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## A Conceptual Framework of Shopping Orientations, Store Attributes & Patronage Behaviour of Shoppers

Parag S. Shukla<sup>1</sup> and Prof.(Dr.) Parimal H. Vyas<sup>2</sup>

### ABSTRACT

The changing Indian consumer behavior due to availability of large assortment of major products is leaving an impact on their consumption and consumption structure. Shopping orientations reflect categories of shoppers' styles and consumers' needs for products and services. It includes consumer activities, interests, and opinions about the shopping process based on past shopping experiences and the personal value system. Consumers in different shopping orientation groups place emphasis on different store attributes, which influence what they value in stores their variety seeking and consumption out shopping related to purchase products outside local shopping area behaviour patronage and purchase decisions and shopping behaviour. Shopping orientations exerts a direct influence on the perceived image of a store. Based on shopping orientation and store patronage, shoppers have been classified as viz., Economic Shoppers, Personalizing Shoppers, Ethical Shoppers, Apathetic Shoppers, and Recreational Shoppers. They have been classified also as viz., "have to" shoppers; "moderate" shoppers; "experiential" shoppers; "product-focused" shoppers; "service" shoppers, and "practical" shoppers. The purpose of this paper is to examine the influence of store attributes on store patronage. An attempt has been made by the in this paper to review the existing literature on selected areas viz., Retailing formats; shopping orientations, and store attributes, and its impact on patronage Behaviour.

**Keywords:** Shopping Orientation, Store Attributes, Store Patronage

### PROLOGUE:

Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. Shopping in India is witnessing a gradual revolution with the phenomenal rise and exponential growth of the retail industry, which is having employment of around 8 per cent and contributing to over 10 per cent of the

country's GDP (www.business.mapsofindia.com). At US\$511 Billion in the year 2008, the overall retail industry of the country is expected to rise to US\$ 833 Billion by the year 2013, and further to US\$ 1.3 Trillion by the year 2018, at a Compound Annual Growth Rate (CAGR) of 10 per cent.

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Organized retail, which accounts for almost 5 per cent of the market, was expected to grow at a CAGR of 40 per cent from \$20 Billion in the year 2007 to \$107 Billion by the year 2013. The Organized Retail in India was estimated to grow at 42 per cent to touch US \$70 Billion by the year 2011 implying the fact that it would be twice as big as the size of the Mobile Telecom industry of India. It is estimated that there would be around 300 Million middle class consumers in India by the year 2013, and organized retail market share would reach 10 per cent, which would reach 24 per cent by the year 2025 (Cushman & Wakefield Retail Report, 2011).

Modern retailing has entered India in form of sprawling malls and huge complexes offering shopping, entertainment, leisure to the consumer as the retailers experiment with a variety of formats, from discount stores to supermarkets to hypermarkets to specialty chains. Mall space, demography, rising young population, availability of brands, rising retail finance, changing lifestyle, modern retail formats and foreign direct investment are the strengths and opportunities for modern retail model. The changing retail structure has provided the consumers with more options in the form of formats and services and its 06 key indicators are viz., price, sales personnel, and quality of merchandise, assortment of merchandise, advertising services and convenience services. Patronage studies have attempted to identify determinants of

store choice in relation to attributes, such as price, quality, and variety of merchandise, credit availability, return policies, and well-known labels/brands.

### **SHOPPING ORIENTATIONS:**

An attempt has been made by in this paper to offer a brief discussion on literature pertaining to shopping orientation.

Shopping is an activity aimed at collecting information. The search processes give shoppers an opportunity to ensure that they take the right decision. In addition, they also derive emotional satisfaction (Tauber, 1972). It involves a “see-touch-feel-select” sequence. The degree to which the shoppers follow the whole or part of this process varies with brand, product category, and other elements of the marketing mix (Connolly and Firth, 1998).

A variety of definitions are available to explain shopping orientation which is a crucial tool of market segmentation. It reflects categories of shoppers' styles and as well represents consumers' needs for products and services. Moschis [1992] has defined shopping orientations as shopper patterns that include consumers' Activities, Interests, and Opinions about the Shopping Process and Shopping Orientations that are mental states resultant into various general shopping patterns.

It can be defined as a shoppers' style that places particular emphasis on a shopping-specific lifestyle encompassing shopping

activities, interests and opinions, and reflecting a view of shopping as a complex social, recreational and economic phenomenon (Visser and Preez, 2001).

Shopping orientation indicates the way shoppers perform their task of shopping. The evolving retail environment seems to be affecting the orientation. These changes are found to be caused by the decisions taken by the retailer especially in the areas of store format such as departmental store/on-line store, the socio-economic variables such as suburban shoppers, middle class shoppers, and gender. Most of the studies have found that the shoppers seem to have similar demographic profile in each of these classifications. The typologies, therefore, have been developed based on their attitude and orientation

According to Darden and Dorsch (1980) shopping orientations are based on past shopping experiences and the personal value system. To illustrate, Values Orientations may reflect consumers' appreciation for environmentally-friendly Textiles and Apparel Products. It can be used to represent consumers' personal, economic, recreational and social motivations for shopping. The researchers have found a link between shopping orientation and consumer patronage. Specifically, conceptual models show the influence of shopping orientations on patronage behaviour.

Furthermore, prior-research studies have shown that consumers in different shopping orientation groups place emphasis on different store attributes, which influence what they value in stores their variety seeking and consumption out shopping related to purchase products outside local shopping area behaviour patronage and purchase decisions and shopping behaviour. Shopping orientations exert a direct influence on the perceived image of a store which indicates that a relationship between shopping orientations and perception of store attributes as well as the overall judgment of the store might be assumed (Lumpkin 1985; Mason et al. 1983; Osman 1993). It has been found that a high level of brand awareness need not always translate into sales. Shoppers do take into consideration the information they acquire in stores, rather than just relying on out of store communication (Underhill, 1999). It is therefore likely that perception of alternatives is not independent of the orientations or motives of the consumers, but that both psychological constructs are closely interconnected (Hanna and Wozniak, 2001).

#### **SHOPPING ORIENTATIONS VIS-A-VIS STORE FORMAT & STORE ATTRIBUTES:**

India has the youngest population profile in the world in different income segments

that tend to exert substantial influence on their parents' as well as their own spending. This figure of global Indian households is expected to rise to 9.5 Million with their spending power of 14.1 Trillion Rupees by the year 2025 and likely to account for 20 Per Cent of total Indian consumption (Farrell and Beinhocker, 2007). The increased spending in the consumer market is expected to be driven by the youth that constitute 20 Per Cent of the Global population under 25 years of age (NCAER, 2009).

This is powered by the growth of Middle Class from 50 Million to 583 Million people. It will provide a much anticipated and much needed boost to consumer spending.

India is currently in the second phase Modern retailing has entered India in form of sprawling malls and huge complexes offering shopping, entertainment, leisure to the consumer as the retailers experiment with a variety of formats, from discount stores to supermarkets to hypermarkets to specialty chains. Of evolution, that is, consumer demand organized formats. Retailers need to customize retail models as per the tastes and preferences of Indian consumer (Mishra, 2007). Mishra (2008) further exposed that Mall Space, Demography, Rising Young Population, Availability of Brands, Rising Retail Finance, Changing Lifestyle, Modern

Retail Formats and Foreign Direct Investment [FDI] are the strengths and opportunities for modern retail model (Mishra, 2008). Gupta et al. (2003) studied the changing Indian consumer behaviour after the decade of 2000 due to availability of large assortment of major products leaving an impact on their consumption and consumption structure. The consumer is no longer shopping from the local market; rather the place of shopping has shifted to the stores in malls (Gupta et al., 2003). The study by Dash and Candy (2009), Technopak (2011) and CII (2009) depicted that growing middle class, large number of earning youth customers, increase in spending, improvement in infrastructure, liberalization of Indian economy and India's booming economy are the various opportunities for organized retailing in India (Dash and Candy, 2009). Shopping orientations exerts a direct influence on the perceived image of a store. Physical facilities or attributes have been included among other attributes in some studies, but they have not been fully addressed by the researchers. In general, few researchers have focused on which of those environmental dimensions are important in choosing a retail store and how the physical environment affects patronage behaviour. According to Engel, Blackwell, and Miniard (1995) environmental dimensions such as Air



Quality, Lighting Layout, Carpeting, and Aisle Width and Placement are some of the Physical Store Attributes used to project store image and influence store choice. Store retailers must provide a setting that will allow consumers to shop for their needs and wants in the marketplace (Engel, Blackwell, and Miniard, 1995). Consumers shop at those stores that provide them the proper environment.

The physical environment creates an image of a retail store and its services. The environment may have an impact on customer satisfaction, which may eventually affect store patronage.

Arshad et al. (2007), Kaur and Singh (2007) and Ghosh et al. (2010) while highlighting the prospects of retailing in India have argued that 47 per cent of India's population is under the age of 25 and this will further increase to 55 per cent by the year 2015, and this young population will immensely contribute to the growth of the retail sector in India.

Past retail and marketing studies have identified several consumer-oriented store attributes such as price, quality, variety, discounts, store reputation and their relationship to store patronage, but these studies overlooked how the physical environment affects retail store patronage. Consumers also select stores based on Proximity, In-Store Shopping

Convenience, and Wide Selection of Merchandise.

Based on shopping orientation and store patronage, shoppers can be classified as viz., Economic Shoppers, Personalizing Shoppers, Ethical Shoppers, Apathetic Shoppers, and Recreational Shoppers. They have been classified also as viz.; "Have To" Shoppers; "Moderate" Shoppers; "Experiential" Shoppers; "Product-Focused" Shoppers; "Service" Shoppers, and "Practical" Shoppers (Lesser, J A and Hughes, 1986).

The new consumer groups that are emerging in India can be classified into 'The Young and Restless', 'The Bold and the Bountiful', 'The Golden Folks in High Spirits' and 'The Foreign Friends'. India has the youngest population profile in the World in varying income segments that tend to exert substantial influence on their parents & also on own spending (Dutta, 2004).

Consumers are looking for 'Value Options' which are increasingly becoming 'Price Plus' that is an option which balances the variables of Price, Quality, Convenience, Consistency, Innovation and Shopping Experience. Patronage behavior encompasses the decision process related to where consumers shop, how they shop, and what they purchase (Moschis, 1992; Stafford & Stafford, 1986).

Shopping behaviour of younger consumers' would be focused towards seeking entertainment while older consumer focuses on convenience and leisure (Myer, 2008). Urbonavicius and Ivanauskas (2005) methodology was based on evaluation of image attributes importance for customers which indicated a number of image attributes of multiple retailers that are important for them and make impact on store selection. Some image attributes are more important than others, and they include Product Quality, Product Assortment Variety and Product Prices (Urbonavicius and Ivanauskas, 2005). Lather and Kaur (2006) and Gupta (2007) attempted to uncover six key indicators called as viz., Price, Sales Personnel, Quality of Merchandise, Assortment of Merchandise, Advertising Services and Convenience Services that play key role for retailers in choosing the type of retail formats that may help them to cope up with the changing preferences of consumers (Lather and Kaur, 2006). The decision to patronize a particular store usually starts with a set of characteristics or attributes that consumers consider important. In addition, very few studies have addressed the issue of shopping scenarios and how they affect store patronage. Malls have focused towards catering to the younger population segments (Barak, 1998; Myers and

Lumbers, 2008) and shopping behavior of the consumer varies according to their age (Moschis, 2003). Mittal and Mittal (2008) suggested that the retailers' marketing strategy will have to take into account Loyalty Drivers and Shopping Experience Enhancers that will have to be integrated into the retail format. To illustrate, in case of 'Apparel Shopping', the loyalty drivers could be viz., 'Merchandise Mix, Sales Promotions, Price, and Recommendation/Relationship' whereas the Shopping Experience Enhancers could be viz., Store Reputation/ Advertisements, Temperature, Air Conditioning, Return or Guarantee, and Ambience Conditions (Mittal and Mittal, 2008).

Layout, Ambience, Display, Self Service, Value Added Services, Technology Based Operations and many more dimensions with modern outlook and practices are the major determinants of modern retail formats (Ghosh and Tripathi, 2010). Store attributes related to a retail outlet can be grouped in terms of 'store atmospherics' and store location. Store Atmospheric Attributes such as viz., Color, Lighting, Sales Personnel, and Music etc shall form the overall context within which shoppers make decisions of store selection and patronage. Previous research studies on retail environment have suggested that such attributes affect the image of the store. Retailers have realized the

importance of such attributes and systematically try to avail of an Ambience, including appropriate Colors, Music and so on that will attract their target customers (Kotler, 1973).

Further, purchase decision-making has become complex due to inseparability of product and services offered in retail outlets. As such, understanding the role played by store attributes on shoppers' perceptions and their shopping orientations is critical to ensure store selection and patronage decisions and makes it an interesting area of research.

A conceptual framework of shopper patronage adapted from Darden's patronage model of shopper behavior was used to display relationships between variables and patronage. The study focused on the underlying relationships Among Shoppers' Personal Characteristic, Shopping Orientation, Store Image And Store Patronage Behaviour. Lifestyles and Shopping Orientations are also good predictors of various aspects of Shopping Behaviour such as Store Loyalty and Preferences for types of retail outlets (Moschis, 1976). According to Darden's (1980), shopping orientation serve as key construct in a patronage choice model[Please Refer Figure].The antecedent variables to shopping orientations include personal characteristics such as Lifestyle, Social

Class and Family Life Cycle and information sources. It is also hypothesized that Shopping Orientation to a large extent determined by the store image, which in turn impact on patronage behavior(Shim & Kotsiopoulos,1992).

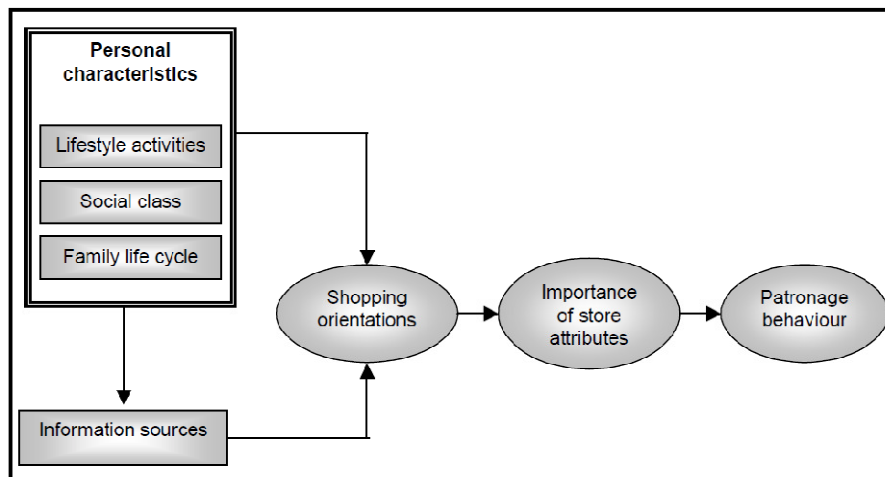
A shopper who does not like shopping tends to shop in stores that are close to their homes (Stone, 1954). Personalizing shoppers include those who prefer shopping at a store "where they know my name". Personal attachments formed between them and the store personnel will greatly influence their patronage of a store. Economic factors like price, quality and selection of merchandise are less important.

Ethical shoppers are those who sacrifice lower price or wider selection of merchandise in order to help their small neighbourhood stores to survive against the big shopping mall. Apathetic shoppers do not discriminate between kinds of stores. They consider shopping as a necessity and thus the main criteria used is locational convenience. Numerous other versions of shopper classification have been made (Darden and Reynolds, 1971, Schiffman et.al. 1977, Lumpkin, 1985, Suchard and Cooper, 1990). The most distinct typologies that appear consistent across studies are economic, social and apathetic shoppers (Wesbrook and Black, 1985).

Whatever the basis of shopper taxonomic approaches adopted, it should be noted that customers are taking a new shape with the adoption of new lifestyle. Past studies have

found support for the influence of shopper orientation on the perceived image of the Store by a Shopper.

**FIGURE NUMBER 01:  
DARDEN'S PATRONAGE MODEL OF CONSUMER BEHAVIOUR**



[Source: Recreated by Authors Model of Darden & Dorsch Patronage Model]

**A COMPARATIVE ANALYSIS  
BASED ON REVIEW OF  
LITERATURE: KEY FINDINGS**

Shoppers with different shopping orientations reveal different consumer characteristics and differences in market behaviour, including different needs and preferences for information sources, store preferences and store attributes (Gutman & Mills, 1982; Lumpkin, 1985; Shim & Kotsiopoulos, 1992a & 1992b).

Jarboe and McDaniel (1987) emphasise that consumers' shopping orientations refer to their general approach to acquiring goods and services and to the non purchase satisfactions derived from shopping at

retail stores and shopping centres. It may be a function of a variety of nonpurchase motives, such as the need for social interaction, diversion from routine activities, the need for sensory stimulation, exercise, and the exertion of social power (Bellenger & Korgaonkar, 1980; Kwon et al, 1991).

Shopping orientation therefore varies with regard to individuals and different products, among individuals over time, and with changing situations. Concepts (or variables) related to shopping orientation are not necessarily included in the above-mentioned definitions.

Some of the authors refer to concepts such as shopping attitudes (Fuller & Blackwell, 1992), shopping behaviour (Bellenger & Korgaonkar, 1980), and shopping motives (Stoltman et al, 1991). One of major difficulties encountered in the identification of relevant research on shopping orientation is the fact that some researchers use the term shopping orientation in general, while actually referring to other variables such as perceptions of fashion and perceptions of apparel shopping (Summers et al, 1992).

Based on the above, it could be concluded that the concept *shopping orientation* consists of a personal dimension (e.g. activities, interests, opinions, motives, needs and preferences) and a market behaviour dimension or a general approach to acquiring goods and services. This market behaviour dimension reflects the personal dimension and indicates needs and preferences for, *inter alia*, information sources, stores *per se* (patronage behaviour) and store attributes (including store image).

The overall consensus of previous research is that, to maximise consumer satisfaction and retail sales, retailers need to understand consumers' psychographics and shopping orientations (Shim & Bickle, 1994; Shim & Kotsiopoulos, 1993). This view is in accordance with Lumpkin

(1985) who stated that, for the study of shopping orientation to be beneficial to marketers for matching strategies to consumer needs, it is necessary to link the various shopping orientations to marketplace behaviour. It could be postulated that once consumers with different shopping orientations are identified, other consumer characteristics could be studied among the subgroups. Marketing tactics and strategic approaches could be based on the identification and satisfaction of the different needs of these subgroups. On this basis, it is imperative to investigate consumers' shopping orientations.

Since Stone's (1954) seminal research, numerous researchers have investigated shopping orientations from different perspectives. However, limited attempts have been made to systematically examine the commonalties, differences, and relationships among major variables impacting on shopping orientations, also with regard to apparel as a product category.

According to Shim and Kotsiopoulos (1992a), research findings regarding relationships among factors influencing shopping orientations appear to be inconsistent. This inconsistency could be attributed to the fact that different products and different consumers were being investigated.

Identifying a theoretical model (or models) that could serve as a point of departure to investigate concepts or variables related to shopping orientation should be done with circumspection. Relevant models do not necessarily include shopping orientation as a separate concept (e.g. the modified *Sheth Model of Shopping Preference Determinants* (Sheth, 1983:20); *Model of Store Choice* (Assael, 1995:630); the Engel, Blackwell and Miniard *Model of Consumer Decision-process* (1995:154); and the *Clothing Consumers' Decision Making Model* (De Klerk, 1999:127).

According to Darden's (1980) Model (Figure 1) shopping orientations serve as key constructs in a patronage choice model. The antecedent variables to shopping orientations include personal characteristics (lifestyle activities, social class, and family life cycle), as well as information sources. It is also hypothesised that shopping orientations to a large extent determine the importance of salient store attributes, which, in turn, impact on patronage behaviour (Shim & Kotsiopoulos, 1992a & 1992b). This reflects the influence of both market-dominated and consumer-dominated variables. Shopping orientations and patronage behaviour could be viewed as variables of market and consumer interaction.

Shopping orientations could also be used to determine choice and application of information by shoppers and to suggest viable promotional strategies. This notion further supports the choice of Darden's (1980) Model as basis for this literature review and analysis of research. This model used in this research paper also corresponds with descriptions and/or definitions of shopping orientations that indicate a personal and market behaviour dimension.

#### **PERSONAL CHARACTERISTICS AS VARIABLES:**

Almost all the researchers included personal characteristics in their studies, including variables such as **lifestyles** (psychographic characteristics) and **demographic** characteristics, e.g. social class, family life cycle, income, gender, marital status, occupation, education, income, and type of residence. With regard to demographics, it is interesting to note that, although men were not excluded, the investigations were focused mainly on women. The fact that women are perceived as the predominant and "traditional" purchasing agents of apparel for themselves and family members (Fuller & Blackwell, 1992) could explain this. The research by Shim and Chen (1996) examined **acculturation characteristics** as predictors of shopping orientations. They viewed shopping orientations as an



outcome of the socialisation process in a new cultural setting.

#### **INFORMATION SOURCES:**

Information sources, as a concept in Darden's (1980) Model, seem to be related to both personal characteristics and shopping orientations. Consumers differ with regard to their information search patterns, the media they use, and stage in the decision-making process at which they use specific media and/or information sources. Five out of the twelve studies in this review included information sources as a variable in their investigation. No specific relationships were reported by these researchers to confirm the concept figuration proposed by Darden's (1980) Model.

#### **STORE ATTRIBUTES AND PATRONAGE BEHAVIOUR:**

According to Gutman and Mills (1982) and Lumpkin (1985), as well as Shim and Kotsiopulos (1992a & 1992b), shoppers with different shopping orientations reveal different consumer characteristics and market behaviour that involve different needs and preferences for information sources, store preferences and store attributes. Shim and Kotsiopulos (1992a) found that shopping orientations could be used to predict consumer behaviour. According to the results of their investigation, shopping orientation, store attributes, information sources, and

personal characteristics revealed the predictability of patronage behaviour with regard to apparel, but shopping orientation and store attributes were deemed more important. These two researchers revised Darden's (1980) Model and found a direct relationship between shopping orientations and patronage behaviour. Shopping frequency and multipurpose shopping contributed to patronage behaviour, with special reference to mall choice, in a study conducted by Stoltman et al (1991).

#### **DISCUSSIONS:**

Several research studies have been conducted in order to bring out an association between shopping orientation of shoppers' vis-à-vis their opinion, Perception and Attitude relating to Store Attributes, Store Image, and Store Format. Bell and Lattin (1998) argued that together, store attributes drive Store choices. It may be useful to segment consumers according to fundamental differences in shopping behaviour. Summarizing, it is postulated that the objective and physical properties and features of a store are subjectively perceived and judged by consumers (Martineau 1958; Mazursky and Jacoby, 1986) and that consumer characteristics, especially shopping orientations, play an important role in the analysis of the subjective interpretation of objective clues,

for perceptions as well as for attitude formation.

Lumpkin et al. (1986) examined the shopping orientation profiles of rural consumers. Earlier research has identified a relationship between shopping orientations and patronage behaviour (Bellenger et al., 1977; Darden, 1980; Shim & Kotsiopoulos, 1993). Pan and Zinkhan (2006) identified retail patronage to have two dimensions viz. store choice that is a consumer's choice to patronize a particular store and the frequency of visit to understand that how often a shopper patronizes that store. Consumers often use these attributes to determine whether or not retailers can cater to their specific needs.

Consumers are likely to avoid those stores that do not present the desired retail environment and seek a more congenial store to patronize.

Lindquist (1974-75) identified nine image attributes that contribute to favourable or unfavourable consumer attitudes toward retail stores. These attributes were Merchandise, Service, Clientele, Physical Facilities, Convenience, Promotion, Store Atmosphere, and Post-Transaction Satisfaction.

Consumers tend to make more of their patronage decisions based on the shopping complex instead of the individual store. These findings indicated that the proximity

of other service facilities and store attributes is also an important determinant of store choice by shoppers (Seock, 2009). Several researchers have identified store attributes that drive consumers were Label/Brand Name, Convenience-Store Location, Mobility, In-Store Convenience, and Attractive Prices and Discounts (Chowdhary, 1989; Lumpkin et al., 1985; Lumpkin & Hite, 1988). During a shopping trip, customers form value perceptions on the basis of their interaction with the products and various aspects of the store including the location, staff, and environment (Diep et al, 2008).

A link has been found between Family Life Cycle, Social Class and Life Style on Shopping Orientations and Patronage Behaviour. Lifestyle tends to focus on broad cultural trends in a society or on needs and values thought to be associated with consumer behaviour (Culture, Social Class, Reference Group, Social Performance, Family and Household Life Cycle as well as Time Utilization). Psychographics refers to studies that place special emphasis on generalized Personality Traits, Class Consciousness, Attitudes, Perceived Risks, and the importance of the purchase (Shim & Bickle, 1994).

Lifestyle variables, Family Life Cycle and Social Class are very closely related to Psychographic characteristics because



Attitudes, Interests and Opinions are psychologically-oriented variables that can be quantified (Assael, 1995), According to Fox et al. (2002), family size has the largest effect on store preferences. This suggests that larger households are more likely to patronize and spend more at retailers which offer lower basket prices but fewer promotions. Carpenter et al. (2006) suggest that Age, Income, Level of Education, and Household Size are distinct predictions of store patronage.

Shim and Kotsiopoulos (1992b:59) investigated and tested information sources used by Shoppers possessing different characteristics influence their Shopping Orientation. Shoppers with different shopping orientations and sources of information reveal different consumer characteristics.

This leads to a unique image about store preferences and store attributes (Gutman & Mills, 1982; Lumpkin, 1985; Shim & Kotsiopoulos, 1992a & 1992b).

Jarboe and McDaniel (1987) emphasized on the similar Information sources, as a concept in Darden's (1980) Model discussed earlier in the paper which seems to be related to both personal characteristics and shopping orientations.

Consumers differ with regard to their information search patterns, the media they use, and stage in the decision-making process at which they use specific media

and or information sources. Five out of the twelve studies in this review included information sources as a variable in their investigation. No specific relationships were reported by these researchers to confirm the concept figuration proposed by Darden's (1980) Model. The review of literature has accordingly revealed that there exists a linkage between stores attributes Vis-a -Vis shopping orientation and patronage.

The conceptual framework used in the study focused on the underlying relationships among Shoppers' Personal Characteristic, Shopping Orientation, Store Image and Store Patronage Behavior. The differences among age and the importance of store attributes of consumers have not been thoroughly addressed in the literature. Consumers differ with respect to their preference for retail attributes. A feature or attribute of importance to one consumer might be less influential for another consumer depending on Demographic Characteristics and lifestyle Variables (Haynes, et al., 1994; Pessemier, 1980; Shim & Kotsiopoulos, 1992b). According to Pan and Zinkhan (2006), Consumer Demographic Variables may be related to store patronage. However, they argued that no consensus exists about the relationships between shoppers' demographic profiles and their patronage behaviour.

**POSSIBLE MANAGERIAL IMPLICATIONS:**

In this paper the authors have attempted to conceptualize the shoppers from their inclination towards shopping. By using this theoretical base retailers can gain a better understanding about consumers' perceptions and patronage intentions. Such information could be used to guide the creation of a store atmosphere and attributes that conveys shared social values to consumers which shows a commitment to the environment and that may strengthen consumers' perceived needs for products or services that support a given lifestyle and convey the associated identity which may ultimately result into favorable patronage intentions. The retailers should identify those store attributes that will result in positive responses from their target markets and provide those attributes that will have an effect on future patronage decisions. So far, shoppers in have been studied on the time and money they spend on shopping. While these are important aspects of deriving value out of the shoppers, these studies do not address the issue of managing shoppers at the outlet for a lasting experience.

A study of Shoppers patronage of stores is important for several reasons. First, it gives better understanding to the retailers on the factors influencing patronage behaviour. Second, stores attempting to

determine why consumers shop at their store will find this research important. Such a study will provide stores with the tools necessary to attract and retain customers.

Third, the framework provides information on the characteristics of their loyal consumers and the store's attributes as sought by their customers. This will allow them to identify factors that are best to stress in enhancing their retail strategies.

**CONCLUDING REMARKS:**

There is a fundamental shift in the consumption and buying behaviour of the 'Core' Indian Consuming Class. There is a positive broad-basing of economic activity in India in terms of geographic reach and jobs being created, and this will make growth much more inclusive than what many political commentators would admit. There is a case for segmenting consumption categories along just two dimensions: 'Need-Based' and 'Aspiration/Lifestyle' based. Those products and services categorized as 'Need-Based' face the risk of rapid commoditization, posing a big challenge for the till-now successful brands and marketers.

Finally, modern retail is already reaching a stage of maturity in India with several formidable players making steady progress. Hence, in near future, one would witness solid, determined expansion by all

serious players, giving them both scale and profitability (Technopak Retail Report, 2011).

India's investment flow in organized retailing which was expected to reach to \$25 Billion by the year 2015 is showing signs of slowdown. At a time when consumer spending is on a decline, households may not be able to altogether prevent a fall in total expenditure; they would rather adjust the basket of goods purchased and shift their consumption towards essentials rather than luxury and high-end products. Another possibility would be switching over to cheaper brands or just eliminating some of the more expensive regular items of consumption. It would be quite obvious that under such taut economic circumstances, customers would congregate around outlets that offer higher value. Outlets that offer not-so-essential items would be the foremost victims; success will lie with those retailers that can drive customer loyalty by responding to the demands of the discerning consumer. Increased scrutiny of product quality and value propositions would be the decisive factors behind retail success amid slowdown.

Factors like Remixing Value Propositions, Store Rationalization, Regionalization, Working Capital Management, Cost Optimization and Manpower Resizing would thus emerge as the foremost

concerns for retailers. The retailers' need to provide good customer services to enhance customers' retention and to drive profitability (KPMG Report, March 2009). Based on such a foundation we can understand that orientation of the Indian shoppers is based largely on entertainment derived out of shopping. The Indian shoppers seek emotional value more than the functional value of shopping. Although there is an indication of shopping being considered a task and should be finished as soon as possible, this orientation is overshadowed by the entertainment value derived by the shoppers.

It can be concluded that it is possible to impact the orientation of the shoppers by offering newer formats and attributes. The retailers delivering the experience of "fun" would need to offer wider assortment and an ambience where the shoppers would like to spend more time. In order to be successful, the retailers need to experiment with a format and attributes that attracts both types of shopper.

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