

## Literature Review

**(Bopeng Zhang, 2011)** Gen Y shoppers are recognized as an important and distinctive market segment and demonstrate differences in shopping styles when compared to previous generational cohorts, yet there is a lack of extant patronage research specific to the cohort. This study explores shopping orientations and retail format choice among a sample of Gen Y apparel shoppers in US. The research examines the effects of shopping orientations on retail format choice within seven distinct retail formats. The findings provide guidance to both academics and retailers with regard to approaching and attracting Gen Y shoppers.

**(Sanjeev Tripathi, 2008)** The literature on store choice has mainly studied the store attributes, and ignored the consumer attributes in store choice. Even when, the consumer attributes have been incorporated the strength of relationship has been weak. Also, the literature on store choice has completely ignored format choice, when studying store choice. The paper argues for incorporating both the shopper attributes in store choice, and the store formats. Shopper attributes can be captured through the demographic variables, as they can be objectively measured, and these also capture a considerable amount of attitudinal and behavioural variables. The paper proposes to link store choice, format choice and consumer demographic variables, through a hierarchical logistic choice model in which the consumers first choose a store format and then a particular store within that format.

**(Radoslaw Macik, 2013)** Paper discusses on the background of literature on retail format choice Polish consumers behaviour and preferences for retail channel and format choice. Main results include comparison of perception maps created using multidimensional scaling with data coming from study conducted in 2009 and current research from 2012, giving possibility to assess changes at the economic slowdown time. During this period perception of discount stores substantially change previously perceived as similar to marketplace, now are treated as close to (larger) convenience stores. The second important change is differentiation between classical specialist stores and so called “category killers”. Additional data are provided to compare declared shopping frequency for 15 formats from both channels (5 for virtual and 10 for physical) with emotional attitudes toward them. Also multiple correspondence analysis (MCA) to find connections with shopping frequency and demographic variables has been performed, leading to conclusion that demographic factors other than age are not explaining format usage patterns, and consumer attitudes probably are more important factor in this case.

**(Ali hortacsu, 2015)** The past 15–20 years have seen substantial and visible changes in the way US retail business is conducted, with many formerly dominant companies and formats in the sector of shopping malls—struggling to adjust and sometimes suffering fatal blows. Some parts of retail formats, like traditional department stores as well as book and music stores, have seen large declines in sales and employment. Explanations about what is happening in the retail sector have been dominated by two powerful and not fully consistent narratives: a prediction that retail sales will migrate online and physical retail will be virtually extinguished, and a prediction that future shoppers will almost all be heading to giant physical stores like warehouse clubs and supercenters. Extensive research in the economics literature has explored the rise of e-commerce and its effects on various retail markets.

**(Edward J Fox, 2004)** We present an empirical study of household shopping and packaged goods spending across retail formats—grocery stores, mass merchandisers, and drug stores. Our study assesses competition between formats and explores how retailers’ assortment, pricing, and promotional policies, as well as household demographics, affect shopping behavior. We find that

consumer expenditures respond more to varying levels of assortment (in particular at grocery stores) and promotion than price. We also find that households that shop more at mass merchandisers also shop more in all other formats, suggesting that visits to mass merchandisers do not substitute for trips to the grocery store.

**(Binta Abubakar)** We investigated the customer ratings of importance of several attributes associated with supermarket shopping. We then reviewed the satisfaction ratings of the attributes. The aim was to rank the factors and to relate the importance rankings to customer satisfaction. The findings have implications in that a retailer is able to assess how well they meet their customers' needs on important attributes. The results suggested that since retail formats have become very standardised, corporate reputation is rated high and may be a source of sustainable competitive advantage. Accessibility was considered important, as was quality of service especially the friendliness and efficiency of checkout personnel. The results suggested the retail chain has largely been able to align its efforts to the areas considered important by customers. However, the satisfaction scores are rather low suggesting the retailer might be susceptible to an attack by a competitor prepared to deliver superior value to the customers.

**(Gianluigi Guido)** The present research investigates the roles of both the individual reaction to environmental stimuli and personality characteristics in consumers' pursuit of hedonic and/or utilitarian shopping values. The individual reaction to environmental stimuli is operationalised by two closely related measures: the optimal stimulation level (OSL), concerning the level of external stimulation with which an individual feels comfortable, and the arousability, concerning the rate with which the internal stimulation (i.e. the arousal) level of an individual changes in response to a sudden increase (or decrease) in the environmental stimulation.

**(Lind S. Niehm, 2006)** This national study provides a demand-side analysis concerning consumers' views of pop-up retail (i.e., popup stores). Our aim was to understand consumers' assessments of pop-up stores and how these views are linked to specific demographic characteristics. We additionally sought to examine how consumers' demographic profiles and their perceptions of the benefits and concerns surrounding pop-up stores affected attitude and intentions toward trying the retail format. The Theory of Reasoned Action (Fishbein and Ajzen, 1975) framed the study. The overall goal was to provide baseline information for retailers and marketers concerning consumers' perceptions of and receptivity to pop-up retail as an experiential marketing strategy. Findings suggest that age, gender, community size, and geographic region influence consumer awareness of and engagement with pop-up stores. Demographic characteristics of groups demonstrating particular demand for pop-up retail were young consumers and female consumers of all ages.

**(Robert J. Donovan, 1982)** This study tests the Mehrabian- Russell environmental psychology model in retail shopping. The results suggest that store atmosphere, engendered by the usual myriad of in-store variables, is represented psychologically by consumers in terms of two emotional states are significant mediators of intended shopping behaviours within store. The practical value of this approach is that retailers may be better able to explain and predict the effects of in-store changes on shopping behaviour,

**(Jason Sit, 2003)** Entertainment consumption is a common activity in the shopping centre environment. However, very little research has examined the concept of entertainment consumption in the shopping centre context. Hence, this conceptual paper presents a research model which aims to understand shopper satisfaction with entertainment consumption. The proposed model is an extension of the recent work conducted by Sit, Merrilees and Grace (2003). The model comprises five key constructs, namely hedonic motives, functional evaluation, affective

evaluation, overall satisfaction, and behavioural loyalty. Relationships between these constructs are discussed, together with research propositions, which will be empirically tested in future research. Research implications of the conceptual model are presented.

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