
STORE PATRONAGE: AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOUR

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Abstract

The study of consumer store-choice or store patronage behavior has been an important area of research in retailing for many decades. The decision on the choice of store has been modeled in different ways in the literature. Prediction of Branded retail grocery store patronage has long been of interest to scholars and practitioners. For retailers, the importance of this theory is in gaining the ideas and knowledge of how to design the retailing strategy tailored to specific consumers' needs and wants. The present paper examines the importance of store patronage motives for major shopping trips using Theory of Planned Behaviour and explores how they are associated with purchasing outcomes. In Chennai the branded grocery supermarket store like Spencer's, More and Reliance Supermarket are dominating the market. Most of the store patronage research available can be classified either as store image studies or as retail segmentation or satisfaction studies. The store patronage studies tend to focus exclusively on the perceived image of specific retail stores and on the differences in perceived store images across consumers (Lazer & Wyckham, 1969; Martineau, 1958; Rich & Portis, 1964; Tillman, 1967). Little attention is given to the relative importance of the various dimensions of perceived store image to the consumer's store patronage decision. Moreover, there is typically no attempt to associate the store patronage dimensions with consistent sets theory of planned behaviour.

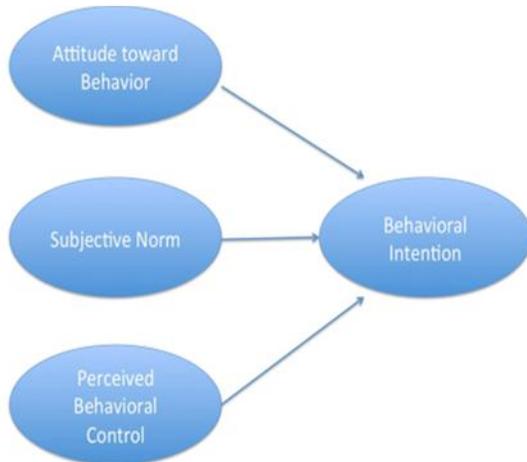
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Introduction

Some of the studies have taken the household as a rational decision making unit, (Becker, 1965; Goldman and Johansson, 1978; Bawa and Ghosh, 1999). Similarly, Bell, Ho and Tang, (1998) in their work on store choice found evidence that each shopper is more likely to visit the store with the lowest total shopping cost. Bearden (1977) studied store selection behaviour among supermarket stores by examining the effects of the following seven relevant store Ambience attributes includes price, quality, selection, atmosphere, location, parking, and sales personnel, as result of the study atmosphere, location, parking facilities and friendliness of sales personnel were found to be

significant attributes in store choice decision and so it increases to repatronage and positive word-of-mouth communication about the store .,Ailawadi and Keller, (2004).

The Theory of Planned Behavior (TPB) explains an individual's intention to engage in behaviour at a specific time and place. It defines that behaviour intentions are a function of three determinants: an individual's attitude toward behaviour, subjective norms, and perceived behavioural control Ajzen, (1991).



Adapted from (Ajzen, 1991)

Definitions

The Theory of Planned Behaviour

Klockner, (2011) The Theory of Planned Behaviour is considered one of the successful theories in Social psychology and to explain people's behaviour, such as consumer behaviour, in different situations and domains

Attitude

According to Smith and Stevens (2008) an attitude is people tendency to evaluate an situation either for the positive or the negative. A positive attitude is a learned way to evaluate a situation as being favourable (Fishbein & Ajzen, 1975).

Subjective Norm

A subjective norm is the social pressure on a consumer to perform or not to perform certain action or behaviour. It is based on normative beliefs and is often referred to as norms (Ajzen, 1991).

Perceived Behavioural Control

Perceived behavioural control is the amount of control consumers believe they possess when planning or performing a certain action or behaviour (Ajzen, 2002).

Intention

According to Ajzen (1991) intentions are the motivational factors that influence an action or behaviour and the higher the intention the more likely the behaviour is to take place.

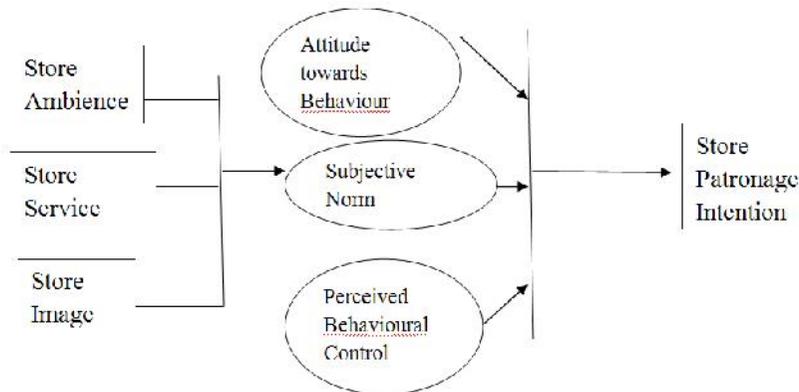
Behaviour

The definition for behaviour is an action that can be observed, for example purchasing groceries online (Ajzen & Fishbein, 1977).

Objectives

1. To determine the effect of store ambience towards Store patronage using TPB in grocery retailing.
2. To assess the effect of store service towards Store patronage using TPB in grocery retailing

3. To assess the effect of Store Image towards Store patronage using TPB in grocery retailing



Review of Literature

Store Ambience

Yadav et al., (2016), TPB has been commended as the best model to predict intentions. The TPB framework, an extension of the theory of reasoned action (TRA) Ajzen (1985, 1986) is one of the most widely researched models among social psychologists for predicting behavioral intentions Fielding(2008). Intention is a conscious plan of action, which specifically requires a behavior and motivation to actuate it Patch, C.S.; Tapsell, L.C.; Williams (2005). Many studies describe the intentions and best predictors of behavior of Consumers towards Store Patronage by these three variables influence more in store ambience, store service and Brand Image and fully mediate the impact of attitudes, subjective norms, and perceived behavioral control using TPB model.

The Store Image

Martineau (1958) remains a concept in retailing research, as the hundreds of published papers citing it testify. Store image is a set of associations that a customer has between the store and certain store characteristics.

Bloemer (1998) Store image measure successfully retail Patronage. Store Image can help to explain the expectations that a customer forms before visiting because the sum of previous experiences, and any external information the customer has about the store (peers, marketing communication efforts by retailer), creates a benchmark for evaluating the next experience. Doyle and Fenwick, (1974) most store image conceptualizations functional attributes, including product, price, assortment, styling, and location. Bearden, (1977) proposes that even price, quality, assortment, atmosphere, location, parking, and friendly personnel. Chowdhury et al. (1998) argue that six dimensions cover most of the meaning of store image: employee service, product quality, product selection, atmosphere, convenience, and price/value. However, Martineau (1958) warns explicitly that store image is more than "the functional factors of location, price and merchandise offerings..

Worthington (2009) uses the term – “emotional loyalty” i.e. Store Patronage and defines it as –the positive feelings evoked by buying a brand and the sense of emotional connection to a brand. In other words the author associates it with positive feelings towards the brand derived from repurchasing.

Store Service

Bloemer (1997) Store service satisfaction may be defined as “the outcome of the subjective evaluation that the chosen alternative (the store) meets or exceeds expectations”. It is a determinant of store loyalty Bitner (1990). Martenson (2007) Satisfied customers are assumed to be loyal customers. But some studies suggest that because of low-income consumers may have more time at their disposal; they are more likely to prioritize comparison shopping Goldman (1977).

Sanchez (2006) Perception of value is subjective since different customers from different cultures and different time seems to evaluate different value. This notion depicts value as a changing variable, at any given time e.g. before purchase, at the moment of purchase, at the time of use, and after use. Perceived value has a positive effect on customer satisfaction.

Attitude towards Purchasing Behaviour:

According to Fazio (1995), attitude is an interaction in memory between a given object and a summary evaluation of this object. Attitude is likely to reveal the psychological assessment of a product by the consumer . In particular, previous studies have focused on the relationship between attitudes and intention behavior. Irland (1993) concluded that consumer's. Purchasing intentions are dependent upon their environmental attitudes. Mostafa [67] found that the positive relationship between attitude and behavioral intention has been established in many cultures. Attitude has a clear role in the decision to accept a specific behavior.

Subjective Norm (SN)

Han (2010), it refers to the perceived social pressure to perform or not to perform Behavior. Subjective norm is the opinion of an individual that have an influence in one's decision making. Zukin and Maguire (2004) studied social norms and found that they have a major influence on green consumption, and are the basis of many theories and models concerning consumption. Wiriapinit (2007) demonstrated that family norm values imparted by parents in Chennai and purchase intentions were associated.

Perceived Behavioral Control (PBC):

Ajzen (1991), Perceived behavioral control refers to an individual's perceived ease or difficulty in performing a particular behavior. According to the TPB model, developing perceived behavioral control prior to generating intention is essential. Li et al.(2002), proposed that the perceived affordances are cues that consumers possessed and used to evaluate products before purchasing. Olsen (2004) pointed that

the most important control factors that influence consumers food purchasing include self-efficacy, and convenience or availability.

Baker (2007) researchers have concluded that confidence in the ability of the individual to control their behavior showed a positive relationship with purchase intention. Researchers have found that, store choice and shopping trip timing decisions tend to differ for individuals and households as a result of personal differences, household composition, and activity patterns Kim and Park, (1997). The promptness in store service, multiple counters, long working hours, handling consumer complaints, hassle free sales transactions, parking facility, home delivery facility are the dimensions identified for retail store choice Khadilkar, (2012).

Conclusion

In this article, I tried to show the concept that the theory of planned behavior can help to predict and explain the influence of store ambience, store service and brand image have more concern towards consumer store patronage and behavior. Every shopping occasion will have tasks associated with it. This study examined the extended framework of the TPB model, in which store patronage concern are added as antecedents of attitude towards purchasing grocery products, subjective norm and perceived behavioral control. The Future research should be conducted by questioning customers about which store is customer's last visited retail store, and which store is customer's most visited store. Doing so may enable the empirical studies on the store patronage Factors. Finally, once the theory's predictive validity has been confirmed, the information obtained can be used to design effective behavior change interventions.

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