. (ii) Results of AID Analysis indicated presence of six categories of customers depending upon their purchase decision making time viz. short time seekers (1-2 weeks), few weeks (3 weeks to 2 months), few months (2-6 months), a year or more, and not ascertained. (iii) Major findings from Multiple Classification Analysis suggested the following: (a) an interaction between satisfaction with old product and purchasing experience; (b) Dissatisfied...
| 20 | Richins (1983) | To study the impact of severity of customer dissatisfaction, customers’ tendency to blame the service provider post dissatisfaction and perceived retailer responsiveness on their tendency to spread negative word of mouth. | **Sample:** Adult customers of a department store  
**Sample Size:** 201  
**Data Collection:** A structured questionnaire was administered in the context of clothing and home appliance categories. The items to measure the relevant constructs were developed.  
**Research Tools:** Two way ANOVA | The results indicated that customers who perceive high severity of dissatisfaction, blame the firm for dissatisfaction, and perceive low level of retailer responsiveness are more likely to spread negative word of mouth than vice versa. |
| 21 | Rhoades and Eisenbarg (2002) | To identify the factors affecting and consequences of perceived organisational support for its employees. | **Literature Review and Meta-analysis** | The majors factors affecting employees’ organisational support identified were fairness, supervisor support, organisational reward and job conditions, and employee characteristics. The consequences of perceived organisational support are organisational commitment, job related affect, job involvement, performance, strains and withdrawal behaviour. The authors posited that employees who receive fair treatment, supervisor’s |
support, favourable rewards and job conditions are more likely to exhibit job involvement, display job related affect, enhance his/her performance, show less strains and withdrawal behaviours and vice versa.

| 22 | Sinha, Banerjee and Uniyal (2002) | To explore the primary reasons behind customers’ store choice behaviour. | **Sample:** Customers of various retail stores.  
**Sample Size:** 247  
**Data Collection:** A structured questionnaire was administered to elicit responses pertaining to factors that affect customers’ store choice behaviour on a Likert scale.  
**Research Tool:** Multinomial Logit Analysis | The major results indicated that convenience (store location, store operating hours and parking facility) were significant reasons behaving customers’ store choice behaviour especially in the context of food and grocery retailing. |
|---|---|---|---|---|
| 23 | Siu and Cheung (2001) | To identify the dimensions of service quality and to study their impact on overall service quality, intentions to shop and intentions to recommend. | **Sample:** Existing customers of a department store.  
**Sample Size:** 200  
**Data Collection:** A structured questionnaire was developed in which items to measure the various dimensions were developed by the authors. Responses were elicited on a seven point Likert scale.  
**Research Tools:** Principle | Personal interactions (employee responsiveness) has a significant positive impact on customers’ perceived overall service quality, their intentions to purchase, and their intentions to recommend the retail store. |
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<th>Sample</th>
<th>Research Tools</th>
<th>Findings</th>
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Sample Size: 76  
Data Collection: Respondents were intercepted thrice: once before their shopping trip, during their shopping trip and after their shopping trip. At each occasion, they were asked to respond to a structured questionnaire containing items to measure the relevant constructs.  
Research Tools: Hierarchical Regression | The findings of this study suggested that customers’ perception of store atmosphere (ambience, information rate, and layout) has a positive direct effect on their level of satisfaction and purchase behaviour, as well as indirectly through enhancement of their mood. |
| 25   | Stroeber and Weinberg (1980) | To investigate the difference between working wives and non-working wives with respect to purchase of consumer durables | Literature Review and authors' observations | (i) Working wives are less likely to save time than their non-working counterparts at the given level of income and family life cycle; (ii) Working Wives are more likely to purchase time saving consumer durables than non-working wives. |
| 26   | Vargo and Lusch (2004) | To investigate the evolution of marketing literature from a goods centered perspective to service dominant perspective | Literature Review | The authors proposed following eight Foundational Premises (FP):  
FP1: Application of Specialized Skills and Knowledge is the fundamental unit of exchange.  
FP2: Indirect exchange masks the fundamental unit of exchange.  
FP3: Goods are distribution mechanism for service provision. |
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<th>FP4: Knowledge is the fundamental source of competitive advantage.</th>
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<td>FP5: All economies are service economies.</td>
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<td>FP6: The customer is always a co-producer.</td>
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<td>FP7: A firm can only make value proposition.</td>
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<td>FP8: A service centered view is customer oriented and relational.</td>
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</table>
| 27 | Yi and Gong (2008) | To identify the antecedents and consequences of customer citizenship behaviour and customer badness behaviour in the context of entertainment (sports related) services | Sample: Customers of a sports centre  
Sample Size: 97  
Data Collection: Structured Questionnaire on a seven point Likert scale  
Research Tools: SEM |
|   | i) Based on literature review, the authors identified negative affect of customers, perceived justice as antecedents of customer badness behavior whereas, customer commitment and perceived justice as antecedents of customer citizenship behaviour. ii) Perceived service quality was identified as the outcome of both the above behaviors. iii) SEM Results indicated (a) a significant positive impact of both customer commitment and perceived justice on customer citizenship behaviour; (b) a significant positive impact of negative affect on customer badness behaviour; and (c) a significant positive impact of customer citizenship behaviour on perceived serviced quality |
ANNEXURE 2

STRUCTURED QUESTIONNAIRE

Dear Sir/Ma’am,

We are conducting a study to understand your perception about the services offered by your grocery store and its impact on your attitude towards the retailer and its employees. In this regard, I shall be thankful to you if you spend few minutes in filling up the following questionnaire. Please be assured that information provided by you will be kept confidential and will be used only for academic purpose.

Thanks and Regards,

Vaiibhav Shekhar

Doctoral Candidate (Icfai University, Dehradun)

PART A: Demographic Profile (Please tick the appropriate box)

Gender: 1 Male
        2 Female

Age: 1 Less than 20 years
      2 20-30 years
      3 30-40 years
      4 40-50 years
      5 50-60 years
      6 Above 60 years
Occupation:  
1. Student  
2. Business  
3. Salaried (Private sector)  
4. Salaried (Public sector)  
5. Homemaker  
   Others: ____________________. (Please Specify)

Marital Status:  
1. Single  
2. Married

If, Married, Occupation of your spouse (husband or wife, as applicable):

1. Business  
2. Salaried (Private sector)  
3. Salaried (Public sector)  
4. Homemaker  
   Others: ____________________. (Please Specify)

Annual Family Income (in rupees):

1. Less than 3 lacs  
2. 3 lakhs – 5 Lacs  
3. 5.01 Lacs – 7 Lacs  
4. 7.01 lacs – 9Lacs  
5. Above 9 lacs

In a month, amount of money your family/household normally spends on buying food and grocery products (for example rice, dal, spices, oil, sugar, tea, snacks, soap, detergent, shampoo, toothpaste, deodorant etc.)

1. Less than Rs.1, 500  
2. Rs. 1,500 – 3,000  
3. Rs. 3,001 – 4,500  
4. Rs. 4,501 – 6,000  
5. Rs. 6,001- 7,500  
6. Above Rs. 7,500
Name the store from which you buy most of food and grocery products:

_____________________________

(This store will now be referred to as your “Main Store”)

You purchase food and grocery products from your “Main Store” mainly because of:

For how long you are buying food and grocery products from your “Main Store”?

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<td>Less than 1 year</td>
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<td>More than 3 years</td>
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PART B

Based on your shopping experience with the “Main Store”, please rate your perception about the following statements on a seven point scale ranging from 1 to 7. Here 1 implies “strongly disagree” and 7 implies “strongly agree”.

1. It makes sense to purchase from my main store, instead of any other store, even if both offer same product and services.

   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

2. Even if other stores have same features (products, brands, location, prices, customer service etc.), I would prefer to purchase from my main store.

   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

3. If another store is not different from my store, it still seems better to make purchases from my main store.

   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

4. My main store is a pleasant place to shop

   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

5. Whenever, I shop at my main store, the atmosphere bothers me.

   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
6. The atmosphere is my main store is attractive.

   Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

7. The products kept in my main store are well organised.

   Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

8. The layout of my main store is appropriate.

   Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

9. The colour scheme used in my main store is pleasing.

   Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

10. My main store provides information (about products, brands, services, policies, discounts etc.) in variety of ways.

    Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

11. The information provided by my main store helps me clarify issues related to products, brands, store policies, services etc.

    Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

12. My main store provides timely information about products, brands, store policies, services etc.

    Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

13. I do not find the information provided by my main store (about products, brands, store policies, services etc.) to be highly useful

    Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

14. The employees at my main store give me prompt service.

    Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

15. The employees at my main store are always willing to help me.

    Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree

16. The employees at my main store give individual attention to customers.

    Strongly Disagree  1  2  3  4  5  6  7  Strongly Agree
PART C

Based on your response to the above statements with the “Main Store”, please rate your perception about the following statements on a seven point scale ranging from 1 to 7. Here 1 implies “strongly disagree” and 7 implies “strongly agree”:

1. I can easily determine prior to shopping whether my main store offers what I need.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

2. Deciding to shop at my main store was quick and easy.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

3. I can quickly determine before I decide to shop whether my main store offers what I need.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

4. My main store offers convenience parking facility.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

5. My main store offers convenience location.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

6. My main store offers convenient operating hours.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

7. I am able to get to my main store quickly.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

8. The products I want from my main store can be located quickly.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

9. It is not easy to find products I am looking for in my main store.
   Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

10. I can easily get advice about the products/services offered by my main store.
    Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

11. It is easy to evaluate/compare products at my main store.
    Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

12. My main store makes it easy for me to conclude my transaction at the cash counter.
    Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
13. It takes little time to pay for my purchase at my main store at the cash counter.

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*

14. My main store offers convenient payment facility (e.g. cash, credit/debit card etc.).

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*

15. It is easy to return/exchange products at my main store.

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*


   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*

17. My main store quickly resolves any after purchase problems I experience.

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*

**PART D**

*Based on your response to the above statements, kindly indicate your level of agreement on the below statements on a seven point scale ranging from 1 to 7, where 1 indicates “Strongly Disagree” and 7 indicates “Strongly Agree”.*

1. I am satisfied with my shopping at my store compared to other stores.

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*

2. My shopping experience at my store has always been pleasant.

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*

3. Overall, I am not satisfied with my shopping experience at my store.

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*

4. I say positive things about my main store to other people.

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*

5. I encourage friends and relatives to shop at my main store.

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*

6. I refer my main store to others who seek my advice.

   *Strongly Disagree*  1  2  3  4  5  6  7  *Strongly Agree*
7. I help in keeping my main store clean.
   *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

8. I cooperate with the store employees of my main store to make their job easier.
   *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

9. I observe rules and policies of my main store.
   *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

10. I treat the employees of my main store with kindness and respect.
    *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

11. I make suggestions to my main store on how to improve its services.
    *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

12. Whenever I experience a problem at my main store, I inform my store employees even if it does not affect me.
    *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

13. If an employee at my store gives me good service, I let my main store management know it.
    *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

14. If a price/bill is incorrect to my advantage, I will inform the employee at the cash counter at my main store.
    *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

15. I will help other customers in case he/she is unable to locate a product in my main store.
    *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

16. I will help other customers in case he/she wants to avail the products/service provided by my main store.
    *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*

17. I will assist fellow customers in case he/she wants to know how to use a product/service provided by my main store.
    *Strongly Disagree* 1 2 3 4 5 6 7 *Strongly Agree*