

# DELHI BUSINESS REVIEW

An International Journal of Society for Human Transformation & Research

Vol. 16, No. 1, January - June, 2015

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***Inspirations Worth Mentioning***

I had the pleasure of attending ICIB-2000. It was a very well organised conference. I was very impressed with the quality of presentation and the organisational skills of Prof A.K. Singh and his team. I wish everybody all the best and hope that DSPSR becomes one of the leading educational institutes of India.

**Amit Bhatnagar**, Asst. Professor, University of Wisconsin - Milwaukee, U.S.A.

Nice Job! Keep it up. Lofty vision, great facilities, excellent faculty-all in all a wonderful start to a great institution.

**Dr. Ashwani Srivastava**, Director-Risk Management, Bombardier Inc., Vermont, U.S.A.

I was very pleased to spend an hour with the bright students of DSPSR discussing culture's influence on business ethics. The professional courtesy extended by the faculty and director of DSPSR reflected the age old cultural warmth of India and I felt much at home during my visit. A Great Conference too!

**Dr. D.P.S. Bhawuk**, Professor, University of Hawaii at Manoa, Hawaii, Honolulu, USA.

The wonderful hospitality of the staff – familiar though they are – the enthusiasm, the conviction concerning projects and academic undertakings, this is indeed the school of well-researched behavior and professionalism. It will be a delight to observe the consequences of such devoted efforts. It is an honor to be associated with this outstanding organisation. Congratulations to Dr. Singh, whose gracious smile never leaves me, and to all involved in this great school.

**Professor Gregory Berglund**, Centre d'Etudes Franco-American de Management, Lyon, France.

Wonderfully organised Conference. Best Wishes !

**Maharaja Jyotiraditya M. Scindia**, Member of Parliament (Lok Sabha), India.

The best testimony to an Institute is its products. I think the products of the Institute give a very fair idea of the excellent inputs that are being imparted to them here.

**Professor Madhulika Kaushik**, School of Management Studies, IGNOU, New Delhi.

It gives me an immense pleasure to put on record my very sincere appreciation for the excellent work that is being carried out by this school. What impresses me most is the professionalism that is evident in all activities of this school. As this school is endeavouring for 'International Linkages', I would be pleased to assist the leadership of the school to establish a meaningful and mutually beneficial linkage with Minot State University, which is one of the 'Best Schools' according to US News.

**Professor Mohammad Saeed**, Professor & Deputy Director, Minot State University, Minot North Dakota, USA.

In course of my interaction with the students and faculty in my guest lecture, I found them quite up-to-date, well versed and all motivating. I am sure the institute is well-poised to come up as a pioneering institution in the field-management education.

**Prof. L.S. Singh**, Professor & Head, Department of Economics, Magadh University, Bodhgaya.

As part of my visit to the Institute for attending its Governing Body meeting, I also had the opportunity to see ins and outs of this Institute in terms of its infrastructure, interaction with the faculty, Computer Laboratory coupled with its professional way of real life working. To be brief, I must applaud the efforts of its corporate management in giving it the right direction, alone! Wishing all the best.

**Professor O.P. Goyal**, Dean Academics & SOMS, GGS Indraprastha University, Delhi.

I thought the Conference and Workshops were well organised and excellent presentors. The Conference was Excellent!

**Professor David Ross**, CEO, INDELTA Pty. Ltd., Australia.

Congratulations to Dr. Ajay Kr. Singh and his team for organising wonderful world-class conference. Efforts put in by the students were very apparent. The conference provides an excellent forum for exchange of ideas among intellectuals from world over. ISO 9000 workshop is a great leap forward for the educational system in the country. I hope and believe that the workshop will stimulate development of world-class student oriented systems in the country.

**Dr. Suneel Maheshwari**, Professor, Marshall University, W. Virginia, USA.



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# DELHI BUSINESS REVIEW

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## APPLYING STRUCTURAL EQUATION MODEL (SEM) FOR EXAMINING INFLUENCES OF STORE AND PRODUCT ATTRIBUTES ON PATRONAGE BEHAVIOUR OF SHOPPERS IN BARODA CITY OF GUJARAT STATE

Parag S. Shukla\*

Parimal H. Vyas\*\*

Madhusudan N. Pandya\*\*\*

### **P**URPOSE

*THIS paper aims to examine influences of store attributes as well as product attributes on store patronage behaviour of selected shoppers who were conveniently drawn from amongst selected shopping malls located in the Baroda City of the Gujarat State, India.*

**Design/Methodology/Approach:** *This empirical research study based on primary data collected through structured questionnaire using descriptive research design to identify and evaluate crucial dimensions that were considered by selected retail stores that influences the shoppers' to patronize a particular store and to study the impacts of store attributes as well as product attributes on store patronage behaviour of 200 shoppers who were asked to Rank the preferences for retail formats and attributes/features of store and product which have influenced shoppers' preference to shop from the given emerging retail formats.*

**Key Findings:** *The research study implies that for buying Shopping Goods the shopping malls and specialty stores are strongly preferred by shoppers of Vadodara City whereas the other formats such as viz., convenience stores, department store, hypermarkets/ supermarkets and discount store are preferred for buying Convenience Goods. The overall satisfaction with product attributes in shopping mall is influenced by refund/replacement facilities followed by affordable price attractive packaging and wide range of brands and the overall satisfaction with store attributes in shopping mall is influenced by trained and caring sales staff followed by good location, adequate parking facility in the store and pleasing ambience of the store.*

**Research Limitations:** *Conclusions are drawn on the basis of a specific choice for a particular retail format. Though; this study has presented important and useful contributions in the measurement of overall reported experienced satisfaction of shoppers in selected malls, due care need to be exercised while making use of its findings in varying format of retailing.*

**Practical Implications:** *The overall satisfaction in shopping mall is influenced by shopping environment and shopping with entertainment experienced by shoppers in a given store.*

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*Parag S. Shukla, Parimal H. Vyas, and Madhusudan N. Pandya*

**Originality/Value:** *This study assumes importance in the light of the fact that various studies conducted in India on retailing to cover important aspects of retailing have been of a limited range. This research paper, in contrast has attempted to present a very comprehensive view of the influences of product attributes and store attributes on patronage behaviour of selected shoppers' in the City of Baroda.*

**Key Words:** *Retailing, Product Attributes, 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 (Deloitte Indian Retail Market Report, 2013). Majority of the customers visiting the retail outlets belong to the age group of 30 years and the number of male customers is more than the number of female customers (Madan & Kumari, 2012). The growing middle class is an important factor contributing to the growth of retail in India. By the year 2030, it is estimated that 91 Million households will become part of 'Middle Class'. By the year 2030, 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 (FICCI – Retail Sector Profile).

India has the youngest population profile in the whole world in different income segments exerting substantial influence on their parents & own spending and this global Indian households is expected to reach level of 9.5 Million with their spending power of Rs. 14.1 Trillion by the year 2025 (Farrell & Beinhocker, 2007). This dramatic rise in spending power is expected to come from young graduates of India's top colleges who are emerging as 'ferociously upwardly mobile', and will be in a position to command large salaries from Indian and foreign multinationals which clearly points out the importance of Indian youth in terms of its sheer size and market with unique characteristics (Farrell & Beinhocker, 2007).

## **Review of Literature**

An attempt has been made to outline in brief key aspects of previous researches concerning organized retail, store attributes in retailing, consumer preferences & store patronage, and behaviour of retail shoppers as follows.

### **Organized Retailing**

Organized retailing in most economies has typically passed through four distinct phases in its evolution cycle that is new retail entrant driving growth, consumer demand organized formats, retailer strengthening backend system, and retailers going global. India is currently passing through the second phase of evolution referred herewith as consumer demand organized formats. The Indian retail industry was estimated at US\$ 435 Billion sub-divided into US\$ 414 Billion for traditional retail, and US\$ 21 Billion for organized retail in the year 2010. India's retail market is expected to reach figure of US\$ 850 Billion to be sub-divided into US\$ 650 Billion for traditional retail, and US\$ 200 Billion for organized retail by the year 2020. By the year 2015, more than 300 Million shoppers are likely to patronize organized retail chains. Gupta (2007) had revealed that the retail sector of India reflects its socio-demographic characteristics. Mishra (2008) had depicted that the economic growth, demographics, increasing income, purchasing power and changing Indian consumers are the various factors behind growth of organized retail market which leads to a large number of retailers, necessitates better enforcement of taxation, and introduction of an efficient labor law monitoring system.

### **Store Attributes in Retailing**

The retailing business is greatly affected by the patronage behavioral orientations of shoppers. Erdem et al. (1999) had examined the linkages between consumer values and the importance of some salient store attributes. The findings of the exploratory study indicated that the important judgments for store attributes were influenced by the set of terminal and instrumental values viewed as important by the shoppers. Even though, the importance of store attributes was related to both kinds of values, it seems that there was a disproportionate predominance of terminal values in this influence (Erdem et al., 1999). In addition, combining values with demographic information can provide a better understanding of targeted consumers, and marketing programs based on this understanding can enhance the effectiveness of retail management. In the Indian economy, branding has emerged as an important marketing tool and brands play an important role in facing competition.

Ranging from the shopkeeper to the most sophisticated supermarkets, departmental stores, plazas and malls which provide the latest and better quality products, the customer now has multiple options to choose from (Gupta, 2004).

Herpen and Pieters (2000) had identified that the attribute-approach captures consumers' perception of assortment variety better than the product-based approach, and that it offers new insights into assortment variety.

Leszczyc et al. (2001) had observed that the changing retail structure has provided the consumers with moré options in the form of formats and services such as large variety of products, quality products, and less travel time. Accordingly, the importance of various store attributes varies by store format and customer base.

Jackson et al. (1991) had investigated the extent to which attitudes toward mall attributes and shopping value derived from a mall visit differ across gender and generational cohorts and it was found that there were no differences in hedonic and utilitarian shopping values by generational cohort, but generational differences in attitude toward mall hygiene factors, convenience, and entertainment features were found as existing.

Store attributes related to a retail outlet can be grouped in terms of 'store atmospherics' (Kotler, 1973) and store location. Store atmospheric attributes including colour, lighting, sales personnel, music, etc., form the overall context within which shoppers make decisions of store selection and patronage.

Store attributes refer to the underlying components of a store image dimension viz., merchandise, physical facilities, services, atmospherics, etc., The earlier researches on store image has yielded a large number of attributes (Martineau, 1958; Peter & Olson, 1996), and it has been found to be linked to store loyalty and patronage decisions (Assael, 1992; Wong & Yu, 2003).

Rajagopal Srivastava (2007) had 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. The facility of one stop-shop has a positive response from the consumers, who have found it more convenient, time saving, and satisfactory.

The theoretical framework of this research paper is based upon the literature of growth of organized retail sector in India. It emphasizes the major aspects of retailing, covering emerging retail formats, attributes of retailing. Consumers have multiple options to choose ranging from the shopkeeper to the most sophisticated supermarkets, departmental stores, plazas and malls which provide the state-of-the-art and better quality products.

Accordingly, six emerging retail formats viz., malls, speciality stores, convenience stores, discount stores, hyper/supermarkets, and departmental stores were considered for the purpose of this research study.

### **Customers' Preferences and Store Patronage**

The Indian market has seen vast changes in political, economic, and social environment which has had a great impact on consumption. Mishra (2007) had attempted to explore the way organized retail has dramatically changed not only the Indian traditional retailing structure but also in the consumption behaviour. The results indicated that consumers buy essentially convenience goods with low level of risk from organized outlets, and essential products of more involvement from traditional retailers. The hypermarket, mall, and supermarket are the preferred stores by customers and organized retail is preferred due to convenience and variety. The decision to patronize a store usually starts with a set of characteristics or attributes that customers consider important. Consumers often use these attributes to determine which stores can cater to their needs. Various patronage studies have attempted to identify determinants of store choice in relation to attributes, such as viz., price, quality, variety of merchandise, credit availability, return policies as well as well-known labels and brands.

The physical facilities or attributes have been included among other attributes in some studies, but they have not been fully addressed in those studies. In general, no research has focused on which of those environmental dimensions are important in choosing a retail store and how the physical environment affects patronage behaviour.

Lindquist (1974-1975) synthesized store attributes into nine dimensions viz., merchandising, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors, and past transactions.

Among these, product-related consideration (e.g., assortment, quality, and price) appeared to be the most critical dimensions (Lindquist, 1974-75). Store attributes are evaluative criteria customers have towards the store.

According to Engel, Blackwell, & Miniard (1995), environmental dimensions viz., air quality, lighting layout, carpeting, and aisle width and placement are physical store attributes used to project store image and influence store choice. Store retailers must provide a setting that will allow customers to shop for their needs and wants in the marketplace (Engel, Blackwell, and Miniard, 1995). Customers may shop several retail store types depending on the product sought and its usage. Therefore, studying the retail environment with specific shopping scenarios based on product/usage and ways to encourage consumer patronage is a significant area of research (John & Cole, 1986). According to Bitner (1992), the physical environment creates an image and influences individual behaviour in service businesses that is retail stores, hotels, restaurants, professional offices, banks, and hospitals. Hollman and Wilson (1982) had stated that customers shop those stores that provide the proper environment. The physical environment creates an image of a retail store and its services. The environment may have an impact on customer satisfaction, which may eventually affect store patronage. If customers do not enjoy shopping with a particular retailer, they locate a mere congenial store for future purchases. Thus, it is important for retailers to identify and satisfy customers' needs.

The retailers should identify those store attributes that will result in positive responses from their target markets and provide those attributes that will have an affect on future patronage decisions. The patronage behaviour encompasses the decision process related to where customers shop, how they shop, and what they purchase (Moschis, 1976; Stafford & Stafford, 1986). The driving force



behind this decision process is patronage motives which are the reasons why customers shop and make purchases at certain retail stores (Michman, 1991). Service quality factors of modern retailing are having significant relationship with the satisfaction and repurchase intention of the consumers (Purohit, 2011).

Customers patronize retail stores for several reasons including store prices and values, merchandise selection, purchasing convenience, services offered, merchandise quality, treatment by store personnel, and store reputation & status.

Customers also select stores based on proximity, in-store shopping convenience, and wide selection of merchandise. Customers shop for enjoyment, socialization, as well as for economic reasons (Lumpkin, 1985).

Goyal and Aggarwal (2009) and Ali & Kapoor (2010) had opined that in India a consuming class is emerging as a result of increasing income levels and dual career families with high disposable incomes. With retailers eyeing their presence in the market, it is important to identify the target shoppers as well as the prime factors of enjoyment in shopping.

Based upon these, the present research study had considered ten product attributes viz., improved quality, reasonable price, variety of brands, assortment of merchandise, easy availability of products, proper display of products, warranty of products, proper packaging, exchange facilities, and bundling offers respectively.

According to Lumpkin (1985), customers shop for enjoyment, socialization, and also for economic reasons. Customers patronize retail stores for several reasons which may include store prices and values, merchandise selection, purchasing convenience, services offered, merchandise quality, treatment by store personnel, and store reputation, and status. Customers also select stores based on proximity, in-store shopping convenience, and wide selection of merchandise.

### **Behaviour of Retail Shoppers**

The behaviour of retail shoppers is a subject of study across the world (Sinha & Banerjee, 2002). Individual determinant such as shopping intention, attitude towards retail outlet and shopping habit plays important role on consumer shopping decision (Siringoringo & Kowanda, 2009). The behaviour of shoppers differs according to the place where they are shopping and their involvement level with the act of shopping (Berman & Evans, 2004). There is a growing need to evaluate the true drivers of shopping behaviour in the Indian retailing context (Sinha & Banerjee, 2004). For many years, marketing researchers have considered issues related to Customers' store choice across various purchasing situations (Carpenter & Moore, 2006). Aggarwal (2012) had concluded that retailing is not to be considered as a distribution function alone, rather it has emerged as an industry in itself.

Through this study, a modest attempt has been made to highlight the emergence of organized retailing and contribution of retail revolution to the economic development of India.

## **Research Methodolgy**

It mainly included following.

### **A Brief about the Research Study**

This empirical research study based on descriptive research design was undertaken to examine influences of store attributes as well as product attributes on store patronage behaviour of 200 shoppers who were conveniently drawn from amongst selected shopping malls located in the Baroda City of the Gujarat State.

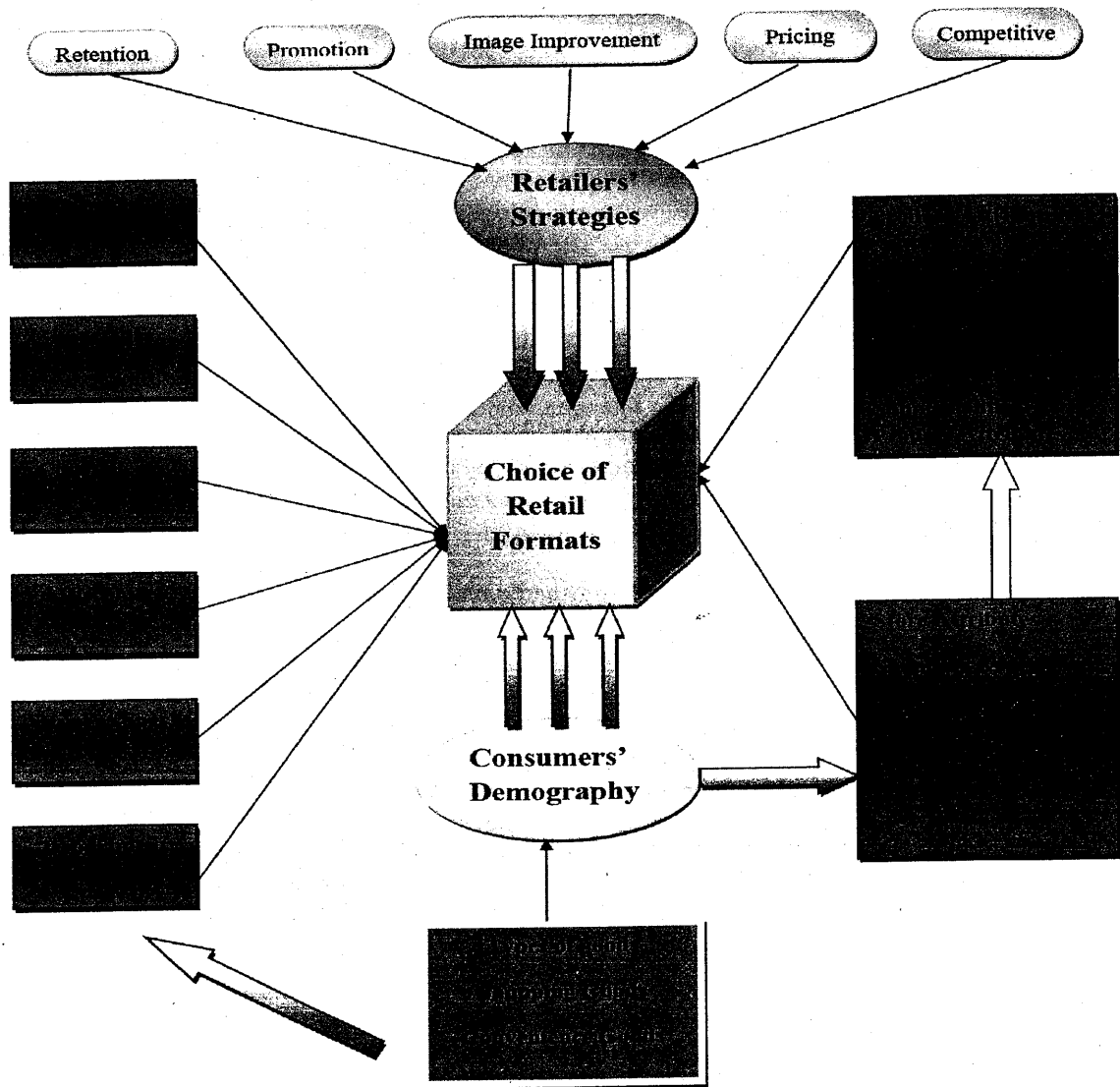


Figure No. 1: Framework of Customers' and Retailers' Perspective for Emerging Retail Format

Source: Compiled by the Authors through Review of Literature.

The primary data were collected using structured questionnaire for which the reliability test was applied to determine how strongly the opinions of shoppers were related to each other and also to compare its composite score.

The Cronbach's Alpha score (Cronbach, 1951) value of product attributes was 0.621 and for store attributes, it was 0.798 that showed internal reliability of the scale, and reflected the degree of cohesiveness amongst the selected items (Malhotra, 2007 and Nunnally, 1981). (Please Refer Table No. 1).

**Table No. 1: Summary of Indicators and Reliability Alpha Score**

Selected Product Attributes	Cronbach's Alpha Reliability Coefficient	Selected Store Attributes	Cronbach's Alpha Reliability Coefficient
1. Improved quality of Products	<b>0.621</b>	1. Pleasing ambience of the Store	<b>0.798</b>
2. Affordable price		2. Good location	
3. A Wide Range of brands		3. Proper Security Arrangements	
4. Proper Assortment of merchandise		4. Good in-store promotions	
5. Ease of Availability of products		5. Adequate dressing/Fitting rooms	
6. Proper display of products		6. Cleanliness and Hygiene in the store	
7. Warrantee of products		7. Availability of Children play area	
8. Attractive Packaging		8. Adequate Parking facility in the store	
9. Refund/Replacement facilities		9. Convenient/Extended shopping hours	
10. Bundling offers		10. Trained and Caring Sales Staff	

The data analysis was carried out using SPSS 15.0 and mean, standard deviations as well as factor analysis have been applied. The AMOS 18.0 software was used to develop the Structural Equation Model [SEM] for product as well as store attributes.

**The Key Objective of the Research Study**

The key objective of this empirical research study was to identify and evaluate crucial dimensions that were considered by selected retail stores that influences the shoppers' to patronize a particular store. It was mainly aimed at examining influences of store attributes as well as product attributes on store patronage behaviour.

**Key Terms of the Research Study**

The key terms of the research study has been outlined as follows:

**Retailing**

Retailing that is defined as the set of activities or steps used to sell a product or a service to consumers for their personal or family use.

**Shopper**

A shopper is a person who is buying things from a shop or a number of shops.

**Customer**

It is typically used to refer to someone who regularly purchases from a particular store or company. It is the dynamic interaction of affect and cognition, behaviour, and environmental events

Parag S. Shukla, Parimal H. Vyas, and Madhusudan N. Pandya

by which human beings conduct the exchange aspects of their lives. (Loudon & Della Bitta, 2002).

### **Customer Satisfaction**

It is an entry level qualification which is known as an evaluation of a service offering. It's a state of mind in which the customer's needs, wants, and expectations throughout the product of service life have been met or exceeded, resulting in future repurchase and loyalty. (Bolfing, 1988).

### **Store Attributes**

It refers to specific attributes grouped under each specific store image dimension including Atmosphere (décor, smell, sound, and store atmosphere); Convenience (check-out, travel, location, parking, shopping ease, store hours, and transportation); Facilities (store layout, store appearance, facility convenience, fitting rooms, and fixtures); Institutional (clientele, overall impression, store reputation, store association); Merchandise (merchandise assortment, merchandise style, merchandise price, and merchandise quality); Promotion (advertising, displays, and sales incentives); Sales personnel (sales personnel interaction, sales personnel appearance), and Service (after-sales service, payment options, in-store service, and delivery options) respectively (Janse van Noordwyk, 2002).

### **Product Attributes**

A product attribute is one of the characteristics that define a particular product and will affect a consumer's purchase decision. Product attributes can be tangible (physical in nature) or intangible (not physical in nature). (<http://education-portal.com/academy/lesson/product-attribute-definition-lesson-quiz.Html#lesson>).

Gupta (2004) and Urbonavicius et al., (2005) are of the view that consumers prefer emerging retail formats due to its significant product attributes which include product quality, assortment of merchandise, variety, and product prices.

### **Patronage Behaviour**

Patronage Behaviour has been 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 et al., 1994).

## **Profile of Shoppers**

The selected shoppers i.e., respondents were in nearly equal proportion in terms of gender. The data analysis of age-groups revealed that majority of the shoppers (81 per cent) were found as belonging to the age group of 18 to 30 Years. However, the limitations in terms of age eligibility in visiting shopping mall was found as reflected in the total 19 per cent of the respondents belonging to the age group of above 30 years in the City of Baroda. The analysis of the educational qualifications revealed that majority (59 percent) were graduates and Post- Graduates followed by 39 percent who had acquired education up to 12th Standard.

Considering the Occupation of the selected respondents majority (67 percent) of them were found as belonging to service class followed by 17 percent of them were students, and 15 percent were belonging to Business Class. 74 Percent were found as having annual income of less than Rs. 6 lakh followed by 26 percent who were having annual income of more than Rs. 6 lakh (Please Refer Appendix Table No. 2).

**Table No. 2: Profile of Selected Respondents**

Sr. No.	Selected Background Variables of Selected Respondents		Number and Percentages of Shoppers
			Total
01	Gender	Males	98 (49.0)
		Females	102 (51)
	Age Group	18 to 30 Years	162 (81.0)
		31 to 45 Years	15 (7.5)
		45 Years and more	23 (11.5)
03	Educational Qualifications	Below 10th	3 (1.5)
		Upto 12th	79 (39.5)
		Graduate	99 (49.5)
		Postgraduate	19 (9.5)
04	Occupation	Service	134 (67.0)
		Business	30 (15.0)
		Student	34 (17.0)
		Homemaker	2 (1.00)
05	Annual Family Income	Less than 2 Lakh	88 (44.0)
		3 Lakh- 5 Lakh	59 (29.5)
		6 Lakh- 10 Lakh	37 (18.5)
		More Than 10 Lakh	16 (8.0)

### Data Analysis and Interpretation

It mainly revealed following.

#### Shoppers' Preference towards the Retail Formats

In this study, when respondents were asked to indicate their preference for shopping from selected shopping malls belonging to a particular retail format in the City of Vadodara, it was found that 98 percent of them had favourably expressed preference for shopping malls and convenience store while approximately 38 percent had shown favourable preference for the department store and supermarkets, and the 35 percent of them had revealed favourable preference for discount and speciality stores respectively (*Table No. 3*).

#### Shoppers' Buying of Shopping Goods from Different Store Formats

It became evident that for buying of apparel, home appliances, home decorative accessories and style and prestige brands, the shoppers had preferred shopping malls whereas for buying of footwear, ornaments, home furniture, and electronic items, they had preferred specialty stores of their own choice. It implies that shopping malls and specialty stores are strongly preferred by shoppers whereas the other formats viz., convenience stores, department store, hypermarkets/supermarkets, and discount store are preferred after it (*Table No. 4*).

**Table No. 3: Selected Shoppers' Preference Towards Selected Retail Formats**

Sr. No.	Name of the Store Formats	Never Preferred	Not Preferred	Average	Preferred	Most Preferred
1.	Shopping Malls	33 (16.5)	20 (10.0)	17 (8.5)	39(19.5)	91 ( 45.5)
2.	Convenience store	09 ( 4.5)	18 (9.0)	26 (13.0)	60(30.0)	87(43.5)
3.	Department Store	30( 15.0)	31(15.5)	54 (27.0)	45 (22.5)	40(20.0)
4.	Hypermarkets/Supermarkets	20(10.0)	46(23.0)	55(27.5)	42(21.0)	37(18.5)
5.	Discount Stores	45(22.5)	43(21.5)	49(24.5)	32(16.0)	31(15.5)
6.	Specialty store	48(24.0)	39(19.5)	42(21.0)	32(16.0)	39(19.5)

**Table No. 4: Mean Values of Shopping Goods Bought From Store Formats**

Store Formats	Malls	Convenience store	Department store	Hypermarkets/ Supermarket	Discount store	Specialty Store
<b>Shopping Goods: (Bought less frequently and expensive)</b>	Mean Values					
1. Apparel	3.7	2.6	3.2	3.4	2.9	3.5
2. Footwear	3.6	2.7	3.2	3.3	2.9	3.7
3. Ornaments	3.3	2.8	3.0	3.0	2.7	3.7
4. Home Furniture	3.2	2.9	3.2	3.2	2.7	3.4
5. Home Appliances	3.5	2.7	3.2	3.3	2.7	3.4
6. Home Decorative Accessories	3.6	3.0	3.1	3.4	2.6	3.3
7. Electronics	3.2	2.7	3.1	3.4	2.9	3.5
8. Style & Prestige Brands	3.8	2.6	3.2	3.5	2.6	3.5

**Shoppers' Buying of Convenience Goods from Different Store Formats**

For buying of cosmetics & personal care, gift items, games & toys, the shoppers preferred shopping malls whereas for buying food and grocery, confectionaries, stationery, they had preferred department stores as well beverages were bought from hypermarkets, supermarkets as well as buying of cosmetics, personal care products, and books specialty stores were favourably preferred by shoppers in the Vadodara City.

It meant that four selected retail formats viz., shopping malls, department stores, hypermarkets, and specialty stores are in the first preference of shoppers whereas the other formats viz., convenience and discount stores are covered in the second preference by shoppers in the Vadodara City. (Table No. 5).

**Shoppers' Responses on Prospects of Organised Retailing**

The study revealed that increased marketability of products (3.25) followed by overall economic

**Table No. 5: Mean Values of Convenience Goods Bought From Store Formats**

Store Formats	Malls	Convenience store	Department store	Hypermarkets/ Supermarket	Discount store	Specialty Store
<b>Convenience Goods: (Bought more frequently and less expensive)</b>			Mean Values			
1. Food and Grocery	3.3	3.5	<b>3.7</b>	3.4	2.8	2.7
2. Beverages	3.4	3.4	3.4	<b>3.7</b>	2.7	2.8
3. Confectionaries	3.5	3.3	<b>3.7</b>	3.2	2.5	3.1
4. Cosmetics & Personal Care	<b>3.5</b>	3.2	3.2	3.3	2.5	<b>3.5</b>
5. Stationery	2.9	3.3	<b>3.5</b>	3.2	2.8	3.1
6. Magazines and Books	3.0	3.1	3.3	3.0	2.9	<b>3.4</b>
7. Gift Items	<b>3.7</b>	2.6	3.3	3.1	2.7	3.3
8. Games & Toys	<b>3.6</b>	2.8	3.1	3.3	2.7	3.4

growth of the Vadodara City (3.21), increase in standard of living (3.11), infrastructure development (3.08), and increased spending power (2.98) are perceived as the crucial factors contributing to the growth of organized retailing in India from shoppers' perspective. However, it is surprising to see that inflow in Foreign Direct Investment (FDI) scored the least rank despite it being an important factor for the growth of retail industry in India. On the other hand, factor such as beneficial for farmers found relatively lower rating amongst shoppers in the Vadodara City. (Table No. 6).

**Table No. 6: Table Showing Prospects of Organised Retailing**

Sr. No.	Statements Indicating the Prospects	Mean	Std. Deviation	Rank
01	Retail Sector Creates Employment opportunities	2.93	1.54	06
02	Inflow of Foreign Direct Investment	2.90	1.36	07
03	Growth of City Infrastructure	3.08	1.48	04
04	Increased Spending Power	2.98	1.32	05
05	Increase in Standard of Living	3.11	1.43	03
06	Increased Marketability of Products'	3.25	1.31	01
07	Beneficial for farmers	2.87	1.45	08
08	Overall economic growth of the City	3.21	1.47	02

**The Results of Application of Factor Analysis**

The factor loadings were used to measure correlation between criteria and the factors. A factor loading close to 1 indicates a strong correlation between a criteria and factor, while a loading closer to zero indicated weak correlation. The factors were rotated with the used of Varimax with Kaiser Normalization Rotation Method. Principal Component Analysis (PCA) method was used for factor extraction and considered only those factors for interpretation purpose whose values were greater than 0.6. To measure the suitability of the data for factor analysis the adequacy of the data was evaluated

on the basis of the results of Kaiser – Meyaeer – Oklin (KMO) measures of sampling adequacy and Bartlett's Test of Spehericity (Homogeneity of Variance). The results showed that the KMO measure of sampling adequacy was 0.653 for product attributes, and 0.839 for Store Attributes.

It meant that the present data were suitable for application of the factor analysis. Similarly, Bartlett's Test of Spehericity (0.00) was significant ( $p < 0.05$ ) which too revealed that sufficient correlation existed between the criteria to proceed with the application of factor analysis. (Table No. 7).

**Table No. 7: KMO and Bartlett's Test Results of Product Attributes & Store Attributes Offered in Shopping Mall**

Particulars		Product Attributes	Store Attributes
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>0.653</b>	<b>0.839</b>
Bartlett's Test of Spehericity	Approx. Chi-Square	511.632	1005.048
	Degrees of Freedom	45	55
	Sig.	<b>0.00</b>	<b>0.00</b>

Besides, eight criteria can be considered important as they were assigned factor loading score of more than 0.6 which included viz., improved quality of products; affordable price; proper assortment of merchandise; proper display of products; warrantee of products; attractive packaging; refund/ replacement facilities; and bundling offers respectively.

On the other hand wide range of brands and ease of availability of products were those criteria that called for improvement in the shopping mall (Table No. 8).

**Table No. 8: Communalities & Rotated Component Matrix of Product Attributes offered in Shopping Mall**

Selected Product Attributes	Communalitie Extraction	Factor Loading of Rotated Component
Improved Quality of Products	0.425	<b>0.622</b>
Affordable Price	0.681	<b>0.813</b>
Wide Range of Brands	0.526	0.515
Proper Assortment of Merchandise	0.481	<b>0.680</b>
Ease of Availability of Products	0.467	0.528
Proper Display of Products	0.557	<b>0.718</b>
Warrantee of Products	0.706	<b>0.830</b>
Attractive Packaging	0.667	<b>0.671</b>
Refund/Replacement Facilities	0.640	<b>0.779</b>
Bundling Offers	0.626	<b>0.675</b>

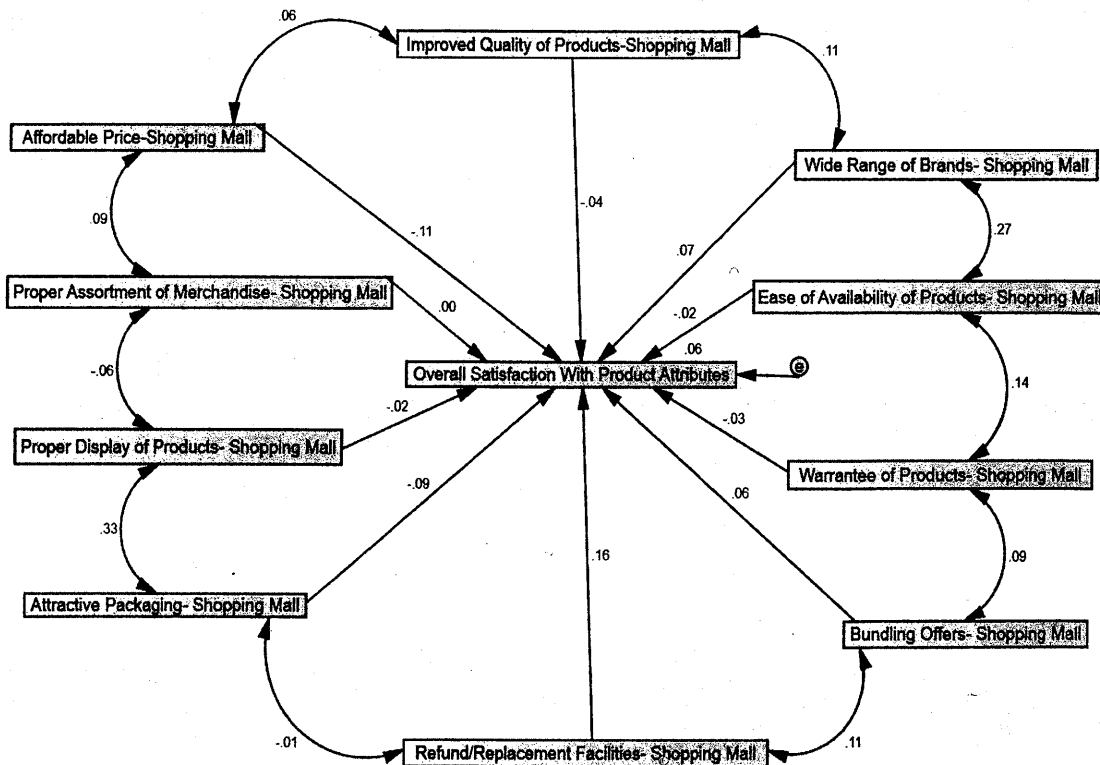
Further, seven criteria can be considered important as they were assigned factor loading score of more than 0.6 which included viz., pleasing ambience of the store-shopping mall; good location; proper security arrangements; adequate dressing/fitting rooms; cleanliness, and hygiene in the store as well as trained and caring sales staff respectively. On the other hand, good in-store promotion;



availability of children play area and convenient/extended shopping hours are those criteria that requires improvement in the shopping mall (Table No. 9).

**Table No. 9: Communalities & Rotated Component Matrix of Store Attributes offered in Shopping Mall**

Selected Store Attributes	Communalitie Extraction	Factor Loading of Rotated Component
Pleasing Ambience of the Store	0.466	0.655
Good Location	0.537	0.733
Proper Security Arrangements	0.636	0.707
Good In-Store Promotion	0.142	0.308
Adequate Dressing/Fitting Rooms	0.458	0.643
Cleanliness and Hygiene in the Store	0.610	0.640
Availability Of Children Play Area	0.506	0.598
Adequate Parking Facility in the Store	0.492	0.662
Convenient/Extended Shopping Hours	0.346	0.579
Trained and Caring Sales Staff	0.708	0.838



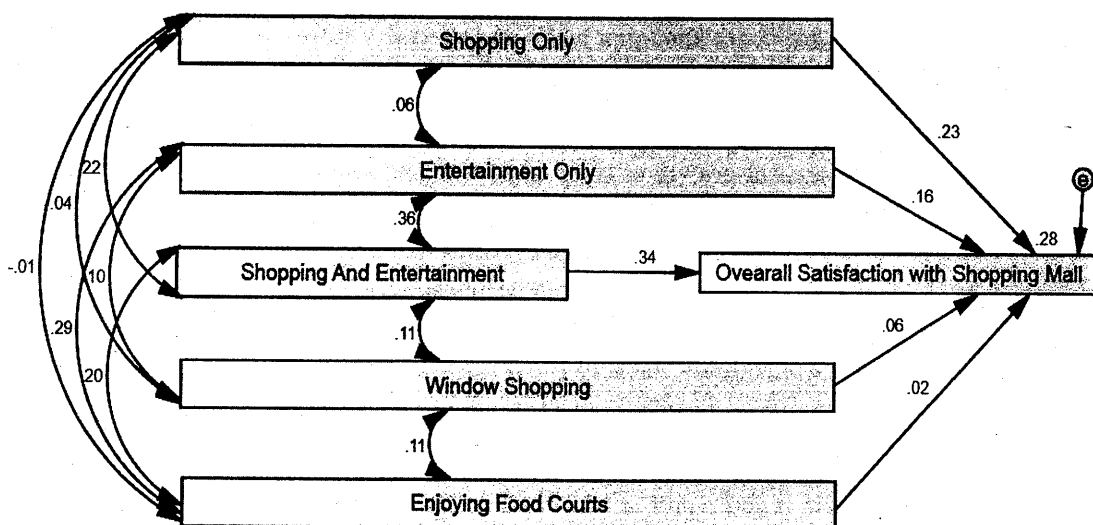
**Figure No. 2: SEM Model Showing Relationship between Product Attributes Offered and Shoppers' Overall Reported Satisfaction As Experienced in Shopping Mall**



There are some other variables other than selected ten variables that also assumed to have an effect on overall satisfaction with store attributes in shopping mall for which the model assumes '1' as standardized regression weights which specifies that other variables must have a weight of 1 in the prediction of overall satisfaction with store attributes in shopping mall.

Each single-headed arrow represents a regression weight. The value shown against two sided arrows (0.23, 0.32, 0.18, 0.14, 0.29, 0.36, 0.27, 0.29, 0.16, and 0.09) is the correlation between selected observed variables.

The values shown with single sided arrow (0.16, 0.01, -0.02, -0.03, -0.01, 0.03, -0.13, 0.02, -0.20, and 0.09) are standardized regression weights. It means that the overall satisfaction with store attributes in shopping mall is majorly influenced by good location (0.16).



**Figure No.: 4: SEM Model of Relationship Between Reasons for Shopping Through Shopping Mall and Reported Overall Satisfaction Experienced in Shopping Mall**

In Figure No. 04, a simple regression model is presented where one observed variable, the overall satisfaction experienced in shopping mall is predicted as a linear combination of the other four observed variables, viz., shopping only, entertainment only, shopping and entertainment, window shopping, and enjoying food courts. As with nearly all empirical data, the prediction will not be perfect. There are some other variables other than selected four variables that also assumed to have an effect on overall satisfaction experienced in Shopping Mall for which the model assumes '1' as standardized regression weights which specifies that other variables must have a weight of 1 in the prediction of overall satisfaction experienced in shopping mall. Each single-headed arrow represents a regression weight. The value shown against two sided arrows (0.20, 0.29, 0.10, -0.01, 0.04, and 0.22) is the correlation between selected observed variables.

The values shown with single sided arrow (0.23, 0.16, 0.06, 0.02, and 0.34) are standardized regression weights. It means the overall satisfaction experienced in shopping mall is influenced by shopping and entertainment (0.34) followed by shopping only (0.23), entertainment only (0.16) window shopping (0.06).

## **Discussions and Managerial Implications of the Research Study**

This study assumes importance in the light of the fact that various studies conducted in India on retailing to cover important aspects of retailing have been of a limited range. This research paper, in contrast has attempted to present a very comprehensive view of the influences of product attributes and store attributes on patronage behaviour of selected shoppers' in the City of Baroda. The selected factors included viz., choice of retail formats, impact of demographic factors on consumers' choice, product and store attributes of emerging retail formats that influences customers' buying and types of goods purchased from different retail formats. Further, it has also depicted the purpose to visit emerging retail formats and prospects of organized retailing in India. It is drawing practical and constructive lessons for retailers regarding the formulation of marketing strategies along with consideration of the format of retail store. The findings and review of the demographic profile of the selected shoppers had revealed that the visit to shopping mall considering gender of shoppers had found similar responses and shoppers were found to be younger in their age group of less than 30 years largely belonging to service class having annual income of family of less than 6 lakh. It was also revealed that the most preferred store formats for shopping goods are shopping malls and specialty stores, whereas for convenience goods, in addition to shopping malls and specialty stores the other preferred formats are departmental stores and hypermarket respectively. Shoppers' have positively responded to the growth of retail sector as it leads to increased marketability of the products as they have more choices, and it fosters economic growth as well as infrastructural growth of their city resultant into improvement of their overall standard of living. The factor analysis has provided confirmatory evidence about the kind of attributes the products should possess in the shopping malls.

The shopping mall must offer proper assortment of products having good quality with its suitable display at apt location with attractive packaging being offered along with good promotion values by bundling it with some other good brands. As far as the range of brands offered by shopping mall may be of little value to customers in today's market intense competition is observed and customers have many alternatives available to choose a particular product, and therefore, number of brands offered may be considered less in numbers by customers. The opinion of customers with low factor loading score about easy availability of products is the result of non availability of a particular product at the time of making buying decision from shopping mall. It gives clear indication to shopping mall operators that they must ensure the inventory of all the products offered so as to attract shoppers. Further, it becomes evident from the factor analysis that store attributes also plays an important role in the decision of customers about choice of store while making buying. Pleasing ambience, good location, proper security arrangements, adequate facilities of dressing/fitting rooms, cleanliness and hygienic conditions in the store, adequate parking facility, and trained & caring sales staff are the key determinants of kind of store attribute which not only needs to be maintained but also to be improved on a continuous basis for delivering value to shoppers. On the other hand, good in-store promotion, availability of children play area and convenient/extended shopping hours are the areas of concerns needs to be revised for strengthening the intention of shoppers to visit the malls again and again leading to patronage. It is also suggested that the shoppers' visits the shopping malls with an expectation and overall satisfaction with product attributes in shopping mall is based on refund/replacement facilities provided in shopping mall, affordable price, attractive packaging, and availability of wide range of brands respectively. The shoppers also visits the shopping malls with an expectation and overall satisfaction with store attributes in shopping mall is based on trained & caring sales staff in shopping mall, good location, adequate parking facility in the store, and pleasing ambience of the store.

The research study has also suggested that the shoppers' visits the shopping mall with an expectation and overall satisfaction as experienced by them in shopping mall is mainly influenced by shopping and entertainment experienced in shopping mall, only for shopping as well as entertainment purpose, and to some extent the window shopping is the reason for their visit to shopping mall. This is also an important lesson for the retailer. Further, core product attributes viz., improved quality, variety of

brands and assortment of merchandise, and secondary product attributes viz., proper display of products and warranty of products rather than supplementary product attributes influences shoppers' preferences while buying from emerging retail formats. Similarly, store attributes were categorized as shopping experience enhancers and store environment attributes. It became clear from the results that shopping is an experience, and that is what shoppers look forward to when they go to plazas and malls. Hence, shoppers give preference to good parking facility, trained sales personnel and complete security which enhances their shopping experience. Adequate dressing rooms, cleanliness of store, and pleasant ambience are crucial store environment attributes that significantly influences their choice of emerging retail formats, but high priority has been given to shopping experience enhancers. Malls, speciality stores, and hyper/supermarkets are highly preferred retail formats for buying various shopping goods viz., clothing, footwear, jewellery, furniture, electronics, and bags & baggage. Though, different retail formats are preferred while buying various shopping goods, it was inferred that speciality stores are the unique format of retailing for buying shopping goods. Convenience goods like food and grocery, stationery and confectionary are mostly bought by shoppers from convenience stores, discount stores, and departmental stores respectively. The results of this research study has also highlighted that shoppers' visit emerging retail formats not only for shopping but also for entertainment and enjoying food courts. As per shoppers' perspective, overall economic growth, growing consciousness of customers, transformation in lifestyle and infrastructure development are the important factors contributing to the growth of organized retail in India.

### **Concluding Remarks**

The retailers' need to continuously monitor the shoppers' buying behaviour for developing product, and promotion strategies for target market and also for choosing the suitable message considering the underlying dimensions involved in shopping intention of shoppers. The retention strategies that is understanding the shoppers; customer delight; store image and better environment as well as promotional strategies that is customer segmentation; personal selling; advertisement and entertainment facilities are two strategies that shall be emerging as central marketing strategies from this research study. The retailers' of malls, hyper/supermarkets and speciality stores should focus on competitive strategies, retention strategies, and image improvement strategies. The departmental stores, convenience stores, and discount stores should focus more upon promotional and pricing strategies. Transformation in lifestyle; growing consciousness of shoppers; overall economic growth, and employment generation are the vital factors contributing to the growth of organized retail in India. The retailers shall be required to opt for proper mix of product and store attributes and various goods in their retail outlet. This research study will help them to choose attributes in a retail outlet as per importance given by shoppers. This research will facilitate retailers to segment shoppers with similar needs and preferences on the basis of age and income. The results of the study has shown that young shoppers prefer malls more as compared to mature ones, and the retailers of malls, therefore, need to target them suitably.

### **Limitations of the Study**

Like most research, a study can hardly be perfect. As such, this study also has few limitations. However, these limitations also present opportunities for future research. Though, this study has presented important and useful contributions in the measurement of overall reported experienced satisfaction of shoppers in selected malls, due care need to be exercised while making use of its findings in varying format of retailing. The small sample size has restricted its generalizability of the results so due care must be taken while applying the same to other groups of shoppers.

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