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Article *in* Journal of Advanced Research in Dynamical and Control Systems · October 2017

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Predominant Factors That Influence the Consumer Shopping Behaviour-A Scale Development Approach

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Abstract--- Retailing refers to the arrangement of activities required to sell goods and services (products) to end consumers for use by themselves, families and other households. From the shoppers' point of view, the retailer serves him by providing the goods that he needs, in the required assortment, at the requisite place and point in time. The role of a retailer is to provide real added value or convenience to the shopper. This paper aims to develop a frame work of retail store environment dimensions and a reliable and valid scale to measure the dimensions of retail store factors in the purchase of food and groceries and lifestyle products in supermarkets. A total of 150 subjects were surveyed at supermarkets on sixty one orientation based questions to identify the purchase influence dimensions. The result of an exploratory principal component factor analysis suggested that retail store environment factors on food and groceries and lifestyle products purchase has seven distinct dimensions. The confirmatory factor analysis was used to establish the robustness of the retail factor dimensions. The result of these analyses demonstrates that the seven retail store environment dimensions, as represented by the 45-item shopping orientation scale, is reliable, valid, and generalizable for the purchase of food and groceries and lifestyle products in supermarkets.

Keywords--- Retailing, Food, Groceries, Lifestyle Products, Exploratory Factor Analysis, Confirmatory Factor Analysis.

I. Introduction

Retailing refers to the arrangement of activities required to sell goods and services (products) to end consumers for use by themselves, families and other households (Terblanche, 2002).Philip Kotler noted that retailing includes all the actions involved in selling goods or services to the final consumers for personal, non-business use.From the shoppers' point of view, the retailer serves him by providing the goods that he needs, in the required assortment, at the requisite place and point in time. From an economic perspective, the role of a retailer is to provide real added value or convenience to the shopper.

This comes from four different perspectives: (1).The retailer performs the function of storing the goods and providing the shopper with avariety of products in various categories. (2). He creates time efficacy by keeping the store open when the consumers prefer to shop. (3). By being available at a convenient location, he creates place utility and finally, (4).Whenproduct is sold, the possession of ownership is created.All these are real benefits, which retailers offer by getting close to potential customers. It is necessary, therefore, for retailers to fully understand the motivations that drive their customers.

India today is a vibrantblend of demanding consumers, rising levels of consumption and a growing population base. The retail market, (including organized and unorganized retail), was at Rs. 23 lakh crore in 2011-12. According to the study, organized 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. Increasing consumerism would be a key driver for organized retail in India. The ever changing consumers' psychographic variables like values, actions, interests, opinions, motives and lifestyles have contributed greatly to the growth of store typologies such as convenience stores, discount stores, super markets and hypermarkets (Prasad and Reddy, 2007).

It is also identified that the factors that influence consumers' preference for supermarkets are add-on benefits, general services and variety in merchandise (Roy, 2005).

The modern retail has induced a spanking new approach to the trade by opening new format stores that offer convenient, bigger, better and superior shopping experience which are gradually changing the consumer preferences for grocery shopping in local kirana stores to organized convenience stores.

Objective

The objective of this research was to develop a frame work of retail store environment dimensions and a reliable and valid scale to measure the dimensions of retail store factors in the purchase of food and groceries and lifestyle products in supermarkets.

Study Area

Puducherry town was chosen as the area of the study. The research is targeted towards women respondents who shop in the selected four organized retail shops (Nilgiri's, Pothys Super Store, More, Spencer's Daily) and other unorganized retail shops in Puducherry.

Criteria for Selection of Respondents

Female respondents who regularly shop food groceries and lifestyle products in organized and unorganized stores where selected for the study. Gender has been shown to be a potential variable in this setting in at least three respects: (i) groceries and lifestyle products have a feminine connotation and groceries clients are mainly women (ii) gender has an influence on the relationship between perceived store atmosphere and shopping behaviour (Otnes and McGrath, 2001); and (iii) emotions have been found to vary with gender (Dubé and Morgan, 1996).

II. Methodology

Process of scale generation of retail influencing factor was conducted using two stages. The first stage included the development of questionnaire based on various retail factors that influence the consumers while shopping for food and groceries and lifestyle products in the retail formats. The second stage included collection of data from the focused group.

First Stage: The questions were based on various orientation characteristics faced by the consumer while shopping for food and groceries in supermarkets. This scale was developed using 45 statements on a five point Likert scale with 1 indicating strongly disagree, 2 disagree, 3 neither agree nor disagree, 4 agree and 5 strongly agree. The scores less than 3 are considered to be less influenced to the retail factors and the scores higher than 3 are considered to be highly influenced by the retail factors of the store. The main research instrument was an interviewer administered survey. The research instrument was developed using the conceptual base of the dimensions of retail store environment factors and the contextual basis of the focus group outcomes.

Second Stage: The survey was undertaken with respondents on food and groceries and lifestyle products purchase. A panel initially assessed the questions for face validity and it was then pilot tested on one hundred and fifty respondents.Cronbach's alpha was used as a test for internal validity and the resulting value of .911 was considered satisfactory. The experiences of the focus group respondents gave an insight into the dimensions of retail store environment factors related to food and groceries shopping behaviour. The research questions that had emerged from the literature review were operationalized through the focus groups to provide suitable contextual items and terminology for specific buyer behaviour relating to retail store environment factors.

Identifying the Retail Dimensions

The objective of this stage was to identify the retail store environment dimensions as perceived in consumers' mind while purchasing food and groceries and lifestyle products rather than the individual differences in how the different people respond to the questions.

All the questions were Exploratory Factor-Analyzed (EFA) using principal component analysis as the extraction method with varimax rotation and selected sorting by size. The loading value 0.50 and above are taken and below 0.50 loading questions were omitted because of purification purpose. This analysis helped to reduce the total variables to a smaller subset called components.

Table 1: Kaiser-Meyer-Olkin (KMO) and Barlett's Test

Kaiser-Meyer-Olkin Measure of sampling adequacy		.889
Barlett's test of sphericity	Approx. Chi-Square	1.271E4
df		946
Sig.		.000

From the table (1) it is found that the KMO value .889 is considered very good since it is very close to 1. The Barlett's test of sphericity is significant and also indicates the correlation among the variables. Therefore the principle component analysis can be conducted.

Table 2: Exploratory Factor Loading of Retail Factors Influencing Consumer Shopping Behaviour

Components of Retail DimensionsThat Influence Consumer Shopping Behaviour							
Q.No	**Components**				**Dimensions**		**Loadings**
MS1	I prefer stores which have comfortable lighting				Atmospherics		.993
MS3	I am attracted towards the stores' signboards and posters						.982
MS4	I prefer stores that are well scented and free from odors and the floors wiped periodically						.970
MS5	I prefer stores that have broad entrance and exits						.969
MS6	I shop at stores that has parking facilities						.963
MS7	I prefer stores that have a spacious store front and a well pronounced window display						.962
MS8	I feel comfortable with the soft background music played inside the shop						.960
MS9	I am attracted towards the architectural style of the building						.958
MS10	I prefer stores that have attractive wall displays						.957
MS11	I prefer stores that has proper humidification arrangements(air conditioners)						.946
MS12	I prefer to shop at stores in my locality						.940
MS25	I prefer shops where the goods are maintained in a hygienic manner				Merchandise		.964
MS23	I prefer stores which stocks products to my requirement and grouped according to their categories						.959
MS22	I prefer stores with a wide assortment of goods						.944
MS24	I prefer products with colourful packaging						.943
MS20	I prefer stores that stock new products that is launched in the market						.933
MS19	I feel products are handled carefully						.927
MS48	Reasonable price relative to product						.926
MS51	Reputation for fairness						.925
MS21	I prefer stores that has a quick turnover of fresh stock						.925
MS32	I prefer a shop that has an empathetic approach in case of a product complaint				Service		.966
MS35	I have the option of card payment rather than cash						.934
MS34	The store has knickknacks facility (small food stalls)						.932
MS30	The store has pushcart facility						.928
MS31	I prefer a shop which gives response to my feedback						.927
MS29	The shop is opened on extended timings on festival seasons.						.932
MS33	I prefer stores that get in touch with me on special occasions.						.921
MS52	Gaining customers' best interest at heart						.919
MS17	I prefer stores where products are spread in a single floor				Layout		.980
MS14	I prefer supermarkets with easy and fast billing for a hassle free shopping experience						.974
MS13	I prefer stores that are well ventilated						.968
MS16	I feel comfortable moving across the shop along with pushcarts without disturbing others						.965
MS15	I prefer stores where products are neatly stacked up in the shelf and the racks are cleaned often						.965
MS18	I prefer stores where the billing is easy and fast						.964
MS 53	Easy access of products at vantage points						.955
MS 49	Access to the store from work place or home						.949
MS 56	Conservative or modern						.945
MS28	I believe I am shopping at a store with matching clientele				Social		.958
MS47	My self image matches with the store's image						.938
MS26	I meet my peer group while I shop here						.930
MS27	My family prefers goods obtained from this shop						.924
MS46	I find the shopping experience pleasurable						.900
MS42	I prefer products which have promotion like 20% extra or buy one get one free				Price and Promotions		.938
MS44	The store has a lot of private labels that suits my budget						.921
MS43	The sale promotion items are well displayed						.921
MS41	I often get seasonal discounts						.914
MS40	I believe the goods are rightly priced						.942
MS 55	Overall lowness of product prices						.931
MS 50	Availability of new products						.928
MS 61	Variety of product designs						.925
MS36	I prefer shop with courteous and helpful salesmen				Staff		.958
MS39	I prefer shop where the salesmen handle products neatly and carefully						.926
MS57	Offering best goods worth th value for money						.925
MS58	Providing the information of the materials and the ingredients used						.923
MS38	I prefer shop where the salesmen are in uniform						.922
MS37	I prefer shop with informative salesmen						.906
Summary Statistics	**F1**	**F2**	**F3**	**F4**	**F5**	**F6**	**F7**
Eigen Values	10.35	6.62	5.82	5.71	4.64	4.62	3.63
% of variance explained	23.01	14.71	12.94	12.69	10.31	10.28	8.06
Cum % of variance explained	23.01	37.73	50.67	63.37	73.69	83.97	92.04
N=150	Sample= all respondents				Unit= Factor Loadings		

The table (2) shows the factor analysis of various dimensions that influence women shopping behaviour on food and groceries and lifestyle products in supermarkets. The rotated component matrix of the 61 questions indicated seven components. The questions which were irrelevant to the seven dimensions have been removed as a part of purification process. After removing the questions MS 51 from merchandise factor, MS 53 and MS 49 from layout factor and MS 50 and MS 61 from price factor,the cumulative percentage of variance explained was 92.041% for entire set of variables and they can be easily interpretable. These dimensions were named as atmospherics factor, merchandise factor service factor, layout factor, social factor, and price/promotion factor and store staff which present a higher degree of variability among consumers.

Component 1: Atmospheric Factor

The first factor identified as the 'atmospheric factor' concerning the retail store's atmosphere that has an impact over the women shopping behaviour. This factor accounts for 23.01 percent of the variance. Kotler (1973) introduced the term "atmospherics." The study proposed the impact of environmental sensory stimuli, such as sight, sound, smell, and touch, on consumer behavioural intention. It was suggested that colour, brightness, size, and shapes are the visual dimensions that impact consumers' purchase intention.

Component 2: Merchandise Factor

The second factor is labelled 'merchandise factor' which is related to the quality and assortment of the merchandise offered by the store. Buttle and Coates (1984) revealed that the merchandising techniques are the important factor that influences the consumer shopping behaviour. The superior quality of the products not only attracts new customers, but also encourages repeat purchase and leads to loyalty (Parasuraman, Zeithaml and Berry, 1994). The merchandise factor accounted for 14.71 percent of variance.

Component 3: Service Factor

The third factor is categorized as 'service factor' that is offered by the retail stores to its customers. Andersen (1997) presumed that today's customers are more sensitive and demanding than ever. They want fast, friendly service on their terms every time they come to a store. This factor accounts for 12.94 percent of variance.

Component 4: Layout Factor

The fourth factor is the 'layout factor' of the store. Levy, and Weitz (2012) stated that doors, merchandise placement, shelf orientation, music, check-out counters, interior decorating, staff attitude, lighting and location of the loading facilities are some of the important aspects of the store layout. The layout factor accounts for 12.69 percent of variance.

Component 5: Social Factor

The fifth factor is the 'social factor.' It accounts 10.31 percent of variance. This factor is concerned with how the social surroundings and peer group have an impact on the shopping behaviour of women. Hartman and Kiecke (1991) noted that shopping companions are individuals who accompany buyers on their shopping trips in order to assist them with their on-site purchase decisions.

Component 6: Price and Promotion Factor

The sixth factor is the 'price and promotions factor.' Thang and Tan (2003) found that promotions have a significant influence on consumer preference and are a precondition of brand recognition and enhancement, which influence sales (Ratnatunga and Ewing, 2005). This factor accounted for 10.28 percent of variance.

Component 7: Staff Factor

The seventh factor is the 'staff factor.' It accounts 8.06 percent of variance. This factor deals with the attitude and behaviour of the store personnel towards the customers, which in turn influence the shopping behaviour. Busch (1980) put forth that sales person might offer expertise about product to make the shopper's choice easier.

Testing of Retail Influencer Scale

To assess the measurement model, the researcher conducted a Confirmatory Factor Analysis (CFA) with reliability and construct validity checks.The factor analysis conducted is the first stage of purification. The second stage was to determine the extent to which the seven dimensions were robust over new subjects. The figure (1) shows the confirmatory factor analysis with seven retail factors. When the seven factors were allowed to correlate the fit statistics showed a poor model fit.

After removing the questions MS 48 from merchandise factor, MS 52 from service factor and MS 57 and MS 58 from staff factor the seven dimensions were allowed to correlate. In this stage, the fit statistics suggested a good model fit, which is represented in table (3).

Table 3: Model Fit Indices for Retail Dimension Scale

Description	Model fit indices	Range	Remarks	Chi-square	Degrees of freedom
Confirmatory Factor Index (CFI)	0.97	Between [0;1]	CFI>0.095: Good Fit (Byrne, 2001) CFI≥0.095: Excellent Fit (Kline, 2005)	1101.3	791
Goodness of Fit Index (GFI)	0.75	[0;1]	0=poor fit 1=exact fit (Joreskog & Sorbom, 1984)		
Adjusted Goodness of Fit Index (AGFI)	0.71	[-∞;1]	-∞ = poor fit 1=exact fit		
RMSEA	0.05		RMSEA<0.05: Close Fit (Arbuckle,2003) RMSEA ≤ 0.05: Excellent Fit (Kline, 2005)		

The Goodness of fit index (GFI) ranges between 0 to 1 and closer to one point to a perfect fit model (Joreskog & Sorbom, 1984). Root-Mean square error approximation (RMSEA) ranges from 0 to 1 with a smaller value indicating a better model (Browne&Cudeek 1993).

Expected Cross Validation Index (ECVI) is an estimate of how well the result obtained from one sample can be generalized to other samples. This measure always remains positive and closer to zero indicating a better model (Browne&Cudeck 1993).

Chi square is sensitive to larger sample size and power of the test. Therefore it is suggested the use of ratio of Chi square to degree of freedom. Carmines& Mclver (1981) suggest that 2 to 1 or 3to 1 is indicative of acceptable model between hypothetical model and sample data. Ratio approximately five or less is considered to be reasonable (Wheaton, Muthen, Alwin & Summers 1977).

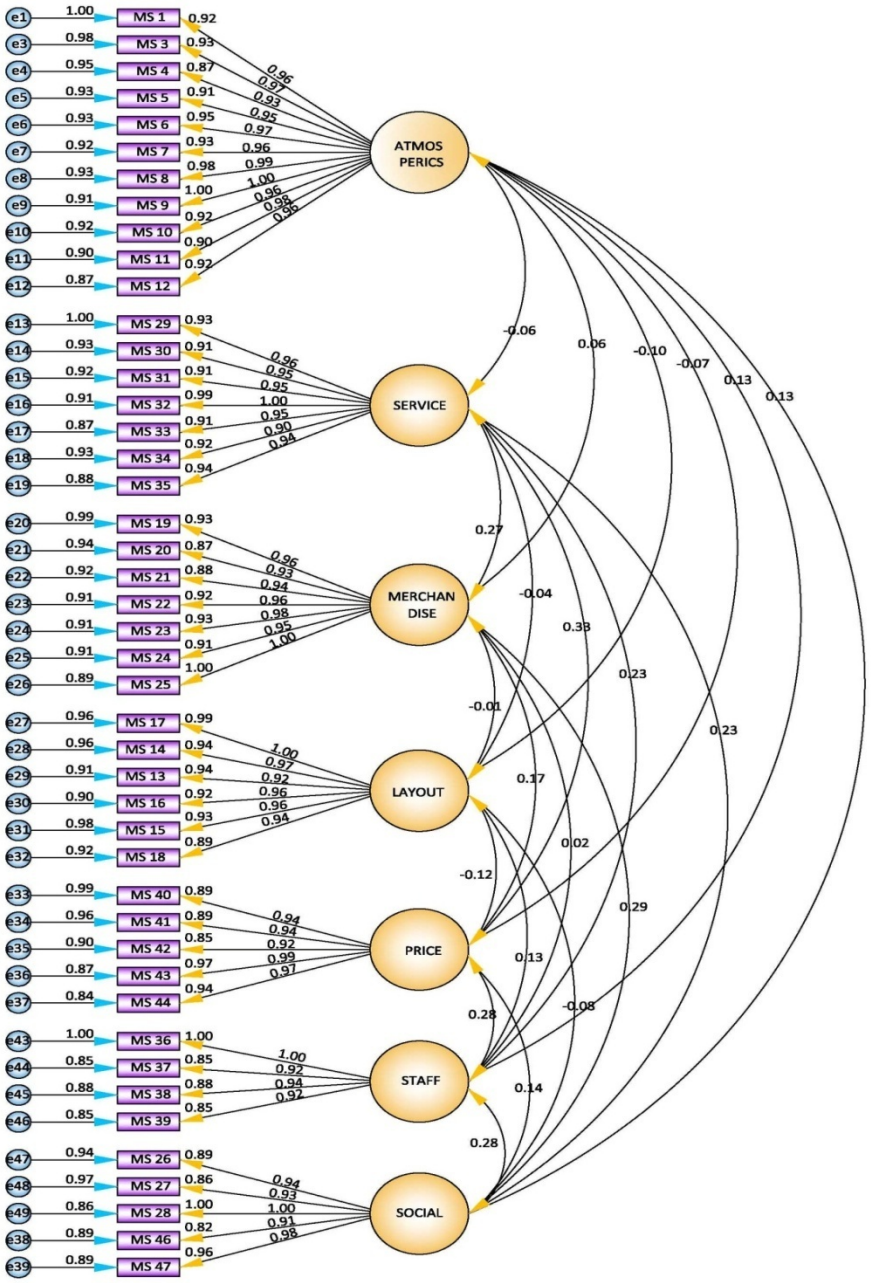

Figure 1: CFA Model of Retail Dimension Scale

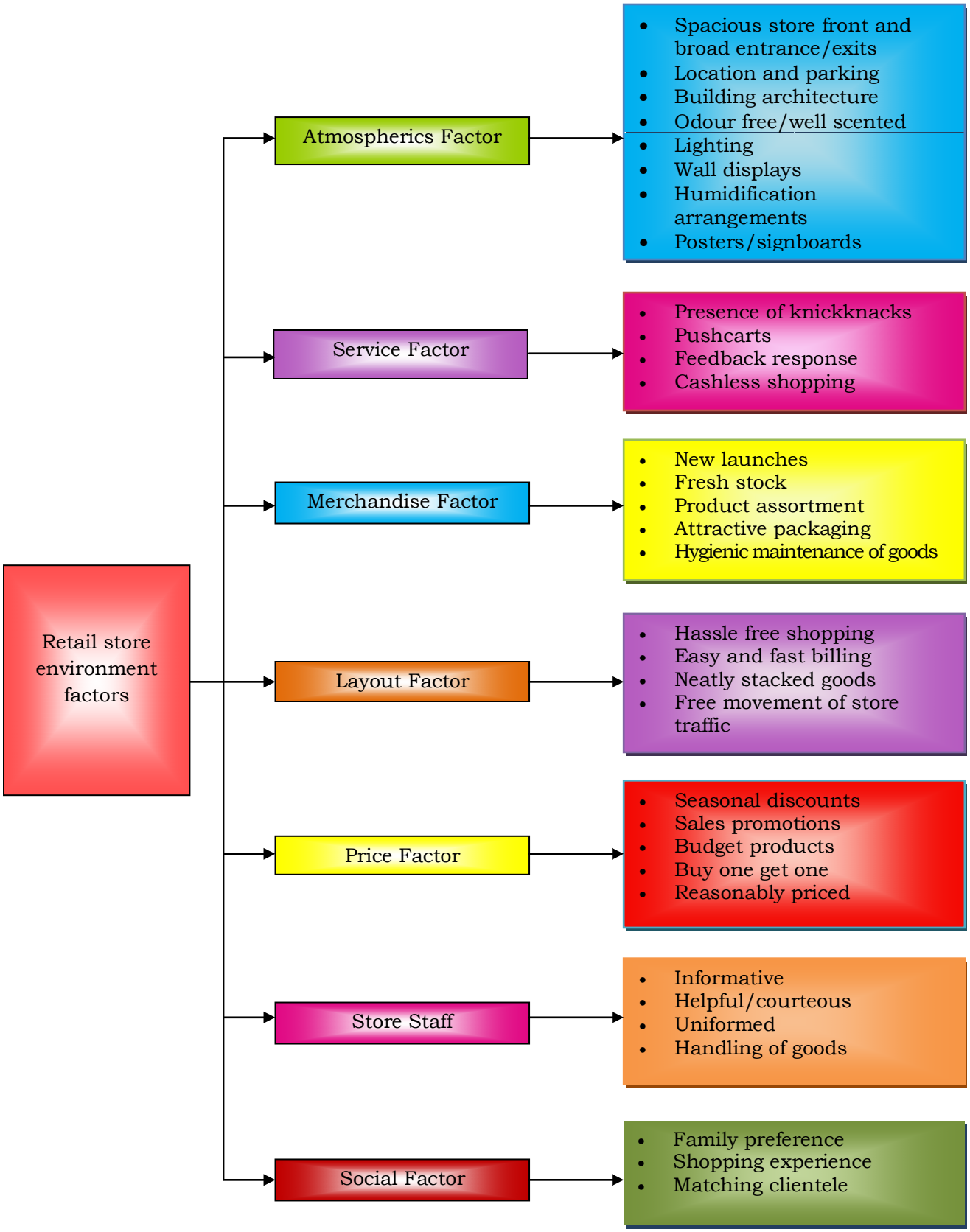

Figure 2: Retail Factor Framework

The figure (2) shows the framework of retail store factors, which includes seven dimensions based on 45 components.

Table 4: Descriptive Statistics of Retail Dimensions Scale

Q.No.	Retail Dimensions	Mean	S.D	Factor Name	Mean	S.D
MS1	I prefer stores which have comfortable lighting	3.35	1.414	Atmospheric Factors	36.88	14.86
MS3	I am attracted towards the stores' signboards and posters	3.36	1.392			
MS4	I prefer stores that are well scented and free from odors and the floors wiped periodically	3.35	1.396			
MS5	I prefer stores that have broad entrance and exits	3.35	1.428			
MS6	I shop at stores that has parking facilities	3.35	1.396			
MS7	I prefer stores that have a spacious store front and a well pronounced window display	3.35	1.401			
MS8	I feel comfortable with the soft background music played inside the shop	3.35	1.405			
MS9	I am attracted towards the architectural style of the building	3.35	1.381			
MS10	I prefer stores that have attractive wall displays	3.35	1.372			
MS11	I prefer stores that has proper humidification arrangements(air conditioners)	3.35	1.381			
MS12	I prefer to shop at stores in my locality	3.35	1.396			
MS25	I prefer shops where the goods are maintained in a hygienic manner	3.35	1.364	Merchandise Factors	21.80	9.17
MS23	I prefer stores which stocks products to my requirement and grouped according to their categories	3.12	1.366			
MS22	I prefer stores with a wide assortment of goods	3.11	1.369			
MS24	I prefer products with colourful packaging	3.11	1.359			
MS20	I prefer stores that stock new products that is launched in the market	3.11	1.359			
MS19	I feel products are handled carefully	3.12	1.356			
MS21	I prefer stores that has a quick turnover of fresh stock	3.11	1.334			
MS28	I believe I am shopping at a store with matching clientele	3.22	1.437	Social Factors	22.66	7.51
MS47	My self image matches with the store's image	3.23	1.498			
MS26	I meet my peer group while I shop here	3.23	1.438			
MS27	My family prefers goods obtained from this shop	3.23	1.437			
MS46	I find the shopping experience pleasurable	3.27	1.379			
MS32	I prefer a shop that has an empathetic approach in case of a product complaint	3.35	1.511	Service Factors	16.75	7.30
MS35	I have the option of card payment rather than cash	3.35	1.511			
MS34	The store has knickknacks facility (small food stalls)	3.35	1.480			
MS30	The store has pushcart facility	3.34	1.532			
MS31	I prefer a shop which gives response to my feedback	3.35	1.498			
MS36	I prefer shop with courteous/helpful salesmen	3.35	1.448	Staff Factors	13.27	4.86
MS39	I prefer shop where the salesmen handle products neatly and carefully	3.30	1.437			
MS38	I prefer shop where the salesmen are in uniform	3.30	1.492			
MS37	I prefer shop with informative salesmen	3.32	1.490			
MS42	I prefer products which have promotion like 20% extra or buy one get one free	3.31	1.479	Price/Promotion Factors	16.86	5.58
MS44	The store has a lot of private labels that suits my budget	3.39	1.320			
MS43	The sale promotion items are well displayed	3.39	1.315			
MS41	I often get seasonal discounts	3.38	1.304			
MS40	I believe the goods are rightly priced	3.39	1.284			
MS17	I prefer stores where products are spread in a single floor	3.36	1.271	Store Layout Factors	20.10	7.70
MS14	I prefer supermarkets with easy and fast billing for a hassle free shopping experience	3.34	1.325			
MS13	I prefer stores that are well ventilated	3.36	1.297			
MS16	I feel comfortable moving across the shop along with pushcarts without disturbing others	3.34	1.370			
MS15	I prefer stores where products are neatly stacked up in the shelf and the racks are cleaned often	3.36	1.297			
MS18	I prefer stores where the billing is easy and fast	3.35	1.269			

The table (4) shows the descriptive statistics of the final set of retail dimension scale with the 45 questions arranged under seven dimensions with their mean and standard deviation. The mean value reveals that the atmospheric factor has a higher influence on the retail shopping behaviour. The social factor was found to influence the shopping behaviour after the atmospheric factor followed by merchandise factor, price/promotion factor, service factor and staff factor.

III. Summary of the Research

The objective of this research was to develop a frame work of retail store environment dimensions and a reliable and valid scale to measure the dimensions of retail store factors in the purchase of food and groceries and lifestyle products in supermarkets. A total of 150 subjects were surveyed at supermarkets on sixty one orientation based questions to identify the purchase influence dimensions. The result of an exploratory principal component factor analysis suggested that retail store environment factors on food and groceries and lifestyle products purchase has seven distinct dimensions: atmospherics factors, service factors, merchandise factors, layout factors, price factors, store staff and social factors. The high levels of reliability of the seven dimensions were established through Cronbach's alpha calculation. The confirmatory factor analysis was used to establish the robustness of the retail factor dimensions. In summary, the result of these analyses demonstrates that the seven retail store environment dimensions, as represented by the 45-item shopping orientation scale, is reliable, valid, and generalizable for the purchase of food and groceries and lifestyle products in supermarkets.

This scale has been developed to specifically suit to retail store environment factors on food and groceries and lifestyle product purchase in supermarkets. In future scale can be developed to suit to shopping orientation on different impulsive products. This scale will help marketers to better understand their customers and help them serve customers in more effective manner.

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