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## PATH ANALYTIC STUDY ON RELATIONSHIP BETWEEN SHOPPING ORIENTATION, STORE ATTRIBUTES AND PATRONAGE BEHAVIOUR OF RETAIL SHOPPERS IN SELECTED CITIES OF GUJARAT STATE

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### ABSTRACT

*This paper aims to examine influences of shopping orientation and store attributes on store patronage behaviour of selected shoppers who were conveniently drawn from amongst selected shopping malls of the selected cities of the Gujarat State, India.*

*This empirical descriptive research study is based on responses of 1500 Shoppers who were conveniently drawn to collect primary data with the help of structured questionnaire aimed at identification and evaluation of crucial dimensions relating to shoppers' patronage behaviour. An attempt is made to develop a Path Analysis Model to study and showcase the linkages between shopping orientation, store attributes and store patronage behaviour of selected shoppers who were conveniently drawn from amongst selected shopping malls of the selected cities of the Gujarat State, India.*

*This research study in light of its findings suggests that the retailers need to effectively offer and maintain the store attributes to drive store traffic and enhance patronage intention.*

**Key words:** Retailing, Shopping Orientation, Store Attributes, Patronage Behaviour, Customer Satisfaction

**PROLOGUE:**

The growth of organized retail industry in India is likely to entail large number of new jobs; income generation resultant into improved standard of living. The growing middle class is an important factor contributing to the growth of retail in India. According to estimate, 91 Million households will become part of 'Middle Class' by the year 2030, the 570 Million people are expected to live in cities, nearly twice the current population of the United States. India's consumption level is set to reach figure of US\$ 1.5 Trillion from the current level of US\$ 750 Billion by the year 2020 (Deloitte Indian Retail Market Report, 2013, Lynch, 2005). India has the youngest population profile in the whole world and this global Indian households is expected to reach level of 9.5 Million with their spending power of 14.1 Trillion rupees by the year 2025 (Farrell and Beinhocker, 2007). There exists a relationship between shoppers' beliefs about the physical attractiveness of a store and a patronage intention which suggests that the store attributes play a significant role in influencing the shoppers' choice of a store and patronage behaviour (ibid).

The chief objective of this research study is to identify the linkages between shopping orientations and store attributes and its influences on Patronage Behaviour of Selected Shoppers with the help of path analytical model in the selected cities of the State of Gujarat.

**About Retail Sector in India:**

The Indian retail market was estimated at US\$ 470 Billion in the year 2011 which accounted for approximately 35 per cent of Gross Domestic Production (GDP), and is expected to reach US\$ 675 Billion by the year 2016 at the rate of Compounded Annual Growth Rate [CAGR] of 7.5 per cent. (Technopak Retail Research Report-2011). The overall retail market of India is estimated to reach figure of Rs. 47 Trillion (US\$ 792.84 Billion) by the year 2017 showing a strong potential for foreign retailers planning to enter India. In terms of the product category, 60 percent of the retail market of India is dominated by Food & Grocery whereas the figures for the Apparel segment is 8 percent followed by Mobile & Telecom Retail operating under new modern formats. These are namely, Departmental Stores; Hypermarkets; Supermarkets, and Specialty Stores across a range of categories fuelled by the liberalization of Foreign Direct Investment [FDI] Policy which is expected to propel foray of global retailers resultant into further fuelling of the growth of organized retail in India (Ernst & Young Retail Association of India Report, March 2014).

**REVIEW OF LITERATURE:**

An attempt has been made to outline in brief key aspects of earlier research studies concerning store attributes in retailing, shopping orientations & store patronage behaviour of retail shoppers given as follows.

### **Store Attributes in Retailing:**

Herpen and Pieters (2000) had identified that the attribute-approach captures customers' perception of assortment variety better than the product-based approach. Popkowski et al. (2001) had concluded the importance of various store attributes varies by store format and customer base. Store attributes refers to the underlying components of a store image dimensions viz., merchandise; physical facilities; services; atmospherics etc. (Assael, 1992; Wong and Yu, 2003). Erdem et al. (1999) had examined the linkages between consumer values and the importance of some salient store attributes viewed as important by the retail shoppers and concluded that branding is an important marketing tool in retailing.

Rajagopal and Srivastava (2008) have supported the view that customers' choice of shopping malls over traditional market stores is influenced by various factors viz., ambience; assortment; sales promotion schemes and in-store services respectively.

### **Store Patronage Behaviour:**

According to Engel, Blackwell and Miniard (1995), environmental dimensions viz., air quality; lighting; layout; carpeting; and aisle width and placement are physical store attributes that are used to project store image and influence store choice respectively. According to Bitner (1992), the physical environment creates an image and influences individual behaviour of retail

shopper in retail stores. The patronage behaviour encompasses the decision process related to where customers shop; how they shop, and what they purchase respectively. (Moschis, 1992; Stafford & Stafford, 1986). The driving force behind shopping decision process is patronage motives which are the reasons why retail shoppers shop and make shopping from certain retail stores (Michman, 1991). Paulins and Geistfeld (2003) as well as Shim and Kotsiopulos (1992) had supported the relationship between store image attributes and patronage behaviour of retail shoppers.

The behaviour of shoppers differs according to the place where they are shopping from and also their involvement level too differs with the act of shopping (Berman and Evans, 2005). There is a growing need to evaluate the true drivers of shopping behaviour in the Indian retailing context (Sinha and Banerjee, 2004).

### **Shopping Orientation:**

Darden and Dorsch had stated that orientations are based on past shopping experiences and the personal value system. To illustrate, with respect to values, orientations may reflect consumers' appreciation for environmentally friendly textiles and apparel products. Additionally, shopper orientations may be used to represent consumers' personal, economic, recreational and social motivations for shopping (Darden and Dorsch, 1990). These orientations vary from consumer to

consumer (Luomala 2003) and they represent rather “enduring characteristics of individuals” (Westbrook and Black 1985). Other studies had emphasized the individual character of central perception dimensions, whose importance weightings may be different for different consumers due to their shopping orientations (Birtwistle et al. 1999; Doyle and Fenwick (1974-75). Jarratt (1996) had attempted to cluster or classify shoppers. Such shopper taxonomies are often based on shopping orientations (Jarratt, 1996). He had identified “have to” shoppers, “moderate” shoppers, “experiential” shoppers, “product-focused” shoppers, “service” shoppers, and “practical” shoppers based on the importance the shoppers put on certain store features (Jarratt, 1996). A similar study was conducted by Brown and Reid (1955) using in-depth interviews of women shoppers had found that shoppers could be classified as dependent, compulsive, and individualistic (Brown and Reid, 1955).

### **Concepts, constructs:**

The researchers have defined the basic terms used in this research paper as follows.

### **Patronage Behaviour:**

Patronage behaviour is defined as how individuals choose an outlet for shopping, store choice and patronage patterns are based on consumer’s perceptions, images,

and attitudes formed from experiences, information, and need. (Haynes, Pipkin, Black, and Cloud, 1994).

### **Store Attributes:**

Store attributes refers to specific attributes grouped under each specific store image dimensions viz., atmosphere; convenience; facilities; institutional; merchandise promotion; sales personnel, and service respectively (Janse van Noordwyk, 2002).

### **Shopping Orientation:**

Shopping orientation is defined as a shopper’s style that places particular emphasis on a shopping-specific lifestyle encompassing shopping activities, interests and opinions, and reflecting a view of shopping as a complex social, recreational and economic phenomenon (Visser and Preez, 2001).

### **RESEARCH PROBLEM:**

The researchers sought to study and examine the relationship between shopping orientations and store attributes and its influences on Patronage Behaviour of Selected Shoppers with the help of path analytic model in the selected cities of the State of Gujarat viz., Vadodara, Ahmedabad, Surat and Rajkot respectively.

### **RESEARCH METHODOLOGY:**

An empirical research study based on descriptive research design was

conducted to study influences of shopping orientation and selected store attributes on store patronage behaviour of selected shoppers that were from amongst different shopping malls located in the selected cities of the State of Gujarat. The primary data were collected using structured questionnaire from 1500 shoppers who were conveniently drawn using non-probability sampling design from different retail stores located from the selected cities of the Gujarat State viz; 280 shoppers from Vadodara, 475 from Ahmedabad, 400 from , and 250 shoppers were drawn from the Rajkot City respectively. The reliability test was administered and data analysis had been carried out. The researchers have also applied Confirmatory Factor Analysis [CFA] and the Path Analysis Model was developed to study the linkages between shopping orientations, store attributes and the patronage behaviour of selected retail shoppers. The study offers useful findings and implications which shall be useful in formulating customized retail marketing strategies by retailers.

### **OBJECTIVE**

The key objective of this research study was to identify the linkages between shopping orientations and store attributes and its influences on Patronage Behaviour of Selected Shoppers with the help of path analytic model in the selected cities of the State of Gujarat.

### **RELIABILITY**

The result of reliability test showed the Cronbach's Alpha value ranging from

0.700 to 0.870 which showed the internal reliability of the scale, and reflected the degree of cohesiveness amongst the selected items (Naresh K. Malhotra, 2007 and Jum C. Nunnally, 1981).

### **DATA ANALYSIS AND INTERPRETATION:**

#### **Demographic Profile of Selected Shoppers':**

The data analysis of age groups of shoppers revealed that in age group of 16 to 40 years the 53 percent shoppers were from Baroda, 43 percent from Surat, 36 percent from Rajkot and 80 percent from Ahmedabad city. Similarly, in the age group of 41 to 59 years 36 percent were from Baroda City, 42 percent were from Surat City, 48 percent were from Rajkot and 2 percent were from Ahmedabad City. Further, male shoppers were found around 70 percent whereas nearly 30 percent of them were females. Overall, 33 percent shoppers were found as unmarried and remaining 67 percent were married. So far as Educational Qualifications is concerned 43 per cent in Baroda and Ahmedabad Cities, 38 percent in case of Surat and 30 percent in Rajkot Cities were found having Post-Graduation as their Educational Qualifications respectively. Considering the annual family income in various cities, it was found that 32 percent of shoppers' in Baroda City were having annual family income of less than Rs 4 lakhs, followed by almost similar trend that is 36 percent in Surat City followed by 47 percent in Rajkot City, and 19 percent in Ahmedabad City respectively.

**Table 01: Summary of Indicators (Experience) and Reliability Alpha Score for Measuring Store Attributes**

Sr. No	Name of the Grouping Variable	Constructs	Vadodara City	Surat City	Rajkot City	Ahmedabad City	Total Sample Size (1500)
			Number of Shoppers'				
			(280)	(280)	(275)	(475)	
	Number of Items (65)	<b>CRONBACH'S ALPHA SCORE</b>				<b>Overall Reliability</b>	
01	Accessibility of the Retail Store	05	0.663	0.787	0.818	0.649	0.737
02	Range of the Products	04	0.773	0.861	0.890	0.686	0.794

Sr. No	Name of the Grouping Variable	Construct	Vadodara City	Surat City	Rajkot City	Ahmedabad City	Sample Size(1500)
			Number of Shoppers'				
			(280)	(280)	(275)	(475)	
	Items (65)	<b>CRONBACH'S ALPHA SCORE</b>				<b>Overall Reliability</b>	
03	Sales Promotion Schemes offered in the Retail Store	05	0.679	0.697	0.736	0.601	0.692
04	Behaviour of Staff of the Retail Store	09	0.773	0.825	0.854	0.737	0.796
05	Store Layout/Ambience of the Retail Store	12	0.712	0.714	0.754	0.639	0.700
06	Physical Facilities in the Retail Store	17	0.795	0.894	0.922	0.727	0.870
07	Atmosphere in the Retail Store	08	0.717	0.792	0.814	0.636	0.742
08	Institutional Factors	05	0.713	0.744	0.762	0.632	0.715

**The Selected Retail Shoppers' Overall Satisfaction/Dissatisfaction from Store Attributes.**

Table 02 represent the perceived importance of the Store Attributes and the Retail stores' ability in meeting these expectations of the shoppers'. It clearly indicates that the ratio of the Attribute of 'Institutional Factors' of the retail store is

0.98 was found as the highest. It means that the Institutional factors such as clientele, overall impression, store reputation, store association was found as having high perceived importance to the retail shoppers' in the retail store, and the retailers were able to successfully meet these expectations of the shoppers' which is reflected in terms of the shoppers' overall satisfaction with these factors.

The other important store attribute is 'Accessibility' was found as having the ratio 0.94 followed by 'Store Layout/

Ambience' having the ratio of 0.91 and 'Range of the Products in the Retail Store' which had the ratio of 0.90 respectively.

**Table 02: Table showing the Ratio of perceived importance and overall satisfaction with the selected criteria of store attributes**

Sr. No.	Selected Store Attributes	Mean Score	Selected Store Attributes	Mean Score	Ratio
01	Perceived Importance of Accessibility of the Retail Store	3.57	Overall Satisfaction with Accessibility of the Retail Store	3.34	0.94
02	Perceived Importance of Range of the Products in the Retail Store	3.81	Overall Satisfaction with Range of the Products in the Retail Store	3.44	0.90
03	Perceived Importance of Sales Promotion Schemes offered in the Retail Store	3.93	Overall Satisfaction with Sales Promotion Schemes offered in the Retail Store	3.30	0.84
04	Perceived Importance of Behaviour of Staff of the Retail Store	3.70	Overall Satisfaction with Behaviour of Staff of the Retail Store	3.19	0.86
05	Perceived Importance of Store Layout/Ambience of the Retail Store	3.66	Overall Satisfaction with Store Layout/Ambience of the Retail Store	3.34	0.91
06	Perceived Importance of Physical Facilities in the Retail Store	3.70	Overall Satisfaction with Physical Facilities in the Retail Store	3.23	0.87
07	Perceived Importance of Atmosphere in the Retail Store	3.84	Overall Satisfaction with Atmosphere in the Retail Store	3.26	0.85
08	Perceived Importance of Institutional Factors	3.52	Overall Satisfaction with Institutional Factors	3.44	0.98

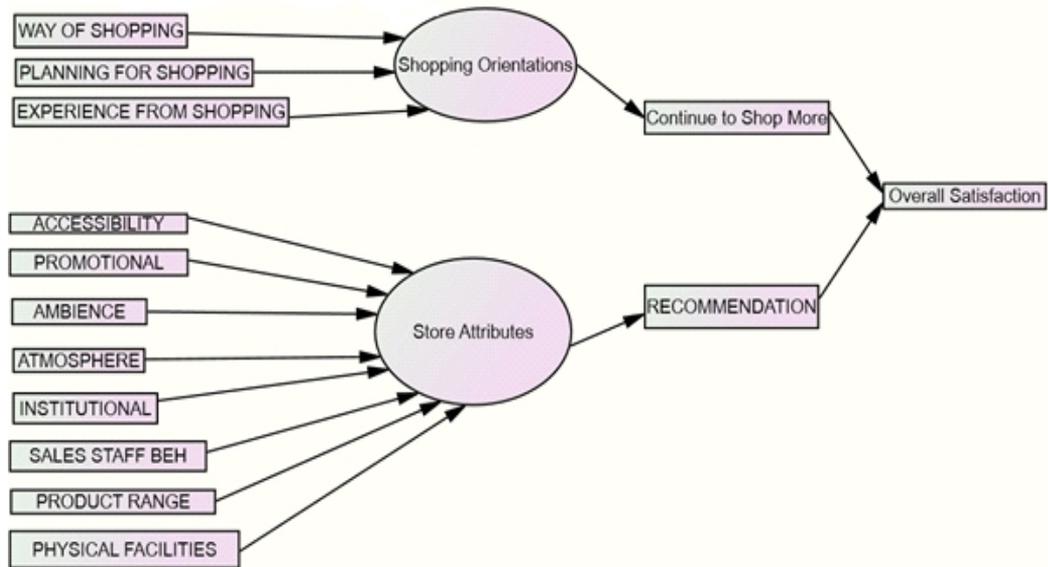
### **PROPOSED STRUCTURAL MODEL OF THE RESEARCH STUDY:**

In order to evaluate how well a proposed conceptual model consists of observed indicators and the hypothesized constructs explains or fits the data the Structural Equation Model is designed and has been shown as given below as per the Figure Number: 01.

In order to achieve the objectives of the study, an attempt was made to carry out comprehensive review of the existing

relevant literature was undertaken, and subsequently, a Theoretical Structural Model was developed as shown in the Figure Number 01 that incorporates concepts from the subject domain of consumer behaviour in retail stores. The retail shopper is presumed to be influenced by the store attributes that are used by the retailers to influence retail shoppers' behaviour while shopping. The researchers have considered to include 08 selected variables of the store attributes viz., accessibility, sales promotional schemes, ambience of the retail store, store

**Figure No 01: Proposed Structural Model of Shopping Orientations and Store Attributes on Patronage Behaviour and Overall Satisfaction of the Retail Shopper**



atmosphere, institutional factors of the retail store, the sales staff behaviour, the range of products in the store, and the physical infrastructure facilities of the store respectively. The shopping orientations of the retail shoppers that can be described as his or her own pre-dispositions towards the act of shopping. The retail shoppers' tend to have their individualistic style and preferences for shopping while visiting the retail store. Some retail shoppers' tend to have an economic orientation where they try to maximize on the economic value of shopping whereas others might seek recreation while they visit the retail store.

There are some retail shoppers' who want a personalised shopping experience by the retailers. This will influence their intentions to visit a particular retail store which in turn leads to store loyalty and repurchase intention of the retail shoppers.

The retail shopper will spread a positive word of mouth as he or she is satisfied from the retail store derived from his or her overall satisfaction from the retail store.

This research study has attempted to develop and empirically test a theoretical model describes a logical flow among the constructs by indicating the directions of the causes and effects of the interplay of

the factors relating to the shopping orientations and store attributes on patronage behaviour and overall satisfaction of the retail shopper.

Each arrow at the end of a line depicts a progressive linkage between constructs of the research study. The direction of the arrows in the model specifies the relationship as well as the linkages between the constructs which is empirically tested as per the degree of the relationship between the constructs in this study.

Another two important constructs that is 'I would continue to shop from the same retail store' and 'I shall recommend the store to others' has been regarded as the mediating endogenous construct that also plays the role of dependent variable in these relationships. This construct also includes and intervenes between the two exogenous constructs that is store attributes and shopping orientations that are considered to explain the intention of the retail shopper to continue to shop more from the retail store and recommendation of the same retail store to other retail shoppers and the overall satisfaction of the retail shoppers. The arrows lead from the exogenous constructs to the mediating construct, which is thought to be partially

explained by the preceding (Exogenous) constructs.

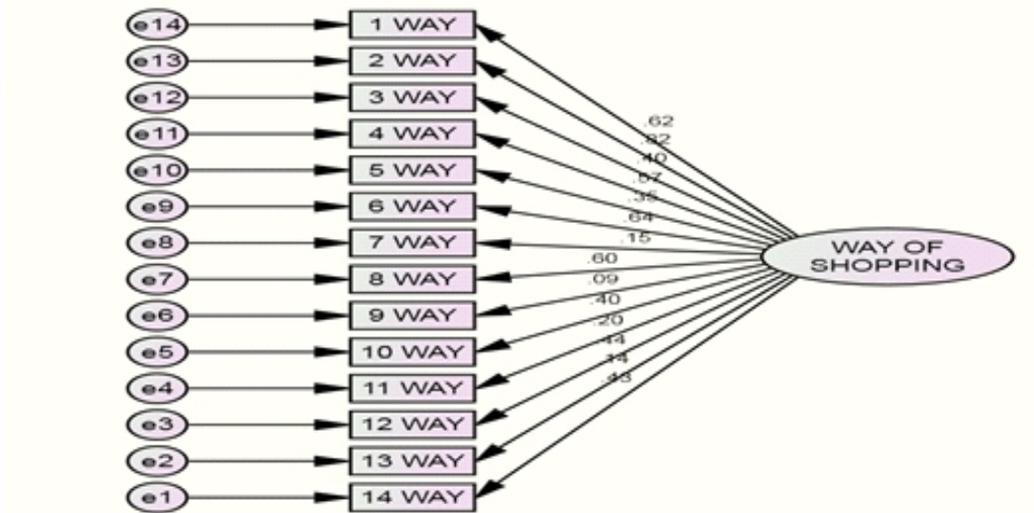
### **KMO MEASURE OF SAMPLING ADEQUACY:**

The result of KMO measure of sampling adequacy was closer to 0.60 which indicated that the present data were suitable for application of the factor analysis. Similarly, Bartlett's Test of Sphericity (0.00) was found as significant ( $p < .05$ ) reflective of the fact that sufficient correlation exists between the criteria for application of the factor analysis.

### **SUMMARY OF CONFIRMATORY FACTOR ANALYSIS [CFA]:**

The researchers have attempted to empirically test by applying the Confirmatory Factor Analysis amongst on the selected dimensions of shopping orientations that is 'Way of Shopping', 'Planning for shopping', and 'Experience of shopping' respectively. The Figure Number: 02 to 08 depicts the Hypothesized Measurement Models for confirmatory factor as well as revised model fit. Further, the Table Number: 03 to 05 offers information on the store attributes taken into consideration for the Confirmatory Factor Analysis in this research study.

**Figure: 02: Hypothesized Measurement Model for Confirmatory Factor Analysis of Way of Shopping**



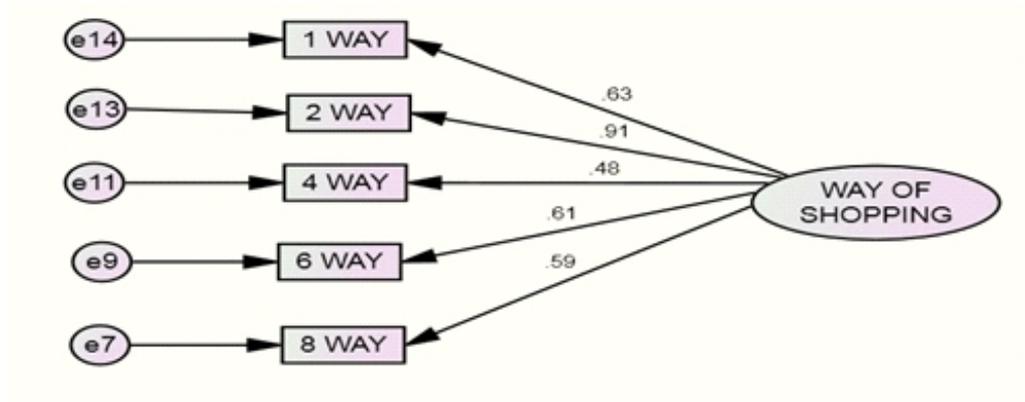
**Table 3: Detailed List of Items for Shopping Orientation Attributes of Way of Shopping**

Sr. No.	Item Code	List of the Items
01	1 WAY	I like to go for shopping to pass leisure time
02	2 WAY	I go for shopping to reduce my stress
03	3 WAY	I feel tired after shopping
04	4 WAY	The sales people add enjoyment to my shopping
05	5 WAY	I do not like to spend too much time for shopping
06	6 WAY	Shopping is full of joy and fun for me
07	7 WAY	I dislike presence of crowd while shopping
08	8 WAY	Shopping provides me social experiences
09	9 WAY	I like to go for shopping alone
10	10 WAY	I like to buy from a particular retail store only

In the above measurement model for confirmatory factor analysis of shopping orientation in which the selected fourteen statements were about way of shopping of the shoppers' in the

retail store were adapted. A five-point Likert scale was used as the response format with assigned values ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

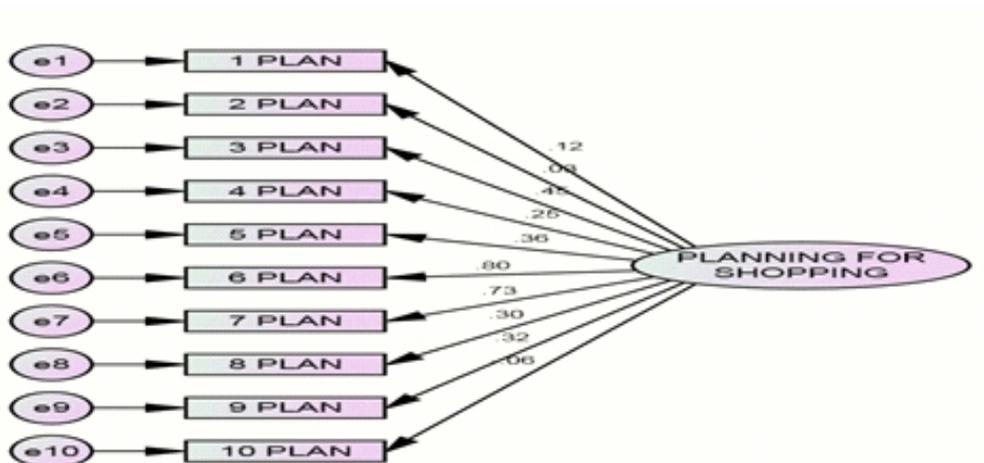
**Figure 03: Revised Model Fit for Confirmatory Factor Analysis of Shopping Orientation of Way of Shopping**



The Confirmatory Factor Analysis on the measurement model was conducted and the less influencing variables were eliminated from the model. The revised model fit was developed as given in the Figure Number: 03 that has identified the key influencing variables i.e. five variables for way of shopping viz; ‘I like to go for

shopping to pass leisure time (1 WAY)’, ‘I go for shopping to reduce my stress (2 WAY)’, ‘The sales people add enjoyment to my shopping (4 WAY)’, ‘Shopping is full of joy and fun for me (6 WAY)’, and ‘Shopping provides me social experiences (8 WAY)’ respectively.

**Figure: 04: Hypothesized Measurement Model for Confirmatory Factor Analysis of Planning for Shopping**



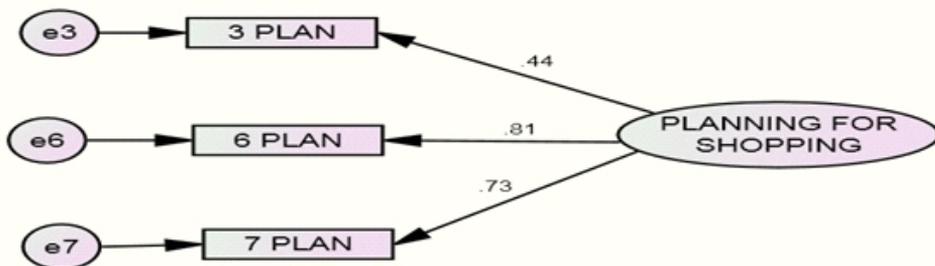
**Table: 04: Detailed List of Items for Shopping Orientation Attributes of Planning for Shopping**

Sr. No.	Item Code	List of the Items
01	1PLAN	I prefer to check price tag before buying a particular product
02	2 PLAN	I prefer to touch and inspect the products before buying
03	3 PLAN	I seek help from sales staff while buying a product
04	4 PLAN	I like to buy from new retail stores
05	5 PLAN	I like to compare different products before buying a product
06	6 PLAN	I like to spend less time while shopping
07	7 PLAN	I prepare a shopping list before actual shopping
08	8 PLAN	I often end up shopping more products than I actually need
09	9 PLAN	The retail stores offers me better services
10	10 PLAN	I make unplanned visits to retail stores

In the above measurement model (Figure Number: 04) for confirmatory factor analysis of shopping orientation in which the selected ten statements were about 'Planning for Shopping by the shoppers'

in the retail store were adapted. A five-point Likert scale was used as the response format with assigned values ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

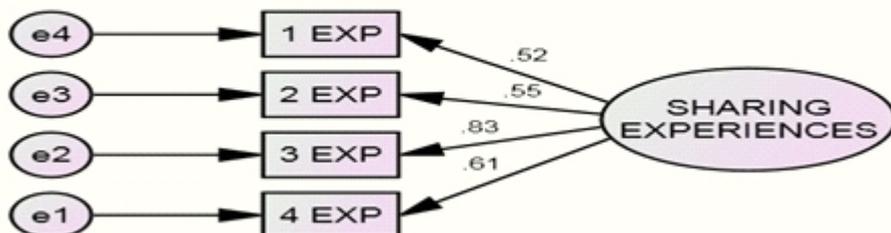
**Figure 05: Revised Model Fit for Confirmatory Factor Analysis of Shopping Orientation of Planning for Shopping**



The Confirmatory Factor Analysis on the measurement model was conducted and the less influencing variables were eliminated from the model. The revised model fit was developed as given in the Figure Number: 05 that has identified the key influencing variables that is

three variables for planning for shopping viz; 'I seek help from sales staff while buying a product (3 PLAN)', 'I like to spend less time while shopping (6 PLAN)', and 'I prepare a shopping list before actual shopping (7 PLAN)' respectively.

**Figure: 06: Hypothesized Measurement Model for Confirmatory Factor Analysis of Shopping Orientation of Sharing Experiences**



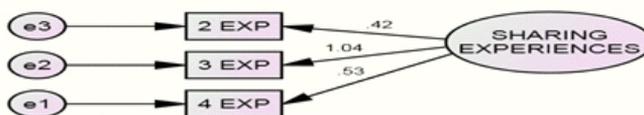
**Table: 05: Detailed List of the Items for the Shopping Orientation of Experience of Shopping**

Sr. No.	Item Code	List of the Items
01	1EXP	I discuss with family members about products to be purchased by me
02	2 EXP	I discuss with others about products in the retail stores
03	3 EXP	I share bad shopping experiences with others
04	4 EXP	I share information about various sales promotion schemes with others

In the above measurement model (Figure Number 06) for Confirmatory Factor Analysis of shopping orientation in which the selected four statements were about ‘Experience of Retail shoppers in the

retail store’ were adapted. A five-point Likert scale was used as the response format with assigned values ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

**Figure: 07: Revised Model Fit for Confirmatory Factor Analysis of Shopping Orientation of Sharing Experiences of Shopping**



Confirmatory Factor Analysis on the measurement model was conducted and the less influencing variables were eliminated from the model. The revised model fit was developed as given in the Figure Number: 07 that has identified the key influencing variables i.e. three variables

for shopping experience of shoppers’ viz; ‘I discuss with others about products in the retail stores (2 EXP)’, ‘I share bad shopping experiences with others (3 EXP)’, and ‘I share information about various sales promotion schemes with others (4 EXP)’ respectively.

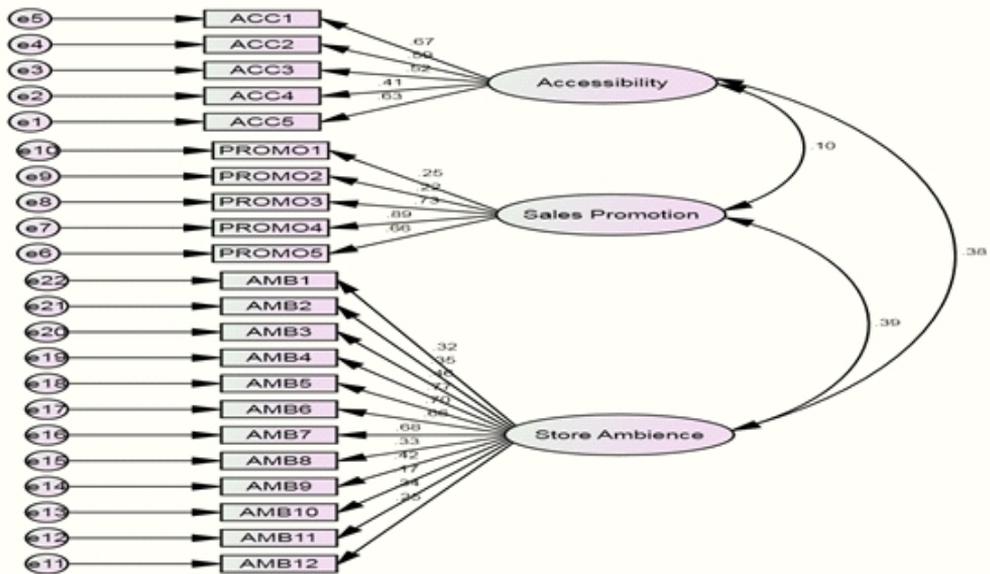
**SUMMARY OF CONFIRMATORY FACTOR ANALYSIS [CFA] OF STORE ATTRIBUTES USING ANALYSIS OF MOMENTS STRUCTURE [AMOS]:**

The researchers have attempted to empirically test the Confirmatory Factor Analysis amongst selected 08 store attributes constructs i.e. accessibility, sales promotion schemes, store ambience, store atmosphere, physical facilities in the store,

institutional factors, range of products and behaviour of the sales staff in the retail store respectively.

The Figure Number 07 to 14 depicts the Hypothesized Measurement Models for Confirmatory Factor as well as revised model fit. Further, the Table Number: 06 to 09 offers details about the store attributes taken into consideration for the Confirmatory Factor Analysis of this research study.

**Figure: 08: Hypothesized Measurement Model for Confirmatory Factor Analysis of Accessibility, Sales Promotion Schemes and Store Ambience**



**Table 06: Detailed List of the Items for the Store Attributes of Accessibility, Sales Promotion Schemes and Store Ambience**

Sr. No.	Item Code	List of The Items For The Store Attributes
01	ACC 1	I like a retail store for shopping which is located near to my residence
02	ACC 2	I like a retail store for shopping which is located near to my office
03	ACC 3	It is convenient for me to go for shopping at any time in the store
04	ACC 4	I get required information about the retail store
05	ACC 5	The opening hours of the retail store are convenient to me

06	PROMO 1	The products offered with lower prices makes me feel less burden of making the payment
07	PROMO 2	The retail store gives me discount schemes
08	PROMO 3	The colour(s) and symbols used in promotions (e.g. advertisements) are attractive
09	PROMO 4	I like to buy products offered to me by retail store on promotional, discounted schemes
10	PROMO 5	I like to buy products at special events (e.g. Wednesday bazaar at big bazaar )
11	AMB 1	I feel at ease while shopping at the retail store
12	AMB 2	The infrastructure of the retail store is properly maintained
13	AMB 3	The retail store has an attractive look
14	AMB 4	The retail store has an attractive interior
15	AMB 5	The placement of aisles in the retail store is appropriate which makes easy for me to get what I want
16	AMB 6	There is plenty of room to walk around in the retail store
17	AMB 7	The sufficient information on signboards is displayed in the retail store
18	AMB 8	The décor of the retail store is attractive
19	AMB 9	I like clearly visible store advertisements in the retail store
20	AMB 10	Striking window displays of products increases my desire to buy in that retail store
21	AMB 11	The entry to the retail store is comfortable
22	AMB 12	The retail store has enough checkout points

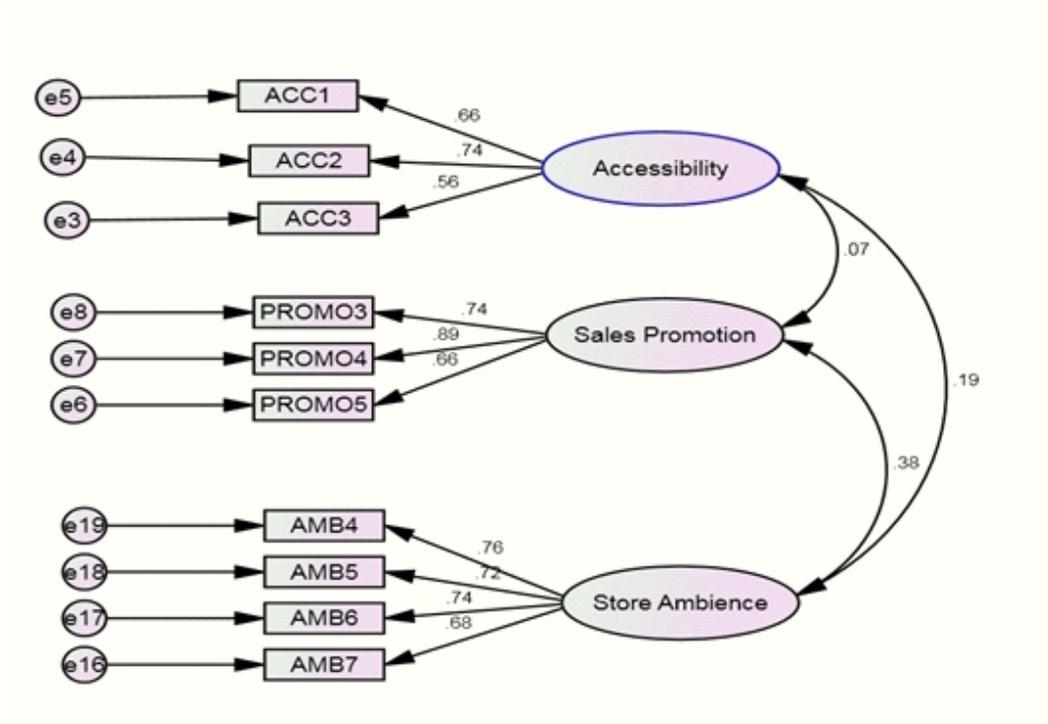
In the above measurement model (Figure 08) for Confirmatory Factor Analysis of accessibility, sales promotion schemes and store ambience in which the selected 05 statements were about ‘accessibility of the retail store’, five statements related to the ‘sales promotion schemes in the retail store’, and the 12 statements related to the ‘ambience of the retail store’ were adapted. The statements and hypothesized measurement model contains the selected store attributes of viz., accessibility, sales promotion schemes and store ambience are shown in Figure number one. A five-point Likert scale was used as the response format with assigned values

ranging from 1 = strongly disagree to 5 = strongly agree. The model shows the positive correlation between accessibility, sales promotion schemes and store ambience.

The Confirmatory Factor Analysis on the measurement model (Figure 09) was conducted and the less influencing variables were eliminated from the model. The revised model fit was developed as given in the Figure 08 had identified the key influencing variables that is 03 variables for accessibility viz; ‘I like a retail store for shopping which is located near to my residence (ACC 1)’, ‘I like a retail store

for shopping which is located near to my office (ACC 2)', and; It is convenient for me to go for shopping at any time in the retail store (ACC 3)' respectively.

**Figure 09: Revised Model Fit for Confirmatory Factor Analysis of Accessibility, Sales Promotion Schemes and Store Ambience**



In case of the store attribute of sales promotion schemes in the retail store the 03 key influencing variables viz; 'The colour(s) and symbols used in promotions are attractive (PROMO 3)', 'I like to buy products offered to me by retail store on promotional discounted schemes (PROMO 4)', and 'I like to buy products at special events (PROMO 5)' were identified respectively.

In case of the store attribute of ambience in the retail store the 04 key influencing variables viz; 'The retail store has an attractive interior (AMB 4)', 'The placement of aisles in the retail store is appropriate which makes easy for me to get what I want (AMB 5)', 'There is plenty of room to walk around in the retail store (AMB 6)', and 'The sufficient information on signboards is displayed in the retail store (AMB 7)' were identified respectively.

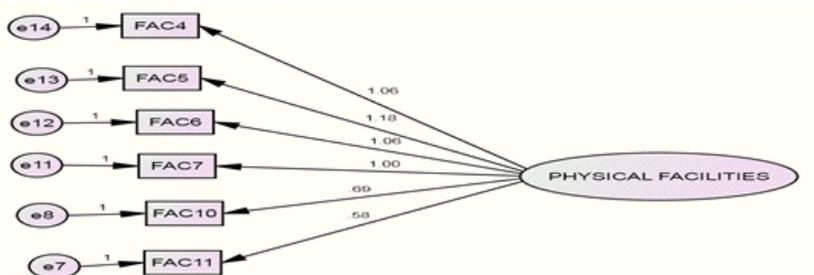
**Table 07: Detailed List of Items for Store Attribute of Physical Facilities in Retail Store**

Sr. No.	Item Code	List of The Items For The Store Attributes
01	FAC 1	A trolley and/or shopping basket for carrying products is available in the retail store
02	FAC 2	The retail store exchanges products returned by me
03	FAC 3	The retail store refunds price of products once sold
04	FAC 4	The retail store accepts a credit card
05	FAC 5	The retail store accepts a debit card
06	FAC 6	The retail store provides membership cards
07	FAC 7	The retail store provides discount on membership cards
08	FAC 8	The retail store provides after sales services
09	FAC 9	The retail store has an escalator facilities
10	FAC 10	The retail store has an elevator facilities
11	FAC 11	The retail store has clean washroom/toilets
12	FAC 12	The retail store has a resting area
13	FAC 13	The retail store has a provision for physically challenged people
14	FAC 14	The retail store has spacious fitting and dressing rooms
15	FAC 15	The retail store has adequate security arrangements for the safety of vehicles in the parking area
16	FAC 16	The availability of parking area in retail store is sufficient
17	FAC 17	There are restaurants and other shops in the vicinity of the retail store

In the above measurement model shown (Figure 10) for confirmatory factor analysis of physical facilities in the retail store in which the 17 statements related to the physical facilities of the retail store were adapted. The statements and hypothesized measurement model

contains the selected store attributes of physical facilities in the retail store and the same were measured on a five-point Likert scale as the response format with assigned values ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

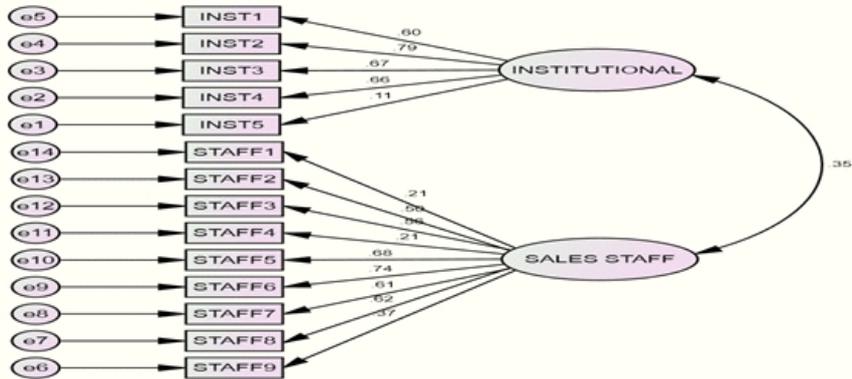
**Figure 11: Revised Model Fit for Confirmatory Factor Analysis of Physical Facilities in the Retail Store**



The Confirmatory Factor Analysis on the measurement model was conducted and the less influencing variables were eliminated from the model. The revised model fit was developed as given (Figure Number: 11) that has identified the key influencing variables of physical facilities in the retail store viz; ‘The retail store

accepts a credit card (FAC 4)’, ‘The retail store accepts a debit card (FAC 5)’, ‘The retail store provides membership cards (FAC 6)’, ‘The retail store provides discount on membership cards (FAC 7)’, ‘The retail store has an elevator facilities (FAC 10)’, and ‘The retail store has clean washroom/toilets (FAC 11) respectively.

**Figure 12: Hypothesized Measurement Model for Confirmatory Factor Analysis of Institutional Factors and Behaviour of the Sales Staff**



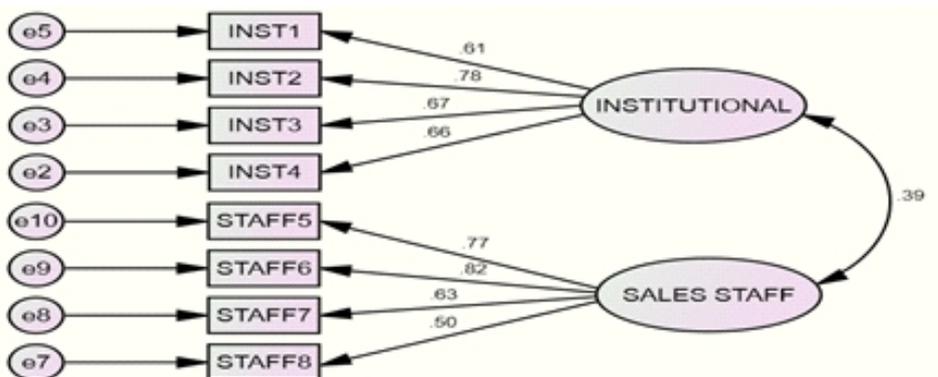
**Table 08: Table Showing Detailed List of the Items for the Store Attributes of Institutional Factors and Sales Staff in the Retail Store**

Sr. No.	Item Code	List of The Items For The Store Attributes
01	INST 1	I receive birthday wishes on mobile from the retail store
02	INST 2	I receive birthday wishes on email from the retail store
03	INST 3	I receive anniversary wishes on mobile from the retail store
04	INST 4	I receive anniversary wishes on email from the retail store
05	INST 5	The retail stores are crowded
06	STAFF 1	The sales staff of the retail store has required information of the products
07	STAFF 2	The sales staff of the retail store has required information of the availability of the products
08	STAFF 3	The sales staff of the retail store has the required information of the price of the products
09	STAFF 4	The sales staff of the retail store has the required information of the display of the products
10	STAFF 5	The sales staff of the retail store responds to my queries
11	STAFF 6	The sales staff of the retail store responds to my problems
12	STAFF 7	The sales staff of retail store are friendly with me
13	STAFF 8	The sales staff of retail store are polite and courteous
14	STAFF 9	The sales staff of retail store are well trained

In the above measurement model shown (Figure : 12) for Confirmatory Factor Analysis of institutional factors and behaviour of the sales staff in the retail store in which the 05 statements related to the Institutional factors and 09 statements related to the Behaviour of the sales staff in the retail store were considered. The statements and hypothesized measurement model contains

the selected store attributes of Institutional factors of the retail store and the behaviour of the sales staff in the retail store and the same were measured on a five-point Likert scale as the response format with assigned values ranging from 1 = Strongly Disagree to 5 = Strongly Agree. The model assumes the positive correlation between institutional factors and the behaviour of the sales staff in the retail store.

**Figure 13: Revised Model Fit for Confirmatory Factor Analysis of Institutional Factors and Behaviour of the Sales Staff**



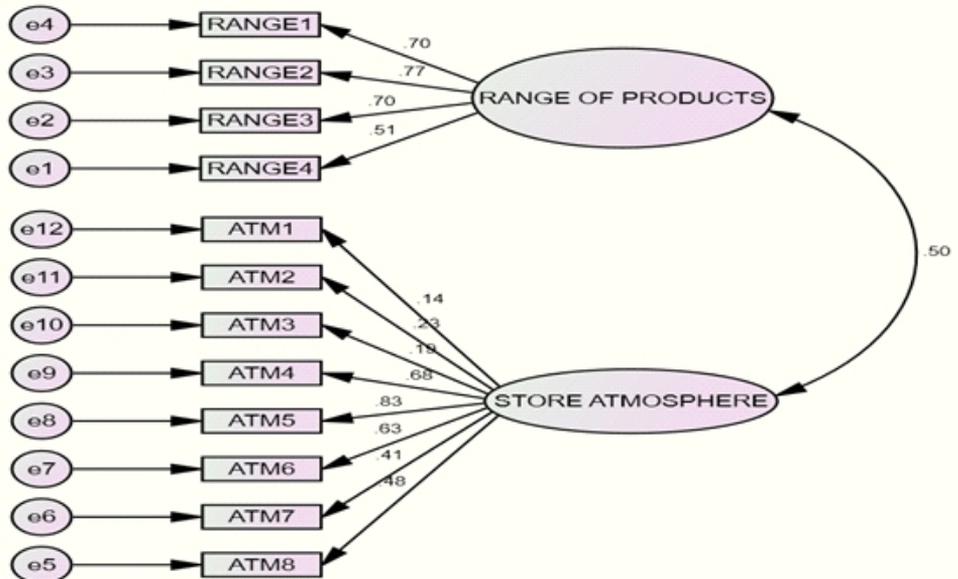
The Confirmatory Factor Analysis on the measurement model was conducted and the less influencing variables were eliminated from the model.

The revised model fit was developed as given in the Figure : 13 that has identified only the key influencing variables i.e. four variables for Institutional Factors viz; ‘I receive birthday wishes on mobile from the retail store (INST 1)’, ‘I receive birthday wishes on email from the retail store (INST 2)’, ‘I receive anniversary wishes on mobile from the retail store (INST 3)’, and ‘The retail store keeps me updated by

sending regular information about various offers and schemes (INST 4) respectively.

In case of the store attribute of sales staff behaviour in the retail store the 04 key influencing variables that were identified were viz., ‘The sales staff of the retail store responds to my queries (STAFF 5)’, ‘The sales staff of the retail store responds to my problems (STAFF 6)’, ‘The sales staff of retail store are friendly with me (STAFF 7)’, ‘The sales staff of retail store are polite and courteous (STAFF 8) respectively.

**Figure 14: Hypothesized Measurement Model for Confirmatory Factor Analysis of Range of Products and Store Atmosphere in the Retail Store**



**Table 09 : Detailed List of Items for Store Attributes of Range of Products and Store Atmosphere**

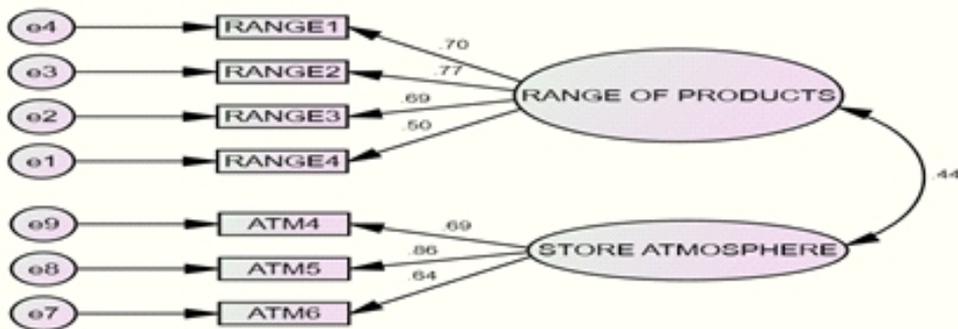
Sr. No.	Item Code	Detailed Name of The Items For The Store Attributes of Range of Products and Store Atmosphere
01	RANGE 1	The retail store provides me a wide variety of products
02	RANGE 2	The retail store provides me a variety in different categories of products
03	RANGE 3	The products are available in different sizes in the retail store
04	RANGE 4	I get products of good quality in the retail store
05	ATM 1	There are sufficient lights in the retail store
06	ATM 2	The retail store has sufficient air conditioning
07	ATM 3	The house keeping of retail store is good
08	ATM 4	I feel pleased and comfortable due to the presence of the other shoppers in the retail store
09	ATM 5	I feel safe due to the presence of other shoppers in the retail store
10	ATM 6	I feel comfortable because of light music being played in the retail store
11	ATM 7	The environment of the retail store motivates me for shopping
12	ATM 8	I get pleasant smells inside the retail store

In the above measurement model shown (Figure : 14) for Confirmatory Factor Analysis of range of products in the retail store and the retail store atmosphere in which the 04 statements related to the range of products, and 08 statements related to the retail store atmosphere were considered. The statements and hypothesized measurement model contains the selected store attributes of range of

products of the retail store and the retail store atmosphere and the same were measured on a five-point Likert scale as the response format with assigned values ranging from 1= Strongly Disagree to 5= Strongly Agree.

This model assumes the positive correlation between range of products in the retail store and the retail store atmosphere.

**Figure 15: Revised Model Fit for Confirmatory Factor Analysis of Range of Products and Store Atmosphere in the Retail Store**



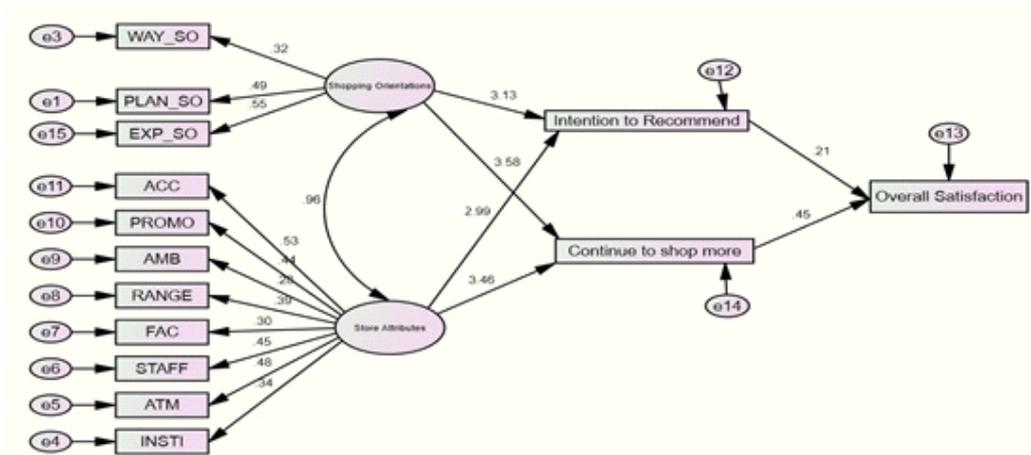
Confirmatory Factor Analysis on the measurement model was conducted and the less influencing variables were eliminated from the model. The revised model fit was developed as given in the Figure Number: 15 that has identified only the key influencing variables that is 04 variables for range of products viz; ‘the retail store provides me a wide variety of products (RANGE 1), ‘The retail store provides me a variety in different categories of products (RANGE 2)’, ‘The products are available in different sizes in the retail store (RANGE

3)’, and ‘I get products of good quality in the retail store (RANGE 4).

In case of the store attribute of Store Atmosphere in the retail store only the three key influencing variables that were identified were viz., ‘I feel pleased and comfortable due to the presence of the other shoppers in the retail store (ATM 4), I feel safe due to the presence of other shoppers in the retail store (ATM 5) and I feel comfortable because of light music being played in the retail store (ATM 6) respectively.

## STRUCTURAL EQUATION MODELING [SEM] USING PATH ANALYSIS CONSIDERING SHOPPING ORIENTATIONS AND STORE ATTRIBUTES:

**Figure 16: Structural Equation Modelling [SEM] Using Path Analysis Showing Relationship between Shopping Orientations and Store Attributes with Overall Satisfaction through Mediating Variable**



The above given Figure Number 16 depicts relationship between shopping orientations and store attributes with overall satisfaction through mediating variables viz., ‘I would continue to shop more’, and ‘I shall recommendation to others’. In the above mode the relationships between the constructs were examined based on chi-square associated with path coefficients between the constructs. The Chi-square value (2188.207) was on higher side than a certain critical value i.e.  $p < .05$  which indicated that there exists a significant relationship between constructs.

The major determinants of shopping orientations included all the 03 variables depicted in the model that is ‘The style or way of shopping’, ‘His planned effort for shopping’, and ‘His actual experience from shopping’ respectively. The major

determinants of store attributes included the 05 variables that is ‘Promotional Schemes’, ‘Range of Products’, ‘Atmosphere of the Store’, ‘Accessibility of the Retail Store’, ‘Sales Staff of the Retail Store’, and Store Atmosphere of the Retail Store out of 08 depicted in the model that is ‘Accessibility’, ‘Promotional Schemes’, ‘Ambience of the Store’, ‘Range of Products’, ‘Facilities in the Store’, Staff Behaviour in the Retail Store, Atmosphere of the Store, and ‘The Institutional factors of the Retail Store. The shopping orientation of shoppers’ that reflected shoppers’ way of shopping and the store attributes used by the retailers in order to attract shoppers’ are the major determinants of the shoppers’ overall satisfaction through the mediating effects of ‘I would continue to shop more’ and ‘Recommendation to others’ respectively.

The result of SEM Analysis indicated that the path from the construct of shopping orientations as well as the construct of store attributes was significant and positively related with overall satisfaction of shoppers through mediating variables. Thus, it can be inferred that shopping orientations and store attributes both play a vital role in determining the shoppers' own decision to shop and his recommendation to others to shop from the same retail store that is the positive

word of mouth spread to others. The influence of the selected retail store attributes used by the retailers also plays an important role while shoppers are inside the retail store for actual shopping. The retailers must focus on understanding the shopping orientations of the shoppers' so as to effectively create an atmosphere and align the store attributes that matches with the shoppers' own style and predisposition of shopping.

**Table 10: Fit Indices of Measurement Model  
[Model as Given in Figure: 16]**

The below given table provides the model fit Indices for the Structural Equation Model [SEM] Using Path Analysis Showing Relationship between Shopping Orientations and Store Attributes with Overall Satisfaction through Mediating Variable.

Name of the Index	Model fit Indices
CMIN (Chi-square or Minimum Discrepancy Chi-square)	27.01
GFI (Goodness of Fit Index )	0.829
NFI (Normed-Fit Index)	0.648
RFI (Relative Fit Index)	0.604
CFI (Comparative Fit Index )	0.656
AGFI (Adjusted Goodness of Fit Index)	0.779
RMR (Root Mean Square Residual)	1.049
RMSEA (Root Mean Square Error of Approximation )	0.132

### **MANAGERIAL IMPLICATIONS OF THE RESEARCH STUDY:**

The researchers have attempted to provide implications based on the selected criteria of shopping orientations that is 'The way of shopping', 'The planned activities that shoppers' undertake before their shopping journey', and 'Their experiences of shopping which plays an important role in

shaping the overall predispositions of the shoppers' respectively.

The shoppers' do shopping with these pre-defined philosophies that they have before they undertake the task of shopping. For some shoppers, the act of shopping is merely a pass time activity in their leisure time, some feel that shopping is fun and enjoyment, and they tend to seek

recreation, and fun while they are in the retail store. It is also evident that some shoppers are meticulous and they do prepare a shopping list, discuss with family members and others and also pay attention to all the sales promotional schemes of the retailers.

The results of the research study pertaining to the store attribute of accessibility had revealed that shoppers feel comfortable, and find the store easily accessible considering is location that is nearby residence or office or acquiring the information about the retail stores opening hours.

The data analysis considering the different groups of different shoppers from different cities had revealed that their criterion for determining accessibility as a store attribute is different for each group of shopper as well as the preference of kind of information need and convenient opening hours of the retail store.

The retailers must ensure specific area wise segmentation strategies to attract and lure shoppers by communicating them about the accessibility in terms of nearness, hours of operation of store. The retailers need to focus on identifying the accessibility factor of their retail store in city by knowing the store traffic in the different locations so as to track the movement in the area where people can move comfortably and easily. The retailers should ensure that they open more branches in the most convenient location considering the different areas of the given city.

The retailers should also make sure that their retail stores are situated in the areas where the road connectivity, transportation facilities and other infrastructural facilities are available so as to facilitate more number of shoppers to visit the retail store. It can be inferred from the data analysis that the promotional schemes play a major role in stimulating the shoppers' to buy more. The sales promotion schemes viz., bundling offers, charging less price, offering discount schemes, special discount period during festive season and special promotion schemes can influence the shoppers' buying motives. The variety of sales promotion schemes will not only increase the sales volume of the retail store but also create a Unique Selling Proposition in a competitive organized retail market.

The special discount events like the "Wednesday bazaar at Big Bazaar" and "Sabse Sasta Din" will make shoppers' visit regularly with an anticipation of discount on even regular days.

The sales promotion schemes will lead to impulse buying and the retail shoppers' will end up buying more products which in turn helps to increase the sales volume and also stock clearance of old as well as non-moving, out of fashion trends products which facilitates working capital management by converting stocks into sales proceeds. The retailers must emphasis on proper display of merchandise and Mannequins by proper window dressing for promotion of the particular

product. The aim of the retailer should be to create differentiation to grab maximum eye-balls and in-store promotional signage, and floor merchandising in a creative manner may lead higher level of impact on consumers' impulse buying behaviour. The findings of this research study provided sufficient evidence that retailers can effectively utilize promotional campaigns to increase desirability of products, and to help customers become aware of the products as well as to create favourable attitudes.

It can be analysed from the data that the shopping facilities in the retail store viz., availability of adequate number of trolleys for shopping, refund and exchange offers, accepting all Debit cards and credit cards, discount schemes on membership or privilege cards, after sales services, escalator and elevator facilities, clean washrooms, provision of resting area for the differently able people, spacious dressing rooms, adequate parking space and security arrangements and availability of restaurants and other shops in the vicinity of the retail store can serve as major factor in making a selection of the retail store by the shoppers. The retail store must have a proper policy for refund and replacement of various goods purchased by the retail shopper so as to facilitate the shopper while making the purchase transaction. The retail store should accept all types of credit cards and debit cards to give the shopper the ease and convenience of transactions while shopping. The retail

stores need to give flexible payment terms thereby creating a unique image.

The data analysis indicated that the institutional factors have a focal area of Customer Relationship Management [CRM] in a competitive market. The retail store can occupy a distinct image in the minds of the retail shoppers' by keeping a close connect with the shoppers' by sending birthday wishes through SMS, e-mail etc. The retailers can create top of the mind awareness which results into possibilities of getting more business as the retail shopper is always well informed regarding all activities of the retail store. The retail store can position their stores as popular destinations for shopping along with fun and recreation. This will generate curiosity amongst infrequent visitors to visit and shop in the retail outlet. This will increase the footfalls in the retail store by drawing more people to visit the retail store. The sales personnel should be trained in terms of understanding the shoppers' information need as well as willing to share the information to the shoppers'. The sales staff should have the up to date information regarding the products availability, the product display, product location, product assortments and when the product is expected to arrive in case of stock out situation of the particular products. The sales staff should approach the shoppers' in the convincing yet friendly manner so as aid the shopper in his shopping journey.

The retailers should focus on proper training and induction of the sales staff so

that they will deliver the best possible services to the shoppers 'as well as build long term customer relations which will be helpful in creating loyalty intentions towards the store amongst the shoppers'. The availability of customised products suiting the individual requirements of the shoppers' will create repurchase intentions amongst shoppers for the store. The availability of different assortments in terms of size of the products will enable the shoppers' to buy the enough quantity according to their family consumption patterns.

The retailers by providing wide range of products will not only help the shoppers' to choose from the wide variety of alternatives but also to remain competitive in the organised retail market and positioning themselves differently by attracting large number of shoppers'. The overall environment of the outlet will create a feeling of pleasure of shopping in a given context which leads to satisfaction from the retail store and memorable shopping experiences. The appropriate illumination will enable the shoppers to identify, verify and choose various products in different locations in the shopping space along with the illumination the housekeeping and cleanliness of the store will help the shoppers' to stay long and take their own time to choose and purchase the products. The positivity in the retail store atmosphere will play a crucial role as it uplifts the spirit of the shoppers' to shop from the retail store. The background music in the retail store helps to the shoppers' to reduce the

boredom and at the same time making the shopping task interesting. The soft music that is played in the store will help shoppers' to feel active and upbeat so that they can carry out the task of shopping with zeal and enthusiasm.

### **CONCLUSION:**

The contribution of retail sector can be seen to a great extent in the emergence of shopping culture of Gujarat. Retailing in India is receiving global appreciation and attention and this emerging market is witnessing a significant change in its growth and investment pattern. Urban Gujarati shoppers prefer retail stores that give them value for money and "self service" options in the retail store. This beckons the era of "Serviced Retailing," where the shopper approaches the retailer and asks for specific items, which the retailer fetches from behind the counter. In order to devise appropriate plans and strategies and take advantage of these opportunities of growth to its fullest extent the retailers need to give the best shopping experience in such kind of malls and organized stores. It is imperative to understand the consumer behaviour in different formats of organized retailing will help the different stakeholders of this industry. Factually thousands of firms are spending millions of rupees to sway consumers in every market place through the medium of advertisements, packaging, product features, sales pitches and store environment. But it is evident that every strategy formulated for attracting customers may have different implications. Hence this research has made it possible

to understand the consumer behaviour in terms of shopping orientations at greater depth specifically with reference to the selected retail stores in the state of Gujarat.

In terms of store attributes the shoppers in the selected cities of Vadodara, Surat, Ahmedabad and Rajkot gave more importance to the promotional schemes, ambience of the store, range of products, atmosphere of the store and the overall image of the retail store. These attributes of the retail store should be given due consideration by the retailers in the State of Gujarat by seamless integration of all of them in order to portray a unique image of the store.

In this research study, we have found that the orientation of the shoppers in the State of Gujarat is based largely on entertainment value derived out of shopping. The data analyses have indicated that the retail shoppers sought emotional value more than the functional value of shopping. Although, there is a belief that shopping being considered a task and should be finished as soon as possible, this orientation is overshadowed by the entertainment value derived by the retail shoppers. The tendency of the retail shoppers to talk about their shopping experience has implications for building the reputation of the store. It is imperative that every retail shopper visiting a store needs to be handled carefully because whether the shoppers buy or not, they would discuss about their visit with others,

showed an inclination to patronize stores, and attached importance to referrals. A positive opinion would surely help build store traffic as well as loyalty to the store. The retail shoppers in the State of Gujarat have a very limited choice of retail formats, an important variable in shaping orientation.

Due to the lack of a varied experience, the retail shoppers do not seem to expect distinctive characteristics from different stores which usually shoppers in developed western countries usually expect. From the research study it was also clearly identified that the retail stores were chosen based on the products that they handle and hence the products became the primary consideration and subdued the importance of other store variables. Retailers in the State of Gujarat need to take up the task of demonstrating the value added by a store. The format of the store could be the prime driver.

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