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## Factor affecting consumer buying behavior in Vishal mega mart retail store

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### ABSTRACT

*Consumer Buying Behavior refers to the buying behavior of their ultimate consumer related with the market segment. A company needs to analyze buying behavior for:*

- *Buyer's reactions with respect to a company or a firm. Marketing strategy has a great impact on the firm's success.*
- *The marketing concept stress or emphasize that a firm should create a Marketing Mix (MM) that satisfies customers, therefore need to analyze the what, where, when and how consumers buy. So the better utility in terms of satisfaction can be given to the customers.*
- *Marketers can better predict how consumers will respond or react to the marketing strategies.*

**Keywords:** HIUP (Household goods), LIUP (Luxury goods), EIUP (Electronic goods), FIUP (Fashion goods), OT (Others goods).

### 1. INTRODUCTION TO RETAILING

Retailing is an assorted, distinctive and go-ahead sector of vast economic activity worth and profitable for the most developed nations. It helps to generate revenue, prosperity for the nation, encourages new investments and brings technological advancements. It creates wealth for the economy and brings employment opportunity. It is a chief vivacious part of our varying society and a major foundation of our new employment opportunity. Retailing performs activities at a very larger level so it requires huge manpower to hold and control its operations. Retailing helps the general public in general by given that goods and services at a rational price and mounting their living standard. In universal Retailing activity can be measured as a major contributor to the economy of a nation.

### 2. VISHAL MEGA MART

Ram Agarwal started **Vishal Mega Mart** in Kolkata in 1986 in a 100 sq ft shop in Lal Bazaar. With a turnover of Rs 890 million (Rs 89 crore). **Vishal Mega Mart** is one of the pioneers of retailing in India. Now it has diversified its store to become an all-purpose departmental store.

Vishal Mega Mart (VMM) is major Fashion-led hypermarket retail chain in India with a footstep of over 204 stores, a collective trading area in a surplus of 3 million square feet, in over 110 cities and towns transversely the Indian cities. It's major focus on the desires of customers in clothing, general commodities, Grocery and individual Care in Tier-1, Tier-2 and Tier-3 cities. It is committed to suggesting the best value and choice to its millions of clientele. **Vishal Mega Mart** offers undoubtedly differentiated importance to clientele in the subsequent product category:

A. Fashion trend: New brand, fashionable and reasonably priced fashion comprising most recent clothes, Footwear & Lifestyle accessories assortment across Gent's, Landis's & Kids.

B. All-purpose products: To serve the need of the entire family unit such as Kitchen-ware, Home furniture, baggage & tour Accessories, Home/Kitchen use appliance, Toys & Sports etc. Sale at best prices.

C. Domestic and Grocery desires: Fulfill all daily needs with an extensive Grocery & Staples, Packed Food, Branded Personal Care and Household needs products.

Vishal Retail Ltd. is a company engaged in Hyper market stores with an average area of 25,000 to 30,000 sq. ft. through an impressive chain of 172 fully integrated stores spread over the area of more than 24,00,000 sq. ft. in around 129 cities across India in 24 states. The turnover of the company for 2015-16 was 1205 Crore. Maintaining the highest standards of quality and design, these stores have come to offer the finest fashion garments at down-to-earth price structure. It also has 29 warehouses located in 9 key cities in India covering over 1,053,066 sq. ft area. It started as a retailer of ready-made apparels in Kolkata in 2001. At the time of incorporation, the registered office of the Company was situated at 4 R. N. Mukharjee Road, Kolkata 700 001. In 2003, it received the mechanized facilities from Vishal Fashions Private Limited and M/s Vishal Apparels. It follows the idea of significance in Indian retail. Their business approach is to put up for sale quality of goods at rational prices by both manufacturing them self or directly procuring from manufacturers (primarily from small and medium-size vendors and manufacturers). It facilitates one-stop-shop ease for their clientele and to provide the needs of the whole family. Mr. Ram Chandra Agarwal, CMD, Vishal Retail Ltd. has been ranked as the 28th most pitiful person in the Indian retail industry.

Up till now, metros have been at the center of all the organized retail action. As this market is now saturating, VMM is moving towards tier-2 and tier-3 cities because here the opportunities for growth are high. Real estate prices in these cities are comparatively low and resources are easily available so the cost of operation is less. Also, Tier-2 and tier-3 cities have a large base of middle-class customers who are educated and have rising disposable Income.



### **Positioning & establishment of Vishal Mega-Mart**

**Vishal Mega Mart (VMM)** has established itself in the first quadrant of Organization Value and Customer Value Matrix. The key features that have shaped in establishing brand include: -

- a. It facilitates one-stop-shop convenience for their customers and to cater to the needs of the entire family.
- b. Maintaining the highest standards of quality and design, these stores have come to offer the finest fashion garments at down-to-earth price structure.
- c. VMM's business approach is to sell quality goods at reasonable prices.
- d. It follows the concept of value retail in India.
- e. VMM target middle class as it is the largest consumer base in India.

### **Marketing-Mix of Vishal Mega-Mart**

7P Marketing Mix is more useful for services industries and knowledge-intensive industries. Successful marketing depends on a number of key issues. The seven key issues are explained as:

#### **1) Product**

Vishal Mega Mart (VMM) offers a variety of products include the collection of apparels, food, child care, toys, farm products, furniture etc. Goods of all the key brands are offered at Vishal Mega Mart. There are many in-house brands product available. Vishal Mega-mart sells over 50,000 DVD-players, 300,000 pairs of jeans, and 25,000 microwave-ovens. In all, the fashion trends

garments, electronics devices and tour-travel segments made up about 70% of sales. The previous year, these segments achieve the sales target of only about 60%.

1) In-house built-up help to maintain margin Vishal Mega Mart Retail run two manufacturing plant with a capability of 1.5 mn pieces each. The Gurgaon manufacturing plant began operations in 2004 and now it's current consumption is at 80%. The Dehradun manufacturing plant, currently working at 40% consumption, commenced operations in September 2007. The group also makes FMCG goods, like napkins, farsans, ketch-ups, etc., from the bakery in Gurgaon. The in-house manufactured goods allow enhancement in operating margin.

## 2) Change product mix

Vishal Mega Mart Retail had begun operations with the readymade cloths for kids, women, and men. Gradually, it expanded its merchandise range to include non-apparels and FMCG goods. With over 100,000 SKUs, apparel (63.2% inFY07) is the biggest supplier of sales. Though this mix is likely to alter with the augment in the assortment of products. We expect the contribution of clothing reduces to 50% over the subsequently two years. As a result of this, the share of non-apparels and FMCG product together is likely to increase 50%. The transformation of product mix will allow the company to cut seasonality, draw more footfalls and keep up margins.

## 2) Price

They take effort on the principle of economics of scale. Their pricing purpose is to acquire "Maximum Market Share". An assortment of techniques used at Vishal Mega-mart(VMM) are:

A. Value Pricing (EDLP - Every Day Low Pricing):- Vishal Mega-mart(VMM) promises customers the lowest price without any coupon clipping, coming up discount promotions, or making diversified shopping.

B.Promotional Pricing: Vishal Mega Mart(VMM) offer loan facility at the low interest rate. The idea of psychosomatic discount (Rs. 99, Rs. 49, etc.) is used as an effective promotional tool. Vishal Mega-mart also offers Special Event Pricing scheme on the occasion of Diwali, Holi, Raksha- Bandhan and Durga Pooja.

C. Distinguish price: Time pricing like different rate based on peak and non-peak hours or days of shopping is also a pricing method used in Indian retail sector, which is intensively used by Vishal Mega-mart.

D.Bundling: The combo-packs added value to the customer. It includes selling of combo-packs and offering a discount.

## 3) Place

Vishal Mega-mart(VMM) stores are situated in 129 cities with 172 outlets. Vishal Mega-Mart (VMM) has existence in nearly all the major Indian cities. They are violent on their expansion plans. Vishal Mega-mart Retail classified the customers of Tier-2 and Tier-3 cities or targets cities with an urban population of 1 million people or above. In Tier-1 cities, they have opened retail outlets on the outer edge, in spite of the prime area. Its objective marketplace includes people with middle income and lower income levels. This enables the business to overcome competition to some extent due to its first mover gain as competitors have comparatively less space in tier-2 and tier-3 cities and help to lower leasing cost.

## 4) Promotion

The advertisement has played a very important role in building the brand of Vishal mega mart stores. Vishal Mega-mart (VMM) advertisement can be seen in print media, Television, Radio (FM) channel and pavement-side bill-boards display.VMM started a lot of innovative and pioneering cross-sell and up-sell marketing strategy in Indian retail sector. A variety of promotion techniques used at VMM includes:

- 1.) Din Ki Maha Bachat(grand saving day)
- 2.) Din Ki Maha Loot(grand loot of a day)
- 3).Dhan-Teras Dhamaal at the time of Diwali
- 4). Great Savings Offer
- 5) Vishal Mega Mart Gift Voucher of Rs. 1000.
- 6.) Twenty-five percentage Off on all Items (Every Month)
- 7.)New Discount Offers at Various Festival occasions.
- 8.Grand Winter Sale – 50% & 60% discount for 2 days
- 9.Paise Bachao Aandolan – 9 Din Ki Maha Loot
- 10.Vishal Reward Plus: Consumers can make purchases at any store and accumulate points at a central level. These points are redeemable at any of our stores.
11. Cross category promotions are now catching up where discounts are being offered on grocery purchases, redeemable against purchase of apparel and household products.

### 5) People

Vishal Mega-mart Retail has been established by Mr. Ram Chandra Agarwal, a first generation entrepreneur. He has been instrumental in expanding the business from an apparel store in Kolkata to 82 value retail stores with pan- India presence. The management team has a pool of talented professionals with a right mix of working experience. Professionals are one of the key assets for any organization. The salient features of staff of VMM are: -

- A. Monthly, weekly & daily sales targets are communicated to the staff & efforts are made to consistently achieve the set targets.
- B. VMM motivates & retains store staff & maintains a positive work environment.
- C. Multiple counters for payment, the staff at the store to keep baggage and security guards at every gate, makes for a customer-friendly atmosphere.
- D. Well-dressed staff improves the overall appearance of the store.
- E. Employees are motivated to think out-of-the-box. The retail sector is in the growth stage, so staff is empowered to take innovative steps.

Due to intense competition, the requirement of skilled manpower is very important. At the same time, the availability of skilled manpower is declining and attrition rates are increasing throughout the industry. We predict an increase in the employee cost going forward due to company's efforts to attract and retain the employees. Although staff members cost is increasing. So the company's motive is to retain and save the valuable staff in the company.

### 6) Process

Vishal Mega-Mart (VMM) started a new business model to run their activities smoothly. This procedure includes four stages as follows:

- a. Manufacturing facility b. Well-built Logistics c. goods d. selling

The good's delivery and purchasing area have certain significant features which include: -

1. Many counters with trolleys to lug the items purchased.
2. Proper demonstrates of the merchandize like Kids Wear, Grocery, and Stationary etc.
3. The home delivery facility is ongoing soon.
4. Three Layer(3<sup>rd</sup>) Security Checks point.
5. Numbers of Parallel Billing Counter services.
6. Retail swap Software Solution (PRIL).
7. Incorporated With SAP & ERP Software.

### 7) Physical Evidence

It deals with the final deliverable or the display of written facts and figures. This includes the current system and available facilities.

- Infrastructure:- Stand Alone Commercial Building.
- Equipment:- computer, BCR, Desk etc State of Art.
- Clean, Air:-Conditioned outlet.

## 3. REVIEW OF LITERATURE

**Kotler et al, (2002).** Stated that the Consumer buying behavior refers to the buying behavior of ultimate customers – individuals and households that purchase product and services for personal utilization.

**Schiffman and Kanuk (2000)** stated that the study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it.

**Applebaum (1950)** studied consumer behavior in retail store segment generally deal with two factors, (i) Classification of customers (2) Their purchasing behavior patterns. The objective of the studies is to determine who buys where, what, when and how. In total, this study makes an effort to learn about customer reaction to sales promotion strategy. The outcome of these studies is valuable in the clarification of an array of marketing problems.

**Turhan and Ozbek (2012)** highlighted three different aspects of behavioral intention were: consumers' purchase intention (PI), willingness to pay more (WPAY), and brand recommendation (RECM). Exclusively the authors put forward a model in which customer satisfaction with the store brand name mediates the special effects of attitude towards sales personnel and the ease of the



store's payment situation or options on PI, WPAY, and RECM. The relationships hypothesized in the model were tested by means of two clothing store brands known to customers in the city of Istanbul, Turkey. All result was in favor of the model planned for both apparel store brands study, which was either an illustration of men or women.

**M. Fishbein and Ajzen, (1975)** examined that the consumer's decision is based on a complex set of factors such as quality, value, and satisfaction, which can directly influence behavioral intention. Intentions have normally been accepted as the cognitive component of an attitude and it is usually assumed that this cognitive component is associated with the attitude's affective component. Purchase intention is more suitable for short time measurement than for long time measurement. Purchase intention indicates the customer's intention to repurchase and Intention can be used to describe customer's loyalty. So, we conjectured that purchase intention would have a relationship with the amount of purchase from retail stores.

**Mehrabian & Russell, (1974)** found that the Cognitive models of emotion propose that affect (liking) mediates the relationship between the physical environment and an individual's response to that environment. Positive emotions such as excitement, pleasure, and satisfaction have been identified as the determinants of consumers' shopping behaviors (i.e., patronage, and amount of time and money spent in the store). The importance of the emotional element for successful retailing has been evidenced in the emphasis on retailtainment (retail & entertainment) or emotional retailing today. A conceptual model of shopping excitement, depicting relationships among primary factors (e.g., store attributes, shopping involvement, shopping motives, apparel/textile products), intermediate factors (e.g., shopping excitement, shopping satisfaction), and repatronage intention (i.e., store loyalty).

#### **4. MY EFFORTS**

My Visit to Vishal mega mart:

I visited the Vishal mega mart situated at Civil line Allahabad. The first thing I noticed was that the outlet was situated in such a place that was very easily accessible to the customers from the railway station or from the bus stops.

The layout of Vishal mega mart was arranged in a way that placed the products for promoting sales creating goodwill and increasing publicity. The main objective of Vishal mega mart's layout is to promote sales in the retail store. The layout was in such a fashion that it provided convenience shopping to customers most likely encouraged them for product shopping or browsing. Browsing does not only help them in shopping but can also influence the purchasing decision of target customers that it may lead to customers making more unplanned purchases.

It was a pleasant experience interviewing Miss Pragati Tiwari who helped us with more information about the store. In conversation with Miss Pragati Tiwari, we discussed the evolution and success of Vishal mega mart. The following are the questions that we asked regarding the store.

**Need for the Study:** To understand the consumer buying behaviors when he purchased physical goods and avails the services from Vishal mega mart.

**The scope of the Study:** The present study is a pioneer attempt to sketch the behavioral aspects of consumers in the retailing scenario. The study is limited to the retail stores in the city of Allahabad.

**Justification of the Study:** The aim of the study is to identify the mix of variables which can affect the consumer buying behavior. The future implication of this research is to serve the untapped areas and retails business can be an intensive competitive sector .so consumer has so many options to purchase goods and services at lower cost and with a different brand. Increasing retail sector will result in leading job opportunity.

**Objectives: The study would aim to achieve the following objectives with respect to the retail consumer buying behavior:**

(1) To study the factors affecting retail consumer buying behavior in Vishal mega mart.

#### **Hypotheses:**

- H1: Demographic variables, Cultural factors, Personal factors and Socio cultural factors have a significant impact on the retail consumer decision making.
- H2: Consumers collect appropriate information while shopping from a retail store.
- H3: Product specifications and Advertising of retail stores have a significant impact on consumer decision making.

#### **MATERIALS AND METHODS:**

**Area of Study:** The study would be conducted in the city of Allahabad. The retail stores undertaken for the study would be: Vishal mega mart

**Research Design:** The study uses Quantitative approach. It is descriptive in nature.

**Data Type:** The study uses Primary data and Secondary data sources.

**Research Tool:** Structured Questionnaires

**Sample size:** A total number of 90 respondents would be surveyed ie N=90 the respondents would be the consumers who visit the retail stores for purchasing products.

**Sampling technique:** Simple Random Sampling

**Statistical tools:** measures of Central Tendency, Percentages and t-test would be used for statistical analysis of data. Further appropriate tools may be applied as per the requirement of the research

## 5. DATA ANALYSIS

**Table (1): Gender of respondent**

Gender of respondent	Frequency	Percent	Valid Percent	Cumulative Percent
male	45	50.0	50.0	50.0
female	45	50.0	50.0	100.0
Total	90	100.0	100.0	

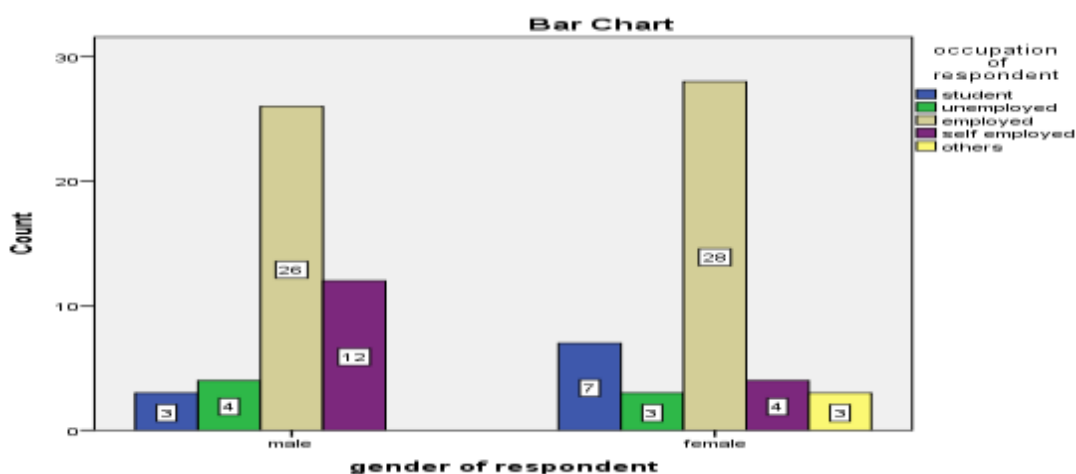
Total respondent were (N=90) out of which male (Nm=45) and female (Nf=45) were taken for the study at given site.

**Table (2v): Gender of Respondent vs Age of Respondent**

Gender of Respondent	age of respondent					Total
	18 to 20	20 to 25	26 to 30	31 to 40	41 to 50	
male	8	15	9	10	3	45
female	2	9	21	9	4	45
Total	10	24	30	19	7	90

**Table(3v):- Gender of respondent vs Education of respondent**

Gender of Respondent	education of respondent					Total
	high school	intermediate	graduate	post graduate	doctorate degree	
male	0	10	14	17	4	45
female	2	2	13	26	2	45
Total	2	12	27	43	6	90



**Figure 1:- occupation of respondent**

Table (4v): The gender of respondent vs monthly income of the respondent

gender of respondent vs monthly income of respondent Cross tabulation							
Gender of Respondent	monthly income of the respondent						Total
	.00	Rs less than 10000	Rs 10001 to 15000	Rs15001 to 20000	Rs 20001 to 30000	Rs30001 to 50000	
male	4	2	18	6	11	4	45
female	8	2	3	16	12	4	45
Total	12	4	21	22	23	8	90

Table (5v):- Age of Respondent vs Monthly Income of Respondent

Age of Respondent vs Monthly Income of Respondent							
Age of Respondent	monthly income of the respondent						Total
	.00	Rs less than 10000	Rs 10001 to 15000	Rs15001 to 20000	Rs 20001 to 30000	Rs30001 to 50000	
18 to 20	2	0	4	1	2	1	10
20 to 25	0	1	8	5	8	2	24
26 to 30	5	2	5	9	6	3	30
31 to 40	3	1	4	7	2	2	19
41 to 50	2	0	0	0	5	0	7
Total	12	4	21	22	23	8	90

Table (6v) Gender of Respondent VS Marital status of respondent

Gender of Respondent VS Marital status of respondent				
Gender of Respondent	Marital status of Respondent			Total
	single	married	widow	
Male	17	27	1	45
Female	20	25	0	45
Total	37	52	1	90

Table (7v): Gender of Respondent \* Month/year you Associates

gender of respondent * month/year you associates Cross tabulation						
Gender of Respondent	month/year you associate					Total
	one year	two years	three years	four years	six years	
male	7	20	13	1	4	45
female	7	16	19	3	0	45
Total	14	36	32	4	4	90

Table (8v):

product categories	Purchased		Not purchased	
	R-NOs	%	R-NOs	%
HIUP	54	60.0	36	40.0
LIUP	21	23.3	69	76.7
EIUP	28	31.1	62	68.9
FPUP	70	77.8	20	22.2
OT	2	97.8	88	2.2

Table (9v): Product categories vs Gender

Product categories	Gender in percent (%)				Total respondents
	Male		Female		
	Yes	No	Yes	No	
HIUP	60.0%	40.0%	60.0	40.0	N=90(100%)
LIUP	37.8%	62.2%	8.9%	91.1%	
EIUP	33.3%	66.7%	28.9%	71.1%	
FPUP	84.4%	15.6%	71.1%	28.9%	

Table (10v) Age of Respondent VS Month/year You Associates

Age of Respondent VS Month/year You Associates						
Age of Respondent	Month/year You Associates					Total
	one years	two years	three years	four years	six years	
18 to 20	1	6	3	0	0	10
20 to 25	8	9	3	0	4	24
26 to 30	1	14	15	0	0	30
31 to 40	2	4	10	3	0	19
41 to 50	2	3	1	1	0	7
Total	14	36	32	4	4	90

Table (11v):- A comparative study between the product categories and the age groups of respondents in percentage (%)

Age Group	Product categories							
	HIUP		LIUP		EIUP		FPUP	
	Y	N	Y	N	Y	N	Y	N
18 to 20	7.4%	16.7%	4.8%	13.0%	32.1%	1.6%	10.0%	15.0%
20 to 25	33.3%	16.7%	33.3%	24.6%	42.9%	19.4%	30.0%	15.0%
26 to 30	33.3%	33.3%	9.5%	40.6%	21.4%	38.7%	34.3%	30.0%
31 to 40	18.5%	25.0%	42.9%	14.5%	3.6%	29.0%	18.6%	30.0%
41 to 50	7.4%	8.3%	9.5%	7.2%	0.0%	11.3%	7.1%	10.0%
Total $\Sigma$ =	100%							

Table (12v): Influence of income groups on product categories percentage (%)

Income groups categories (IGC)						
Product categories	0 IGC	< 10000 IGC	10001 to 15000 IGC	15001 to 20000 IGC	20001 to 30000 IGC	30001 to 50000 IGC
HIUP	9.3	7.4	22.2	22.2	29.6	9.3
LIUP	9.5	4.8	14.3	28.6	23.8	19.0
EIUP	17.9	0.0	28.6	3.6	39.3	10.7
FPUP	7.1	4.3	27.1	28.6	28.6	4.3



**Table (13v): cross table of occupation of respondent vs product categories in percentage (%)**

Product categories	Occupation of respondent									
	Std		UEP		EP		SEP		OTR	
	Y	N	Y	N	Y	N	Y	N		
HIUP	7.4	16.7	3.7	13.9	68.5	47.2	16.7	19.4	3.7	2.8
LIUP	9.5	11.6	19.0	4.3	61.9	59.4	9.5	20.3	0.0	4.3
EIUP	17.9	8.1	10.7	6.5	50.0	64.5	21.4	16.1	0.0	4.8
FPUP	7.1	25.0	2.9	25.0	67.1	35.0	18.6	15.0	4.3	0.0

## 6. CONCLUSION

I shall conclude that Vishal mega mart has carved a niche market for itself in the retailing industry as a retail store that caters and served the customers from all classes, caters to their every need at a reasonable price.

My study shows that there is a strong relationship between the visual merchandising and impulse buying of the shoppers. So visual merchandising is a significant tool for every retailer. Therefore Vishal mega mart concentrates on efficient and effective visual merchandising. Retailers should display things in the retail store in such a manner that customer pays more attention and excited. This may lead to the unplanned purchase of the customers, which will increase the sales as well as profit of the store.

The layout of the store has a very significant aspect of the in-store environment which makes shopping easy for customers. There is a strong association between the convenient store and merchandise browsing. Vishal mega mart ought to organize the layout of the store in a way to provide utmost ease to customers. This may lead a positive and encouraging impact on the sale of the store. Product browsing makes client's alert for new offerings of the store and a variety of promotional schemes.

Employees' service is also performing a crucial factor for the retail sector. If employees are well trained, they can provide better service to customers. If customers would be happy with their response and behavior, they will maintain a good relationship with the store. Behavior of the store employee can influence the purchase decision of the customer. Vishal mega mart has to develop effective training and development programs for employees so that they can continue to work on maintaining good customer relationships.

The research methodology discussed the methodology adopted during the study as well as the aspects of reliability and validity of data. For the study to be reliable and valid,

Information gathered must be related to the objectives of the study. All attempts were made to ensure that errors were minimized and that the appropriate sample was obtained by the interviewers. The researcher also took part in conducting the interviews, which helped to determine if there were any problems arising from the interviews. The empirical data used during this study were based on questionnaires that were administered amongst customers of convenience stores at Allahabad.

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