

# Integrated Role of Extended 'Ps' and Demographics in Influencing Consumers' Store Choice for LED TV Shopping

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## Article Info

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## Abstract:

The way products are marketed and sold to customers is changing fast with the time. Retailing is catching up and the trend these days is to display products side by side, so that customer can feel, touch and compare the products before buying. This research paper has attempted to investigate the parameters that affect any customer in selecting a store for buying consumer durables like LED-TV. Through literature review, it came to light that past researches have focused on factors affecting store choice in varied product categories like computer peripherals, grocery etc. whereas none of the studies focused on LED-TVs as a product category. Authors through literature review also got to know that many factors influence the choice of store like store specific attributes (environment of store, variety, size and location of the store etc.), individual determinants of consumer choice (demographics, psychological and personal) and retail marketing mix containing three extra P's; ie along with product, price, place, and promotion, the extended three P's influencing are the people, process and physical evidence. To understand empirically, the parameters affecting the consumers' store choice behavior in general and influence of three extended P's (people, process and physical evidence) on store choice for buying LED-TVs, this research was carried out.

## Article History

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## Introduction

The way people select store and shop is changing due to many factors. *Product Upgradation* : The overall Indian television market is estimated to be about Rs 22,000 crore and growing at 6-7% while that for smart TVs like LED-TVs is gaining at 20-21% (*Journal of TV Vyapar, 2012 to 2018*). TV makers said owners of conventional sets are buying media players to watch streaming content on their existing units and will be the first to upgrade to smart Television sets. The price gap of Rs 7,000-8,000 between smart and

conventional TVs is down to Rs 2,000-3,000. Indian consumers are getting smart when it comes to televisions.

Sales of smart TVs overtook those that aren't so clever for the first time across the country in September. That preference is growing in the metros and the big cities, smart TVs had a 65% share in October compared with 45% in the year earlier. *Market Dynamics* : The retail sector in India is evolving fast and retail shopping is one of the most

widely researched areas across globe. India is now the destination of all global retail companies and it is forecasted that the scenario will be same for a long time (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 affecting the choice of the store of customers for buying consumer products/durables is of great importance and benefit to the retailers dealing in consumer products.

Because of quick changing Indian environment (PwC, 2015), it had been seen that earlier worldwide retail monsters have been unsuccessful to make an imprint among the Indian customers. In spite of the fact that these retail multinational companies are making lots of improvements in services offered to buyers, but are still quite a distant in understanding the purchase behavior. 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 makes business sense to be aware of the influence of retail extended elements People, Physical Evidence and Process on buying of

not only services but goods like LED-TVs. 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 TV shopping.

This research paper intends to address the following three research questions:

- RQ1 : On the basis of demographics, is there any differences in the perception of customers about influence of friendliness of employees of store on store choice for buying LED-TVs ?
- 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 LED-TVs ?
- 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 LED-TVs ?

### Literature Review

To recognize and pick out the factors influencing store choice, a thorough investigation of past research was done. The investigation comprised of research paper on various products in order to have a general perspective on store decision among different classes of various products. Various dimensions and the corresponding authors of those researches are listed below in Table 1. These variables were used in the study.

**Table1: An insight of various identified dimensions of store choice**

Authors	Dimensions	Retail Mix Element
Dr. P.V.V.Satyanarayana (2013), Theodoridis, Constantinos and Priporas (2009), Anoop Kumar Gupta & A.V.Shukla (2015)	Demographic Factors (age, income, gender, occupation, education), Beliefs, knowledge	Demographic factors

Swati Vashishtha, Dr. Sandhir Sharma (2015), Narang (2011), Yilmaz, Aktas & Celik (2007), Backstrom & Johansson (2006),	Product knowledge of the employees	People
Swati Vashishtha, Dr. Sandhir 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), Swati Vashishtha, Dr. Sandhir 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
Swati Vashishtha, Dr. Sandhir Sharma (2015), Manilal Dhurup, Chendedzai Mafini, Ryan Lesetja Mathaba (2013) Paulins & Geistfeld (2003)	Giving individual attention during the first visit	People
Swati Vashishtha, Dr. Sandhir 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),	Aneasy layout	Physical Evidence
Khurram L. Bhatti (NUML), Seemab Latif (NUST), Rabia Latif (NUST) (SEPT 2015)	Kids Play Area	Physical Evidence
Ishwar Kumar, Ruchi Garg, Zillur Rahman (2010), Thenmozhi & Dhanapal (2012), Mittal, Arora & Parashar (2011)	Visual appeal of the store	Physical Evidence
Muhamad Jantan, Abdul Razak 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), Khurram L. Bhatti, Seemab Latif, Rabia Latif (Sept 2015)	Convenient location of the store.	Physical Evidence

Khurram L. Bhatti (NUML), Seemab Latif (NUST), Rabia Latif (NUST) (SEPT 2015), Thiruvenkadam&Panchanatham(2015),Narang(2011),Purushottam(2011), Yilmaz,Aktas&Celik (2007),Paulins&Geistfeld(2003),	Convenient parking facility	Physical Evidence
Piyush Kumar Sinha, IIMA, Arindam Banerjee IIMA, Dwarika Prasad MICA (2002), Ishwar Kumar, Ruchi Garg, Zillur Rahman (2010), Thiruvenkadam&Panchanatham(2015),Narang(2011),Seock(2009),Theodoridis&Priporas(2009),Yilmaz,Aktas&Celik(2007),Paulins&Geistfeld(2003), Shun Yin Lam, University of Hong Kong(2001)	StoreAmbience	Physical Evidence
Swati Vashishtha, Dr. Sandhir Sharma (2015), Muhamad Jantan, Abdul Razak 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-boundservice	Process
Muhamad Jantan, Abdul Razak Kamaruddin (1999), Swati Vashishtha, Dr. Sandhir Sharma (2015), Narang(2011),Mittal,Arora&Parashar(2011),Theodoridis&Priporas(2009),Rigopoulou&Tsistsou(2008),	Timelydeliveryandinstallation	Process
Mishra,Koul&Sinha(2014),Purushottam(2011),Seock(2009),Rigopoulou&Tsistsou(2008),Yilmaz,Aktas&Celik(2007),Paulins & Geistfeld(2003), Swati Vashishtha, Dr. Sandhir Sharma (2015)	Handlingreturnsandexchanges	Process
Narang (2011),Seock (2009),Paulins&Geistfeld(2003),	Convenientoperating hours	Process
Thenmozhi&Dhanapal (2012),	Liveproduct demonstration	Process
Kamini Singh(2012), Dr. Anupama Prashar (2013), Narang(2011),Thiruvenkadam&Panchanatham(2015),Singh(2011),Seock (2009),Yilmaz,Aktas&Celik(2007),	The retailersreputation	Promotion

Rigopoulou&Tsistsou(2008), Yilmaz,Aktas&Celik(2007)	Easyfinance options	Promotions
Dr. Anupama Prashar (2013), Narang(2011),Rigopoulou&Tsistsou(2008), Yilmaz,Aktas&Celik(2007),Sinha &Banerjee(2004),Das,Mohanty&Shil (2008),	GoodWordof mouthreferrals	Promotion
Purushottam(2011),Thiruvankadam&Panchanatham(2015),Rigopoulou&Tsistsou(2008),Tripathi&Sinha(2008), Yilmaz,Aktas &Celik(2007),Paulins&Geistfeld(2003),	Retailer'sAdvertisingEffort	Promotion
Thiruvankadam&Panchanatham(2015),Mishra,Koul&Sinha(2014),Purushottam(2011),Sands,Oppewal&Beverland(2009), Yilmaz,Aktas&Celik(2007),Hundal(2008),	Promotional deals	Promotions
Dr. Anupama 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 widerangeof products	Place
Dr. Anupama Prashar (2013), Mittal,Arora&Parashar (2011),Sinha&Banerjee(2004),	Valuefor money	Price
Purushottam(2011),Thiruvankadam &Panchanatham(2015),Singh (2011),	Agoodbargain 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),	Ahigh qualityproducts	Product

### Demographics (Shopper Characteristics)

Gupta Anoop Kumar & Shukla A.V (2015) stated that out of demographic variables like age, gender, occupation etc. only age affects store choice for buying consumer durables. Satyanarayana P.V.V, (2013) pointed out that the choice of the store for buying consumer products/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), and psychographic (lifestyle related) like individual personality, attitude of the person, motivation level, knowledge levels, and beliefs. Whereas, the external factors influencing the store



choice are : culture of the area, buying locality, consumption royalty, origin, and family influence, social class of customer, past buying experience, and reference group. Theodoridis, Constantinos and Priporas (2009) (University of Lancashire in Greece) in their study of computer peripherals found that in computer retailing sector in Greece, demographics can lead to better prediction over store choice.

### ***Store Choice Dimensions (Store Characteristics)***

Though to find out the store attributes which influence the store choice of customers many studies on different product categories have been done. But the category of consumer durables is under explored and authors did not come across any study on LED-TVs. Thus the relationship between 3 extended Ps influencing store choices of customers for buy of LED-TVs is at its nascent stage of exploration. Bhatti Khurram L., Latif Seemab, Latif Rabia (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 Swati & Sharma Sandhir (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, making customers informed for taking a good decision, convenience in parking vehicles, convenient operating hours. They came to the conclusion that for consumer durables customer considered service and information by the retailer as important factors. For products like grocery the

important elements were merchandise, price, salesman, location, atmosphere, reputation of retailer, sales promotion, and brand image.

Sinha Piyush Kumar, Banerjee Arindam IIMA & Prasad Dwarika MICA (2002) stated that the main reasons for selecting 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 referrals to reduce risk, merchandise, and ambience (lighting, setting, comfort, good display). Price, discounts and quality are other reasons in consumer durables category.

Shun Yin Lam, University of Hong Kong (2001) pointed out that the effect of store environment (product display, layout, lighting) varies with consumer shopping experience. Dhurup Manilall, Mafini Chendedzai, and Mathaba Ryan Lesetja (2013) studied sportswear consumers on dimensions of salesman assisting customer, atmosphere of the store, appeal inside the store, store accessibility, availability of promotions and brand. Expressed that out of six dimensions, the most important parameter affecting store choice was sales assistance, and the least important in the said category was store atmospherics.

Kumar Ishwar, Garg Ruchi, Rahman Zillur (2010) said that customers give great value to store atmospherics like olfactory, scent, and design factors. Jantan Muhamad, Kamaruddin Abdul Razak (1999) stated that in Malaysia, location and service have very strong impact on patronage. Prashar Anupama (2013) gave highest importance for store choice to availability, store product variety, store ambience, facilities provided and services offered, worth of money spent, location of store, pride associated, fun associated. Divaries Cosmas Jaravaza, Patience Chitando (2013) highlighted few other store dimensions influencing the choice : travelling time to

store, quality of services offered, convenience of location, ambience, affordability in terms of price, 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

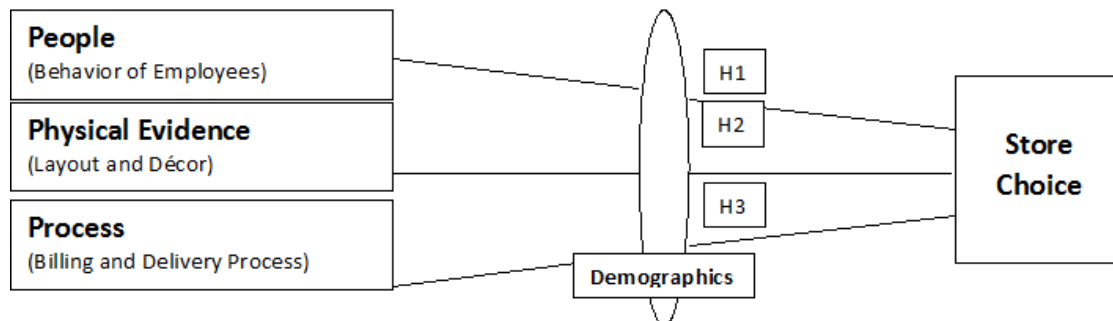
A study was conducted in Delhi/ NCR by convenience sampling and 206 responses were received from consumers who own LED-TVs. A structured instrument was developed for achieving the objective. Questions about the brand of TV and the store from which these TVs were being purchased were included. Respondents 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 of retail store service quality (Dabholkar, Thorpe and Rentz, 1996). Dimensions describing physical features 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 LED-TVs in Delhi –NCR region. The demographic profile of respondents is presented in Table 2.

**Table 2 Respondents' Demographic Profile**

Income(Rs. Per month)	(% of respondents)	Occupation	(% of respondents)
<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
Age (years)	(% of respondents)	Self employed	01.0
<35	24.3	Gender	(% of respondents)
35-45	19.9	Male	72.8
46-55	39.3	Female	13.6
>55	15.0		

n=206



**Fig 1 : Conceptual Framework**

The study has helped in understanding the influence of three p's viz., people, process and physical evidence in buying of televisions 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 TV buying on basis of demographics

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

H<sub>01</sub> : There exists no significant difference amongst the perceptions of customers about 'People' in retail store for TV buying on basis of demographics (Age, Income, Occupation).

H<sub>01a</sub>: There exists no significant difference amongst the perceptions of customers about people in retail store for TV buying on the basis of Age.

H<sub>01b</sub>: There exists no significant difference amongst the perceptions of customers about people in retail store for TV buying on the basis of income.

H<sub>01c</sub>: There exists no significant difference amongst the perceptions of customers about people in retail store for TV buying on the basis of occupation.

H<sub>02</sub> : There exists no significant difference amongst the perceptions of customers about 'Processes' in retail store for TV buying on basis of demographics (Age, Income, Occupation).

H<sub>02a</sub> : There exists no significant difference amongst the perceptions of customers about

'Processes' in retail store for TV buying on basis of Age.

H<sub>02b</sub> : There exists no significant difference amongst the perceptions of customers about 'Processes' in retail store for TV buying on basis of Income.

H<sub>02c</sub> : There exists no significant difference amongst the perceptions of customers about 'Processes' in retail store for TV buying on basis of Occupation.

H<sub>03</sub> : There exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for TV buying on basis of demographics (Age, Income, Occupation).

H<sub>03a</sub>: There exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for TV buying on basis of Age.

H<sub>03b</sub>: There exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for TV buying on basis of Income.

H<sub>03c</sub>: There exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for TV 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 3 Component Matrix For Factors Influencing Choice Of Retail Store**

n=206

	Component		
	Factor 1	Factor2	Factor 3
<b>PEOPLE</b>			
The sales person of the shop/store spent adequate time to understand your specific need in terms of various parameters (like screen size as per room size, electricity consumption etc), empathizing with you.	<b>.721</b>		
The personnel in the store/shop were consistently courteous with you.	<b>.664</b>		
The sales person of the store/shop had sufficient knowledge to understand your needs and suggested few appropriate models of TV.	<b>.657</b>		
As you entered the store/shop with intentions of buying TV, sales personnel in the store/shop attended to you promptly.	<b>.613</b>		
Sales person in the store/shop was genuinely willing to help you rather than to just make his sales, giving a selfless impression	<b>.606</b>		
Sales person in the store/shop explained in detail about features of TV. models of different companies according to your need.	<b>.564</b>		
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.	<b>.497</b>		
<b>PHYSICAL EVIDENCE</b>			
The store/shop layout made it easy for you to find what you needed.		<b>.800</b>	
The store/shop layout, made it easy for you/customers to freely move around in the store/shop and explore various models of TV's.		<b>.755</b>	
The store/shop had modern-looking equipment and fixtures.		<b>.669</b>	
The store/shop had visually appealing display of products, which helped you in selecting the TV.		<b>.656</b>	
The store/shop had various models available when you/customers wanted it.		<b>.640</b>	
As you entered the store/shop you felt good to see personnel in the store/shop are neat in appearance.		<b>.624</b>	
The store accepts major credit cards.		<b>.484</b>	
The store/shop made you understand the entire process from buying to installation of TV	<b>.475</b>	<b>.476</b>	
<b>PROCESSES</b>			
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			<b>.756</b>
When you had a manufacturing or maintenance problem with your TV. within the guarantee time period, employees of store/shop showed a sincere interest in solving it.			<b>.741</b>
The sales person took your opinion (like Budget, features of TV) into account before suggesting a final solution.			<b>.654</b>
Employees in the store/shop have treated you courteously on the telephone, whenever you called them for delivery/installation/demonstration or after sales services.			<b>.574</b>
The store/shop had established procedures for returns and exchanges, generating feeling of assurance.			<b>.533</b>
The store/shop had plenty of parking space and you were very comfortable in parking of your vehicle.		<b>.497</b>	<b>.410</b>
<b>Alpha Value</b>	<b>0.930</b>		

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 4 Descriptive Statistics for Factors Influencing Retail Choice**

n=206

	Mean	sd
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<b>PEOPLE</b>		
The sales person of the shop/store spent adequate time to understand your specific need in terms of various parameters (like screen size as per room size, electricity consumption 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 TV.	3.98	.81
As you entered the store/shop with intentions of buying TV, 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 TV 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
<b>PHYSICAL EVIDENCE</b>		
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 TV.	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 TV.	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 TV.	3.88	.76
<b>PROCESSES</b>		
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 TV. 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 TV) 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

The outcomes in table 5 of statistical analysis are we fail to reject the null hypothesis and reject the alternative hypothesis because the significance level is above 0.05, the cut-off value. Thus, there exists no significant difference amongst the perceptions of customers about 'People' in retail store for TV 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 TV.	AGE				
	< 35 yrs	3.10	1.21	.165	.920
	35- 45 yrs	3.15	1.31		
	45 - 55 yrs	3.01	1.17		
	> 55 yrs	2.95	1.08		
Behaviour of employees of the store influenced your choice of store for TV.	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		
	Self employed	1.50	0.70		
Behaviour of employees of the store influenced my choice of TV 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

The outcomes in table 6 of statistical analysis are we fail to reject the null hypothesis and reject the alternative hypothesis because the significance level is above 0.05, the cut-off value. Thus, there exists no significant difference amongst the perceptions of

customers about 'Processes' in retail store for TV 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 highest mean score for respondents greater than 55 years is

**Table 6 (ANOVA) : Perception Of Consumers' About Influence Of 'Processes Factor' on Store Choice As Per Demographics Of Respondents**

		Mean	Std. Deviation	F	Sig
Billing and delivery process of the store influenced your choice of store for TV.	AGE				
	< 35 yrs	2.95	1.17	.154	.027
	35 - 45 yrs	3.03	1.37		
	45 - 55 yrs	3.07	1.15		
	> 55 yrs	3.91	1.17		
Billing and delivery process of the store influenced your choice of store for TV	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 TV.	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

The outcomes in table 7 of statistical analysis are we fail to reject the null hypothesis and reject the alternative hypothesis because the significance level is above 0.05, the cut-off value. Thus, there exists no significant difference amongst the perceptions of customers about 'Physical Evidence' in retail store for TV 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 7 (ANOVA) : Perception Of Consumers' About Influence Of Physical Evidence on Store Choice As Per Demographics Of Respondents**

		Mean	Std. Deviation	F	Sig
Layout and décor of store influenced your choice of store for TV.	<b>AGE</b>				
	< 35 yrs	2.97	1.13890	.69	.05
	35 - 45 yrs	2.50	1.39284		
	45 - 55 yrs	2.90	1.20100		

	> 55 yrs	2.83	1.20386		
Layout and décor of store influenced your choice of store for TV.	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 TV.	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.

For growth and attracting customers, retail companies in durables business, will be required to focus on processes which should be customer friendly, training to people for being customer friendly, and physical features of store.

## Limitations of the Research and Future Scope

This investigation tried to explain the store choice behavior of shoppers by focusing on store characteristics only w.r.t one product ie TV. 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, as to how retailer perceives and how customer perceives. There were geographical constraints in the study and respondent bias. The research can further be enhanced by capturing different segment of customers and designing marketing mix accordingly.

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