A Study of Preference Factors of Consumers in Multi-Brand Retailing

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Abstract

Retailing has been there with our life since generations. Indians cannot think of their life without retailing. Retail outlets are available in every nook and corner of India. Retailing has evolved as one of the fastest growing industry in last two decades. The changing lifestyles of consumers have supported the growth as well as acceptance of the organised retail. Yet the organised retail sector is still evolving and holds only an 8% share of the total Indian retail market.

The success stories of global retailers have been a source of inspiration to the Indian business houses for entering the retailing business. This resulted in the entry of business houses like Birla's, Tata, Raheja's, Reliance, etc. in the Indian retail sector. The Indian retail sector witnessed a constant entry of new players and expansion of the existing ones. Organised retailers in the early years witnessed a substantial growth in their retail businesses but with passage of time the market became more competitive and challenging.

As organised retail was flourishing in India unlike other states Jharkhand also witnessed the entry of Multibrand retail chains like Reliance, Vishal, Spencer, Big Bazaar but all of them could not sustain. Spencer exited Jharkhand soon followed by closure of Vishal twice in Dhanbad. This signalled that just opening of stores would not work. Retailers need to understand the changing preferences factors affecting consumers buying to be successful in the long run. This study is an attempt to identify the consumer preference factors in Multibrand retailing. Factor analysis has been used to identify the preference factors.

Keywords: *Organised Retail, Globalisation, Preference Factors.*

Introduction

Retailing has been there with our life since generations. Indians cannot think of their life without retailing. Retail outlets are available in every nook and corner of India. It is the last part of the physical distribution process. Retailing has evolved as one of the fastest growing industry in last two decades. Organised retail has been readily accepted by Indians. The supportive policy of the government has acted as a catalyst in a decent growth of organised retail in India. Yet the organised retail sector is still evolving and holds only an 8% share of the total Indian retail market. This signifies a promising future and a big market for organised retailers.

The changing lifestyles of consumers have supported the growth as well as acceptance of the organised retail. The increasing number of MNC's and the process of globalization haveopened up the world market for many industries which has increased their chances of growth. Retail sector has been one of the major beneficiaries of the globalization process. The IT revolution has further fuelled the growth of the retail sector across the global market.

The retail sector has acted as an important role across the globe in enhancing productivity across a wide range of consumer goods and services. It's impact could be witnessed in countries like USA, UK, Mexico, Thailand and more recently India and China. The economies of countries like Dubai, Malaysia, Singapore, Hong-Kong and Sri Lanka also heavily rely on the retail sector. In US the retail industry is second-largest in number of employees and number of establishments.

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The success stories of global retailers has been a source of inspiration to the Indian business houses for entering the retailing business. This resulted in the entry of business houses like Birla's, Tata, Raheja's, Reliance, etc. in the Indian retail sector. The global retail giants also entered the Indian retail market eyeing the big market size and increasing purchasing power of the Indians. The Indian retail sector further witnessed a constant entry of new players and expansion of the existing ones. Regular entry of new retailers could be seen with new formats. The present models which are successful highly in certain parts of the country are only moderately successful in other areas. Better services are used as one of the important driver to bridge this gap(Krishnan & Venkatesh, 2008).

Organised retailers in the early years witnessed a substantial growth in their retail businesses but with passage of time the market became more competitive and challenging.The Western part of the world is a saturated market, most of the Middle-East is politically disturbed, and the African market is not as attractive as the Asian market. China & India has always been a preferred destination because of their big population and a decent growth. Presently India is one of the few economies of the world which is constantly growing on a decent pace when most other nations are slowing down or saturating. The increasing purchasing power of the Indian middle class has been one of the important reasons for attracting Indian business houses as well as globalretailers in the Indian retail market.

S. No.	Year	GRDI Rank
1	2012	05
2	2013	14
3	2014	20
4	2015	15
5	2016	02

Table 1: Global Retail Development Index Rank of India in last five years (Source: www.atkearney.com/accessed on 17/06/2016)

From the above table it can be seen that there was a major slip down of India in the GRDI Ranking in 2013 and 2014 but after the formation of the NDA government in the centre the ranking improved drastically. The improvement in the year 2015 from Rank 20 to Rank 15 was due to the solid retail growth and a strong future prospect predicted along with animproving GDP growth rate for India. There have been significant regional challenges but retailers are moving with the strategy of having a long-term view on investments in developing markets like India.

The reason for a long jump in GRDI ranking in 2016 from Rank15 to Rank2 has been attributed to the improved ease of doing business, GDP growth rate and transparency regarding FDI regulations.The GRDI has guided global retailers with their strategic investments since 2002, a period in which the retail environment in developing markets has undergone massive transformation. GRDI uses around 25 macroeconomic and retail-specific variables in ranking the top 30 developing countries for retail investment.

Retailers over the past year took a long-term perspective of developing markets. Having a hold on investments in turbulent regions but making targeted investments in areas of growth. The retailers took a more cautious approach to international market expansion in Middle East and Latin America but at the same time few made significant market exits. Russia was an exemption where exits were due to the heightened political risk. This prompted sizeable closures or complete exits from players such as Addidas, Mexx, franchisee Maratex, etc.

Fortune of several organisations has changed through the business of retailing. In the fast emerging Indian retail market it became inevitable for the organisations to learn how to retain and enhance their market. Entry of bigger players is pushing the market to become more organised and structured.In India organised retailers are presently expanding their presence in tier 2 and tier 3 cities because the cost of real estate has skyrocketed in the metro areas. Metro, Bharti-Walmart and Carrefour have increased their presence in these markets.

As organised retail was flourishing in India unlike other states Jharkhand also witnessed the entry of Multibrand retail chains like Reliance, Vishal, Spencer, Big Bazaar but all of them could not sustain. Spencer exited Jharkhand

soon followed by closure of Vishal twice in Dhanbad. Spencer again came back last year in Dhanbad and Vishal also reopened there but this signalledthat just opening of stores would not work. Retailers need to understand the changing preferences of consumers to be successful in the long run. This requires having the understanding of the consumer preferences in the changing economic scenario.As the Indian retail market is still emerging theagainst this backdrop this study attempts to achieve the following objectives-

1) To identify the consumer preference factors of organised retail.
2) To analyse the importance of the identified preference factors of organised retail.

Literature Review

A number of studies have been conducted in the field of retail. Researchers from all part of the world have contributed through their studies on various areas specific to retail. The developing markets are able to absorb all types of organised retailers be it global giants like Wal-Mart or small domestic players. The efforts of retailers, potential investors and more importantly the government has to make it happen (Misra & Khan, 2008). Research studies could be found in the area of impact of organised retail, private brands, category management, success factors for organised retail, brand loyalty, service quality, store location, innovation in retailing, etc.(Aggarwal, 2008). The present consumption and spending patterns in Indian retail market is driven by the young population in India (Krishnan & Venkatesh, 2008). Researchers earlier have found that the cost acquiring new customersis far more than retaining the existing ones. Marketing literature consistently advocates that customer satisfaction is a key antecedent to loyalty and repurchase behaviour(Seisders, 2005). Recent empirical studies indicate that satisfied customers are less price sensitive and may also be ready to pay a premium price(Homburg, Hoyer, & Koschate, 2005).In a research study authors found that the profits generated from the existing customers is more per customer than the new ones(Smith & Taylor, 2005).

The significance of relationship marketing has been highlighted and increased. Relationship marketing has emerged as an area gaining the attention of several researchers to know how companies are being benefited by building long-term relationships with customers(Parasuraman, Berry, & Zeithmal, 1991). Apart from helping marketers in understanding customer need, relationship marketing leads in cost reduction, increasing market share and thus profitability for organisations(Shani & Sujana, 1992). The shopping attitude of customers are affected by factors like ease of parking, best prices, special offers, loyalty or benefit card, and incentives (Nielson, 1996). Authors indicate the importance of factors like convenience, enjoyment, apathy, shopping as a routine activity and as an event to govern the shopping attitudes of customers (Chetthamrongchai & Davies, 2000).

Consumers buy brands and these brands generate income. So developing a strong brand becomes very necessary for organisations. Only few brands are successful in any product category. It takes years in brand building. Rich nourishment, timely support of marketing, promotions and distribution result in a winning brand (Ramaswamy & Namakumari, 2002). The marketing programmes tries to create a distinct and powerful positioning of the brand in the minds of consumers. The whole activity requires intensive resources and is very time consuming. Advertisements play a limited role in influencing the purchase of branded products (Lalitha, Kumar, & Padmavalli, 2008). A brand signifies the quality of products, its price, social recognition, status and also the mental peace in terms of confidence that the consumers feel that they have bought the right product. In order to highlight their store brands retailers give them more shelf space at attractive places(Burt, 2000).Quality acts as the core and tangible benefit which differentiates the retailer's product from other competing products(Kar & Nanda, 2011). Customers who are quality conscious prefer to buy branded products from shopping malls (Kaushal & Sanjay, 2011).

Customers prefer value,quality and a frictionless shopping experience in totality (Tillman, 2007). Merchandise, proximity, ambience and service have been identified as driving factors for pulling the customers towards the stores(Chavadi & Kokatnur, 2008). In a study conducted on customer's perception towards Mega Marts in Ludhiana the author analysed that customers preferred a particular mega mart due to its convenience in terms of space, billing system, product range, multiple

choice, etc.(Sonia, 2008).By nurturing quality relationship with customer's retail outlets would be able to attract and retain them ever loyal (Prasad & Aryasri, 2008).The multiple effects of retail on the Indian economy are - employment generation, development of small scale units, real estate growth,development of retail ancillary market, etc. (Aggarwal, 2008). Presently the retail sector in India is the second largest employer after agriculture.

Price still remains as one of the most important parameter in determining the profitability of the business(Ramaswamy & S, Marketing Management, 2007).Prices and product displays are the main in-store stimuli for the big size retail stores for impulse purchases (Gupta, Heng, & Sahu, 2009).Majority of the customers feel that product pricing is better in the organised retail outlets (Dalwadi, Rathod, & Patel, 2010). Retailers need to go for such pricing that it becomes very inviting for the customers to pay close attention. Special pricing do have a high impact on the customers purchase decision process. (Patil & Vedak, 2011). Irrespective of how strong is the brand relationship customers do go for price comparisons (Sahay & Sharma, 2010).

The ambience created by the modern retailers in their stores, the fast processing, better quality and hygiene, discounts all of them are welcomed and appreciated by the modern housewives (Krishnan & Venkatesh, 2008). Researchers advocate that marketing strategies resulting in the improvement in store image finally leads more sales for the retailers. Store atmosphere, merchandise variety, service, layout and merchandise quality were identified as driving factors in the purchase of store brands from organised retail (Venkateswaran & Mahalakshmi, 2010). In a study on purchase of apparels from organised retail outlets the authors identified seven important factors reflecting various attributes. The identified factors were named as appeal, price, variety, brand name, quality, style and referral group (Lahiri & Samanta, 2010).

More than 60 percent of the customers perceive that shopping convenience to be good in the organised retail outlets (Dalwadi, Rathod, & Patel, 2010). The convenience of one-stop shopping with wide product portfolio is very much appreciated by the customers especially the modern housewives (Krishnan & Venkatesh, 2008). In a study of innovative marketing practices the author has highlighted the increasing role of mobile sms (short messaging service) and internet in communicating effectively with customers(Agrawal, 2010).Product variety and convenient timings appear to be the primary impression about the store, consumers carry with them(Banerjee & Dasgupta, 2010).

In their study on Relationship marketing for Indian shoppers the authors identified fourteen important factors namely service augmentation, service differentiation, alert staff, basics, error avoidance, freebies, convenience, sensory appeal, proximity to markets, delightment, superior layout, price, core benefits, visual appeal out (Kar & Nanda, 2011). The authors identified three prominent factors segregated as quality conscious, time saving conscious and price conscious in the study conducted in Lucknow on shopping mall behaviour (Kaushal & Sanjay, 2011). A desire for a frictionless shopping experience signifies fast shopping, getting the right products easily, and shopping convenience. (Malik, 2012).

Need of the Study

A number of studies have been conducted in India and abroad. Researchers have carried out studies in several cities and regions of India but we lack researches conducted in the state of Jharkhand which leave view of consumers still unturned in this part of India. The importance of such studies could be of help to Multibrand organised retailers in India apart from those in Jharkhand.This study would be of help to the retailers in drawing insights about the factors considered most important by retail buyers. It would be of good help to the organised retailers in framing their strategies with the changing retail market around these factors.

Research Methodology

This study is based on the primary data collected through questionnaires. The survey has been conducted in the city of Jamshedpur during July - December, 2012. A total of 125 questionnaires were distributed to retail customers out of which 87 filled questionnaires were received. Before finalising the questionnaire a pilot study was conducted to legitimise it. The opinion of experts was also taken before arriving at the final questionnaire. In this research we focus upon the factors which influence the purchase from Organised Multibrand retail outlets. A

total of 32 statements were finally taken which reflect the various attributes influencing purchase from Organised Multibrand retail outlets. The respondents were asked to rate the statements on a five point likert scale. SPSS 17 was used to identify the relative impact levels and the KMO and Bartlett's test of Sphericity.The data reduction technique of Factor Analysis was used to identify the factors influencing the purchase from organised retail.

Discussion on Research Findings

Cronbach's Alpha: A value of 0.839 for Croanbach Alpha indicates the reliability and validity of the construct. The invalid data was found to be 0.7% only.

KMO Measure of Sampling Adequacy: As the KMO test value is 0.758 which is more than 0.5 it indicates that we can go for factor analysis.

Bartlett's Test of Sphericity: Since the Chi-Square value is higher, i.e.- 2486.467 and significance level is 0.000 which means we can definitely go for factor analysis.

Table 6 shows the 32 variable preferences for purchasing from Organised Multibrand retail outlets grouped under ten extracted factors. The first and second factor consists of five variables, the third, fourth, fifth, sixthfactor consists of 3 variables,theseventh, eighth and ninth factors consist of 2 and the tenth factors consist of a single variable. Three Variables were not considered in the factor clubbing because they could not reach the factor loading criteria of 0.5. These three factors were 'Free packaging', 'I was attracted by advertisements and sales promotions' and 'Membership cards offer additional benefits'.The extracted ten factors have been clubbed and named as shown in Table 5. The extracted factors support the work of researchers done earlier. Let us have a brief look on the extracted factors as named.

Basics: Customers have rated it as the most important factor for purchasing from Multibrand retail outlets. Basic facilities like trolleys for a hassle free purchase, spacious trial rooms which are adding comfort in shopping, washroom facility which add convenience, neat and clean staff with a positive mood to support the customers are provided by the organised retailers. Most of these facilities lack with the unorganised retailers. Upsurging Consumerism, changing lifestyle, increasing access to information and ever improving technology, made the last decade observe an enormous development in the retail sector around the globe (Lahiri&Samanta, 2010).

The Changing lifestyles, food and eating habits of consumers have contributed largely to the growth and development of organised food and grocery retail formats in India (Prasad & Aryasri, 2008). The taste and preferences are fast changing. The retail sector in India is witnessing a tremendous growth with the changing demographics and lifestyles. An improvement could be seen in the quality of life of urban Indian consumers (Krishnan & Venkatesh, 2008). With the boom in Indian economy and the rise in the income Indian customers are demanding for the best facilities. Authors are of the view that 'Basics' should be delivered for a better selling experience and the same has been supported by the present study also.

Brand: In this information age brand management is the key to the success of organisations in the markets. The battle in the marketplace is between brands and not between organisations. Consumers buy brands and these brands generate income. So, developing a strong brand becomes very necessary for organisations (Ramaswamy & Namakumari, 2007). This can be done by identifying your competitive advantage and regularly advertising the same (Banerjee & Banerjee, 2000). In this transition phase of retailing it has gained a greater importance because a number of new brands are entering the Indian retail market. In the era globalisation and liberalisation the choice of Indian customers is shifting from traditional tailor-made to readymade dresses although they are costlierThe reason for this shift is due to the wide variety and tempting designs. The market is delivering products with almost similar features like name (with a single word difference in spelling), colour, packaging, etc. brand management plays a more important role for the survival and success of products and organisations(Lalitha, Kumar, & Padmavalli, 2008). The present research output also support the work of research studies done earlier.

Variety: Variety has emerged as an important factor in our results.Product range and multiple choices act as important determinants for preference of Mega Marts (Sonia, 2008).This has increased their customer base which needs to be addressed with the right mix of merchandise (Krishnan & Venkatesh, 2008).Retailers

must have the right assortment of products which should be sold in consistency with the overall strategy.(Das, 2011). Organised retailers should offer a better product mix and assortment strategy to target the consumers according to their income group (Ramanathan & Hari, 2011).Variety has been regularly advocated by authors as an important driver for attracting customers to stores. Our research results also support the same for the organised retailers.

Service: A good service has its own benefits for any business be it a retail business or any other. Literature suggests that customer-contact employee interaction affects the overall service quality(Mittal & Lassar, 1996), customer satisfaction (Spies, Heese, & Loesch, 1997), customer loyalty(Beatty, M, Colema, Reynolds, & Lee, 1996), and customer purchase intentions(Macintosh & Lockshin, 1997).Good service and good selling help in retaining, enhancing and cementing relationship resulting in relationship management which finally leads to competitive advantage for the firm (Kar & Nanda, 2011). Good Customer Service attracts more customers and increases consumer satisfaction (C & Hariharan, 2008). Efforts to stay in touch with customers are identified as key determinants of relationship enhancement in retailer-customer relationship (Bajaj, Tuli, & Srivastava, 2005). Earlier studies have revealed that service is an important differentiator in the success of business and the same have been justified through the result of factor analysis.

Shopping Experience: A good shopping experience has helped in increasing traffic towards the organised retail outlets. Authors viewed that shopper's attach importance to ambience and facilities at the store (Sinha, Banerjee, & Uniyal, 2002).Mall atmosphere and decor highly appeal the customers (C & Hariharan, 2008). Store ambience does have an effect on sales (Gupta, Heng, & Sahu, 2009). The modern retail formats have attracted more customers because they are mostly providing various facilities in their stores. Hassle-free parking attracts more customers. (C & Hariharan, 2008). The mall managers should highlight facilities of anchor stores and entertainment along with parking facility, easy accessibility, pleasant ambience, spacious floors and food courts, elevators, etc. to create an attractive image so that customer traffic could be enhanced and result in more sales for retailers (Khare & Prakash, 2010). Giant malls offer a unique experience to the customers during shopping regardless of their status, where people with less purchasing power also throng the stores.Malls are built-up with this idea as their USP to deliver a complete experience (Banerjee & Dasgupta, 2010). Organised retailer should implement various value-added services to provide pleasant shopping experiences to consumers (Ramanathan & Hari, 2011).As could be seen that shopping experience is mentioned by authors as an important driver for increasing customer traffic and sales the result of the present study also justifies it.

Price: Since sales volume is dependent on price to an extent, the latter becomes the key to the revenue for an organisation. Price is also the most important parameter in determining the profitability of the business (Ramaswamy & S, 2007). Retailers have to adjust with the razor thin margins because the Indian customers are highly price sensitive (Vijayraghavan & Ramsurya, 2007). Retailers also need to sharpen their pricing skills in order to survive in this competitive environment (Banerjee & Banerjee, 2000). Products should be priced in such a way that it achieves profitability for the retailer and satisfaction for the customers. Pricing should be such that it supports the positioning of the organisation and generates the expected return on investment (Berman & Evans, 2007). Prices and product displays are the main in-store stimuli for the big size retail stores for impulse purchases (Gupta, Heng, & Sahu, 2009). Irrespective of how strong the brand relationship is customers do go for price comparisons (Sahay & Sharma, 2010). It could be observed from the above studies that price is one of the crucial determinants of sales and the same has also been reflected in the present study results.

Convenience: Location convenience is always been preferred by customers (Kar & Nanda, 2011). Authors are of the view that factors like apathy, convenience, enjoyment, shopping as a routine activity and as an event govern the shopping attitudes of customers (Chetthamrongchai & Davies, 2000). Convenient location of shops plays an important role in attracting customers and thus increases sales (Lalitha, Kumar, & Padmavalli, 2008). The location of the retail outlets plays an important role in attracting customers and adding convenience (C & Hariharan, 2008). In a study on shopping orientations in the evolving Indian market the author observed that the shopper's preference for a store which is near and could

be approached easily and frequently poses a big challenge in the present retail scenario (Sinha, Banerjee, & Uniyal, 2002). Convenience has been expressed by authors earlier as an important factor in attracting customers and increasing sales and the present study also justifies it through the extracted factors.

Superior Sales Staff: The factor has been named as Superior Sales Staff because it is a clubbing of variables 'courteous staff to customers' and 'personal attention to customers'. Employees have been considered as the best resource for any type of organisations and the factor analysis is also highlighting it. Managers and marketers of retail store services in particular and service organisations in general should recognise the essence sales force management practices to serve the employees as well as customers satisfactorily in their efforts to deliver superior value to customers and manage customer relationship more effectively (Prasad & Aryasri, 2008). Efforts to stay in touch with customers are identified as key determinants of relationship enhancement in retailer-customer relationship (Bajaj, Tuli, & Srivastava, 2005). The authors indicate that alert staff helps in building this relationship by being courteous and giving personal attention to the customers.

Superior Store Amenities: The factor has been given the name Superior store amenities because it is representing a clubbing of the factors 'safe trial rooms', 'shopper friendly store design' and 'child care facility'. These variables have been considered by earlier researchers also. The authors observed that shopper does attach importance to ambience and facilities at the store (Sinha, Banerjee, & Uniyal, 2002). The objectives of the retailers are to attract more number of customers through different extra benefits and store amenities are one of them which may lead to attract customers (Das & Kumar, 2009). Authors have also highlighted the role of safe trial rooms in gaining the confidence of customers for the stores (Kar & Nanda, 2011). The present study also views superior store amenities as an important factor in shifting the preference of customers towards the organised retail and thus goes in accordance with the view of earlier researchers.

One Stop Shopping: The wide assortment of products arranged neatly in a sequence impresses the customers. The authors were of the view that the retailers delivering the fun experience should offer wide assortment and an ambience in which the shopper's would like to spend more time (Sinha, Banerjee, & Uniyal, 2002). The more time the shopper spends in the store, the more is the chance of purchasing by them. The organised retailers has not only taken care for this rather they have also tried that the customers do their purchasing in less time with ease and comfort (Das, 2011). The Indian customers are very busy in their office & house hold activities due to which they are in lack of time particularly in big cities. The facility of One Stop shopping has come as relief and convenience for them. It has led to the preference of modern formats of retail and malls in India. The present research study also supports the importance of One Stop shopping in the preference of organised retail.

Recommendations

Based on the results of the present research the following suggestions could be made:

- Instead of having a uniform strategy throughout the stores in India organised retailers should try to customise their products to the local needs which are unique. This could be achieved by havinga deeper insight about consumer preferences.
- Organised retailers should go for a sustainable long-term perspective in India.
- Out of the extracted ten factors the factor BASICS has emerged as the most important factor which needs to be properly focussed by organised retailers.

Limitations

As all studies have suffers limitations the present study also has certain limitations. This analysis is based on the survey conducted in the city of Jamshedpur only. A larger sample and broader market coverage would help in generalising the results for the whole of India.

Future Scope of Study

- It would act as an important reference for researchers who would like to conduct similar type of study in other states of India.
- Future studies could be conducted on a more comprehensive basis by taking a larger sample and covering other parts of India.

Appendix

Table 2: CASE PROCESSING Summary

		N	%
Cases	Valid	87	100.0
	Excluded	0	0.0
	Total	87	100.0

Table 3: Reliability STATISTICS

Cronbach's Alpha	N of Items
0.839	32

Table 4: KMO and Bartlett's TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.758
Bartlett's Test of Sphericity	Approx. Chi-Square	2486.467
Df		86
Sig.		0.000

Table 5: Total Variance Explained

	Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %
1	4.145	12.953	12.953
2	3.385	10.578	23.531
3	3.044	9.513	33.043
4	2.496	7.801	40.844
5	2.326	7.269	48.113
6	2.203	6.885	54.999
7	2.075	6.483	61.481
8	2.041	6.380	67.861
9	1.934	6.043	73.904
10	1.521	4.753	78.657

Extraction Method: Principal Component Analysis.

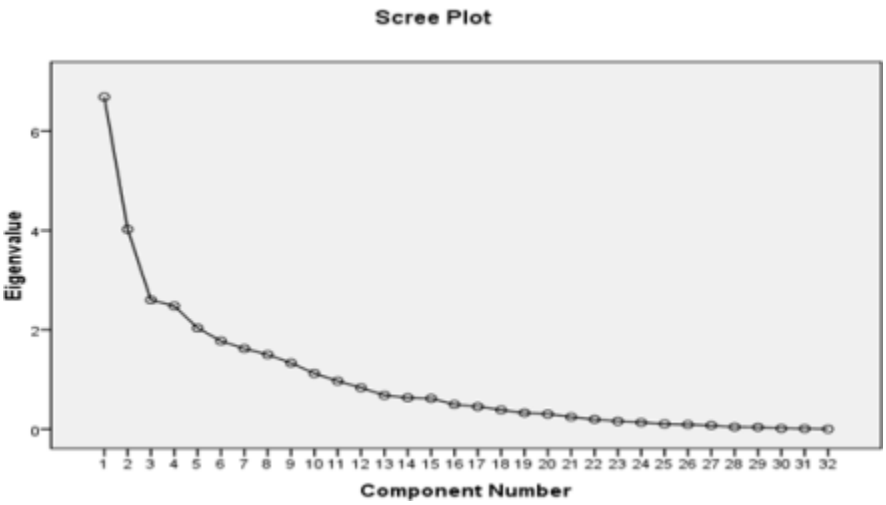

Figure 1: Scree Plot

Table 6: Grouped VARIABLES for each of the Extracted Ten Factors

S. No.	Factor Statement	Factor Loading (>0.5)	Variance	Naming of Factor
1	Personal Attention to customers	0.831	12.953	BASICS
	Washroom facility	0.625		
	Good condition of trolleys	0.558		
	Neat Appearance of staff	0.808		
	Spacious trial rooms	0.850		
2	Too many are coming here so I also came	-0.794	10.578	BRAND IMAGE
	Outlets name carry added weightage	0.566		
	Buying here increases social recognition	0.733		
	Quality of goods provided are trustworthy from a renowned outlet	0.505		
	They inform in advance about new schemes through sms&/or email	0.678		
3	Pleasant shopping because of good ambience	0.679	9.513	SHOPPING EXPERIENCE
	Pleasant shopping because of good parking facility	0.846		
	Different payment options are available	0.542		
4	Convenient timings of the stores	0.606	7.801	CONVENIENCE
	It accommodates all class of buyers	0.676		
	The stores are conveniently located	0.749		
5	Child care facility	0.768	7.269	SUPERIOR STORE AMENITIES
	Shopper friendly store design	0.890		
	The trial rooms are safe	-0.543		
6	Exchange facility	0.601	6.885	SERVICE
	Customer Relationship Management practices are good	0.779		
	Free Alteration	0.757		
7	Buying goods is cheaper here	-0.687	6.483	PRICE
	I save money in bulk purchases	0.839		
8	Better Assortment of Products	0.723	6.380	VARIETY
	More options are available in products	0.710		
9	Courteous Staff to Customers	0.558	6.043	SUPERIOR SALES STAFF
	Personal Attention to Customers	-0.826		
10	Complete shopping under one roof	0.861	4.753	ONE STOP SHOPPING

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