Emerald Insight

Journal of Marketing Practice: Applied Marketing Science

Retail store image: a means-end approach

Keith E. Thompson Yat Ling Chen

Article information:

To cite this document:
Keith E. Thompson Yat Ling Chen, (1998),"Retail store image: a means-end approach", Journal of Marketing Practice: Applied Marketing Science, Vol. 4 Iss 6 pp. 161 - 173
Permanent link to this document:
http://dx.doi.org/10.1108/EUM0000000004528

Downloaded on: 08 April 2016, At: 05:40 (PT)
References: this document contains references to 48 other documents.
To copy this document: permissions@emeraldinsight.com
The fulltext of this document has been downloaded 6919 times since 2006*

Users who downloaded this article also downloaded:

(2000),"The role of store image in retail internationalisation", International Marketing Review, Vol. 17 Iss 4/5 pp. 433-453 http://dx.doi.org/10.1108/02651330010339941

(1998),"On the relationship between store image, store satisfaction and store loyalty", European Journal of Marketing, Vol. 32 Iss 5/6 pp. 499-513 http://dx.doi.org/10.1108/03090569810216118

(1997),"The influence of brand recognition on retail store image", Journal of Product & Brand Management, Vol. 6 Iss 6 pp. 373-387 http://dx.doi.org/10.1108/10610429710190414

Access to this document was granted through an Emerald subscription provided by emerald-srm:478531 []

For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit www.emeraldinsight.com/authors for more information.

About Emerald www.emeraldinsight.com

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

*Related content and download information correct at time of download.

Downloaded by USP At 05:40 08 April 2016 (PT)

Retail store image: a means-end approach

Keith E. Thompson and Yat Ling Chen
Department of Management and Marketing, Cranfield University, Bedford, UK

Downloaded by USP At 05:40 08 April 2016 (PT)

Store image is a critical component in store choice and store loyalty (e.g. Arons, 1961; Doyle and Fenwick, 1974; Lewis and Hawksley, 1990; Malhotra, 1983; Nevin and Houston, 1980; Osman, 1993; Stanley and Sewall, 1976). Many researchers subscribe to the view, originally proposed by Martineau (1958), and later Arons (1961), that store image is a complex combination of tangible and intangible, or functional and psychological attributes (e.g. Dichter 1985a, 1985b; Doyle and Fenwick, 1974-1975; Keaveney and Hunt 1992; Lindquist, 1974-1975; Marks 1976; Oxenfeldt, 1974-1975; Zimmer and Golden, 1988). But operationalisation of this concept has proved difficult. Consequently, store image has frequently been defined as an attitude, or set of attitudes, based upon evaluation of salient store attributes. (Doyle and Fenwick, 1974-1975; Engel and Blackwell, 1982; James *et al.,* 1976;), and its measurement almost always involves the identification of a number of attributes which are assumed to collectively make up a store's image (Hirschman *et al.,* 1978; Keaveney and Hunt, 1992).

When researchers have studied the role played by psychological factors in forming store image, the focus has mainly been on self-image, whereby consumers strive to move their real self-concept towards their ideal self by buying, for example garments which they consider will enhance the attainment of their ideal self, or satisfy their real self and attain a desired role in life (Lewis and Hawksley, 1990; Martineau, 1957; Sirgy *et al.,* 1989; Sirgy and Danes, 1982; Evans, 1993; Grubb and Grathwohl, 1967). Several attempts have been made to determine whether a "matching" mechanism exists between a consumer's self image and store image (Doyle and Fenwick, 1974-1975; Weale, 1961). For instance Hirschman and Stampfl (1980) suggest that consumers may match themselves with retail stores according to their perceptions of their own and of the stores' innovativeness.

The purpose of this study was to shift attention from the attribute level and to further the investigation of the psychological factors, specifically personal values, that underpin perceptions of store image. However, retail stores meet a wide span of needs ranging from the functional to the exotic, which leads to a lack of consensus in store image definition among researchers (Keaveney and Hunt, 1992). Therefore, it was decided to study a single store type within a product-specific context (Amirani and Gates, 1993). Fashion retailing was selected because of the powerful links that researchers have identified between

Journal of Marketing Practice: Applied Marketing Science, Vol. 4 No. 6, 1998, pp. 161-173. © MCB University Press, 1355-2538

Downloaded by USP At 05:40 08 April 2016 (PT)

clothing choice, personality, self concept, and personal values: who we are, what we want to be and the life-style we subscribe to, is reinforced and communicated through how we look. Choice of clothing has been described as: a form of communication influenced by social norms, self-expressions and technology (Beck 1985), a personal signature that symbolically communicates the social identity that a person seeks to project (Davis 1985; Dichter 1985b), and as a reflection of the personality of the wearer (Dichter, 1985b; Goldsmith *et al.,* 1990). The association between clothing, personal values (Goldsmith *et al.,* 1992; Sharma, 1980; Unger and Raymond, 1974), and social values (Kaiser, 1985; Rose *et al.,* 1994) is well established. According to Unger and Raymond (1974), conformity in dress is a predictor of values.

Our objective in this research was to assess the role of personal values in the domain of store image by exploring the link between women's personal values and their perceptions of fashion store images. Specifically, we wanted to explore the content and structure of women's store image knowledge content (What descriptors do consumers use to distinguish between women's fashion chain store images?) and structure (How do consumers use these image descriptors to achieve desired end-states? Can chains of meaning linking the attribute, consequence and value levels be determined?) The theoretical perspective used to investigate these questions was means-end theory (Gutman, 1982), which links the concrete attributes of a product or service (the means), to abstract personal values (the ends) via the perceived consequences of these attributes for the consumer.

Means-end theory

A means-end chain is a model that seeks to explain how product or service attributes facilitate consumers' achievement of desired end-states of being such as happiness, security or enjoyment (Gutman, 1982). A means-end chain is a cognitive representation of the connection between a person's knowledge about a product or store and their self-knowledge (Mulvey *et al.,* 1994). There are three levels of abstraction or categories of meaning that are typically associated with a concept such as store image:

(1) attributes (the means);

(2) consequences of store patronage; and

(3) important psychological and social consequences and values (the ends).

Figure 1 illustrates a means-end chain model based upon a customer's knowledge of self and the store. The model represents store knowledge as structured through perceived linkages between meanings about store attributes and the consumer's self-meanings.

Attributes are relatively concrete meanings that represent the physical, observable, or perceived characteristics of a store. Concrete attributes relatively directly reflect the physical features of the store. Abstract attributes are more subjective representations of store characteristics that represent several

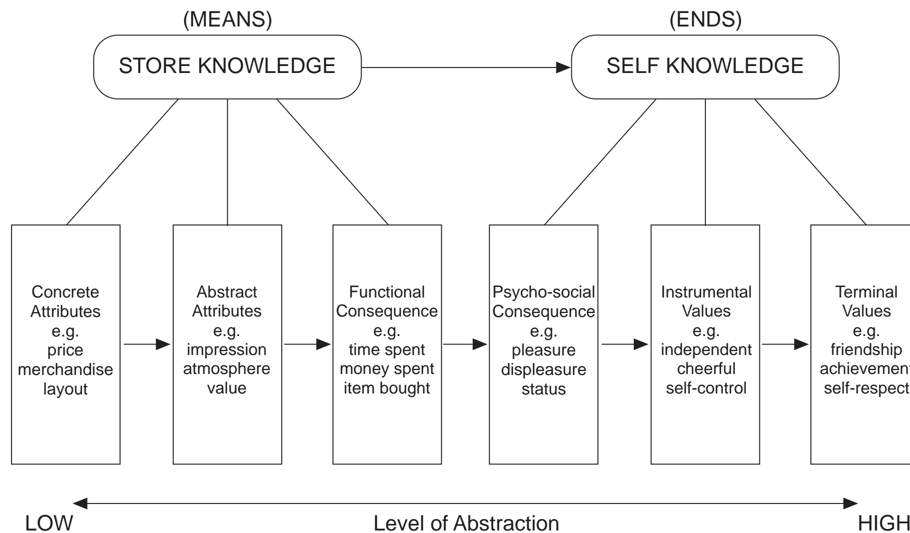

Figure 1. Means-end chain model connecting store knowledge to self knowledge

Downloaded by USP At 05:40 08 April 2016 (PT)

concrete attributes. Consequences are more abstract meanings that reflect the perceived benefits (or costs) associated with specific attributes. Functional consequences include the direct, tangible outcomes derived from patronage of a store. Psycho-social consequences, on the other hand, include intangible, personal and less direct outcomes. These can be either psychological in nature (e.g., how do I feel when shopping in this store?) or social (e.g., how do others feel about me when I am shopping in this store?) (Peter and Olson, 1987). Finally, personal values are highly abstract meanings that refer to centrally held, enduring beliefs or end-states of existence that customers seek to achieve through their behaviour (Figure 1).

Procedures

Elicitation

The study focused on the perceived image of speciality women's fashion store chains among 20 to 45 year old women, as an interest in fashion is characteristic among women within this age range (Evans, 1993). To elicit the basic concepts or distinctions that consumers use to differentiate fashion stores (i.e., to establish the underlying structure of store image) ten subjects were interviewed individually; all were female. The interviews lasted about 25 minutes. The women's clothing sections of the fashion retail chain stores listed in Table I were used as the stimuli.

In order to ensure that no key criterion was overlooked, two methods were employed to elicit perceived differences between stores. The distinctions used by respondents to discriminate between stores were considered to be the key image categories for women's fashion stores. In the first elicitation method, respondents were asked to rank the listed stores in order of preference, and

1.	Bennetton
2.	Dorothy Perkins
3.	French Connection
4.	Gap
5.	Laura Ashley
6.	Miss Selfridge
7.	Next
8.	Oasis
9.	Principles
10.	River Island
11.	Top Shop
12.	Warehouse

Table I. Stores used for the elicitation phase

Downloaded by USP At 05:40 08 April 2016 (PT)

then asked to explain why they preferred the first to the second, the second to the third, and so on. The second method utilised triadic sorting (Kelly, 1955); after being asked to remove any items with which they were unfamiliar respondents were presented with triples of randomly selected store names printed on cards, and asked to think of any way in which two of the three items were similar to each other but different from the third. The process was repeated until the respondent failed to elicit any new constructs. Following content analysis of the elicited distinctions (see below), a comprehensive list of store image attributes was produced and made bipolar for use in the laddering interviews (Table II).

Laddering procedures

Laddering employs a one-to-one interviewing technique in which a series of directed probes are used to reveal how customers link product/service attributes to their own underlying values. A central premise of this method is that lower levels imply the presence of higher levels, so that product/service Attributes have Consequences that lead to Value satisfaction. The purpose of the laddering interviews was to determine the “ladder” of linkages between the Attributes, Consequences and Values in relation to fashion store image. An example of a ladder from a single interview, starting with a basic distinction between two stores, is given in Figure 2.

The laddering interview procedures in this study followed the recommendations made by Reynolds and Gutman (1988). Care was taken to create a suitable interviewing environment in which respondents were sufficiently relaxed to be introspective, and to relate their underlying motivations to the interviewer. In order to facilitate this the interviewer presented herself as a facilitator following specific guidelines, “even though some of the questions might seem a little silly”. Before commencing the interview each respondent was put in the position of expert by assurances that

High quality merchandise	Low quality merchandise
Limited assortment of merchandise	Wide assortment of merchandise
Wide/extensified size ranges	Limited size ranges
High price/expensive	Low price/cheap
Reasonable price	Unreasonable price
Bad value for money	Good value for money
Convenient/good location	Inconvenient/poor location
Can find shops everywhere	Fewer shops around
Mainstream/ordinary merchandise	Unique/distinctive merchandise
Casual/basic style clothing	Formal/feminine style clothing
Stylish/trendy merchandise	Old-fashioned/classical merchandise
Less well-known store name	Well-known store name
Good reputation	Bad reputation
Big, spacious store layout	Small, crowded store layout
Unappealing front and window display	Eye catching front and window display
Clean, neat merchandise display	Dirty, crammed merchandise display
Pleasant store atmosphere	Unpleasant store atmosphere
Dull, dark store design	Exciting, bright, cheerful store design
Loud music	Relaxing music
Congested, busy looking environment	Uncongested, empty looking environment
Attractive/interesting advertising	No/unattractive advertising
No/unattractive special sales/promotions	Attractive special sales/promotions
For older customers	For younger customers
Upmarket/high status customers	Tacky/lower status customers
Targeted at a narrow age-group market	Targeted at a broad age-group market
Younger sales personnel	Older sales personnel
Bad overall impression of the store	Good overall impression of the store
Professional/exclusive store	Ordinary/mainstream store
Good service	Poor service
Low staffing level/limited service	High staffing level/one-to-one service
More fitting rooms	Less fitting rooms
Store cards available	Store cards unavailable
Not designer label clothes	Designer label clothes

Table II. Store image descriptors elicited in preliminary study

there are no right or wrong answers, and that the purpose of the exercise was to understand the way that they saw the world.

After collecting basic demographic information, 30 female respondents were each presented with the list of store image attributes shown in Table II and asked to rank the ten which reflected their most important choice criteria. They were then asked to identify which pole of the distinctions they most preferred, which served as the basis for asking the question, "why is that important to you?". Repeated applications of this procedure led to still higher-level distinctions until respondents could no longer answer the "why" question. The

Downloaded by USP At 05:40 08 April 2016 (PT)

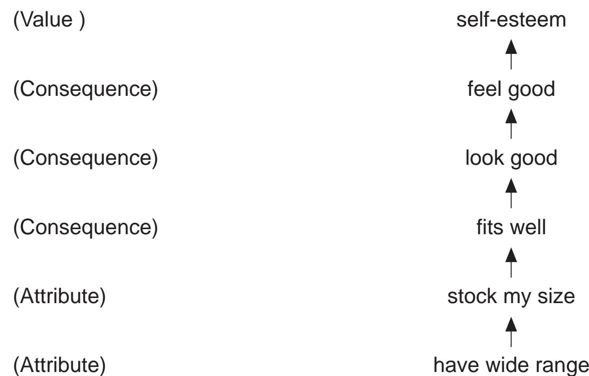

Figure 2.
An example of the ladder technique of interviewing

Downloaded by USP At 05:40 08 April 2016 (PT)

actual wording of the probe was varied to, for example, "Why is that?", "So that is important to you?" "Why do say that?". When respondents struggled to articulate an answer, it was important not to put words into their mouths. The techniques used to move the interview forward involved asking respondents what they thought the outcome would be if the attribute or consequence was not delivered, and/or by evoking a situational context. For example: "When you are going into the store, what is going through your mind?". Under these conditions respondents were content to talk readily about fashion shopping, and the problem of over-sensitivity identified by Reynolds and Gutman (1988) was not encountered. These interviews were tape-recorded and lasted for approximately 35 minutes each.

Data analysis

Content analysis was used to reduce what Krippendorff (1980) called, *". . .subjects' idiosyncratic response".* Each respondent's ladders were entered onto separate coding forms and classified into attributes, consequences and values. A set of 128 summary codes was then developed to reflect everything mentioned by the respondents. These summary codes were further aggregated into a smaller number of broader categories. Finally, 32 master codes summarising all the attributes, consequences, and values mentioned in the laddering responses were identified. Four coders, working independently, content-analysed the same set of data. Output from all four coders were compared on a pairwise basis by calculating the number and percentage of themes assigned to the same category, yielding an average intercoder agreement of 90 per cent. Disagreements were resolved jointly between the four coders.

The implications matrix

A means-end chain is a sequence of causal implications connecting attributes, consequences and values. These connections were examined next by summarising them in a matrix which represented the number of connections between each attribute, consequence and value. Two types of relations, direct

and indirect, may be represented in this "implications matrix". For instance, the ladder A(ttribute) to C(onsequence)1 to C(onsequence)2 to V(alue) represents relations between adjacent elements. The A to C1 relation is direct, as is C1 to C2, C2 to V. However, there are also indirect relations such as A to C2, A to V , and C1 to V. Elements with a high incidence of indirect relations should not be ignored, so both types of relations were considered in determining which paths were dominant (Klenosky *et al.,* 1993; Reynolds and Gutman, 1988).

The Hierarchical Value Map

A Hierarchical Value Map was built up by connecting the chains extracted from the Implications Matrix. In order to find a solution that yielded the most informative and stable set of relations, a cut-off level of three relations was established by trial and error. All connections below this level were ignored. In establishing the cut-off level, the total number of linkages (both direct and indirect relations) were counted so as to avoid bias through, ". . . underweighting the importance of the associations recorded for the more verbose respondents . . ." (Klenosky *et al.,* 1993). The resulting Hierarchical Value Map accounted for 82 per cent of all the direct and indirect relations. For clarity it is presented in the manner proposed by Klenosky *et al.* (1993): each concept is represented by a circle, the size of which is proportional to the percentage of respondents mentioning a concept, white circles represent attributes, light grey circles consequences, and dark grey circles values; the relative strength of association between concepts is represented by the width of the connecting lines (Figure 3).

Results

Attributes

Of the ten attributes ultimately used in the aggregated Hierarchical Value Map (Figure 3), five were more or less concrete in nature ("price", "sales promotions", "location", "assortment" and "styling"), reflecting physical characteristics that are reasonably straightforward to define and implement. The remaining five were more abstract ("atmosphere and environment", "global perception", "reputation", "quality" and "service") They represent a subjective amalgam of several, more concrete, attributes and are, consequently, more difficult to define.

Consequences

Most of the 14 consequences in the HVM were psycho-social consequences arising either from shopping in a store ("nice feeling", "avoid risks", "guarantee", "socialise", "convenient", and "be respected"), or from ownership of the clothes ("nice feeling", "enhance appearance", and "self-expressive"). The rest were functional benefits associated with money, time, products, or the shopping process ("not waste money", "spend money wisely", "save time", "better time allocation", "durability", "facilitate shopping").

Downloaded by USP At 05:40 08 April 2016 (PT)

Downloaded by USP At 05:40 08 April 2016 (PT)

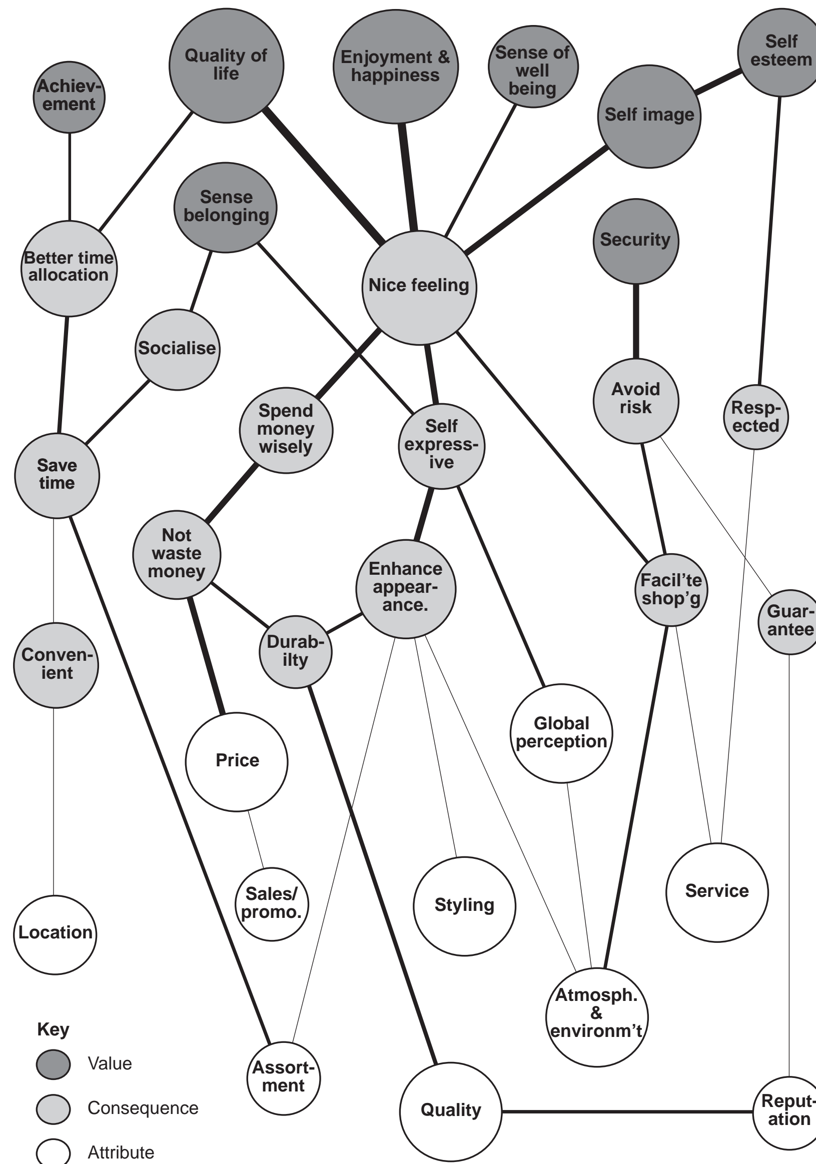

Figure 3.
Hierarchical Value Map

Values

The eight values were similar to those uncovered in previous personal values research (e.g. Klenosky *et al.,* 1993; Reynolds and Gutman, 1988; Reynolds and Jolly, 1980; Rokeach, 1973). The largest proportion were hedonistic ("enjoyment and happiness", "quality of life", and "sense of well-being"). The rest relate to personality ("self-image" and "self esteem"), internal considerations ("security" and "achievement") and social life ("sense of belonging")

Hierarchical Value Map

Inspection of the Hierarchical Value Map in Figure 3 showed that the dominant orientation was the chain; reputation – quality – durability – not waste money – spend money wisely – nice feeling – enjoyment and happiness or quality of life (Figure 4). This indicates a functional path to the achievement of hedonistic end-states.

However, "quality" and "reputation" were also linked to the same terminal values via a closely related chain which followed the divergent route; reputation – quality – durability – enhance appearance – self expressive – nice feeling – enjoyment and happiness or quality of life (Figure 5). An alternative, hedonic, route to the same hedonic end.

These two chains accounted for the highest frequency of relations (24.4 per cent). They indicate that the key attributes were "reputation"' and "quality" leading to "durability", and that these were used by consumers to achieve the main end states of "quality of life" and "enjoyment and happiness" through "nice feeling", via both functional (value for money) and hedonic (aesthetic and self-expressive) consequences.

Of the remaining most frequently mentioned attributes, two, "atmosphere and environment" and "price", stood out. "Price", because it was strongly linked

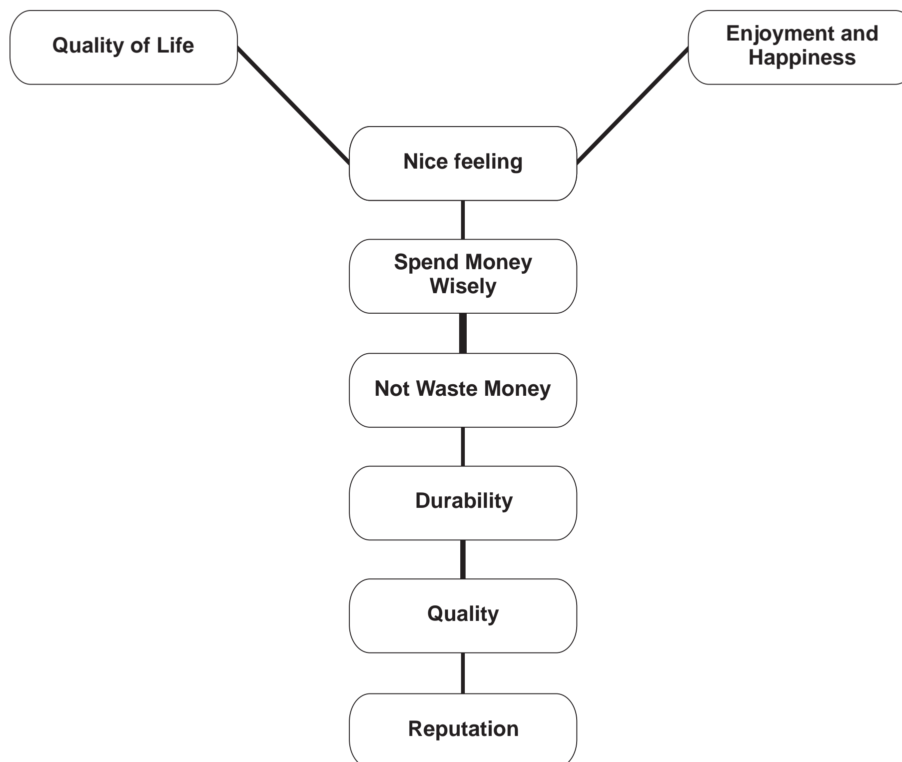

Figure 4. Means-end chain – dominant functional orientation

Downloaded by USP At 05:40 08 April 2016 (PT)

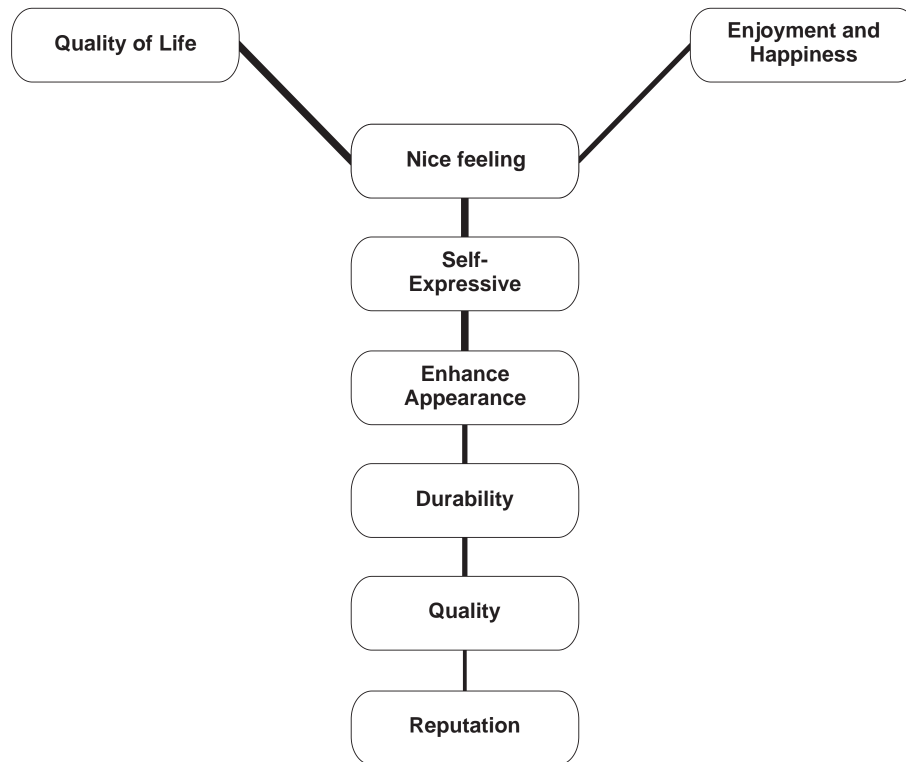

Figure 5.
Means-end chain – dominant hedonic orientation

Downloaded by USP At 05:40 08 April 2016 (PT)

to the important chain: price – not waste money – spend money wisely – nice feeling – enjoyment and happiness or quality of life (Figures 3 and 4). "Atmosphere and environment", because, although it did not commence a single strong path, it was connected to several chains leading through a high proportion of all consequences and ultimately to all of the values except "achievement". (This also applied to a lesser extent to the attributes "reputation" and "service", and also "assortment".) Notably, all of the most important attributes were linked to all but one of the terminal values through the consequence "nice feeling" (Figure 3).

Discussion

The aim of this study was to explore means-ends knowledge structures associated with fashion store image. The end states most sought by consumers in association with store image were identified as the hedonic values of "enjoyment and happiness" and "quality of life". These were linked through alternative functional and hedonic chains to the key attributes of "price", "reputation" and "quality". Although other attributes were identified their influence was dissipated among several different chains (note that if too high a cut-off point had been applied their contribution would have been lost). Whatever the impact of the

attribute “location’” on store choice behaviour (and it is usually acknowledged to be critical) its influence on store image was very small indeed.

Inspection of the Hierarchical Value Map in Figure 3 reveals that the chains leading to all but one of the eight end states sought by fashion store customers pass through only two consequences; “nice feeling” and “save time”. These consequences (and the values that customers seek through them) can only be delivered via the relevant attributes, three of which, “reputation”, “quality” and “price”, form the foundation of the dominant orientation chains. These might be used as the basis of an effective communications strategy designed to position the store in the minds of customers by linking together entire chains of meaning, rather than presenting unconnected links in the chain. (Mulvey *et al.,* 1994; Reynolds and Rochon, 1990; Young and Feigin, 1975). This has two important benefits: firstly, communications designed in this way take customers along a series of stepping stones leading from the store’s attributes to their desired terminal values by a path that they understand and appreciate; secondly, interpreting the meaning of each step within the context of the chain avoids the possibility of the meaning of attitudes, consequences or values being distorted by taking them out of context. For example, the attribute “quality” is strongly linked to “durability”. Therefore, it does not mean brand name or “styling” (although styling cannot be ignored, offering an “assortment” of styles in order to save time appears to be more important). Neither does “price” simply mean cheap, as it links to “not waste money”, which has to be interpreted in light of its link to “durability” – “quality”. Given its central position in the two dominant orientations the meaning of “durability” is clearly important. It does not mean merely utilitarian, because as well as links to the functional consequence “not wasting money”, it also links to the hedonic consequences of “enhanced appearance” and “self expressive”. All of this suggests that a desirable fashion store image might be defined as, a reputation for offering a wide range of clothes, exuding quality and durability, at an acceptable price. Secondary chains emphasising time and facilitation of the shopping experience may contribute useful differentiating factors.

Yet a communication strategy designed to build an image based upon these attributes is not enough. Customers’ perceptions that the store really possesses the promised attributes must survive, and be reinforced by, actual experiences in the store. That means integrating the key attributes into the store’s Unique Organisation Value Proposition™, and utilising the entire value chain, internal and external, to deliver the key attributes more effectively than competitors (see Knox and Maklan, 1998).

This study was undertaken among an unsegmented group of female fashion shoppers. However, it has been suggested that store image perception is significantly age-related (Joyce and Lambert, 1996), and that different socio-economic groups do not perceive stores in the same way (Doyle and Fenwick, 1974-1975). Further research might address the extent to which the value chains of different segments of the population vary from one another, and the feasibility of designing store images to appeal to specific market segments.

Downloaded by USP At 05:40 08 April 2016 (PT)

References

Amirani, S. and Gates, R. (1993), "An attribute-anchored conjoint approach to measuring store image", *International Journal of Retail and Distribution Management,* Vol. 21 No. 5, pp. 30-39.

Arons, L. (1961), "Does TV viewing influence store image and shopping frequency?", *Journal of Retailing,* Vol. 37 No. 3, pp. 1-13.

Beck, K.W. (1985), "Modernism and fashion: a social psychological interpretation", in Solomon, M. (Ed.), *The Psychology of Fashion,* Lexington Book, Lexington, MA, pp. 3-14.

Davis, F. (1985), "Clothing and fashion as communication", in Solomon, M. (Ed.), *The Psychology of Fashion,* Lexington Book, Lexington, MA, pp. 15-28.

Dichter, E. (1985a), "What's in an image?", *Journal of Consumer Marketing,* Vol. 2 No. 4, pp. 75-81.

Dichter, E. (1985b), "Why we dress the way we do", in Solomon, M. (Ed.), *The Psychology of Fashion,* Lexington Book, Lexington, MA, pp. 29-38.

Doyle, P. and Fenwick, I. (1974-1975), "How store image affects shopping habits in grocery chains", *Journal of Retailing,* Vol. 50 No. 4, pp. 39-52.

Engel, J.F. and Blackwell, R.D. (1982), *Consumer Behaviour,* Dryden Press, New York, NY.

Evans, M. (1993), "Consumer behaviour towards fashion", *European Journal of Marketing,* Vol. 23 No. 7, pp.7-16.

Goldsmith, R.E., Heitmeyer, J.R. and Goldsmith, E.B. (1990), "Social values and being well dressed", *Perceptual and Motor Skills,* Vol. 70, p. 1010.

Goldsmith, R.E., Heitmeyer, J.R. and Freiden, J.B. (1992), "Social values and fashion leadership", *Clothing and Textiles Research Journal,* Vol. 10 No. 3, pp. 37-45.

Grubb, E.L. and Grathwohl, H.L. (1967), "Consumer self-concept, symbolism and market behaviour: a theoretical approach", *Journal of Marketing,* Vol. 31 No. 4, pp. 22-27.

Gutman, J. (1982), "A means-end chain model based on consumer categorisation processes", *Journal of Marketing,* Vol. 46 No. 2, pp. 60-72.

Hirschman, E.C., Greenberg, B. and Robertson, D. (1978), "The intermarket reliability of retail image research: an empirical examination", *Journal of Retailing,* Vol. 54 No. 1, pp. 3-12.

Hirschman, E.C. and Stampfl, R.W. (1980), "Roles of retailing in the diffusion of popular culture: Microperspectives", *Journal of Retailing,* Vol. 56 No. 1, pp. 16-36.

James, D.L., Durand, R.M. and Dreves, R.A. (1976), "The use of a multi-attribute model in a store image study", *Journal of Retailing,* Vol. 52 No. 2, pp. 23-34.

Joyce, M.L. and Lambert, D.R. (1996), "Memories of the way stores were and retail store image", *International Journal of Retail and Distribution Management,* Vol. 24 No. 1, pp. 24-33.

Kaiser, S.B. (1985), *The Social Psychology of Clothing and Personal Adornment,* Macmillan, New York, NY.

Keaveney, S.M. and Hunt, K.A. (1992), "Conceptualisation and operationalisation of retail store image: a case of rival middle-level theories", *Journal of Academy of Marketing Science,* Vol. 20 No. 2, pp. 165-75.

Kelly, G.A. (1955), *Psychology of Personal Constructs,* W.W. Norton & Co., New York, NY.

Klenosky, D.B., Gengler, C.E. and Mulvey, M.S. (1993), "Understanding the factors influencing ski destination choice: a means-end analytic approach", *Journal of Leisure Research,* Vol. 25 No. 4, pp. 362-79.

Knox, S.D. and Maklan, S. (1998), *Competing on Value,* Financial Times Professional Ltd., London.

Krippendorff, K. (1980), *Content Analysis: An Introduction to its Methodology,* Sage Publications Inc., Newbury Park.

Lewis, B.R. and Hawksley, A.W. (1990), "Gaining a competitive advantage in fashion retailing", *International Journal of Retail and Distribution Management,* Vol. 18 No. 4, pp 21-32.

Lindquist, J.D. (1974-1975), "Meaning of image", *Journal of Retailing,* Vol. 50 No. 4, pp. 29-38, 116.

Downloaded by USP At 05:40 08 April 2016 (PT)

Malhotra, N. (1983), "A threshold model of store choice", *Journal of Retailing,* Vol. 59 No. 2, pp. 3-21.

Marks, R. (1976), "Operationalising the concept of store image", *Journal of Retailing,* Vol. 52 No. 3, pp. 37-46.

Martineau, P. (1957), *Motivation in Advertising,* McGraw-Hill Book Company, Inc., New York, NY.

Martineau, P. (1958), "The personality of the retail store", *Havard Business Review,* Vol. 36 No. 1, pp. 47-55.

Mulvey, M.S., Olson, J.C., Celsi, R.L. and Walker, B.A. (1994), "Exploring the relationships between means-end knowledge and involvement", *Advances in Consumer Research,* Vol. 21, pp. 51-57.

Nevin, J. and Houston, M. (1980), "Image as a component of attractiveness to intra-urban shopping areas", *Journal of Retailing,* Vol. 52 No. 1, pp. 77-93.

Osman, M.Z. (1993), "A conceptual model of retail image influences on loyalty patronage behaviour", *International Review of Retail Distribution and Consumer Research,* Vol. 2, pp. 133-48.

Oxenfeldt, A.R. (1974-1975), "Developing a favourable price-quality image", *Journal of Retailing,* Vol. 50 No. 4, pp. 8-14.

Peter, J.P. and Olson, J.C. (1987), *Consumer behaviour, Marketing Strategy Perspectives,* Irwin, Homewood.

Reynolds, T.J. and Gutman, J. (1988), "Laddering theory, method, analysis, and interpretation", *Journal of Advertising Research,* Vol. 28 No. 1, pp. 11-31.

Reynolds, T.J. and Jolly, J.P. (1980), "Measuring personal values: an evaluation of alternative methods", *Journal of Marketing Research,* Vol. 17 No. 4, pp. 531-36.

Reynolds, T.J. and Rochon, J.P. (1990), "Means-end based advertising strategy: copy testing is not strategy assessment," *Journal of Business Research,* Vol. 22 No. 2, pp. 131-42.

Rokeach, M.J. (1973), *The Nature of Human Values,* Free Press, New York, NY.

Rose, G.M., Shoham, A., Kahle, L.R. and Batra, R. (1994), "Social values, conformity, and dress", *Journal of Applied Social Psychology,* Vol. 24 No. 17, pp. 1501-519.

Sharma, R.S. (1980), "Clothing behaviour, personality, and values: a correlational study", *Psychological Studies,* Vol. 25, pp. 137-42.

Sirgy, J.M. and Danes, J. (1982), "Testing selected models", in Mitchell, A. (Ed.), *Consumer Research, Association of Consumer Research,* Chicago, pp. 556-61.

Sirgy, J.M., Samli, A.C., Bahn, K., and Varvoglish, T.G. (1989), "Congruence between store image and self-image", in Samli, A.C. (Eds), *Retail Marketing Strategy: Planning, Implementation and Control,* Quorum Books, New York, NY, pp. 207-19.

Stanley, T. and Sewall, M. (1976), "Images inputs to a probabilistic model: predicting retail potential", *Journal of Marketing,* Vol. 40 No. 3, pp. 48-53.

Unger, R. and Raymond, B. (1974), "External criteria as predictors of values: the importance of race and attire", *Journal of Social Psychology*, Vol. 93, pp. 295-96.

Walker, B.A. and Olson, J.C. (1991), "Means-end chains: connecting product with self", *Journal of Business Research,* Vol. 22 No. 2, pp. 111-18.

Weale, B. (1961), "Measuring the customer's image of a department store", *Journal of Retailing,* Vol. 37 No. 2, pp. 40-48.

Young, S. and Feigin, B., (1975), "Using the benefit chain for improved strategy formulation", *Journal of Marketing,* Vol. 39, July, pp. 72-74.

Zimmer, M.R. and Golden, L.L. (1988), "Impressions of retail stores: a content analysis of consumer images", *Journal of Retailing,* Vol. 64 No. 3, pp. 265-93.

Downloaded by USP At 05:40 08 April 2016 (PT)

This article has been cited by:

1. Gopal Das. 2015. Does brand personality vary across retail brands and gender? An empirical check. *Journal of Strategic Marketing* **23**, 19-32. [CrossRef]
2. Cristina Calvo Porral, Jean-Pierre Lévy-Mangin. 2015. Do Store Image and Price Perception Matter to Store Brand Equity?. *Journal of Food Products Marketing* **21**, 102-122. [CrossRef]
3. Shu-Shiuan Ho, Yi-Fang Yang, Tung-Jung Sung. 2014. Store Image Consistency: New Insights into Stakeholder Engagement. *Design Management Journal* **9**, 23-35. [CrossRef]
4. Cristina Calvo-Porral Marketing and Market Research Department, Economics and Business Administration Faculty, University of La Corun˜a, A Corun˜a, Spain Jean-Pierre Lévy-Mangin Marketing Department, University of Quebec in Outaouais, Quebec, Canada . 2014. Determinants of store brands' success: a cross-store format comparative analysis. *International Journal of Retail & Distribution Management* **42**:7, 595-612. [Abstract] [Full Text] [PDF]
5. Gopal Das. 2014. Factors affecting Indian shoppers# attitude and purchase intention: An empirical check. *Journal of Retailing and Consumer Services* **21**, 561-569. [CrossRef]
6. Gopal Das. 2014. Linkages of retailer personality, perceived quality and purchase intention with retailer loyalty: A study of Indian non-food retailing. *Journal of Retailing and Consumer Services* **21**, 407-414. [CrossRef]
7. Gopal Das Department of Marketing, International Management Institute, Kolkata, India . 2014. Store personality and consumer store choice behaviour: an empirical examination. *Marketing Intelligence & Planning* **32**:3, 375-394. [Abstract] [Full Text] [PDF]
8. Gopal Das. 2014. Impacts of retail brand personality and self-congruity on store loyalty: The moderating role of gender. *Journal of Retailing and Consumer Services* **21**, 130-138. [CrossRef]
9. Julie McColl, Christopher Moore. 2014. Developing and testing a value chain for fashion retailers: activities for competitive success. *The Journal of The Textile Institute* **105**, 136-149. [CrossRef]
10. Lisa Qixun Siebers, Tao Zhang, Fei Li. 2013. Retail positioning through customer satisfaction: an alternative explanation to the resource-based view. *Journal of Strategic Marketing* **21**, 559-587. [CrossRef]
11. Cristina Calvo-Porral, Valentín-Alejandro Martinez-Fernández, Oscar Juanatey-Boga, Jean-Pierre Lévy-Mangín. 2013. What matters to store Brand Equity? An approach to Spanish large retailing in a downturn context. *Investigaciones Europeas de Dirección y Economía de la Empresa* **19**, 136-146. [CrossRef]
12. Ram Herstein The Lander Institute, Jerusalem Academic Center, Jerusalem, Israel Shaked Gilboa Ruppin Academic Center, Emek-Heffer, Israel Eyal Gamliel Ruppin Academic Center, Emek-Heffer, Israel . 2013. Private and national brand consumers' images of fashion stores. *Journal of Product & Brand Management* **22**:5/6, 331-341. [Abstract] [Full Text] [PDF]
13. En-Chi Chang, Ya-Fen Tseng. 2013. Research note: E-store image, perceived value and perceived risk. *Journal of Business Research* **66**, 864-870. [CrossRef]
14. Ling-Zhong Lin, Huery-Ren Yeh. 2013. A means-end chain of fuzzy conceptualization to elicit consumer perception in store image. *International Journal of Hospitality Management* **33**, 376-388. [CrossRef]
15. Kim Willems, Wim Janssens, Gilbert Swinnen, Malaika Brengman, Sandra Streukens, Mark Vancauteren. 2012. From Armani to Zara: Impression formation based on fashion store patronage. *Journal of Business Research* **65**, 1487-1494. [CrossRef]
16. Yuanfeng CaiCollege of Management, Mahidol University, Bangkok, Thailand Randall ShannonCollege of Management, Mahidol University, Bangkok, Thailand. 2012. Personal values and mall shopping behaviour. *International Journal of Retail & Distribution Management* **40**:4, 290-318. [Abstract] [Full Text] [PDF]
17. Yuanfeng Cai, Randall Shannon. 2012. Personal values and mall shopping behavior: The mediating role of attitude and intention among Chinese and Thai consumers. *Australasian Marketing Journal (AMJ)* **20**, 37-47. [CrossRef]
18. Johannes C. Bauer, Alexander J. Kotouc, Thomas Rudolph. 2012. What constitutes a "good assortment"? A scale for measuring consumers' perceptions of an assortment offered in a grocery category. *Journal of Retailing and Consumer Services* **19**, 11-26. [CrossRef]

Downloaded by USP At 05:40 08 April 2016 (PT)

19. Jose Juan Beristain, Pilar Zorrilla. 2011. The relationship between store image and store brand equity: A conceptual framework and evidence from hypermarkets. *Journal of Retailing and Consumer Services* **18**, 562-574. [CrossRef]

20. Kim Willems, Gilbert Swinnen, Wim Janssens, Malaika Brengman. 2011. Fashion Store Personality: Scale Development and Relation to Self-Congruity Theory. *Journal of Global Fashion Marketing* **2**, 55-65. [CrossRef]

21. Sunyoung KoPaichai University, Daejeon, South Korea Pamela NorumUniversity of Missouri-Columbia, Columbia, Missouri, USA Jana M. HawleyKansas State University, Manhattan, Kansas, USA. 2010. Consumer value structures reflected in clothing advertisements. *Journal of Fashion Marketing and Management: An International Journal* **14**:3, 451-468. [Abstract] [Full Text] [PDF]

22. Ayman El-Amir, Steve Burt. 2010. Towards modeling the retailer as a brand: A social construction of the grocery store from the customer standpoint. *Journal of Brand Management* **17**, 429-445. [CrossRef]

23. Yoo-Kyoung Seock. 2009. Influence of retail store environmental cues on consumer patronage behavior across different retail store formats: An empirical analysis of US Hispanic consumers. *Journal of Retailing and Consumer Services* **16**, 329-339. [CrossRef]

24. Eugene Kaciak, Carman W Cullen. 2009. A method of abbreviating a laddering survey. *Journal of Targeting, Measurement and Analysis for Marketing* **17**, 105-113. [CrossRef]

25. Robert E. McDonald, Tillmann Wagner, Michael S. Minor. 2008. Cheers ! A Means-End Chain Analysis of College Students' Bar-Choice Motivations. *Annals of Leisure Research* **11**, 386-403. [CrossRef]

26. Charles Dennis and Tamira KingTillmann WagnerArea of Marketing, Rawls College of Business, Texas Tech University, Lubbock, Texas, USA. 2007. Shopping motivation revised: a means-end chain analytical perspective. *International Journal of Retail & Distribution Management* **35**:7, 569-582. [Abstract] [Full Text] [PDF]

27. Ram Herstein, Iris Vilnai-Yavetz. 2007. Household income and the perceived importance of discount store image components. *The International Review of Retail, Distribution and Consumer Research* **17**, 177-202. [CrossRef]

28. Paolo Guenzi, Gabriele Troilo. 2006. Developing marketing capabilities for customer value creation through Marketing–Sales integration. *Industrial Marketing Management* **35**, 974-988. [CrossRef]

29. Michael A. BourlakisSenior Lecturer, Brunel Business School, Brunel University, UK Mitchell R. NessSchool of Agriculture, Food and Rural Development, University of Newcastle upon Tyne, UK Constantinos - Vasilios PriporasUniversity of Macedonia, Graduate Business School and the Technological Educational Institution of Serres, Greece. 2006. The Greek food shopper: Segmentation on the basis of attitudes to store features. *EuroMed Journal of Business* **1**:2, 29-49. [Abstract] [PDF]

30. C. Flavián, M. Guinalíu, R. Gurrea. 2006. The influence of familiarity and usability on loyalty to online journalistic services: The role of user experience. *Journal of Retailing and Consumer Services* **13**, 363-375. [CrossRef]

31. Grete Birtwistle, Cayan Tsim. 2005. Consumer purchasing behaviour: an investigation of the UK mature women's clothing market. *Journal of Consumer Behaviour* **4**:10.1002/cb.v4:6, 453-464. [CrossRef]

32. Seung Ho Ahn, Keun Bae Kim. 2005. ######### ### #### ### ### ## ##. *Journal of Global Academy of Marketing Science* **15**, 183-201. [CrossRef]

33. Faouzi BensebaaUniversité de Marne-La-Vallée, Marne-La-Vallée, France. 2004. The impact of strategic actions on the reputation building of e-businesses. *International Journal of Retail & Distribution Management* **32**:6, 286-301. [Abstract] [Full Text] [PDF]

34. Simon J Wilde, Stephen J Kelly, Don Scott. 2004. An exploratory investigation into e-tail image attributes important to repeat, internet savvy customers. *Journal of Retailing and Consumer Services* **11**, 131-139. [CrossRef]

35. Derek DevlinDivision of Marketing, Caledonian Business School, Glasgow Caledonian University, Glasgow, UK Grete BirtwistleDivision of Marketing, Caledonian Business School, Glasgow Caledonian University, Glasgow, UK Norma MacedoDivision of Marketing, Caledonian Business School, Glasgow Caledonian University, Glasgow, UK. 2003. Food retail positioning strategy: a means-end chain analysis. *British Food Journal* **105**:9, 653-670. [Abstract] [Full Text] [PDF]

36. Ricardo Gomez-Insausti. 2003. The spatial structure of the Canadian business/commercial sector: a study in supply-side segmentation. *Progress in Planning* **60**, 13-34. [CrossRef]

Downloaded by USP At 05:40 08 April 2016 (PT)

37. Mitchell NessUniversity of Newcastle, Newcastle upon Tyne, UK Matthew GortonUniversity of Newcastle, Newcastle upon Tyne, UK Sharron KuznesofUniversity of Newcastle, Newcastle upon Tyne, UK. 2002. The student food shopper. *British Food Journal* **104**:7, 506-525. [Abstract] [Full Text] [PDF]

Downloaded by USP At 05:40 08 April 2016 (PT)