An Empirical Study on Consumer Image towards Retail Stores

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Abstract:

Retail is India's largest industry accounting for over 10 percent of the country's GDP. Modern retail is already thriving in India with multi-storied malls offering shopping, entertainment and food facilities all under one roof. A large, young, urban population with large amount of disposable income is driving demand. Seeing the opportunities, major players in India and overseas are entering the Indian market. Retail industry is expected to grow to US$ 1.3 trillion by 2020.

Key words: retail stores, consumer image, Indian market

INTRODUCTION

The origin of Retailing in India can be traced back to emergence of Kirana stores and mom and pop stores. These stores used to cater to the need of the local population. The retail market is expected to reach a shopping Rs47 lakh core by 2016-17, as it expands at a compounded annual growth rate of 15 per cent, accordingly to the 'Yes Bank - Assoc ham 'study. The retail market, (including organised and unorganised retail), was at Rs. 23 lakh core in 2011-12. According to the study, organised retail, that comprised just seven per cent of the overall retail market in 2011-12, is expected to grow at a CAGR of 24 per

cent and attain 10.2 per cent share of the total retail sector by 2016-17. Presently, India is rated the fourth most attractive emerging retail market in the world and is being seen as a potential goldmine for new entrants.

Favourable demographics, increasing urbanisation, nuclearisation of families, rising affluence amid consumers, growing preference for branded products and higher aspirations are other factors which will drive retail consumption in India," said D S Rawat, Assoc ham Secretary General. The current study is undertaken in order to know about the customer image towards Retail stores.

Consumers have a number of enduring perception, or images, in their evaluations of retail outlets. Retail stores and Malls provide the environment, merchandise, and services that they feel reflect the store's images as well as the consumer's self-image. Consumer tends to shop in stores that have images consistent with their own self- image. Major retail stores have begun to focus on the need to build a strong customer image for their outlets. They recognize the importance of building an identity to attract loyal customers. Instead of focusing on price promotion; they are increasingly stressing customer service and the provision of "a pleasant shopping experience".

The marketing objective is to enable the consumer to link a specific image with a specific brand name and location. Consumer satisfaction and image has different levels specificity in various studies. It has been well known that service quality, customer satisfaction and customer value are becoming the most important factors for successful business competition for either manufacturers or service providers.

LITERATURE REVIEW

Following are the papers which were highly relevant for the study:

- **Dwyer, Schur and Oh,** (1987) proposed a five phase process for relationship development: Awareness, exploration, expansion, commitment and dissolution. As buyers and sellers move from awareness to commitment, their motivation to maintain the relationship increases. Once a commitment is attained, the exchange process that virtually precludes other primary exchange partners who could provide similar benefits.

- **Zeithaml, (**1988) However, it seems that many different conclusion have been made of service quality, customer satisfaction, customer value , customer image and related studies are rather fragmented, especially in the field of the latter even though it is considered increasingly the key to success in the customer cantered era of today and the future.

- **Peter and Wilson** (1992) offered various explanations for phenomenon. Includes, Individuals could in facts be very satisfied with what they consume and purchase.

- **Parasuraman et al.'s** (1991) finding four factors impact customer's expectations. These are word-of-mouth (reputation), personal needs, past experience, and external communications.

- **C M Guy** (1995) the development programmers of major grocery retailers in Britain have transformed the retail system of many urban areas. Impacts upon pattern of consumer behaviour and shopping provision have been substantial's.

- **Ibrahim and Ng**, (2001) in recent years, there has been a growing interest in creating an entertainment and excitement image of the shopping centres.

- **Gerrand Macintosha and Lawrence S. Lockshinb**, (1998) an important factor in retail store loyalty is interpersonal relationship between retail salespeople and customers. However, relationship can also exist at the person-to-store level.

- **Shim S., Eastlick M. and Lotz S**., (2000) studied on the mood state of shoppers which plays a very important role during shopping.
    1. Income of consumers.
    2. Shopping centre atmospherics.
    3. Location choices within a shopping centre.
    4. Perception and risk associated with a particular store.
    5. Type of store.
    6. The match between shoppers'self-concept and their attitude toward the store.
    7. Affective state of shoppers.
    8. Shopping centre shopping frequency.
- **Jason M. Carpenter and Annu Fairhurst, (**2005) the effect of utilitarian and hedonic shopping benefits on consumer satisfaction, loyalty, and word of mouth communication in a retail branded context. Positive relationships between utilitarian and hedonic shopping benefits, consumer satisfaction, consumer loyalty, and word of mouth communication.
- **Amol Murgai**, (2012) studies the various Parameters of importance for retail malls in Aurangabad and consumer psyche for their purchases and the availability of mall option changed their purchase pattern. This analysis carried out for the identification of the root cause or the most effective problem which contribute more towards the goal of the organisation.
- **Buzzell and Gale,** (1987) it has been well known that service quality, customer satisfaction and customer value are becoming the most important factors for successful business competition for either manufacturer or services providers.

RESEARCH METHODOLOGY

The study is conducted with the objective of identifying factors that influence customer's perception towards organized retail stores in four major cities of Madhya Pradesh Indore, Ujjain Bhopal, and Jabalpur. Following research methodology is adopted for conducting the study:

- **Universe of the study**

In the present study the universe included all the retail outlets and Malls users in Indore, Ujjain, Bhopal & Jabalpur cities of Madhya Pradesh.

- **Objective of the study**
  1. To identifying the differentiation in consumer image towards Retail stores and Malls among people belonging to different age group.
  2. To identifying the differentiation in consumer image towards Retail stores and Malls among male and female.

- **Research Instrument**

A structured questionnaire was used. The questionnaire was simple, easily comprehendible and consisted of closed ended questions.

- **Sampling**

The study was conducted in two stages. In stage one, a field survey was carried out in selected cities of Madhya Pradesh Ujjain, Indore, Jabalpur & Bhopal to identify consumer image about retail stores and malls.

- **Sample Size**

A survey was taken up from **260** respondents were interviewed using structured questionnaire from four selected cities of Madhya Pradesh.

- **Sampling Method**

Convenience Sampling is used for collecting the sample.

- **Data Collection**

Both primary and secondary data were collected for the study.

- **Data Analysis**

For analyzing   the factor, using 'Analysis of Variance' (ANOVA) and't test. Data analysis was done using SPSS.

DATA ANALYSIS AND INTERPRETATION

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. The data analysis and Interpretation of the study is given below:

Demographic Detail

The demographic detail of the respondents is given below in the table;-

Table 1: Demographic Details

Age	Up to 30 Years	30 - 50 Years	Above 50 Years	Total	
Frequency	103	107	50	260	
Percent	39.6	41.2	19.2	100	
Sex	Male	Female	Total		
Frequency	132	128	260		
Percent	50.77	49.23	100		
Education	Below class 12th	Class 12th - Graduation	Graduation and above	Total	
Frequency	60	127	73	260	
Percent	23.1	48.8	28.1	100	
Income	Below Rs 2Lakhs	Rs. 2- 8 lakhs	Rs. 8 Lakhs and Above	Total	
Frequency	109	112	39	260	
Percent	41.9	43.1	15	100	
City	Indore	Ujjain	Bhopal	Jabalpur	Total
Frequency	52.00	53.00	51.00	104.00	260.00

Impact of Age on Consumer Image of retail Store

H0:- There exists no differentiation in consumer image towards retail store among different age groups.

Ha: - There exists differentiation in costumer image towards retail store among different age groups.

Table 19: Impact of age on Consumer Image of Retail Store
ANOVA

Variables		Sum of Squares	df	Mean Square	F	Sig.
Well Spaced Merchandise	Between Groups	14.182	2	7.091	4.395	0.013
	Within Groups	414.629	257	1.613		
	Total	428.812	259			
Bright store	Between Groups	1.921	2	0.96	0.634	0.531
	Within Groups	389.075	257	1.514		
	Total	390.996	259			
Ads are frequently seen by you	Between Groups	0.837	2	0.418	0.265	0.768
	Within Groups	406.302	257	1.581		
	Total	407.138	259			
Low Quality Product	Between Groups	2.061	2	1.031	0.71	0.493
	Within Groups	373.185	257	1.452		
	Total	375.246	259			
Well organized products	Between Groups	2.045	2	1.022	0.533	0.587
	Within Groups	492.97	257	1.918		
	Total	495.015	259			
Low Price	Between Groups	20.462	2	10.231	6.138	0.002
	Within Groups	428.349	257	1.667		
	Total	448.812	259			
Bad sales on products	Between Groups	2.141	2	1.071	0.617	0.54
	Within Groups	445.72	257	1.734		
	Total	447.862	259			
Unpleasant store to shop in	Between Groups	5.047	2	2.524	1.477	0.23
	Within Groups	439.087	257	1.709		
	Total	444.135	259			
Inconvenient location	Between Groups	7.519	2	3.76	2.15	0.119
	Within Groups	449.446	257	1.749		
	Total	456.965	259			
Low pressure salesman	Between Groups	11.034	2	5.517	3.255	0.04
	Within Groups	435.562	257	1.695		
	Total	446.596	259			
Big store	Between Groups	4.956	2	2.478	1.342	0.263
	Within Groups	474.655	257	1.847		
	Total	479.612	259			
Bad Buy on products	Between Groups	0.044	2	0.022	0.012	0.988
	Within Groups	484.952	257	1.887		
	Total	484.996	259			
Unattractive store	Between Groups	1.987	2	0.994	0.575	0.564
	Within Groups	444.209	257	1.728		
	Total	446.196	259			
Unhelpful sales man	Between Groups	5.523	2	2.761	1.369	0.256
	Within Groups	518.477	257	2.017		
	Total	524	259			
Good Services	Between Groups	2.323	2	1.162	0.69	0.502
	Within Groups	432.461	257	1.683		
	Total	434.785	259			
Friendly personnel	Between Groups	1.544	2	0.772	0.49	0.613
	Within Groups	405.359	257	1.577		
	Total	406.904	259			
Easy to return purchase	Between Groups	0.338	2	0.169	0.096	0.909
	Within Groups	452.874	257	1.762		
	Total	453.212	259			
Unlimited selection of products	Between Groups	0.659	2	0.33	0.2	0.819
	Within Groups	423.202	257	1.647		
	Total	423.862	259			
Unreasonable prices for the value	Between Groups	6.553	2	3.276	1.941	0.146
	Within Groups	433.797	257	1.688		
	Total	440.35	259			

Messy	Between Groups	0.356	2	0.178	0.122	0.885
	Within Groups	374.64	257	1.458		
	Total	374.996	259			
Dirty	Between Groups	8.673	2	4.337	2.735	0.067
	Within Groups	407.461	257	1.585		
	Total	416.135	259			
Fast checkout	Between Groups	7.993	2	3.997	2.298	0.102
	Within Groups	446.91	257	1.739		
	Total	454.904	259			
Good displays	Between Groups	10.02	2	5.01	3.571	0.03
	Within Groups	360.576	257	1.403		
	Total	370.596	259			
Hard to find items you want	Between Groups	0.117	2	0.058	0.037	0.964
	Within Groups	406.479	257	1.582		
	Total	406.596	259			

As per the data collected and analyzed through SPSS

The above ANOVA table shows the results at 5 % level of significance and degree of freedom (2, 257) the p value of various variables is observed, if the value is less than .05 then the null hypothesis is rejected. The above table shows that there exists no differentiation among the age group while considering variables such as bright store, advertisement frequently seen, low quality product, well organized products, bad sales on products, unpleasant store to shop in, good store, inconvenient location, big store, bad Buy on products, Unattractive store, Unhelpful sales man, Good Services, Too Few clerks, friendly personnel, easy to return purchase, Unlimited selection of products, Unreasonable prices for the value, Messy, Spacious shopping, Attracts upper class customers, Dirty, Fast checkout and hard to find items. Significant differentiation exists among different age group while considering variables such as crammed merchandise, low price, low pressure salesman and good displays. Therefore the null hypothesis is rejected. (p<.05)

Multi Comparison Analysis measures the difference of consumers' image towards retail store among different age groups.

Table 20:Multiple Comparisons among different Age groups
Tukey HSD

Dependent Variable	(I) Age of candidate	(J) Age of candidate	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Well Spaced Merchandise	UP TO 30 YEAR	30YEAR TO 50 YEAR	0.186	0.175	0.539	-0.23	0.6
		ABOVE 50 YEAR	.648*	0.219	0.009	0.13	1.16
	30YEAR TO 50 YEAR	UP TO 30 YEAR	-0.186	0.175	0.539	-0.6	0.23
		ABOVE 50 YEAR	0.462	0.218	0.087	-0.05	0.97
	ABOVE 50 YEAR	UP TO 30 YEAR	-.648*	0.219	0.009	-1.16	-0.13
		30YEAR TO 50 YEAR	-0.462	0.218	0.087	-0.97	0.05
Low Price	UP TO 30 YEAR	30YEAR TO 50 YEAR	-.481*	0.178	0.02	-0.9	-0.06
		ABOVE 50 YEAR	-.699*	0.223	0.005	-1.22	-0.17
	30YEAR TO 50 YEAR	UP TO 30 YEAR	.481*	0.178	0.02	0.06	0.9
		ABOVE 50 YEAR	-0.219	0.221	0.585	-0.74	0.3
	ABOVE 50 YEAR	UP TO 30 YEAR	.699*	0.223	0.005	0.17	1.22
		30YEAR TO 50 YEAR	0.219	0.221	0.585	-0.3	0.74
Low pressure salesman	UP TO 30 YEAR	30YEAR TO 50 YEAR	-.431*	0.18	0.045	-0.85	0
		ABOVE 50 YEAR	-0.042	0.224	0.981	-0.57	0.49
	30YEAR TO 50 YEAR	UP TO 30 YEAR	.431*	0.18	0.045	0.01	0.85
		ABOVE 50 YEAR	0.39	0.223	0.19	-0.14	0.92
	ABOVE 50 YEAR	UP TO 30 YEAR	0.042	0.224	0.981	-0.49	0.57
		30YEAR TO 50 YEAR	-0.39	0.223	0.19	-0.92	0.14
Good displays	UP TO 30 YEAR	30YEAR TO 50 YEAR	0.318	0.164	0.129	-0.07	0.7
		ABOVE 50 YEAR	-0.18	0.204	0.652	-0.66	0.3
	30YEAR TO 50 YEAR	UP TO 30 YEAR	-0.318	0.164	0.129	-0.7	0.07
		ABOVE 50 YEAR	-.498*	0.203	0.039	-0.98	-0.02
	ABOVE 50 YEAR	UP TO 30 YEAR	0.18	0.204	0.652	-0.3	0.66
		30YEAR TO 50 YEAR	.498*	0.203	0.039	0.02	0.98

*. The mean difference is significant at the
0.05 level.

Multi comparison Tukey HSD table stated that there is a significant difference among the consumers image towards retail store considering the variables of Well Spaced merchandise. The age group of Up to 30 years and Above 50 years consumer have different consumer image towards Well Spaced merchandise at any retail store. While considering low price the respondents belonging to the age group of Up to 30 Years, 30 -50 Years and 50 and above age group all have significant difference among the consumer image.

There exists significant differentiation among the age group Up to 30 Years and 30-Years to 50 Years while considering low pressure salesman. While considering the variable of good display there exist significant difference among respondent belonging to age group between 30 to 50 years and Above 50 years. There exists significant differentiation among the people belonging to the age group Up to 30 Years and 30 – 50 Years while considering the bad display variable.

Impact of Gender on Consumer Image of retail Store

H0:- There exists no differentiation in costumer image towards retail store among Male and Female Gender.

Ha: - There exists differentiation in costumer image towards retail store among Male and Female Gender.

Table 21: Impact of Gender on Consumer Image of retail store

	Levene's Test for Equality of Variances			t-test for Equality of Means				95% Confidence Interval of the Difference	
			Sig.	T	DF	Sig. (2-tailed)	Mean Difference		
								Lower	Upper
Well Spaced Merchandise	Eq. variances assumed							-0.51	0.12
	Eq. variances not assumed			-1.21	247.23	0.23	-0.19	-0.51	0.12
Bright store	Equal variances assumed	2.01	0.16	0.76	258.00	0.45	0.12	-0.18	0.42
	Eq. variances not assumed			0.76	252.27	0.45	0.12	-0.19	0.42
Ads are frequently seen by you	**Equal variances assumed**	**3.99**	**0.05**	**-2.05**	**258.00**	**0.04**	**-0.32**	**-0.62**	**-0.01**
				-2.05	248.22	0.04	-0.32	-0.62	-0.01
Low Quality products,	**Equal variances assumed**	**1.08**	**0.30**	**-2.92**	**258.00**	**0.00**	**-0.43**	**-0.72**	**-0.14**
	Equal variances not assumed			**-2.92**	**257.54**	**0.00**	**-0.43**	**-0.72**	**-0.14**
Well organized products	Equal variances assumed	5.03	0.03	-1.52	258.00	0.13	-0.26	-0.60	0.08
	Equal variances not assumed			-1.52	251.22	0.13	-0.26	-0.60	0.08
low price	Equal variances assumed	0.01	0.90	0.15	258.00	0.88	0.02	-0.30	0.35
	Equal variances not assumed			0.15	257.16	0.88	0.02	-0.30	0.35
Bad sales on products	**Equal variances assumed**	**1.43**	**0.23**	**-3.36**	**258.00**	**0.00**	**-0.54**	**-0.85**	**-0.22**
	Equal variances not assumed			**-3.37**	**257.76**	**0.00**	**-0.54**	**-0.85**	**-0.22**
unpleasant store to shop in	Equal variances assumed	2.58	0.11	-0.34	258.00	0.73	-0.06	-0.38	0.26
	Equal variances not assumed			-0.34	254.42	0.73	-0.06	-0.38	0.27
Inconvenient location	**Equal variances assumed**	**2.68**	**0.10**	**-1.91**	**258.00**	**0.06**	**-0.31**	**-0.64**	**0.01**
	Equal variances not assumed			**-1.90**	**253.07**	**0.06**	**-0.31**	**-0.64**	**0.01**
Low pressure salesman	Equal variances assumed	2.47	0.12	-0.22	258.00	0.83	-0.04	-0.36	0.29
	Equal variances not assumed			-0.22	257.03	0.83	-0.04	-0.36	0.29
Big store	Equal variances assumed	0.01	0.92	-0.85	258.00	0.39	-0.14	-0.48	0.19
	Equal variances not assumed			-0.85	257.55	0.39	-0.14	-0.48	0.19

Bad Buy on products	Equal variances assumed	1.08	0.30	-1.68	258.00	0.09	-0.28	-0.62	0.05
	Equal variances not assumed			-1.68	257.87	0.09	-0.28	-0.62	0.05
Unattractive store	Equal variances assumed	0.71	0.40	-6.31	258.00	0.00	-0.96	-1.26	-0.66
	Equal variances not assumed			-6.31	256.25	0.00	-0.96	-1.26	-0.66
Unhelpful sales man	Equal variances assumed	11.07	0.00	-0.87	258.00	0.38	-0.15	-0.50	0.19
	Equal variances not assumed			-0.87	246.73	0.39	-0.15	-0.50	0.19
Good Services	Equal variances assumed	1.45	0.23	-1.88	258.00	0.06	-0.30	-0.62	0.01
	Equal variances not assumed			-1.89	257.98	0.06	-0.30	-0.62	0.01
Friendly personnel	Equal variances assumed	0.89	0.35	-1.94	258.00	0.05	-0.30	-0.60	0.01
	Equal variances not assumed			-1.94	257.99	0.05	-0.30	-0.60	0.00
Easy to return purchase	Equal variances assumed	0.69	0.41	-3.76	258.00	0.00	-0.60	-0.92	-0.29
	Equal variances not assumed			-3.76	256.22	0.00	-0.60	-0.92	-0.29
Unlimited selection of products	Equal variances assumed	3.81	0.05	-0.45	258.00	0.65	-0.07	-0.38	0.24
	Equal variances not assumed			-0.45	250.20	0.65	-0.07	-0.39	0.24
Unreasonable prices for the value	Equal variances assumed	0.86	0.35	-3.26	258.00	0.00	-0.52	-0.83	-0.20
	Equal variances not assumed			-3.26	257.61	0.00	-0.52	-0.83	-0.20
Messy	Equal variances assumed	0.02	0.88	-1.39	258.00	0.16	-0.21	-0.50	0.09
	Equal variances not assumed			-1.39	257.23	0.16	-0.21	-0.50	0.09
Dirty	Equal variances assumed	0.02	0.89	-1.83	258.00	0.07	-0.29	-0.59	0.02
	Equal variances not assumed			-1.83	257.71	0.07	-0.29	-0.59	0.02
Fast checkout	Equal variances assumed	2.45	0.12	-4.52	258.00	0.00	-0.72	-1.03	-0.40
	Equal variances not assumed			-4.51	252.49	0.00	-0.72	-1.03	-0.40
Good displays	Equal variances assumed	1.29	0.26	-0.24	258.00	0.81	-0.04	-0.33	0.26
	Equal variances not assumed			-0.24	254.25	0.81	-0.04	-0.33	0.26
Hard to find items you want	Equal variances assumed	1.76	0.19	-1.86	258.00	0.06	-0.29	-0.59	0.02
	Equal variances not assumed			-1.86	254.89	0.06	-0.29	-0.59	0.02

The above Independent Sample t test table shows that at 5% level of significance and degree of freedom (254- 258) the t value of all the dependent value is checked against the tabulated value, on the bases of the significant differentiation value (i.e. $p<.05$). For the variables well spaced merchandise, bright store, well organized products, unpleasant store to shop in, low pressure salesman, big store, Unhelpful sales man, Unlimited selection of products, Messy and Good Display the p value is >.05. Thus no significant differentiation exists among male and female gender while considering the above stated variables. Thus the null hypothesis is accepted for the above stated variables.

Significant differentiation exists among male and female gender when the following variables are considered advertisement frequently seen, low quality product, inconvenient location, bad sales on products, Inconvenient location, bad buy on products, Unattractive store, Good Services, friendly personnel, easy to return purchase, Unreasonable prices for the value, Dirty, Fast checkout and hard to find items. Therefore the null hypothesis is rejected ($p<.05$) for all the above stated variables.

FINDINGS AND IMPLICATION

- While identifying that whether there exists no differentiation among the age group while considering variables such as bright store, advertisement frequently seen, low quality product, well organized products, bad sales on products, unpleasant store to shop in, good store, inconvenient location, big store, bad Buy on products, Unattractive store, Unhelpful sales man, Good Services, Too Few clerks, friendly personnel, easy to return purchase, Unlimited selection of products, Unreasonable prices for the value, Messy, Spacious shopping, Attracts upper class customers, Dirty, Fast checkout and hard to find items in consumer image of retail stores.
- While considering variables such as crammed merchandise, low price, low pressure salesman and good displays there exists differentiation among different age group.
- The marketer or the owner of the retail stores in creating a strong consumer image in the mind of the customer he should ensure that should be taken good care of, customer satisfaction.
- The variables well spaced merchandise, bright store, well organized products, unpleasant store to shop in, low pressure salesman, big store, unhelpful sales man, unlimited selection of products, Messy and Good Display there is no significant differentiation exists among male and female.
- It is found in the study ad frequently seen, low quality product, inconvenient location, bad sales on products, inconvenient location, bad buy on products, Unattractive store, Good Services, friendly personnel, easy to return purchase, Unreasonable prices for the value, Dirty, Fast checkout and hard to find items. Significant differentiation exists among male and female.

CONCLUSION:

The above study help the retailer must maintained the consumer image about retail stores. Consumer images of competitive retail outlets are important determinants of retail patronage decisions. The structure of image as it applies to retail shopping areas. Thus consists of activities involved in the marketing of goods and services directly to the consumers for their use. Customer image and Retailing has been widely accepted as an important issue for many marketing managers.

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