
**ANALYZING HOW STORE IMAGE DIMENSION AFFECTS CONSUMER SPENDING.
(A CASE OF GIANT EKSTRA AND TRANSMART CARREFOUR IN MANADO)**

*ANALISA BAGAIMANA CITRA TOKO MEMPENGARUHI PENGELUARAN KONSUMEN.
(STUDI KASUS PADA GIANT EKSTRA DAN TRANSMART CARREFOUR DI MANADO)*

by:

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Abstract: Manado city is experiencing a rapid economic development, it can be seen from the minimum wage which is the third largest in Indonesia and the largest in Sulawesi Island. This condition attracts some new retailers to do market expansion in Manado City, two of the latest entrance are Giant Ekstra and Transmart Carrefour. Their brand awareness is not as good as other retailers, meaning people in Manado are still evaluating whether these stores suit their shopping preference or not. Previous research found that store image has a positive effect on store loyalty through store satisfaction which may lead to more spending of money in the stores. The result of this research may later be used as a strategy for both stores. A casual type of research is adapted which uses primary data obtained through questionnaires and uses Ordinal Regression Analysis. The population is the people in Manado who already have shopping experience in both stores with 200 respondents as the sample size. The results turns out that Store Image does not significantly affects Consumer Spending. For recommendations, the retailers in Manado better give more effort in upgrading their pricing system and product quality control rather than upgrading their store image.

Keywords: *Store Image, Consumer Spending, Consumer Behavior, Retail*

Abstrak: Kota Manado mengalami perkembangan ekonomi yang pesat, bisa dilihat dari upah minimum yang merupakan terbesar ketiga di Indonesia dan terbesar di Pulau Sulawesi. Kondisi ini menarik beberapa peritel baru untuk melakukan ekspansi pasar di Kota Manado, dua toko retail terakhir yang masuk di Manado adalah Giant Ekstra dan Transmart Carrefour. Kesadaran merek mereka tidak sebaik toko ritel lain, yang berarti orang-orang di Manado masih mengevaluasi apakah toko-toko ini sesuai dengan preferensi belanja mereka atau tidak. Penelitian sebelumnya menemukan bahwa citra toko memiliki efek positif pada loyalitas toko melalui kepuasan toko yang dapat menyebabkan lebih banyak uang yang dikeluarkan di toko. Hasil penelitian ini nantinya dapat dijadikan strategi untuk kedua toko tersebut. Jenis penelitian ini menggunakan data primer yang diperoleh melalui kuesioner dan menggunakan Analisis Regresi Ordinal. Populasinya adalah masyarakat Manado yang sudah memiliki pengalaman berbelanja di kedua toko dengan 200 responden sebagai ukuran sampel. Hasilnya ternyata Store Image tidak berpengaruh signifikan terhadap Belanja Konsumen. Untuk rekomendasi, peritel di Manado lebih baik memberikan usaha yang lebih untuk meningkatkan sistem penetapan harga dan kontrol kualitas pada produk daripada meningkatkan citra toko mereka.

Kata kunci: *Citra Toko, Pengeluaran Konsumen, Perilaku Konsumen, Retail*

INTRODUCTION

Research Background

In Indonesia, according to government regulations, the modern market are allowed to be operated in all provincial capitals and district capitals or the cities that are considered to be developing economically. In the mid of 1990s, the concept of hypermarkets started to go into Indonesia. The number of hypermarket is still quite small but consistently increasing by 27% per year in the last 5 years. Hypermarkets allow customers to satisfy all their routine shopping needs in one trip.

The development of modern retail market in Indonesia is experiencing an expeditious progress. Initially the hypermarket is just for an "A" consumers (upper class). However, it has now expanded to a "B" and "C" consumers (middle and low class consumer). This phenomenon occurs because of the hypermarket expansion into smaller cities in Indonesia.

North Sulawesi especially Manado city is experiencing a rapid economic development in these past years. According to Badan Pusat Statistik Provinsi Sulawesi Utara, The economy of North Sulawesi in the third quarter of 2017 grew up to 6.49 percent. North Sulawesi's minimum wage has been set at Rp 2,824,286. North Sulawesi's nominal of minimum wage is the third largest minimum wage in Indonesia and the largest in Sulawesi Island. This rapid economic development attracts the retailers to be competing in Manado market.

Giant Ekstra and Transmart Carrefour are the latest entrance that are currently operating in Manado. On March 24th 2017, Giant opened their new outlet in Manado. Meanwhile, Transmart Carrefour opened their new outlet in Manado on June 9th 2017. Both Giant and Transmart are doing market expansion in Manado city with the purpose of earning for more profits. Because Giant and Transmart are a new entrance, their brand awareness is not as good as other retailers in Manado. Meaning, people in Manado is still in the situation of evaluating and deciding whether these two stores suit their shopping preference or not. Giant and Transmart need to understand the consumer behavior in Manado. Finding out the answer from within the company itself will not give an effective results compared with finding out for direct answers from the customers. This is why this research is going to be helpful for both Giant and Transmart because this will be based on the customer's perception.

Bloemer and Ruyter (1998:36-48) found that store image has a positive effect on store loyalty through store satisfaction. Better shopping experience may lead to more spending of time as well as money on the stores. Furthermore, customers who are satisfied with a firm will definitely increase their spending as a reflection of loyalty to the firm (Oliver 1997:171). The fact that store image does influences customer satisfaction which will affects their spending in a store, the researcher is interested in doing a research about store image in retail sector to find out whether this theory of store image applies in Giant Ekstra and Transmat Carrefour Manado.

Research Objectives

The aims of this research are to find out:

1. If Promotion have significant effect on Consumer Spending.
2. If Store Atmospheric have significant effect on Consumer Spending.
3. If Store Appeal have significant effect on Consumer Spending.
4. If Store Accessibility have significant effect on Consumer Spending.
5. If Sales Assistance have significant effect on Consumer Spending.

THEORETICAL FRAMEWORK

Consumer Spending

Consumer spending is the most important short run determinant of economic performance. Satisfaction is a crucial issue for both customer and retail management. It is an important concept within general retail marketing and consumer research. (Anselmsson, 2006).

Store Image

Store image may be defined as the symbolic, experiential expression of the manner in which consumers see or visualize a store. Retail stores have images of their own images that serve to influence the perceived quality of the products they carry and the decisions of consumers regarding store choice (Saraswat and Tewari, 2010). The image of a retail outlet is important in such a decision because the consumer may be seeking a particular brand or quality of merchandise, specific services such as credit or delivery, an attractive outlet, courteous employees, and an outlet where other consumers with similar lifestyles are likely to shop (Foxall & Yani-de-Soriano, 2005). Store image represents to the consumer a composite picture of the retailer and it is one of the most powerful tools in attracting and satisfying consumers (du Preez, Visser & Van Noordwyk, 2008).

Sales Assistance

A retail clerk obtains or receives [merchandise](#), totals bills, accepts payment, takes orders and makes change for customers in retail stores such as drug stores, candy stores, or liquor stores thus, the position may partially overlap with that of [cashier](#) and teller (Anselmsson, J. 2006)

Store Atmospherics

Atmosphere is a term that is used to explain our feelings towards the shopping experience which cannot be seen. It describes the atmosphere as the design of the of retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability (Milliman, 1986). Wakefield & Baker (1998) proved that the probability of customers staying longer in store increases due to atmospheric stimulus. When a consumer feels satisfied from the retail environment of the store, he spends more time in a particular store and buys more because of pleasant environmental stimuli

Store Appeal

Store Appeal is commonly known as Store design. It is about creating the constraints of the overall design; often the spaces already exist, and have had many prior uses (Collins-Dodd and Lindley, 2003). The floor plan creates the circulation which then directly controls the direction of the traffic flow based on the studied psychology of consumer movement pattern within a retail space. [Circulation](#) is important because it ensures that the consumer moves through the store from front to back, guiding them to important displays and in the end to the cashier. (Israel, L.J., 1994).

Promotion

Promotions have been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote the idea (Tucci and Wiman, 2001).

Store Accessibility

Accessibility can be viewed as the "ability to access" and benefit from some system or entity. The concept focuses on enabling access for people with disabilities, or special needs, or enabling access through the use of assistive technology (McLaughlin and Wittink, 2004).

Previous Research

On the journal of The Retail Value Chain: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Performance by Maxham, Lichtenstein and Donald (2008) conduct some simple simulations on their research that show how changes in employee perceptions may raise average employee performances, how changes in employee performances enhance average customer evaluations and how changes in customer evaluations raise average customer spending and comparable store sales growth. The authors then show that employee job perceptions and performances "ripple

thru the system" to affect customer spending and store sales growth. The authors also show that employee perceptions exert a direct influence on customer evaluations, and that customer evaluations affect retail store performance (customer spending and comparable store sales growth).

Conceptual Framework

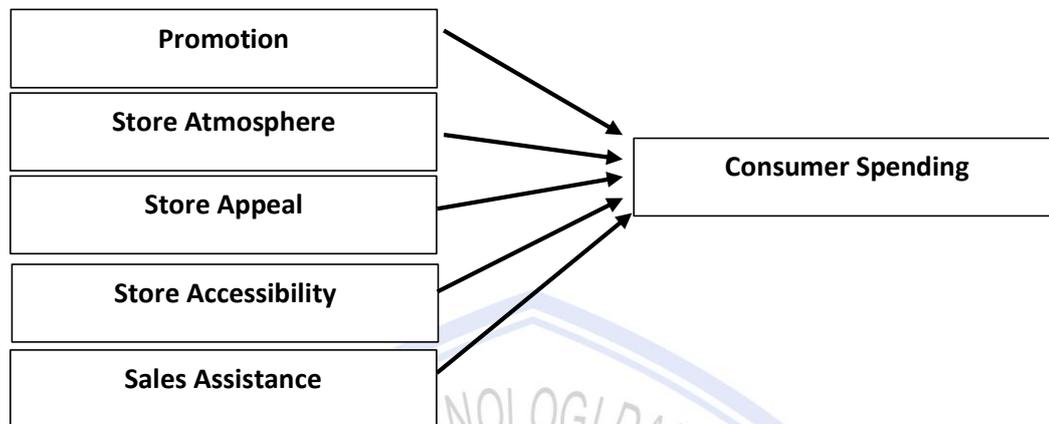


Figure 1 Conceptual Framework

Hypothesis

Based from the conceptual framework, the hypothesis for this research are:

- H 1: Promotion have impact on Consumer Spending.
- H 2: Store Atmospheric have impact on Consumer Spending.
- H 3: Store Appeal have impact on Consumer Spending.
- H 4: Store Accessibility have impact on Consumer Spending.
- H 5: Sales Assistance have impact on Consumer Spending.

RESEARCH METHODS

The purpose of this research is to find How Store Image Dimension Affects Consumer Spending using casual type of research. This research is conducted in Manado and it started from March until November 2017. Based on the above explanation, it can conclude that research procedure is the steps used as a tool for collecting data and answering question in the research. In this research, there are eight steps research procedures that have done conduct. This research procedure explains about targeted people to be researched. The population of this research is the customer of Giant Ekstra and Transmart Carrefour Manado. The sample size of respondents in this research is 200.

Questionnaires are distributed to respondents so they can respond directly on the questionnaire. There were two sections in the questionnaire that should be filled in by the respondents. The first asked about respondent's identities and the second section asked about things that related with related to store image's dimension.

The secondary data are taken from journals, textbook and relevant literature from Internet. The secondary data were used in the background, literature review, research method and discussion. This research is using Ordinal Regression Analysis because as a predictive analysis, ordinal regression describes data and explains the relationship between one dependent variable and two or more independent variables. In ordinal regression

analysis, the dependent variable is ordinal (statistically it is polytomous ordinal) and the independent variables are ordinal or continuous-level (ratio or interval) like variables in this research.

$$E(y) = e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5}$$

$$1 + e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5}$$

RESULT AND DISCUSSION

Result

Ordinal Regression Analysis

This section contains both results of Ordinal Regression Analysis. The researcher use SPSS 22.00 to find the result of Ordinal Regression of both Giant Ekstra and Transmart Carrefour.

The result of Ordinal Regression Analysis of Giant Ekstra

Model Fitting Information

Table 1. Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	128.831			
Final	124.057	4.774	5	.444

Link function: Logit.

Source: Data Processed (2017)

The model fitting information, -2 log Likelihood shows that without using independent variable (intercept only) the value is 128.831. Meanwhile, the value becomes 124.057 when we use the dependent variable (final), meaning that the value is decreasing. The changing in chi-square value is 4.774 and significance of actual level 5% (sig.0.000).

Goodness-of-Fit

Table 2. Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	102.430	115	.793
Deviance	75.996	115	.998

Link function: Logit.

Source: Data Processed (2017)

Table Goodness-of Fit shows the fit test model with data. Pearson value of 102.430 with significance of 0.793 (> 0.05) and Deviance value 75.996 with significance of .998 (> 0.05). It means model fits the empirical data or model does fit the data well.

Pseudo R-Square

Table 3. Pseudo R-Square

Cox and Snell	.047
Nagelkerke	.051

McFadden .020

Link function: Logit.

Source: SPSS, (2017)

Table Pseudo R-Square shows how big independent variable (Store Image) be able to explain dependent variable (Consumer Spending). These values as does the coefficient of determination in the regression. Cox and Snell value 0.047 (4.7%), Nagelkerke value 0.051 (5.1%) and McFadden 0.020 (2%).

Among those three values of Pseudo R-Square, Nagelkerke is the biggest one with value of 0.051. It shows that Store Image is able to explain Consumer Spending for only 5.1% while the rest 94.9% is explained by other factors that are not included in this research.

Parameter Estimates

Table 4. Parameter Estimates

		Estimate	Std. Error	Wald	Df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[SPENDING = 1.00]	-8.378	3.129	7.172	1	.007	-14.510	-2.246
	[SPENDING = 2.00]	-5.793	3.066	3.569	1	.059	-11.803	.217
	[SPENDING = 3.00]	-3.587	3.034	1.397	1	.237	-9.534	2.361
	[SPENDING = 4.00]	-1.589	3.092	.264	1	.607	-7.649	4.471
Location	PRO	-.044	.400	.012	1	.911	-.829	.740
	ATM	-.288	.531	.294	1	.588	-1.328	.753
	APP	-.026	.451	.003	1	.953	-.910	.857
	ACC	-.408	.327	1.555	1	.212	-1.048	.233
	ASS	-.619	.435	2.025	1	.155	-1.472	.233

Link function: Logit.

Source: SPSS, (2017)

Parameter Estimates above have to notice the Wald value and significance value. Variable X1 (Promotion) has Wald value 0.012 with sig. 0.911 (>0.05), variable X2 (Store Atmospheric) has Wald value 0.294 with sig. 0.588 (>0.05), variable X3 (Store Appeal) has Wald value 0.003 with sig. 0.953 (>0.05), variable X4 (Store Accessibility) has Wald value 1.555 with sig. 0.212 (>0.05) and finally variable X5 (Store Assistance) has Wald value 2.025 with sig. 0.155 (>0.05). It shows that all independent variables (Promotion, Store Atmospheric, Store Appeal, Store Accessibility and Store Assistance) does not have significant influence on Consumer Spending.

Based on the analyses, the formula of ordinal regression model in this research is shown as follows:

$$E(y) = \frac{\text{Promotion} + \text{Store Atmospheric} + \text{Store Appeal} + \text{Store Accessibility} + \text{Store Assistance}}{1 + \text{Promotion} + \text{Store Atmospheric} + \text{Store Appeal} + \text{Store Accessibility} + \text{Store Assistance}}$$

y = Consumer Purchase Decision

$$E(y) = e^{128.831 + .044 + -.288 + -.026 + -.408 + -.619}$$

$$1 + 128.831 + .044 + -.288 + -.026 + -.408 + -.619$$

y = Consumer Purchase Decision

The result of Ordinal Regression Analysis of Transmart

Model Fitting Information

Table 5. Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	149.298			
Final	146.801	2.498	5	.777

Link function: Logit.

Source: Data Processed (2017)

Table model fitting information, -2 log Likelihood shows that without using independent variable (intercept only) the value is 149.298. Meanwhile, the value becomes 146.801 when we use the dependent variable (final), meaning that the value is decreasing. The changing in chi-square value is 2.498 and significance of actual level 5% (sig.0.000).

Goodness-of-Fit

Table 6. Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	149.216	7	.835
Deviance	108.788	7	1.000

Link function: Logit.

Source: Data Processed (2017)

Table Goodness-of Fit shows the fit test model with data. Pearson value of 49.216 with significance of 0.835 (> 0.05) and Deviance value 108.788 with significance of 1.000 (> 0.05). It means model fits the empirical data or model does fit the data well.

Pseudo R-Square

Table 7. Pseudo R-Square

Cox and Snell	.025
Nagelkerke	.028
McFadden	.011

Link function: Logit.

Source: SPSS, (2017)

Table Pseudo R-Square shows how big independent variable (Store Image) be able to explain dependent variable (Consumer Spending). These values as does the coefficient of determination in the regression. Cox and Snell value 0.025 (2.5%), Nagelkerke value 0.028 (2.8%) and McFadden 0.011 (1.1%).

Among those three values of Pseudo R-Square, Nagelkerke is the biggest one with value of 0.028. It shows that Store Image is able to explain Consumer Spending for only 2.8% while the rest 97.2% is explained by other factors that are not included in this research.

Parameter Estimates

Table 8. Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Theshold	[SPENDING = 1.00]	-6.392	3.052	4.387	1	.036	-12.373	-.411
	[SPENDING = 2.00]	-3.129	2.979	1.103	1	.294	-8.968	2.711
	[SPENDING = 3.00]	-.652	2.967	.048	1	.826	-6.467	5.163
	[SPENDING = 4.00]	.640	3.003	.045	1	.831	-5.245	6.525
Locatio n	PRO	.103	.340	.092	1	.761	-.563	.770
	ATM	-.262	.440	.353	1	.552	-1.125	.601
	APP	-.289	.404	.512	1	.474	-1.081	.503
	ACC	-.360	.300	1.432	1	.231	-.948	.229
	ASS	.145	.380	.146	1	.702	-.599	.889

Link function: Logit

Source: Data Processed (2017)

y = Consumer Purchase Decision

Table Parameter Estimates above have to notice the Wald value and significance value. Variable X1 (Promotion) has Wald value 0.012 with sig. 0.911 (>0.05), variable X2 (Store Atmospheric) has Wald value 0.294 with sig. 0.588 (>0.05), variable X3 (Store Appeal) has Wald value 0.003 with sig. 0.953 (>0.05), variable X4 (Store Accessibility) has Wald value 1.555 with sig. 0.212 (>0.05) and finally variable X5 (Store Assistance) has Wald value 2.025 with sig. 0.155 (>0.05). It shows that all independent variables (Promotion, Store Atmospheric, Store Appeal, Store Accessibility and Store Assistance) does not have significant influence on Consumer Spending.

Based on the analyses, the formula of ordinal regression model in this research is shown as follows:

$$E(y) = \frac{\text{Promotion} + \text{Store Atmospheric} + \text{Store Appeal} + \text{Store Accessibility} + \text{Store Assistance}}{1 + \text{Promotion} + \text{Store Atmospheric} + \text{Store Appeal} + \text{Store Accessibility} + \text{Store Assistance}}$$

y = Consumer Purchase Decision

$$E(y) = \frac{e^{149.298 + 0.103x_1 - 0.262x_2 - 0.289x_3 - 0.360x_4 - 0.145x_5}}{1 + 149.298 + 0.103x_1 - 0.262x_2 - 0.289x_3 - 0.360x_4 - 0.145x_5}$$

y = Consumer Purchase Decision

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Here are the results of the research that can be drawn as conclusions:

1. Promotion does not have significant effect on Consumer Spending in both stores (Giant Ekstra and Transmart Carrefour)
2. Store Atmospheric does not have significant effect on Consumer Spending in both stores (Giant Ekstra and Transmart Carrefour)
3. Store Appeal not have significant effect on Consumer Spending in both stores (Giant Ekstra and Transmart Carrefour)
4. Store Accessibility does not have significant effect on Consumer Spending in both stores (Giant Ekstra and Transmart Carrefour)
5. Sales Assistance does not have significant effect on Consumer Spending in both stores (Giant Ekstra and Transmart Carrefour)
6. Five Store Image Dimensions do not have significant effect on Consumer Spending, but Store Accessibility (X4) is the indicator that have the highest significant level on consumer spending.
7. As stated in P-seudo R-square table, Store Image is able to explain Consumer Spending for only 2.8% while the rest 97.2% is explained by other factors that are not included in this research.
8. Since all store image dimensions do not have significant effect on consumer spending, the researcher then decided to find an additional data that could support the results in this research. The additional data is in a form of questionnaires with the result showing that retail consumers in Manado prefer to spend more money in stores that provide a cheap price than the store that provide a good store image. Meaning that store image is not as essential as price. It does not mean that store image is not important, but in transactions with large amounts, they prefer to shop at stores that provide low prices. The additional data also shows that customers prefer to shop at stores that sell good quality goods rather than shopping in stores that provide good store image.

Recommendation

Here the recommendation that can be proposed based on result of the research:

1. Based on the results of this research that store image does not significantly affect consumer spending, there are some recommendations that can be offered by the researcher. Aiming for more profit is definitely something that every retail store wants. As stated in the data, Store Image is not giving a significant influence in consumer spending, so spending for more budget/resources/efforts in upgrading their store image is not really essential for retailers when their goal is to make the customer to spend more money on their store.
2. This does not mean that store image is not important, store image also play the role in giving the costumers a comfortable feelings in their shopping experience which might influence them to remember which specific store they prefer as something to be compared with other stores. But in this case (aiming for more money spent by the customers), store image doesn't really suits the role needed. On the other hand, the retailers should start to consider more about their pricing and quality control of the products.
3. The additional data shows that in Manado, people still choose price over the atmosphere, appearance, or even the service of the employee (store image). As long as they think that the price is cheaper, they would still choose that particular store with the perception that they have won their shopping experience by paying for a lower price. Besides price, people also prefer to purchase a good quality products rather than only experiencing a great shopping experience. A store that provides great atmosphere and other things related to store image is not really convincing for the customer if they sell a bad quality product. This is why the researcher's recommendation to the retailers in Manado is to start working on the pricing system and keep on controlling the quality of the products.
4. Other recommendation is for the retailers to put more effort in training their employee. Based on the result of the data, it shows that from five store image indicators, sales assistance have the most affecting effect towards consumer spending. Putting for extra efforts in employee training might be a good investment for the business.

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