Relationship between Store Image, Customer Satisfaction, Behavioral Intention and Fast Distribution in Retails

Habibollah Javanmard*

Abstract

Purpose – The purpose of this paper is to study the relationships among store image, customer satisfaction, behavioral intentions (BI) and fast distribution in shahrvand chain super market in Tehran.

Research design, data, and methodology – The 300 samples were from all the customers of Shahrvand chain stores. Since the present study aimed to explore the relationship between store image, customers' satisfaction, customers' behavioral intentions, and the proximity of shops to customers with considering determination for the influence of each factor, the customers of Shahrvand chain stores were randomly asked to comment on this issue.

Results – Attitude to services and merchandising are positively associated with their positive store image. Besides, positive store image has a positive relationship with customers' behavioral intentions and customers'satisfaction. The relationship between fast distribution and customers' satisfaction is significantly positive.

Conclusions – Several studies have shown that, in general, store image is important to attract and retain customers. This paper depicts the specific influences of image specifically on customer satisfaction and behavioral intention. Factors related to image have been discussed as their attitudes which touch areas of organizational behavior that have been embedded in the model, and it contributes to the originality or the value of the study.

Keywords: Store Mage, Customer Satisfaction, Consumer Behavior, Distribution.

JEL Classifications: M39, M31, M30, D31, D30.

1. Introduction

In a competitive and evolving marketplace, understanding customers' perceptions of store image and its relationship to patronage intentions may be crucial to future success. Martineau (1958) first identified store image as an important element in the development of retail personality. Store image is a total impression represented in the memory as a result of perceived attributes associated with the store which are independent and interdependent in the consumer's memory based on both current and previous exposure to stimuli (Hartman and Spiro, 2005). It has been suggested that store image is a predictor of retailer choice (Hildebrandt, 1988; Grewal et al., 1998), and a key antecedent of both customer satisfaction (Bloemer & Ruyter, 1998; Koo, 2003) and patronage intentions (Heijden & Verhagen, 2004; Chang & Tu, 2005).

Nowadays, customers seek an experience, which is more than product variety and/or quality: a synthesis of multi attributes which create a favorable retailer and store image. As a result, a critical issue for retail management is to determine the factors affecting satisfaction to ensure patronage on a long term basis. In order to understand the factors affecting customer satisfaction, researchers have explored various store attributes considered by the customer. People, during their shopping trip, formulate their experiences in terms of satisfaction. In other words, the customer's satisfaction is affected by the physical environment of the store, the various procedures they have to follow (cashiers, queues, traffic, trolleys, etc.), the moments of contact with personnel and the core offer of the retailer i.e. product variety, assortment, quality and pricing policy (Theodoridis & Chatzipanagiotou, 2009).

In addition to store image, location is a potentially important factor in attracting patrons to a shopping area (Kim & Jin, 2001; Nevin & Houston, 1980). Although consumers generally seek to minimize travel time or distribution (Handy, 1992), store image has been shown to lessen potentially negative issues based on travel distribution (TD) (Stanley & Sewall, 1976). This research also investigates how the "distribution effect" (distribution from customers' residence to their primary store) influences customers' satisfaction and behavioral intentions (BI) related to

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* Associate Professor, Islamic Azad University, Arak Branch, Arak, Iran.
  E-mail: javanmardha@yahoo.com.

shopping. Services are one of the tools that can be useful in distinguishing stores from each other. Stores should present an image suitable to targeted customers so that to attract them.

Given these circumstances, it can be said definitely that creation a proper store image is the best and most important factor in maintaining the market share. Philip Kottler points out: "when the supplied goods are exactly the same, buyers react differently to the company image or the brands. On the other hand, the results of conducted studies and cross-section measurements indicating an organization image is a requirement for implementing its marketing communications programs. In this line, the present study aims to determine the relationship between the positive store image, customers'satisfaction, customer s' behavioral intentions and fast distribution of Shahrvand Chain Stores in Tehran.

2. Literature review

2.1. Store image

Defining store image is far from easy. The mixture of tangible and intangible dimensions and the complexity of meanings and relationships attributed to retailers by customers have been recognized for a long time. Martineau (1958) has been attributed with being one of the first to discuss ``store personality", and Oxenfeld (1974) argues that store image is a concept which is more than the sum of its parts..., it represents interaction among characteristics and includes extraneous elements..., it has some emotional content..., a combination of factual and emotional material". Although originating from an attempt to explain retail identity in an advertising context, Kapferer's (1986) identity prism, comprising physical, personality, cultural, relational, reflection, and customer self interest facets, similarly combines functional and symbolic elements and stresses the importance of the customers de-coding of these facets. The interplay of these tangible and intangible elements and the customers' overall interpretation of them, based upon previous knowledge and experiences, are widely accepted to determine store image (Burt & Encinas, 2000).

The holistic view defines store image as the total impression, and a store makes them on the minds of its customers. Typically, a semantic differential scale such as good/bad, favorable/unfavorable, or like/dislike is used (Hu & Jasper, 2006). Image is expressed as a function of the salient attributes of a particular store that are evaluated and weighted against each other. Therefore, we prefer to define store image as:

The complex of a consumer's perceptions of a store on different (salient) attributes.

This definition is in a line with the definition of Houston and Nevin (1981). However, over the years different authors have distinguished different store attributes or characteristics that are part of the overall image towards the store (the so-called retail mix). Doyle and Fenwick (1974) distinguished only five elements: product, price, assortment, styling and location. Bearden

(1977) suggested the following characteristics: price, quality of the merchandise, assortment, atmosphere, location, parking facilities and friendly personnel. More recently, store image is supposed to be composed of the different elements of the retail marketing mix as introduced by Ghosh (1990). These eight elements are: location, merchandise, store atmosphere, customer service, price, advertising, personal selling and sales incentive programs. For each retail store, a distinct image may exist with in consumers'minds. This is based on the salient elements of the retail mix. The merchandise of a retailer is its most important retail mix element, according to Ghosh (1990). A retailer has to make sure that he/she offers those products to his/her customers that they expect him/her to offer. (Bloemer & Ruyter, 1998). Although marketing activities help to create public awareness of activities of the store.

2.2. Consumers' Attitude

During the last thirty years, the term "attitude" has been defined in several ways. A definition provided by L. L. Thurston, one of the innovators of the theory of measuring modern attitude has been used widely. According to Thurston, attitude refers to "the rate of passivity or favorable/unfavorable feelings associated with a stimulus". The idea that attitudes are dependent on passivity or general evaluative reaction has been expressed by many scholars. An attitude refers to long-term organization of motivational, emotional, perceptual and cognitive processes with regard to some aspects of the environment in which the person is located. Accordingly, an individual's attitude reflects the way he is thinking, feeling and reacting to his environment.

In another definition, an attitude refers to a person's psychological predisposition toward reactions, positive and negative behaviors or performances in the presence of a stimulus. The strength of an attitude may reinforce the relationship between a given behavior and attitude. In other words, attitudes are emotions people experience about different phenomena (Page & Ludling, 2003).

Considering what has been said with regard to an image, factors affecting it, and consumer s' attitudes, the following hypothesis are suggested:

<H1> There is a positive relationship between attitude to merchandising and positive store image.

<H2> There is a positive relationship between attitude to services and positive store image.

<H3> There is a positive relationship between marketing attractiveness and the positive store image.

2.3. Distribution

If stores have good distribution services for their goods, their customer can access the needs. The central place theory suggests that location is an important factor in attracting patrons to a shopping area (Kim & Jin, 2001; Nevin & Houston, 1980) but if stores implementing the fast distribution the problem of location and lead time will be solved. Utility maximization models of

shopping behavior suggest that travel and delay costs are dis-utility, reducing the probability of stores being chosen by consumers. The shopper will generally maximize accessibility (fast distribution) or lost time to shop for convenience goods, such as grocery items, which the consumer purchases frequently and/or with a minimum of effort (Handy, 1992).

However, the effect of delay and waste time varies by product. For some products, consumers are willing to travel very far if they could find or access the products (Prasad & Aryasri, 2011). Thus, the following hypothesis is proposed regarding the impact of distribution from a customer's residence to primary store (i.e. distribution effect) in consumers store image:

<H4> There is a positive relationship between the fast distribution and the positive store image.

2.4. Satisfaction

Na et al. (1999) view satisfaction as a consequence of strong associations or images. Satisfied customers experience "a pleasurable level of consumption-related fulfillment" (Oliver, 1997, p. 13).

Customer satisfaction has also been defined in various ways. The conceptualization, which has achieved the widest acceptance, though, is that satisfaction is an affective response following an expectancy-disconfirmation experience that involves a cognitive process (Oliver, 1980). After having evaluated service performance, customers compare the result to their expectations prior to purchase or consumption.

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). Customer satisfaction in a retail setting has been linked to a number of important outcomes, including sales performance, customer retention and loyalty (Darian et al., 2001; Wong and Sohal, 2003; Gomez et al., 2004; Anselmsson, 2006; Martenson, 2007). As a result, it is imperative that retailers know the determinants of customer satisfaction.

An extensive examination of early studies in consumer satisfaction illustrates that most researchers define customer satisfaction, as a post choice evaluative judgment concerning a specific purchase decision (Bearden and Teel, 1983; Churchill & Surprenant, 1982; Oliver, 1979, 1980; Oliver & DeSarbo, 1988).

2.5. Behavioral intentions

Oliver (1997) referred to behavioral intentions as the stated likelihood to engage in a particular behavior. Behavioral intentions are considered to include revisitation and word-of-mouth intentions (Han & Ryu, 2006; Han & Kim, 2009; Han et al., 2009; Ok et al., 2005) that can predict the future consumption behavior of the consumer and that of his or her word-of-mouth recipients. Other researchers have included an attitudinal component in behavioral intentions, which, if it is positive, can yield customer loyalty (Han & Ryu, 2009).

Instead, researchers have found that customer satisfaction played an important role in predicting behavioral intentions (Bigné et al., 2005; Yavas et al., 2004).

High levels of customer satisfaction were likely to reinforce customer intentions of using the service and to engage in positive customer recommendations to family and friends (Tian-Cole et al., 2002).

Image was considered to influence customer perceptions because the combined effects of advertising, public relations, physical image, word-of-mouth, and actual experiences with goods and services influenced image (Normann, 1991). Bloemer and de Ruyter (1998) determined that image was a predictor of customer satisfaction. Previous studies focused on the impact of store image on customer satisfaction in the retailing sector (Bloemer & Oderkerken-Schroder, 2002).

However, Nguyen and LeBlanc (1998) recommended that marketing researchers needed to assist management in ensuring the competitive performance of the service organization with a better understanding of the effect on the overall image left on the minds of customers in the form of attitudes and behavioral intentions. Customers' images were functionally related to behavioral intentions, which predicted customers' behavior(Fishbein & Ajzen, 1975).

As few studies have focused on empirically verifying the inter-relationship among store image, customer satisfaction and BI and TD, we propose the following hypothesis:

<H5> There is a positive relationship between the positive store image and customer s' satisfaction.

<H6> There is a positive relationship between the fast distribution and customer s' satisfaction.

<H7> There is a positive relationship between the positive store image and customers' behavioral intentions.

<H8> There is a positive relationship between Customers' satisfaction and customers' behavioral intentions.

<H9> There is a positive relationship between fast distribution and customers' behavioral intentions.

To summarize, this study investigates the construct of store image and examines its relationships with satisfaction, BI, and TD. Figure 1 shows the conceptual framework.
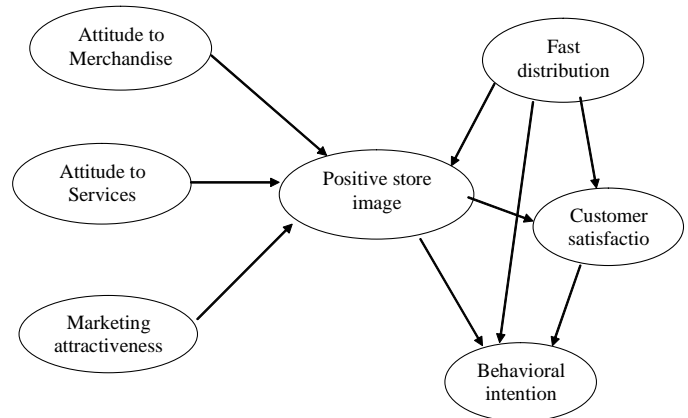
<Figure 1> Conceptual framework

3. Research methodology

The present study follows a practical purpose. Therefore, Methodology used in the study is a correlation type. Furthermore, the population under the study includes all customers of Shahrvand Chain Stores in Tehran. Since the aim of this study is to investigate the relationship between store image, consumers' satisfaction, customer's behavioral intentions, and the store fast distribution and also to determine the influence of each factor, the customers were randomly asked to express their opinions on the factors mentioned. The sample of the study comprised 300 customers of Shahrvand Chain Stores in Tehran.

In this section, demographic characteristics of the sample are described. Characteristics considered here are: age, gender, and the level of education. 35.3% of participants were male and 64.7% of them were female. Furthermore, participants were classified into 5 age groups and 6 educational groups. Table 1 shows the frequency of the respondents concerning their age, level of education, and gender.

An ordinal scale was employed in the study as the measurement scale. Likert scale type was also used including a five-graded scale as "completely agree" (5 scores), "agree" (4 scores), "no comment" (3 scores), "disagree" (2 scores), and "completely disagree" (1 score).

<Table 1> Demographic characteristics the sample

Variables	Values	Frequency	Validity(%)
Gender	Male	106	35.3
	Female	194	64.7
Age	20-	41	13.7
	21-30	79	26.3
	31-40	97	32.3
	41-50 50+	56 27	18.7 9.0
Educational level	high school	18	6.0
	degree	34	11.3
	diploma	59	19.7
	B.A	116	38.7
	M.S	45	15.0
	PhD	28	9.3

Note: n=300

Validity and reliability of the instrument: The questioner employed in the present study was developed based on studies done by Hsu et al. (2010), Burt & Encinas (2000), and Hu & Jasper(2006), and others.

To assess the reliability of the questionnaire, internal consistency and alpha coefficient were used. The reliability coefficient for the initial questionnaire was calculated as 0.917 and the alpha coefficient was 0.897 for all questionnaires, indicating that the reliability of the questionnaire was confirmed.

Means, standard deviations (Std. Deviation), and alpha values for variables under study are summarized in Table 2.

4. Results

Regression model was estimated using SPSS Software and the significance of the regression model was measured through error level (P-Value). In order to determine whether F statistics is significant or not, it was calculated at the confidence level of 95%. As a result, if the calculated significance level (Sig.) of the regression equation is smaller than the critical value of 5%, the regression model will be significant. Besides, Durbin-Watson (DW) Test was employed to examine the correlation between errors and Kolmogorov - Smirnov Test was used to determine the dependent variable normality.

Before running the regression test, its presumptions have been performed.

Given the variables under discussion, the regression model in hypotheses 1, 2, 3 and 4 is as follows:

Given the variables under discussion, the regression model in hypotheses 1, 2, 3 and 4 is as follows:

$$y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \varepsilon$$

y is image dependent variable

α is the length from starting point

β1 , β2 , β3 and β4 are estimator of the regression line slope

x_1 : Merchandising

x_2 : Services

x_3 : Marketing attractiveness

x_4 : Fast distribution

In the regression model, the independent variable (merchandising) is shown as (x1) while the image (dependent variable) is represented as y. As it has been demonstrated In Table3, the regression coefficients for the model is equal to β1 = 0.321, indicating that a unit change in merchandising as the independent variable, the image will also have an increase of 0.321 as t = 5.418. As a result, the regression coefficient will be significant and the claim that merchandising attitude is positively associated with the positive store image is confirmed at the confidence level of 95% (supported Hypothesis H1).Another independent variable whose effect on the store imageis going to be explored in the present study is the customer's attitude towards the services offered shown as x2 in the model. As it can be seen, the regression coefficients of the variable is t = 3.453 and β2 = 0.219, confirming that customers' attitudes towards services offered by the store is positively correlated with the positive store image (supported Hypothesis H2).

<Table 2> The Survey instrument

Measures	Mean	SD	α
Merchandise			0.643
V1.My store provides excellent quality of produce.	2.91	1.11	
V2.My store's products are competitively priced.	2.88	1.136	
V3.My store has an extensive selection of products and brands.	2.57	1.133	
V4.It is easy to find items I want in my store.	3.47	0.937	
V5.It is easy to move through the store (e.g. wide aisles).	2.76	1.045	
V6.My store has a neat, well-organized display of merchandise on shelves.	2.50	0.883	
V7.My store is clean.	2.27	0.700	
Services			0.728
V8.My store's employees are friendly and helpful.	3.03	1.072	
V9.My store has fast check-out.	2.89	1.096	
V10.My store provides adequate services (i.e. carry out, check cashing).	3.10	1.145	
Marketing attractiveness			0.768
V11.My store provides informative, helpful advertising.	3.19	1.067	
V12.My store has attractive store appearance and de´cor.	3.16	1.101	
Travel distribution			0.698
V13. My store is close to my place of residence	3.21	0.987	
V14.I usually buy from stores that are close to where I live.	3.62	0.976	
V15. Distribution is important for me because I do not have enough time for what I do.	2.92	1.020	
V16. The proximity of the store saves my time.	2.95	0.946	
Customer satisfaction			0.854
V17.I am satisfied with my decision to shop at my store 1.136	2.88	1.136	
V18.My choice to shop at my store is a wise one 1.157	2.60	1.157	
V19.My experiences at my store have been enjoyable	2.58	1.155	
V20.I am satisfied with my store's products and services	3.47	0.955	
Behavioral intentions			0.903
V21.I would recommend my store to someone who seeks my advice.	3.03	1.072	
V22.I would say positive things about my store to other people.	2.89	1.096	
V23.I would encourage friends and relatives to shop at my store.	2.92	1.152	
V24.I will continue to shop at my store in the future.	3.24	1.098	
Positive store image			0.878
V25. I have a positive image of the store. 0.984	3.57	0.984	
V26. My general attitude is positive towards this store. 1.059	3.61	1.059	
V27. Even if you do not intend to purchase, I'd like to visit the store	3.15	1.160	
Shahrvand chain stores are more exclusive than other stores. .V28	3.14	1.209	

Another independent variable, whose influence on the image to be examined here, is marketing attractiveness shown as x3 in the regression model. As it can be seen, the regression co-efficients of the variable is t = 1.214 and β3 = 0.065. (rejection of Hypothesis H3).

Another independent variable, whose effect on the image to be considered by the present study, is the store fast distribution, shown as x4 in the regression model. As it can be seen, the regression coefficients of this variable is t = 3.261 and β4 = 0.169, suggesting that marketing attractiveness is positively as-sociated with the positive store image (supported Hypothesis H4).

<Table 3> Given (1)

Multiple R: 0.542
R square:0.294
Adjust R square:o.284
Standard error: 0.800
F value:30.645

	Sum of square	df	Mean square
Regression	78.575	4	19.644
Residual	189.102	295	0.641
Total	267.677	299	

	Unstandardized coefficients	standardized coefficients	t	P
Constant	-0.359		-0.993	0.321
Merchandising				
Attitude to	0.674	0.321	5.418	0.000
Services	0.299	0.219	3.453	0.001
Marketing	0.063	0.065	1.214	0.226
attractiveness	0.241	0.169	3.261	0.001
Fast distribution				

variables under discussion, the regression model in hypotheses 5 and 6 is as follows:

$$y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \varepsilon$$

y is customer satisfaction dependent variable

α is the length from starting point

β1 and β2 are estimator of the regression line slope

x_1 : Image

x_2 : Fast distribution

In the regression model, the independent variable (fast distribution) is shown as (x2) while the customer satisfaction (dependent variable) is represented as y. As it has been demonstrated In Table 4, the regression coefficients for the model is equal to β2 = 0.233, indicating that a unit change in fast distribution as the independent variable, the customer satisfaction will also have an increase of 0.233 as t =4.833. As a result, the regression coefficient will be significant and the claim that fast distribution is positively associated with the customer satisfaction is confirmed at the confidence level of 95% (the confirmation of Hypothesis 6).

<Table 4> Given (2)

Multiple R:0.606
R square:0.367
Adjust R square:0.363
Standard error: 0.734
F value: 86.251

	Sum of square	df	Mean square
Regression	93..067	2	46.534
Residual	160.235	297	0.540
Total	253.302	299	

	Unstandardized coefficients	standardized coefficients	t	P
Constant	0.227		0.988	0.324
Image Fast distribution	0.482 0.324	0.496 0.233	10.279 4.833	0.000 0.000

Given the variables under discussion, the regression model in hypotheses 7, 8 and 9 is as follows:

$$y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \varepsilon$$

y : Dependent variable

α : The length from starting point

β_1, β_2 : Estimator of the regression line slope

x_1 : Image

x_2 : Customer Satisfaction

x_3 : Fast distribution

In the above regression model, the independent variable (Image) is shown as (x1) while the Behavioral intention (dependent variable) is represented as y. As it has been dem-

onstrated In Table 5, the regression coefficients for the model is equal to β1 = 0.154, indicating that a unit change in Image as the independent variable, the Behavioral intention will also have an increase of 0.154 as t = 2.961. As a result, the regression coefficient will be significant and the claim that positive store imageis positively associated with the behavioral intentionis confirmed at the confidence level of 95% (the confirmation of Hypothesis 7).

In the regression model, the independent variable (customer satisfaction) is shown as (x2) while the Behavioral intention (dependent variable) is represented as y. As it has been demonstrated In Table 5, the regression coefficients for the model is equal to β2= 0.764, indicating that a unit change in customer satisfaction as the independent variable, the Behavioral intention will also have an increase of 0.764 as t =14.256. As a result, the regression coefficient will be significant and the claim that customer satisfactionis positively associated with the behavioral intention is confirmed at the confidence level of 95% (the confirmation of Hypothesis 8).

Another independent variable, whose influence on the Behavioral intention to be examined here, is fast distribution as x3in the regression model. As it can be seen, the regression coefficients of the variable is t = -0.603 and β3 = -0.028, showing that fast distribution is notpositively correlated with the Behavioral intention (the rejection of Hypothesis 9).

<Table 5> Given (3)

Multiple R: 0.680
R square: 0.462
Adjust R square: 0.457
Standard error: 0.468
F value: 84.801

	Sum of square	df	Mean square
Regression	55.741	3	18.58
Residual	64.855	296	0.219
Total	120.596	299	

	Unstandardized coefficients	standardized coefficients	t	P
Constant	1.896		12.957	0.000
Image Customer Satisfaction Fast distribution	0.103 0.527 -0.027	0.154 0.764 -0.028	2.961 14.256 -0.603	0.003 0.000 0.547

<Table 6> descriptive statistics of all the variables, together with the correlation matrix.

	image	Merchandising	Service attributes	Marketing attractiveness	distribution	Customer satisfaction	Behavioral intention
Image	1.00						
Merchandising	0.501**	1.00					
Services	0.452**	0.520**	1.00				
Marketing attractiveness	0.112	0.161**	0.164**	1.00			
Fast Distribution	0.316**	0.210**	0.283**	0.138*	1.00		
Customer satisfaction	0.594**	0.753**	0.700**	0.157**	0.377**	1.00	
Behavioral intention	0.311**	0.463**	0.740**	0.139*	0.202**	0.683**	1.00

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

5. Discussion

As the results of the study indicate, the first and the second hypotheses were supported and, as a result, store managers and retailers are recommended that the store ambiance must be able to attract customers' attitudes towards the store and bring in a considerable advantage over the other competitors. In addition, responding to customers' needs and the quality and quantity of satisfaction, their needs are in the main components of formation from self-concept of customers' attitudes. Customers' needs are constantly changing, requiring that organizations must continually seek to identify their needs and to satisfy them. Attention to customers' needs can only prevent the formation of a negative store image or may give rise, in part, to the formation of a relatively positive self-concept about a given store in their mind. Managers should do their best to provide timely services and have enthusiasm in their staff and offer services, assistance, and guidance to their customers.

The third hypothesis is not supported in the present study which may be due to the fact that there is no promotion and awareness rising about chain stores in Iran. Since based on the results of the study, customers' satisfaction can influence customers'behavioral intentions (such as stating advantages of the store to other customers and recommending family members and friends to buy from the store or the customer's future purchases from the store), continuous measurement of consumers'satisfaction and paving the ground for obtaining consumers' satisfaction are among the main measures to be taken into account by the store and to provide the necessary condition for realizing them. In addition, the fast distribution (i. e. the shop proximity to the customer's place of residence) has a positive effect on the store image. It appears that within the population under study, issues such as saving the time and expenses of going to the store are special significance to the customers. The store fast distribution is also positively associated with consumers' satisfaction. Based on the results obtained through the study, the relationship between the store fast distribution and buyers'behavioral intentions has not been confirmed and based

on the indirect effect of the store fast distribution on behavioral intentions which is equal to 0.268 and calculating the total effect of these variables on customers' behavioral intentions as 0.240, it can be concluded that the fast distribution of the store exerts an indirect effect on customers' behavioral intentions.

In summary, the store image should be regarded as a strategic and valuable tool, and in addition to facilitating the realization of the store long-term goals, it can be considered as an important competitive advantage. The reason is due to the fact that the store image is one of the most difficult resources to imitate for a long time, and it should be spent time to improve it. Therefore, it is necessary for stores to protect their image.

Other variables examinable in this model are: the store reputation, accessibility, and the store loyalty which have not been discussed due to the limitations of this model in the present study. Therefore, it is recommended to future researchers to examine these variables in their studies. Availability of transportation is a factor that may be in the need of further investigation in future studies. Issues which can be examined by future researchers may include purchasing from shops distant from the customers' residence and dimensions of attractiveness used by buyers such as online shopping, which can somewhat encourage customers to buy from stores that are far away from their residence and its association with customers' image of the store.

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