

A Pragmatic Study on Customers Perception towards Organized Retail Stores

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Abstract: In recent time's mall or organized retail store culture is very eminent, where one can avail everything under one roof and even availability of these malls or retail stores is plenty across the country. Usually people prefer both malls as well as markets as per their desires and affordability. Retailers not only from India but from abroad find India as a great opportunity for trade. Not only trader are finding retail as an interesting opportunity but the customers as well are attracted towards new retail outlets because of novelty, convenience and availability of various brands under one roof. The paper aims at identifying factors influencing customer's perception towards organized retail stores and also understand the perceptual difference towards organized retail stores among respondents belonging to different age groups and gender. In this study three factors are identified 3 A i.e, annoyance factors, affirmative factors and augmented factors in order to attract the customer. The study further suggests the variables on which perceptual difference exists among the customers belonging to different age groups and gender, so that the store managers could create a customer specific product mix.

Keywords: Augmented factors, Annoyance factors, Affirmative factors, Customer's perception, Organized retail stores, perceptual difference

1. Introduction

The Indian retail market is estimated to exceed US\$ 750 billion by 2015, according to the India Retail Report 2013 (IRIS Research), presenting a strong potential for foreign retailers planning to enter India. Until 2011, the Indian Central Government denied Foreign Direct Investment (FDI) in multi-brand retail, unwelcoming foreign groups from any ownership in supermarkets, convenience stores or other retail outlets. Even single-brand retail was limited by 51% ownership and a bureaucratic process. In late 2012, the Government of India passed a Foreign Direct Investment policy which allows foreign retailers to own up to 51 per cent in multi-brand retail and 100% in single brand retail.

The Indian retail market, growing at an annual rate of about 20 per cent, is largely dominated by small shops and stores as of now. The organized segment is in its budding stage and has huge potential in the country. Foreign giants like Walmart and IKEA have recently received the Government's consent to enter the Indian market, after making all the necessary compliances. The evolution of organized retail stores in India has totally changed the pattern of shopping among people. These malls have brought a new revolution in the world of shopping. Now people prefer organized retail stores over traditional stores.

This paper aims at finding out the perception of people towards organized retail stores. For the purpose the study is planned under three different objectives. The objectives of this research are to identify the factors influencing customer's perception towards organized retail stores, to understand the perceptual difference towards organized retail stores among people belonging to different age groups and to understand the perceptual difference towards organized retail stores among different genders.

II. LITERATURE REVIEW

Organized Retail Penetration in India is low that is only 5% as compared to other countries such as US where it accounts for 85 per cent of total retail. Due to increased urbanization and consumerism India's organized retail is sure to expand. In the study the efforts are made to identify factors influencing customer's perception towards organized retail stores, which will help the retailers to identify the factors and make appropriate changes to attract the customers. This study also aims at understanding the perceptual difference

towards organized retail stores among people belonging to different age groups and gender. The present section provides a brief sketch of the earlier studies carried out in the area of organized retail sector.

Lindquist (1974) In his study on customers' perception for store image formation factors identified nine broad categories: merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional attributes, and post-transaction satisfaction as the image formation factors among customers.

Mazursky and Jacoby (1986) conducted a research on 'aspects related with merchandise'. In his study aspects such as quality, pricing and assortment, and other 'aspects related to service' such as quality in general and salesperson's service were found as the most important components which form the store image in customers mind.

Baker, Grewal and Parasuraman (1994) stated the linkages between merchandise, service quality, and store image among customers. It was found in the paper that the merchandise, service quality and store image play important role in creating stores Image.

Doreen , Benjamin, (2003) Using a stimulus-organism-response framework, examined the S–R relationship of consumer retail behavior. It was stated that merchandising, accessibility, reputation, in-store service and atmosphere of the stores are the stimulus that significantly influencing consumer preference and responses.

Malliswari (2007) the study stated that the customer buying behavior is largely influenced by western countries. The reason for the same being exposure to media.

Ashokan and Hariharan (2008) in the study conducted in different retail outlets in Palakkad district, it was found that retailers should improve customer service and merchandise placements in order to increase customer satisfaction.

Devgan, Deepak; Kaur, Mandeep (2010) identifies six important factors determining customers' perceptions towards shopping malls in India. Ambience, Merchandising, sales promotion, customer care, price and location are the factors that determine customers' perception.

Mehta and Chugan (2013) in the study seven dimensions of visual merchandising viz. window display, atmospherics, product display, mannequin display, fixtures, signage and the props are important factors that improve the perceptions of the consumers towards the store.

Zohre, Sreenivasan & Malarvizhi (2014) in their paper investigates the various aspects of store image, which affect the impression and preferences of shoppers. The study results indicated that the perceptions of customers integrate all of the cues and messages they have received and experienced in the store, in addition to their own perceptions of the importance of store image dimensions.

III. RESEARCH METHODOLOGY

The research methodology followed in the study is explained below:

3.1. Objectives of the Study

- 1) To identify factors influencing customer's perception towards organized retail stores.
- 2) To understand the perceptual difference towards organized retail stores among people belonging to different age groups.
- 3) To understand the perceptual difference towards organized retail stores among male and female i.e gender.

3.2 Scope of the Study

- 1) The study suggests the organized retail stores managers about the factors that influence the customers' perception towards these stores.
- 2) The study helps in knowing the customer perception towards on organized retail store.
- 3) This study provides suggestions on improving the quality of the organized retail stores.

3.2 Research Design & Sample Selection

Descriptive research design was adopted for the study. Survey method was used to obtain the data. The survey was conducted in four major cities of the country: Indore, Ahemadabad, Jaipur and Banglore. The respondents were randomly selected from different malls of the selected cities. The period of the study was from January to April 2015. The sample size is of 258 respondents.

3.4 Sources of Data

Primary data was collected using a structured questionnaire from the consumers who visited the organized retail stores, in the month of January-April in 2015. Secondary data was collected from various sources: magazines, journals and websites.

3.5 Tools for Data Analysis

For the purpose of identifying the factors influencing the customers' perception towards organized retail stores factor analysis is used. With the help of factor analysis 18 variables will be classified under small number of factors. One Way Anova is used to statistically explore the customers' perceptual difference towards organized retail stores belonging to different age groups and among male and female i.e. gender.

IV. ANALYSIS & INTERPRETATION

The study was conducted with the objective of identifying factors that influence customer's perception towards organized retail stores in four major cities of the country Indore, Ahemadabad, Jaipur and Banglore. Data was collected with the help of structured questionnaire from 258 respondents, in the month of January-April in 2015. The study will help the organized retail stores managers to formulate strategies in order to attract the customers and improve the quality of their stores.

Initially the reliability of the scales were tested through by Cronbach's Alpha test, it is a measure of internal consistency, that is, how closely related a set of items are as a group. A "high" value of alpha is used as evidence that the items measure an underlying construct.

Table I: Case Processing Summary

Cases		N	%
	Valid	257	99.6
	Excluded	1	0.4
	Total	258	100

a. Listwise deletion based on all variables in the procedure.

Table II: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.714	0.734	18

The alpha coefficient for the 18 items are .714, suggesting that the items have relatively high internal consistency.

Demographic Details of Respondents

The table below shows the demographic details of the respondents.

Table III: Demographic Details of Respondents

Particulars	Classification	No. of Respondents	Percentage %
Age	Up to 30 Years	158	61
	31-50 Years	100	39
Gender	Male	196	76
	Female	62	24
Education	School Level	9	3

	Graduate	161	62
	Post Graduate or Professionals	88	34
Income	Above 5 lacs per annum	23	9
	1 Lacs - 5 Lacs Rs	82	32
	Below Rs. 1 Lacs per annum	153	59
City	Banglore	69	27
	Jaipur	59	23
	Indore	68	26
	Ahemdabad	62	24

From the table 3, it is clear that 76% of the respondents are male and 24% of the respondents are female. It is found that out of total respondents 61% belong to the age group up to 30 years old and below, 39% age between 30 years and above. 3% of respondents belong to school level, 62% are graduates and 34% are post graduates and professionals. 59% of respondents are in the income level of below Rs 1 Lakh Rs per annum, 32% are from 1 Lakh to 5 Lakhs Rs per annum and 9% of respondents are in the income level of above Rs 5 Lakhs per annum. The respondents belong to different cities 27% people belong to Banglore, 23 % respondents belong to Jaipur, 26% people belong to Indore and 24% respondents belong to Ahemdabad.

Factors influencing Customers' Perception towards organized retail stores

The study was carried out with the objective to identify 'Customers Perception towards Organized Retail Stores'. For this purpose the data was collected from 258 respondents from different cities through a structured questionnaire. The instrument was developed considering eighteen variables forming the perception of general customer towards the organized retail store. The respondents were asked to state their perception on the five point Likert scale. The observations were measure using factor analysis. Factor loading were analyzed through rotated component matrix. Factor loading are presented in the table below:

Table IV: Key Factors Influencing Customer Perception towards Retail Stores

Rotated Component Matrix			
	F1	F2	F3
Well Spaced Merchandize			0.506899994
Bright Store			0.669782164
Advertisement Frequently seen		0.63407754	
Low quality products	0.226696758		
Well organized layout			0.610146264
High price	0.314172733		
Bad Sales on product	0.4642374		
Unpleasant store to shop	0.455500028		
Inconvenient location	0.568942751		
Low pressure salesman		0.4607734	
Big store			0.340499749
Bad buys on product	0.668946684		
Unattractive store	0.733100419		
Unhelpful salesman	0.659654395		
Good service		0.72494186	
Easy to return purchase		0.7053053	

Good Display		0.62994729	
Fast checkout		0.73197236	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

On the basis of factor loadings determined in rotate component matrix various factors are grouped together. Key factors are determined after grouping the variables on the basis of factor loading. The grouped factors show commonality and these factors explain the customer's perception towards organized retail stores.

Table V: Key Factors Influencing Customers Perception

F1- Annoyance Factors	F2- Affirmative Factors	F3-Augmented factors
Low quality products	Advertisement Frequently seen	Well Spaced Merchandize
High price	Low pressure salesman	Bright Store
Bad Sales on product	Good service	Well organized layout
Unpleasant store to shop	Easy to return purchase	Big store
Inconvenient location	Good Display	
Bad buys on product	Fast checkout	
Unattractive store		
Unhelpful salesman		

The above table reduces the 18 variables of the study into 3 A factors. These three factors are named as Annoyance factors, Affirmative factors and Augmented factors.

The annoyance factors are those which create inconvenience and leads to reluctance among customers. These factors are low quality products, high prices, bad sales on product, unpleasant store to shop, inconvenient location, bad buys on product, unattractive stores, unhelpful salesperson. All the factors stated above leads to creation of negative perception about a retail store in the mind of customers. By avoiding and eliminating these factors from the store, any organized store could create a positive mind set among its customers.

Affirmative factors are the promising factors which help in creating loyal customers. These factors motivate the customer to revisit the store. Variables such as advertisements frequently seen by customer, low pressure salesman, Good service, easy to return purchase, Good display, fast check out leads to regular footfall of customers in organized retail stores. By enriching the customers experience with these variables a marketer in the long run can achieve customer loyalty.

The third factor that creates the perception of the customer are the augmented factors. These are well spaced merchandize, well organized layout, Bright Store, and big stores. These factors act as differentiators, and provide the retail stores edge over their competitors. The customer's convenience and ease while shopping enhance the whole shopping experience.

Perceptual Difference towards Customer Image of Organized Retail Stores among people of Different Age Groups

The study aims at identifying whether there exist perceptual difference among people of age groups towards the organized retail store, in order to do so one way-ANOVA test is used. One way-Anova test is used to determine whether there is any significant difference between the means of independent groups. The hypothesis are stated below:

Ho= There exists no significant difference among perception of people belonging to different age groups towards organized retail stores considering various variables.

Ha= There exists significant difference among perception of people belonging to different age groups towards of organized retail stores considering various variables.

The below table shows the result of one way- Anova:

Table VI: Perceptual difference between people of different age group; One-way ANOVA

Variables		Sum of Squares	df	Mean Square	F	Sig.
Well Organized merchandise	Between Groups	10.80989	2	5.40495	3.22283	0.04147
	Within Groups	427.65522	255	1.67708		
	Total	438.46512	257			
Bright Store	Between Groups	0.56945	2	0.28473	0.35726	0.69994
	Within Groups	203.22900	255	0.79698		
	Total	203.79845	257			
Advertisement Frequently seen	Between Groups	53.98729	2	26.99365	15.51621	0.00000
	Within Groups	443.62511	255	1.73971		
	Total	497.61240	257			
Low quality products	Between Groups	1.79904	2	0.89952	0.69915	0.49796
	Within Groups	328.08081	255	1.28659		
	Total	329.87984	257			
Well organized layout	Between Groups	3.24197	2	1.62099	1.59905	0.20411
	Within Groups	258.49834	255	1.01372		
	Total	261.74031	257			
High price	Between Groups	30.25952	2	15.12976	7.22184	0.00089
	Within Groups	534.22497	255	2.09500		
	Total	564.48450	257			
Bad Sales on product	Between Groups	7.25252	2	3.62626	2.59854	0.07635
	Within Groups	355.85213	255	1.39550		
	Total	363.10465	257			
Unpleasant store to shop	Between Groups	1.75058	2	0.87529	0.65354	0.52107
	Within Groups	341.52461	255	1.33931		
	Total	343.27519	257			
Inconvenient location	Between Groups	2.54241	2	1.27121	1.01347	0.36442
	Within Groups	318.59377	255	1.25431		
	Total	321.13619	257			
Low pressure salesman	Between Groups	3.36267	2	1.68134	0.92592	0.39750
	Within Groups	463.04430	255	1.81586		
	Total	466.40698	257			
Big store	Between Groups	10.04293	2	5.02146	4.32038	0.05429
	Within Groups	295.21777	255	1.16227		
	Total	305.26070	257			
Bad buys on product	Between Groups	6.00353413	2	6.0035	3.7982	0.0524
	Within Groups	309.17172	255	1.21244		
	Total	317.69380	257			
Unattractive store	Between Groups	5.57903	2	2.78952	1.85517	0.15853
	Within Groups	383.42872	255	1.50364		
	Total	389.00775	257			
Unhelpful salesman	Between Groups	4.40906	2	2.20453	1.44501	0.23767
	Within Groups	389.03280	255	1.52562		

	Total	393.44186	257			
Good service	Between Groups	2.56149	2	1.28074	2.47236	0.08641
	Within Groups	131.57859	255	0.51803		
	Total	134.14008	257			
Easy to return purchase	Between Groups	3.55949	2	1.77974	1.11479	0.32958
	Within Groups	405.50666	255	1.59648		
	Total	409.06615	257			
Attract upper class customer	Between Groups	0.10420	2	0.05210	0.02980	0.97064
	Within Groups	445.83378	255	1.74837		
	Total	445.93798	257			
Good Display	Between Groups	2.08205	2	1.04103	1.18084	0.30870
	Within Groups	223.92573	255	0.88160		
	Total	226.00778	257			
Fast checkout	Between Groups	4.76328	2	2.38164	1.48928	0.22750
	Within Groups	406.19391	255	1.59919		
	Total	410.95720	257			

The above table shows that there exists no difference among the perception of people belonging to different age group for low quality products, unpleasant store to shop, inconvenient location, bad sales on product, bad buys on product, unattractive stores and unhelpful salesman these are annoyance factors for all the people belonging to different age groups. Good service, easy to return purchase, good display, fast check out and low pressure sales man are the affirmative factors for all the age group respondents. Well organized layout, big stores, bright store and low pressure salesman are the augmented factors in which no significant difference exists among people belonging to different age groups.

The factors that shows that there exists perceptual difference among different age groups are Well Organized merchandise, advertisement frequently seen, low price. In all the above factors the p value is lesser than .05, thus there exist significant difference among the people belonging to different age groups.

Perceptual Difference towards Organized Retail Stores among Male and Female i.e. Gender

The study aims at identifying whether there exist perceptual difference among people of male and female towards the organized retail store, in order to do so one way-ANOVA test is used.

The hypothesis are stated below:

Ho= There exists no significant difference among perception of male and female towards organized retail stores considering various variables.

Ha= There exists significant difference among perception of of male and female towards of organized retail stores considering various variables.

The below table shows the result of one way- Anova:

Table VII: Perceptual Difference Among Male and Female: One Way ANOVA Results

Variables		Sum of Squares	df	Mean Square	F	Sig.
Well Organized merchandise	Between Groups	2.440264403	1	2.4403	1.4327	0.2324
	Within Groups	436.0248519	256	1.7032		
	Total	438.4651163	257			
Bright Store	Between Groups	0.348976275	1	0.3490	0.4391	0.5081
	Within Groups	203.4494733	256	0.7947		
	Total	203.7984496	257			
Advertisement Frequently	Between Groups	0.385938321	1	0.3859	0.1987	0.6561

seen	Within Groups	497.2264648	256	1.9423		
	Total	497.6124031	257			
Low quality products	Between Groups	6.197488148	1	6.1975	4.9016	0.0277
	Within Groups	323.6823568	256	1.2644		
	Total	329.879845	257			
Well organized layout	Between Groups	12.19751877	1	12.1975	12.5131	0.0005
	Within Groups	249.5427913	256	0.9748		
	Total	261.7403101	257			
Low price	Between Groups	20.20964425	1	20.2096	9.5056	0.0023
	Within Groups	544.2748519	256	2.1261		
	Total	564.4844961	257			
Bad Sales on product	Between Groups	0.119463539	1	0.1195	0.0843	0.7718
	Within Groups	362.9851876	256	1.4179		
	Total	363.1046512	257			
Unpleasant store to shop	Between Groups	0.577860026	1	0.5779	0.4317	0.5118
	Within Groups	342.6973338	256	1.3387		
	Total	343.2751938	257			
Inconvenient location	Between Groups	3.128908028	1	3.1289	2.5090	0.1144
	Within Groups	318.0072787	256	1.2471		
	Total	321.1361868	257			
Low pressure salesman	Between Groups	1.606120918	1	1.6061	0.8846	0.3478
	Within Groups	464.8008558	256	1.8156		
	Total	466.4069767	257			
Big store	Between Groups	0.135142076	1	0.1351	0.1129	0.7371
	Within Groups	305.1255583	256	1.1966		
	Total	305.2607004	257			
Bad buys on product	Between Groups	0.554068364	1	0.5541	0.4473	0.5042
	Within Groups	317.1397301	256	1.2388		
	Total	317.6937984	257			
Unattractive store	Between Groups	1.086915862	1	1.0869	0.7173	0.3978
	Within Groups	387.9208361	256	1.5153		
	Total	389.0077519	257			
Unhelpful salesman	Between Groups	0.000287062	1	0.0003	0.0002	0.9891
	Within Groups	393.4415734	256	1.5369		
	Total	393.4418605	257			
Good service	Between Groups	4.885156398	1	4.8852	9.6377	0.0021
	Within Groups	129.2549214	256	0.5069		
	Total	134.1400778	257			
Easy to return purchase	Between Groups	6.00353413	1	6.0035	3.7982	0.0524
	Within Groups	403.0626137	256	1.5806		
	Total	409.0661479	257			
Good Display	Between Groups	2.301247775	1	2.3012	2.6232	0.1066
	Within Groups	223.7065343	256	0.8773		
	Total	226.0077821	257			
Fast checkout	Between Groups	11.55537876	1	11.5554	7.3776	0.0071
	Within Groups	399.4018197	256	1.5663		

	Total	410.9571984	257			
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One-way ANOVA states that there exists no difference among the perception of male and female when the augmented factors - well spaced merchandise, bright store, big store exist. Low pressure sales man, ad frequently seen, easy to return purchase and good display are the affirmative factors and unpleasant store to shop, inconvenient location, bad buy on the products, bad sales on the product, unattractive store, unhelpful sales man, are the annoyance factors across different genders. But when the factors like low quality product, well organized lay out, high price, good services and fast check out are considered the perception of male and female differs significantly.

V. FINDINGS & IMPLICATIONS

In this study we have revealed three factors comprising of 18 different variables, using factor analysis which would help the marketer in improving the services for the customers. The marketer in turn would receive a strong customer base and loyalty.

- The first factor was the annoyance factors, It comprises of variables that the store owner need to stay away of or need to improve on. These variables are low quality products, high prices, bad sales on product, unpleasant store to shop, inconvenient location, bad buys on product, unattractive stores, and unhelpful salesperson. By avoiding and eliminating these factors from the store, any organized store could create a positive mind set among its customers.
- The second category is of Affirmative factors these are the pulling factors which creates loyal customers. These factors assure repurchasing by the customer. Variables such as advertisements frequently seen by customer, low pressure salesman, good service, easy to return purchase, good display, fast check out leads to regular footfall of customers in organized retail stores. By enriching the customers experience with these variables a marketer can in the long run achieve customer loyalty.
- The third category is of augmented factor are the additional features that a marketer need to be added to the store in order to attract the customers. These are well spaced merchandize, well organized layout, bright Store, and big stores. These factors act as differentiators, and provide the retail stores edge over their competitors. The customer's convenience and ease while shopping enhance the shopping experience.
- In order to attract the customer the marketer need to formulate marketing strategies according to his customer and for this he need to know his customer base well. The study suggests the variables on which perceptual difference exists among the customers belonging to different age groups and gender, so that the store managers could create a customer specific product mix.
- The customers belonging to different age groups have similar perception about bright store, good service, easy to return purchase, well organized layout, good display, low pressure sales man, big stores and fast check out. These are the essential affirmative and augmented factors that are considered important by customer belonging to all the age groups. Low quality products, unpleasant store to shop, inconvenient location, unattractive stores, bad sales on product and unhelpful salesman are the annoyance factors on which all the respondents belonging to different age groups have similar perception.
- The factors that show that there exists perceptual difference among different age groups are well spaced merchandise, advertisement frequently seen and low price. The study shows 20% of people belonging to the age group of 30 years and less are not affected by the Well Organized merchandise where it is an extreme annoyance variable for the respondent belonging to the age group of 31 and above.
- While considering the affect of advertisement on people footfall, it clearly states youngsters are more affected by the advertisement, 60.7% agree that they visit a store after they have seen an advertisement. Though the 33.3% people belonging to the age group of 31 and more state that they visit store due to any advertisement.

- The next variable in which significant perceptual difference exists among different age group is high price. 57.6% youngster are not affected by high prices where 44.5% states the high prices could lead them to switch to other stores.
- In order to suggest marketer for planning strategies specific to different genders, the study suggests that the perceptual difference exists on low quality product, well organized lay out, high price, good services and fast check out.
- While considering the results it was found that 85.4 % female are annoyed by the low quality product where as 67.9% male consider it as annoyance factor. In case of good services 58.3% male consider good service as an affirmative factor as compared to 37.1% female.
- Though fast checkout is an important affirmative factor but 30.7% female does not consider it as an important variable as compared to 14.8 % male.
- Well organized layout an augmenting factor which creates convenience in shopping, still 20.9% male are not very much effected by the well organized lay out and only 5.1% female expressed that well organized layout does not have an impact on their shopping experience.
- One of the annoyance factor; high price does not repulse 53.1% male and 30.7% female, this is one of the significant proportion that is not affected by the high price.
- In this research it was found that both the gender considers variables such as well spaced merchandise, bright store, bad sales on the product, unpleasant store to shop, inconvenient location, low pressure sales man, big store, bad buy on the products, unattractive store, unhelpful sales man, ad frequently seen, easy to return purchase and good display as equally important.

VI. CONCLUSION

Retail being one of the extreme competitive sectors where every now and then the news of FIIs, FDI is creating challenge in front of the local players. In order to stay in the business the retailers need to enrich the shopping experience of their customers. They not only need to provide high quality products but also wide range of additional services. The study; "Perception of customers towards organized retail stores" highlights 3-A factors, annoyance, affirmative and augmented factors. The 3 As are the guiding principles to any of the retail stores. The retailers today need to plan the customer specific product mix through which customer of every age group and gender could be attracted towards the store. The study also suggested ways through which the marketer could plan customer specific strategies.

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