

Framework of Retail Store Image and Its Overall Impact on Consumer Behaviour

Sana Khan*

Research Scholar, Department of Commerce & Business Management, Integral University, Lucknow, India

Abstract – Over the last two decades, consumer behavior has changed remarkably. Consumer needs and choices have been diversifying steadily. In this extremely diversified and competitive business environment, retailers need to stay updated regarding the changing needs and choices of the customers. Thus, to develop a competitive position for themselves in the marketplace the retailers are experimenting every possible way to create a mark in the minds of the customers. They are trying to create a strong impact on their behaviors. Overall, the retailing sector has been passing through a period of sweeping revolution due to the introduction of new retailing formats. In this changing retail environment, the organized retail sector has been gaining ever-increasing importance in recent times. Moreover, with the changing nature of consumer behavior, it is the high time when the retailers should focus on the three primary aspects, viz. consumer preference, demand, and lifestyle. Together, these three aspects are playing an important role in the new retailing environment. Hence, it is essential to get an idea of the customer perception regarding the store architecture; store infrastructure, store satisfaction, and what enhances store loyalty. Therefore, the study will investigate the fundamental framework of store image and its influence on the consumer behavior. This theoretical study will not only contribute significantly to the literature in this field but also will be very helpful for the professionals in this field, academicians, and retail entrepreneurs. It will enhance the knowledge of all concerned regarding the impact of store image on the consumers and how that can influence their buying behaviors.

Keywords: Store Image, Store Image Dimensions, Consumer Behavior.

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I. INTRODUCTION

The retail sector across the world has been witnessing a dynamic change over the last few decades with the rapid expansion of supermarkets as a dominant form of organized retailing (Jinfeng and Zhilong, 2009). The rapid expansion of this new marketing concept is made possible through high-quality products, facility for customer care, convenient way of shopping, easy availability of all kinds of products, friendly shopping environment (Sinha, 2003), technologically advanced and integrated channels of distribution (Datta, 2010), easy and flexible payment systems, greater focus on the value for money (Kotler, P. (2010). The change in the retail sector from the traditional format to the organized supermarket format has been taking place over the last few decades. It has been an all-new experience for the buyers who were habituated in the traditional format of retail. Several research works in this realm has shown that the highly attractive supermarket concept has been expanding in several trade areas creating a unique shopping experience for the buyers and changing their buying culture. As it is becoming part and parcel of our communities, lifestyle and preferences for products and services are also changing, people become more and more interested in

organized retailing (Shamsher and Hossain, 2011). Shopping in the organized sector is now a different experience for the shoppers; it has now become a way of enjoying in a cozy environment, a great way of feeling happy, and a tension releaser. People now get exposed to hundreds of brands and products under one roof; moreover, they are treated with warmth and attended instantly which is a different experience for them. This behavioral pattern of customers has been further changing with the introduction of ecommerce and mobile shopping (Retail Industry Outlook Survey, 2013). It is found the online patterns of transactions are more enticing and comfortable to the modern consumers. They find the online marketing more authentic and convenient as they get more information and varied products and services which are not possible in traditional retailing and even in supermarkets.

The research works related to consumer behavior has proved that the remarkable advancement in technology, ever-increasing working opportunities, global market opportunities (Shamsher and Hossain, 2012), enhanced brand awareness (Khidir, 2011), women empowerment, special emphasis on enhancing the brand image, attractive packaging,

and convenient store locations have contributed significantly in changing consumer behavior and store selection process of the consumers. Consumer behavior is a broad term, it includes several behavioral aspects like searching, purchase decision, bargaining, evaluating, using, and disposing of products or services that the consumers expect to satisfy their needs and that provide value for money. Consumer behavior also concentrates on how individuals make choices to use up their own resources like money, time, and energy on everything related to consumption of goods and services (Schiffman Kanuk, 2007).

As a whole, retailing comprises of all the activities that are essential in selling products and services to the end-users who want to meet any personal needs which are not intended for any business purpose. Modern retailing is composed of different types of retail organizations like a supermarket, superstore, discount store, hypermarket, specialty store, etc. and many newer formats are emerging with the passage of time. The main objective of these types of organized stores is to sell products and services on self-service, low-cost, low-margin, and high-volume to meet different day-to-day needs of the consumers.

The organized retailers are trying to create a market advantage for themselves by developing a different market strategy that the traditional retailers never think. These strategies may take different format but they include providing quality products at affordable or low prices (Zeithaml, et. al. 1990), developing an infrastructure that keeps the customers extremely satisfied, establishing in a convenient shopping location (Donovan, R. (1994), and recruiting trained sales personnel. The modern organized market along with the traditional retailing concept is always highly competitive. The retailers need to create an impact on the consumers through their marketing strategies so that the store loyalty, buyers' intention of buying from the store, and volume of purchase from the store increase significantly (Sirohi, et. al., 1998). At the same time, with the changing consumer behavior, it is essential for the retailers to give due attention to intensifying store image (Martineau, 1958). So, the aim of this study is to investigate the theoretical aspects of store image and what impacts does it have on consumer behavior.

II. OBJECTIVES

The objectives of this paper are:

- To investigate the fundamental framework of store image and its influence on the consumer behavior
- To examine the impact of store image on consumers
- To examine the impact of store image on store choice

III. THE CONCEPTUAL BACKGROUND OF STORE IMAGE AND CONSUMER BEHAVIOR

A. Store image

Store image is the overall consumer perception of a store and their experience of shopping in that store. In today's highly competitive market, it is essential that a retailer has a clear understanding of the customers' experience with their store, what the customers' think about the store, and at what aspects this image is different from their respective ideal image of a store of similar type. It is necessary for the retailers to develop a distinct and positive image of the store (Lockshin and Kahrmanis, 1998).

Several studies on store image have been done in recent past. The literature available suggests that a favorable store image can boost up sales and increase customer loyalty (Nevin and Michael, 1980). It provides a competitive advantage in different ways including a higher number of visitors, increased sales, better products, and better customer service. Though these aspects cannot be easily imitated by the competitors (Rosenbloom, 1983). However, research works on store image has revealed that store loyalty is closely related to store image with a clear-cut positioning message in a marketplace (Giraldi, et. al., 2003). It helps to increase transactions and hence benefits the retailers (Ellis and Kelly, 1992).

According to Martineau (1958), store image is actually the personality of a store through which shoppers develop a definition of the store on his or her mind (Martineau, 1958). Martineau (1958) has further categorized the concept of store image on two attributes: (1) Functional attributes (2) Psychological attributes. The functional attributes include the location of the store, the products available there, store convenience, and store layout. On the other hand, psychological attributes include the shoppers' feelings developed through the experience in the functional attributes category. In any case, explaining the actual concept of store image is really tough (Sewell, 1974). The researchers have tried to define the concept of store image with wide many attributes from their respective perspectives (Hirschman, et. al., 1978). After Martineau (1958), several researchers have tried to define the concept of store image in their own ways (Martineau, 1958). They have used different attributes or characteristics that are actually the part of the concept of store image. According to Dichter (1985), store image is the overall image of a store into a customer's mind (Dichter, 1985). It is considered as an essential marketing asset for any retail.

Table 1: Definitions of store image from various authors

Scholars	Definition of store image
Kunkel and Berry (1968)	Store image is totality of the experience and conceptualization that intensify consumers purchase decision and recommendation to others About a specific store.
Lindquist (1974)	Store image is composited with tangible or functional factors and intangible or psychological factors that are professed by the consumers to be seen in the store
Kasulis and Lasch (1981)	Store image is the combination of objective attributes such as location, size, store hours and subjective attributes including attractiveness of store décor, friendliness of employees, that level of store service formed from the perception of consumers
Dichter (1985)	Store image is the overall image of any particular store that the customers' possess in their mind
Zimmer and Golden (1988)	Store image is the overall expression by the retail Customers regarding how they perceived the store
Grewal et. al., (2004)	Store image has built up as combined evaluation regarding the store and the brand that influenced customers' store choice
Jinfeng and Zhilong (2009)	Store image can be signified with different store attributed or characteristics, that focus on the marketing activities of a store for influencing customer perceptions of store choice
Chang & Luan (2010)	Store image is the combination of consumers' perceptions and previous experience towards the stores' different attributes

Source: (Gundala, 2010)

In recent times, Gundala (2010) has defined store image as relevant attributes of a store that consumers measure and compare with other shops according to the importance of those attributes (Gundala, 2010). After the emergence of organized marketing, several researchers have tried to give due importance to store an image from different perspectives.

B. Consumer Behavior

Consumer behavior has remained a field of immense importance for the marketers across the globe for

many decades (Kernan, 1995). However, it gained academic importance in the latter years of the 1950s when the academicians and researchers started exploring different aspects of consumer behavior (Dahl, et. al., 1959). Since then, the concept of marketing from an organization's perspectives has shifted to consumers' perspectives. Researchers have been trying to explore different aspects of consumer behavior to get an idea why the consumers behave in certain ways and what stimulates them to take a buying decision. Blackwell (2006) opines that consumer behavior is the combined effects of a consumer's need of a product or service; wish to consume a certain product or service according to the needs and buying ability, and final buying decision (Blackwell, et. al., 2006). According to Kotler (2010), consumer behavior is a combination of psychological and physical activities of a consumer through which he or she can select, buy, use, and dispose of a product or service (Kotler, P. (2010). Consumer behavior represents the whole decision-making process and physical activity of a consumer that includes evaluation, acquisition, application, and disposition of a product or service.

As consumer behavior is now considered a changing paradigm with several factors influencing the paradigm, the necessity of better knowledge on consumer needs, attitudes, perceptions, and buying intentions have been felt by the marketing strategy developers and experts. This change has not occurred all of a sudden but took place throughout the past two decades or more. With the changing consumer behavior, the needs and preferences of consumers have also been changing simultaneously. In this dynamic business environment and amidst tough market competition, the retailers should understand what the consumers expect and how they fulfill their needs. Sufficient literature could be found discussing this matter in details (Nair and Pillai, 2007).

Some recent studies have paid close attention to store environment and its impact on consumer behavior (Chen and Hsieh, 2011), effects of products and their display on consumer behavior, and the impact of background music played in the stores on consumer behavior (Morrison, 2002).

Different studies have also been performed on various other aspects to find how they influence the consumer behavior. Some of these studies are as follows: Store choice behavior (Mittal and Mittal, 2008), retail consumption behavior of the consumers (Wu and Chow, 2013), decision making behavior consumers, consumer product usage behavior (Osman, et. al., 2012), and consumer buying habits.

IV. STORE IMAGE DIMENSION

Martineau (1958) was the first person to introduce the concept of store image. After his effort and explanation, different other researchers have focused on several other attributes of store image and their influences on consumers (Martineau, 1958). There are different attributes that have come up in the discussion of the researchers at different points in time. There are six most important attributes as identified by Fisk (1961) are the suitability of merchandise (Fisk, 1961), the convenience of the store location, sales efforts given by the marketing personnel, value for the price, and supporting service of the store. On the other hand, Kunkel and Berry (1968) have mentioned twelve attributes which are location, environment, reputation, service, price, store quality, capability of sales personnel, products availability, products standards, advertising, reputation of changes, and other accessibility aspects (Kunkel and Berry, 1968). Berry (1969) has identified three factors directly influencing the store choice of the consumers which are Capability of sales staff, quality and variety of products or services, and store environment (Berry, 1969).

Table 2: Dimensions of store image from various authors

Scholars	Dimensions of store image
Fisk (1961)	Location accessibility, merchandise suitability, value for price, sales efforts and store service.
Kunkel and Berry (1968)	Price of merchandise, quality, assortment, fashion of merchandises, sales personnel, sales promotion, advertising, store atmosphere, locational accessibility, service, reputation on adjustments and other Accessibility factors.
Berry (1969)	Quality and variety of merchandise, sales staff, and store atmosphere.
Lindquist (1974)	Merchandise, service, clientele, physical facilities, promotion, accessibility, store atmosphere, institutional and post-transaction satisfaction.
Doyle and Fenwick (1974)	Product, price, assortment, Styling and location.
James et. al. (1976)	Assortment, personnel, atmosphere, service, quality and price.
Bearden (1977)	Price, quality of merchandise, assortment, atmosphere, location parking facilities and Friendly personnel.

Greenberg et. al. (1983)	Product choice, promotion and the store atmosphere
Ghosh (1990)	Location, merchandise, store atmosphere, customer service, price, advertising, personal selling and sales incentive programs.
Visser and Noordwyk (2006)	Merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors and post-transaction satisfaction. (Adapted from Lindquist's 1974 study)
Jinfeng and Zhilong (2009)	Convenience, perceived price, physical facilities, employee service and institutional factors
Verma & Madan (2011)	Stores' product and Operational Quality, Store's Overall Visual Appeal, Customer Convenience, Perceived Price and Pas Satisfaction and Store's Promotional Effectiveness
Virvilaite and Dailydiene (2012)	Services, convenience, quality, product variety, product price and atmosphere

Source: Virvilaite and Dailydiene (2012)

The research work of Lindquist (1974) is one of the most well-known works in this genre (Lindquist, 1974). The researchers have actually broadened the work of Martineau. In his study, Lindquist (1974) has reviewed nineteen research articles and created nine separate groups: Products, Services, Clients, Facilities, Accessibility, Environment, Institutional, and satisfaction with the products purchased. Doyle and Fenwick (1974) have proposed five attributes essential for positive store image: Location, Product, Pricing, Product stock, and Style (Doyle and Fenwick, 1974). James et al (1976) have emphasized on the six attributes, viz. variety, environment, personnel, quality, pricing, and service (James, et. al., 1976). Bearden (1977) has given seven store image attributes which are Products, Variety, Environment, Product pricing, Location, Parking facility, and well-behaved personnel (Bearden, 1977). From a research work of Greenberg et al (1983) on the US fashion market, we get the most essential attributes of store image as Product styles, Promotion, and Store Environment (Greenberg, et. al., 1983).

Several studies in recent times have investigated the necessity of store image attributes in the competitive retail sector. The study of Visser and Noordwyk (2006) on the attributes of store image in apparel sector included some selected groups of female consumers (Visser, et. al., 2006). The researchers

used nine attributes for this study. These attributes were proposed by Lindquist (1974) in his study on the attributes of store image which were products, service, facilities, clients, sales promotion, location convenience, in-store environment, satisfaction with the product purchased, and institutional influences (Lindquist, 1974). Visser and Noordwyk (2006) found that products and clients are the most influential store image dimension (Visser, et. al., 2006). Service the customers get from the store comes next and accessory facilities were the least important attribute in apparel store image.

In another important research, Jinfeng and Zhilong (2009) focused on the need of creating positive store image on a retailer's equity dimensions (Jinfeng and Zhilong, 2009). The researchers considered several store image dimensions such as locational convenience, accessory facilities, service provided by the sales personnel, perceived pricing, and institutional factors. Verma and Madan (2011) have mentioned 28 key factors that the female consumers in Indian apparel retail industry perceive important (Verma and Madan, 2011). Factor analysis of these 28 key factors has identified five factors which are actually important as per the female consumers in the apparel market in India: Products and operational quality, Visual appeal of the store, Prices of the products, Effectiveness of adapted sales promotions, and Past satisfaction.

There were some significant factors which had an impact of store image on Indian consumers and they were highlighted by Biswal, Sree kumar and Panda (2011) (Biswal and Panda, 2011). There were third two results of the research and it was seen that cleanliness of store was considered as the most important factor proposed for gaining consideration pro holding a positive image regarding the store by Indian consumers. The subsequent important factors were decoration of the store, layout of the store, store environment, good quality product and fashionable merchandise. Traditional image of store was the factor which was least important. Impact of store image on private brand image was shown by Virvilaite and Dailydiene (2012) lately. Six store image factors were presented which are services, convenience, quality, product variety, product price and atmosphere. According to the authors, convenience and store atmosphere were the factors which had biggest positive impact on private brand image. It was observed via a research that price and product variety too can have a positive impact.

V. INFLUENCE OF STORE IMAGE ON CONSUMER BEHAVIOR AND STORE CHOICE

There has been large amount of focus by researches on the subject of store image attributes in the consumers store choice decision (Belk, 1975). It can be seen through the researches that there are various

conditional factors which have an impact on store choice and they are location and presence of physical and social surroundings like decoration, noise, smells, lighting and physical layout. It was researched by Markin et al (1976) about the way the favorable store atmosphere has an impact on shoppers' store choice behavior (Markin, et. al., 1976). Acto and Anderson (1979) presented the different image with superior store features having an impact on comparative store choice behavior between recent shoppers and non-recent shoppers (Acto and Anderson, 1979). Hirschman (1981) agreed with them as he had same opinions (Hirschman, 1981). Kirkup and Rafiq (1999) were concerned for retail achievement where they stated that success of a retailer relies on how a shopper is attracted with store (Kirkup and Rafiq, 1999). Jantan and Kamarudding (1999) evaluated significant store image features which are important in departmental stores selection behavior of Malaysian shoppers (Jantan and Kamaruddin, 1999). There are seven store image features in store choice behavior and the most significant one was location after which it was service, merchandise, promotion and advertising.

According to Koksai (2007), product pricing, payment method, staff convenience and store convenience were most significant factors for choosing the grocery store (Koksai, 2007). Yoo-Kyoung Seock (2009) did a research where it was found out the way the clothing retail store environment indications and demographic characteristics had an impact on clothing store choice behavior of Hispanic customers in different retail store formats such as department store, specialty stores and mass merchant stores. Hassan, Mohammad and Bakar (2010) did a research where they show about store choice being relied on affordable price, merchandise variety and customized facilities which the store provides (Hassan, et. al., 2010).

New and original goods, affordable prices, convenient store locations, powerful brand image and appealing store items are the store image elements which can make a remarkable impact on shopping choice decision between modernized shopping centers and conventional shopping centers. Shamsher and Hossain (2012) held a research where they observed difference between store choice and behavioral patterns of customers for conventional retails stores and large-scale retail stores (Shamsher and Hossain, 2012). Gudonaviciene and Alijosiene (2012) recently conducted a study where it was found out that merchandizing is the most essential image feature to choose a store and macro accessibility, micro accessibility (Gudonaviciene and Alijosiene, 2013), entertainment and atmosphere came after that. Yilmaz (2004) observed similar outcomes too as he observed Turkish customers giving highest

preference to merchandizing and geographic location while selecting a shopping center (Yilmaz, 2004).

Jaravaza and Chitando (2013) around the same time observed the store location features like travelling time, location convenience, closeness with complimentary outlets and store visibility being considered as significant factors and that tells us about the importance for store location while choosing a store (Jaravaza & Chitando, 2013). Another research was held by Dhurup, Mafini and Mathaba (2013) on the South African Sports clothing market so it can be found out the way the store image factors can have an impact on store selection choice (Dhurup, et. al., 2013). Sales assistance, store atmospheric, store attraction, in-store induced appeals, promotion availability and store accessibility were six store image elements which were observed. In the outcome, it was noticed that the sales assistance had highest significance in all of the above six factors whereas store atmospherics had least significance for sportswear customers. It was observed that the gender did not have much impact on store choice behavior whereas the conflicting outcomes shown how male shoppers choose various store image attributes in comparison with female shoppers for purchasing clothing items.

A. Store image and Purchase Intention

Purchase intention represents the potential and readiness of a customer to buy a specific good or service. A significant indication to evaluate the consumer behavior by influencing consumer purchase potential is shown. Schiffman and Kanuk (2007) have stated that the higher purchase intention would mean growth in the higher transaction which will lead to increased profitability (Schiffman Kanuk, 2007). There have been few researches which have shown that the store image features such as satisfying store atmosphere and atmospheric cues have a positive impact on purchase intention of retail customers. On the other hand, Brucks et al (2007) stated that the brand name influences purchase intention while Jin et al (2012) observed there was positive relationship between product variety and purchase intention of teenagers of Malaysia (Brucks, et. al., 2000).

Wu, Yeh and Hsiao (2011) conducted researches lately which shown the way the store image dimensions such as product variety, product quality, price, value for money and store environment has a positive direct influence on purchase intention (Wu and Chow, 2013). A research by Lin and Liao (2012) shown that if the customers are pleased with image and atmosphere of a certain store, then a purchase intention is created due to which the customers intentionally come to that same store again to buy things. There was a minor link found between store image and purchase intention for Indonesian customers by Rizkalla and Suzanawaty (2012).

B. Store image and Store Satisfaction

To know about the significance of store image which impact the store satisfaction, there can have been some studies conducted (Zeithaml, et. al. 1990). Bloemer and Ruyter (1998) held a research on a departmental store of Switzerland where they highlighted how the store image can have an indirect positive impact on store loyalty through store satisfaction. Giese and Cote conducted a research shortly after where they observed about three store image attributes of a service provider having direct impact on service satisfaction. According to the findings of Mamalis, Ness and Bourlakis (2005), intangible store image elements such as adaption to locality, food and service held more significance in comparison with tangible store image factors such as food quality, services and promotion for development of customer satisfaction in Greece fast food market. On the other hand, Alves and Raposo (2007) shown how an image can have a direct and huge impact on satisfaction. It was stated that if people had a positive image, they will be pleased.

Theodoridis and Chatzipanagiotou (2009) held a research where they made a relation between store image dimensions and customer satisfaction. In the findings, it was seen that the price factor can make the biggest impact on satisfaction whereas product dimensions was followed by it. Silva and Giral di (2010) used seven store image factors (variety, convenience, reputation, price, environment, layout and service through which they recognized the influence which store image can have on the satisfaction level of customers. Through the findings, it was seen that the service factor mostly influenced the customer satisfaction and was followed by convenience, variety, reputation and price. Atmosphere and layout seemed to have no influence. Beneke, Adams and Solomon's (2011) observed that there is a direct positive numerically essential relation between store satisfaction and store image for South African super market customers. Dinesh Kumar and Vikkraman (2012) conducted a study shortly after where they show the shift in customer buying decision. It moved from being unorganized retail outlet to organized retailing so they can have store image attributes such as self-service, product price, visual merchandizing, home delivery and fast checkout facilities to make an impact on customer satisfaction (Wu and Chow, 2013).

C. Store image and Store Loyalty

There are ample of studies where huge significance has been given to ultimate effect of store image on store loyalty (Blackwell, et. al., 2006). Bloemer and Ruyter (1998) had held a research on departmental store of Switzerland where they found that store image can have an indirect positive impact on store loyalty through store satisfaction. Yoo and Chang

(2005) held a study on Korean retail market where they highlighted the way store image attributes can have an impact on store loyalty for various retail formats like departmental and discount store. Quality of goods was revealed to be having most impact on store loyalty in the discount store framework and was followed by advertisement, store environment and credit policy. According to Verma and Madan (2011), store image was favored to increase satisfaction with store that caused the store loyalty to increase. In the Bangladeshi customers, according to findings of Shamsher and Hossain (2011), store image factors such as service quality, store conveniences, product quality and availability of new products can have a positive impact on store loyalty whereas according to Beneke, Adams and Solomons (2011), there were no direct links between store image and store loyalty in South African super market (Lindquist, 1974).

Liason et al conducted a research where they observed various image attributes such as reputation, information and physical environment and how they have an impact on customer loyalty. Chan and Chan (2008) held a research in Hong Kong fashion retail stores where they found out that if the consumers were pleased while shopping, gained satisfaction and pleasure from various merchandise within the store, then they would tend to shop more in that certain store and that would influence repurchasing intention and positive store image perception. It might come as a surprise but a research was held by Shahroudi and Mohammadi (2012) lately where it was observed that there was a very little direct influence of store image on store loyalty but the indirect influence on loyalty by taking customer satisfaction into consideration had a medium impact. Relation between store image and store loyalty was evaluated which indicated a powerful relation between store image and loyalty. Authors suggested that the consumers often have some kind of picture or point of view about the factors or services in the store. It is no brainer that when the customers are pleased with the store and their expectations are met properly, they tend to come back again to store for buying and there is a possibility that they might refer it to other people too to purchase from that store and from that store loyalty behavior can be observed.

VI. CONCLUSION

Because of the introduction of new formats, organized retail has achieved good amount of significance lately and retailing price is facing a drastic revolution. As the behavioral phenomenon is going through changes, retailers have to worry about the lifestyle, preference and consumer demands as they have a crucial part to play. Therefore, it is necessary that everyone knows about overall customer viewpoints about store image as they can make an impact on customer store selection, purchase intention, store satisfaction and loyalty for their preferred store. It has been explained

above how there are many different store image attributes and store choice behavior is impacted the most by location and convenience, store environments, reasonable price, merchandizing and sales assistance. It has been seen in researches that purchase intention is encouraged by store image attributes such as pleasing store atmosphere and atmospheric cues, product variety and quality, price. If a store image matches the expectations and satisfaction level of customers, it increases the possibility that the customer would come back again and it would lead to increase in store satisfaction. Many researches were discussed on positive and direct effect of store image on store satisfaction that had some kind of impact on store loyalty at some point.

Once the whole literature is reviewed, it can be said that the retailers most of the times do not have complete knowledge about how the store image has an impact on consumer behavior due to which the retailers can drive away their customer base and the competitive advantage which makes it difficult to stay among the highly competitive and active retail market. The retailers currently are providing newer service dimensions so they can build different kinds of shopping experiences for consumers. This research contributes in marketing literature and has significant propositions for retail entrepreneurs, professionals and academicians regarding the adoption of marketing decisions as the retail portfolio shifts on the side of better awareness about the store image dimensions significance and the influence it can have on consumer behavior.

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Corresponding Author

Sana Khan*

Research Scholar, Department of Commerce & Business Management, Integral University, Lucknow, India

E-Mail – sana.ishratkhan@gmail.com

MCN Details –IU/R&D/2018- MCN000403