The Impact of Store Image and Store Service Quality on Purchase Intentions : A Study from Armed Forces Operated Canteen Stored (CSD), Pakistan

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Abstract

This research study aims at investigating the impact of store image and service quality on customer purchase intentions in Armed forces operated canteen stores department. There were two independent variables like the service quality and store image in this research. The variable store service quality is further divided into three sub-dimension like interaction quality, service environmental quality and outcome quality whereas dependent variable was purchase intentions. A self administered questionnaire was adapted from different sources for the purpose of data collection. A total of 450 questionnaires were distributed among different respondents of the present survey and 309 fully filled questionnaire were returned that were found useful for further analysis and hence the response rate remained close to 69 percent that is reasonable. Different statistical tools were used for data analysis in SPSS like descriptive statistics and Structural equational Modeling (SEM) for hypothesis testing in AMOS. The results revealed that both store image and service quality has significant and positive impact on purchase intentions of customer in Armed forces operated canteen store departments (CSD). This study will help marketers and policy makers for better understanding about store image and service quality in crafting branding strategies as a tool to enhance purchase intentions.

Keywords: Store Image, Service Quality, Purchase Intentions, Service Environmental Quality, Outcome Quality, CSD

Introduction

The customer satisfaction and service quality have turned into the most center showcasing needs as they are essentials of shopper dedication, for example, positive word of mouth and repurchase of a specific brand (Han & Hyun 2015; Arslan & Zaman 2014).

Existing literature has a long debate about brand image and its positive association with customer behavior, especially on buyer dedication in the service segments (Bansal & Taylor 2015). Some past investigations have discovered that the apparent quality of the service environment can fundamentally impact customer satisfaction and repurchase expectations (Brady et al., 2002; Nguyen & Leblanc, 2002; Lai, Griffin, & Babin, 2009). This image can impact customer positively for enhancing customer satisfaction which, thus, influences customer loyalty (Lai et al., 2009; Calvo & Lang, 2015; Ryu, Lee, & Gon Kim,

2012). Nonetheless, few studies have analyzed to distinguish the predecessors and outcomes of store image, particularly to customer purchase intentions.

There is a lot of contribution of service environment quality to build positive store image. Chen & Teng, (2013) reported that the service-capes of a service organization significantly affect customer revisit intention to a specific organization. The authors indicated that any organizations can use the elements of physical environment in many ways. It can be used to recall the organizations' brand image, It can be used to strengthen the perceptual mapping of visitors as compared to its competitors and it can be used to enhance the consumers' satisfaction and purchase intentions. Su, Swanson, & Chen, (2016) likewise exhibited contribution of the physical evidence of service firms in increasing the image of brand and invigorating buyer attitude. Nguyen & Leblanc, (2002) concluded that customer encounter staff and physical environment had an essentially positive impact on corporate image.

The quality of service has been perceived as a vital factor in accomplishing proficiency & viability in operations of business (Bansal & Taylor, 2015). Studies demonstrated that service quality affects customers' post-utilization behavior positively, for example, perceived value, word of mouth and satisfaction (Azad & Ahmadi, 2015; Chakrabarty, Whitten, & Green, 2008).

Rationale of present study:

Regardless of the significance of quality of service for gaining a competitive edge, some investigations have been led on how quality of service inspires result factors, for example, loyalty, perceived value & satisfaction. In spite of fact that there are critical number of researches on the significance of quality of service in impacting customer post consumption behavior, the majority of the investigations were related to restaurant and hotel segment (Chow et al., 2007; Ryu et al., 2012; Kim & Lennon, 2013).

The significance of service quality has not been very much reported in the departmental chain store context. Evidently, no examinations have mutually checked the impacts of three measurements of quality of service (i.e., physical condition quality, interaction quality, and outcome quality) on purchase intension of customer. Similarly this is pioneer study in the context of Pakistan that aims at investigating the effect of both the service quality and image of store on consumer purchase intentions of retail chain store like CSD in Pakistan.

Armed Forces Operated Canteen Stores Department:

"Canteen Stores Department" is one of the pioneer & oldest retail chain stores that are operated by Pakistan's Armed Forces. This chain has in total of 115 super markets/stores in Pakistan. The major Clint base of these chain stores includes the retired and serving armed forces persons. These customers are generally treated to be well acquainted with the set procedures and always expect the standardized customer services. Their intention to purchase from CSD is very important to be known by policy makers of CSD and they should be keen in observing those critical factors that can enhance purchase intentions of their customer when they visit CSD. Keeping all this in view, it is imperative to identify the impact of store image and service quality on purchase intension of CSD customers.

Problem Statement:

The complexity and competition in the retail business is increasing day by day (Basker, 2007; Zhu, Singh, & Manuszak, 2009; Peters & Thomas, 2017). The working environment of retail business is too much competitive and every store is focusing mainly on customers. In this peculiar environment the CSD is serving customers as one of the biggest and oldest retail chain. The CSD stores are changing themselves into a corporate culture stores from the orthodox shopping stores. Hence there is a requirement to identify the buyer purchase intention of this organization and see how it can be increased specifically through service quality and store image, which is quite imperative in the emerging competitive environment.

Literature Review:

Store Image and purchase intentions:

Martineau (1958), presented the idea of store image and characterized it as the route in which the customer's mind pictures the store, mostly by its practical qualities and somewhat by its climate of mental characteristics James, Durand, & Dreves, (1976) then again, characterized store image as an arrangement of mentalities in light of assessment of those store traits regarded vital by buyers. Grewal et al.,(1998) specified that a store's devouring condition, product quality, and benefit level are purported image of store. Basically store image is nothing but the customers' view about the multi-characteristics of a store. This analysis defines the store image as a combination of shoppers mentality which they receive from extrinsic & intrinsic qualities of the store.

According to Martineau (1958) the image of the store is how customers view the natural properties and utilitarian qualities of the store. For more than 50 years, Retail store image and its association with customers' purchase intentions have been examined and it always demonstrated a positive correlation between purchase intention and store image. (Chen & Teng, 2013; Collins-Dodd & Lindley,

2003). The effect of store image on shoppers' purchase intentions has not been generally inspected. However, few investigations have connected the comprehensive link of store image to purchase intentions, distinctive measurements of store image have been found to apply a positive impact on purchase intentions. For instance, different studies discovered a positive connection between purchase intentions and website practical qualities (e.g., item index, value correlations, installment techniques (Liang & Lai, 2002), web architecture (Richard & Chandra, 2005), security, protection, web composition, and data content (Ranganathan & Ganapathy, 2002). Chen & Teng (2013) demonstrated a positive connection between store characteristics and purchase intentions for PCs, buyer hardware, and correspondence items/administrations, inferring that store qualities, for example, shopping factors (trust and comfort) impact buyers' purchase intentions. They further argued that store image comprehensively and concluded that it positively impacts buyers' purchase intentions in retailing business. Store image is the arrangement of purchaser view of a store in light of various characteristics, including administration, determination, comfort, store environment, and quality (Baker et al. 2002). Das (2014a), characterized store image as the general state of mind purchasers get from the inherent and extraneous qualities of the store.

In synopsis, the cue utilization theory recommends that a store image can be a determinant of quality of the product (Dawar & Parker, 1994). According to Chen & Teng, 2013), the relationship of store image with purchase intentions of consumers is direct and positive. When the store image is more positive, then it results in higher purchase intentions of the consumer.

Based on the above discussion, following hypothesis is formulated.

H1: Store Image has significant and positive impact on purchase intentions.

Store Service Quality and purchase intentions:

Bansal & Taylor (2015) considers the service quality as an outcome of an appraisal methodology in that the customers differentiate among their own expectations and their perception concerning the services got. Lee & Lin, 2005) characterized service quality as the subjective correlation that clients make between the nature of the services that they need to get and what they really get. According to Chakrabarty et al., 2008) quality of service is characterized as the conformance to client prerequisites in the service conveyance.

Different analysts saw the need of extra parts of service

desires that is functional and specialized measurements (Hamari, Hanner, & Koivisto, 2017). The thought was that, purchasers make service assessments in light of the specialized measurements that is what is conveyed and on the useful measurements that is the means by which, why, who, and when it is conveyed. (Dedeke, 2016). Similarly Brady et al.,(2002) arranged service quality into three measurements a) interaction (i.e., representative services); (b) environment of service (i.e., physical appearance of store); and (c) outcome (i.e., the advantages the customer gets during a service experience). An intensive audit of the related writings uncovers that service quality characteristics comprises of those three measurements of service quality (Huang et al., 2014; Han et al., 2008; Loo et al., 2016; Xie & Heung, 2012).

First interaction quality alludes to buyer view of employees' service during the delivery of a service (Cheung & Woo, 2016). The associations amongst customers and staff that happen during service delivery straightforwardly reflect service execution which influences customers' assessments of service encounter (Wall & Berry, 2007). For instance, making store customers feel special and feel as if their comfort is the store employees' primary concern would influence perceptions of service quality. A survey of existing writing uncovers that interactional quality can be measured with multi measurements (Brady et al., 2002; Lien, Cao, & Zhou, 2017) confirmation (information and affability of workers and their capacity to construct clients' trust and certainty), responsiveness (eagerness of representatives to give service to clients), reliability (capacity of representatives to play out the guaranteed service constantly and precisely), and empathy (degree to which workers give minds and individualized thoughtfulness regarding clients).

Second service environment quality alludes to the physical condition of a store that can impact customers' visiting experience of a store. Physical condition is a critical determinant of a customer's psychology and behavior when the service is devoured essentially for hedonic reasons and when the customer invests broadened times of energy encountering the service environment (Yang et al., 2017). For instance, shoppers frequently burn through sufficient time in encountering and watching a store physical surroundings deliberately and unknowingly and this added time spent makes environmental factors especially vital to shoppers (Han et al., 2008). The physical environment of a store incorporates both the artificial physical manmade and social environment in which the customers of a retail store are served. physical environment is categorized into three categories :(a) surrounding elements, for example,

fragrances, sounds, cleanliness, lighting, music, temperature, and movement; (b) store outline or design factors, for example, stylistic theme, shading, decorations, format, size, and excitement design; and (c) social elements, for example, swarming, lines, and team co-creation and fellowships (Han et al., 2008). Third, outcome quality alludes to "what" the shopper gets during service experience, and it is the determinant of client's service quality discernment. Consequently, it is the technical quality of a service (Brady et al., 2002).

Service quality is one of the vital elements influencing shopper choices. In this manner, there is an association between service quality and behavioral aim (Brady et al., 2002). Better service prompts a positive behavioral aim and expands the buy intention of the customers and the recurrence of setting off to the store (Carrillat, Jaramillo, &

Mulki, 2009; Szymanski & Henard, 2001). Service quality impacts clients' fulfillment, which has been connected to clients' expectations to repurchase and prescribe a service – eventually bringing about the supplier's productivity (Chakrabarty et al., 2008; Reinartz, Krafft, & Hoyer, 2004). Research conducted by Arslan & Zaman, (2014) found positive effect of service quality on consumer purchase intention of retail store in Pakistan. Soltani et al., 2016) demonstrated a positive effect of service quality on purchase intentions of private brands.

Based on the above discussion, following hypothesis has been formulated.

H2: Service quality has significant and positive impact on purchase intentions.

Proposed Conceptual Framework:

(Research Model)
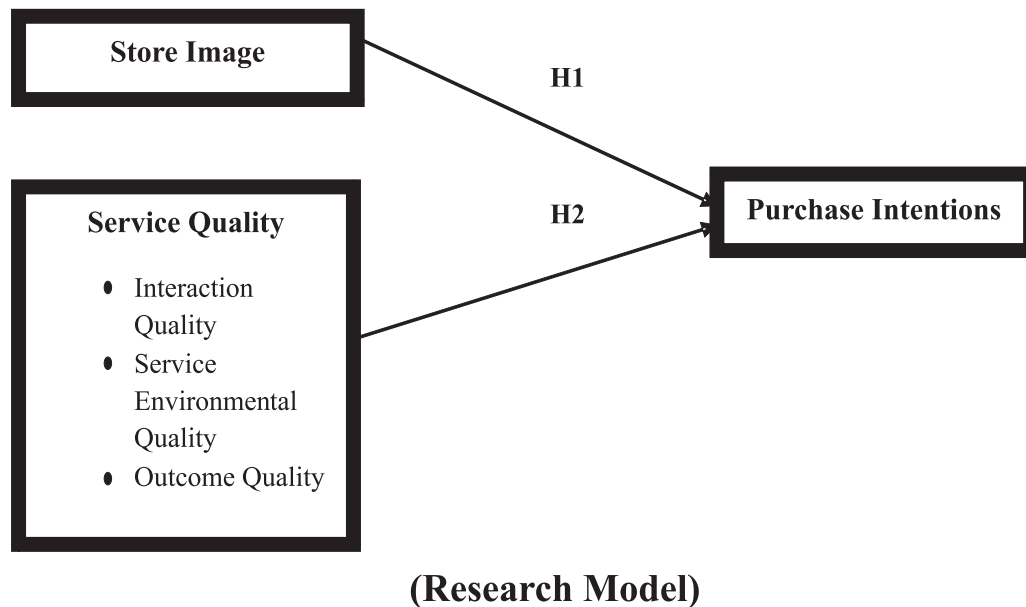
Methodology:

Sampling and data collection:

To measure causal impact of store image and service quality (interaction quality, service environment quality and outcome quality) on purchase intentions, a quantitative research was done in Armed force operated canteen stores departments. Population of the study was customers who were shopping from Armed force operated canteen stores departments at Lahore city. Sample of the study were 450 customers. Cross sectional survey strategy was used to gather primary data from respondents with the help of questionnaire through convenience sampling method.

Questionnaire:

To measure the constructs of this study, questionnaire was adapted from different past studies. To measure store image, six items were adapted from Collins-Dodd & Lindley, (2003). Service quality was measured by using interaction quality, service environment quality and outcome quality. For this purpose six items to measure interaction quality, service environment quality and outcome quality were adapted from Brady et al., (2002). Three items to measure purchase intentions were taken from Erdem, Swait, & Valenzuela, (2006) and Buil, Martínez, & Chernatony,(2013). Five point likert scales running from (1) strongly disagree to (5) strongly agree

was utilized on all constructs' items. Scales were chosen to fit the setting of the review.

Results and Analysis:

Total 490 questionnaires were distributed among customers. 309 questionnaires were completed in all respects indicating the response rate of 69%.

Demographic characteristics of respondents were scrutinized using SPSS 23

Table 1 : *Demographic characteristics of Respondents*:

Variables	Frequency	Percentage
1-Gender:		
Male	107	34.6
Female	202	65.4
2-Age:		
16-25	41	13.3
26-35	62	20.1
36-45	120	38.8
Above 45	86	27.8
3-Income (Rs):		
Below 30,000	41	13.3
30000-50000	74	23.9
50000-70000	113	36.6
Above 70000	81	26.2

Regarding gender, out of 309 customers, 34.6% were male while female were 65.4%.

From the age perspective, 36-45 had highest percentage of 38.8 while age group of 16-25 had lowest percentage of 13.3. Considering income level, 50000-70000 had highest percentage of 36.6, above 70000 had percentage of 26.2, 30000-50000 had income level of 23.9% and below 30,000 had income level of 13.3 %.

Descriptive Statistics of the study were measured using SPSS 23(Table 2)

2. Measurement scales and indicators of constructs' Items:

Constructs	Indicators	Mean	SD
Store Image ("Collins-Dodd and Lindley, 2003")	SI1. "This store provides variety of products.	3.61	1.247
	SI2. The entire product in this store has good quality.	3.69	1.190
	SI3. The entire product in this store has low price.	3.56	1.171
	SI4. The products of this store are good value for money.	3.54	1.252
	SI5. The interior decoration of this store let me feel pleasant atmosphere.	3.59	1.194
	SI6. Overall, I have positive attitude in this store."	3.63	1.184
Service Quality • IQ • SEQ • OQ (Brady et al., 2002)	IQ1. "Overall, I'd say the quality of my interaction with this store's employee is excellent.	3.85	1.182
	IQ 2. I would say that the quality of my interaction with this store's employee is high.	3.82	1.295
	SEQ1. I would say that store's physical environment is one of the best in its industry.	3.95	1.189
	SEQ2. I would rate this store's physical environment highly.	3.91	1.296
	OQ1. I always have an excellent experience when I visit this store.	3.93	1.363
	OQ2. I feel good about what this store provide to its customers."	3.78	1.244
Purchase Intentions Erdem et al. (2006).;Buil et al. (2013).	PI1. I would buy brand X	3.51	1.250
	PI2. I would seriously consider buying brand X	3.53	1.229
	PI3. It is very likely that I would buy brand X	3.43	1.192

Measurement Model:

Confirmatory factor analysis was conducted using AMOS 23.Figure 2 showed study measurement model. Reliability of the scale's constructs was measured using cronbach's alpha and composite reliability. Hair, Ringle, & Sarstedt, (2011) noticed that Cronbach's alpha and composite reliability qualities more prominent than 0.70 are middle of the road, while values lower than 0.70 indicate an inadequacy in interior consistency. Table 2 showed that the Cronbach's alpha and composite reliability for all constructs outperformed the edge estimation of 0.70, in this way setting up solid reliability among the measures.
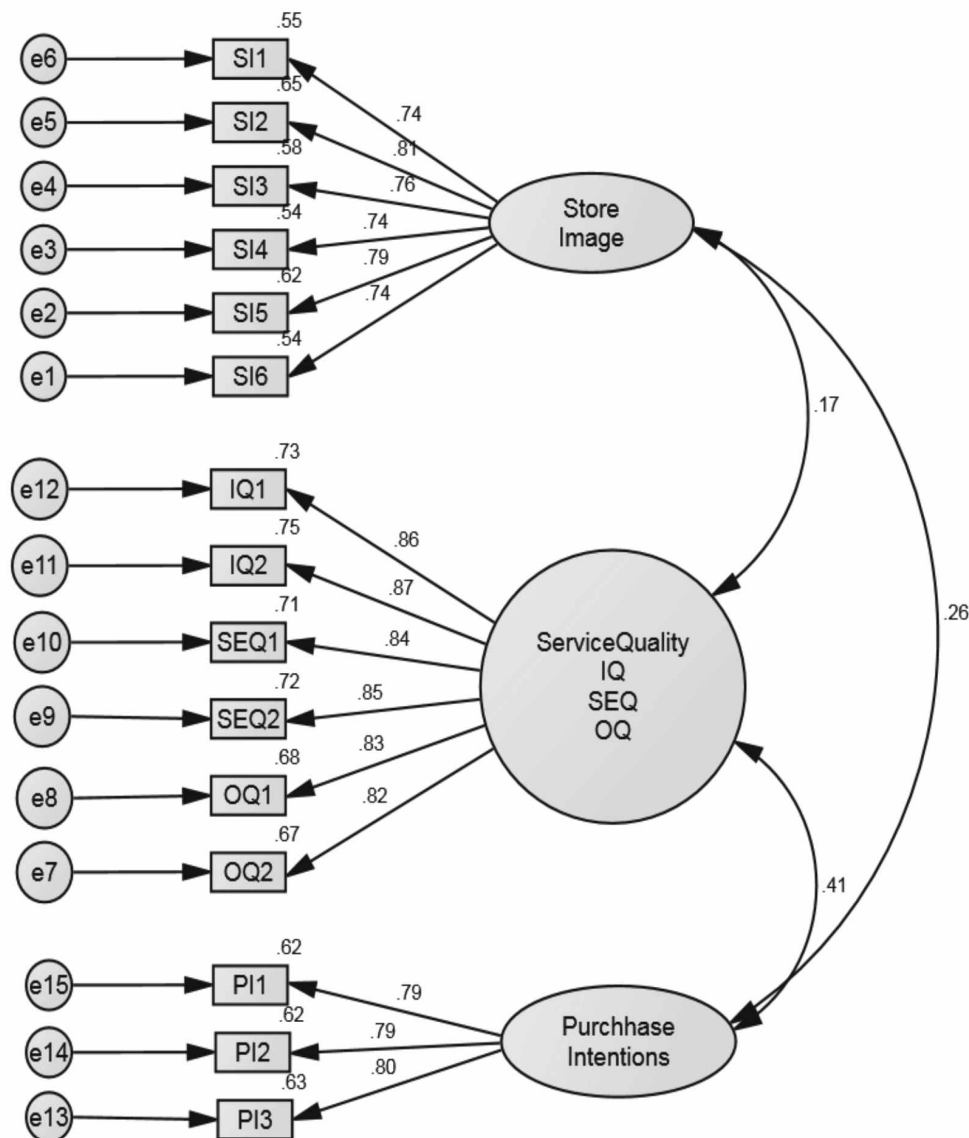

Figure 2: Measurement Model

To test confirmatory factor analysis, both convergent and discriminate validity have been performed. Convergent validity is accessed with standardized factor loadings and AVE. Results indicated that standardized factor loadings are highly significant. AVE values surpass the suggested bring down breaking point of 0.50 (Fornell & Larcker, 1981). All tests bolster the convergent validity of the scales (Table 2).

Table 2: Reliability and Convergent Validity:

Constructs	Items	Reliability		Convergent Validity	
		Cronbach's Alpha (α)	Composite Reliability	Standardized Loadings	Average Variance Extracted
Store Image	SI1	0.892	0.893	0.740	0.581
	SI2			0.808	
	SI3			0.763	
	SI4			0.736	
	SI5			0.789	
	SI6			0.735	
Service Quality	IQ1	0.936	0.936	0.855	0.710
• IQ	IQ2			0.869	
• SEQ	SEQ1			0.843	
• OQ	SEQ2			0.847	
	OQ1			0.826	
	OQ2			0.816	
Purchase Intentions	PI1	0.833	0.833	0.787	0.625
	PI2			0.788	
	PI3			0.796	

Discriminate validity was evaluated with the test prescribed by Gerbing & Anderson, (1988). Table 3 indicated that individual factor AVE's square root was higher than the latent variables' correlations among factors, giving confirmation of the satisfactory discriminate validity.

Table 3: Latent Variables' Correlations and AVE's Square Root:

Variables	Store Image	Service Quality • IQ • SEQ • OQ	Purchase Intentions
Store Image	0.762		
Service Quality • IQ • SEQ • OQ	0.175	0.843	
Purchase Intentions	0.257	0.413	0.790

Note: Latent constructs' Correlations are off-diagonal and AVE's square root is in bold values on diagonal.

Measurement model's fit index showed acceptable ranges. CFI=0.985, NFI=0.956, GFI=0.948, AGFI=0.928, TLI=0.982, IFI=0.986, SRMR= 0.360 and RMSEA= 0.039.

Results of Structural Model:

Figure 3 showed study's structural model. Using AMOS 23, first of all fitness of structural model and secondly hypotheses testing was done. This study model is significant at confidence level of 95%.

Structural model's fit index showed acceptable ranges. CFI=0.983, NFI=0.953, GFI=0.945, AGFI=0.925, TLI=0.980, IFI=0.983, SRMR= 0.744 and RMSEA= 0.042.

Figure 3 illustrated the standardized path coefficient for each significant causal relationship

Figure 3: Structural Model
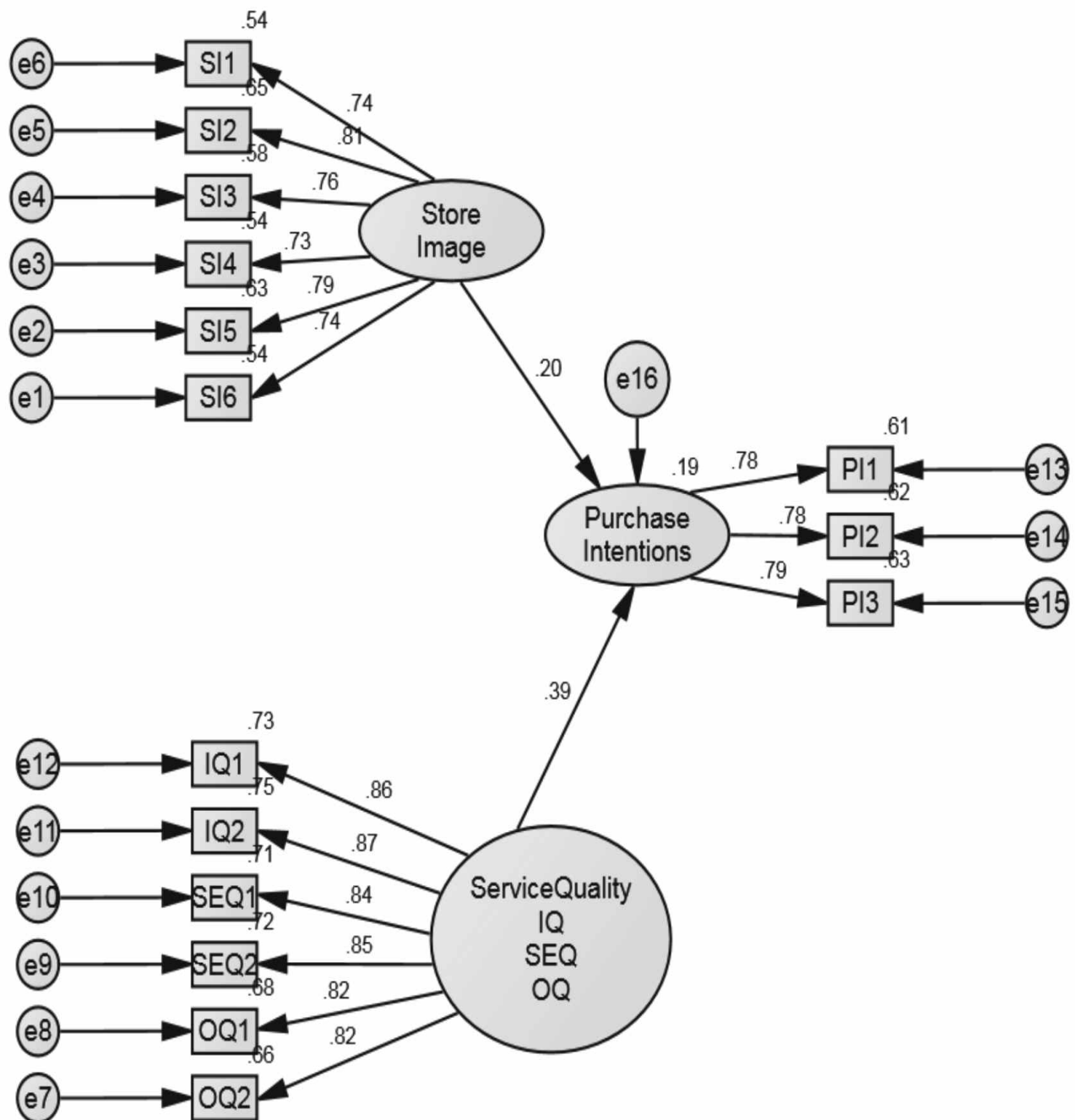
Results of hypothesized relations demonstrated that every one of the two hypotheses was upheld (Table 4). Store Image (β=0.197, p=0.002), Service quality (β=0.387, p=***) were found to have significantly positive relation with purchase intentions.

Table 4: Results:

Hypothesis	Hypothesized Path	Standardized Path Coefficients	p-value	Results
H1	Store Image ➔ Purchase Intentions	0.197	0.002	Supported
H2	ServiceQuality_IQ_SEQ_OQ➔ Purchase Intentions	0.387	***	Supported

Note: p< 0.05; *** p<0.001

Discussion:

The purpose of this research study was to find out the impact of store image and service quality (interaction quality, service environment quality and outcome quality) on customer purchase intentions. Store image and service quality were exogenous variables of the study while purchase intentions was endogenous variable. Table 5 demonstrated standardized path coefficient and p- value of all two hypotheses. Hypothesis H1 was supported as it has standardizes path coefficient of 0.197 with the p-value of 0.002 therefore the relationship among store image and purchase intentions is significant and positive. The result of this study is consistent with the work of previous studies (Wu, Yeh, & Hsiao, 2011; Das, 2014a, 2014b).

Hypothesis H2 was also supported as its standardized path coefficient value is 0.387 and p value is highly significant. Service quality had strongest impact on purchase intention and relationship among both factors is significantly positive. Result of the study is consistent with the work of Hardjanti, (2011), who investigated the impact of service quality along with its dimensions on purchase intentions for telecommunication services and found significant influence of service quality on purchase intentions. Considering every single above outcome, it is apparent that every exogenous variable are of high-need to enhance purchase intentions of the customer in Armed force operated canteen stores department.

Conclusion and Recommendations:

Convincingly, various remarkable focuses are highlighted in this review and important recommendations are given for managers. One of the vital commitments of the review is that it highlighted the image of Armed forces canteen store departments and discover store image as one of the vital component which would affect on purchase intentions of the customers. Concerning, administrators ought to give careful consideration on assortment of items, great quality, low costs, and inside embellishment of Armed forced canteen store departments.

The empowering finding of this review contributes towards the progression in existing assortment of learning as it researched the impact of service quality along with its dimensions on purchase intentions of customers in Armed forces canteen store department. Considering results, customers of Armed forces canteen store department are more influenced by service quality and it had strongest impact on purchase intentions of customers. It showed that great and high caliber of communication of store's employees, best physical condition of store, and incredible involvement with store brings about high intentions to purchase. As to, management of Armed forces canteen store department ought to give careful consideration on nature of quality as well as there is a need to prepare and teach the staff on the best way to cooperate with customers proficiently. By concentrating on store image and service quality, Armed force canteen store departments can propagate a solid aggressive position in retail store industry.

Limitations and future directions for Research:

This research study is constrained in a few regards. First of all this study focused on Armed forces canteen store departments. In future researchers can consider different retail stores such as hyperstar and emporium mall etc. Researchers can also implement this model in different sectors such as banking sector to find out generalizability of the results. This study is taken place in Lahore, Pakistan. In future, researchers can select different cities of Pakistan. Another limitation of this review is that this research study is cross sectional in nature. In future, researchers can require time series data. This investigation study is confined to two variables namely store image and service quality. Diverse factors, for instance, relative low price and reputation can be joined into future looks into with a particular ultimate objective to recognize their effect on purchase intentions of consumers

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