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CONSUMER PERCEPTION OF RETAIL STORE ATMOSPHERE AND ITS INFLUENCE ON PREFERENCE OF IN STORE BRANDS-FREQUENCY OF PURCHASE AS A MODERATOR

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ABSTRACT

Retail Network plays a significant role in the consumption process of every individual consumer. The role of retailers and their outlets acts as a value chain intermediaries between producers and consumers. The growing competition in the retail business through different formats and scrambled merchandise process invoke retailers to concentrate ample time and energy towards consumer attraction and customer retention. In addition to that, the role of technology and faster growth of consumer markets emphasize the retailers to provide well perceived and store experience and in addition to that, the need of bringing their own products or brands in different product categories and in assortment in order to offer delighted consumer shopping experiences. But at the same time, the effective sales of private label brands or in store brands in the retail outlets need a perceptual outlook along with foot fall by every consumers. In this aspect, the present study addressed the gap of learning the perception of consumers about the retail Store Atmosphere and its influence on the preference of private label brands or in store brands by keeping the frequency of purchase as moderator.

KEY WORDS: Retail Store Image, consumer perception, private label brand or in store brand, consumer preference, scrambled merchandise, assortment and frequency of purchase.

1.0. INTRODUCTION

Retailing is an entity adds consumption values to the consumers derived from the manufacturers. In order to add values to the ultimate consumption of end users, the retail formats are emerging in different phases in recent years. In the last few years, retail has become one of the fastest growing sector in Indian economy. It is identified as the third most attractive destination globally

(Kearney, 2010). According to priyali Ghosh et.al (2010) the exceptional growth of retail in India is reflected in the speedy increase in number of super markets, departmental stores and hyper markets in the country. The growing competition in the field of retail industry from the background of local, regional, national and international frontier has made a big challenge in front of the retailers is consumer patronization and customer retention. The customer

satisfaction, retention of existing customer is five times more profitable than adding new ones (Reichheld & Scheffer, 2000).

In addition to that, the increasing expectation level of consumers from retail formats in terms of product availability, varieties and category coverage's, pricing ranges, additional promotion and enhanced delivery pattern induces the retailers to design their own product or promotional systems known as private label brands or in store brands. Private - label brands are those products which are fully owned, controlled and sold exclusively by the retailers (also known as own -label brands, dealer's store brands or retailer's brands). But at the same time, the attempts made by retailers to prefer their own store brands needs the support of manufacturer brands to attract the consumers foot fall. It is the strong belief of retailers in present day retail system is the increasing amount of in store brands compare to company or manufacturer brands can attract more customers, offer better value added services, value chain in pricing, promotion and availability. Private brands with strong and exclusive image can develop store loyalty and store traffic (Levy & Weitz, 2001). Researchers (Morgenson, 1991; Karolefski, 1990; Lenchek, 1990) believe that rise of private brands will continue because retailers are now providing acceptable quality products at reasonable prices and customers are giving less importance to big brand names.

It is also estimated by the retailers that cost of selling of in store brands compare to company brands will be effective and thus can be given as consolidated benefits to the customers. Retailers use these private - label brands as bargaining tools for asking manufacturers for better trading terms such as cheaper prices, more promotional items, quicker deliveries, etc (Ailawadi, Borin & Farris, 1995; Chintagunta, Bonfrer & Song, 2002; Narasimhan & Wilcox, 1998). In his research Mills (1995) noted that private brands enable retailers to get better deals from manufacturers in the form of lower wholesale prices on national brands. It has been found that the top retailers have always set the prices of these brands 10-15% lower than those charge by national brands (Grewal & Levy, 2009). But at the same time the promotional strength of leading company brands, their brand values and image, brand extension strategies and market surveillance have created strong brand belief in the minds of consumers. The strong brand values have created positive perception about the company brands and also reduced the perceive product and functionality risks. The retailers also perceive the immediate replacement of in store brands as alterative for manufacturer brand need a strong positive perceptual look by consumer about the private label brand or in store brand either it is own produced or outsourced with own packaging system.

R. Sathya and Dr. S. Sheela Rani (2012) have done their research on private labels (retailer's own brand). Grocery and food retailers are able to popularize their private labels brands, which have attracted consumers and have created keen interest in making purchase decision of these brands. Private label brand is emerging due to the growth of organized retailers.

The perceptual creation process cannot be done only with the dependence of product or packaging attributes, in addition to that the store related attributes like merchandise range, services rendered to the consumers, assortment availability, category collection, layout system and should be in align with consumer expectation can help to create positive Store Atmosphere and thus in turn help to prefer in store brands by consumers from the retail outlets. In addition to that, the perceptual gaps about different store related aspects should be converted as favorable to retailers only by getting repeated foot fall by consumers towards the retail shops. So it is trusted by the retail formats that customer attraction and encouragement of repeated purchase from the retailers frequently will help to make consumers to better understand retail format, experience well enriched shopping experience and also help to intact with the availability of in store brands. In this aspect the perception of consumers towards the Store Atmosphere related aspects as independent variable influence the preference of preference of in store brands (dependent variable) and with respect to the frequency of store visit as moderator. Porter and Claycomb (1997) suggested that customers associate their feelings, thoughts, and impressions with the stores, and these factors affect their patronage and purchase behavior. Stern et al. (2001), who asserted that the purchase choices of customers are influenced by the store image. Kim and Jin (2001) reported that the repurchase intention and the satisfaction derived from shopping at a store are induced during the initial purchasing stage in which the customers associate their emotions with the store image. Chowdhary (1999) argued that customers build a perception of the store based on their numerous visits to the store, and that the final impression is a combination of all of the as pects of the store that have affected them. The research paper attempts to fill the research gap of studying the perceptual background of various store related aspects construct Store Atmosphere and its influence on the preference of in store brand with the changes in frequency of foot fall made by consumers.

2.0. STATEMENT OF THE PROBLEM

Consumer patronage is the significant challenge faced by the modern day retail formats. The growth of retail business and diversified formats has given store choices to consumers. The tenet of conflict theory (Menemar) adopted by retail formats have brought modern selling system, assortment

management and merchandise coverage in order to attract and retain the consumers. The realization of consumer shopping experience along with physical selection to psychological satisfaction during shopping need retailers to concentrate on consumer delight in present retail situation. The entry of big retail houses, corporate and organized retailing process encourages the retailers to capital infusion in terms of establishing and promoting the in store brands (ISB) in suitable proportion with company brands (CB). But at the same time, the instrument or strategic influx of ISBs need to add value to consumers from the retail formats comparatively superior than CBs. The form any negativity on the promotion of ISBs not only affects its sales but also the entire retail format as well as retail brand. In this aspect, a well established perceptual understanding of consumers about the various aspects of retail format is known as retail Store Atmosphere and its influence on the preference of in store brand by consumers should be studied. Doyle and Fenwick (1974) study in England concluded that consumer may differ in their perceptions but they choose stores with images most congruent with their own self-images. Store image and the presence of national brands can influence the consumer perceptions about private labels among US consumers in apparel category (Vahie and Paswan, 2006). This means store image is influenced by consumer's self-image. Martenson (2007) study in Sweden concluded that store image, ambience, assortment and price dimension influence the store loyalty and satisfaction. The study stated that factors like store loyalty and satisfaction can be channelized to enhance private label purchase in categories like gourmet and lunch food. The study never focused on the consumer psychographics and its impact on private label purchase. Chandon et al (2011) study in France concluded that store image perceptions and private label price image perceptions along with factors like value consciousness and perceived quality determine the private label purchase in food and groceries. But there are various studies have been undertaken by the researchers on the aspects of perceptual influence on in store brand preference but at the same time, less amount of research attempts have been made to know the role of consumer perception about retail Store Atmosphere and its impact on preference of in store brand by keeping the moderation of frequency of store visit. Wakefield & Baker (1998) proved that the probability of customers staying longer in store increases due to atmospheric stimulus. When a consumer feels satisfied from the retail environment of the store, he spends more time in a particular store and buys more because of pleasant environmental stimuli (Bohl, 2012). The environment has a huge impact on the consumers' emotion and satisfaction. The impressive atmosphere of the retail chain outlets enhances the customer

satisfaction level and purchase experience (Silva & Giraldi, 2010). The consumer purchase frequency in retail shops envisages an opportunity for buying private label brands. The studies reveal that the frequencies of purchase have an influence in purchase intention of private label brands. Increased shopping frequency has been associated with greater brand familiarity, and thus a greater incidence of "private label brand purchasing" (Shannon, 2005). Many experts argue that consumer's repeat purchase decisions are based on past choices, "it may be that consumers choose the brand on the basis of a simple heuristic (e.g., brand awareness, package, price)" (Macdonald, 2000). Consumers tend to make their purchase decision based on anticipated satisfaction from a product (Vahie, 2006). But there are less amount of studies reveal that the frequency of buying influence on the preference of private label brands and in turn the consumer perception on stores attributes have an impact on frequency of visiting retail stores. The present study fills the gap on consumer perception on frequency of buying and which acts as a moderator on the preference of private label brand.

3.0 LITERATURE BACKGROUND

The growth of multifaceted competition and consumer preferences stimulated the retailing process to come up with different formats. The study by Jasola (2007) explores the emerging trends in new retailing formats and strategic issues of retailers. The author is of the view that India's vast middle class and untapped retail industry are the key attraction for global retail giants wanting to enter new markets. Malls, specialty stores, discount stores, department stores, hypermarkets, supermarkets, convenience stores and multi-brand outlets are most preferred retail formats in India. The changes in retail formats encourage the retailers to adopt scrambled merchandising strategies and to attract enriched consumer foot falls. The augment of customer visits enforces the organized retailers to design innovative retail strategies like store atmosphere management, merchandising planning, customer relationship management practices and promotional methods. It is also understood by organized retailers to customer buying intention and purchase decision towards particular stores can be enriched by store images. Store image as a concept has been considered as one of the most important variables and determinants in the development of retail strategy and economic success in retailing, while customer satisfaction has been recognized as a major success factor in keeping and augmenting the clientele base. Boulding (1956) proposes a theory of human behaviour based upon the concept of image. In its most basic simplest form, the theory states that behaviour is primarily affected by image. Consumers are assumed to behave in accordance with what they know, what they think they know and what they think they ought to know. Thus, consumer behaviour stems from consumer images.

Consumers' images are influenced by the quality and amount of information available to them (Boulding, 1956). Dobni and Zinkin (1990) reviewed consumer behaviour literature on product and brand image from the last 35 years. Their study revealed that image has been synonymous with perception, personality, symbolic utility, psychological meaning and attitude. In retail store image literature, image is defined as consumer perceptions of both functional (objective) and psychological (subjective) attributes of a store (Lindquist 1974 -75; Kasulis and Lusch, 1986). Although the concept of store image has existed for a long time, there is no precise or universal definition of it. Pathak et al (1974-5) proposed the idea of the anticipated store image which involves the retailers' perception of what they believe to be the consumers' image of their store used in order to compare consumers' perceived image and retailers' anticipated image. Kotler (1973-1974) coined the term atmospherics, but before settling on 'atmospherics' for example, uses terms such as 'spatial aesthetics'; Bitner (1992) uses 'the built environment' and 'servicescapes'; whilst Hutton & Richardson (1995) combine atmospherics and servicescapes to form healthscapes. Similarly, Booms and Bitner (1981) developed the concept of servicescape for the services sector; correspondingly, Dailey (1999) introduced a conceptual model of web atmospherics. Vrechopoulos et al. (2000) and Vrechopoulos and Siomkos (2002) introduced the concept of virtual store atmosphere as a factor influencing consumer behaviour, identifying also its major determinants. Sarel (1986) suggested that consumers interact with atmospheric cues during all phases of their visit and that these cues can determine substantially the impression consumers form about an environment (Mazursky and Jacoby, 1986). Numerous researchers have examined store image in their studies. While different researchers use different criteria to measure store image, there are several key characteristics universal to most studies. In this study, store image will consist of consumer perceptions of quality (Paswan & Vahie, 2006), service (Lindquist, 1974), atmosphere (Lindquist, 1974; Martenson, 2007), selection, and convenience (Lindquist, 1974; Paswan & Vahie, 2006).

4. 0 OBJECTIVES OF THE STUDY

1. To study the demographic profile of consumers in the selected study location.
2. To learn the perceptual status of consumers about the retail store attributes and its image.
3. To analyze the influence of Store Atmosphere related attributes towards the consumer preference of in store brands with respect to frequency of visit.

5.0 HYPOTHESES OF THE STUDY

1. There is a positive influence of consumer perception of Store Atmosphere on preference of in store brands.
2. There is an impact of consumer perception of Store Atmosphere towards frequency of visit and vice versa.
3. The influence of consumer perception of Store Atmosphere on preference of in store brand varies with respect to frequency of visit.

6.0 SCOPE OF THE STUDY

The study about the consumer perception on retail Store Atmosphere influence preference of in store brands with respect to frequency of visit has been carried out at Kanchipuram Town. For the purpose of this study, the four major organized retail formats belong to food and grocery (supermarket) were taken.. The consumers who visit these stores were taken as sample respondents. The study covered aspect of demographic background of consumers like their personal, occupational and economical backgrounds.... The consumers probed about the preference of in store brands, varieties, quantities of purchase and opinion about the quality, price range and functionality compare to company brands. The study also focused to verify the frequency of visit by consumers during a month/week/day and so on. The study also attempted to draw the conclusion about the influence of Store Atmosphere on the preference of in store brands based on the variation of frequency of visit.

7.0 CONCEPTUAL FRAME WORK

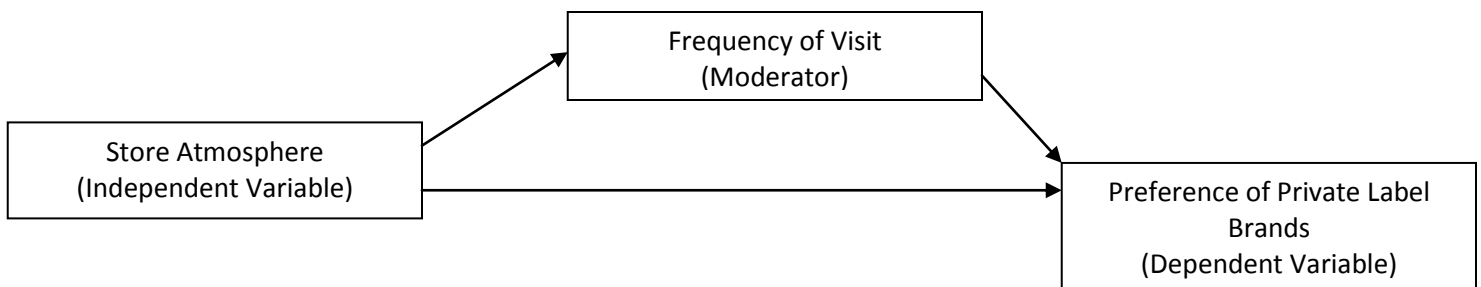


Fig (1) Conceptual Model

The above model Fig (1) shows the influence of store atmospheric aspects on the preference of private label brands in selected retail outlets. In addition to that, from the figure it is also observed that the frequency of visit made by the consumers moderates the preference of private label brands and also it highlights that the store atmospheric attributes have a direct influence on frequency of visit and in turn frequency of visit influences the preference of private label brands. From the conceptual understanding the following theoretical assumptions have been proven in the study

1. The store atmospheric attributes have a direct influence on preference of private label brands.
2. The store atmospheric attributes have an impact on frequency of visit.
3. The frequency of visit have an influence on the preference of private label brands
4. During the direct impact of store atmospheric on preference of private label brands, the frequency of visit acts as a moderator.

8.0 RESEARCH METHODOLOGY

The study on “Consumer Perception of Retail Store Atmosphere and its influence on Preference of In store Brands - Frequency of Purchase as Moderator” is exploratory cum descriptive in nature. The study has taken the previous studies as the basic measure ((Magi, 2003; Sinha and Banerjee, 2004; Woodside and Trappey, 1992, Rajesh Rajaguru and Margaret J Matanda (2011)). The study population was

taken from the buyers of selected organized retail shops at Kanchipuram Town. The sampling unit comprises buyers with diversified demographical backgrounds in terms of age, gender, education, income and family nature. The required responses for the study from the buyers were collected through convenience sampling method. The sample size was proposed as 174. The required data for the study was collected through both primary and secondary sources. The research gap for the study was identified through previous studies undertaken in the area and the constructs related to the consumer perception on store attributes and preference of private label brands were taken from previous studies related questionnaire. The primary data were collected through structured questionnaire with personal interview with buyers in both selected retail outlets. The construct related to store attributes and preference of private label brands were tested for its reliability and it was observed the cronbach alpha value was 0.936. The Exploratory Factor Analysis has been employed to identify the important factors related to consumer perception on store related attributes and preference of private label brands. The application of EFA also helped to verify the convergence and discriminant validity of constructs. The perceptual related aspects were identified and its influence on private label brand preference was measured through multiple regression analysis. The frequency of visit was measured in scale and its moderation effect through perceptual aspects on preference of private label brand was measured.

9.0 RESULTS AND DISCUSSION

**Table 9.1
Socio-Economic Profile of Consumers**

Sl.No	Attribute	category	No. of Respondents	Percentage to Total
1	Age	Less than 30	40	23.0
2		31 to 40	68	39.1
3		Above 40	66	37.9
1	Gender	Male	80	46.0
2		Female	94	54.0
1	Educational Background	Below Graduation	55	31.6
2		Above Graduation	69	39.7
3		Others	50	28.7
1	Marital Status	Married	70	40.2
2		Single	104	59.8
1	Monthly Income	Less than 25000	31	17.8
2		25001 to 30000	53	30.5
3		Above 30000	48	27.6
4		Not Applicable	42	24.1
1	Family Background	Joint	80	46.0
2		Nuclear	94	54.0
Total			174	100

Source: Computed Data

Table 9.1 highlights the socio economic profile of consumers who buys private label brands. Regarding their age background, 39.1 of consumers are in the age group between 31 to 40 and 37.9 percent above 40 and 23 percent below 30. In terms of gender background, 46 percent of male prefer private label brands and 54 percent are female. The background of education of consumers who prefers private label brands, 39.7 percent possess above graduation background, 31.6 percent below

graduation and 28.7 percent have other qualifications like diploma and so on. 59.8 percent of unmarried consumers prefer private label brands compares 40.2 percent of married consumers. The income background between 25001 to 30000 with 30.5 percent prefer private label brands and next to that 27.6 percent with above 30000 income sources. In terms of family background of consumers who prefer private label brand 46 percent in joint family and 54 percent in nuclear family.

9.2 Perceptual Factors on Store Atmosphere

Table 9.2

Factor Name	Statements	Factor Loading	Eigen Values	% of Variance	Cumulative %
F1 (Shop Ambience Related Factor)	The coverage of categories is very good in the shop	.710	15.598	48.744	48.744
	The shop is equipped with all facilities to enhance our shopping interest	.752			
	The space availability is good in the shop	.781			
	The employees in the shop are patient and courteous	.826			
	The ample lighting facility is provided inside the shop	.617			
	The space for parking is meeting the requirements in the shop	.812			
	The products arrangement are done in such a way to obtained easily	.863			
	The display of products is effective and able to be recognized	.773			
	The shop provides effective discount for our quantum of purchases	.852			
	The new arrivals in any product category is updated quickly and consistently	.773			
F2 (Store Image Related Factor)	The painting and maintenance of walls are pleasing to watch and do shopping	.717	4.626	14.457	63.201
	The music as well as other appeals inside the shop is nice	.733			
	I prefer the store with good reputation	.855			
	The store I visit has a good image among the market	.783			
	I rely on my store for the goods I purchase	.857			
	The store I visit has almost all the varieties of goods	.761			
	Whatever product variety I demand to the retailers he has it in the store	.795			
	When the product is not at store I tell my retailer to get the product he gets for me	.706			
F3 (Customer Supportive Factor)	I hardly have to visit others stores because I get all my goods from my retail stores	.803	2.480	7.748	70.950
	Whenever I go to store he has the goods available with him	.873			
	My retailer never says no when I ask him for the products	.780			
	The employee behavior both in front and back office of the shop is appreciable	.754			
	The shopping accessories like trolley carry basket and others are provided freely and largely	.834			
F4 (Facilitation Services)	The layout of product assortment is effective	.866	1.104	3.449	78.074
	The staff members at the retail shops talk to me in friendly manner	.528			
	Buying private label brands makes me feel good.	.832			
	L ove it when private label brands are available for the product categories I purchase.	.800			
	I am able to get required information from the sellers in retail shop	.539			

Source : Computed Primary Data

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy= 0.785 Overall Cronbach Alpha (α) = 0.963,

Bartlett's Test of Sphericity = Approx. Chi-Square-7691/96 {(p=0.000)}

The principal component analysis has been undertaken with varimax rotation (Churchill procedure) to explore the significant perceptual aspects of store atmospheric related aspects. To explore the number of factors, the study considered the most usual rule of Kaiser Criterion (selected the factors corresponding the to the Eigen values above 1.0). Only items with communality greater than 0.7 and the absolute value of their co-relation to an axis greater than 0.6 were retained. Then the Cronbach alpha was used to assess the reliability of the antecedents. The estimated coefficients can be described as acceptable as they are all above 0.70 (Peterson 1994).

From the below Table 9.2 The Kaiser-Meyer-Olkin (KMO) value of 0.785, which is greater than 0.5 indicates the measure of sample adequacy which proves that the given primary data is fit for data analysis using factor analysis.

The Bartlette's test of sphericity indicates that the correlation matrix is not an identity matrix which indicates that the factor model is appropriate. Since the p-value is 0.000 i.e. the p-value is less than 0.05 which indicates that the correlation is significant. It is clear from the factor analysis that four factors F1- Shop Ambience Related Factor, F2- Store Image Related Factor, F3- Customer Supportive Factor and F4- Facilitation Services are the important perceptual related aspects of store atmospheric constructs comprises (28 constructs out of 32 constructs) were extracted which cumulatively explains 78.084 per cent of the total variance. The rotated component matrix shows that the factor loading of the items on the factors. The remaining components with Eigen values under 1.0 were dropped as per the Kaiser rule.

9.3. Factors Related to Preference of Private Label Brands

Table 9.3

Factor Name	Statements	Factor Loading	Eigen Values	% of Variance	Cumulative %
F1 (Private Label Brand Preference)	Buying private label brands makes me feel good.	.902	1.937	64.558	64.558
	love it when private label brands are available for the product categories I purchase.	.900			
	Considering value for the money, I prefer private label brands to national brands	.559			

Source: Computed Primary Data

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy= 0.568 Overall Cronbach Alpha (α) = 0.792, Bartlett's Test of Sphericity = Approx. Chi-Square-162.87 {(p=0.000)}

The principal component analysis has been undertaken with varimax rotation (Churchill procedure) to explore the significant perceptual aspects of preference of private label brands. To explore the number of factors, the study considered the most usual rule of Kaiser Criterion (selected the factors corresponding the to the Eigen values above 1.0). Only items with communality greater than 0.7 and the absolute value of their co-relation to an axis greater than 0.5 were retained. Then the Cronbach alpha was used to assess the reliability of the antecedents. The estimated coefficients can be described as acceptable as they are all above 0.792.

From the below Table 9.3 The Kaiser-Meyer-Olkin (KMO) value of 0.568, which is greater than 0.5 indicates the measure of sample adequacy

which proves that the given primary data is fit for data analysis using factor analysis. The Bartlette's test of sphericity indicates that the correlation matrix is not an identity matrix which indicates that the factor model is appropriate. Since the p-value is 0.000 i.e. the p-value is less than 0.05 which indicates that the correlation is significant. It is clear from the factor analysis that four factor F1- Preference of Private Label Brands is the important constructs comprises (3 constructs out of 3 constructs) were extracted which cumulatively explains 64.558 per cent of the total variance. The rotated component matrix shows that the factor loading of the items on the factors.

9.4. Influence of Store Atmosphere Related Aspects on the Preference of Private Label Brands

Table 9.4(a)

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Shop Ambience Related Factor, Store Image Related Factor, Customer Supportive Factor, Facilitation Services and Private Label Brand Preference	.	Enter
a. All requested variables entered.			

Table 9.4 (b)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.028	4	38.007	306.271	.000 ^a
	Residual	20.972	169	.124		
	Total	173.000	173			
a. Predictors: (Constant), Shop Ambience Related Factor, Store Image Related Factor, Customer Supportive Factor and Facilitation Services						
b. Dependent Variable: Preference of Private Label Brands						

As per table 9.4(b) the F-test is highly significant, thus it proves that there is a linear relationship between the variables in our model.

Table 9.4 C

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937 ^a	.879	.876	.35227241
a. Predictors: (Constant), Shop Ambience Related Factor, Store Image Related Factor, Customer Supportive Factor and Facilitation Services,				
b. Dependent Variable: Preference of Private Label Brands				

Multiple linear regression (MLR) tests using enter method were subsequently conducted to find the level of influence of four store atmospheric related factors (Shop Ambience Related Factor, Store Image Related Factor, Customer Supportive

Factor and facilitation services) on preference of private label brands. The Table 9.4(c) shows the multiple regression model summary and over fit statistics. The adjusted R² of the model.879 with R² value of.937 that means the linear regression explained is 93.7 % of the variance in the data.

Table 9.4 (d)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.119E-17	.027		.000	1.000
	Shop Ambience Related Factor	.274	.027	.274	10.242	.000
	Store Image Related Factor	.098	.027	.098	3.652	.000
	Customer Supportive Factor	.885	.027	.885	33.055	.000
	Facilitation Services	-.101	.027	-.101	-3.772	.000

a. Dependent Variable: Preference of Private Label Brands

The table 9.4(d) shows the multiple linear regression estimates including the intercept and the significance levels. The independent variables shop ambience related factors, store image related factors, customer supportive factors positively influence the preference of private label brands among the consumers and at

the same time the influence of facilitation services is negative on preference of private label brands..

9.5. Influence of Store Atmosphere on Preference of Private Label Brands - Frequency of Visit as Moderator

Table 9.5(a)

Variables Entered/Removed			
Mode l	Variables Entered	Variables Removed	Method
1	moderate, store Atmosphere	.	Enter

a. All requested variables entered.

Table 9.5(b)

ANOVA^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.916	2	22.958	68.306	.000 ^a
	Residual	57.475	171	.336		
	Total	103.391	173			

a. Predictors: (Constant), moderate, store atmosphere
 b. Dependent Variable: preference Private Label Brands

As per table 9.5(b) the F-test is highly significant, thus it proves that there is a linear relationship between the variables in our model.

Table 9.5 (c)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.669	.248		6.740	.000
	Store Atmosphere	.610	.065	.546	9.365	.000
	Moderator (Store Atmosphere * Frequency of Visit)	.232	.048	.282	4.838	.000

a. Dependent Variable: Preference of Private Label Brands

Source: Computed Primary Data

Table 9.5 C shows the modifier multiple regression (MMR) estimates including the intercept and the significance levels. The independent store atmospheric related attributes and the moderator (store atmospheric * frequency of visit) positively influence the preference of private label brands among the consumers. In order to construct the moderator with store atmospheric related aspects and frequency of visit, the descriptive statistics and variable computation was used. The combined aspects of store atmospheric attributes and frequency of visit named as moderator and which was taken an independent variable, the preference of private label brand was taken as dependent variable. The level of significant has shown the moderation effect of frequency of visit exist on the preference of private label brand by consumers based on the aspects of store atmospherics. From the table it is observed that the one unit of moderation on frequency of visit from low to high influences 28 percent of preference of private label brands by the consumers. It is also learnt from the table that, the one unit of improvement in store atmospheric related attributes influence 54.6 percent of preference of private label brands.

10.1. CONCLUSION

The growth of organized retailers in present day retailing industry have given ample growth on modern retailing practices and enhanced customer satisfaction practices. The retailers contribution on product planning, stores management, assortment planning and customer service practices have reshaped the retail related marketing practices. Store atmospheric management and incremental practices is given due weight age by modern retail outlets especially among the organized and corporate owned outlets. In addition to that, in order to extend effective customer management and retention, the organized retailers introduces private label brands or in store brands in selected product- item portfolios according to the need filling aspects of consumers. The role of store atmospheric on the consumer preference of private label brands is need to be understood continuously and at the same time, the store atmospheric also induces the frequency of visit of the

consumers and which in turn affect the preference of private label brands. In order to prove this model, the present study has taken the aspects of store atmospheric as independent variable, frequency of visit as moderator and preference of private label brand as dependent variable. The outcome of study concludes the store atmospheric attributes like image, shop ambience and customer service have a positive direct influence on preference of private label brand and also on frequency of visit and simultaneously it is also observed from the study that the frequency of visit acts as a mediator on the preference of private label brands based on store atmospheric attributes.

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