

## EXAMINATION OF THE EFFECTS OF THE SHOPPING ORIENTATION ON STORE IMAGE AND SHOPPING SATISFACTION

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### ABSTRACT

The aim of this research is to determine which variables of shopping orientation effects on shopping satisfaction and shopping image, thus to give recommendations to the Turkish retailers. This article documents a study and model of the dimensions of shopping orientation associated with store image and shopping satisfaction.

The literature review part consists of three parts namely shopping orientation and its components (shopping enjoyment, price consciousness and frugality, shopping antipathy, brand loyalty, confused by over choice, store loyalty, shopping confidence, and brand consciousness); store image and its components (marketing image, social image, strategic image); and shopping satisfaction.

To be able to explore the link between shopping orientation, store image and shopping satisfaction, three measurement instruments were utilized. Data is collected via face to face interview in the shopping centers located in Istanbul, Ankara, Izmir and Adana. Convenience sampling method was used as a sampling method in this research. Descriptive part of the study was based on 125 responses. Results were analyzed using the SPSS 20.

The results of this article draw conclusions from an empirical investigation showing that the proposed relationship between shopping orientation, store image and shopping satisfaction does exist, and in the case of Turkish retailing industry, shopping orientation and store image are significant contributors to shopping satisfaction.

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Keywords: Shopping Orientation, Store Image, Shopping Satisfaction

## ÖZET

Bu çalışmanın amacı alışveriş memnuniyetini etkileyen faktörleri tespit etmek ve perakendecilere önerilerde bulunmaktır. Bu doğrultuda çalışmada alışveriş yöneliminin ve mağaza imajının alışveriş memnuniyeti ile ilişkilendirildiği bir model önerilmiştir.

Literatür incelemesi alışveriş yönelimi (alışveriş eğlencesi, fiyat bilinci ve tutumluluk, alışveriş antipatisi, marka sadakati, çok seçenek sebebiyle kafa karışıklığı, mağaza sadakati, alışverişte özgüven, marka bilinci), mağaza imajı (pazarlama imajı, sosyal imaj, stratejik imaj) ve alışveriş memnuniyeti olmak üzere üç aşamadan oluşmaktadır.

Değişkenler arasındaki ilişkinin araştırılması bakımından üç ölçek kullanılmış olup, veriler yüz yüze olarak İstanbul, Ankara, İzmir ve Adana'da bulunan alışveriş merkezlerinde toplanmıştır. Örneklem yöntemi olarak kolayda örneklem yöntemi kullanılmıştır. Elde edilen veriler 125 adet anket SPSS 20 ile değerlendirilmiştir.

Ampirik bir araştırma olan bu çalışmadan alışveriş yöneliminin ve mağaza imajının alışveriş memnuniyeti üzerine etkisi olduğu sonucu elde edilmiştir. Sonuç olarak, perakendecilik endüstrisinde alışveriş yöneliminin ve mağaza imajının alışveriş memnuniyeti üzerinde önemli katkıları olduğu tespit edilmiştir.

Anahtar Kelimeler: Alışveriş Yönelimi, Mağaza İmajı, Alışveriş Memnuniyeti

## Introduction

Due to the reasons such as globalization, industrialization, social-economic growth and becoming popular the usage of credit card; there's been some sort of differences in the consumption patterns of the consumers. One of the most important consequences of this these differences in the consumption patterns is that consumers start to prefer retailers more common. Retail industry in the developing countries such as Turkey has

made progress in recent years and the number of retailers has increased and still continues to increase day by day. According to Deloitte Research' data (2016), shopping mall investments which is the most important component of the retail industry has been reached up to US\$45 billion as of 2014 in Turkey. This situation made the consumers choosier and it has forced consumers to be in some kind of tendencies with regard to retailers. As a consequence of these, consumers have achieved the condition of marketing' patronage. In the setting of increasing competition, attaining loyal consumers have become more important for the retailers. From this point of view, this research is aiming to determine some factors which can be effect on the consumer' retailer selection by trying to understand tripwire of consumer' decision making. First of all, in order to specify these influences, related literature had been scanned initially and a model has been proposed. In this model, there has been three variables(shopping orientation, store image and shopping satisfaction) which are assumed interrelated.

## **1. Literature Review**

### **Shopping Orientation**

In the literature, shopping orientation is defined as shopping or shopper's style and also this concept is related to last shopping experience and personnel value (Rigopoulou et. al., 2008: 982). Brosdahl and Carpenter (2011: 550) asserted that shopping orientation reflects consumers' social, economic and recreational orientation. The shopping orientation scale used in this research had been developed by Brosdahl and Carpenter. This scale consisted of seven dimensions namely 1) shopping enjoyment, recreational shopping tendency and market mavenism, (2) price consciousness and frugality, (3) shopping antipathy, (4) brand loyalty, (5) confused by over choice, (6) store loyalty, (7) shopping confidence, (8) brand consciousness.

#### *Shopping Enjoyment, Recreational Shopping Tendency and Market Mavenism*

First of all shopping enjoyment refers to the level of consumers' joy and pleasure in the past shopping experience. This joy and pleasure derive from innovative products, eye-catching store and design (Leisching et al., 2010: 219). Prus and Dawson stated that recreational shopping orientations are related to "notions of shopping as interesting, enjoyable, entertaining and leisurely activity" (Guiry and Mäg, 2006: 75). This concept can be seen as a

consumer's personality trait that experience great deal of psychological rewards (Kim and Kim, 2007: 411; Guiry and Mäg, 2006: 75). In summary, shopping enjoyment is a hedonic attitude of customer related to shopping experience. According to Bove et al (2009: 292); recreational shoppers are willing to spend more money and shop long time. In short, recreational shopping tendency is related with shopping pleasure and enjoyment. According to Feick and Price, market mavens is a consumer' trait who have informed intensively about the market. They tend to seek out and attain all information about products and services. This people are knowledgeable about market and willing to share their market knowledge with others (Goldsmith et. al., 2006: 412). Stokburger and Hoyer (2009: 102) indicated that market mavens can be described as "opinion leaders"

#### *Price Consciousness and Frugality*

Frugality refers to the degree to which the consumer is confined attaining goods and services. Psychologically, frugality, defined as "careful use of resources and avoidance of waste", is seen as contributing to individuals' satisfaction (Shoham and Brencic, 2004: 57). This concept of price-consciousness was primarily described by Monroe and Petroschius who describe the high price-conscious consumer as "*unwilling to pay a higher price for a product, and if the price is greater than what is acceptable to pay, the buyer may refrain from buying*" (Gauzente and Roy, 2011: 81). In other words, there is a positive relationship between price consciousness and frugality.

#### *Shopping Antipathy*

Shopping antipathy is a consumer trait who doesn't like shopping. While some consumers enjoy shopping, others don't. Consumers who don't enjoy shopping and tend to less price comparing than those like shopping (Bove et al., 2009: 292).

#### *Brand Loyalty*

In the literature, brand loyalty is handled two distinct ways as behavioral and attitudinal. Behavioral loyalty focalizes on number of purchase. On the other hand, attitudinal loyalty take into the consideration consumers' repurchase intentions (Russel et al., 2007: 1254). In terms of economic viewpoint, consumers who loyal to a brand tend to reduce risk and

eager to pay a price premium (Leischnig and Enke, 2011: 1116). Magnini and Karande (2011: 544) identified that loyal consumer have less propensity alternatives brands. Because they have strong belief related to brand. In summary, brand loyalty was examined in many studies and in this research, attitudinal loyalty was used.

#### *Confused By Over Choice*

Botti and Hsee (2010: 162) suggest that freedom of choice may be reason of wrong decision. In complicated situation, consumers have difficulty to making decision and appraising the different choices (Zhang, et al., 2011: 865). In short, customers are having difficulties in their buying decisions due to many alternatives.

#### *Store Loyalty*

The theoretical logic for understanding how personalization influences customer store loyalty may be found in the consumer economics literature. As Ratchford observes, "the analysis...predicts that brand loyalty should increase with experience at using a brand...when brand-specific knowledge is important in using a brand efficiently one would generally expect brand loyalty to be high" (Zhang, at al., 2011: 862). Store loyalty can be defined as a consumer's loyalism to the store. Ray and Chiagouris (2008: 3) suggest that some specialty of store like unicity, familiarness and commercial valuation effect store loyalty. Demoulin and Zidda (2007: 387) indicated those loyal consumers are tending to visit the same store. Store loyalty concept is used to measure customer's behavioral and affective dimension related with store.

#### *Shopping Confidence*

Consumer self-assurance is defined as "the extent to which an individual feels capable and assured with respect to his or her marketplace decisions and behaviors". However, consumer self-esteem differs from global self-esteem in that it is related to confidence at the marketplace (Hellen and Saaksjarvi, 2011: 224). In other words, consumer' self-confidence is defined the level of capacity that consumers can make his/her own decision and consumer evaluate as talented himself/herself (Bearden et. al., 2001: 122).

### *Brand Consciousness*

Brand consciousness is defined as a consumer' cognitive disposition for a brand which is familiar, highly advertised (Liao and Wang, 2009; Ghazali, 2011: 19). It can be seen as a way that consumer can express her/his individuality (Liao and Wang, 2009: 991). And also brand is evaluated as a status indicator in cultural society (Ghazali, 2011: 19).

In this part of research, store image and shopping satisfaction as the most important social role of brand was handled. Dependant variables were discussed and their components were determined.

### **Store Image**

Beristian and Zorilla (2011: 565) remarked that store image shapes in consumer' mind. This concept is related to store' quality which is sensed by consumers. Thang and Tan (2003) remarked that one of the key driver of consumer' store preference is store image. Keaveney and Hunt (1992) indicated that store image constituted of mental and sensual orientation related to consumer' last shopping experience in store. In a similar manner, Kunkel and Berry (1968) identified store image as a stimulant and unique qualities of the store (Grah and Polana, 2015: 28). Labeagaet. al (2007) stated that store image is highly important for the loyalty. Erdil (2015: 197) and Martineau (1985) stated that stores' some qualifications such as ambiance, aura, physical attributes or sort of sold merchandise induce customer satisfaction. According to Donovan and Rossiter (1982), store's physical attributes effect the amount of spending, shopping enjoyment and it has been one of the indicative factor of the purchase decision (Lin and Yeh, 2013: 377).

According to Beristain and Zorilla (2011), store image consisted of three dimensions namely marketing image, social image and strategic image. Marketing image is related to quality, price, accessibility, and assortment of the product and serve quality. All these qualities affect the store's marketing image which impress consumer's approach and behavior. Social image can be assessable some responsibilities of business like ethical, legal. This image is extremely important for the positioning. As for strategic image, it is related to store's brand identity which is consist of culture, people, capacity (Beristain and Zorilla, 2011: 569).

### **Shopping Satisfaction**

Oliver (1993), Machleit et. al. (2000) notified that satisfaction has been one of the most investigated notion to assessment of the consumer's shopping experience (Know et. al., 2016: 306). Shopping satisfaction is a kind of consumer's manner that is related to last shopping experience. Initially, consumers have some expectation before the shopping. After having been gained shopping experience and having been used the products, consumer tends to compare his/her expectation and experience and then make a decision about level of his/her satisfaction. The level of satisfaction is highly effective on consumer's repurchase decision (Irani and Hanzae, 2011: 94).

Garton (1995) suggested that satisfaction arise from store's some attributes, such as price, showcase, and salespeople' communicative competence related to store. As for Sathish and Venkatesakumar (2011) asserted that store's some factors like illumination, scent, music and warmth are related to store atmosphere which have influence on shopping satisfaction (Abrudan and Dabija, 2014: 1246). According to Oliver's Expectancy-Disconfirmation Model, after having been gained shopping experience and having been used the goods purchased, consumers are in tendency to appraise about satisfied or dissatisfied. If consumer has been satisfied, consumer develops positive attitude toward the store (Carpenter, 2008: 360).

### **2. Methodology**

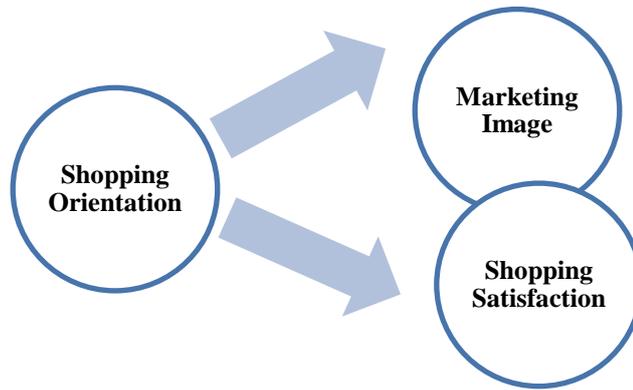
This article documents a study of the dimensions of shopping orientation associated with store image and shopping satisfaction. In particular, the research objective is to examine empirically and investigate which variables of shopping orientation effects on shopping satisfaction and shopping image,

To be able to explore the link between shopping orientation, store image and shopping satisfaction, three measurement instruments were utilized. The questionnaire items were scored on a 5 point Likert scale, ranging from “strongly disagree” to “strongly agree”. Data is collected via face to face interview in the shopping centers located in Istanbul, Ankara, Izmir and Adana. Convenience sampling method was used as a sampling method in this research.

### 3. Research Model

The research objective is to examine empirically and investigate which variables of shopping orientation effects on shopping satisfaction and shopping image. Therefore this study was based on the measures of Carpenter and Borshdahl (2011); Beristain and Zorilla (2011); and Irani and Hanzaee (2011).

These independent and dependant variables can be seen in the below figure.



**Figure 1:** Research Model

**Table 1:** A Proposed Model of Variations in Shopping Satisfaction Which may be related to Store Image and Shopping Orientation.

Shopping Orientation Shopping enjoyment, recreational shopping tendency and market mavenism Price consciousness and frugality Shopping antipathy Brand loyalty Confused by over choice Store loyalty Shopping confidence Brand consciousness	Store Image Marketing image Social image Strategic image	Shopping Satisfaction
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prised eight dimensions and included 39 items in total, namely shopping enjoyment (1), price consciousness and frugality (2), shopping antipathy (3), brand loyalty (4), confused by over choice (5), store loyalty (6), shopping confidence (7), and brand consciousness (8). Store image comprised three dimensions and included 13 items in total, namely marketing image (1), social image (2), and strategic image (3). Shopping satisfaction included 6 items. There were 58 items in total.

H<sub>1</sub>: The dimensions of shopping orientation are positively related to shopping satisfaction.

H<sub>2</sub>: The dimensions of shopping orientation are positively related to marketing image.

H<sub>3</sub>: The dimensions of shopping orientation are positively related to social image.

H<sub>4</sub>: The dimensions of shopping orientation are positively related to strategic image.

#### 4. Analysis

Owing to the multi-dimensional instruments which is harnessed in this research, multiple regressions were used to examine the relationship between dimensions of shopping orientation, store image and shopping satisfaction. Due to the research model's multidimensionality and in order to identify variables which more contribute to the model, Backward Stepwise Regressions were conducted to hypothesis differing strengths of influences of the dimensions of shopping orientation on the shopping satisfaction.

The R square value is .433 implying that around 43 per cent of the variance in shopping satisfaction is explained by three dimensions of shopping orientation's which are shopping enjoyment, store loyalty, and shopping confidence.

**Table 2:**

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
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	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,224	,288		7,721	,000		
Shopping enjoyment	,484	,077	,497	6,277	,000	1,000	1,000
2 (Constant)	1,401	,301		4,649	,000		
Shopping enjoyment	,452	,070	,464	6,484	,000	,993	1,007
Store loyalty	,265	,049	,385	5,371	,000	,993	1,007
3 (Constant)	,970	,330		2,942	,004		
Shopping enjoyment	,440	,068	,452	6,484	,000	,989	1,011
Store loyalty	,218	,051	,316	4,281	,000	,885	1,130
Shopping confidence	,169	,059	,209	2,840	,005	,884	1,131

a. Dependent Variable: Shopping satisfaction

Shopping satisfaction = .970 + .440 shopping enjoyment + .218 store loyalty + .169 shopping confidence. From this results it can be seen that, the shopping enjoyment coefficient is around .440, implying that for a 1 unit increase in the shopping enjoyment, the shopping satisfaction increase about .440; the store loyalty coefficient is around .218, implying that for a 1 unit increase the store loyalty, the shopping satisfaction increases by about 218; the shopping confidence coefficient is about .169, implying that for a 1 unit increase shopping confidence, the shopping satisfaction increases by about .169. Thus, these results show that companies with a higher degree of shopping enjoyment, store loyalty and shopping confidence will achieve better shopping satisfaction than those with lower levels.

The R Square value is .260 implying that around 26 per cent of the variance in marketing image is explained by this variable that is store loyalty, shopping enjoyment and confused by over choice.

**Table 3:**

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3,063	,211		14,501	,000		
Store loyalty	,238	,058	,353	4,133	,000	1,000	1,000
2 (Constant)	2,015	,333		6,044	,000		
Store loyalty	,220	,055	,326	4,023	,000	,993	1,007
Shopping enjoyment	,302	,077	,318	3,924	,000	,993	1,007
3 (Constant)	2,195	,336		6,540	,000		
Store loyalty	,230	,054	,341	4,279	,000	,986	1,014
Shopping enjoyment	,355	,079	,373	4,504	,000	,916	1,092
Confused by over choice	-,134	,056	-,197	-2,379	,019	,913	1,095

a. Dependent Variable: Marketing image

Marketing image = 2.295 +.230 store loyalty + .355 shopping enjoyment +-.134 confused by over choice. From this results it can be seen that, the store loyalty coefficient is around .230, implying that for a 1 unit increase in the shopping enjoyment, the marketing image increases about .230; the shopping enjoyment coefficient is about .355, implying that for a 1 unit increase in the shopping enjoyment, the marketing image increases about 355; the confused by over choice coefficient is around -.134, implying that for a 1 unit increase in the confused by over choice, the marketing image decreases about -134. Thus, these results show that companies with a higher degree of store loyalty, shopping enjoyment and with a lower degree of confused by over choice will achieve better marketing image than those with lower levels.

The R Square value is .211 implying that around 21 percent of the variance in social image is explained by these variables that is shopping confidence and shopping antipathy.

**Table 4:**  
 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,145	,304		7,066	,000		
Shopping confidence	,369	,078	,397	4,738	,000	1,000	1,000
2 (Constant)	2,482	,318		7,798	,000		
Shopping confidence	,373	,076	,401	4,922	,000	1,000	1,000
Shopping antipathy	-,190	,067	-,230	-2,825	,006	1,000	1,000

a. Dependent Variable: Social Image

Social image = 2.482 + .373 shopping confidence + -.190 shopping antipathy. From this result it can be seen that, the shopping confidence coefficient is around .373, implying that for a 1 unit increase in the shopping confidence, the social image increases about 373; the shopping antipathy coefficient is around -.190, implying that for a 1 unit increase in the shopping antipathy, the social image increases about -.190. Thus, these results assert that companies with higher degree of shopping confidence and with a lower degree of shopping antipathy will achieve better social image than those with lower levels.

The R Square value is .124 implying that around 12 per cent of the variance in strategic image is explained by these variables that is shopping confidence and shopping enjoyment.

**Table 5:**

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,514	,324		7,759	,000		
Shopping confidence	,294	,083	,307	3,528	,001	1,000	1,000
2 (Constant)	1,826	,466		3,923	,000		
Shopping confidence	,279	,082	,291	3,383	,001	,992	1,008
Shopping enjoyment	,202	,099	,175	2,033	,044	,992	1,008

a. Dependent Variable: Strategic image

Strategic image = 1.826 + .279 shopping confidence + .202 shopping enjoyment. From this result it can be seen that, the shopping confidence coefficient is around .279, implying that for a 1 unit increase in the shopping confidence, the strategic image increases about 279; the shopping enjoyment coefficient is around .202, implying that for a 1 unit increase in the shopping enjoyment, the strategic image increases about 202. Thus, these result shows that companies with higher degree of shopping confidence and shopping enjoyment will achieve better strategic image than those with lower levels.

## 5. Conclusion

This article documents a study of the dimensions of shopping orientation associated with store image and shopping satisfaction. In particular, the research objective is to investigate variations in shopping satisfaction, which may be related to shopping orientation and its dimensions. This objective was fulfilled by reliably and validly measuring key constructs of shopping satisfaction and finding statistically significant relationship between dependent and independent variables. The results of this article draw conclusions from an empirical investigation showing that the proposed relationship between shopping orientation, store image and

shopping satisfaction exist, and in the case of retailing industry, shopping orientation is a significant contributor to shopping satisfaction. The research hypotheses are supported by the results of the study. It is observed that there is a relationship between the dimensions of shopping orientation, store image and shopping satisfaction.

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