

IN-STORE PATRONAGE: A STUDY ON GROCERY SHOPPING

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ABSTRACT:

The In-store shopping plays an essential part in the Indian grocery market, but the role of brick-and-mortar has certainly changed with the emergence of the online virtual customer experience. Store patronage behavior show that consumers are influenced by location, merchandise, service, and store atmosphere; In-store atmosphere, price and promotion, cross-category product/service assortment, and within-category brand/item assortment. To analyze the factor influence In store purchase and patronage of shoppers purchase behavior in the Grocery shopping. he data is collected using a structured questionnaire that asked for the demographic details of the respondents and their ratings for various store image attributes. Seven previously tested store attributes) were employed in this study: 1. Store patronage, 2. Merchandise price, 3. Product quality, 4. Store Image, 5. Friendly staff, 6. Sales promotions, 7. Location convenience. All constructs were measured on seven-point Likert scales, ranging from 1 to 7 (1 = Extremely dissatisfied, 7 = Extremely Satisfied). A total number of 200 respondents were administered only 161 questionnaires). The data collected during November – December 2016-2017. The respondents were interviewed as they were about to leave the grocery retail store outlet after their shopping in Spencer's, More, Reliance and Nilgiris (branded supermarket) in Chennai. Management can encourage customers to elaborate on their store patronage by activating the motivation and the ability of the consumers to evaluate the choice by giving importance merchandise price.

Keywords: In-store, store attributes, Store patronage behavior

INTRODUCTION:

The In-store shopping plays an essential part in the Indian grocery market, but the role of brick-and-mortar has certainly changed with the emergence of the online virtual customer experience. The ecommerce shopping cannot be denied, and to meet the demands of today's consumers, Retailers need to rethink how they upgrade the In-store experiences. Thus, retail store image and store patronizing evolved to be an important aspect to think. The store Image is the factor that influences on consumer patronage toward+s the same store for purchase every month and also, the different strategies of retail stores.

Kleinhans, (2003) any shoppers acts according to their culture, lifestyle to evaluate and choose a store to have their own choice of purchase behavior which is associated with the preference for salespeople, time consuming, Fast Delivery and Credit facilities. **Chang. &Tu (2005)** found the factors of a store's image are Instore Ambience, services, smell by the store, and store location convenience. Store image has been defined, as a set of credence based upon evaluation of those store attributes consider in a special way by consumers **James&Durand. (1976)**. In the next three to five years, cognitive, social, and other emerging digital technologies will be woven into all aspects of businesses and their strategies." Mike Brinker, Deloitte Digital Deloitte Global (2016). Store image is considered an important factor influencing to choose a store and thus becoming patronage towards the store has received increased attention from academics and still now germinate topic (Berry, 1969). Store patronage, like store choice or preference, is a result of a consumer's assessment one store being better than others based on their experience (Thang & Tan 2003). Why store image is so important? To assimilate the store image importance to retailers is to find out either to change the obstructive aspects of their operations and to improve on their store business in the right direction aggrandize by their consumers.

Store image serves as an analytical tool for store choice, and used to diagnose the weaknesses and strengths possessed by each store. (Wu and Petrosius, 1987).

OBJECTIVES OF THE STUDY: To analyze the factor influence Instore purchase and patronage of shoppers purchase Behaviour in the Grocery shopping.

EXTENSIVE LITERATURE REVIEW:

This research paper attempts to review the relevant literature on store image in the context of Indian grocery supermarket, on store patronage and covers the factors, which influence the store image among south Chennai customers. Retail store image has been an important role in store patronage, Omni channel is a multichannel approach to sales that seeks to provide the customer with a seamless shopping experience whether the customer is shopping online from a desktop or mobile device, by telephone or in a bricks and mortar store. **Sinha and Banerjee**, (2004), retailers do analysis as the retailing environment changes rapidly, leading to changes the spatial dimension in store choice. **Doyle and Fenwick (1974)** access the different economic class groups perceive stores differently with store image perception related to age and other demographic factors like gender, age, education, occupation, and income. The Reviews of retail store choice include demographic characteristics are started from (Monroe1975, Carpenter and Moore 2006 ;), psychographic characteristics, store attributes (Sinha and Banerjee 2004; Carpenter and Moore 2006; Carpenter and Balija 2010), **store image** (Van Noordwyk 2006),and cultural factors (Khare 2013). Store patronage behavior show that consumers are influenced by location, merchandise, service, and store atmosphere (Lindquist 1974; Mazursky & Jacoby 1986); In-store atmosphere, price and promotion, cross-category product/service assortment, and within-category brand/item assortment (Keller 2004). Martineau (1958), the concept of store image combines tangible and intangible or functional and psychological attributes.

Joseph Guiltan, Monroe (1980), their implication attempts to understand consumer search processes are more successful when multiple search strategies are considered and strategies are associated with a multi-dimensional array of beliefs, activities, interests, demographics, and behaviors. **Popkowski & Timmermans, (1997)** explains very low store loyalty and store switching for grocery store purchases. Consumer reactions to a changing retail environment will depend their own preferences. **Bloemer (2002)** Store image is recognized as very important antecedent of store loyalty. Store loyalty is built after satisfaction and thus satisfaction, built by store image **Bloemer, Jose; Ruyter, KO (1998)** the store satisfaction is a post-consumption evaluation. The consumer will evaluate whether the store meets his expectations. For the authors, a retailer can build consumers' loyalty with a positive store image. **Sewell (1974)** as store image is a judgmental constituent of store choice and Patronage. Stanley and Sewell, (1976) Store image is a critical determinants of success in the retailing industry. Priyanka Singh et.al. (2014), store atmospherics, layout and sales personnel factors are needed to progress with the brand image and retailers need to maintain low employee turnover. Store layout /design factor has emerged the most important determinant of research planned planogram (.862). Martineau's (1958) identified layout, symbols to identity the products, queue management in checkout, advertising and sales personnel are core attributes of store image. Lindquist (1974) has proposed nine store image attributes.

Table 1: Factors of Store Image:

Store Image Attributes	Factors
Merchandise	Quality, assortment, styling or fashion, guarantees and price.
Service	Staff service, ease of return, credit and delivery service.
Clientele	Social class appeal, self image congruency and store personnel.
Physical facilities	Layout and architecture.
Convenience	Primarily location.

Promotion	Sales promotions, product displays, advertising programmes, symbols and colors.
Store atmosphere	Store projection, reputation and reliability.

Ghosh (1994), store image is composed of eight different elements: location, merchandise, store atmosphere, customer service, price, advertising, personal selling, and sales incentive programs. As a result, for each retail store a distinct image may exist within consumers' minds. Omar (1999), "Attributes are summed of a store as perceived by the shoppers through their experience with that store". Popkowski and Timmermans, (1997), indicate that consumers are involved in store-switching and variety-seeking behavior, the degree of which is related to a set of socio-demographic variables. Fotheringham, (1988). The logit model used to study the effects of exogenous variables on store choice and patronage. Bell and Lattin (1998) have studied consumer shopping behavior and the effect of pricing format (High-Low vs. EDLP). The Store choice is an attribute of distance to travel, whether a purchase has been made at a store during the initialization period, of feature advertising for a store, and of the household expectations about basket attractiveness at stores. Davies (1992), Image of a store depends on shopper's situation- specific. With respect to store layout, consumers who shop at different types of stores (e.g., convenience, discount, leisure) tend to have different perceptions of each store (Newman and Cullen, 2002). A gender difference also appears to lead to divergent shopping styles since male and female have different way of doing shopping, which again can influence of store layout, product selection, quantity of purchase and image of branded store. However, retailers typically adopt a standardized approach with respect to the shelf arrangement and merchandise offered to their customers. Store image is "the way the store is defined in the shopper's mind" (Martineau, 1958). As Backer, Levy, and Grewal (1992) it has been highlighted that grocery market patronage-based on a combination of price and product, quality differentiation can provide a competitive edge for retailers.

METHODOLOGY

The data is collected using a structured questionnaire that asked for the demographic details of the respondents and their ratings for various store image attributes. Seven previously tested store attributes) were employed in this study:

1. Store patronage,
2. Merchandise price,
3. Product quality,
4. Store Image,
5. Friendly staff,
6. Sales promotions,
7. Location convenience.

All constructs were measured on seven-point Likert scales, ranging from 1 to 7 (1 = Extremely dissatisfied, 7 = Extremely Satisfied). A convenience sampling techniques was used to collect the research data. Using this non-probability sampling approach, respondents were selected from the population based on the quality of being easy to obtain. A total number of 200 respondents were administered only 161 questionnaires). The respondents were asked to fill the questionnaire. The data collected during November – December 2016-2017. The respondents were interviewed as they were about to leave the grocery retail store outlet after their shopping in Spencer's, More, Reliance and Nilgiris (branded supermarket in Chennai).

DATA ANALYSIS AND RESULTS: The demographic details of the convenience sample.

Variable	Frequency	Percent
Gender		
Male	69	42.85
Female	92	57.14
Age		
20-30years	53	32.91
30-40	66	40.99
40-50	35	21.73
50 &above	7	4.34
Marital Status		
Married	138	85.71
Un-married	23	14.28
Education		
SSC/Diploma	30	18.63
UG Degree	84	52.17
PG Degree	47	29.19
Occupation		
Homemaker	44	27.3
Employment	85	52.76
entrepreneur	32	19.87
Monthly Household Income		
30000- 40000	36	33.36
40000- 50000	75	46.58
50000 & above	50	31.05
Family size		
only 1	38	23.6
2 or 3	71	44.09
more than 3	52	32.29
Distance travelled to Store		
< 1 km	71	44.09
2km-3 km	38	23.6
more than 3 km	52	32.29
Mode of Transport		
by walk	50	31.05
by two wheeler	75	46.58
by four wheeler	36	33.36

Table 2: Anova Table

	Sum of Squares	df	Mean Square	F	Sig
Between groups	12.012	5	2.41	8.339	0.000
within groups	24.342	84	0.289		
Total	36.354	89			

Source: Primary Data.

Importance of Store Image Attributes:

The impression of store image oblige on the atmosphere and its appearance. In ranking the factors, mean values were used

Table3: Depicts ranking items

Factors	Ranking items
1.Location convenience	IV
2. Merchandise price	II
3. Store Image	I
4. Store Patronage	V
5. Product quality	III
6. Friendly staff	VII
7. Sales promotions	VI

From Table-3, the respondents placed the most eminence factor as Store Image, pursued by Merchandise Price, Product Quality, and Location Convenience. It shows that “people go by Store image and Merchandise price,” is likely because consumers seek value for money and price would be an important attribute for almost all respondents because of inflation by the economy crisis. Dodds et al. (1991) suggested that price had a positive effect on conscious of quality, but a negative effect on conscious of value and willingness to buy. Sales personnel are another key success factor in any Supermarket store. Customers do not wait for billing so more counter for billing and computer system need to be fast and accurate in their database.

Table 4: Regression:

Mutiple R	R Square	Adjusted R Square	Std .Error of Estimate
0.831	0.690	0.691	0.005

Table 5: Regression Model: Store patronage.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	0.516	0.573			
Store Patronage	0.356	0.234	0.198	1.524	0.131
Merchandise price	0.101	0.171	0.076	0.592	0.555
Product Quality	0.055	0.167	0.037	0.331	0.742
Sales promotions	-0.295	0.16	-0.231	-1.839	0.069
Location convenience	0.416	0.161	0.31	2.587	0.011
Dependent variable: Store Image					
R=.399,R2=.160,Adjusted R2=.114,F=3.492,p=.001					

Source: Primary Data.

Table 3.illustrates the results of the regression analysis, regressing the store patronage characteristic variables against store image. Results indicate that the multiple R- value is 0.831, as indicated by the Multiple R. The R-Square value of 0.691 indicates that approximately 69% of the variance in store image choices can be accounted for by these 5 store characteristic variables. Management can encourage customers to elaborate on their store patronage by activating the motivation and the ability of the consumers to evaluate the choice by giving importance merchandise price.

CONCLUSION:

Online retailers like Bigbasket.com, Grofers.com, and Amazon. in which are present across Tier I cities and a few Tier II cities in India, are becoming more popular mainly due to unmatched customer service, fast delivery of fresh produce, availability of a wide range of products to choose from and most importantly the ability to reduce the hassles of grocery shopping. However, traditional grocery outlets still dominate the retail channels because of the sheer number of outlets present across the nation in both rural and urban areas as opposed to modern retail outlets, which are present only in urban and semi-urban areas. Traditional grocery outlets offer products at comparatively lower prices than most of the modern retail channels and provide an option of credit to their customers, unlike the other channels. Furthermore, rural consumers are shifting their shopping habits from weekly affairs and are trying out new channels to avail themselves of the best products. Retailers need to understand the location convenience within which the store operates and provide best service levels, merchandise pricing policies, merchandise assortment, and store image. Retailers should seek to sell products/services that satisfy the shoppers' needs. A retail strategy can help provide day- to-day operational direction. Retailers should have the retail strategy to target an ideal customer, knowing what products they are buying and what forms of advertising will be most effective in reaching the target group (Terblanche, 2011).

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