Influence of Store Image in Purchase of Shirts

T. Frank Sunil Justus*
M. Gnanasundari**
P. Pevinson***

*Assistant Professor
Department of Business Administration
Annamalai University

**Electrical Engineer &
Research Scholar
Business Administration
Annamalai University

***Research Scholar
Business Administration
Annamalai University

Abstract

Consumers buy products in stores that have many of factors that influence sales .Store image is a complex of tangible or functional factors and intangible or psychological factors that a consumer perceives to be present in a store. It is the way in which the store is defined in the consumer's mind. Consumers tend to evaluate the stores and the more closer the store is to their needs the consumer is more likely to buy form the store. The shopping motives can be derived from price, selection and functional features. In the present day era of cutthroat competition marketers must attempt to attract consumers by tweaking their in-store ambience. This paper takes a look at the various factors that influence the consumer perceived store image in purchase of shirts.

Keywords:

Store Image, Influence, Shirts, purchase.

___

Introduction

Consumers buy products in stores that have many of factors that influence sales. This forces the marketers to take a more holistic approach and include the in-store environment, brand, pricing and clientele in their research and strategies. This paper takes a look at the various factors that influence the consumer perceived store image in purchase of shirts.

Pradeep (1981) revealed that the consumption situation includes a buyer, a seller, the product and a host of other factors like the reason we want to make a purchase and how the physical environment makes us feel. There are several factors that influence consumer store choice behavior. Store image is a complex of tangible or functional factors and intangible or psychological factors that a consumer perceives to be present in a store. It is the way in which the store is defined in the consumer's mind. Store management determines the unique market segments, they want to attract and develop a store image useful in influencing patronage by those segments. There is also a need to periodically review desired market segments and the consistency of store image to those segments.

Objectives

To find the importance of merchandize factors, store ambience, psychological, social and functional factors in influencing store choice.

Research Methodology

A total of 120 male respondents were surveyed at Globus, Bengaluru. Non-parametric Kruskal Wallis Test was applied to find the influence of different factors with age, spousal influence, spending amount on purchase and number of shirts per year.

Influence of Age on Store Influence Factors

SUBJECTS		MERCHANDISE FACTOR		STORE AMBIENCE FACTOR		PSYCHOLOGICAL FACTOR		SOCIAL FACTOR		FUNCTIONAL FACTOR	
		MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D
Age											
Below 30	62	3.38	.61	3.45	.61	3.42	.65	3.60	.94	3.55	.48
31–40	46	3.36	.74	3.36	.60	3.36	.61	3.44	.55	3.45	.51
Above 40	12	2.77	.62	2.83	.64	3.13	.65	3.23	.60	3.27	.52
Kruskal Wallis		7.35		9.04		2.17		3.12		2.02	
P Value		**.02**		**.01**		**.33**		**.21**		**.36**	

The table shows the Kruskal Wallis Test to find whether the age of the respondents has an influence on the perceived store preference factors. The obtained P values are 0.02 for merchandise factors and 0.01 for Store Ambience Factor which is more significant at 0.05 level. Among the respondents 90% are in the age group below 40 and give importance to merchandise and store ambience factors while purchasing shirts than those aged above 40 years. 'Article of Snob Appeal' can be associated with goods that serve as a status symbol and often refer to the desire of a person to own exclusive unique product. Consumers' desire to associate shirt with their status explains this significance.

Spousal Influence on Factors of Store Choice

SUBJECTS		MERCHANDISE FACTOR		STORE AMBIENCE FACTOR		PSYCHOLOGICAL FACTOR		SOCIAL FACTOR		FUNCTIONAL FACTOR	
		MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D
Spousal Influence											
Single	43	3.36	.75	3.51	.58	3.39	.66	3.58	.52	3.61	.51
Married	77	3.28	.65	3.27	.64	3.36	.62	3.38	.53	3.41	.48
Kruskal Wallis		.50		4.01		.35		4.12		3.06	
P Value		**.47**		**.04**		**.55**		**.04**		**.08**	

From Kruskal Wallis Test it is observed that the marital status of the respondents influence the store preference factors. The obtained P values are 0.04 for Store Ambience and Social Factor which is more significant at 0.05 levels. Among 120 respondents 36% of respondents who are single give importance to store ambience and social factor while purchasing shirts than those who are married. Loudon identified that in Bachelor Stage, inspite of low income, it

can be assumed that there are few financial burdens, consequently, discretionary income is quite high and there is more autonomy and less female influence among unmarried than among married couples. Davis (1974) referred spousal influence as "a state of mind recalled by the purchaser which affected a specific recent purchase". This can be the reason for unmarried respondents to give a higher importance for the store ambience and social factors.

Influence of Spending Amount on Store influence Factors

	SUBJECTS	MERCHANDISE FACTOR		STORE AMBIENCE FACTOR		PSYCHOLOGICAL FACTOR		SOCIAL FACTOR		FUNCTIONAL FACTOR	
		MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D
Spending Amt. for Purchase											
Below 2000	31	2.96	.63	2.95	.48	2.94	.58	3.12	.38	3.25	.38
2001-3000	36	3.24	.54	3.30	.65	3.36	.50	3.38	.47	3.31	.43
3001-4000	13	3.05	.62	3.58	.67	3.40	.51	3.48	.56	3.37	.40
Above 4000	40	3.73	.66	3.65	.53	3.70	.64	3.83	.46	3.79	.52
Kruskal Wallis		23.54		24.45		20.05		35.38		20.48	
P Value		.00		.00		.00		.00		.00	

The table reveals the influence of the spending amount of the respondents on store preference factors. The obtained P values are 0.00 which are significant at 0.01 levels. Among 120 respondents 33% of respondents who spend above Rs.4000/- for their purchase give high consideration to store preference factors while purchasing shirts than 26% of respondents who spend below Rs.2000/- . Convor (1986) however stated that "shoppers are more knowledgeable about prices than earlier studies indicated, because

price is one of the most important criteria in store choice, and it is often important for store operations to achieve a low price image. This is often accomplished by the use of loss leaders- the products that are heavily advertised and sold at slightly above cost to draw traffic into the store and create an impression of low prices". People prefer a better store influence factors when they spend higher amounts in their purchase.

Influence of Product Quantity on Store Preference Factors

SUBJECTS		MERCHANDISE FACTOR		STORE AMBIENCE FACTOR		PSYCHOLOGICAL FACTOR		SOCIAL FACTOR		FUNCTIONAL FACTOR	
		MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D
No. of Shirts per year											
Below 5	26	3.02	.67	3.08	.56	3.13	.58	3.20	.48	3.18	.49
5-10	69	3.31	.69	3.37	.67	3.32	.63	3.45	.52	3.48	.42
Above 10	25	3.61	.55	3.61	.47	3.74	.58	3.96	.32	3.81	.51
Kruskal Wallis		9.39		9.75		10.87		13.77		16.23	
P Value		.00		.00		.00		.00		.00	

The table states that the number of shirts purchased by the respondents influence the store preference factors. The obtained P values are 0.00 which are significant at 0.01 levels. Among 120 respondents 21% of respondents who purchase shirts above 10 shirts in a year, highly consider the store preference factors than 22% of respondents who purchase below 5 shirts in a year.

Dodds identified that when consumers perceive a good match between the brand image, the outlet image, and their self image, they are more likely to buy.

Findings

- Significant difference was observed among different age groups of respondents on the factors of merchandise and store ambience while purchasing shirts.

- Significant difference was noticed among married and unmarried group of respondents in factors of store ambience and social factors.

- Significant difference was observed among respondents with differing purchase budget in their importance to store preference factors.

- Respondents of age group below 40 show more importance towards merchandise and store ambience factors than psychological, social and functional factors.

- It is found that married couples, due to their spousal influence have fewer considerations towards the store preference factors than unmarried respondents.

- It is found that respondents who buy more than 10 shirts in a year give more importance to store preference factors than the respondents who buy shirts less than 5.

Conclusion

Mark Twain said, "Clothes make the man. Naked people have little or no influence in the society". This sums up the importance of store atmospherics in the purchase of shirts. Hawkins identified, "Consumers shop at stores that are pleasant, rather than or in addition to, their functional characteristics". Consumers tend to evaluate the stores and the more closer the store is to their needs the consumer is more likely to buy form the store. The shopping motives can be derived from price, selection and functional features. In the present day era of cutthroat competition marketers must attempt to attract consumers by tweaking their in-store ambience, branding, pricing and merchandising decisions in order to make a better portrayal of their shops in the minds of the customers

References

Chaudhuri Rajita, "The Less Obvious Rules of Success", 4Ps, Vol. VIII, Issue 3, 14 March 2013, pp 4-5.

Convor Jerry, "The Accuracy of Price Knowledge: Issues in Research Methodology", in R.Lutz (ed.), Advances in Consumer Research, Vol. 13, Association for Consumer Research, Provo, Utah, 1986, pp 589-593.

Davis L.Harry and Benny P. Rigaux, "Perception of Marital Roles in Decision Process", Journal of Consumer Research, 1:54, June 1974.

Dodds, Monroe and Grewal, "*Effects of price, brand and store information onBuyers product evaluation*"

Hawkins I Del, David L Mothersbaugh and Amit Mookerjee, "*Consumer Behavior*", New Delhi: Tata McGraw-Hill, 2010,

Loudon L. David and Albert J.Della Bitta, "*Consumer Behavior, Concepts and applications*", New Delhi: Tata McGraw-Hill, 2007.

Mithani D.M, "*Principles of Economics*", Mumbai: Himalaya Publishing house, 2009

Pradeep Kakkar and Richard J Lutz, 'Situational influence on consumer Behavior: A Review."Perspectives in Consumer Behavior. Ed.3, Glenview, II: Scott, Foresman Glenview, II: 1981. 201 -14

Annexure

Merchandize Factors

1. I will pay higher price for clothing that is from a popular brand.
2. If I were to suddenly receive more money than I have now, I would spend it on clothes
3. I prefer shops with a wide assortment of shirts in my chosen brand at reasonable price.

Psychological Factor

1. I look the best when wearing branded shirts or trousers.
2. Sometimes I would like to know where important people buy their clothes.
3. I like to shop in the same clothing stores as people I admire.
4. It is important to me that the clothing store I shop in as a great service.
5. To me it is self-gratification (not by the utility of consuming but by the utility of buying)

Functional Factors

1. I prefer to shop at stores that carry quality merchandize.
2. I usually buy high quality merchandize.
3. I prefer shops that provide me with a trial shirt as I do not have the botheration of buying the shirt that I tried.

4. I often ask friends where they buy their clothes.
5. I like to shop for clothes.
6. I shop as it is a diversion from hard day's work.
7. I shop to learn about new trends.
8. I do it as a physical activity.

Atmospheric Factor

1. Planning and selecting my wardrobe can be included among my favorite activities.
2. I enjoy clothes as much as some people enjoy movie, books, sports etc.,
3. It is important that a clothing store has a warm inviting atmosphere
4. I shop at stores that have artistic looking displays.
5. I prefer shops that have a trial room.

Social Factor

1. I consider the brand name when purchasing shirts for my self.
2. Clothing made by well-known manufacturers are worth more money.
3. When I buy clothes for others or as a gift I buy clothes of superior quality.
4. It is important to shop in the same clothing stores as my friends.
5. I prefer shirts whose brand logos are explicit.
6. Personal feedback is important to me when buying clothes.
7. I shop because of peer group attraction.
8. I love communicating with others having similar interests
9. I believe it as a social experience outside home.