

THE ROLE OF ‘CONVENIENCE OF SHOPPING’ IN ENHANCING CONSUMER’S PERCEIVED VALUE, SATISFACTION AND LOYALTY AT APPAREL STORES IN BANGALORE

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ABSTRACT

The organized retail sector of India is facing intense competition. With the opening of new stores and coming in international brands due to FDI in retail, this competition has further intensified. In such a scenario differentiating a retail store from another becomes a challenge. The ‘Apparel’ sector in organized retail is the second largest growing sector after ‘Food and Grocery’. According to the report of Ernst and Young on organized Indian retail, the Apparels sector is expected to grow by 30 – 35 percent by the year 2016. Besides this a lot of foreign investment is also expected in this sector. While the opportunities are immense threats of sustainability are no less. Hence, it is very difficult for retailers maintain an advantageous position only by offering good products, reasonable price and effective promotions. There is a need for present apparel retailers to go an extra mile and offer more than the traditional offerings. The profile of present Indian customers is also changing; their lifestyle has become busy where they have very less time to spend at shopping. In such a situation offering ‘Convenience Of Shopping’ can be profitable for retailers. ‘Convenience of Shopping’ can stimulate consumers shopping action and then can result I enhancing consumer perceived value, satisfaction and loyalty for an apparel store.

The present research paper analyzes the impact of ‘Convenience of Shopping’ on consumer perceived value, satisfaction and loyalty. The study was done at branded apparel stores in Bangalore.

INTRODUCTION

In today’s competitive market consumer’s preferences are changing rapidly. Customers see retail stores as identical in their offerings. Hence, to sustain and succeed marketers have o use different approaches to attract customers. Consistent growth of economy, rapid urbanization rate, favorable demographics and availability of easy credits has boosted consumerism. There is an increase in demand for superior shopping experience, especially in the metropolitan cities. It is a marketplace reality that customers do not only look for superior products and services, but also ‘Convenience Of Shopping’ plays a vital role in shaping the perceived value, satisfaction and loyalty towards a retail store. ‘Convenience of Shopping’ becomes all the more important for apparel stores where competition is tough and customers are lured with many offers. Also a new competitor – Online Retailers have further intensified the competition further. To address such an issue it becomes very essential for apparel retail stores to provide a superior shopping experience to customers. This shopping experience can be made superior by providing ‘Convenience Of Shopping’ in addition to basic offerings of quality products, reasonable price and effective promotions.

The term ‘Convenience Of Shopping’ here consists of many variables. These variables can be divided into four major categories namely: ‘Location of the Store’, ‘Salesperson’s Service’, ‘Layout of the Store’ and ‘Other Services’.

The variables under study are explained in detail in the table below

Location Of The Store	<ul style="list-style-type: none"> • Easily accessible location from most parts of the city • Visibility of the store in the marketplace
Salesperson’s Service	<ul style="list-style-type: none"> • Kindness of the salesperson • Knowledge about products • Complaint handling capability

Layout Of The Store	<ul style="list-style-type: none"> • Ease of movement within the store • Optimal presentation of merchandise • Ease of searching the products within the store, with the help of proper signage
Customer Service	<ul style="list-style-type: none"> • After sales service • Easy payment options • Ample parking space • Gift wrapping facility • Convenient trolley • Free and nature friendly shopping bags

Explanation of Variables

(i) Location

In the literature, location has long been recognized as one of the prime determinants of store choice and success in retailing. Though, ‘Location’ can be argued to be a key component for enhancing consumers’ perception towards an apparel retail store, for two reasons: satisfy consumer needs of ease of and ease of visibility in the crowded marketplace.

The location of a store and the distance, which consumers must travel to go shopping are basic criteria in their store choice decisions. In addition, store visibility is an element often discussed in the literature that does effect consumers’ decision of choosing one store over another¹. They argue that store choice decisions also depends on the total shopping costs and time which is required to access the store. Therefore, it can be argued that ‘Location’ makes the overall shopping experience of customers convenient, thus enhancing the image of apparel store. In addition to Location, an appealing façade of the store also plays a vital role. An appealing and attractive façade helps customers in easily locating the store in crowded marketplace, hence, saving time.

(ii) Salesperson’s Service

According to Parasuraman et al², an apparel retail store can differentiate its retail offerings by providing excellent ‘Salesperson’s Service’ and thus build customer loyalty. Moreover, research has demonstrated that ‘Salesperson’s Service Quality’ is among the predominant attributes affecting store image and store choice. This supports why the store image attribute of ‘Salesperson’s Service’ does have a high relevance for our research paper. ‘Salesperson’s Service’ consists of components like kind and caring attitude of salesperson towards the customers, the knowledge of salesperson about the products available in the store and ability of the salesperson in handling customers complaints.

All these components make the overall shopping experience of the customers convenient because with these, the customers are well assured that there is someone in the store who will help in making their shopping experience easy and comfortable. Once the shopping experience is easy and comfortable, the perceived value of the apparel store is enhanced which leads to satisfaction and ultimately customer loyalty. Customer satisfaction and loyalty are essential for sustainability and success of an apparel store.

(iii) Layout of the Store

(a) Layout

According to the literature, a convenient store ‘Layout’ can play a vital role in enhancing the overall shopping experience of a customer at apparel store³. This is indeed important in highly competitive retail

¹ Levy, Michael; Weitz, Barton A. (2009) ‘Retailing Management’ page 224

² Parasuraman, Zeithaml and Berry, "A Conceptual Model of Service Quality and Its Implications for Future Research," *Journal of Marketing*, Fall 1985, pp. 41-50

³ Bloomer, J.M.M.; Ruyter, K. De (1997) ‘On the relationship between store image, store satisfaction and store loyalty’

sectors, like we assume the apparel sector to be, and is therefore an interesting and relevant aspect to remember. A retail store 'Layout' should be designed to facilitate easy movement of customers within the store, and allow the optimal presentation of merchandise⁴. As apparel stores are relatively huge as compared to other stores like footwear or optical stores, proper and convenient 'Layout' becomes an essential tool in making the overall shopping experience of the customer exciting and fruitful.

(b) *Signage and Graphics* is the second element of store design and layout, which can help customers locate specific products and departments within the apparel store. Customer friendly signage and graphics provide product information, and suggest items of special purchases. By using visual communication, a retailer can help the customer through the store, especially in the case of multibrand apparel stores, which are huge in size and are spread over large areas and housing many brands less than one roof. We also do believe that signage at the entrance and in windows can be used to attract consumers' attention. In addition, signage of new arrivals is also a tool to get people's attention.

(iv) Customer Service

Looking at the findings contained in the literature, we can clearly identify the importance of 'Customer Service' elements in relation to store image⁵. In today's competitive retail environment, the delivery of high quality of 'Customer Service' has long been treated as the basic of retailing strategy.

A high quality of *Customer Service* is very much demanded by the current times customers who are well aware of similar offerings by retail stores across the world. A good *Customer Service* creates a positive impact about the shopping experience of an apparel store. This leads to improvement in consumer's perceived value, satisfaction and customer loyalty for the apparel store.

Customer Service at an apparel store usually consists of

- (a) *Good after Sales Service*, for building and maintaining relationships with customers for store's success. *Good after Sales Service* includes a clear and customer friendly exchange-and-return policy of apparels, maintaining an updated customer's database, which includes details about customer's birthdays and anniversary. On customer's birthday and anniversary, the apparel store can send greetings by mail; this will improve the perception of customer about the store, as they feel connected and well cared by the store. Such an act also differentiates the apparel store from other stores and creates a positive image in customers mind.
- (b) *Easy Payment Options*: As the times are changing customers do not prefer to carry heavy wallets, they prefer plastic money i.e. credit cards or debit cards. Hence, a lot of Apparel stores can provide the facility of making payments by credit cards and thus delight the customers.
- (c) *Ample Parking Space* is very much required by the customers residing in metropolitan cities. Most of the times customers spend a lot of time in looking for a safe and convenient place of parking near the apparel store, this can impact the shopping experience of customer. Thus apparel stores which provide ample parking space to its customers provide better satisfaction to their customers, this leads to customer loyalty and store success.
- (d) *Gift Wrapping Services* are much needed by high profile customers and young generation customers, who prefer buying gifts from multibrand apparel stores and do not want to travel to a gift shop for the purpose of gift wrapping. An apparel store can enhance its *Customer Service* by providing free *Gift Wrapping* facility in the store in order to build on customer's perceived value and customer satisfaction.

⁴ Sharma, A. and Stafford, T. F. (2000). "The Effect of Retail Atmospheric on Customer's Perceptions of Salespersons and Customer Persuasion: An Empirical Investigation" *Journal of Business Research*, page. 183 – 191

⁵ Siu, Noel Y.M; Cheung, Jeff Tak-Hing (2001) 'A measure of retail service quality'

- (e) *Convenient Trolley, Free and Nature Friendly Shopping Bag*: These aspects can also be used to enhance the overall shopping experience of customers at an apparel store. Today when most of the apparel stores charge for plastic shopping bags, which are used for carrying the products purchased by the customers, if an apparel store provide nature friendly shopping bags to its customers, the store will definitely grab attention of its customers. Apart from grabbing attention this also will create a positive impression about the store. Such an act can also be used as a CSR activity by the apparel store.

All the above variables were considered for study while writing this research paper. The questionnaire contained questions which studied the impact of these variables on consumer's perceived value, satisfaction and loyalty for an apparel store in Bangalore.

SCOPE OF THE STUDY

This study first analyzes the variables which can be included in the apparel store attribute – '*Convenience Of Shopping*' and then the study analyzes the contribution of '*Convenience Of Shopping*' in enhancing overall consumer's perceived value about the apparel store, the satisfaction customers derive while shopping at these stores and ultimately how customers can be made loyal to the apparel stores by working on store attribute called '*Convenience Of Shopping*'. The study was done at the metropolitan city called Bangalore, which is the capital of Karnataka. Bangalore is a potential market for almost any kind of retail establishment because of the presence of heterogeneous mix of customers.

The study was conducted at major apparel stores present in Bangalore. The focus of the study was the apparel segment of organized retail in Bangalore.

OBJECTIVE OF THE STUDY

The study examines the variables which can be included in '*Convenience Of Shopping*' and the impact of store attribute called '*Convenience Of Shopping*' on building positive consumer's perceived value, satisfaction and loyalty towards the apparel stores in Bangalore.

The main objectives of the study are as follows

- (i) To study the apparel segment of organized retail in Bangalore.
- (ii) To study the variables which can be included in store attribute called '*Convenience Of Shopping*'.
- (iii) To analyze the impact of '*Convenience Of Shopping*' on consumer's perceived value, satisfaction and loyalty towards an apparel store
- (iv) To offer suggestions to apparel store so that they can enhance the store attribute called '*Convenience Of Shopping*' for success.

LIMITATIONS OF THE STUDY

The present study has following limitations

- (i) The study is limited to customers' existing in Bangalore city only.
- (ii) The study covers only few customers available at time of data collection, hence entire population is not covered.
- (iii) Study was done only for apparel segment of organized retail in Bangalore, therefore the derived results are limited to apparel segment only.

METHODOLOGY OF THE STUDY

The study is embodied with both primary and secondary data. The primary data was collected using a structured questionnaire from the customers of apparel stores in Bangalore. The data was collected from various apparel stores existing in Bangalore city. The study was done at almost all kinds of apparel stores ranging from high-price to low-price stores in Bangalore. The selection criteria used for respondents was based on their availability and level of participation by them. This is an analytical study which studied the impact of '*Convenience of Shopping*'

on consumer's perceived value, satisfaction and loyalty towards an apparel store in Bangalore. The questionnaire contained fifty five questions to analyze the various factors considered for the study. Most of the questions were close-ended. The typical Five Point Likert-Type scale was used to obtain the views of customers.

Sample Selection

To select the sample non-probability convenience sampling method was used. All the respondents selected were above 18 years of age in order to get a mature opinion about the impact of 'Convenience Of Shopping' on consumer's perceived value, satisfaction and loyalty towards an apparel store in Bangalore. Almost 200 questionnaires were administered out of which, 19 were discarded as they were incompletely filled.

It is believed that the information obtained from these respondents was genuine and unbiased.

LITERATURE REVIEW

A lot of experimental and descriptive research studies are available for studying the factors affecting customer experience at a retail setting and the effect of efforts like 'Convenience Of Shopping' on consumer's perceived value, satisfaction and loyalty towards an apparel store. Around eight research and general articles were reviewed to understand the concept of 'Convenience Of Shopping' and later to study the impact of this variable on consumer's perceived value, satisfaction and loyalty towards an apparel store.

Malik. R. (2010), in her research study proposed a conceptual model to analyze the factors which determine the success of organized retailers. They have been identified as micro and macro factors. Under micro factors, Malik listed some perceptual factors. These perceptual factors are: *Product Offering, Price Level, Store Personnel, In-store Services, Store Experience, and Place, Demographics of Shoppers and Trust and Relationship*. Malik further stated that the more tailored and personalized the experience the retailers create for their customer, the greater is the differentiation from their competitors, and ultimately the greater success.

Porter, Steven S., Claycomb, Cindy (1997), in their research study concluded that a retail store can be built as a strong brand by integrating the elements of: Price, Product, Promotions and Customer Service.

Sharma, A. and Stafford, T. F. (2000) through their study suggested that store ambience and design positively affect customer's persuasion for a store.

Malik, M. (2012), in this other study conducted by Malik on relationship between customer satisfaction and service quality of organized retail in Haryana, she found that dimensions of service quality (product aspects, price, physical aspects promotional schemes and personnel interaction) were positively related with customer satisfaction.

ANALYSIS AND DISCUSSION

❖ Demographic Characteristics Of the Sample Respondents

○ Gender

In the total population of respondents, 52% percent of the respondents were male and 48% respondents were females. However, the gender differences could be due to the fact that shopping in India is undertaken by the family as a group and male heads of households are more likely to be the respondents.

○ Occupation

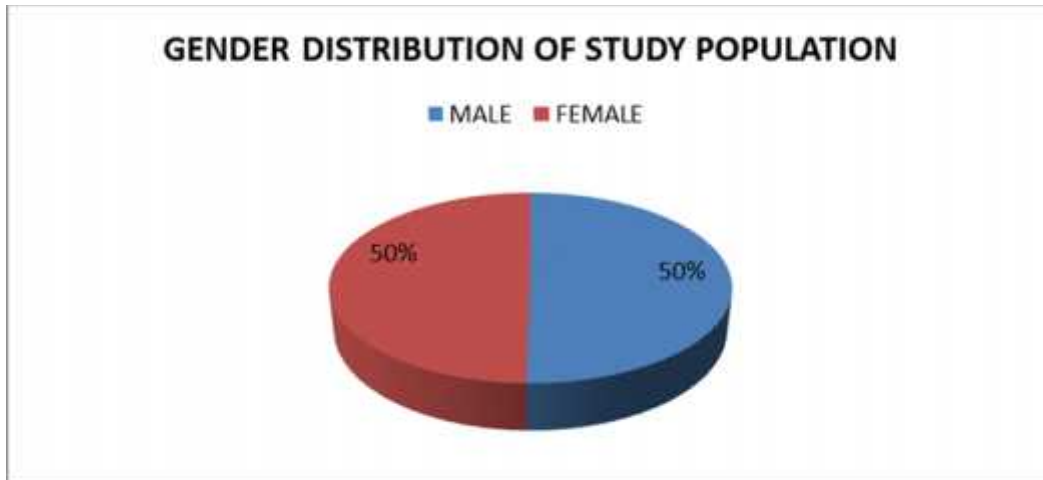
Out of the total population, most of the respondents were either salaried or were students, very few were self-employed; this can be due to the reason that most of the apparel stores are visited by the young crowd which consists of either salaried people or students.

- **Age**
 The majority of the respondents fell into the 25-35 years age group. As we have already seen that most of the respondents were either salaried or students so it becomes evident that they will fall in the above mentioned age group.
- ❖ **Impact of ‘Convenience of Shopping’ on customer’s perceived value, satisfaction and loyalty towards an apparel store in Bangalore:**
 - **Frequency Of Going For Shopping At An Apparel Store:**
 Most of the respondents visit an apparel store for shopping or other purposes at least once in a month, a considerable number of respondents go at least once in two months. A very small number of respondents visited these apparel stores for shopping for at least once in more than two months to less than three months.
 This indicates that the apparel stores have a good footfall which they need to convert into purchase by enhancing the experience of customers while they are visiting the store. This can be done by making their shopping experience convenient and enjoyable.
 - **Location Of the Store**
 Many questions were asked to analyze the factor ‘*Location Of The Store*’ and its contribution in the store attributes ‘*Convenience Of Shopping*’. It was found out that ‘*Location Of The Store*’ enhances customer’s perception towards the store substantially and can be considered as an important element in shaping store’s image in consumer’s minds.
 - **Salesperson’s Service**
 The questions which were analyzed to study the element ‘*Salesperson’s Service*’ revealed that in current times an affable attitude of the salesperson is required for creating a positive image of the store. This in turn leads to customer satisfaction and customer loyalty which are very essential for the success of an apparel store.
 - **Layout Of the Store**
 It was observed that a good ‘*Layout*’ of the store is an important factor of attracting customers. The apparel stores which have a customer friendly layout are liked by the customers as it saves their time in moving around the store and helps them in locating the products easily with usage of proper signboards and graphics. The results of the study revealed that, a store with ambient layout can be differentiated from its competitors, and can create a positive image in customer’s minds.
 - **Customer Service**
 The questions which were asked to analyze the element ‘*Customer Service*’ revealed that a good ‘*Customer Service*’ is very essential for differentiating the apparel store from the rest. A good ‘*Customer Service*’ not only makes the shopping experience memorable but also enhances customer’s perceived value, satisfaction and loyalty towards the apparel store.

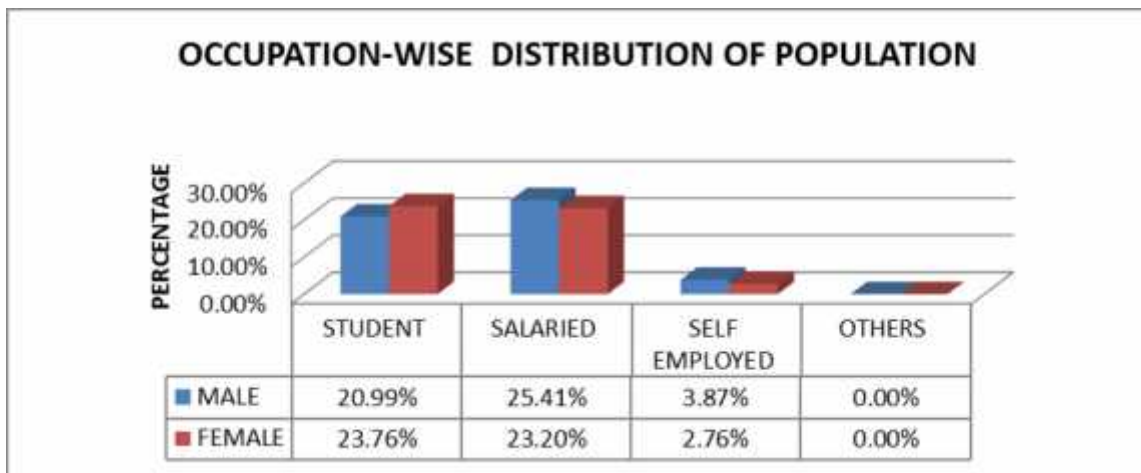
GRAPHS AND TABLES

Table 1: Table showing the Gender, Occupation and Age-wise distribution of the respondents

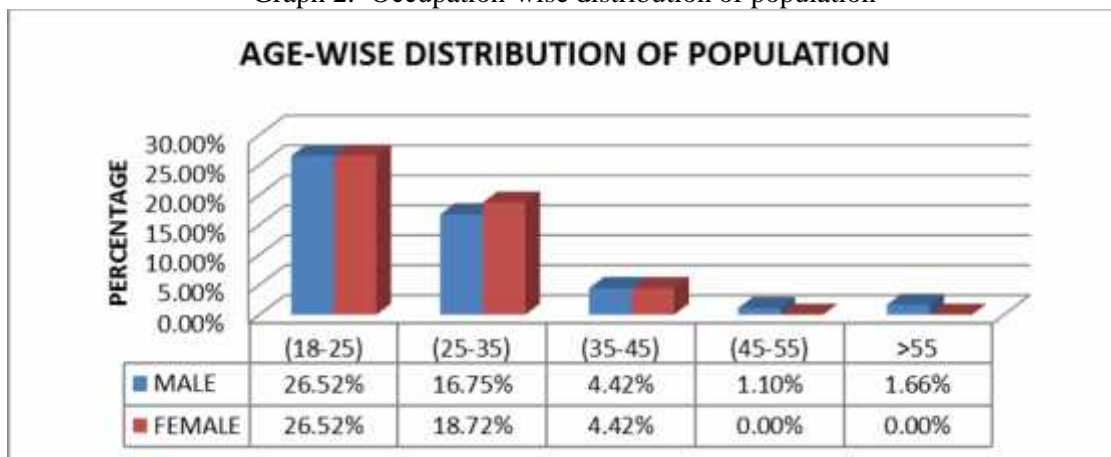
As GENDER	NUMBER N (%)	OCCUPATION				AGE-GROUPS				
		STUDENT	SALARIED	SELF EMPLOYED	OTHERS	(18-25)	(25-35)	(35-45)	(45-55)	>55
Male	91(52.28 %)	37(20.99 %)	46(25.41 %)	8(3.87%)	0.00(0.00 %)	48(26.52 %)	30(16.75 %)	8(4.42%)	2(1.10%)	3(1.66%)
Female	90(49.72 %)	43(23.76 %)	42(23.20 %)	5(2.76%)	0.00(0.00 %)	48(26.52 %)	34(18.72 %)	8(4.42%)	0.00(0.00 %)	0.00(0.00 %)
Total	181(100.00 %)	80(44.20 %)	88(48.62 %)	13(7.18 %)	0.00(0.00 %)	96(53.04 %)	64(35.36 %)	16(8.84 %)	2(1.10%)	3(1.66%)



Graph 1: Gender Distribution Of Population



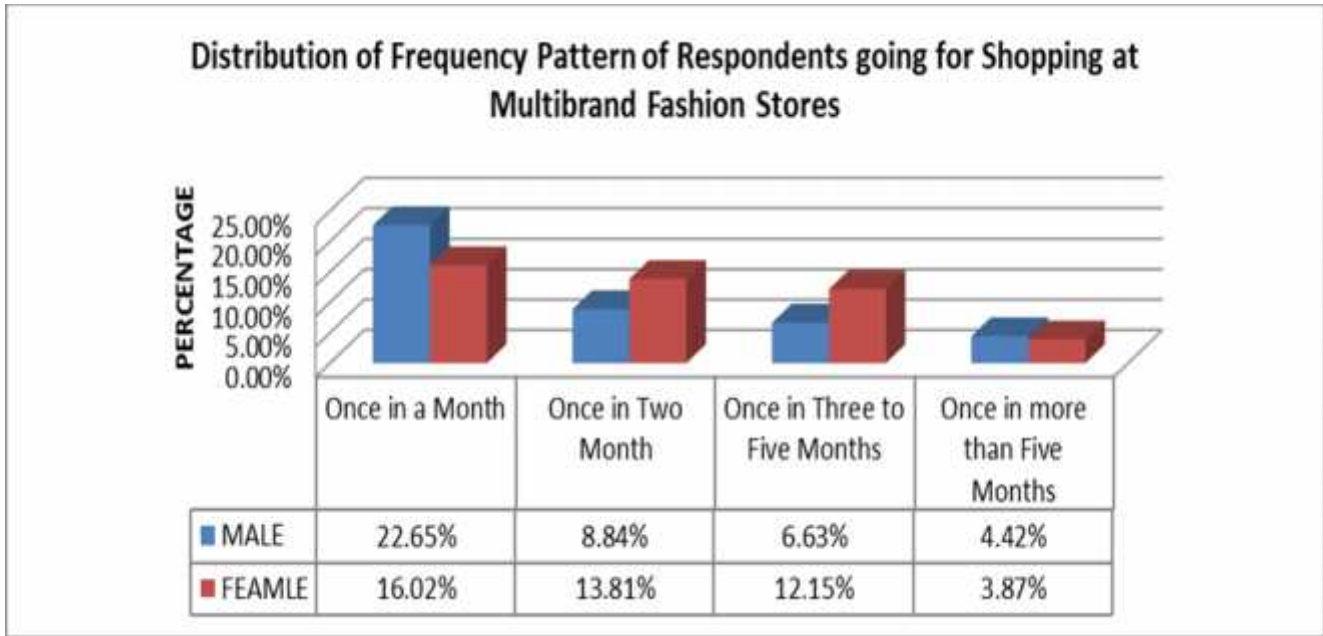
Graph 2: Occupation-wise distribution of population



Graph 3: Age-wise distribution of population

Table2: Table showing the frequency at which customers visit apparel stores for shopping

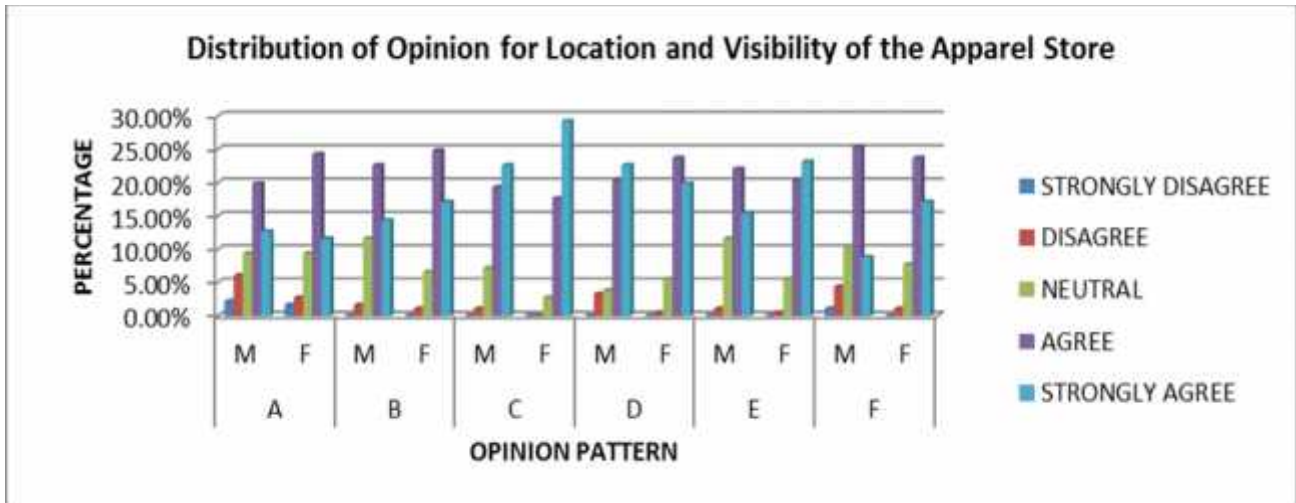
	Frequency of customers visiting apparel stores for shopping			
	Once in a Month	Once in Two Month	Once in Three to Five Months	Once in more than Five Months
MALE	41(22.65%)	16(8.84%)	12(6.63%)	8(4.42%)
FEAMLE	29(16.02%)	25(13.81%)	22(12.15%)	7(3.87%)
TOTAL	70(38.67%)	41(22.65%)	34(18.78%)	15(8.29%)



Graph 4: Distribution of Frequency Pattern of Respondents going for Shopping at Multibrand Fashion Stores

Table 3: Table showing the impact of Location and Visibility of the apparel store

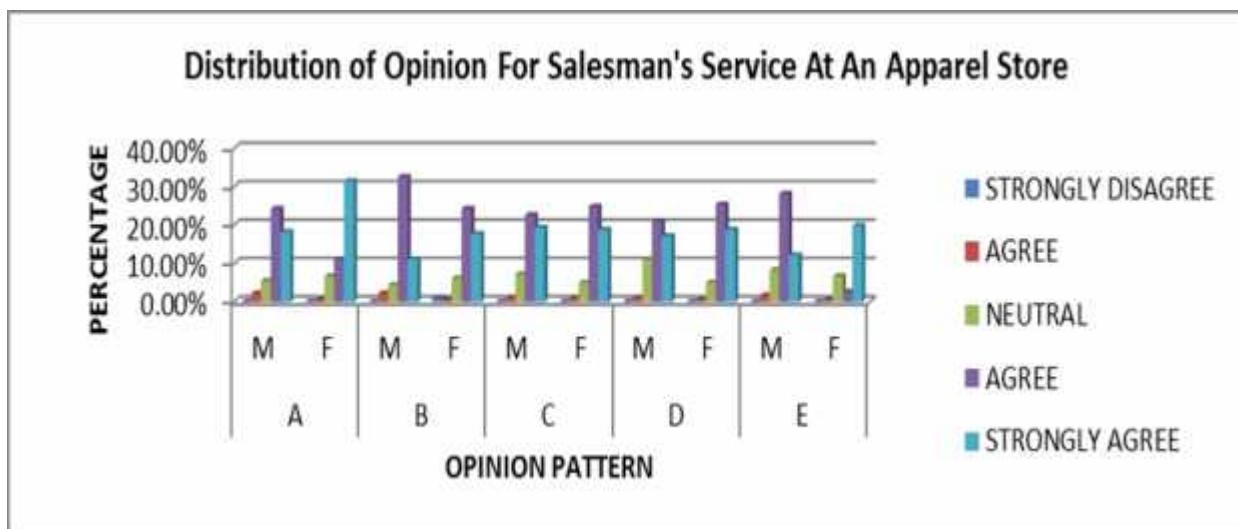
OPINION	STORE LOCATION AND VISIBILITY PARAMETER											
	A		B		C		D		E		F	
	M	F	M	F	M	F	M	F	M	F	M	F
Strongly disagree	4(2.21%)	3(1.66%)	0(0.00%)	0(0.00%)	0(0.00%)	0(0.00%)	0(0.00%)	0(0.00%)	0(0.00%)	0(0.00%)	2(1.10%)	0(0.00%)
Disagree	11(6.08%)	5(2.76%)	3(1.66%)	2(1.10%)	2(1.10%)	0(0.00%)	6(3.31%)	1(0.55%)	2(1.10%)	1(0.55%)	8(4.42%)	2(1.10%)
Neutral	17(9.39%)	17(9.39%)	21(11.60%)	2(6.63%)	13(7.18%)	5(2.76%)	7(3.87%)	10(5.52%)	21(11.60%)	10(5.52%)	19(10.50%)	14(7.73%)
Agree	36(19.89%)	44(24.31%)	41(22.65%)	45(24.86%)	35(19.34%)	32(17.68%)	37(20.44%)	43(23.76%)	40(22.10%)	37(20.44%)	46(25.41%)	43(23.76%)
Strongly agree	23(12.71%)	21(11.60%)	26(14.36%)	31(17.13%)	41(22.65%)	53(29.28%)	41(22.65%)	36(19.89%)	28(15.47%)	42(23.20%)	16(8.84%)	31(17.13%)



Graph5: Distribution of Opinion for Location and Visibility of the apparel store

Table 4: Table showing the impact of Salesman’s service at an apparel store

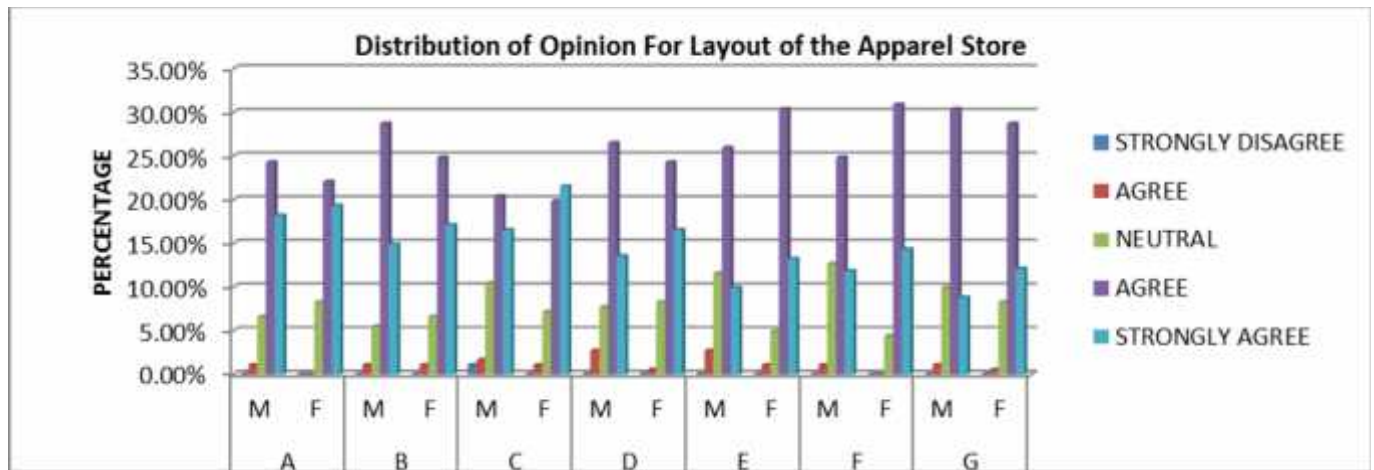
Opinion	SALESMAN’S SERVICE PARAMETER									
	A		B		C		D		E	
	M	F	M	F	M	F	M	F	M	F
Strongly disagree	0(0.00%)	0(0.00%)	0(0.00%)	2(1.10%)	0(0.00%)	0(0.00%)	0(0.00%)	0(0.00%)	0(0.00%)	0(0.00%)
Agree	4(2.21%)	1(0.55%)	4(2.21%)	1(0.55%)	2(1.10%)	2(1.10%)	2(1.10%)	1(0.55%)	3(1.66%)	1(0.55%)
Neutral	10(5.52%)	12(6.63%)	8(4.42%)	11(6.08%)	13(7.18%)	9(4.97%)	20(11.05%)	9(4.97%)	15(8.29%)	12(6.63%)
Agree	44(24.31%)	20(11.05%)	59(32.60%)	44(24.31%)	41(22.65%)	45(24.86%)	38(20.99%)	46(25.41%)	51(28.18%)	41(22.65%)
Strongly agree	33(18.23%)	57(31.49%)	20(11.05%)	32(17.68%)	35(19.34%)	34(18.78%)	31(17.13%)	34(18.78%)	22(12.15%)	36(19.89%)



Graph5: Distribution of Opinion for Salesman’s Service at an apparel store

Table 4: Table showing the impact of Store Layout at an apparel store

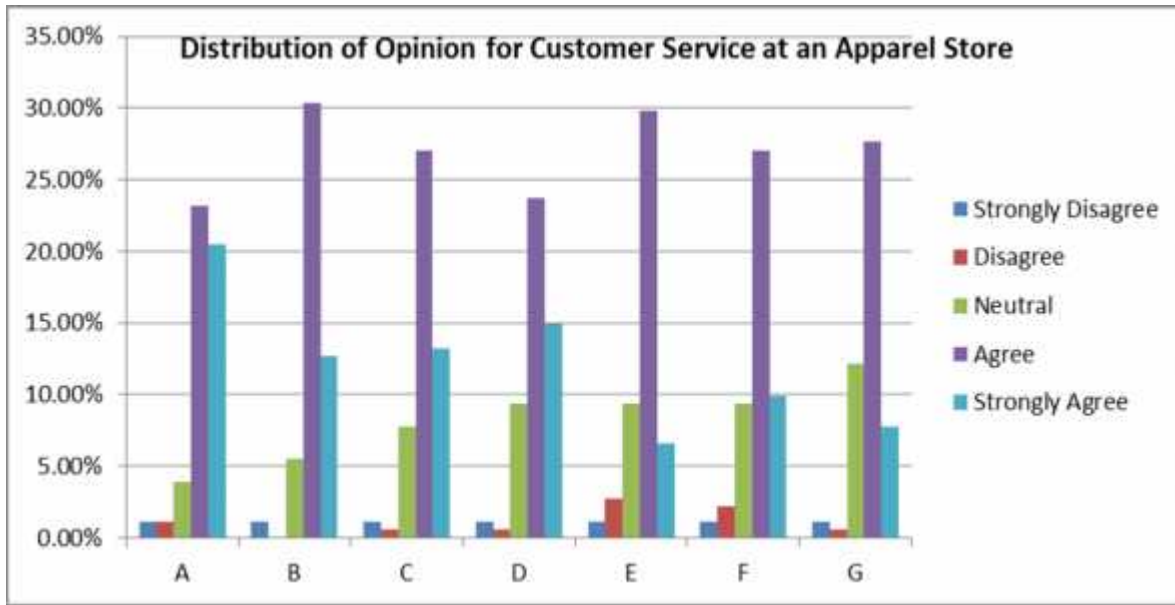
OPINION	STORE LAYOUT PARAMETER													
	A		B		C		D		E		F		G	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Strongly disagree	0	0	0	0	2	0	0	0	0	0	0	0	0	0
%	0.00%	0.00%	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Disagree	2	0	2	2	3	2	5	1	5	2	2	0	2	1
%	1.10%	0.00%	1.10%	1.10%	1.66%	1.10%	2.76%	0.55%	2.76%	1.10%	1.10%	0.00%	1.10%	0.55%
Neutral	12	15	10	12	19	13	14	15	21	9	23	8	18	15
%	6.63%	8.29%	5.52%	6.63%	10.50%	7.18%	7.73%	8.29%	11.60%	4.97%	12.71%	4.42%	9.94%	8.29%
Agree	44	40	52	45	37	36	48	44	47	55	45	56	55	52
%	24.31%	22.10%	28.73%	24.86%	20.44%	19.89%	26.52%	24.31%	25.97%	30.39%	24.86%	30.94%	30.39%	28.73%
Strongly agree	33	35	27	31	30	39	24	30	18	24	21	26	16	22
%	18.23%	19.34%	14.92%	17.13%	16.57%	21.55%	13.57%	16.57%	9.94%	13.26%	11.86%	14.36%	8.84%	12.15%



Graph 6: Distribution of Opinion for Layout of an apparel store

Table 5: Table showing the impact of Customer Service at an apparel store

Opinion	CUSTOMER SERVICE PARAMETER													
	A		B		C		D		E		F		G	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Strongly disagree	0(0.00%)	2(1.10%)	0(0.00%)	2(1.10%)	0(0.00%)	2(1.10%)	0(0.00%)	2(1.10%)	0(0.00%)	2(1.10%)	0(0.00%)	2(1.10%)	0(0.00%)	2(1.10%)
Disagree	2(1.10%)	2(1.10%)	2(1.10%)	0(0.00%)	2(1.10%)	1(0.55%)	5(2.76%)	1(0.55%)	3(1.66%)	5(2.76%)	0(0.00%)	4(2.21%)	3(1.66%)	1(0.55%)
Neutral	16(8.84%)	7(3.87%)	15(8.29%)	10(5.52%)	13(7.18%)	14(7.73%)	22(12.15%)	17(9.39%)	22(12.15%)	17(9.39%)	18(9.94%)	17(9.39%)	19(10.50%)	22(12.15%)
Agree	36(19.89%)	42(23.20%)	51(28.18%)	55(30.39%)	45(24.86%)	49(27.07%)	45(24.86%)	43(23.76%)	46(25.41%)	54(29.83%)	48(26.52%)	49(27.07%)	55(30.39%)	50(27.62%)
Strongly agree	37(20.44%)	37(20.44%)	23(12.71%)	23(12.71%)	31(17.13%)	24(13.26%)	19(10.50%)	27(14.92%)	20(11.05%)	12(6.63%)	23(12.71%)	18(9.94%)	14(7.73%)	14(7.73%)



Graph 7: Distribution of Opinion for Customer Service at an apparel store

FINDINGS

1. A lot of customers get attracted towards apparel stores in Bangalore. These people belong to different age groups and occupations. There is a great scope of growth in this sector, due to the high preference of customers towards it.
2. Customers like an apparel stores which provides them with good customer service. Hence, various strategies should be made to enhance the quality of customer service. New and innovative services can also be introduced to make the shopping experience of customers great.
3. Good customer service is an important differentiator aspect for an apparel store. Therefore, it can be concluded that, good customer service is an element for enhancing consumer's perception, satisfaction and loyalty towards an apparel store.
4. Customers like an apparel store which are located at convenience places, has convenient payment options, provides ample parking space, and makes shopping experience of customers memorable. Therefore, careful planning should be done for location, layout and payment options at the retail store, in order to make the shopping experience of customers good to great.
5. Customers get attracted towards the apparel stores which have an ambient layout.

CONCLUSION

The theoretical analysis demonstrates that in order to enhance the consumer's perceived value, satisfaction and loyalty, the overall shopping experience of the customers has to be made memorable. This can be done by focusing on the store attribute – '*Convenience Of Shopping*'. This can be done by combining and enhancing five major aspects of '*Convenience Of Shopping*': Location and Visibility of the store, Salesperson's Service, Layout of the Store and Customer Service.

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