Chapter-2 Review of Literature

This chapter talks about literature survey. Part one deals with store image attributes. Part two deals with the shopping motivations. It covers in detail a discussion on store image attributes and shopping motivations.

2.1 Store image attributes

Store image is complex in nature. It is one of the reasons why about as many definitions of store image as scholarly publications can be cited. Early scholars, such as Martineau (1958), described store image as a store's personality and the way in which the store is defined in the shoppers' mind, partly by its functional qualities and psychological attributes. Minshall (1994) recognized the cognitive and affective dimensions of store image. Another perspective is that store image is a set of attitudes based on the evaluation of those store attributes deemed important by consumers (James, Durand & Dreeves, 1976). Ditcher (1985, p.75) followed a more holistic/gestalt approach stating that store image is "the total impression an entity makes on the minds of others". Store image definitions have some communalities, in that they include tangible and intangible aspects of perceptual processes together with cognitive and affective dimensions that contribute to (and vary in importance in their contribution to) the formation of store image.

2.1.1 Retail Merchandise

Kunkel and Berry (1968) found that the factors deemed to be important for shoppers when they come to shop in retail stores were price, quality and assortment of merchandise, fashion of merchandise, sales personels, advertizing, location convenience and other convenience factors, services, sales promotion, advertizing, store atmosphere and reputation on adjustment.

Skinner (1969) identified basic consumer motive in selecting supermarkets. His study revealed six variables friendliness of staff, assortment, cleanliness, parking, fast checkouts and ease of shopping.
Jolson and Spath (1973) found that price/value relationship, store specialization, quality of merchandise, salesclerk service, and location were the factors considered most important in the selection of eight stores at a local shopping center.

Lindquist (1974) concluded that the most important image factors were found to be merchandize dimensions consisting of selection, quality, pricing and fashion and style.

Doyle and Fenwick (1974) distinguished only five elements: product, price, assortment, styling and location.

Hansen and Deutscher (1977) based on their work primarily on store image dimension identified by Lindquist (1974) examined the importance of different attributes in two different retail sectors, grocery and department stores. The most important attribute is the dependability on the product.

Arnold (1977) conducted extensive store choice surveys and they proposed that differences exist across sectors and that some variances exist within sectors. The primary attributes identified in all sectors were location, price and assortment and the secondary attributes were quality, service value and sales promotion.

Vaughn and Hansotia (1977) opined that merchandise and convenience seem to be the two underlying dimensions which consistently appear every time. Merchandise quality, merchandise variety, atmosphere of shopping area, availability of sale items and ease of shopping comparisons are all component parts of this underlying dimension.

Bearden (1977) identified seven salient store characteristics that influence consumer patronage decisions concerning where to shop. Those attributes are price, quality of merchandise, selection, atmosphere, location, parking and sales people.

Bellenger et al. (1977) found that some consumers placed the greatest value on convenience and economic attributes including convenience to home, accessibility, and the presence of services such as banks and restaurants. Others however, emphasized recreational attributes including atmosphere, fashionability, variety of stores and merchandise.
Schiffman et al. (1977) used convenience of store location, best price and/or deals, guarantee/warranty policies, salesmen's expertise, and variety of merchandise as image attributes for their research. Respondents were asked to rate the degree of importance for each attribute. Findings indicated that specialty customers rated the expertise of the salesmen and the assortment of brands and models as important. Department store customers, on the other hand, were more concerned with store location and warranty policies. Among these, product-related considerations (e.g. assortment, quality and price) appeared to be the most critical dimensions.

Arnold and Tigert (1978) in their study "A comparative analysis of determinant attributes' in retail store selection set up an objective to identify determinants attributes in retail store selection". They found out that location and price appeared determinant in food store selection while value for money assortment and quality were determinant in the selection of fashion clothing stores.

Pessemier (1980) found that department store customers were more concerned with quality of merchandise, ease of the shopping process, and post-transaction satisfaction. However, grocery store shoppers were concerned with merchandise mix and cleanliness of the store.

Lumpkin and Greenberg (1985) conducted the study on the importance of attributes for elderly customers: the objective of the study was to identify store attributes which elderly shoppers seek when buying apparel and to assess the relative importance of these attributes. The five most influential attributes are related to quality/price relationship and finding satisfactory products.

Fahey (1990) found that consumers have a number of enduring perceptions or images in their evaluation of retail outlets; he said that retail stores provide the environment; merchandize and services that they feel reflect the store image as well as the consumers self image. He found that consumers tend to shop in store that has images consistent with their self image.

Ghosh (1990) introduced eight elements: location; merchandize; store atmosphere; customer services; price; advertising; personal selling; sales incentive programs.
Shim and Kotsiopoulos (1992) stated that store attributes are criteria important to consumers in deciding where to shop. Attributes may include merchandise and service dimensions (e.g., quality, assortment, return policy, delivery) which retailers use to satisfy their target consumers.

Malls with a variety of store assortments are likely to be more favored than malls with less store assortment. Again, shoppers look for ease and convenience in shopping. Patronizing a mall with a greater store assortment is likely to satisfy shoppers’ needs more so than malls with lower store assortment. This is essentially the cross-category assortment. Finally, malls with higher levels of within-category assortment are likely to be more favored than malls with lower levels of within-category assortment. This means that within a certain type of store (i.e. shoe stores, jewelry stores, electronic stores), malls that offer a variety are likely to be perceived more favorably than malls that do not offer such variety. This is because shoppers who go to a mall to buy, say a piece of jewelry, are more likely to find what they are looking for, if the mall houses a variety of jewelry stores than if it houses only one jewelry store. Again, there is sufficient evidence that cross- and within-category assortment in malls influence shoppers behavioral responses (cited (Balazs, 1995), (Brown, 1992), (Nicholls et al., 20 and [Yavas, 2001]).

Baker, Grewal and Parasuraman (1994) in their study “the influence of store environment on quality inferences and store image examined how combination of specific elements in the retail store environment influence consumer inferences about merchandize and service quality and discussed the extent to which these mediate the influence of store environment on store image, they found that ambient and social elements in the store environment provide cues that consumer use for their quality inference. The store environment, merchandize quality, and service quality were found to be determinants of store image.

Burns and Warren (1995) found that consumers travel beyond their local shopping area to other shopping centers in order to access a wider selection of products than that available locally, and this satisfied ‘a need for uniqueness’

Finn and Louviere (1996) demonstrated that the perceived shopping center image, especially such components as good service, wide selection, and lower prices,
accounted for a significant proportion of the variance in center patronage which is measured by share of choice and the aggregate level of consideration.

Arnold (1997) propped that differences exist across sectors and that some differences exist across sectors and differences exist within sectors. The primary attributes which seemed to be important were location, price and assortment. The secondary factors were quality, service, value and sales promotion.

Bodkin and Lord (1997) concluded that the most important reasons for selecting malls were convenience, presence of a specific store in the mall, services and prices.

Kim and Kang (1997) identified seven factors influencing the patronage of malls, strip malls, power centers and factory outlets, only lower prices, easy product return and convenience – a factor comprising trading hours – were regarded as important by patrons of all four retail formats.

Shim and Eastlick (1998) defined mall shopping attitude as the shopper’s attitude towards a variety of dimensions including location, variety of stores, parking, mall employee behaviour, price, quality, customer service, promotional activities, ambience, mall amenities, food and refreshments and safety. They suggest that mall patrons’ attitudes to malls can be assessed by shoppers’ cognitive belief about the importance and their effective evaluation of those attributes. After an extensive review of store and shopping-center patronage literature, 12 shopping mall attributes were chosen to evaluate the importance mall patrons place on them. They correspond to the most common attributes measured in past patronage research: price, variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere / ambience, location, refreshments available and safety.

Thompson and Chen (1998) found that retail store image had been shown to play an important role in store patronage. They explored the link between perceived store image and the personal value which underlie behavioral choices. The Hedonic values of “enjoyment and happiness” and “quality of life” were found to be the values most sought by consumers in association with store image. The price, quality and reputation were found to be the most important attributes.
A recent study by Erdem et al. (1999) yielded three store attributes – status, merchandise, and price. They found that status was the most important store attributes.

Birstwistle (2001) in his study “Customer and Company perspective of store positioning: A study of UK specialist men’s wear fashion sector explores the key issues of consumer and retailer’s perspective of store positioning and how consumer perceive this image. The important attributes identified were product quality, customer service and store environment.

Farhangmehr, Marques and Silva (2001) expressed hypermarket as a symbol of modernization. They opined that it not only changed the traditional retailing structure but also the consumption behaviour of people. Their results showed that, for consumers, the hypermarket is the preferred type of retail store, due to convenience and low prices.

McGoldrick (2002) found that shopping mall image is a multidimensional concept consisting of features which are summarized into two categories: firstly tangible of functional attributes which are related to its physical features; and secondly the intangible attributes which represent its atmospherics’ qualities. Also, shopping mall image is the set of functional qualities as perceived by shopper (e.g., convenience, parking facilities and service quality) as well as an aura of psychological attributes.

LeHew, Burgess and Wesley (2002) in their study “Expanding the Loyalty Concept to Include Preference for a Shopping Mall”, investigated the feasibility of customer loyalty towards an enclosed mall. The purpose of their research was to determine if a loyal group exists and if so, investigate their assessment of mall characteristics to provide a better understanding of those attributes influencing a loyal response. The findings clearly stated that price, store personnel and store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

Koo (2003) proposed seven components: store atmosphere; location; convenient facilities; value; employee services (EMS); after sale services (AFS); merchandising.

Paulin and Geisfeld, (2003) examined consumers perception of retail store attributes to determine their effect on store preference. Four variables were found to effect store
preference using forward stepwise logistic regression, they were type of clothing desired in the stock, outside store appearance, shopping hours and advertising. Significance of the effect of store attributes on store preference varied by store type.

Riskhotso, (2003) in his study “personal characteristics, perception of store image and store choice of black female clothing shoppers found out that most of the store image attributes were considered to be important. Physical facilities, post purchase satisfaction, merchandize and promotion were ranked as very important.

Malls perceived to have stores with acceptable prices are likely to be favored by shoppers than malls with stores having unacceptable prices. Similarly, malls that engage in promotions to offer shoppers more store bargains are favored than malls that do not engage in such promotions. Much evidence exists supporting the effect of prices and promotion on shoppers’ behavioral responses [Leo and Philippe, 2002], [Parsons, 2003], [Yavas, 2001] and [Yavas, 2003]).

Lee (2003) in his study “the impact of store attributes on consumer shopping behaviour” A study of grocery stores attempted to examine consumer behaviour in grocery sector. They found that hypermarket is the most preferred among the four retail markets. Product and price was found to have the most impact in determining the behaviour of shoppers.”

Tan and Thang (2003) in their study named linking consumer perception to preference of retail store: an empirical assessment of the multi attributes of store image focused on how consumer perception of attributes of store image affects the preference of stores. The most important attribute found out while choosing a store included store atmosphere, in store service, accessibility, reputation, promotion, facilities and post transaction services. The regression analysis identified the following attributes as significantly influencing consumer preference, merchandizing, accessibility, reputation, in store service and atmosphere.

Sinha and Banerjee (2004) in their study titled “Deciding Where to Buy” examined the store choice behaviour of shoppers from buyer characteristics. The results revealed that shoppers gave prominence to proximity of the store, merchandise and service. While food (grocery) stores are chosen more on the basis of their proximity and long term association, with merchandise and service contributing secondarily to
enhance utility, consumer durables stores are chosen based on merchandise and personal referrals, with ambience affecting their choice slightly. Stores dealing in apparel, books and music are chosen purely on ambience.

Yoo and Chang (2005) in their study “An Exploratory research on store image attributes affecting its store loyalty found out that store image attributes affecting store loyalty depends upon store type. They found out that in department store, atmosphere, location, shopping facility and sales personnel service affects store loyalty. In discount stores advertising, quality of merchandize, credit service and store atmosphere have significant affect on store loyalty.

Perumal (2005) in her study “a study on store image attributes and loyalty behaviour investigated the relationship between store image and store loyalty behaviour for supermarket stores. The study also determined the major attributes namely “Store convenience, Conducive environment, Value- Price, Employee service and product assortment.

Anik and Vouk (2005) in their study “Exploring the relationship between store patronage motives and purchase outcome for major shopping trips in Croatian Grocery Retailing examined the importance of store patronage motives for major shopping variables and also explored how they are associated with purchasing outcomes and retailers performance. Six patronage motive factors were produced. Shopping convenience was the most important factor for generating store traffic and prices for enhancing monthly level sales.

Carpenter (2006) in his study “Demographics and patronage motives of supercentre shoppers in united states provided with a general understanding of super centre shopping behaviour in the USA. The identified demographics group who frequent supercentres and examined patronage motives as drivers of supercentre shopping behaviour. Pricing, product assortment and customer service are important factors in determining patronage of store formats, supercentre shoppers identify low prices and range of product assortment as the primary reason for the patronage of the format.

Rajaguru and Matanda (2006) in their paper titled “Consumer Perception of Store and Product Attributes and its Effect on Customer Loyalty within the Indian Retail Sector”, studied consumers’ perception of store and product attributes and customer
loyalty in Indian context. Store attributes are assessed in the dimensions of store appearance, service quality and convenience of store. Product attributes dimensions investigated include product quality, price and availability of new products. In their study, customer loyalty was considered as repeated purchasing behaviour of consumer towards a store. The results suggested that except product price, other store and product attributes have positive effects on customer loyalty. Store attributes such as service quality and convenience of store and product attributes such as product quality, price and availability of new products, show significance towards customer loyalty.

Visser, Preez and Noordwyk (2006) in their study “importance of apparel store image attributes: perception of female consumers, conducted a qualitative research which focused on identifying those store image attributes which are perceived as important by female customers. They found that merchandize and clientele were perceived as most important dimensions while selecting a store for shopping.

Carpenter and Moore (2006) set up an objective to provide a general understanding of grocery consumer’s retail format choice of US market place. They identified store attributes like price, competitiveness, product selection and atmosphere as drivers of format choice.

Lather and Kaur (2006) in their paper titled “It’s All at The Mall: Exploring Present Shopping Experiences”, studied various malls and established the relationship between the shopper’s behaviour and various attributes / indicators of stores in malls. They observed that most of the customers do not look at the pricing alone. They are looking for a sense of belongingness, a brand of quality and innovation they can trust. Small retailers no longer remain the primary source for the basic monthly shopping basket. The consumer normally gets better prices, quality selection and convenience for these purchases at organized retail chains and shopping malls. Their results also suggested that if proper window displays and other proper methods of presentation of merchandising are done, the retailers are able to attract more shoppers. They established that in the past few years, there has been a significant shift in India from individual retail outlets, owned separately and managed distinctively, to professionally managed retail stores. Their findings also supported the positive effect
of location on store traffic and sales. They established that the most preferred retail outlets are multi–brand outlets and exclusive outlets.

Ahmed, Ghingold and Dahari (2007) in their study “Malaysian Shopping Mall Behaviour: An Exploratory Study”, assessed international consumer behavior in regards to shopping malls in a non–western country, specifically, Malaysia. A survey of Malaysian university students was conducted to assess the mall–directed shopping habits and shopping orientations of young adults in that country. A total of 132 usable surveys were obtained from five university campuses in the Klang Valley region of Malaysia. The findings revealed that the Malaysian students were motivated to visit malls primarily by the interior design of the mall; products that interested them; opportunities for socializing with friends; and convenient one–stop shopping. Further analysis showed that younger respondents have more favourable dispositions or shopping orientations towards malls than somewhat older respondents. Post–secondary students in the Klang Valley of Malaysia were frequent and long–staying visitors to shopping malls, typically visiting six stores per 2.5 hrs mall visit. And, more than one-third of respondents visited three or more different shopping malls during the previous 30 days. Generally, the observed Malaysian shopping behavior was similar to that observed of western shoppers in prior shopping studies.

Giraldi, Spinelli and Carpomar (2007) compared the theoretical and empirical dimensions of a retail store image. This was a quantitative study and the data collected was analyzed by means of factor analysis in order to identify the underlying factors to retail store image. Nine store image dimensions that emerged were: quality, price, after sales service, advertizing, clientele, assortment, convenience, atmosphere and service.

Kainth and Joshi (2008) in their study “The Perception of Customers and Retailers towards Malls in Jalandhar – A Supply Chain Perspective”, attempted to examine in depth the customers and retailers satisfaction towards malls of Jalandhar in Punjab, India. Their results showed that the quality is the most preferred attribute of customer while shopping at a mall. Replacement guarantee, cash discount and free gifts are the most effective incentive schemes which the retailers are using for attracting the customers to their shops in the malls.
Rathod and Patel (2008) in their study “An Empirical Study on Customers Choice Criteria to Select Exclusive and Multi-Brand Outlets”, attempted to know the importance of different criteria for the selection of retail outlets amongst the customers. They found that availability of variety has been given highest importance by customers, second priority has been given to service quality and third most important criteria is convenient location.

Sonnesburg and Erasmus (2008) conducted an exploratory study which described the role of extrinsic cues relating to retailers image and store brand in young urban consumers choice of interior textile products. The store image attributes which were found significant were: atmosphere, price and quality perceptions, product selection and value added services as extrinsic cues.

Alhemoud (2008) in their study named shopping behaviour of supermarket consumer in Kuwait attempted to explore the determinant attribute that influence the patronage decisions of supermarket consumers in Kuwait. Based on the descriptive analysis of the data collected via accidental sampling procedure fourteen store image attribute were identified, these attributes were factor analyzed generating four image dimension labeled Merchandize, Personnel Accessibility and Promotion. Stepwise regression analysis showed that merchandize image was the most salient in determining the frequency of supermarket shopping.

Vyer (2008) in his study “the importance of store image dimensions in apparel retail: Customer management and perceptions set up an objective to expand the existing body of knowledge on retail store image and the female apparel consumer with special reference to the perceived importance of Retail store image dimensions. He found that atmosphere, merchandize and service were rated as important dimensions.

Theodoridis and Chatzipanagiotou (2009) in their study “Store image attributes and customer satisfaction across different customer profile within supermarket sector in Greece found out that four out of the six considered store image attributes appeared to be significant determinant of customer satisfaction. They found out that four specific type of buyers namely the typical, the unstable, the social and the occasional were identified. They examined for the degree of invariance between the four groups and
they found that only pricing and product related attributes were equally significant in all four groups.

Ghosh (2010) in his study “Customer expectations of store attributes”: A study of Organized Retail outlets in India attempted to address issues related to store attributes and their relevance in the store selection process. Eleven attributes were identified and factor analysis yielded three attributes, they are: convenience and merchandize mix, store atmospherics and services.

Gundala (2010) in his study, “Retail store Image: A study of Cyprus clothing industry” identified store attributes and evaluated the strength and importance of influence of each attribute on consumer purchasing decision. It also examined the impact of various demographic variables on consumer evaluation of various store image attributes. The findings were price was the most important attribute followed by fashion and style. Gender has not shown any significance. Age showed some significance and finally occupation showed some level of significance.

Chang and Luan (2010) in their study, “Chinese consumer’s perception of hypermarket store image” set up a purpose to find out store image attributes valued by Chinese consumer in Beijing. They found that there were 18 important attributes in building a hypermarket retailer’s store image in China. The consumers were concerned with retailer’s reputation and services than with price. In terms of store Image dimensions they concluded that store atmosphere is most important followed by service and Merchandize.

Haiyan (2011) in his study Chinese consumers store image formation and its impact on patronage behaviour examined the perception of store image among Chinese consumers. The important attributes identified were Merchandize and Service.

Khraim, Khraim, Kaidah and Qureshi (2011) in their study named Jordanian consumers evaluation of Retail store attributes: the influence of consumer religiosity tried to understand the influence of consumer religiosity on Jordanian consumer evaluation of retail store attributes the findings reveals that the most important factors for selecting a store had been merchandise.
Verma and Madan (2011) in their study “factor analyzing the store image attributes to identify key components of store image set up an objective to identify key store image attributes that affect perceived image of apparel stores. The five factors extracted through factor analysis are stores product and operational quality, store overall visual appeal, customer convenience, perceived price, post satisfaction and stores promotional effectiveness.

Shyamala and Ravilochanan (2011) in their study consumer buying behaviour in organized retail business with reference to FMCG sector set an objective to analyze buyer behaviour in different retail outlets and also aimed to identify factors that influence the buyer behaviour of the customers. They found that consumer look for billing support, good shopping facilities, availability of multibrands and facility for replacing defective goods.

Jhamb and Kiran (2012) in their study “emerging retail formats and its attributes: An insight into convenient shopping tried to understand the improvement in retail sector in India. They found that consumer prefer modern retail formats due to its significant attributes like improved quality, variety of brands and assortment of Merchandise and store attributes like parking facility, trained sales personnel and complete security.

Wel, Hussin, Omar and Nor (2012) in their study named important determinants of consumer retail selection decision in Malaysia found out that consumer retail choice is influenced by many factors such as store personnel and physical characteristic of the store, advertising by the store, store convenience and merchandise selection, store location, peer influence, product quality and variety and services offered by the store.

Badhopadhyaya and Sengupta (2013) in their study “impact of organized food retail on consumer buying behaviour in India” set up an objective to understand the criteria which consumer perceive as important in the choice of store for buying grocery and fresh food items. They concluded that customer prefer buying both grocery and fresh food items from local retailers. Quality, availability and convenience were found to be important factors considered while shopping.

The factors deemed to be important for shoppers when they come to shop in retail stores were price, quality, assortment and fashion of merchandise. The basic consumer motive in selecting supermarket is assortment. While shopping at a local...
shopping centre price/value relationship and quality of merchandize were found to be important determinants. The most important image factor was merchandize dimension consisting of selection, quality, pricing and fashion & style. While shopping in two different retail sectors, grocery and department store the most important attribute found was dependability on the product. Some authors proposed that differences exist across sectors and some variances exist within sectors. The primary attribute identified were price and assortment. Price, quality and selection of merchandize were considered as salient store characteristics that influence consumer patronage decisions. In a study on department stores consumer product related considerations (assortment, quality and price) appeared to be the most critical dimensions. In another study price appeared determinant in food store selection while assortment and quality were determinant in selection of fashion clothing stores. Grocery stores shoppers were concerned with merchandize mix while shopping. When buying apparel elderly shopper seeked quality/price relationship and satisfactory products. The most important store image attribute for selecting malls were prices. In a study of UK mens wear fashion sector the most important element found was product quality. The type of clothing desired in the stock was found to effect store preference.

2.1.2 Convenience

Martineau (1958) suggested that consumer perceive retail stores to have personalities and that these are created from a combination of store layout and architecture: symbols and colours; advertising and sales personnel.

Kunkel and Berry (1968) found that the factors deemed to be important for shoppers when they come to shop in retail were price, quality and assortment of merchandize, fashion of merchandize, sales personels, advertizing, location convenience and other convenience factors, services, sales promotion, advertizing, store atmosphere, reputation on adjustment.

Skinner (1969) identified basic consumer motive in selecting supermarkets. His study revealed six variables friendliness of staff, assortment, cleanliness, parking, fast checkouts and ease of shopping.
Jolson and Spath (1973) found that price/value relationship, store specialization, quality of merchandise, salesclerk service, and location were the factors considered most important in the selection of eight stores at a local shopping center.

Arnold (1977) conducted extensive store choice surveys and they proposed that differences exist across sectors and that some variances exist within sectors. The primary attributes identified in all sectors were location, price and assortment and the secondary attributes were quality, service value and sales promotion.

Bearden (1977) in his study “Determinant attributes of store patronage: downtown versus outlying shopping centre found out that store atmosphere, location, parking and friendliness of sales people are critical aspects of department store that affect downtown patronage decisions for the store considered and in the geographical area described.

Vaughn and Hansotia (1977) opined that merchandise and convenience seem to be the two underlying dimensions which consistently appear every time. Merchandise quality, merchandise variety, atmosphere of shopping area, availability of sale items and ease of shopping comparisons are all component parts of this underlying dimension.

Bellenger et al. (1977) found that some consumers placed the greatest value on convenience and economic attributes including convenience to home, accessibility, and the presence of services such as banks and restaurants. Others however, emphasized recreational attributes including atmosphere, fashion ability, variety of stores and merchandise.

Schiffman et al. (1977) used convenience of store location, best price and/or deals, guarantee/warranty policies, salesmen's expertise, and variety of merchandise as image attributes for their research. Respondents were asked to rate the degree of importance for each attribute. Findings indicated that specialty customers rated the expertise of the salesmen and the assortment of brands and models as important. Department store customers, on the other hand, were more concerned with store location and warranty policies. Among these, product-related considerations (e.g. assortment, quality and price) appeared to be the most critical dimensions.
McCarthy (1980) attempted to include transport mode / travel attributes in studying the role of the qualitative characteristics that influence the choice in shopping destination. Using the factor analytical technique, five sets of qualitative generalized attributes were generated. These generalized attributes include trip convenience, trip comfort, trip safety, shopping area attraction and shopping area mobility. He found that these generalized attributes, which were obtained from attitudinal information, are significant in an individual's choice of shopping area.

Pessemier (1980) found that department store customers were more concerned with quality of merchandise, ease of the shopping process, and post-transaction satisfaction. However, grocery store shoppers were concerned with merchandise mix and cleanliness of the store.

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Van der Waerden and Borgers (1994) found empirical evidence of a strong relation between the location of the chosen parking lot and the location of visited stores. The probability for customers to visit stores in the surrounding of the chosen parking is higher than visiting stores located at some distance.

Burns and Warren (1995) opined that since the store mix and product offerings of many regional shopping malls are very similar, often the primary discriminator between many of these centers is merely location. Making the choice to shop at a regional shopping mall other than the one nearest to one's place of residence, therefore, does not appear to be a logical choice in many instances. Such behaviour, however, appears to be relatively common. It would appear; therefore that regional shopping mall choice may not always be based solely on the offerings and location of the available shopping alternatives.

Kaufman (1996) in his study titled “A New Look at One Stop Shopping: A Times Model Approach to Matching Store Hours and Shopping Schedules” found that one stop shopping is the most important of the shopping needs and can be satisfied in one shopping centre all at one time.

Finn and Louviere (1996) demonstrated that the perceived shopping center image, especially such components as good service, wide selection, and lower prices, accounted for a significant proportion of the variance in center patronage which is measured by share of choice and the aggregate level of consideration.

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Kim and Kang (1997) identified seven factors influencing the patronage of malls, strip malls, power centers and factory outlets, only lower prices, easy product return and convenience – a factor comprising trading hours – were regarded as important by patrons of all four retail formats.

Marjanen (1997) found that visitors of supermarkets and department stores consider parking as one of the most important store-choice variables.
Bodkin and Lord (1997) concluded that the most important reasons for selecting malls were convenience, presence of a specific store in the mall, services and prices.

Benedict et al. (1998) opined that because of the increasing time pressure they face, many consumers are becoming more concerned about the efficiency of their shopping patterns. Retailers have recognized this trend and have improved shopping convenience by offering greater variety in product categories and making it easier for consumers to combine visits to multiple stores. The authors observed that the tendency of consumers to combine purchases differs from category to category and depends on category availability. In general, consumers combine considerably fewer purchases than could be expected if their shopping trip planning was based purely on travel cost minimization.

Shim and Eastlick (1998) defined mall shopping attitude as the shopper’s attitude towards a variety of dimensions including location, variety of stores, parking, mall employee behaviour, price, quality, customer service, promotional activities, ambience, mall amenities, food and refreshments and safety. They suggest that mall patrons’ attitudes to malls can be assessed by shoppers’ cognitive belief about the importance and their effective evaluation of those attributes. After an extensive review of store and shopping-center patronage literature, 12 shopping mall attributes were chosen to evaluate the importance mall patrons place on them. They correspond to the most common attributes measured in past patronage research: price, variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere / ambience, location, refreshments available and safety.

Waerden, Borgers and Timmermans (1998) discussed the effects of changing the parking situation in the surrounding of shopping centers on consumers store choice behaviour. The consumers’ choice of supermarkets is influenced by store characteristics and also by parking lot characteristics. The probability of choosing a parking lot decreases with an increasing size, suggesting that customers want to avoid long walking distances.

Moye (1998) in his study “Relationship between age, store Image attributes, shopping orientations and approach avoidance behaviour of elderly Apparel consumer set up an objective to determine the relationship between store attributes and approach
avoidance behaviour of elderly apparel consumers. The results revealed that elderly consumer preferred to shop in department stores and mass merchandizers for clothing. These consumers reported that they would spend more time and money in retail stores that offered credit, discounts for those 65 and over and liberal return policies. MANOVA revealed significant difference between two age groups and they placed importance on quality products, store reputation and well known brands.

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A recent study by Erdem et al. (1999) yielded three store attributes – status, merchandise, and price. They found that status was the most important store attributes.

Jantan and Kamruddin (1999) in their study “store image and store choice decision: an investigation of consumer shopping behaviour in Malaysia”, examined the factors that are salient to store image in determining the choice of retail outlets. They found that location merchandise, price and service emerged as the salient attributes to determine store patronage.

Terblanche (1999) studied the impact of four dimensions on shopping centre patronage, namely, functional, recreational, socializing, and convenience. He found that recreation appears to be the major benefit pursued by shoppers that patronize a super regional shopping centre.

Farhangmehr, Marques and Silva (2001) expressed hypermarket as a symbol of modernization. They opined that it not only changed the traditional retailing structure
but also the consumption behaviour of people. Their results showed that, for consumers, the hypermarket is the preferred type of retail store, due to convenience and low prices.

Birstwistle (2001) in his study “Customer and Company perspective of store positioning: A study of UK specialist men’s wear fashion sector explores the key issues of consumer and retailer’s perspective of store positioning and how consumer perceive this image. The important attributes identified were product quality, customer service and store environment.

Koo (2003) proposes seven components: store atmosphere; location; convenient facilities; value; employee services (EMS); after sale services (AFS); merchandising.

Paulin and Geisfeld (2003) examined consumer’s perception of retail store attributes to determine their effect on store preference. Four variables were found to effect store preference using forward stepwise logistic regression, they were type of clothing desired in the stock, outside store appearance, shopping hours and advertising. Significance of the effect of store attributes on store preference varied by store type.

Riskhotso (2003) in his study “personal characteristics, perception of store image and store choice of black female clothing shoppers found out that most of the store image attributes were considered to be important were Physical facilities, post purchase satisfaction, merchandize and promotion were ranked as very important.

Tan and Thang (2003) in their study named linking consumer perception to preference of retail store: an empirical assessment of the multi attributes of store image focused on how consumer perception of attributes of store image affects the preference of stores. The most important attribute found out while choosing a store included store atmosphere, in store service, accessibility, reputation, promotion, facilities and post transaction services. The regression analysis identified the following attributes as significantly influencing consumer preference, merchandizing, accessibility, reputation, in store service and atmosphere.

Ailawadi and Keller (2004) stated in their research that location of a hypermarket / store and the distance that a customer must travel to shop, these are the basic criteria in store decisions. A convenient location is one of the most important attributes that
puts a retail store into the customers' consideration set. Once it's in the consideration set, other factors like price, image, and service and product assortment determine whether a consumer will actually shop at the store.

Yoo and Chang (2005) in their study “An Exploratory research on store image attributes affecting its store loyalty found out that store image attributes affecting store loyalty depends upon store type. They found out that in department store, atmosphere, location, shopping facility and sales personnel service affects store loyalty. In discount stores advertising, quality of merchandize, credit service and store atmosphere have significant affect on store loyalty.

Kaul (2005) made a study on which store attributes applied to self-image of consumers and their impact on in store satisfaction and patronage intentions and he further observed that a store having modern equipment good and clean physical facilities and case in transactions would be able to yield satisfaction and patronage intention.

Perumal (2005) in her study “a study on store image attributes and loyalty behaviour investigated the relationship between store image and store loyalty behaviour for supermarket stores. The study also determined the major attributes namely “Store convenience, Conducive environment, Value- Price, Employee service and product assortment.

Anik and Vouk (2005) in their study “Exploring the relationship between store patronage motives and purchase outcome for major shopping trips in Croatian Grocery Retailing examined the importance of store patronage motives for major shopping and also explored how they are associated with purchasing outcomes and retailers performance. Six patronage motive factors were produced. Shopping convenience was the most important factor for generating store traffic and prices for enhancing monthly level sales.

Carpenter (2006) in his study “Demographics and patronage motives of supercentre shoppers in united states provided with a general understanding of super centre shopping behaviour in the USA. The identified demographics group who frequent supercentres and examined patronage motives as drivers of supercentre shopping behaviour. Pricing, product assortment and customer service are important factors in
determining patronage of store formats, supercentre shoppers identify low prices and range of product assortment as the primary reason for the patronage of the format.

Aldy (2007) in his study, “Shopping Mall attractiveness a segmentation approach” aimed to determine the attractiveness factors of UAE shopping malls from the shoppers perspective and then segmented shopper according to attractiveness factors. The study revealed six mall attractiveness factors: comfort, entertainment, diversity, mall essence, convenience and luxury. They also arrived at three mall shopper segments “relaxed shoppers, demanding shoppers and pragmatic shoppers.

Giraldi, Spinelli, Carpomar (2007) compared the theoretical and empirical dimensions of a retail store image. This was a quantitative study and the data collected was analyzed by means of factor analysis in order to identify the underlying factors to retail store image. Nine store image dimensions that emerged were: Quality, Price, after sales service, advertising, Clientele, assortment, convenience, atmosphere and service.

Moutinho and Hutchison (2007) used factor multinomial logistic regression and Cluster analysis and used combination of both to provide the predictive model of store patronage behaviour for consumers in Cardiff, Wales. They found out that the main discriminators while selecting a supermarket are home service, car parking, cafeterias, transport provided by the store, parent and baby facilities, help at parking check outs and value for money.

Sonnesburg and Erasmus (2008) conducted an exploratory study which described the role of extrinsic cues relating to retailers image and store brand in young urban consumers choice of interior textile products. The store image attributes which were found significant were: atmosphere, price and quality perceptions product selection and value added services as extrinsic cues.

Vyer (2008) in his study “the importance of store image dimensions in apparel retail : Customer management and perceptions set up an objective to expand the existing body of knowledge on retail store image and the female apparel consumer with special reference to the perceived importance of retail store image dimensions. He found that atmosphere, merchandize and service were rated as important dimensions.
Sandhya and Mohamed (2009) in their study on shopping habits influence of store attribute on apparel store patronage intention explored the shopping habits and the influence of store attributes on the patronage behaviour of apparel shoppers. Factor analysis of 13 store attributes resulted in three latent dimensions labeled Service dimension, store image dimension and convenience dimension.

Ghosh (2010) in his study “Customer expectations of store attributes: A study of Organized Retail outlets in India attempted to address issues related to store attributes and their relevance in the store selection process. Eleven attributes were identified and factor analysis yielded three attributes, they are: convenience and merchandize mix, store atmospherics and services.

Chang and Luan (2010) in their study, “Chinese consumer’s perception of hypermarket store image” set up a purpose to find out store image attributes valued by Chinese consumer in Beijing. They found that there were 18 important attributes in building a hypermarket retailer’s store image in China. The consumers were concerned with retailer’s reputation and services than with price. In terms of store Image dimensions they concluded that store atmosphere is most important followed by service and Merchandize.

Haiyan (2011) in his study Chinese consumers store image formation and its impact on patronage behaviour examined the perception of store image among Chinese consumers. The important attributes identified were Merchandize and Service.

Wang and Ha (2011) in their study titled “Store attributes influencing relationship marketing: a study of department stores” examined store attributes as the signal for the process of customer- retailer relationship building in the context of department store operation in the USA. Six store attributes relevant to department store environments were found: post-transaction service, direct mail, interpersonal communication, merchandise, preferential treatment, and store atmosphere. Four store attributes (direct mail, interpersonal communication, merchandise, and preferential treatment) involve perceived relationship investment, while one store attribute dimension (store atmosphere) directly contributes to perceived relationship quality. Perceived relationship investment positively influences perceived relationship quality, which in turn influences behavioral and attitudinal loyalty intentions. The mediating
effects of perceived relationship quality on the perceived relationship investment-loyalty intention links were confirmed.

Verma and Madan (2011) in their study factor analyzing the store image attributes to identify key components of store image set up an objective to identify key store image attributes that affect perceived image of apparel stores. The five factors extracted through factor analysis are stores product and operational quality, store overall visual appeal, customer convenience, perceived price, post satisfaction and stores promotional effectiveness.

Shyamala and Ravilochanan (2011) in their study consumer buying behaviour in organized retail business with reference to FMCG sector set an objective to analyze buyer behaviour in different retail outlets and also aimed to identify factors that influence the buyer behaviour of the customers. They found that consumer look for billing support, good shopping facilities, availability of multibrands and facility for replacing defective goods.

Jhamb and Kiran (2012) in their study “emerging retail formats and its attributes: An insight into convenient shopping tried to understand the improvement in retail sector in India. They found that consumer prefer modern retail formats due to its significant attributes like improved quality, variety of brands and assortment of Merchandize and store attributes like parking facility, trained sales personnel and complete security.

Wel, Hussin, Omar and Nor (2012) in their study named important determinants of consumer retail selection decision in Malaysia found out that consumer retail choice is influenced by many factors such as store personnel and physical characteristic of the store, advertising by the store, store convenience and merchandize selection, store location, peer influence, product quality and variety and services offered by the store.

Badhopedhyaya and Sengupta (2013) in their study Impact of organized food retail on consumer buying behaviour in India set up an objective to understand the criteria which consumer perceive as important in the choice of store for buying grocery and fresh food items. They concluded that customer prefer buying both grocery and fresh food items from local retailers. Quality, availability and convenience were found to be important factors considered while shopping.
The factors deemed to be important for shoppers when they come to shop in retail stores were sales personnel, location convenience other convenience factors and services. The basic consumer motive in selecting supermarkets as identified from the studies surveyed were friendliness of staff, fast checkouts and ease of shopping. While shopping at a local shopping centre sales clerk service and location were the factor considered as most important. In an extensive store choice survey the primary attribute identified were location and secondary attribute identified were service. Location, parking, friendliness of sales people were critical aspects of department stores that affects downtown patronage decisions. In a study specialty customers rated the expertise of salesmen as important. Department store customers were more concerned with store location, ease of shopping process and post transaction satisfaction. Visitors of supermarket and department stores consider parking as one of the important store choice variable. The most important factors while selecting malls included convenience and service. In a study of UK specialist menswear fashion sector the key attributes of store image was customer service. Store opening hours were another important factor identified while shopping. In a study of black female clothing shoppers the most important store image attribute considered was post purchase satisfaction. The consumer store choice was highly dependent on store personnel, convenience of reaching the store and services offered by the store. Store image attributes affecting store loyalty depends upon store type. The main discriminators while selecting a supermarket were home service, car parking, transport provided by the store and help at parking checkouts.

2.1.3 Atmospherics

Martineau (1958) suggested that consumer perceive retail stores to have personalities and that these are created from a combination of store layout and architecture: symbols and colours; advertising and sales personnel.

Kunkel and Berry (1968) found that the factors deemed to be important for shoppers when they come to shop in retail store were price, quality and assortment of merchandize, fashion of merchandize, sales personels, advertizing, location convenience and other convenience factors, services, sales promotion, advertizing, store atmosphere, reputation on adjustment.
Mehrabian and Russell (1974) noted that the response that store atmosphere elicits from consumers, varies along three dimensions of pleasantness, arousal and dominance.

Bearden (1977) in his study “Determinant attributes of store patronage: downtown versus outlying shopping centre found out that store atmosphere, location, parking and friendliness of sales people are critical aspects of department store that affect downtown patronage decisions for the store considered and in the geographical area described.

Vaughn and Hansotia (1977) opined that merchandise and convenience seem to be the two underlying dimensions which consistently appear every time. Merchandise quality, merchandise variety, atmosphere of shopping area, availability of sale items and ease of shopping comparisons are all component parts of this underlying dimension.

Bellenger et al. (1977) found that some consumers placed the greatest value on convenience and economic attributes including convenience to home, accessibility, and the presence of services such as banks and restaurants. Others however, emphasized recreational attributes including atmosphere, fashion ability, variety of stores and merchandise.

Pessemier (1980) found that department store customers were more concerned with quality of merchandise, ease of the shopping process, and post-transaction satisfaction. However, grocery store shoppers were concerned with merchandise mix and cleanliness of the store.

Ghosh (1990) introduced eight elements: location; Merchandize; store atmosphere; customer services; price; advertising; personal selling; sales incentive programs.

Schwartz (1992) found that climate influences consumer behaviour at least as much as age, income or any other demographic characteristic.

Baker, Grewal and Parasuraman (1994) in their study “the influence of store environment on quality inferences and store image examined how combination of specific elements in the retail store environment influence consumer inferences about
merchandize and service quality and discussed the extent to which these mediate the influence of store environment on store image, they found that ambient and social elements in the store environment provide cues that consumer use for their quality inference. The store environment, merchandize quality, and service quality were found to be determinants of store image.

Arnold (1997) proposed that differences exist across sectors and differences exist within sectors. The primary attributes which seemed to be important were location, price and assortment. The secondary factors were quality, service, value and sales promotion.

Shim and Eastlick (1998) defined mall shopping attitude as the shopper's attitude towards a variety of dimensions including location, variety of stores, parking, mall employee behaviour, price, quality, customer service, promotional activities, ambience, mall amenities, food and refreshments and safety. They suggest that mall patrons' attitudes to malls can be assessed by shoppers' cognitive belief about the importance and their effective evaluation of those attributes. After an extensive review of store and shopping-center patronage literature, 12 shopping mall attributes were chosen to evaluate the importance mall patrons place on them. They correspond to the most common attributes measured in past patronage research: price, variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere / ambience, location, refreshments available and safety.

Csaba and Askegaard (1999) found that enclosure is regarded as a prerequisite for success in markets subject to climatic extremes. Enclosures not only offer shoppers protection from the elements, but also the noise, traffic and odours that often characterize the shopping strip. Moreover, by creating a sheltered, pleasant environment, it can encourage shoppers to relax and enjoy the shopping experience itself.

Birstwistle (2001) in his study "Customer and Company perspective of store positioning: A study of UK specialist men's wear fashion sector explores the key issues of consumer and retailer's perspective of store positioning and how consumer perceive this image. The important attributes identified were product quality, customer service and store environment."
Koo (2003) proposed seven components: store atmosphere; location; convenient facilities; value; employee services (EMS); after sale services (AFS); merchandising.

Tan and Thang (2003) in their study named linking consumer perception to preference of retail store: an empirical assessment of the multi attributes of store image focused on how consumer perception of attributes of store image affects the preference of stores. The most important attribute found out while choosing a store included store atmosphere, in store service, accessibility, reputation, promotion, facilities and post transaction services. The regression analysis identified the following attributes as significantly influencing consumer preference, merchandizing, accessibility, reputation, in store service and atmosphere.

Malls perceived to have a pleasant and moderately arousing atmosphere are likely to be more favored by shoppers than those with less pleasant atmosphere. Similarly, malls that are moderately arousing are likely to be more favored than malls that are perceived to be highly arousing or not arousing at all. There is much evidence in the retailing literature to support the notion that mall atmosphere is an important factor in mall evaluation, patronage and loyalty (cited [Andrew et al., 2006], [Babin and Attaway, 2000], [Grewal et al., 2003], [Keng et al., 2007], [Michon et al., 2005]).

Yoo and Chang (2005) in their study “An Exploratory research on store image attributes affecting its store loyalty found out that store image attributes affecting store loyalty depends upon store type. They found out that in department store, atmosphere, location, shopping facility and sales personnel service affects store loyalty. In discount stores advertising, quality of merchandize, credit service and store atmosphere have significant affect on store loyalty.

Kaul (2005) made a study on which store attributes applied to self-image of consumers and their impact on in store satisfaction and patronage intentions and he further observed that a store having modern equipment good and clean physical facilities and case in transactions would be able to yield satisfaction and patronage intention.

Perumal (2005) in her study “a study on store image attributes and loyalty behaviour investigated the relationship between store image and store loyalty behaviour for supermarket stores. The study also determined the major attributes namely Store
convenience, Conducive environment, Value- Price, Employee service and product assortment.

Hedrick et. al. (2005) proposed that store environment and store atmospheric can influence customer's expectations on the retail salesperson. They conducted a study on sales people and store atmosphere and identified that customer's perceptions of salesperson's attributes and relationship building behaviour's were important drivers of customer satisfaction.

Carpenter and Moore (2006) set up an objective to provide a general understanding of grocery consumer's retail format choice of US market place. They identified store attributes like price, competitiveness, product selection and atmosphere as drivers of format choice.

Giraldi, Spinelli, Carpomar (2007) compared the theoretical and empirical dimensions of a retail store image. This was a quantitative study and the data collected was analyzed by means of factor analysis in order to identify the underlying factors to retail store image. Nine store image dimensions that emerged were: quality, price, after sales service, advertizing, clientele, assortment, convenience, atmosphere and service.

Sonnesburg and Erasmus (2008) conducted an exploratory study which described the role of extrinsic cues relating to retailers image and store brand in young urban consumers choice of interior textile products. The store image attributes which were found significant were: atmosphere, price and quality perceptions product selection and value added services as extrinsic cues.

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Bhatnagar (2009) in her study titled “Exploring Consumer's Perceptio...
concluded that the seven attributes against which the opinion was taken, were lighting in the store, colour scheme, window display, smell, music, design layout and cleanliness. She further explained that in the present age, goods are not only consumed for their use or exchange value, but are also consumed as signs of luxury, exoticism and excess. Thus consumers need to be seduced and delighted when they come to a store for shopping. Stores with a beautiful display, perfect lighting coupled with appealing smell and music can create sensations and affect consumer shopping attitude and patronage behaviour.

Bhattacharjee (2009) in his study titled “Preferences of Different Formats of Retailing for Food and Grocery Shopping” identified seven attraction points to visit a store and a retail format: price, promotions, hangout place, product range, product mix, ease of travel and parking comfort. He further said that the tolerance to commute is lowering. The people are willing to go 4 km or even more for hypermarkets / shopping malls, while for small format modern stores not more than half a kilometer. Expectation for a kirana store is less than 500 meters.

Rajagopal (2009) in his study titled “Growing Shopping Malls and Behaviour of Urban Shoppers” analyzed the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study revealed that ambience of shopping malls, assortment of stores, sales promotions and comparative economic gains in the mall attract higher customer traffic to the malls.

Chang and Luan (2010) in their study, “Chinese consumer’s perception of hypermarket store image” set up a purpose to find out store image attributes valued by Chinese consumer in Beijing. They found that there were 18 important attributes in building a hypermarket retailer’s store image in China. The consumers were concerned with retailer’s reputation and services than with price. In terms of store Image dimensions they concluded that store atmosphere is most important followed by service and Merchandise.

Verma and Madan (2011) in their study “factor analyzing the store image attributes to identify key components of store image set up an objective to identify key store image attributes that affect perceived image of apparel stores. The five factors extracted through factor analysis are stores product and operational quality, store overall visual
appeal, customer convenience, perceived price, post satisfaction and stores promotional effectiveness.

Wang and Ha (2011) in their study titled “Store attributes influencing relationship marketing: a study of department stores” examined store attributes as the signal for the process of customer-retailer relationship building in the context of department store operation in the USA. Six store attributes relevant to department store environments were found: post-transaction service, direct mail, interpersonal communication, merchandise, preferential treatment, and store atmosphere. Four store attributes (direct mail, interpersonal communication, merchandise, and preferential treatment) involve perceived relationship investment, while one store attribute dimension (store atmosphere) directly contributes to perceived relationship quality. Perceived relationship investment positively influences perceived relationship quality, which in turn influences behavioral and attitudinal loyalty intentions. The mediating effects of perceived relationship quality on the perceived relationship investment-loyalty intention links were confirmed.

Wei, Hussin, Omar and Nor (2012) in their study named important determinants of consumer retail selection decision in Malaysia found out that consumer retail choice is influenced by many factors such as store personnel and physical characteristic of the store, advertising by the store, store convenience and merchandize selection, store location, peer influence, product quality and variety and services offered by the store.

Retail stores have personalities which are created from a combination of store layout, architecture, symbols and colours. The factors deemed to be important for shoppers when they come to shop in retail stores is store atmosphere. Store atmosphere is the critical aspect of department store that affects downtown patronage decisions. Atmosphere of the shopping area is an important component of store attributes which shoppers consider as important while shopping. Recreational attribute like atmosphere is considered important while choosing a store. More ever ambient and social elements in the store environment provide cues that consumer use for inference of store image attributes. In a study of UK specialist menswear fashion sector the important store image identified were store environment. In a study exploratory research on store image attributes affecting store loyalty the results showed that in department store atmosphere affects store loyalty. Again store atmosphere was found
to be an important driver of customer satisfaction. In a study of grocery consumer retail format choice of US market place atmosphere was found to be driver of format choice. In a study which described the role of extrinsic cues relating to retailer’s image the store image attribute which was found to be important was atmosphere.

2.1.4 Retail Communication

Martineau (1958) suggested that consumer perceive retail stores to have personalities and that these are created from a combination of store layout and architecture: symbols and colours; advertising and sales personnel.

Kunkel and Berry (1968) found that the factors deemed to be important for shoppers when they come to shop in retail were price, quality and assortment of merchandize, fashion of merchandize, sales personels, advertizing, location convenience and other convenience factors, services, sales promotion, advertizing, store atmosphere, reputation on adjustment.

James (1976) proposed a behavioral approach and defined store image as “a set of attitudes based on the evaluation of those store attributes deemed to be important by consumers. They concluded that perception of store image is based on individual experience in a store by talking with friends or by seeing advertising and window displays.

Arnold (1977) conducted extensive store choice surveys and they proposed that differences exist across sectors and that some variances exist within sectors. The primary attributes identified in all sectors were location, price and assortment and the secondary attributes were quality, service value and sales promotion.

Ghosh (1990) introduced eight elements: location; Merchandize; store atmosphere; customer services; price; advertising; personal selling; sales incentive programs.

Shim and Eastlick (1998) defined mall shopping attitude as the shopper’s attitude towards a variety of dimensions including location, variety of stores, parking, mall employee behaviour, price, quality, customer service, promotional activities, ambience, mall amenities, food and refreshments and safety. They suggest that mall patrons’ attitudes to malls can be assessed by shoppers’ cognitive belief about the importance and their effective evaluation of those attributes. After an extensive
review of store and shopping-center patronage literature, 12 shopping mall attributes were chosen to evaluate the importance mall patrons place on them. They correspond to the most common attributes measured in past patronage research: price, variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere / ambience, location, refreshments available and safety.

Malls perceived to have stores with acceptable prices are likely to be favored by shoppers than malls with stores having unacceptable prices. Similarly, malls that engage in promotions to offer shoppers more store bargains are favored than malls that do not engage in such promotions. Much evidence exists supporting the effect of prices and promotion on shoppers’ behavioral responses (cited [Leo and Philippe, 2002], [Parsons, 2003], [Yavas, 2001] and [Yavas, 2003]).

Well, Husin and Omar (2003) in their study “Determinants of Retail store selection decision in Malaysia set up an objective to study how do consumers choose among alternative retail outlets when purchasing different type of products and what important factors influence consumer store selection decision. The findings suggested that consumer retail choice is highly dependent on types of goods purchased. The study identified the important determinants of retail store selection they were, store personnel and physical characteristic of store, advertising by the store, store convenience and merchandise selection, convenience of reaching the store, product quality and variety and services offered by the store.

Parsons (2003) in his study titled “Assessing the Effectiveness of Shopping Mall Promotions: Customer Analysis”, analyzed common promotional activities employed by shopping mall marketers, which were ranked by a sample of customers on their likelihood of encouraging increases in the two key performance indicators used by shopping malls – sales and visits. Whilst mall-wide sales are the preferred promotion, a combination of general entertainment and price-based promotions were found to be a strong alternative way to encourage visits and spending.

Paulin and Geisfeld (2003) in their study “the effect of consumer perceptions of retail store attributes on apparel store preference” examined consumer perception of retail store attributes to determine their effect on store preference they found that four
variables affected store preference they were: type of clothing desired in the stock, outside store appearance, shopping hours and advertising.

Riskhotso (2003) in a study titled Personal characteristics, perception of store image attributes and store choice of black female clothing investigated personnel characteristics and perception of store image attributes. The study population consisted of black female public service employees based in Giyani. The respondents indicated that most of the store image attribute factors listed in the questionnaire were important. Physical facilities, post purchase satisfaction, merchandize in the store and promotion were ranked very important.

Tan and Thang (2003) in their study named linking consumer perception to preference of retail store: an empirical assessment of the multiattributes of store image focused on how consumer perception of attributes of store image affects the preference of stores. The most important attribute found out while choosing a store included store atmosphere, in store service, accessibility, reputation, promotion, facilities and post transaction services. The regression analysis identified the following attributes as significantly influencing consumer preference, merchandizing, accessibility, reputation, in store service and atmosphere.

Yoo and Chang (2005) in their study “An Exploratory research on store image attributes affecting its store loyalty found out that store image attributes affecting store loyalty depends upon store type. They found out that in department store, atmosphere, location, shopping facility and sales personnel service affects store loyalty. In discount stores advertising, quality of merchandize, credit service and store atmosphere have significant affect on store loyalty.

Gupta and Kaur (2006) in their paper titled “An Exploratory Research on Promotional Strategies and its Relation with Attributes of Stores as Perceived by Consumers in a Shopping Mall” examined the extent to which different promotional frames attached shoppers’ perception towards product service and made a positive buying decision. His study found that significant difference is found in two groups of discount and non-discount category, seasonal sales and non-seasonal sales, coupons and non-coupons, so far as indicators like general characteristics and physical characteristics. Location convenience is concerned but no significant difference is found in two
groups of membership discounts and non-memberships discounts. He has further gone to suggest that store retailers must provide a setting that will allow consumers to shop for their needs and wants in the marketplace and they should find ways to tailor their environments to attract customers and increase patronage.

Giraldi, Spinelli, Carpomar (2007) compared the theoretical and empirical dimensions of a retail store image. This was a quantitative study and the data collected was analyzed by means of factor analysis in order to identify the underlying factors to retail store image. Nine store image dimensions that emerged were: Quality, Price, after sales service, advertizing, Clientele, assortment, convenience, atmosphere and service.

Alhemoud (2008) in their study named shopping behaviour of supermarket consumer in Kuwait attempted to explore the determinant attribute that influence the patronage decisions of supermarket consumers in Kuwait. Based on the descriptive analysis of the data collected via accidental sampling procedure fourteen store image attribute were identified, these attributes were factor analyzed generating four image dimension labeled Merchandize, Personnel Accessibility and Promotion. Stepwise regression analysis showed that merchandize image was the most salient in determining the frequency of supermarket shopping.

Madan and Verma (2011) in their study “Factor analyzing the store attributes to identify key component of store image attempted to find out key factors that are important to Indian customers while choosing a store. They found out that stores product and operational quality, stores overall visual appeal, customer convenience, perceived piece and past satisfaction and stores promotional effectiveness are important factors.

Retail stores have personalities which are created from sales promotion and advertising. The factors deemed to be important for shoppers when they come to shop in retail stores were sales promotion and advertising. The perception of a store image is based on individual experience in a store by seeing advertising and window displays. In a study determinant of retail store selection decisions in Malaysia suggested that consumer retail choice was affected by store promotion and advertising in the store. In a study of black female clothing shopper’s promotion was ranked as
very important attribute. An empirical assessment of multiattributes of store image showed that the most important attribute found out while choosing a store included sales promotion. An exploratory study research on store image attributes affecting its store loyalty the most important attribute that affects store loyalty were advertising and sales promotion. In a quantitative study the most important dimension while selecting the store was advertising by the store. In a study shopping behaviour of supermarket consumers in Kuwait promotion was the most important attribute affecting store choice.

2.2 Shopping Motivations

Shopping, buying and utilizing are three activities which constitutes the consumer behavior in a holistic manner (Tauber, 1972). Myriad number of literatures is available which have identified various dimensions and concepts of customers buying and consumption behavior. However, very few literatures are available which have described about the various constructs of shopping behavior and even fewer numbers of researchers have focused on Indian Consumers.

According to Assael (1987), shopping behavior is the most unique of behavior which the consumers exhibit. Gifts, clothing, groceries, gifts and household items are some of the most common type of shopping which consumers indulge in a highly frequent manner. But according to Dholakia (1999), occasion and motives are also some crucial points which influence the consumers shopping behavior. For example, for some consumers, shopping is all about getting the best deal out of bargaining, for some (especially teenagers or the young crowd) shopping is a means of getting acquainted and interact more with others in a social context and for some it is a way of breaking out from the regular monotonous professional and personal routine (Reid and Brown, 1996).

2.2.1 Utilitarian Shopping Motive

Bloch et al. (1994) examined the effect of mall physical environment on consumers’ emotional states and found that malls were viewed by consumers as a place not only for shopping, but also for other activities, such as entertainment.

A study by Westbrook and Black (1985) concluded that motivation-based shopping typology is the most appropriate way to classify shoppers. This framework is viewed
as guiding retail strategy formulation as well as advancing efforts to develop more comprehensive theories of shopping behavior. In addition, “the consideration of motivation is implicit in extant typologies” (Westbrook and Black, 1985, p. 35).

Westbrook and Black’s shopping typology is as follows (pp. 86-87):

a) Anticipated utility. Some people go to the store with the aim of obtaining a particular product. They expect to gain the utility offered by that product.

b) Role enactment. The idea of this shopping motivation is arguably similar to role playing in Tauber’s shopping typology. The motive for going to the store is largely affected by the person’s role in society, which is culturally defined.

c) Negotiation. Some people gain satisfaction if they can negotiate the price, believing they gain a good value product. Tauber (1972) named this motive as the pleasure of bargaining.

d) Choice optimization. For some people, shopping is a way to find a suitable product to fulfill their need.

e) Affiliation. Socializing with other persons in the store is another shopper motivation. Westbrook and Black (1985) added the term of indirect affiliation, to express the intention to interact with a particular group. This idea encompasses three of the motives in Tauber’s shopping typology: social experiences outside the home, communication with others having similar interests and peer group attraction.

f) Power and authority. Shopping for some people is seen as a means of improving their social position.

g) Stimulation. Some people go to the store with the main purpose of interacting with the store environment in order to feel stimulated. This shopping motive was also raised in Tauber’s shopping typology.

Babin et al. (1994) developed a scale to measure hedonistic and utilitarian values obtained from the experience of shopping. The study identified two dimensions of shopping and showed that consumers perceive shopping both in utilitarian and
hedonic terms. This approach recognizes that not all consumer behavior implies the fulfillment of functional needs but also involves emotional motivations.

Roy (1994) in his study considered several characteristics of shoppers—such as functional shopping motivation, deal proneness, recreational shopping motivation, age, income and family size, to be a significant influence on mall shopping frequency.

Kim (2006) analyzed hedonic and utilitarian shopping motivations among inner city and non-inner city consumers in the USA. The questionnaire was composed of 18 items corresponding to the hedonistic motivations scale developed by those authors and of six utilitarian items based on the work of Babin et al. (1994). Kim successfully validated the items used to measure the six hedonistic dimensions proposed by Arnold and Reynolds (2003) and identified two utilitarian dimensions: “Achievement” and “Efficiency”. Based on these eight dimensions, the author identified five shopper groups: the “Alpha shopper” is an intense buyer with high rank of motivation in the various aspects of shopping; the “Economic shopper” is price sensitive, with a rational perspective on shopping; the “Beta shopper” is identical to the alpha shopper, with lower but yet strong shopping motivations; the “Functional shopper” presents strong utilitarian shopping motivations; and the “Mission specialist” with strong utilitarian shopping motivations and enjoying shopping for others.

Miller (1998) identified two different categories of shopping: provisioning and hedonic. Provision or economic shopping is daily shopping that is motivated by necessity, conceptually related with thrift, and associated with the utilitarian model.

Some people go to the store with the aim obtaining a particular product. They expect to gain utility offered by that product. For some people, shopping is way to find a suitable product to fulfill their need. Provision or economic shopping is daily shopping that is motivated by necessity.

2.2.2 Socialization shopping Motive

Taubner (1972) conducted an exploratory study to uncover the reasons why people shop. The sample used in the study, both men and women, was quite different to samples used in previous studies such as those of Stone (1954) and the Chicago
Tribune (1955). These two studies focused solely on females. By including men in the sample, the study findings may have been enriched.

The most interesting finding from Tauber’s study was the recognition of non-product motives. Tauber stressed that “an understanding of shopping motives requires the consideration of satisfactions which shopping activities provide, as well as the utility obtained from the merchandise that may be purchased” (p. 58). This view provides a new insight on shopping typology.

Specifically, Tauber’s typology is divided into two main categories (pp. 47-48). The first category, personal motives, consists of:

1. Role playing. This motive relates to the role of the shopper in the society. Housewives tend to view grocery shopping as one of their roles in society.

2. Diversion. Some people use shopping as a recreational activity.

3. Self-gratification. In this case shopping is seen as a medium for expressing different emotional states or moods.

4. Learning about new trends. Finding information about new products and model provides motivation for some people to go to the store.

5. Physical activity. Going shopping is an alternative for doing exercise.

6. Sensory stimulation. Some shoppers go to the store in order to gain some sensory benefit.

The second category of shopping motive category is social:

1. Social experiences outside the home. Shopping is viewed as a medium for socializing.

2. Communication with others having a similar interest. Some people go shopping for the opportunity to interact with others having similar interests.

3. Peer group attraction. Shopping is a way to self-express, to be with one’s peer group or a reference group.
4. Status and authority. Some people go shopping to gain attention and respect.

5. The pleasure of bargaining. Shopping brings pleasure through bargaining over the price.

A later study by Westbrook and Black (1985) concluded that motivation-based shopping typology is the most appropriate way to classify shoppers. This framework is viewed as guiding retail strategy formulation as well as advancing efforts to develop more comprehensive theories of shopping behavior. In addition, “the consideration of motivation is implicit in extant typologies” (Westbrook and Black, 1985, p. 35).

Westbrook and Black’s shopping typology is as follows (pp. 86-87):

a) Anticipated utility. Some people go to the store with the aim of obtaining a particular product. They expect to gain the utility offered by that product.

b) Role enactment. The idea of this shopping motivation is arguably similar to role playing in Tauber’s shopping typology. The motive for going to the store is largely affected by the person’s role in society, which is culturally defined.

c) Negotiation. Some people gain satisfaction if they can negotiate the price, believing they gain a good value product. Tauber (1972) named this motive as the pleasure of bargaining.

d) Choice optimization. For some people, shopping is a way to find a suitable product to fulfill their need.

e) Affiliation. Socializing with other persons in the store is another shopper motivation. Westbrook and Black (1985) added the term of indirect affiliation, to express the intention to interact with a particular group. This idea encompasses three of the motives in Tauber’s shopping typology: social experiences outside the home, communication with others having similar interests and peer group attraction.

f) Power and authority. Shopping for some people is seen as a means of improving their social position.
g) Stimulation. Some people go to the store with the main purpose of interacting with the store environment in order to feel stimulated. This shopping motive was also raised in Tauber’s shopping typology.

In the retail context, Arnold and Reynolds (2003) stresses that “hedonic shopping motives are similar to the task orientation of utilitarian shopping motives, only the task is concerned with hedonic fulfillment, such as experiencing fun, amusement, fantasy and sensory stimulation” (p. 78).

The hedonic shopping motivation typology developed by Arnold and Reynolds (2003, pp. 80-81) is as follows:

1. Adventure shopping. According to this motive, going shopping is an adventure. Arnold and Reynolds explain that people with this kind of motive expect to gain “adventure, thrills, stimulation, excitement, and entering a different universe of exciting sights, smells, and sounds” (p. 80).

2. Social shopping. Socializing is the main purpose for some shoppers when they go shopping.

3. Gratification shopping. Life nowadays is so complex and the level of tension has increased in society. Some people go shopping to ease this tension.

4. Idea shopping. Shopping could update people’s knowledge about the development of new trends and models.

5. Role shopping. Arnold and Reynolds highlight the concept of this motive by stating “role shopping reflects the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers’ feeling and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others” (p. 81).

6. Value shopping. Some people go shopping to find a good value product.

Social shopping (SOC), grounded in affiliation theories of human motivation, reflects socializing aims of shoppers while shopping (Reynolds and Beatty, 1999).
Shopping is viewed as medium for socializing. Some people go to shop for the opportunity to interact with others having similar interests. Shopping is way to self express to be with ones peer group or a reference group. Some people go shopping to gain attention and respect. Shopping also brings pleasure through bargaining over price.

2.2.3 Gratification Shopping Motive

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5. Physical activity. Going shopping is an alternative for doing exercise.

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Babin et al. (1994) developed a scale to measure hedonistic and utilitarian values obtained from the experience of shopping. The study identified two dimensions of shopping and showed that consumers perceive shopping both in utilitarian and hedonic terms. This approach recognizes that not all consumer behavior implies the fulfillment of functional needs but also involves emotional motivations.

Roy (1994) in his study considered several characteristics of shoppers – such as functional shopping motivation, deal proneness, recreational shopping motivation, age, income and family size, to be a significant influence on mall shopping frequency.

Bloch et al. (1994) demonstrated that consumers go to shopping centers to seek entertainment, boredom relief, social interaction with friends, fun, relaxation and freedom from concerns about personal safety, as well as a wide choice of comparison shopping.

Gratification shopping (GRA), grounded in tension-reduction theories of human motivation, involves shopping for relieving stress (Lee et al., 2001).

Hirschman and Holbrook (1982) introduced the concept of Hedonic consumption that involves multi-sensory and emotive aspects of the consumer’s experiences with products.

According to this shopping motive going shopping is an adventure. The people with this kind of motive expect to gain adventure. Some people use shopping as recreational activity. In this type of motive shopping is also seen as a medium for expressing different emotional states or moods. Some shoppers also go to the store in order to gain some sensory benefit. Some people go to the store with the main purpose of interacting with the store environment in order to feel stimulated. Again people
with this kind of motive expect to gain adventure thrills, stimulation, excitement and entering a different universe of exciting sights smells and sounds.

Table 2-1: Summary table of literature by different authors

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<thead>
<tr>
<th>Category</th>
<th>References</th>
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<tr>
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<td>Shyamala and Ravilochanan (2011), Jhamb and Kiran (2012), Badhopadhyaya</td>
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<td></td>
<td>and Sengupta (2013)</td>
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<td>, Verma and Madan (2011)</td>
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<td></td>
<td>Reynolds and Beatty (1999)</td>
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<td>Gratification</td>
<td>Tauber (1972), Westbrook and Black (1985), Arnold and Reynolds (2003),</td>
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<td></td>
<td>Babin (1994), Lee et al. (2001), Hirschman and Holbrook (1982)</td>
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Results of Exploratory Research

Fig 2.1: The research Model used in the study of Piyush Kumar Gupta and Arindam Banerjee.
Piyush Kumar Gupta and Arindam Banerjee found that the type of store (product category sold) was dependent variable and these ten factors were independent variable. The factors scores of each of the dimensions were used as input. The analysis showed that shopper perceive store in a multidimensional way and that the dimension vary significantly across the type of store frequented.

Consumers at grocery/ fruit and vegetable stores report the most diverse set of observations regarding these stores. There was a general agreement that convenience and brand spread were the most significant features of the store that were visited. Perceived risks of purchase of merchandize from the specific store, proximity of stores to residence also make up a significant share of perception about the store visited. The ambience and facilities which are the mainstays of most newly opened stores have surprisingly, not figured as top of mind perception regarding this type of store in general, interestingly, brand spread and convenience, rated high in perception, do not figure as highly significant drivers of store choice.
2.3 Factors identified through Literature Review

Retail Merchandize is an important dimension which consumer prefer while shopping. Retail Merchandize consists of product quality, product variety, prices and range of fashion goods. Shopping Convenience is another factor deemed to be important by customer while shopping. It consists of parking facilities, location of the store, store opening hours, locating the products, checking out time, payment facilities, packaged units, store layout, store personnel's attitude and store personnel's knowledge.

Atmosphere is another factor identified as important by consumers while shopping it consists of the factors like the neatness of store, the smell of the store, the temperature in the store, the lighting in the store and the music in the store.

Retail communication consists of special offers by the store, product advertising in the store and visibility and display of product in promotion, looking for bargains and looking for discounts.

Shoppers go to shop in store with a utilitarian perspective, it consists of shopping to find value for money, to find the product the shopper needs, to know that the shopping trip is successful, they shop to find the items they are looking for, to accomplish what they have planned, they go to shop as it consumes less time, they go to shop as the service is good.

Another motive for shopping is socialization and it consists of shopping for friends and family, shopping for others, shopping to find perfect gift for someone, shopping to socialize and shopping to enjoy crowds.

The third shopping motive is shopping for gratification it consists of shopping to get a break from daily routine, shopping to forget about day to day anxiety, shopping to get refreshed, shopping to get energized, shopping as it feels better, shopping to feel that they are in their own universe, shopping to relieve stress, shopping for adventure, shopping for stimulating, shopping to treat oneself special, shopping as the shopping environment is exciting.
2.4 The Proposed Research Model

The proposed research model is to test the impact of store image attributes on the shopping motives and to test the impact of Utilitarian shopping motive on socialization shopping motive, the impact of Socialization shopping motive on Gratification motive, and utilitarian shopping motive on Gratification shopping motive.

Fig 2.3: The Proposed Research Model
Researcher who investigated store image reported a wide variety of store attributes, but no consensus has been reached on those store image attributes that should be prioritized by retailers to maintain shopper’s patronage.

Past studies have neglected to investigate the difference between shoppers in terms of priority they placed on different store image attributes. Both past and recent empirical studies mostly pertain to USA and Europe. Limited amount of Work has been done in India in this context.

Little attention has been paid to the Hedonic shopping Motives of shoppers. Research on shopping motivations and their relationships with retail outcomes has been mainly taken in USA and European countries. Academic Research is lagging in investigating the reasons people go to shopping in India. No recent research has investigated in a comprehensive manner the multiple and varied reasons that people go shopping.

Emergent Research Questions from literature surveyed are as follows

What store image attributes is salient in the buying behaviour of consumers?

Do Store Image Attributes and shopping motives vary with the demographic profile of the respondents?

Do Store image Attributes have an impact on the shopping motives of consumer?

Research questions evolved from literature review have been framed in the form of hypothesis assessing the group variable to address the objective of the research study. The demographic variables of the study are evaluated on the basis of store image attributes and shopping motives they are

1) The significance of store image Attributes with Shopper’s Demographics
2) The significance of Shoppers Shopping motivations with Demographics
3) The significance of Store Image Attributes with In shop timeline experience
4) The significance of Shopping motivations with In shop timeline experience
5) Significance of store image attributes on shopping motivations
6) Significance of correlation between different shopping motives
2.5 Summary

In this chapter the literature survey done by various authors is presented. The literature survey talks about various Store Image Attributes and Shopping Motives. The store image attributes are complex in nature and this is one of the reasons why many definitions of store image as scholarly publications can be cited. Scholars described store image a store's personality and the way it is defined in the shoppers mind. Store Image attributes consists of tangible or functional and intangible or psychological factors that consumers perceive to be present in the retail stores. Store image is a set of attributes based on evaluation of those stores attributes deemed to be important by Shoppers.

Authors have suggested numerous shopping motives for retail store visits. They have suggested that there are emotional aspects to shopping other than functional or product acquisition. It is the shopping motive that drives the behaviour that brings shoppers to the market place. Further various elements of store image attributes and Shopping motivations have been identified. The framework for examining store preference in an evolving market has been explained. The research Model for the study has been proposed based on the literature review. Based on the research model the research questions have been framed and the major research hypotheses have been identified.