

Vehicle Ownership as an Influence on Retail Shoppers' Perception of Indian Traditional Grocery Stores

Harsh Sharma*, Vaibhav Lowalekar**

ABSTRACT

The present study attempts to find out the shoppers' perception of important retail attributes of Indian traditional grocery retail stores from the perspective of ownership of different vehicles by the shoppers. Grocery is one of the major need-based personal consumption goods for the shoppers and also one of the big sectors of retail globally. Grocery purchase is a regular activity and vehicle ownership may work as an influence on the perception of shoppers. It would be of academic as well as business concern to understand the influence of vehicle ownership as seen in the context of traditional grocery retailing. Also as Indian grocery retail is dominated by the traditional grocery stores known as 'kirana'; knowledge of the difference in shoppers' perception based on vehicle ownership variables would lead to a better understanding by these stores so as to devise their strategies to enhance the customer patronage. It was found that the vehicle ownership may significantly influence the perceptions of retail shoppers towards traditional grocery stores.

Keywords: Retailing, Shoppers' perception, Vehicle ownership, Grocery, Indian traditional Retailing

INTRODUCTION

Indian retailing is witnessing an exciting phase with the introduction of newer formats by organised retailers and expanding their entry in the tier 3 cities of the country. A transition period is being witnessed as the organised retail players are attempting to gain market share from the traditional formats while the traditional stores are trying to adopt some practices of modern organised retailers. Retailing has now emerged as a fiercely competitive industry where wafer-thin margins, floating buyers, too many choices, and intensive promotions have come to be accepted as necessary evils. So to remain in the business the retailers are required to continuously devise effective strategies to successfully survive and grow. In its entire attempt to woo retail customers it is significant for retailers to know that why shoppers pick one retailer while avoid the other stores and what are the important variables/factors that may influence store choice decisions.

A retail store is perceived on its various attributes (basic characteristics) and these individual perceptions make up an overall impression about the store which in turns leads to patronisation of the store. Shoppers hold perception of a retail store which governs their store selection.

It is a wide-ranging view in industry and academia that organised retailers will cause the widespread closure of traditional mom-and-pop stores. On one hand, organised retailers come prepared with policy based systems and processes, tactical procurement practices, aggressive promotions, exciting assortments, creative pricing, innovative merchandising and advanced technology etc., on the other hand, the traditional neighborhood stores are commonly perceived as having many operational inefficiencies like inappropriate merchandise, unreasonable prices and unplanned activities which put these stores in a position of great disadvantage vis-a-vis modern trade. Stone (1995) found that the shopping habits of customers fundamentally change after the introduction

* Professor, Institute of Professional Education and Research, Bhopal, Madhya Pradesh, India
Email: harsh_sharma9@rediffmail.com

** Professor, Institute of Professional Education and Research, Bhopal, Madhya Pradesh, India.
Email: l_amul@rediffmail.com

of discount mass merchandisers. They purchase more of their merchandise at the mass merchant and less at local merchants.

Globally, the three top retail categories are grocery, apparel and furniture. In India the grocery retailing is an extremely large market, the organised sector's share of this market is very small. As there are about 6.5 million grocery outlets which consist of over half of the Indian retail market, the industry needs to understand consumer behaviour in relation to the grocery retailing.

Grocery is one category which is regularly procured and shoppers with different vehicle ownership are involved in it. So it is thought that by studying the perception (of store attributes) difference among different vehicle ownership shoppers, these vulnerable traditional grocery stores would be able to plan out their strategies in more effective manner to target the specific groups and would be able to face the challenges posed by the organised players.

The research questions considered here were:

Does vehicle ownership influence the shoppers' perception of various retail store attributes of traditional grocery stores?

Is there a significant difference in different vehicle owner groups (specially four wheeler v/s two wheeler) shoppers' perception of traditional grocery stores?

TRADITIONAL GROCERY STORES

Grocery stores are defined for the study purpose are those stores which sell the daily need items mainly food and other household requirements. Grocery shopping refers to shopping for food and grocery products. Food and grocery shopping includes shopping for grains, pulses, fresh fruits and vegetables, packaged food, personal products and some household goods (Sinha, Mathew, and Kansal, 2005). Traditional grocery stores are such stores that sell grocery but do not employ more than five persons, the owner and family members work in the stores and do not practice any well-defined policies related to operation of the store.

LITERATURE REVIEW

Martineau (1958) insisted the importance of buyers' perception of store attributes in store choice behaviour

and suggested that both the 'functional attributes' (location and layout of the store, price ranges etc.) and 'psychological attributes' (qualities such as friendliness of store personnel, sense of belonging, or attractiveness of décor) are strong influence in store choice. Brown (1969) supported this by asserting that buying decisions are based on the comparative attractiveness of alternative offerings. Purchasers evaluate these alternatives on several dimensions, forming opinions that may or may not coincide with reality. An individual shopper differs in her shopping behaviour patterns, attitudes toward shopping, and demographic characteristics from others. All of these factors influence the perceptual process (Brown, 1969). Hills, Granbois, and Patterson (1973) similarly claimed that the way consumers perceive a retail store and its marketing policies (such as price, assortment, and quality) affects both shopping and expenditure patterns and the buyers' level of satisfaction with the retailing system.

Oxenfeldt (1974) clarified that the customer reacts to the store's characteristics, as he views them, in an emotional way and stressed that almost all customers had impressions- and fairly strong ones- about the characteristics of many individual stores, including some with whom they have not even dealt. Doyle and Fenwick (1974) proposed that the consumer's evaluation of all salient aspects of the store as individually perceived and weighted is the cause of what draws shoppers to one store rather than another.

Pessemier (1980) postulated that demographic and lifestyle variables though define the individual and household needs and capacities but are not the strong determinants of store choice while perceptions and preferences are closely linked to the store choice behaviour. These variables can be used to predict store choice behaviour. Marzursky and Jacoby (1986) suggested that while shopping or browsing at a store or collecting information regarding the store a consumer is exposed to a reality which is partly controlled by the retailer. The consumer extracts and perceives certain features from this reality and forms beliefs and/ or affects which are congruent with his image of retail store. Marzursky and Jacoby (1986) also emphasized that store choice behaviour is generally driven by how the buyers see the retail store. When the consumer thinks about the store, several of the most salient dimensions are retrieved from memory and represent what the store signifies. It is of utmost importance then, that a clear understanding of how buyers perceive the store is acquired to develop effective retail strategy. Improved understanding of

customer perceptions is also important because it has been shown that managers view their own retail image differently from that of their customers (Birtwistle, Clarke, & Freathy, 1999). The retail managers have to understand customer needs and desires so as to manage their retail brands. Customer perceptions have to be studied because perception is basic to other activities (Uusitalo, 2001).

Morschett, Swoboda, and Foscht (2005) also suggested that shopping behaviour is generally guided by consumers' perceptions, not by objective reality. The objective 'raw data', e.g., a retail store with its characteristics, is internally processed in the consumer's mind to give it a unique meaning that will keep him influencing about his store preferences. They argued that the 'objective' reality of the retail environment, i.e., the retail store, its features (including the behaviour of the store personnel) influences the shopping behaviour of consumers by means of certain internal, psychological variables. The first of those intervening variables was the 'filter' through which consumers see objective reality, i.e., the perception of those attributes of which the retail store consists from the perspective of the consumers. Zielke (2006) proposed that as the store choice behaviour is driven by perceived prices rather than by actual prices, measuring consumer perception becomes a crucial task for retailers.

VEHICLE OWNERSHIP AND BUYER BEHAVIOUR

Achen (2005) suggested that the more comprehensive and modern the shopping facilities in a neighbourhood are, the closer these shops, the greater is the likelihood that local shopping facilities will be used; smaller, car-less households shop significantly more frequently in their immediate neighbourhood than larger, car-owning households, especially in rural areas. On the whole, while many motorised households avail of shopping facilities in their immediate neighbourhood so long as the range of goods on offer is large and competitively priced, quite a number of households do not use these facilities but undertake quite long car journeys to alternative shopping destinations instead.

Edwards (2007) also found that the shoppers without cars have to be able to carry what they have bought and so often shop more often than they would ideally want. The Red Hot Group (2007) found that despite having distinct

characteristics and needs, for all, the most important factors influencing behaviour, attitudes and choice were location (rural versus urban), access (car versus no car or lift dependent), time (working versus not working), and budget (price versus value). Research by IRI Information Resources (2007) finds that convenience and specialists are more likely to be closer to shoppers in terms of journey time and that appears to be a key reason for using these stores. They also attract the highest proportions of walkers while trips to a supermarket are more likely to be made by 'own car'.

Carrasco (2008) highlighted that when purchasing groceries, the mode of transport plays an important role in a person's decision of where to go. Walking or riding a bike to the shop may be more convenient when the store is close from home (or from where the trips originates), when the amount of goods to be transported is small to carry, or when the person can find what he/ she needs at a walking distance, among other reasons. This is normally the case in urban areas with a high density and variety of stores. Nevertheless, for a person who has access to a vehicle, it may be more convenient to drive to the store in spite of the higher costs involved. Paying for fuel, searching for a place to park and paying for it, may be offset by the higher comfort offered by the vehicle, by the opportunity to buy a larger amount of goods, or by the possibility to go to the preferred store which may be located kilometers away from home.

RESEARCH METHODOLOGY

This descriptive research has four stages which includes first stage of qualitative search and three stages of response/ opinion collection and therefore three different sampling groups/ participants/ experts were used.

At first stage, the researchers identified 104 items related to various retail store attributes. This list was developed after extensive review of relevant literature and detailed discussions with senior professionals from retail industry and academicians. All relevant dimensions of buyer perception of traditional grocery store in terms of its store personnel, merchandise, store physical characteristics, service, relationship etc. were included. Some items were specially added considering their relevance in the Indian traditional grocery (*kirana*) context as came out in the discussion with industry personnel.

Table 1: First Stage-Identification of 104 Retail Attributes Items

<i>S. No.</i>	<i>Construct</i>	<i>Number of Items</i>	<i>Sn.</i>	<i>Construct</i>	<i>Number of Items</i>
1	Store personnel effectiveness	9	10	Personalisation	6
2	Merchandise Effectiveness	13	11	Relationship Satisfaction	5
3	Store (Physical) Effectiveness	13	12	Trust	4
4	Store service orientation	11	13	Relationship Commitment	4
5	Social Effectiveness	4	14	Behavioural Loyalty	5
6	Relationship orientations	5	15	Habitual Loyalty	3
7	Image	4	16	Forced Loyalty	2
8	Communication	5	17	Problem Solving Effectiveness	3
9	Differentiation (Regular Customer)	8		TOTAL	104

Retail store attribute items were condensed from the previous retail researches, some of them are Brown and Fisk (1965), Kunkel and Berry (1968), Sirohi, McLaughlin, and Wittink (1998), Hansen and Deutscher (1977), Pessemier (1980), Golden and Zimmer (1987) etc. Additionally pioneer studies of Martineau (1958), Lindquist (1974), Oxenfeldt (1974) were referred. Sinha, Banerjee and Uniyal (2002) and Sinha and Banerjee (2004) were reviewed as well to include the attribute dimensions of Indian retailing.

In the second stage of the study, an exhaustive list of items of store attributes (104 items) were subjected to an

initial analysis by two judges, who included one expert of retailing industry having experience of eight years in consumer goods sales and two years in organised retailing. The other judge was from the academic and research field with the expertise in marketing and sales and having an experience of industry, training and academics of about eleven year. The judges were asked to assess the appropriateness of these 104 items in terms of representing retail store dimensions for traditional grocery stores. Initially both the judges checked the appropriateness of these items individually then they sat together to discuss the difference in their lists. The original list was finally reduced to 53 items after first screening.

Table 2: Stages of Scale Developments (Data Collection Tool)

<i>Stage</i>	<i>Items/ Attributes</i>	<i>Treatment</i>	<i>Details</i>	<i>Results</i>
I		Attribute items distilled from previous researches and discussion with retail experts	Martineau (1958), Brown and Fisk (1965), Kunkel and Berry (1968), Lindquist (1974), Oxenfeldt (1974), Sirohi <i>et al.</i> (1974), Hansen and Deutscher (1977), Pessemier (1980), Golden and Zimmer (1987) Sinha, Banerjee and Uniyal (2002) and Sinha and Banerjee (2004)	104 relevant attributes
II	104	Screening for appropriateness by 2 Experts	One expert of retailing having experience of about 10 years and the other expert of the marketing research field with an experience of about 11 years assessed the appropriateness of items, in terms of representing retail store dimensions of traditional stores	53 attributes after screening
III	53	Evaluated by 30 Panelist	Representing retailing personnel, traditional grocery (<i>kirana</i>) store owners, management academicians and consumers of traditional grocery stores. Participants were chosen non-randomly, on convenience basis	32 attributes with 70% agreement
IV	32	Responses on 5 point Likert type agreement scale of 1000 buyers	The population - the consumers/ shoppers of grocery residing in Bhopal (M.P., India). The researcher adopted (non-probability) Purposive Sampling method for this study.	853 usable response

In the third stage, a panel of 30 experts, representing retailing industry personnel, traditional grocery

(kirana) store owners, management academicians and representative consumers of traditional grocery stores,

was formed. Participants were chosen non-randomly, on convenience basis. A criterion in the participant selection was that all the participants had to have the buying experience of traditional grocery stores. Each of these judges was presented the modified list of 53 items and was once again asked to evaluate these items in terms of representation of retail store dimensions specifically for traditional grocery stores. The final list of 32 items, for which more than 70% of the experts gave their favourable opinion, was retained for development of final version of the scale

In this study, 5 point Likert-type agreement scale is used on the final list of 32 items representing the retail store attributes for traditional grocery stores. A convenient sample of 1000 consumers was approached with the designed questionnaire which leads to 853 total usable responses from the buyers.

SAMPLING DESIGN

In the proposed study, the population was defined as consisting of the consumers/ shoppers of grocery residing in Bhopal (M.P., India). The researcher adopted (non-probability) purposive sampling method for this study. The sample for this research consists of a proper representation of various vehicle owner groups.

Table 3: Distribution of Respondents by Vehicle Ownership

<i>Characteristics</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Vehicle Owned	Four Wheeler	331	39%
	None	76	9%
	Two Wheeler	446	52%
	Grand Total	853	100%

ANALYSIS AND DISCUSSIONS

This research attempts to examine whether diverse vehicle owner group buyers have significant perception

dissimilarity as regards to the traditional grocery stores. The chi-square statistic is used to test the statistical significance of the observed association of various Perceptions of retail store Variables with vehicle ownership. The critical value of chi-square is 15.5073, at 0.05 significance level (at 95% confidence), for 8 degrees of freedom.

The sample null hypothesis in this case is:

H₀: There is no association between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "near to residence/ office" (or any of the 32 variables). It means shoppers with different vehicle ownership don't have different perception about traditional grocery stores on the variable of "near to residence/ office". Thus, vehicle ownership has no effect on the perception of traditional grocery stores on the variable of "near to residence/ office".

The alternate hypothesis is:

H₁: There is significant association between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "near to residence/ office" (or any of the 32 variables). It means shoppers having different vehicle ownership have different perception about traditional grocery stores on the variable of "near to residence/ office". Thus, vehicle ownership has significant effect on the perception of traditional grocery stores on the variable of "near to residence/ office".

The analysis indicates (Table 4) that out of 32 variables employed to measure the shoppers' perception of traditional grocery store, on 9 variables a significant difference in perception of these stores exists among the different vehicle owner groups. It is very interesting to note that vehicle ownership tends to create the perception difference only in the few selected variables. The three categories of vehicle ownership considered were 4-wheeler owner (4WO), 2-wheeler owner (2WO), and no vehicle owner (NVO).

Table 4: Differences in Vehicle Owner Groups' Perception

A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "near to residence/ office". The relation between these variables was significant, $\chi^2(8, N = 853) = 245.505, p = 0.00$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "convenient location". The relation between these variables was significant, $\chi^2(8, N = 853) = 174.968, p = 0.00$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "convenient day/ time". The relation between these variables was not significant, $\chi^2(8, N = 853) = 9.096, p = 0.30$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "credit facility". The relation between these variables was significant, $\chi^2(8, N = 853) = 146.572, p = 0.00$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "favourable return policy". The relation between these variables was significant, $\chi^2(8, N = 853) = 17.205, p = 0.00$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "home delivery". The relation between these variables was significant, $\chi^2(8, N = 853) = 330.496, p = 0.00$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "good discount". The relation between these variables was significant, $\chi^2(8, N = 853) = 40.338, p = 0.00$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "fair price". The relation between these variables was significant, $\chi^2(8, N = 853) = 52.328, p = 0.00$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "availability of merchandise". The relation between these variables was significant, $\chi^2(8, N = 853) = 58.738, p = 0.00$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "arranges demanded product". The relation between these variables was not significant, $\chi^2(8, N = 853) = 9.005, p = 0.30$.
A chi-square test of independence was performed to examine the relation between vehicle ownership and shoppers' perception towards traditional grocery stores on the variable of "overall impression". The relation between these variables was significant, $\chi^2(8, N = 853) = 48.533, p = 0.00$.

Table 5: Average Perception Score for Various Vehicle Owner Shoppers

<i>Variables</i>	<i>Four Wheeler</i>	<i>None</i>	<i>Two Wheeler</i>
Near to Res/ Off	4.05	2.69	4.15
Convenient Location	4.03	2.78	4.15
Credit Facility	2.57	3.61	3.69
Favourable Return Policy	3.70	3.92	3.71
Home Delivery	1.95	3.47	3.61
Good Discount	3.70	3.80	3.81
Fair Price	3.52	4.06	4.08
Availability of Merchandise	4.00	3.43	4.08
Overall Impression	4.19	3.66	4.09

It has been indicated that on the variable of "near to residence/ office", two-wheeler owners perceive these traditional grocery stores significantly more favourably

as compared to how four-wheeler owners perceive. This points to the fact that being near to residence/ office is more valuable/ important and of more concern to two-wheeler owners than to four-wheeler owners and the traditional stores are rated by these concerned two-wheeler owners more favourably. It may also be indicated the though the traditional stores may be near to residence/ office but as they are not expected to have proper parking space/ parking convenience, the four-wheeler owners may not be perceiving them as favourable as being perceived by the two-wheeler owners.

Similarly on the variable of "convenient location", it has been found that two-wheeler owners perceive these traditional grocery stores significantly more favourably in direct comparison to four-wheeler owners. This again highlights that for two-wheeler owners, the convenient location of their grocery store is important and they

perceive the traditional stores more positively while for four wheeler owners, from the point of view of convenient location, these traditional stores are not rated favourable, owing to the view that location with sufficient parking space is one consideration that four wheeler owners generally remain interested with and they do not expect to find such convenience at traditional stores.

Both the variables i.e. “near to residence/ office” and “convenient location” are related to the advantageous location of traditional stores but it seems that this advantage is not much influencing the four-wheeler owners as they may be more concerned about the parking space etc. available on the location which they generally get with the organised retailers.

On the variable of “good discounts”, the four-wheeler owner shoppers have significantly more favourable perception of traditional grocery stores than two-wheeler owner shoppers. This can be explained as these shoppers (4WO) reflect more confidence (due to their relatively better lifestyle in comparison to 2WO shoppers) during their purchase of grocery. In interactions with the personnel of the store, they are able to extract high level of discounts while the same is not the case with two-wheeler owner shoppers who may not come out more confident and demanding while buying grocery from these traditional stores.

Additionally, on the variable of “fair price”, it has been found that four-wheeler owners perceive these traditional grocery stores (TGS) significantly more favourably compared to how two-wheeler owners perceive these stores. It seems that these traditional stores are able to influence the four-wheeler owner shoppers about the fairness in the prices being offered by them. These four-wheeler owner shoppers, because of comparatively better life style than two-wheeler owner shoppers, are more confident and positive and able to receive the prices of the merchandise that appear fair to these shopper groups, while on the other hand, the two-wheeler owner shoppers, due to a comparatively lower lifestyle and a lower confidence level, are not able to receive the prices of the goods which they could perceive fair.

On the variable of “availability of merchandise”, the two-wheeler owner shoppers have significantly more favourable perception of traditional grocery stores than four-wheeler owner shoppers. This can be explained as

the shoppers who own two-wheelers are accessing the traditional stores for their most of the needs and are able to find the required merchandise. On the other hand, the shoppers with four-wheeler vehicles are more exposed to the grocery available at the organised stores and could perceive that the traditional stores are not as stocked as the organised stores and so they are relatively not as positive on this variable as the two-wheeler owners.

Also on the variable of “arranges demanded product”, it has been established that four-wheeler owners perceive the traditional grocery stores (TGS) significantly more favourably than two-wheeler owners. The shoppers who own four-wheelers have comparatively better life style than those shoppers who own two-wheelers. Four-wheeler owner shoppers are more confident and positive and are able to demand the required merchandise and get it fulfilled leading them to perceive these traditional grocery stores relatively more favourably than two-wheeler owner shoppers. It seems that the two-wheeler owners are less positive about these stores about arranging the demanded product as with relatively lower life style they are not as confident in asking for arrangements of merchandise as done by the four-wheeler owner shoppers.

Finally on the variable of “overall impression”, it has been found that four-wheeler owners shoppers perceive these traditional grocery stores (TGS) significantly more favourably in direct comparison to two-wheeler owners shoppers. It indicates that though on location-related variables the traditional grocery stores are not perceived as favourably as by two-wheeler owner shoppers, on the variable of “overall perception” the shoppers having four-wheelers are positive about these traditional stores. Though it is surprising, but it also highlights that the traditional stores are able to maintain a good image on the four-wheeler owner shoppers.

REFERENCES

- Achen, M. (2005). Shopping facilities and mobility behaviour in east Germany: The significance of distance in the choice of store for grocery shopping. *European Journal of Transport and Infrastructure Research, EJTIR*, 5(3), 187-218.
- Birtwistle, G., Clarke, I., & Freathy, P. (1999). Store image in the UK fashion sector: consumer versus retailer perceptions. *The International Review of Retail, Distribution and Consumer Research*, 9(1), 1-16.

- Brown, F. E., & Fisk, G. (1965). Department stores and discount houses: Who dies next? *Journal of Retailing*, 41(3), 15-27. 143.
- Brown, F. E. (1969). Price image versus price reality. *Journal of Marketing Research*, 6(2), 185-191.
- Carrasco, N. (2008). Deciding where to shop: disaggregate random utility destination. choice modeling of grocery shopping in canton Zurich, Master Thesis, IVT, ETH Zurich, Zurich.
- Doyle, P., & Fenwick, I. (1974-75). How store image affects shopping habits in grocery chains. *Journal of Retailing*, 50(4), 39-52.
- Hansen, R. A., & Deutscher, T. (1977/78). An empirical investigation of attribute importance in retail store selection. *Journal of Retailing*, 53(4), 59-73.
- Hills, G. E., Granbois, D. H., & Patterson, J. M. (1973). Black consumer perceptions of food store attributes. *Journal of Marketing*, 37(2), 47-57.
- Information Resources Inc. (IRI) (2007). Consumer shopping wants and UK grocery retailing. A study undertaken by the British Brands Group.
- Kunkel, J. H., & Berry, L. (1968). A behavioural conception of retail image. *Journal of Marketing*, 32(4), 21-27.
- Lindquist, J. D. (1974). Meaning of image: Survey of empirical and hypothetical evidence. *Journal of Retailing*, 50(4), 29-38.
- Martineau, P. (1958). The personality of the retail store. *Harvard Business Review*, 36(1), 47-55.
- Mazursky, D., & Jacoby, J. (1986). Exploring the development of store images. *Journal of Retailing*, 62(2), 145-165.
- Morschett, D., Swoboda, B., & Foscht, T. (2005). Perception of store attributes and overall attitude towards grocery retailers: The role of shopping motives. *International Review of Retail, Distribution and Consumer Research*, 15(4), 423-447.
- Oxenfeldt, A. (1974/75). Developing a favorable price quality image. *Journal of Retailing*, 50(4), 8-15.
- Pessemier, E. A. (1980). Store Image and Positioning. *Journal of Retailing*, 56(1), 94-106.
- Sinha, P. K., & Banerjee, A. (2004). Store choice behaviour in an evolving market. *International Journal of Retail & Distribution Management*, 32(9), 482-494.
- Sinha, P. K., Banerjee, A., & Uniyal, D. P. (2002). Deciding where to buy: Store choice. behavior of Indian shoppers. *Vikalpa*, 27(2), 13-28.
- Sinha, P. K., Mathew, E., & Kansal, A. (2005). *Format choice of food and grocery retailers*. Indian Institute of Management, Ahmedabad. Ahmedabad: Indian Institute of Management.
- Sirohi, N., McLaughlin, E. W., & Wittink, D. R. (1998). Model of consumer perceptions and store loyalty intentions for a supermarket retailer. *Journal of Retailing*, 74(2), 223-245.
- Stone, K. E. (1995). Impact of Wal-Mart Stores and other Mass Merchandisers in Iowa, 1983-1993. *Economic Development Review*, spring, 1995.
- The Red Hot Group. (2007). Consumer shopping wants and UK grocery retailing. A study undertaken by the British Brands Group.
- Uusitalo, O. (2001). Consumer perceptions of grocery retail formats and brands. *International Journal of Retail & Distribution Management*, 29(5), 214-225.
- Zielke, S. (2006). Measurement of retailers' price images with a multiple-item scale. *International Review of Retail, Distribution and Consumer Research*, 16(3), 297-316.
- Zimmer, M. R., & Golden, L. L. (1988). Impressions of retail stores: A content analysis of consumer images. *Journal of Retailing*, 64(3), 265-303.