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Factors Influencing Consumers' Store Choice For Air-conditioner Shopping

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Abstract: Today's world revolves around consumers as they generate the driving force behind an economic value chain. This study focusses on the factors that influence the choice of store by a consumer while he is engaged in shopping an Air Conditioner (AC). Literature review highlights many factors which influence the choice of store like retail marketing mix (product, price, place, promotion, people, process and physical evidence), individual determinants of consumer choice (demographics, psychological and personal) and store specific attributes (environment of store, variety, size and location of the store etc.). Authors have found that most of the researches have highlighted the influence of three retail marketing mix elements (physical evidence, people and processes) on store choice in varied product categories (like grocery) whereas none of the studies focused on ACs as a product category. In this study authors have attempted to comprehend and understand empirically, the factors that influence the consumers' store choice behavior in general and influence of three extended P's (people, process and physical evidence) on store choice for buying ACs.

Keywords: People, Process, Physical Evidence, Store Choice Behaviour, Retail, Demographics

INTRODUCTION

The retail sector in India is evolving fast and retail shopping is one of the most widely researched areas across globe. The way people select store and shop is changing due to many factors. India is becoming the global destination for companies and is going to remain so for the times to come (KPMG, 2016). Though, as per a report by IBEF in 2015, 69% of items sold in retail are grocery and food items, consumer durables which in retail are growing at a rate of 12% (IBEF, 2014) against the overall retail sector growth of 8% (KPMG, 2014) draw lot of interest from retailers and customers. PwC through a study estimates that 34% of online sales are constituted by consumer durables. In current scenario, when e-tailers like Amazon, e-bay, Flipkart, Snapdeal etc. are eating into the market of brick & mortar retailers, the factors influencing

the store choice of customers for buying consumer durables is of great importance and benefit to the retailers dealing in consumer durables.

Due to increasing disposable incomes and changing life style of people in India, the shift from air-coolers to air conditioners (ACs) is evident by the exponentially increasing sales of the ACs across retail outlets (*Journal of TV Vyapar, 2012 to 2016*). Digging further, authors of this paper have come across no significant study on how customers choose stores for buying ACs.

Due to fast changing Indian demographics (PwC, 2015), it had been observed in the recent past that global retail giants have failed to make a mark amongst the Indian consumers. Although the big giants are initiating reforms in customer service, there still remains a gap in understanding the consumer psychology. Online B2C players are offering huge discounts and adapting strategies like offering certain brands exclusively on their platform, eg Redmi phones were earlier available only at flipkart.com. Under the circumstances, it is important to understand the influence of retail extended elements People, Physical Evidence and Process on buying of not only services but goods like Air Conditioners. This paper is an attempt to get insights of influence of three extended P's with reference to demographics (age, income, occupation) on store choice for AC shopping.

More specifically, this study was intended to address the following three research questions:

- RQ1 : On the basis of demographics, are there any differences in the perceptions of customers about influence of friendliness of employees of store on store choice for buying ACs ?
- RQ2 : On the basis of demographics, are there any differences in the perceptions of customers about influence of physical environment of store on store choice for buying ACs ?
- RQ3 : On the basis of demographics, are there any differences in the perceptions of customers about influence of ease of processes of store on store choice for buying ACs ?

LITERATURE REVIEW

The review of the past research was done to identify store choice variables for selected household consumer durable. The review consists of literature concerning different products so as to have a general view of store choice amongst various product categories. Table 1 below puts forwards the dimensions and the corresponding researchers supporting the given dimension. The dimensions found were considered to meet the objectives of the study.

Table 1
An overview of various dimensions of store choice

<i>Authors</i>	<i>Dimensions</i>	<i>Retail Mix Element</i>
Satyanarayana (2013), Theodoridis, Constantinos and Priporas (2009), Gupta & Shukla (2015)	Demographic Factors (age, income, gender, occupation, education), Beliefs, knowledge	Demographic factors
Vashishtha, Sharma (2015), Narang (2011), Yilmaz, Aktas & Celik (2007), Backstrom & Johansson (2006),	Product knowledge of the employees	People

contd. table 1

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<i>Authors</i>	<i>Dimensions</i>	<i>Retail Mix Element</i>
Vashishtha, Sharma (2015), Purushottam (2011), Thiruvankadam & Panchanatham (2015), Goswami & Mishra (2009), Sands, Oppewal & Beverland (2009), Seock (2009), Rigopoulou & Tsistsou (2008), Sinha & Banerjee (2004),	Friendly nature of the employees	People
Yilmaz, Aktas & Celik (2007), Vashishtha, Sharma (2015),	Well groomed employees	People
Thenmozhi & Dhanapal (2012), Singh (2011), Goswami & Mishra (2009), Backstrom & Johansson (2006),	Ability of the employees to instill confidence	People
Narang (2011)	Honesty in customer dealing	People
Vashishtha, Sharma (2015), Manilall Dhurup, Chenedzai Mafini, Ryan Lesetja Mathaba (2013) Paulins & Geistfeld (2003)	Giving individual attention during the first visit	People
Vashishtha, Sharma (2015), Thenmozhi & Dhanapal (2012), Singh (2011), Rigopoulou & Tsistsou (2008), Paulins & Geistfeld (2003),	Giving good quantity of information to enable decision-making	People
Mittal, Arora & Parashar (2011), Narang (2011), Seock (2009), Backstrom & Johansson (2006), Paulins & Geistfeld (2003),	An easy layout	Physical Evidence
Khurram L. Bhatti (NUML), Latif (NUST), Latif (NUST) (SEPT 2015)	Kids Play Area	Physical Evidence
Kumar, Garg, Rahman (2010), Thenmozhi & Dhanapal (2012), Mittal, Arora & Parashar (2011)	Visual appeal of the store	Physical Evidence
Jantan, Kamaruddin (1999), Divaries Cosmas Jaravaza & Patience Chitando, Thiruvankadam & Panchanatham (2015), Mittal, Arora & Parashar (2011), Yip, Chan & Poon (2012), Janakiraman & Niraj (2011), Seock (2009), Purushottam (2011), Singh (2011), Goswami & Mishra (2009), Theodoridis & Priporas (2009), Paulins & Geistfeld (2003), Bhatti, Latif (2015)	Convenient location of the store.	Physical Evidence
Khurram L. Bhatti (NUML), Latif (NUST), Latif (NUST) (2015), Thiruvankadam & Panchanatham (2015), Narang (2011), Purushottam (2011), Yilmaz, Aktas & Celik (2007), Paulins & Geistfeld (2003),	Convenient parking facility	Physical Evidence
Sinha, IIMA, Banerjee IIMA, Prasad MICA (2002), Ishwar Kumar, Garg, Rahman (2010), Thiruvankadam & Panchanatham (2015), Narang (2011), Seock (2009), Theodoridis & Priporas (2009), Yilmaz, Aktas & Celik (2007), Paulins & Geistfeld (2003), Shun Yin Lam, University of Hong Kong (2001)	Store Ambience	Physical Evidence
Vashishtha, Sharma (2015), Jantan, Kamaruddin (1999), Mittal, Arora & Parashar (2011), Narang (2011), Sands, Oppewal & Beverland (2009), Theodoridis & Priporas (2009), Rigopoulou & Tsistsou (2008), Yilmaz, Aktas & Celik (2007), Vyas (2010),	Prompt & time-bound service	Process
Jantan, Kamaruddin (1999), Vashishtha, Sharma (2015), Narang (2011), Mittal, Arora & Parashar (2011), Theodoridis & Priporas (2009), Rigopoulou & Tsistsou (2008),	Timely delivery and installation	Process
Mishra, Koul & Sinha (2014), Purushottam (2011), Seock (2009), Rigopoulou & Tsistsou (2008), Yilmaz, Aktas & Celik (2007), Paulins & Geistfeld (2003), Vashishtha, Sharma (2015)	Handling returns and exchanges	Process

contd. table 1

<i>Authors</i>	<i>Dimensions</i>	<i>Retail Mix Element</i>
Narang (2011), Seock (2009), Paulins & Geistfeld (2003),	Convenient operating hours	Process
Thenmozhi & Dhanapal (2012),	Live product demonstration	Process
Singh (2012), Prashar (2013), Narang (2011), Thiruvankadam & Panchanatham (2015), Singh (2011), Seock (2009), Yilmaz, Aktas & Celik (2007),	The retailers reputation	Promotion
Rigopoulou & Tsistsou (2008), Yilmaz, Aktas & Celik (2007)	Easy finance options	Promotions
Prashar (2013), Narang (2011), Rigopoulou & Tsistsou (2008), Yilmaz, Aktas & Celik (2007), Sinha & Banerjee (2004), Das, Mohanty & Shil (2008),	Good Word of mouth referrals	Promotion
Purushottam (2011), Thiruvankadam & Panchanatham (2015), Rigopoulou & Tsistsou (2008), Tripathi & Sinha (2008), Yilmaz, Aktas & Celik (2007), Paulins & Geistfeld (2003),	Retailer s Advertising Effort	Promotion
Thiruvankadam & Panchanatham (2015), Mishra, Koul & Sinha (2014), Purushottam (2011), Sands, Oppewal & Beverland (2009), Yilmaz, Aktas & Celik (2007), Hundal (2008),	Promotional deals	Promotions
Prashar (2013), Mishra, Koul & Sinha (2014), Mittal, Arora & Parashar (2011), Thenmozhi & Dhanapal (2012), Purushottam (2011), Singh (2011), Sands, Oppewal & Beverland (2009), Theodoridis & Priporas (2009), Rigopoulou & Tsistsou (2008),	Having wide range of products	Place
Prashar (2013), Mittal, Arora & Parashar (2011), Sinha & Banerjee (2004),	Value for money	Price
Purushottam (2011), Thiruvankadam & Panchanatham (2015), Singh (2011),	A good bargain on products	Price
Mishra, Koul & Sinha (2014), Thenmozhi & Dhanapal (2012), Purushottam (2011), Singh (2011), Goswami & Mishra (2009), Theodoridis & Priporas (2009), Yilmaz, Aktas & Celik (2007), Sinha & Banerjee (2004),	A high quality products	Product

Demographics (Shopper Characteristics)

Satyanarayana (2013) pointed out that the store choice for buying consumer durables is influenced by few factors which are individual and internal and few others which are external. The internal factors are demographic (age, gender, income, occupation, education), psychographics (lifestyle related), personality, motivation, knowledge, attitude, beliefs and feelings. On the other hand, the external factors influencing the store choice are : culture, locality, royalty, ethnicity, and family, social class, past experience, reference group.

Gupta & Shukla (2015) stated that out of demographic variables like age, gender, occupation etc. only age affects store choice for buying consumer durables.

Theodoridis, Constantinos and Priporas (2009) (University of Lancashire in Greece) in their study of computer peripherals found that demographics have a strong predicting power over store choice in computer retailing sector in Greece.

Store Choice Dimensions (Store Characteristics)

Many studies on different product categories have been done to find out the store attributes which influence the store choice of customers. But the category of consumer durables is under explored and authors did not come across any study on air-conditioners. Thus the relationship between 3 extended Ps influencing store choices of customers for buy of ACs is at its nascent stage of exploration. Bhatti, Latif, Latif (2015) expressed that ease of reaching store, having children play area and ease of parking vehicle are positively associated and have big impact on consumer store choice. Vashishtha & Sharma (Aug 2016) studied many store dimensions that affect store choice for buying consumer durables. These were : ability of employees to instill confidence, good bargain, quality products, easy layout, honesty in dealing, convenient location, giving individual attention, friendly nature of employees, product knowledge of employee, prompt & time bound service, timely delivery and installation, handling returns and exchanges, visual appeal of store, well groomed employees, live product demo, wide range of products, giving quality information to enable decision making, convenient parking facility, convenient operating hours. They came to the conclusion that for consumer durables factors related to service and information given by the retailer were considered important. For products like grocery the important elements were merchandise, price, salesman, location, atmosphere, reputation of retailer, sales promotion, and brand image.

Sinha, Banerjee & Prasad (2002) stated that the primary reasons for choosing a store are convenience & merchandise. The other important reasons were store ambience and services offered by store. While shopping for durables consumers attach more importance to merchandise, referral to reduce risk, and ambience (lighting, setting, comfort, good display). Price, discounts and quality are other reasons in consumer durables category.

Shun (2001) pointed out that the effect of store environment (product display, layout, lighting) varies with consumer shopping experience. Dhurup, Chengedzai, and Mathaba (2013) studied sportswear consumers on dimensions of sales assistance, store atmospherics, store appeal, in-store induced appeal, store accessibility, promotion/brand availability and expressed that out of six dimensions, sales assistance was the most important factor influencing store choice, and store atmospherics was the least important in the said category.

Kumar, Garg, Rahman (2010) said that customers give great value to store atmospherics like olfactory, scent, and design factors. Jantan, Kamaruddin (1999) stated that in Malaysia, location and service have very strong impact on patronage. Prashar (2013) gave highest importance for store choice to availability, variety of products at store, store ambience, service and facilities, value for money, store location, pride associated, fun associated. Divaries, Patience Chitando (2013) highlighted few other store dimensions influencing the choice : travelling time to store, service quality, location convenience, ambience conditions, price affordability, nearness to complimentary outlets and store visibility.

All dimensions affecting store choice which were found in the literature review are summed-up in Table 1 and a corresponding retail mix element is mentioned so as to understand the direction in which a particular dimension is finally pointing towards.

RESEARCH METHODOLOGY AND HYPOTHESIS

A study was conducted in Delhi/ NCR by convenience sampling and 206 responses were received from consumers who own ACs. A structured questionnaire was developed for achieving the objective.

Questionnaire included questions on the brand of AC and the store from which these ACs were being purchased. Respondents were also asked questions pertaining to their satisfaction from their purchase from the specific store. Consumer responses were taken on a likert scale to understand the influence of people, processes and physical evidence on consumers’ store choice. The scale developed is an adaptation from scale for service quality of retail stores (Dabholkar, Thorpe and Rentz, 1996). Dimensions related to physical aspects of a store (physical evidence), Personnel interaction (people) and policy (processes) were only adapted. Rest remained the same. The instrument was shared with academic and corporate experts to check for its validity and suggested changes were made. A pilot study was done on 45 respondents using convenience sampling. The reliability of the scale was reported to be 0.961. The study is conducted on respondents who own air conditioners in Delhi –NCR region. Table 2 presents demographic profile of respondents.

Table 2
Demographic Profile of Respondents

<i>Income (Rs. Per month)</i>	<i>(% of respondents)</i>	<i>Occupation</i>	<i>(% of respondents)</i>
<30000	10.9	Professional	12.1
30000-60000	31.7	Businessman	23.3
61000-90000	25.8	Government employee	19.4
>90000	31.6	Private service	38.3
<i>Age (years)</i>	<i>(% of respondents)</i>	<i>Self employed</i>	<i>01.0</i>
<35	24.3	Gender	<i>(% of respondents)</i>
35-45	19.9	Male	72.8
46-55	39.3	Female	13.6
>55	15.0		

n = 206

The study has helped in understanding the influence of three p’s viz., people, process and physical evidence in buying of air conditioners in the current scenario of highly fragmented and competitive market. On the basis of the literature review, conceptual framework has been developed as presented in Fig 1. Authors have made an attempt to understand the differential perception of customers about influence of ‘People’, ‘Processes’ and ‘Physical Evidence’ in retail store choice for AC buying on basis of demographics

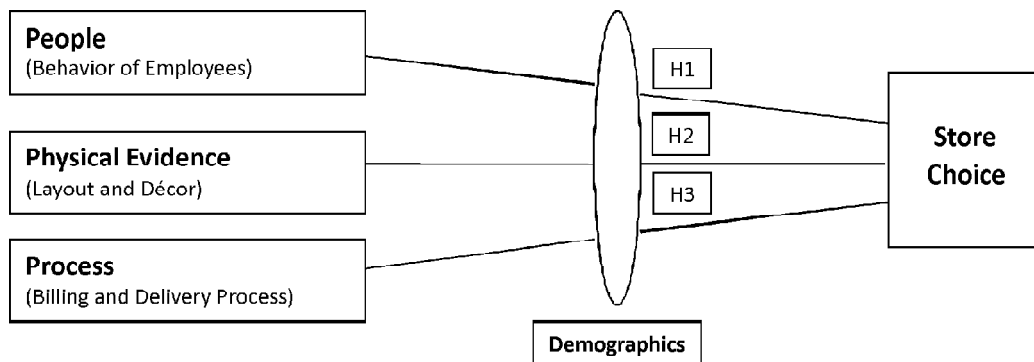


Figure 1 : Conceptual Framework

On the basis of conceptual framework research hypotheses have been proposed as follows:

- H₀₁ : There exists no significant difference amongst the perceptions of customers about 'People' in retail store for AC buying on basis of demographics (Age, Income, Occupation).
- H_{01a} : There exists no significant difference amongst the perceptions of customers about people in retail store for AC buying on the basis of Age.
- H_{01b} : There exists no significant difference amongst the perceptions of customers about people in retail store for AC buying on the basis of income.
- H_{01c} : There exists no significant difference amongst the perceptions of customers about people in retail store for AC buying on the basis of occupation.
- H₀₂ : There exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for AC buying on basis of demographics (Age, Income, Occupation).
- H_{02a} : There exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for AC buying on basis of Age.
- H_{02b} : There exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for AC buying on basis of Income.
- H_{02c} : There exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for AC buying on basis of Occupation.
- H₀₃ : There exists no significant difference amongst the perceptions of customers about 'Processes' in retail store for AC buying on basis of demographics (Age, Income, Occupation).
- H_{03a} : There exists no significant difference amongst the perceptions of customers about 'Processes' in retail store for AC buying on basis of Age.
- H_{03b} : There exists no significant difference amongst the perceptions of customers about 'Processes' in retail store for AC buying on basis of Income.
- H_{03c} : There exists no significant difference amongst the perceptions of customers about 'Processes' in retail store for AC buying on basis of Occupation.

RESULTS AND ANALYSIS

KMO value for factors influencing choice of retail store was 0.871, which is highly acceptable and Bartlett's Test of Sphericity was significant ($p=.000$). Thus, both showed enough adequacy of data to carry out factor analysis. Factor analysis further confirmed the presence of three factors viz., People, Processes and Physical evidence as depicted in table 3.

Table 4 presents descriptive statistics for the factors influencing retail choice and individual items within these factors. Highest mean value amongst all items has been found for items in people factor i.e., sales person spent adequate knowledge, were courteous and understood specific needs of the customers.

Table 3
Component Matrix for Factors Influencing Choice of Retail Store n=206

	<i>Component</i>		
	<i>Factor 1</i>	<i>Factor 2</i>	<i>Factor 3</i>
PEOPLE			
The sales person of the shop/store spent adequate time to understand your specific need in terms of various parameters (like tonnage, Window/Split, room size etc), empathizing with you.	.721		
The personnel in the store/shop were consistently courteous with you.		.664	
The sales person of the store/shop had sufficient knowledge to understand your needs and suggested few appropriate models of A.C.		.657	
As you entered the store/shop with intentions of buying A.C., sales personnel in the store/shop attended to you promptly.		.613	
Sales person in the store/shop was genuinely willing to help you rather than to just make his sales, giving a selfless impression		.606	
Sales person in the store/shop explained in detail about features of A.C. models of different companies according to your need.		.564	
When inside the store/shop you could sense that store/shop had sufficient personnel who gave you personal attention which gave you a feeling of being pampered.		.497	
PHYSICAL EVIDENCE			
The store/shop layout made it easy for you to find what you needed.			.800
The store/shop layout, made it easy for you/customers to move around in the store/shop and explore various models of A.C's.			.755
The store/shop had modern-looking equipment and fixtures.			.669
The store/shop had visually appealing display of products, which helped you in selecting the A.C.			.656
The store/shop had various models available when you/customers wanted it.			.640
As you entered the store/shop you felt good to see personnel in the store/shop are neat in appearance.			.624
The store accepts major credit cards.			.484
The store/shop made you understand the entire process from buying to installation of A.C.	.475	.476	
PROCESSES			
Employees in store/shop are able to handle complaints directly & immediately, and don't give you another phone number & ask you to contact someone/somewhere else			.756
When you had a manufacturing or maintenance problem with your A.C. within the guarantee time period, employees of store/shop showed a sincere interest in solving it.			.741
The sales person took your opinion (like Budget, features of A.C.) into account before suggesting a final solution.			.654
Employees in the store/shop have treated you courteously on the telephone, whenever you called them for delivery/installation/demonstration or after sales services.			.574
The store/shop had established procedures for returns and exchanges, generating feeling of assurance.			.533
The store/shop had plenty of parking space and you were very comfortable in parking of your vehicle.		.497	.410
Alpha Value			0.930

Table 4
Descriptive Statistics For Factors Influencing Retail Choice n=206

	<i>Mean</i>	<i>sd</i>
PEOPLE		
The sales person of the shop/store spent adequate time to understand your specific need in terms of various parameters (like tonnage, Window/Split, room size etc), empathizing with you.	4.05	.82
The personnel in the store/shop were consistently courteous with you.	4.04	.76
The sales person of the store/shop had sufficient knowledge to understand your needs and suggested few appropriate models of A.C.	3.98	.81
As you entered the store/shop with intentions of buying A.C., sales personnel in the store/shop attended to you promptly.	3.95	.94
Sales person in the store/shop was genuinely willing to help you rather than to just make his sales, giving a selfless impression	.3.71	.86
Sales person in the store/shop explained in detail about features of A.C. models of different companies according to your need.	3.96	.85
When inside the store/shop you could sense that store/shop had sufficient personnel who gave you personal attention which gave you a feeling of being pampered.	3.55	.91
PHYSICAL EVIDENCE		
The store/shop layout made it easy for you to find what you needed.	3.90	.77
The store/shop layout, made it easy for you/customers to move around in the store/shop and explore various models of A.C's.	3.88	.85
The store/shop had modern-looking equipment and fixtures.	3.92	.80
The store/shop had visually appealing display of products, which helped you in selecting the A.C.	3.91	.77
The store/shop had various models available when you/customers wanted it.	3.91	.80
As you entered the store/shop you felt good to see personnel in the store/shop are neat in appearance.	3.92	.82
The store accepts major credit cards.	3.94	1.04
The store/shop made you understand the entire process from buying to installation of A.C.	3.88	.76
PROCESSES		
Employees in store/shop are able to handle complaints directly & immediately, and don't give you another phone number & ask you to contact someone/somewhere else	3.43	1.05
When you had a manufacturing or maintenance problem with your A.C. within the guarantee time period, employees of store/shop showed a sincere interest in solving it.	3.59	.95
The sales person took your opinion (like Budget, features of A.C.) into account before suggesting a final solution.	3.92	.97
Employees in the store/shop have treated you courteously on the telephone, whenever you called them for delivery/installation/demonstration or after sales services.	3.72	.97
The store/shop had established procedures for returns and exchanges, generating feeling of assurance.	3.78	.81
The store/shop had plenty of parking space and you were very comfortable in parking of your vehicle.	2.96	1.28

In table 5 our statistical analysis shows that the significance level is above the cut-off value we have set i.e., 0.05, we fail to reject the null hypothesis and reject the alternative hypothesis. Thus, there exists no significant difference amongst the perceptions of customers about 'People' in retail store for AC buying on

basis of demographics age and occupation of respondents but on the basis of income. H_{01a} and H_{01c} are accepted and H_{01b} is rejected. People in the income bracket of Rs.60,000 to Rs.90,000 gave high mean score to people's influence on store choice.

Table 5
(ANOVA) : Perception of Consumers' About Influence of 'People Factor' on Store Choice as Per Demographics of Respondents

		Mean	Std. Deviation	F	Sig
Behaviour of employees of the store influenced your choice of store for AC.	AGE				
	<35 years	3.10	1.21	.165	.920
	35-45 years	3.15	1.31		
	45-55 years	3.01	1.17		
	>55 years	2.95	1.08		
Behaviour of employees of the store influenced your choice of store for AC.	OCCUPATION				
	Professional	3.15	1.03	1.4	0.22
	Businessman	2.84	1.30		
	Government Employee	2.97	1.22		
	Private Service	3.23	1.11		
Behaviour of employees of the store influenced my choice of AC brand.	INCOME				
	<Rs. 30000	2.70	1.34	1.37	.02
	Rs. 30000-60000	3.25	1.06		
	Rs. 60000-90000	3.64	1.15		
	>Rs. 90000	2.91	1.25		

n=206

In table 6 our statistical analysis shows that the significance level is above the cut-off value we have set i.e. 0.05, we fail to reject the null hypothesis and reject the alternative hypothesis. Thus, there exists no significant difference amongst the perceptions of customers about 'Processes' in retail store for AC buying on basis of income and occupation of respondents but on the basis of age. H_{02b} and H_{02c} are accepted and H_{02a} is rejected. There exists difference in perception of consumers' about influence of processes in store selection on the basis of age. The mean score for respondents greater than 55 years is highest.

In table 7 our statistical analysis shows that the significance level is above the cut-off value we have set i.e., 0.05, we fail to reject the null hypothesis and reject the alternative hypothesis. Thus, there exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for AC buying on basis of income and occupation of respondents but on the basis of age. H_{03b} and H_{03c} are accepted and H_{03a} is rejected. There exists difference in perception of consumers' about influence of physical evidence in store selection on the basis of age. The mean score for respondents less than 35 years is highest.

Table 6
(ANOVA) : Perception of Consumers' About Influence of 'Processes Factor' on Store Choice as Per Demographics of Respondents

		<i>Mean</i>	<i>Std. Deviation</i>	<i>F</i>	<i>Sig</i>
Billing and delivery process of the store influenced your choice of store for AC.	AGE				
	<35 years	2.95	1.17	.154	.027
	35-45 years	3.03	1.37		
	45-55 years	3.07	1.15		
	>55 years	3.91	1.17		
Billing and delivery process of the store influenced your choice of store for AC	OCCUPATION				
	Professional	3.30	1.12	1.86	.10
	Businessman	2.81	1.33		
	Government Employee	2.94	1.25		
	Private Service	3.10	1.02		
	Self employed	1.00	.00		
Billing and delivery process of the store influenced your choice of store for AC.	INCOME				
	<Rs. 30000	2.85	1.34	1.47	.22
	Rs. 30000-60000	3.11	1.00		
	Rs. 60000-90000	3.23	1.18		
	>Rs. 90000	2.75	1.29		
n=206					

Table 7
(ANOVA) : Perception of Consumers' About Influence of Physical Evidence on Store Choice as Per Demographics of Respondents

		<i>Mean</i>	<i>Std. Deviation</i>	<i>F</i>	<i>Sig</i>
Layout and décor of store influenced your choice of store for AC.	AGE				
	<35 years	2.97	1.13890	.69	.05
	35-45 years	2.50	1.39284		
	45-55 years	2.90	1.20100		
	>55 years	2.83	1.20386		
Layout and décor of store influenced your choice of store for AC.	OCCUPATION				
	Professional	2.55	1.19	1.33	.26
	Businessman	2.63	1.28		
	Government Employee	2.68	1.23		
	Private Service	3.03	1.15		
	Self employed	1.50	.70711		
Layout and décor of store influenced your choice of brand of AC.	INCOME				
	<Rs. 30000	2.55	1.27	1.80	.14
	Rs. 30000-60000	2.92	1.08		
	Rs. 60000-90000	3.02	1.21		
	>Rs. 90000	2.51	1.29		
n=206					

CONCLUSION AND RECOMMENDATIONS

This study was conducted to see the perception of customers segmented demographically, about influence of extended P's, on customer store decision behaviour. To study the effect, the study explored the relationship between the respondent's store decision behaviour and various other services, infrastructure and conveniences offered by the stores for the clients. The key disclosure of this study was that the elements taken in this research (demographics and extended P's) impact customer's store decision behaviour. These findings are in line with the results in study of computer peripherals by Theodoridis, Constantinos and Priporas (2009) where they found that demographics have strong role for store choice for computers & peripherals.

Results demonstrated that the purchaser's decision of store is essentially identified with extended P's based on demographics. Study indicates that the purchaser's store decision behaviour has an association with the store's 'People' in light of the 'Income' and behavior of store employees raises the desire of high income customers and drive them to a particular store. The 'Processes' of any store also drive customers' intention to purchase from that store and this drive is affecting by 'Age' in ascending order. This means higher the age more the customers look for convenient processes. Results also demonstrate that 'Physical Evidence' is an important factor for youngsters in choosing a store, especially people with 'Age' below 35 yrs.

With retail companies expanding with special focus on durables, it becomes imperative for the decision making managers to focus on the factor of having a customer friendly processes, focus on the physical aspects of the store, providing convenience of shopping and give the right kind of service, handled by customer friendly people. Hence the researcher concludes the discussion by emphasizing on the point that for the consumer durable category a distinctive strategy needs to be framed to get a customer on board.

LIMITATIONS AND FUTURE SCOPE OF RESEARCH

This study tried to explain the store choice behavior of shoppers by focusing on store characteristics only. The scope of research lies in knowing about the interactional influence of store characteristics and buyer characteristics. Also further studies can be done from the retailer point of view and his perception on how he would acquire a new customer and study the gap between the perception of retailer and the consumer. The study has geographical limitations and limitation of respondent bias. The study can be further expanded to find the segments of consumer and their description so as to better help the decision makers to design the appropriate marketing mix.

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