Factors Influencing Consumers' Choice of Retail Store Format in Assam, India

Pradeep Kumar Deka*

Retailers in emerging markets like India are trying to address the changing preferences of customers through the creation of new retail formats. However, most of the unorganized retailers are still reluctant to adapt to newer formats. The issue requires a deeper understanding of the factors influencing consumer behavior in the retail sector. This study is undertaken to understand the store attributes that influence the consumer choice of retail format and also to understand the effect of shoppers' demographic characteristics on such choices. The study is restricted to food and grocery retailing. The data has been collected through mall intercept survey method using a structured questionnaire. Statistical tools are used to evaluate the data collected from 290 food and grocery customers of kirana stores, convenience stores, supermarkets and hypermarkets in the Guwahati city of Assam, India. Factor analysis revealed nine factors, namely, availability and variety, store loyalty, store location, store image, shopping convenience, store communication and offers, product price and credit, store ambience, and customer service, as the major factors influencing customer choice of retail stores. Statistical tests also confirmed that demographic factors like age, occupation, income and gender also play a significant role in influencing store format choice.

Introduction

Retail environment has witnessed a constant change in the developed countries and now the same is being repeated in the case of developing economies. The retail environment is witnessing high growth characterized by increasing competition and emergence of new retailing formats. The paradigm shift in the consumers' socioeconomic, demographic and psychographic characteristics is driving a visible transition in the Indian retail scene. Customers are shifting from traditional stores (kirana, etc.) to well organized retail formats like hypermarkets (Sinha, 2003; Roy and Goswami, 2007; and Prasad and Aryasri, 2010).

A store format is a mix of variables that retailers use to develop their business strategies and the mix constitutes assortment, price and transactional convenience and experience. It has also been defined as a type of retail mix used by a set of retailers. Retailers in India are now experimenting with several new formats, more or less similar to those existing in

*   Assistant Professor, Don Bosco Institute of Management, Guwahati, India. E-mail: pradeep.deka@dbim.ac.in

developed countries such as cash and carry stores, discount stores, hypermarkets, speciality stores, etc. Such stores have already captured the developed (tier-1) cities, and now their attention has shifted to tier-2 cities, as they are expected to reach volume and economies of scale. It is obvious that customers in these tier-2 cities are going to be different and studying their preferences is vital in offering best value to the customers.

With the increasing competition in the retail space, it has become essential for the retailers to understand the consumers more closely. The present study is an effort in the direction of understanding customers' preferences and satisfaction drivers towards retail stores. Food and grocery retailing, which is currently attracting the entry of many new formats (national and foreign players), is chosen for exploration. The purpose of the study is to identify the store attributes that act as a motivator in the store choice in food and grocery retailing and also to understand how consumers' characteristics affect such choices. The geographical scope of the study is limited to a tier-2 city namely, Guwahati, Assam, in North-East India. The study proposes a framework to evaluate the driver of store that becomes the basis for consumer choice and perceived value proposition with respect to their own behavioral patterns.

Literature Review

The subject of retail store environment and store patronage has been widely studied across the world.

Martineau (1958) categorized store attributes into two main categories: functional and psychological. The functional category includes attributes, viz., location, assortment of products and store layout. The psychological category represents the feelings generated by the functional elements of the store. The study highlighted that functional category gains more attention in the store choice than psychological category. He observed that store image also affects store choice. Huff (1964) observed that consumers are influenced by travel costs of shopping. Kotler (1973) studied store atmospherics, store ambience and store environment as part of store attributes, which have important relation with consumer store choice. Lindquist (1974), in a review of 19 research articles, synthesized the framework of these studies into a set of nine groups: merchandise, service, clientele, physical facilities, promotion, accessibility, store atmosphere, institutional and post-transaction satisfaction.

Bellenger et al. (1976) studied the individual difference variables, such as demographic, socioeconomic, or psychological variables, as the key predictors of store choice. Bearden (1977) distinguished seven attributes as potentially significant for store patronage, viz., price, quality of merchandise, assortment, atmosphere, location, parking facilities and friendliness of staff. Arnold et al. (1983) extended the accessibility attribute to the ease of mobility through the store and fast checkout. Arnold (1997) found significant differences between the demographic profiles (e.g., age, education and household size) of large format department store shoppers and non-shoppers.

Baker *et al.* (1992) extended the literature on retail store atmospherics for providing an experimental method that can be utilized by retailers to examine the various aspects of store environment and its impact on store patronage. They proposed that the affective state of pleasure and arousal have a positive relationship with customers' willingness to buy at a store. Mason *et al.* (1994) proposed that reasonable prices in a retail store induce customer satisfaction as well as build customer loyalty. Bawa and Ghosh (1999) proposed a model to understand the factors that account for variations in shopping behavior between the households and observed that shopping may have a recreational aspect for some and earning activity for others. Baker *et al.* (2002) concluded that the store environment such as perceived merchandise value and shopping experience affect the store choice decision. Freymann (2002) observed that price is one of the attributes that affect the store choice.

Bhatnagar and Ratchford (2004) developed a general model of retail format choice for non-durables, and they demonstrated that the retail format choice depended on a number of factors such as travel costs, consumption rates, perishability of products, inventory holding costs of consumers, etc. Carpenter and Moore (2006) in the context of US grocery shoppers' retail format choice identified the demographic groups that frequently use specific formats and examined the store attributes as drivers of format choice. They found that certain demographic groups were associated with certain store formats. In addition, their study also examined store attributes (e.g., price competitiveness, product selection, and atmosphere) as drivers of format choice.

Hasty and Reardon (1997) classified store attributes into three categories, viz., accessibility (e.g., location, layout, appearance, and knowledgeable staff), facilitation of sales (e.g., low priced specials, promotional offers and accepted method of payments) and auxiliary attributes (e.g., play area for children and food court). Solgaard and Hansen (2003) identified several store attributes that were considered important for the consumers' evaluation of stores. These attributes include merchandise, assortment, merchandise quality, personnel, store layout, accessibility, cleanliness and atmosphere.

Sinha (2003) attempted to understand shoppers from their disposition towards shopping. The study found that there are differences in orientation of Indian shoppers from shoppers of developed countries in the way they value entertainment more than the functional value. Sinha and Banerjee (2004) attempted to correlate the distinct store feature as perceived by respondents with the true motivations of various customers in patronizing various stores. Sinha and Uniyal's (2005) study found that segments of shoppers are differentiated largely on the basis of the type of products the store sold and the format of the stores. The study pointed out that in an evolving retail market a store could add value through store format design to create differentiation in the market place.

Objectives

The objectives of the study are to:

- Identify the store factors that influence consumers' choice of food and grocery stores format.

• Determine whether demographic characteristics of consumers influence retail store format choices.

Data and Methodology

The study involved a mall intercept survey conducted across Guwahati city of Assam. The sampling frame for the study comprised retail customers of food and grocery products in the city of Guwahati. The city is economically and commercially more vibrant with the presence of most domestic retail giant brands such as Vishal Mega Mart, Big Bazaar, Pantaloons, Reliance Market, Westside, etc., compared to other cities in Assam and North-East India.

The survey data was collected at food and grocery retail stores across Guwahati. These stores belong to retail format category of kirana stores, convenience stores, supermarkets and hypermarkets. These formats were classified on the basis of floor area and services offered by the stores on the basis of market survey. The retail format classification is given in Table 1.

Table 1: Common Retail Formats in Guwahati City		
Retail Formats	**Floor Area (in sq. ft.)**	**Basic Characteristics**
Kirana Stores	200-500	Limited items, mostly run by owner, manual counter, product display is poor, typically catering to a few houses.
Convenience Stores	500-2,000	Avg. no. of products, limited variety, one or two sales persons, no self-service, manual counter, product display not very conducive, located near densely populated areas. Parking is not a major thrust area.
Supermarket	2,000-10,000	Self-service, sufficient no. of products with variety, automated counters, a few sales people to guide, convenient, good ambience, product display is appropriate. Located at major junctions areas with convenience for parking.
Hypermarket	Above 30,000	Self-service, large no. of products and variety, automated counters, good ambience, many sales people to guide, convenient, product display is eye catching and attractive, enough space to do shopping in a relaxed atmosphere. Located at the main city shopping area with enough space for parking.

After review of literature, 32 variables were derived for the study (Lindquist, 1974; Arnold *et al.*, 1983, Baker *et al.*, 1992; Dabholkar *et al.*, 1996; Solgaard and Hansen, 2003; and Sinha and Uniyal, 2005). For pre-testing the questionnaire, a pilot test was undertaken with the 32 variables. The responses were recorded using a 5-point Likert

scale. The pilot study pointed out the need for some additional variables (2 new variables like option of credit purchasing and relationship with the owner). Thus, a new questionnaire with 34 variables was finally designed to meet the objective of the study. Wording of a few questions was changed to negate the effect of reverse scoring. The modified version of questionnaire (with 34 questions) was finally administered to the respondents (see Appendix 1).

The data was collected by mall intercept survey method using standard questionnaire at 3 hypermarkets (Vishal Mega Mart, Big Bazaar, Reliance Market), 3 supermarkets (Taanz, ODC, GNRC store), and 3 convenience stores (Puja Bhandar, Lakhi Store, Dolphin store) and 3 kirana stores (Mili Juli Store, Kalita Store, Gupta Bhandar). The respondents were customers who had completed their shopping in retail stores and were willing to respond to the questions.

The survey was conducted involving 323 respondents during the month of October, 2016 (the festive season leads to heterogeneity of customers). However, a total of 290 valid responses were obtained, as 33 responses were rejected because of insufficient data, substantial information missing and illegibility for further analysis. Hence, the total sample size was 290 which was suitable for analysis and further interpretations. The internal consistency of the questionnaire was tested through reliability analysis using Cronbach's alpha. The value of Cronbach's alpha was found to be 0.68, which is considered to be acceptable (Table 2).

Table 2: Reliability Test Results for 34 Items	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.680	34

Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity gives information about the factorability of the data. Generally, a KMO value greater than 0.5 is desirable. In the pre-analysis part, the KMO and Bartlett's test (Table 3) shows the result of sampling adequacy as 0.661. Factor analysis can be carried out if the KMO measure of sampling adequacy is more than 0.5. The null hypothesis, that population correlation matrix is an identity matrix, is rejected by the Bartlett's test of sphericity. The approximate chi-square statistic is 2,997.750 with 561 degrees of freedom, which is significant at 0.05 level. Thus, factor analysis may be considered an appropriate technique for analyzing the correlation matrix of the 290 sample data.

Table 3: KMO and Bartlett's Test of Sphericity		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.661
Bartlett's Test of Sphericity	Approx. Chi-Square	2,997.750
	df	561
	Sig.	0.000

Results and Discussion

Profile of the Respondents: A total of 290 valid responses were obtained out of the 323 respondents surveyed at 12 retail stores across Guwahati city with the profile tabulated in Table 4.

Table 4: Profile of the Respondents		
Demographics	**Categories**	**Total Respondents N = 290 (100%)**
Age (years)	15-25	85 (29.3%)
	26-35	43 (14.8%)
	36-45	83 (28.6%)
	Above 46	79 (27.2%)
Gender	Male	184 (63.4%)
	Female	106 (36.6%)
Occupation	Private Service	67 (23.1%)
	Government	57 (19.6%)
	Business	71 (24.5%)
	Others	95 (32.8%)
Education	High School	71 (24.5%)
	Graduate	78 (26.7%)
	Postgraduate	53 (18.3%)
	Others	88 (30.3%)
Income(₹)	<10,000	85 (29.3%)
	10,000-30,000	91 (31.4%)
	30,001-50,000	59 (20.3%)
	>50,001	55 (18.9%)

Factors Influencing Store Format Choice

i. The raw data was factor analyzed using SPSS 20.0 to summarize the 34 variables into smaller sets of linear composites that preserved most of the information in the original data set. In this study, factor analysis was carried out in two stages. In stage one, known as the factor extraction process, the objective was to identify how many factors to be extracted from the data. Since the objective is to reduce the variables to a fewer number of factors, only those factors with eigenvalue greater than 1 are considered, using principal component analysis, Thus, 9 factors were extracted out of 34 variables, and the 9 factors together accounted for 61.013% of total variance.

In the second stage, called the rotation of principal component, the objective is to interpret and name the factors identified in the first stage. This is done by identifying which factors are associated with which of the original variables. A varimax rotation type of orthogonal rotation was used for the purpose and variables with loading closer to 1 associated with factors were identified.

Similarly, all the factors were interpreted and labelled. Items having factor loading of more than 0.5 were included in the interpretations (Rotated component matrix enclosed in Appendix 2).

The list of extracted factors from the factor analysis is given in Table 5.

Factor Label	Eigen value	Maximum Variance	Variables Included	Factor Loading
Product Availability and Variety	3.289	8.166	Products are never out of stock	0.834
			Variety of grocery items are available	0.857
			Many brands are available for every item	0.821
			Everything needed under one roof	0.768
Store Loyalty	2.853	15.913	Modern stores for break from routine shopping	0.768
			Like to visit the same store regularly	0.784
			Know the owner or salespersons	0.800
			Store takes care of the needs perfectly	0.823
Store Location	2.743	22.832	Prefer neighborhood store for purchase	0.788
			Visit store at a convenient location	0.893
			Shop at stores with sufficient parking space	0.862
Store Image	2.406	22.649	Stock quality items	0.792
			Well-known or modern store is matter of pride	0.786
			Recommended by friends or relatives	0.755
			Has good reputation in the market	0.604
Shopping Convenience	2.144	36.455	Open till late hours	0.701
			Products are easy to locate	0.762
			Baskets and trolleys are available	0.736
			Many billing counters for faster check out	0.730
Store communication and Offers	2.022	42.890	Store advertises regularly	0.766
			Offers home delivery	0.743
			Offers return or replacement policy	0.715
			Offers attractive discounts	0.615
Product Price and Credit	1.881	49.063	Offers lowest prices in the area	0.722
			Has option for credit purchasing	0.805
			Offers attractive price discounts	0.832
Store Ambience	1.828	55.043	Store has comfortable air conditioning	0.501
			Displays are attractive	0.690
			Store is clean and clutter-free	0.691
			Good music and soothing colors	0.617
			Has sufficient lighting	0.617
Customer Service	1.579	61.013	Many salespersons are there to help	0.838
			Salespersons are helpful	0.774
			Billing systems are reliable	0.740

The result of the factor analysis revealed the following store attributes as perceived by customers that act as motivators in store choice in food and grocery retailing (Table 6)

Table 6: Reliability Test of the Factors		
	Cronbach's Alpha	N of Items
Factor 1	0.842	4
Factor 2	0.811	4
Factor 3	0.825	3
Factor 4	0.741	4
Factor 5	0.731	4
Factor 6	0.693	4
Factor 7	0.750	3
Factor 8	0.621	5
Factor 9	0.723	3

- Factor 1 (Availability and Variety): This factor relates to the availability and variety of products offered in the store. Sufficient stock of items are important as the customer will not like to see 'not in stock.' Also varieties in terms of different brands and different types of items become an important criterion for the selection of the store.

- Factor 2 (Store Loyalty): This factor deals with the customer choice of a particular type of choice based on their loyalty. Customers prefer stores that they visit regularly and feel that their needs are well taken care of. The relationship with the owner or the store personnel is also an important consideration along with taking a break from routine shopping.

- Factor 3 (Store Location): The factor reflects the importance of location in the selection of a particular store. It is evident that variables like distance of the store, convenient location and parking space are some of the important factors while preferring a particular type of store.

- Factor 4 (Store Image): This factor reflects the image of the store, which is created by the quality of the stock kept in the stores and reputation in the market. It is observed that some respondents associated pride while visiting a store. The recommendation from friends or relatives also carries weightage in influencing consumers' choice of store formats.

- Factor 5 (Shopping Convenience): This factor reflects the convenience of shopping in a particular retail store. The variables include store timings, easy

accessibility to products inside the store, availability of trolleys or baskets and availability of sufficient number of billing counters for faster checkouts.

- Factor 6 (Store Communication and Offers): This factor focuses on store communication and offers. The variables like store advertisements, replacement or return policies, home delivery and attractive discounts influence the choice of the store format.

- Factor 7 (Product Price and Credit): It reflects the economic criteria for selecting a store. Variables like lowest prices offered, attractive price discounts and availability of credit have high loading towards this factor. Availability of credit showed the highest loading and it was a factor which was not reflected in most studies concerning consumers' behavior towards store choice.

- Factor 8 (Store Ambience): This factor shows the importance of store ambience on consumer behavior. Variables like comfortable temperature inside the store, attractive displays, cleanliness, clutter-free environment, good music and color choices along with sufficient lighting are important for influencing consumers' preference for a particular store.

- Factor 9 (Customer Service): It emphasizes on the importance of customer service in influencing consumer store format choice. The variables like sufficient number of salespersons to help, their attitudes and behavior, reliability of billing system are important part of store attributes influencing consumers' choice.

ii. **Reliability coefficient of scale:** Cronbach's alpha was used for estimating the reliability. For consistency, it was decided that reliabilities should not be below 0.60. A low coefficient alpha indicates that the sample of items performs poorly in capturing the construct. Conversely, a large alpha indicates that the k-item test correlates well with true scores. According to Table 3, Cronbach Alpha identified good values for scale reliability for the 290 sample data.

Relationship of Demographic Characteristics with the Factors Influencing Store Format Preference

The association of shopper attributes and store format choice behavior was examined using cross tabulations with chi-square statistics. The results with the help of chi-square test would also reveal that the independence/dependence and goodness of fit among the variables. A Pearson correlation test was done between the demographic characteristics (income, gender, age, education and occupation) with the identified store factors. The significance of the relationship was tested at 95% confidence level.

The results show that there is a significant relationship between demographic characteristics and factors identified as important in selecting a store format (Table 7).

- The occupation is significantly correlated to store_location and store_ambience.

- Gender is significantly correlated to product_availability, store_convenience, product_price, and store_ambience.

www.manaraa.com

Table 7: Table Showing Inter-Correlation Between Factors Influencing Consumer's Store Format Choice and Their Demographic Characteristics

		Product_Availability	Store_Loyalty	Store_Location	Store_Image	Shopping_Convenience	Store_Communication	Product_Price_Credit	Store_Ambience	Customer_Service
Occupation	Pearson Correlation	0.067	-0.049	0.123*	0.094	0.072	0.078	0.075	0.161**	0.024
	Sig.	0.252	0.403	0.036	0.111	0.222	0.183	0.201	0.006	0.679
Gender	Pearson Correlation	-0.118*	-0.053	-0.019	-0.015	-0.123*	0.032	-0.139*	-0.153**	0.049
	Sig.	0.045	0.364	0.745	0.805	0.036	0.582	0.018	0.009	0.401
Age	Pearson Correlation	0.007	0.087	-0.130*	-0.036	-0.002	0.086	0.052	0.039	-0.134*
	Sig.	0.907	0.137	0.027	0.541	0.974	0.143	0.381	0.505	0.022
Education	Pearson Correlation	-0.048	-0.015	-0.028	-0.009	-0.103	0.160**	-0.077	0.043	0.020
	Sig.	0.419	0.793	0.637	0.875	0.080	0.006	0.193	0.462	0.733
Income	Pearson Correlation	0.016	0.033	-0.012	-0.028	-0.094	0.061	-0.134*	-0.181**	-0.038
	Sig.	0.783	0.572	0.834	0.630	0.110	0.302	0.022	0.002	0.525
	N	290	290	290	290	290	290	290	290	290

Note: ** Correlation is significant at 0.01 level (2-tailed); and * Correlation is significant at 0.05 level (2-tailed).

- Age is significantly correlated to store_location and store_service.
- Education is significantly correlated to store_communication.
- And income is significantly correlated to product_price and store_ambience.

Conclusion

The Indian retail scenario is presently passing through a difficult phase with the emergence of new retail formats. Though the retailers in the big cities are witnessing more or less success with the new formats, the situation is different in the smaller cities. The customers are still reluctant to move away from kirana stores. It is observed that consumers select the formats which are offering the maximum value. So, the mere adoption of the successful models from the western counterparts may not guarantee success here. The formats should address the local consumers specifically. For example, availability of credit facility is an important factor for the Indian consumer in small cities, however this may not be the case for a consumer in a more advanced or developed area. The study, thus, brings into focus store attributes that are important in influencing a customer in a less developed market.

The factor analysis gives the store attributes as perceived by customers that act as motivators in store choice in food and grocery retailing, viz., product availability and variety, store loyalty, store location, store image, shopping convenience, store communication and offers, product price and credit, store ambience and customer service. These findings are in consistence with the findings of a number of previous studies that appeared in the literature. But factors like store location, loyalty, availability of credit, etc., clearly point out the fact that consumers in small cities still prefer the neighborhood stores depending on their need. The mere existence of product varieties, ambience or convenience, etc., is not sufficient to lure away the customers. The factors like store image, customer service, relationships, etc., do matter for the consumers.

The implication of the above findings is critical for the new store formats emerging in the market. The results indicate that mere adoption of the western models may not be successful in the smaller cities. Hence, Indianization of the model or creating models which are suited to Indian conditions is required. The need is to design models that have characteristics of the western models and also incorporate the basic ethos of the Indian culture.

Limitations: Although the objectives of this study were fully met, a few limitations were identified in the course of this study. The study was limited to Guwahati city market only, as other cities in the North-East India do not have full-fledged hypermarkets. The study was limited to food and grocery retailing and could be broadened by including different product categories like consumer durables, apparel, etc., which might bring out other store attributes that influence customers.

The study considered only the demographic characteristics of the consumers for finding the relationship with store format choice. The influence of personality, attitude and other psychological factors can also be incorporated in the future study which might bring more in-depth analysis of consumer behavior.

Although the sample size of 290 is acceptable, yet this poses a problem in generalizing the findings to the entire retail customers of Assam or India.

Directions for Future Research: In future, researchers may increase the sample size by considering multiple cities for the study and look into the implications of psychographic factors. The study has not used the statistical tools like Conjoint for finding the absolute utility of each store attribute and Structural Equation Model (SEM) to validate the model. The present study is a cross-sectional one but longitudinal study is the apt one to understand the behavioral patterns of retail customers in a particular area. Future studies may work in this direction.

References

1. Arnold S (1997), "Shopping Habits at Kingston Department Stores: Wave III: Three Years after Wal-Mart's Entry into Canada", Report No. 3, Queen's University School of Business, Kingston.

2. Arnold S, Oum T H and Tigert D J (1983), "Determinant Attributes in Retail Patronage: Seasonal, Temporal, Regional and International Comparisons", *Journal of Marketing Research*, Vol. 20, No. 5, pp. 149-157.

3. Baker J, Grewal D and Levy (1992), "An Experimental Approach to Making Retail Store Environmental Decisions", *Journal of Retailing*, Vol. 68, No. 4, pp. 445-460.

4. Baker J, Parasuraman A, Grewal D and Voss G B (2002), "The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions", *Journal of Marketing*, Vol. 66, No. 2, pp. 120-122.

5. Bawa K and Ghosh A (1999), "A Model of Household Grocery Shopping Behaviour", *Marketing Letters*, Vol. 10, No. 2, pp. 149-160.

6. Bearden W O (1977), "Determinant Attributes of Store Patronage: Down-Town Versus Outlying Shopping Centres", *Journal of Retailing*, Vol. 53, No. 2, pp. 15-22.

7. Bellenger D N, Robertson D H and Hirschan E C (1976), "Age and Education as Key Correlates of Store Selection for Female Shoppers", *Journal of Retailing*, Vol. 52(w), pp. 71-78.

8. Bhatnagar A and Ratchford B (2004), "A Model of Retail Format Competition for Non-Durable Goods", *International Journal of Research in Marketing*, Vol. 21, No. 1, pp. 39-59.

9. Carpenter J and Moore M (2006), "Consumer Demographics, Store Attributes and Retail Format Choice in the US Grocery Market", *International Journal of Retail & Distribution Management*, Vol. 34, No. 6, pp. 434-452.

10. Dabholkar P, Thorpe D and Rentz J (1996), "A Measurement of Service Quality for Retail Stores: Scale Development and Validation", *Journal of the Academy of Marketing Science*, Vol. 24, No. 1, pp. 3-16.

11. Freymann J V (2002), "Grocery Store Pricing and its Effect on Initial and Ongoing Store Choice", *Marketing Management Journal*, Vol. 12, No. 1, pp. 107-119.

12. Hasty R and Reardon J (1997), *Retail Management*, McGraw Hill, New York.

13. Huff, David (1964), "Declining and Estimating a Trading Area", *Journal of Marketing*, Vol. 28, July, pp. 34-38.

14. Kotler P (1973), "Atmospherics as a Marketing Tool", *Journal of Retailing*, Vol. 49, No. 4, pp. 48-64.

15. Lindquist J D (1974), "Meaning of Image: A Survey of Empirical and Hypothetical Evidence", *Journal of Retailing*, Vol. 50, No. 4, pp. 29-38.

16. Martineau P (1958), "The Personality of the Retail Store", *Harvard Business Review*, Vol. 36, pp. 47-55.

17. Mason J, Mayer M and Ezell H (1994), *Retailing*, 5th Edition, Irwin, Illinois.

18. Prasad C J and Aryasri A R (2010), "Effect of Hopper Attributes on Retail Format Choice Behaviour for Food and Grocery Retailing in India", *International Journal of Retail and Distribution Management*, Vol. 39, No. 1, pp. 68-86.

19. Roy S and Goswami P (2007), "Psychographics and its Effect on Purchase Frequency: A Study of the College Goers of Kolkata, India", *Decision*, Vol. 34, No. 1, pp. 63-95.

20. Sinha P K (2003), "Shopping Orientation in the Evolving Indian Market", *Vikalpa*, Vol. 28, No. 2, pp. 13-22.

21. Sinha P K and Banerjee A (2004), "Store Choice Behaviour in an Evolving Market", *International Journal of Retail and Distribution Management*, Vol. 32, No. 10, pp. 482-494.

22. Sinha P K and Uniyal D P (2005), "Using Observational Research for Behavioural Segmentation of Shoppers", *Journal of Retailing and Consumer Services*, Vol. 5, No. 5, pp. 161-173.

23. Solgaard H S and Hansen T (2003), "A Hierarchical Bayes Model of Choice Between Supermarket Formats", *Journal of Retailing and Consumer Services*, Vol. 10, No. 3, pp. 169-180.

Appendix 1

Questionnaire

#A. Please rank the following questions based on your preferences.

(Rank: 1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree)

S. No.	Questions	Rank				
		1	2	3	4	5
1.	You prefer to shop at stores where products are never out of stock					
2.	You prefer neighborhood stores for purchasing food and grocery items					
3.	You visit the store that advertises regularly					
4.	You prefer to shop at stores where a variety of grocery items are available					
5.	You prefer to shop at stores which offer home delivery of food and grocery					
6.	You would like to shop where many brands are available for every item					
7.	You prefer going to stores which stock quality food and grocery items					
8.	You prefer shopping at stores where many salespersons are there to help					
9.	Shopping at well-known or modern stores is a matter of pride					
10.	You prefer to shop at stores recommended by your friends and relatives					
11.	You prefer shopping at stores where salespersons are helpful					
12.	You like to shop in stores with comfortable air conditioning					
13.	You prefer to visit a store at a convenient location					
14.	You prefer to shop in stores that keep everything you need under one roof					
15.	You shop in stores with sufficient parking spaces					
16.	You prefer stores that have good reputation in the market					
17.	You prefer shopping at stores which offer returns or replacement policy					
18.	You prefer to shop in stores which are open till late hours					
19.	You prefer to shop in modern stores for a break from routine shopping					

Appendix 1 (Cont.)

S. No.	Questions	Rank				
		1	2	3	4	5
20.	You like to shop in stores where billing system is reliable					
21.	You like to shop in stores where products are easy to locate					
22.	You like to shop in stores where displays are attractive					
23.	You prefer to shop in stores that are clean and clutter-free					
24.	You like to shop at stores which offer attractive discount offers					
25.	You like to shop in stores where baskets and trolleys are available					
26.	You prefer going to stores with many billing counters for faster checkout					
27.	You prefer to shop in stores with good music and soothing colors					
28.	You like to shop in stores where there is sufficient lighting					
29.	You prefer to visit stores that offer lowest prices in that area					
30.	You prefer to go to stores that offer an option of credit purchasing					
31.	You prefer stores that offer attractive price discounts					
32.	You like to visit the same store regularly					
33.	You prefer stores where you know the owner or salespersons					
34.	Stores that you visit regularly take care of your needs more perfectly					

Please provide some personal information

Age (Years): ☐ 15-25   ☐ 26-35   ☐ 36-45
☐ Above 46

Gender: ☐ Male   ☐ Female

Monthly Household Income (₹): ☐ <10,000   ☐ 10,000-30,000   ☐ 30,001-50,000
☐ >50,000

Education Level: ☐ High School   ☐ Graduate   ☐ Postgraduate
☐ Others

Occupation: ☐ Private Service   ☐ Government   ☐ Business
☐ Others

Appendix 2

	Rotated Component Matrix[a]								
	Component								
	1	2	3	4	5	6	7	8	9
VAR00001	**0.834**	–0.008	0.016	–0.002	0.049	0.082	–0.010	0.021	0.029
VAR00002	–0.005	–0.049	**0.788**	0.047	0.089	0.081	–0.051	0.089	0.092
VAR00003	0.090	0.008	0.009	0.031	–0.038	**0.766**	–0.066	0.079	0.180
VAR00004	**0.857**	–0.040	0.073	0.031	–0.036	0.023	–0.005	–0.022	–0.046
VAR00005	0.152	0.031	0.004	0.132	–0.041	**0.743**	0.033	–0.060	–0.033
VAR00006	**0.821**	–0.012	–0.078	0.007	0.004	0.099	0.043	0.021	–0.011
VAR00007	–0.036	0.016	–0.095	**0.792**	0.010	0.137	–0.042	–0.020	0.200
VAR00008	–0.005	–0.023	–0.044	0.118	0.095	0.034	0.025	0.015	**0.838**
VAR00009	–0.002	0.118	–0.095	**0.786**	–0.031	–0.019	–0.056	0.007	0.107
VAR00010	0.031	–0.046	0.073	**0.755**	0.115	0.153	–0.031	0.030	0.013
VAR00011	0.027	0.053	0.020	0.067	–0.096	–0.007	0.033	0.040	**0.774**
VAR00012	–0.029	–0.082	0.166	0.007	0.032	–0.112	–0.135	0.501	0.024
VAR00013	–0.016	0.012	0.893	0.043	0.092	0.007	–0.021	0.014	–0.046
VAR00014	**0.768**	0.068	–0.021	0.049	0.010	–0.051	–0.034	–0.083	0.071
VAR00015	0.001	0.028	**0.862**	–0.006	0.023	–0.070	0.034	–0.031	–0.049
VAR00016	0.106	–0.064	0.284	**0.604**	0.055	–0.059	–0.013	0.080	0.037
VAR00017	–0.023	0.111	0.050	–0.018	–0.014	**0.715**	–0.005	–0.006	0.044
VAR00018	–0.019	–0.073	0.082	0.100	**0.701**	0.090	0.076	0.091	0.022
VAR00019	–0.037	**0.768**	–0.011	–0.016	–0.064	0.138	0.073	0.056	0.020
VAR00020	0.019	–0.092	0.024	0.124	0.156	0.020	0.000	–0.021	**0.740**
VAR00021	–0.024	0.039	–0.018	0.017	**0.762**	–0.036	–0.033	0.082	–0.058
VAR00022	–0.030	–0.084	–0.018	–0.040	0.101	0.032	0.039	**0.690**	0.047
VAR00023	0.060	0.072	–0.049	0.126	0.041	–0.016	–0.059	**0.691**	–0.014
VAR00024	–0.056	–0.006	–0.062	0.062	0.165	**0.615**	0.130	0.015	–0.138
VAR00025	0.072	0.037	0.018	–0.043	**0.736**	–0.009	–0.078	0.000	0.084
VAR00026	–0.001	0.006	0.124	0.060	**0.730**	0.016	–0.040	0.004	0.090
VAR00027	–0.071	0.087	0.003	0.088	0.135	0.009	0.272	**0.617**	–0.109
VAR00028	–0.010	0.131	–0.003	–0.071	–0.100	0.109	–0.081	**0.617**	0.058
VAR00029	–0.040	0.007	0.001	–0.068	0.007	0.098	**0.772**	–0.064	–0.027
VAR00030	0.031	0.068	0.028	0.003	–0.018	0.026	**0.805**	–0.001	0.034
VAR00031	0.007	–0.028	–0.071	–0.071	–0.079	–0.050	**0.832**	0.004	0.057
VAR00032	0.065	**0.784**	–0.041	0.086	0.017	0.022	0.020	0.084	0.045
VAR00033	–0.066	**0.800**	0.063	–0.091	0.011	0.078	–0.034	0.001	–0.059
VAR00034	0.049	**0.823**	–0.028	0.048	0.052	–0.081	0.000	–0.043	–0.067

Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization; and [a]Rotation converged in 6 iterations.

Reference # 03J-2018-05-02-01