



Study on Retail Stores' Attributes and Increase in Sales By Influencing Consumers

Sadaf Siddiqui

Department Of Commerce, Faculty of Management Sciences, Shri Venkateshwara University,
Gajraula, Amroha Uttar Pradesh, India

Received 17 June, 2016; Accepted 30 June, 2016 © The author(s) 2014. Published with open access at www.questjournals.org

ABSTRACT:- The purpose of writing this paper is to give away certain ideas to retailers to enhance their sales and customers loyalty towards the Retail store. It is not a new thing to suggest some measures to increase sales and customers loyalty, but this paper suggests some very useful and vital methods to grasp customers' attention and to defeat the rivals by just amending and modifying the retail store's attributes. The only way to satisfy and gratify the customers of retail store is to give him maximum benefits along with adequate attention. This paper elaborates the required features for an ideal retail store in terms of location, transport, infrastructure, feasibility and convenience for a consumer to be loyal to the retail store. A good retail store is not the one that provides adequate amenities and attributes to consumers, but it is the one that provides not only demographic benefits but also respect the consumers demand in terms of Price, Place, Promotion and Product. Segmentation and positioning are also important and vital points for a retail store to survive and flourish in the market. The study is made to accumulate all these points in mind to give the retail store a new identity.

Keywords:- Customer's Loyalty, Positioning, Retail Stores, Segmentation.

I. INTRODUCTION

Retail stores come in all sizes and are designed in many different ways. They sell everything imaginable and some things you probably never imagined. They are as diverse as the people who shop in them, but they all have a few things in common. The owners all want to make profit and succeed. To help them in their hunt for profitability, many retailers resort to standard features designed to make their shops more visually appealing.

A store's layout is one of the key strategies in its success--therefore, a lot of times effort and manpower go into its design. Retailers use layout to influence customer's behavior by designing the store's flow, merchandise placement and ambiance. Layouts also help retailers understand how much revenue per square foot they are making; using this information, they can properly assess the strengths and weaknesses in their merchandising mix.

II. REVIEW OF LITERATURE

Martineau [1] was the first researcher to work on store attributes (Erdem, Oumlil, & Tuncalp [2]). He described store attributes as factors responsible for store image formation. Further, he opined that the store image leads to create personality of the store in the mind of customers and customers' decisions are influenced by the picture of the entire store. The image of the store is formed in customer's mind by some store attributes like: Layout and Architecture, Symbols and Colours, Advertising, and Sales personnel matched with various patterns of consumer behaviour.

Through literature review, Kunkel & Berry [3] understood that store image has increased notably in past decades but the rate of knowledge has not progressed accordingly. Kunkel et al. opined that a man selects a store for buying based on his experiences while shopping in a store. Work in this area carried out by developing behavioral concepts (influenced by societal and subculture norms) of store images (formed by 12 store attributes: Price of Merchandise, Quality of Merchandise, Assortment of Merchandise, Fashion of Merchandise, Sales personnel, Location convenience, other convenience factors, Services, Sales Promotion, Advertising, Store Atmosphere and reputation on Adjustments).

Lindquist [4] conducted a survey of empirical and hypothetical evidence for defining the meaning of image. He summarized the image-related attributes found or hypothesized by 26 scholars in the field of defining store image through store attributes. He found that following attributes were mentioned by a certain percentage of the scholars: Merchandise Selection or Assortment (42%), Merchandise Quality (38%), Merchandise Pricing (38%), Locational Convenience (35%), Merchandise Styling, Fashion (27%), Service, General (27%) and Salesclerk Services (27%).

There are studies related to store selection based on consumer perceptions, which are formed or influenced by store attributes. Joyce & Lambart [5] found that consumer perceptions about the store image are likely to be influenced by the types of stores visited repeatedly in past and attributes of these stores such as Color, Lighting, Signage, Clientele, Salespeople.

Sinha & Banerjee [6] tried to know the factors of retail store selection based on the consumers' perception developed by visiting various types of stores and their observation about various services and physical parameter of these stores. Treblanche [7] identified the determining factors of store attributes influencing consumer perception about a store as: Types of Customer, Store Location, Price levels, Services offered Merchandising Mix, and Advertising and Physical facilities.

III. MATERIAL AND METHODS

Survey research design is adopted in this study which sought for respondents' opinion on issue under study. The data was collected through the use of questionnaire (structured) administered on the correspondent. Judgmental sampling which purely non-probabilistic was used to obtain a sample of 100 respondents from the target population of the study. Secondary sources are also captured in this study through websites, books, journals etc., relevant to the study. The data collected were organized and analyzed using the descriptive technique of simple percentage and histogram.

IV. RESULTS AND DISCUSSION

The result of the analysis of the data collected on the subject under study revealed that 37% of those that patronize the retail store are male, while 63% are female and majority are businessmen and women. They like visiting retail store and the reason being shopping. The respondents are of the opinion that retail store should be acquainted with convenient and reachable counters; and that there is the need for segmentation factor for its consumer.

The placing and positioning of goods in the store is good attribute that influence customers patronage; product is the most paramount elements of marketing mix. Retail store should possess good products enough so as to be able to group customers; and that a good retail should be easily reachable; very innovative and should have good price tag.

V. CONCLUSION

Given the empirical results reported above, retail store attributes influences sales. This implies that retail store owners and managers should target the improvement and development of retail attribute, include loyalty reward, proper market segmentation, positioning; so as to maintain and attract prospective customers.

Therefore, friendly business environment is one of the pre-requisite for growth and promotion. Meaning development and improvement of sales is partly if not wholly dependent on better business environment and conditions; better store design and layout should be looked into; customers complain and suggestion should be given priority that will enhance loyalty

VI. RECOMMENDATIONS

Sequel to the above findings and conclusion reached in the preceding section, the following are thus recommended.

- (i) Loyalty reward should be given priority as this will go a long way in telling the customers that they are noticed and appreciated.
- (ii) Proper market segmentation, positioning and good parking space should be adequately done so as to give customers free mind, flexibility while shopping.

Acknowledgements

The authoress is thankful to Prof. Z. U. Siddiqui for his kind suggestions for the improvement in the presentation of this paper. The gratitude is also due to Mr. Saim Siddiqui for his physical assistance in procuring the data obtained for this work.

REFERENCES

- [1]. P. Martineau, The Personality of the Retail Store, Harvard Business Review, Vol. 36 (Jan-Feb,1958) 47-55.
- [2]. O. Erdem, A., B. Oumlil, & S. Tuncalp, Consumer values and the importance of store attributes, International Journal of retail and distribution management 27(4), (1999)137-144
- [3]. J. Kunkel and L. Berry, A Behavioral Conception of Retail Image, Journal of Marketing, Vol. 32, (Oct.1986) 21-27.
- [4]. J. D. Lindquist, Meaning of Image, Journal of Retailing, Vol. 50, No. 4, (1974-5) 29-38.
- [5]. M. L. Joyce & D. R. Lambert, Memories of the way stores were and retail store image. International Journal of Retail and Distribution Management, 24(1), (1996) 24-33.
- [6]. Sinha P. K. and A. Banerjee, Store choice in evolving market, International Journal of Retail and Distribution Management Vol. 30(10) (2004) 483-494
- [7]. N. S. Treblanche, The perceived benefits derived from visits to a super regional shopping centre: an exploratory study. South African Journal of Business Management, 30 (4), (1999) 141 -146