

A set of tables for the article ‘A discussion framework of store image and patronage: A literature review’

== 7 tables in total ==

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	Alderson and Sessions (1962)	Arons (1961)	Bearden's (1977)	Bucklin (1963)	Doyle and Fenwick (1974)	Ellsworth Benjamin and Rudolf (1957)	Ghosh (1994)	Kelly and Stephenson (1967)	Kunkel and Berry (1968)	Lin and Tominc (2014)	Lindquist (1974)	Martineau (1957, 1958))	May (1971)	McCann (1957)	Myers (1960)	Rachman and Kemp (1963)	Rich (1963)	Rich and Portis (1964)	Thang and Tan (2003)	Tillman (1967)	Verma (2012)	Weale (1961)	Wingate (1958)	Total
Merchandise	X	X	X	X	X		X	X	X	X	X	X	X		X	X	X	X	X	X	X			19
Service		X	X	X			X		X	X	X	X	X		X	X	X	X	X	X	X			16
Convenience	X		X		X		X	X	X	X	X	X	X				X	X	X		X			14
Promotion		X				X	X	X	X		X	X	X				X	X	X		X			12
Cliental								X	X		X	X	X	X				X	X	X		X	X	11
Physical Facilities				X	X			X		X	X	X	X				X	X	X					10
Atmosphere		X	X				X		X	X	X	X							X		X	X		10
Institutional		X										X	X		X		X							5

Table 1: Factors that affect store image

Store Image																															
Functional Qualities										Psychological Attributes																					
Merchandise						Promotion				Physical Facilities				Service						Convenience			Clientele			Atmosphere		Institution			
Quality	Selection	Assortment	Styling, Fashion	Guarantee	Pricing	Sales Promotion	Advertising/Display	Advertising	Trading Stamps	Symbols and Colours	Physical Facilities	Store Layout	Shopping Ease	Architecture	General Service	Salesclerk Service	Self-Service	Ease of Return	Credit	Delivery	Phone Orders	Convenience	Location	Parking	Social Class Appeal	Self-Image Congruency	Store Personnel	Congeniality	Conservation/Modern	Reputation	Reliability
These 6 attributes are intended to reflect goods and services offered by a retailer.						These 4 attributes are intended to show the impact of symbolic actions.				These 4 attributes are intended to show the impact of the internal and external environment.				These 8 attributes relate to the intangible interactions that a consumer experiences.						These 3 attributes are intended to show how easily the store is accessed.			These 3 attributes are intended to show the impact of the type of people employed by, and using the store.			Congeniality is intended to show the effects of the feeling of friendless.		These 3 attributes are intended to show the inner workings of the store.			

Table 2: Sub-sections of the factors that affect store image

Citations (as of Feb 2017)	2087	458	349	333	313	311	289	240	219	186	172	113	110	109	79	50	
	Baker et al. (2002)	Grewal et al. (2003)	Darian (1987)	Finn and Louviere (1996)	Babin, Hardesty and Suter (2003)	Babin and Babin (2001)	Gupta, Su and Waiter (2004)	Kenhove and Porter (1995)	Korgaonkar, Lund and Price (1985)	Shim and Drake (1990)	Woodside and Trappey (1992)	Korgaonkar (1984)	Gehrt and Yan (2004)	Lumpkin and Hawes (1985)	Kasulis and Lusch (1981)	Darley and Lim (1993)	Total
Confidence										X							1
Education											X						1
Fast Checkout											X						1
Hedonic Value						X											1
Marital Status									X								1
Perceived risk							X										1
Race									X								1
Sales Tax									X								1
Shopping Orientation												X					1
Store Image																X	1
Age									X					X			2
Income									X					X			2
Sex									X					X			2
Store Attitude									X							X	2
Store Atmosphere	X	X														X	3
Selection				X						X	X					X	4
Price	X			X			X			X	X		X				6
Service	X			X		X				X			X			X	6
Product Quality	X	X		X						X	X		X			X	7

Table 3: Factors that influence store patronage

		Baker et al. (2002)	Grewal et al. (2003)	Darian (1987)	Finn and Louviere (1996)	Babin, Hardesty and Suter (2003)	Babin and Babin (2001)	Gupta, Su and Walter (2004)	Kenhove and Porter (1995)	Korgaonkar, Lund and Price (1985)	Shim and Drake (1990)	Woodside and Trappey (1992)	Korgaonkar (1984)	Gehrt and Yan (2004)	Lumpkin and Hawes (1985)	Kasulis and Lusch (1981)	Darley and Lim (1993)		
	Citations as of (Feb 2017)	2087	458	349	333	313	311	289	240	219	186	172	113	110	109	79	50	Total	
Customer and manager store image alignment	Product Quality	X	X		X						X	X		X			X	7	
	Service	X			X		X				X			X				X	6
	Store Atmosphere	X	X															X	3
	Age									X					X				2
	Income									X					X				2
	Sex									X					X				2
	Education											X							1
	Marital Status									X									1
	Shopping Orientation													X					1
	Store Image																	X	1
	Race										X								1
Past purchase experiences	Price	X			X			X			X	X		X					6
	Selection				X						X	X						X	4
	Store Attitude									X								X	2
	Confidence										X								1
	Fast Checkout											X							1
	Hedonic Value						X												1
	Perceived Risk							X											1
	Sales Tax									X									1

Table 4: Independent variables that contribute to the consumers' patronage

Independent Variables	Scholars Discussions
Product Quality	Though important to consumers, the over-riding influence is price (Rajendran and Tellis, 1994). However, there is little connection to the perceived quality of a low-priced product when the low price is associated to a 'sales promotion' (Baker <i>et al.</i> , 2002).
Service	When a store is known to offer low priced, low-quality goods (e.g. discount stores), they must concentrate whole heartedly on the service (Baker <i>et al.</i> , 2002). It is also important to acknowledge the importance of service to low-knowledge consumers (Baker <i>et al.</i> , 2002).
Selection	In order to be viewed as being of the highest quality, selection should be kept to a minimum, being continually narrowed down wherever possible (Finn and Louviere, 1996). In contrast to this, 86% of the market comprises stores offering low-price items and a wide range of products (Finn and Louviere, 1996).
Store Atmosphere	Stores having a wide selection of goods (i.e. high quality to low quality) have low natural connection in the mind of the consumer; consequently, the store atmosphere is vital to build connection with the consumers (Baker <i>et al.</i> , 2002).
Price	Retailers often use price in combination with promotions in an effort to highlight the perceived value to the end consumer. This has the greatest effect when the selling price is lower than the 'internal reference price' – the price that consumers perceive similar products to cost (Biswas and Blair, 1991). It is important to note that a consumer's severance price can shift with new information being provided to them (Rajendran and Tellis, 1994).
Age	Attitude is a defining characteristic of store patronage, with age (among others) being a strong influencer of a consumer's character (Korgankar, 1985). It is also important to note that older consumers will visit a store that they have a strong patronage for as compared to their younger counterparts (Korgankar, 1985).
Sex	Females with high store patronage are likely to make more visits to a store than their male equivalents (Kongankar, 1985).

Store Attitude	Research has concluded that rather than the independent factors that the store provides to a consumer while forming store patronage, the overriding influence is the consumer's attitude towards a store, which can be influenced by factors outside of the store manager's control, e.g. word of mouth (Finn and Louviere, 1996).
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Table 5: Scholars' Description of the independent variables that affect store patronage

Number of supermarkets store visited by consumer	% of spending at first store	% of spending at second store
1	100	N/A
2	89	11
3	77	18
4	75	18
5	63	23
6	65	20
7	53	24

Table 6: Correlation of the number of shopping trips with the percentage of spending at first- and second-visited stores [Adapted from Tates (1960)]

Styling / fashion	Convenience	Access to self service	Phone orders	Credit	Sales clerk service	Sales promotion	Location	Reliability	Social class appeal	Advertising away from store	Quality	Store layout	Shopping ease	Physical facilities	Architecture	Delivery	Advertising display in store	Ease of return	Guarantee	Pricing	Conservation / modern	Reputation	Symbols and colours in store	Self image harmony	Selection										
Most important											←—————→														Least important										

Table 7: Elements that have been confirmed to have an impact on store image