

Studying the Impact of the Attributes of Organized Retail Outlets on Store Choice Behavior of Shoppers

Ms. Sapna Sanserwal

Abstract

Indian food and grocery retail sector is in the transformation mode for many reasons like strong Macro-economic fundamentals and the changing socio-economic scene are driving what were once traditional and small scale retail outlets into organised retail formats aimed at catering to the evolving tastes and needs of the discerning consumers. This sector is predominantly dominated by the traditional kirana stores i.e Mom & Pop Store, which have strong relationships with the customers for various technical and functional quality benefits extended to them. This posed great challenge to the organised retailers for customer acquisition and retention of loyal customers in this fierce competition. The recent trend in the marketing practices is to create engaging and long-lasting shopping experiences for the customers. To understand the customer experiences in the services context, this study is conducted with the customers, who visited the store. This study aims to understand the customer experience in branded chain stores with reference to reliance fresh & easy day. The paper aims at examining the impact of various consumer and product characteristics on consumer behaviour towards organized retail stores. The research is being carried out using primary data along with the support of secondary data. Questionnaires are used in order to judge the influence of various parameters on store choice decision. The Analysis is done with the help of statistical tools like t-test, factor analysis, logit analyses and reliability after checking the responses filled by the customers.

Keywords:- Organized Retail Outlet, Merchandise, Consumer Behavior, Mom & Pop Store

Introduction

A. Retailing

Retailing includes activities of marketing and selling products or services to end consumers for their own household or personal use. Retailer is a Person or Agent or Company or Organization who is instrumental in reaching the Goods or Merchandise or Services to the End User or Ultimate consumer. Retailing can be divided into two broader categories as Unorganised Retailing Traditional or Unorganized retail outlets are normally street markets, counter stores, kiosks and vendors, where the ownership and management rest with one person only. This sector accounts for two thirds of the market and requires low skilled labor. These are highly competitive outlets, with negligible rental costs (unregistered kiosks or traditional property), cheap workers (work is shared by members of family) and low taxes and overheads.

Organized retailing comprises mainly of modern retailing with busy shopping malls, multi storied malls and huge complexes that offer a large variety of products

in terms of quality, value for money and makes shopping a memorable experience. On 14 September 2012, the government of India announced the opening of FDI in multi-brand retail, subject to approvals by individual states. This decision has been welcomed by economists and the markets, however has caused protests and an upheaval in India's central government's political coalition structure. On 20 September 2012, the Government of India formally notified the FDI reforms for single and multi brand retail, thereby making it effective under Indian law.

Literature Review

Store choice is a decision that a shopper is fairly involved in. It is important for a store to

understand this behaviour for developing marketing strategies to attract and keep its clientele. It is found that shoppers choose the store based on many aspects that could be classified as primary and image based. It is also found that the importance of each of these aspect changes with the kind of store the shopper wants to visit. In the Indian context where the shopper does not have

much variety in store format, the type of store is recognized by the kind of product the store deals in. The paper is an attempt to understand this behaviour of the shopper. The shoppers are explored for the primary reasons for choosing a store. Then, using a factor analysis, the several image dimensions are classified. Further, using multinomial logit regression, the store choice pattern is studied across different types of store. Implications for the managers in the retail business are drawn and future research directions have been highlighted. Piyush Kumar Sinha, Arindam Banerjee, and Dwarika Prasad Uniyal "*Deciding Where to Buy: Store Choice Behaviour of Indian Shoppers*". Retailing is in existence in one or another form since the formation of society. The people use to purchase their daily needs in small quantities from the retailers whenever required and the retailer keeps a stock on behalf of consumers to meet the demand. Retailing was limited to small family owned business for long time. Later big retail chains came into the retailing business and there was a sea change in the retailing market. However, even today the traditional family owned retail outlets are doing their business and enjoying their share of cake. The traditional small family owned retail shops, also known as "moms and pops" shops are termed as unorganized retailing and the big retail chains with all the possible comfort of purchase experience comes under organized retailing. With the change in demography and preference, the expectations of customers are changing and it is a continuous process. The purchase experience for the guests has taken a new shape and the customers not only evaluate any outlet on the basis of goods available but the evaluation is based on a mix of goods available, comfort of purchasing, the quality of time spend in the outlet and many more. The customers also consider their travel to and fro the outlet as part of purchase experience. The increasing demand of organized retailing in urban areas with continuous changing customer expectation, it has become important to understand the attributes which shapes the customer perception of the any organized retail outlet. Dr.Kameshwar Mishra and Abhinav Kumar Mishra "*Study of customer preferences to choose an organised retail store*" The Indian population is witnessing a significant change in its demographics. A large young working population with an average age of 24 years, the emergence of nuclear families in urban

areas, along with increasing working-women population and emerging opportunities in the services sector are going to be the key growth drivers. Emergence of the organized retail sector is greatly influencing the life style and the buying behaviour of the Indian consumers. It has changed the whole concept of shopping in terms of format and consumer buying behavior, ushering a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centers, multi-storied malls and huge complexes offer shopping, entertainment and food all under one roof. The Indian retailing sector is at an inflexion point from where the growth of organized retailing and in consumption by the Indian population is going to take a higher growth trajectory, which makes it an interesting area for research work. C. P. Gupta, Rajeev Agarwal, Madhulika Sinha "*Organized Retailing and its Effect on the Consumers Buying Behaviour*". The purpose of the study is to examine the influence of relationship marketing attributes such as Trust, Commitment, Communication, Empathy, and Conflict handling on attitudinal outcomes like relationship quality and behavioural outcomes like customer loyalty from an empirical analysis in the context of Changing trends of food retailing in India. Ch. J. S. Prasad and D. Raghunatha Reddy "*A study on the role of demographic and psychographic dynamics in food and grocery retailing*". This study seeks to investigate the influence of relationship marketing cornerstones viz., Customer Satisfaction, Trust, Commitment, Communication on Relationship Strength which further explore the affect on attitudinal outcomes like relationship quality and behavioural outcomes such as customer loyalty. The study further examines an influence of the relationship quality on customer loyalty. This study is purely based upon the primary data and necessary secondary data to reinforce the model. J S Prasad & A R Aryasri. "Relationship marketing versus relationship quality & customer loyalty in food retailing"

Objectives of the Study

- To prioritize the attributes of organized retail outlets that motivates the customers to visit any outlet for purchasing.
- To compare the expectation and actual experience of customer for attributes of organized retail

outlets and highlight the attributes where improvement is needed utmost.

- To study the demographic profile of the guests visiting the organized outlets.
- To find out the consumer's perception about the assortment of products /services available at the malls vis-à-vis a traditional kirana store.
- To find out the impact of the organized retailing on the buying behaviour of the consumers.

as the independent variable and the Risk and Return as a dependent variable.(Afkar Majeed Bhatti, 2003)

Independent Variable Dependent Variable

Merchandise Store Selection

Value of service

Convenience

Congeniality

Research Hypothesis

A hypothesis is a statement that shows the inferred relationship among the different variables. The conjectured relationships among the variables are established on the basis of previous literature available. These relationships can be verified using certain statistical tests/techniques. These hypotheses may be substantiated or not, depending upon the results derived from statistical analysis. (Afkar Majeed Bhatti, 2003)

Theoretical Framework

The theoretical framework provides the foundation on which the whole research is based. In the theoretical framework, relationship between different variables is identified on which serve as a basis for the whole study. The theoretical framework is the pictorial representation of this relationship derived in the light of previous literature available; the study has considered Leverage

Table : 1

A. Hypothesis

STATEMENT 1

CONVENIENCE is the attribute that motivates customer to visit any outlet.

One-Sample Test

		Test Value = 2.5				
		df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
t	Lower				Upper	
CONV	-5.794	630	.000	-.21632	-.2896	-.1430

Interpretation

Through T-test it has been found that convenience related factors have a significant impact on store choice behavior since significant level is .000 which is less than 0.05. So CONVENIENCE is the attribute that motivates customer to visit any outlet.

Table : 2

STATEMENT 2**MERCHANDISE is the attribute that motivates customer to visit any outlet****One-Sample Test**

	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Merchandise	2.865	270	.005	-.19004	-.0594	-.3206

Interpretation

Through T-test it has been found that merchandise related factors have a significant impact on store choice behavior since significant level is .005 which is less than 0.05. So MERCHANDISE is the attribute that motivates customer to visit any outlet.

Table : 3

STATEMENT 3**VALUE OF SERVICE is the attribute that motivates customer to visit any outlet****One-Sample Test**

	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Value	3.418	180	.001	.30110	.1273	.4749

Interpretation

Through T-test it has been found that value related factors have a significant impact on store choice behavior since significant level is .001 which is less than 0.05. So Value of Service is the attribute that motivates customer to visit any outlet.

Table : 4

STATEMENT 4**CONGENIALITY is the attribute that motivates customer to visit any outlet.****One-Sample Test**

	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Congeniality	-5.840	360	.000	-.27008	-.3610	-.1791

Interpretation

Through T-test it has been found that congeniality related factors have a significant impact on store choice behavior since significant level is . 0.00 which is less than 0.05. So Congeniality is the attribute that motivates customer to visit any outlet.

For Reliance Fresh**Table : 5****STATEMENT 1**

CONVENIENCE IS THE ATTRIBUTE THAT MOTIVATES CUSTOMER TO VISIT ANY OUTLET.

One-Sample Test

	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Convenience	-9.978	540	.000	-.38355	-.4591	-.3080

Interpretation

Through T-test it has been found that convenience related factors have a significant impact on store choice behavior since significant level is . 0.00 which is less than 0.05. So Convenience is the attribute that motivates customer to visit any outlet.

Table : 6**STATEMENT 2**

MERCHANDISE IS THE ATTRIBUTE THAT MOTIVATES CUSTOMER TO VISIT ANY OUTLET

One-Sample Test

	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Merchandise	-4.331	270	.000	-.24170	-.3516	-.1318

Interpretation

Through T-test it has been found that merchandise related factors have a significant impact on store choice behavior since significant level is . 0.00 which is less than 0.05. So merchandise is the attribute that motivates customer to visit any outlet.

Table : 7

STATEMENT 3**VALUE OF SERVICE is the attribute that motivates customer to visit any outlet****One-Sample Test**

	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Value	3.009	270	.003	.20111	.0695	.3327

Interpretation

Through T-test it has been found that value of service related factors have a significant impact on store choice behavior since significant level is . 0.003 which is less than 0.05. So value of service is the attribute that motivates customer to visit any outlet.

Table : 8

STATEMENT 4**CONGENIALITY is the attribute that motivates customer to visit any outlet.****One-Sample Test**

	Test Value = 2.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Congeniality	-5.994	360	.000	-.27562	-.3661	-.1852

Interpretation

Through T-test it has been found that congeniality related factors have a significant impact on store choice behavior since significant level is . 0.000 which is less than 0.05. So congeniality is the attribute that motivates customer to visit any outlet.

B. Research Methodology**Type of Research Design**

The present study has been Exploratory cum descriptive in nature, as it seeks to discover ideas and insight to bring out new relationship based on previous findings in other organizations.

Type of Investigation

The present study has been Causal relationship because the researcher has attempted to find out the cause &

effect relationship between organized retailing & consumer behaviour.

Time Horizon

The study has been found to be Cross-sectional as data has been collected at particular time duration.

Study Setting

The study setting is Non Contrived as the study has been carried out in natural environment and no researcher interference has been there in data collection

Population

The population of the study includes sample of 180 customer from Yamuna Nagar region.

Measurement & Scaling

Five point Likert (interval) scaling has been used for conducting the survey to analyze the impact between sales promotion and brand switching. which has been given as follows:

5 –Strongly Agree, 4 - Agree, 3 –Neutral, 2 – Disagree,

1–Strongly Disagree.

Tools for Data Analysis: Correlation and t-test has been used as a tool to analyze the data by SPSS IBM-16 version.

Table 5: Reliability statistics

Researcher has used reliability statistical tool in the study because this tool signifies to what extent data collected is reliable and truly represents the whole population.

(For Easy Day)

Table 9 : Case Processing Summary

		N	%
Cases	Valid	90	50.00
	Excluded ^a	90	50.00
	Total	180	100.00

a. Listwise deletion based on all variables in the procedure.

Table 10 : Reliability Statistics

Cronbach's Alpha	N of Items
.864	17

Interpretation By applying reliability statistics, the value of Cronbach's Alpha has been found to be .864 which is greater than .5. It means that data under study is

reliable and is truly representative of the population. It also shows that the data collected is 86.4% reliable.

Table 11 : Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

a. Listwise deletion based on all variables in the procedure.

Table 12 : Reliability Statistics

Cronbach's Alpha	N of Items
.765	17

Interpretation: By applying reliability statistics, the value of Cronbach's Alpha has been found to be .765 which is greater than .5. It means that data under study is

reliable and is truly representative of the population. It also shows that the data collected is 76.5% reliable.

Factor analysis is a statistical method used to describe variability among observed variables in terms of fewer unobserved variables called factors. The observed variables are modeled as linear combinations of the factors, plus "error" terms. The information gained about

the interdependencies can be used later to reduce the set of variables in a dataset. The researcher has used factor analysis to find out the most significant factors in the study out of many variables

(For Easy Day)

Table 13 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.859
Bartlett's Test of Sphericity	Approx. Chi-Square	828.940
	Df	120
	Sig.	.000

Table 14 : Rotated Component Matrix*

Variables	Component			
	1	2	3	4
Access	.627		.414	
Parking	.705		.453	
Location	.661	.467	.413	
Advice	.716		.664	
Transaction	.654		.604	
Homedelivery	.662	.472	.627	
Productexchange		.577		.498
Brandsavailability		.521		.515
Productvariety	.433	.560		.443
Quality	.692			.760
Price	.637			.724
Discounts	.568	.517	.308	.765
Easytofind			.733	.433
Productdisplay	.339		.654	.499
Storestaff		.459	.759	
Credit		.449	.749	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 13 iterations.

Interpretation

The value of KMO measure of sampling adequacy is .859 which is greater than .05 hence sampling is adequate. After applying factor analysis it has been observed that 4 factors are extracted namely:

- Convenience (Access, Parking , Location,

Advice, Transaction time, Home delivery)

- Merchandise (Product exchange, Brands availability, Product variety)
- Value of Service (Quality, Price & Discounts)
- Congeniality (Easy to find, Product Display, Store staff & Credit facility)

Table 15 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.785
Bartlett's Test of Sphericity	Approx. Chi-Square	562.503
	Df	120
	Sig.	.000

Table 16 : Rotated Component Matrix^a

	Component			
	1	2	3	4
Access	.325		.691	
Parking			.589	
Location			.828	
Advice	.598		.957	
Transaction			.742	
Homedelivery			.770	
Productexchange	.482	.558		
Brandsavailability	.503	.560		
Productvariety	.408	.650		
Quality	.740			
Price	.801			
Discounts	.692			
Easytofind				.692
Productdisplay			.325	.705
Storestaff				.730
Credit				.728

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Table 17 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.785
Bartlett's Test of Sphericity	Approx. Chi-Square	562.503
	Df	120

a. Rotation converged in 5 iterations.

Interpretation

The value of KMO measure of sampling adequacy is .785 which is greater than .05 hence sampling is adequate.

After applying factor analysis it has been observed that 4 factors are extracted namely:

- Convenience Access, Parking , Location, Advice, Transaction time, Home delivery)
- Merchandise(Product exchange, Brands availability, Product variety)
- Value of Service (Quality, Price & Discounts)

- Congeniality(Easy to find, Product Display, Store staff & credit facility)

**Logit Analyses
(For easy day)**

➤ It attempts to determine the intensity or magnitude of customers' purchase intentions and translates that into a measure of actual buying behaviour.

➤ Logit analysis defines the functional relationship between stated purchase intentions and preferences, and the actual probability of purchase.

Table 18 : Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	75.208 ^a	.201	.307

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Interpretation

The cox & snell R square and Nagelkerke R Square

measures indicate a reasonable fit of the model to the data i.e .201 and .307 respectively

Table 19 : Classification Table^a

Observed			Predicted		
			Revisit		Percentage Correct
			Yes	No	
Step	revisit	Yes	67	3	95.7
		No	11	9	45.0
Overall Percentage					84.4

a. The cut value is .500

Interpretation

84.4 % of the cases are correctly classified.

The classification table that reveals that 76 of the 90 i.e

Table 20 : Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Access	.214	.577	.137	1	.011	.808
	Parking	.813	.638	1.622	1	.203	2.254
	Location	.577	.631	.837	1	.003	.561
	Advice	.384	.521	.543	1	.461	1.468
	Transaction	-.615	.610	1.016	1	.313	.541
	Homedelivery	.407	.389	1.094	1	.296	1.502
	Productexchange	-.815	.458	3.163	1	.015	.443
	Brandsavailability	.142	.522	.074	1	.065	1.153
	Productvariety	.015	.564	3.239	1	.042	.363
	Quality	.248	.500	.246	1	.060	1.281
	Price	.818	.553	2.190	1	.039	2.266
	Discounts	.495	.394	1.582	1	.208	1.641
	Easytofind	-.750	.493	2.312	1	.128	.472
	Productdisplay	.101	.527	.037	1	.048	.904
	Storestaff	.316	.544	.337	1	.561	1.372
	Credit	.131	.586	.050	1	.823	1.140
	Constant	-1.327	2.452	.293	1		.265

a. Variable(s) entered on step 1: access, parking, location, advice, transaction, homedelivery, productexchange, brandsavailability, productvariety, quality, price, discounts, easytofind, productdisplay, storestaff, credit.

Interpretation

- Under this table we select all those variables whose significant value is less than 0.05 .
- On the bases of this (significant value is less than 0 .05) we select the variables i.e
 - Access
 - Location
 - Product Exchange
 - Product Variety

- Corresponding to these variables we see the **B** values in table 3
- Corresponding to these variables **positive signs** for the coefficient indicate(under **B** column) , these variables are important variables and positively effect in choosing the brand that ultimate lead to increase in sales .
- If we see the all values of coefficient **reliability** is one of the important variable that positively impact the sales.

Table 21 : Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	74.040 ^a	.286	.417

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Interpretation

The cox & snell R square and Nagelkerke R Square

measures indicate a reasonable fit of the model to the data i.e .286 and .417 respectively

Table 22 : Classification Table^a

Observed			Predicted		
			Revisit		Percentage Correct
			Yes	No	
Step	revisit	Yes	63	3	95.7
		No	13	11	45.8
		Overall Percentage			82.2

a. The cut value is .500

Interpretation

The classification table that reveals that 74 of the 90

i.e 82.2 % of the cases are correctly classified.

Table - 23 : Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a						
Access	-.850	.647	5.738	1	.017	.012
Parking	-.069	.562	.015	1	.042	.071
Location	.495	.654	.574	1	.449	.641
Advice	-.777	.784	.984	1	.321	.460
Transaction	-.087	.534	.026	1	.871	.917
Homedelivery	.024	.420	.003	1	.955	.024
Productexchange	-.883	.462	3.653	1	.056	.414
Brandsavailability	.294	.491	.360	1	.049	1.342
Productvariety	-.357	.546	6.168	1	.013	.258
Quality	.618	.475	1.693	1	.193	.855
Price	.176	.601	3.834	1	.050	.242
Discounts	.512	.374	1.875	1	.171	.669
Easytofind	.628	.452	1.931	1	.165	.534
Productdisplay	.276	.450	.378	1	.039	1.318
Storestaff	.193	.534	.131	1	.028	1.213
Credit	.258	.662	.152	1	.697	.773
Constant	1.452	3.195	.207	1	.649	4.273

a. Variable(s) entered on step 1: access, parking, location, advice, transaction, homedelivery, productexchange, brandsavailability, productvariety, quality, price, discounts, easytofind, productdisplay, storestaff, credit.

Interpretation

- Under this table we select all those variables whose significant value is less than 0.05.
- On the bases of this (significant value is less than 0.05) we select the variables i.e
 - Access
 - Parking
 - Brand Availability
 - Product Variety
 - Price
 - Product Display
 - Store Staff
- Corresponding to these variables we see the B values in table 3
- Corresponding to these variables **positive signs** for the coefficient indicate (under B column), these variables are important variables and positively effect in choosing the brand that ultimate lead to increase in sales.
- If we see the all values of coefficient **reliability** is one of the important variable that positively impact the sales.

Findings of Study

- Reliability test shows that Cronbach Alpha's value is .864(Easy Day) and Cronbach Alpha's value is .765(Reliance Fresh) which depicts that data is reliable and it truly depicts the whole population.
- The descriptive statistics show that all the variables are important and truly depict the whole population.
- KMO bartlett's sampling adequacy test is .859(Easy Day) and .785(Reliance Fresh) which is greater than 0.5.
- After applying factor analysis 4 factors have been extracted namely Convenience, Merchandise, Value of Service & Congeniality.
- T-test shows that the significance value is .000 which shows namely Convenience, Merchandise, Value of Service & Congeniality have impact on store choice behavior..
- Logit Analyses shows the variables affecting positively & negatively which affects the store choice behavior of shoppers.

Suggestions

- Easy Day should focus on transaction time and product exchange.

- Reliance fresh needs to increase the product variety, and should have to arrange for some parking space.
- Reliance fresh needs to use sign boards so that people can easily locate.

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