

Table 4.1 Reliability Statistics for pre-determined dimension of shopper typology	
Cronbach's Alpha	N of Items
0.879	6

Table 4.2 Item Statistics for pre-determined dimension of shopper typology			
	Mean	Std. Deviation	N
Ambience	4.5168	1.9528	358
Prior information	4.5084	1.91666	358
Availability of merchandize	4.6425	1.87437	358
Specific product	4.514	1.92683	358
Variety	4.5028	1.99684	358
Low interaction with sales personnel	4.4832	1.99256	358

Table 4.3 Inter-Item Correlation Matrix for pre-determined dimension of shopper typology						
	Ambience	Prior information	Availability of merchandize	Specific product	Variety	Low interaction with sales personnel
Ambience	1.000	.519	.517	.578	.494	.575
Prior information	.519	1.000	.526	.555	.543	.537
Availability of merchandize	.517	.526	1.000	.554	.575	.591
Specific product	.578	.555	.554	1.000	.585	.516
Variety	.494	.543	.575	.585	1.000	.544
Low interaction with sales personnel	.575	.537	.591	.516	.544	1.000

Table 4.4 Item-Total Statistics for pre-determined dimension of shopper typology

Store Image Variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Ambience	22.6508	60.502	.670	.465	.860
Prior information	22.6592	60.965	.669	.449	.860
Availability of merchandize	22.5251	60.872	.693	.489	.857
Specific product	22.6536	60.042	.700	.502	.855
Variety	22.6648	59.523	.686	.483	.858
Low interaction with sales personnel	22.6844	59.410	.693	.494	.857

Table 4.5 Reliability Statistics for economic dimension of shopper typology

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.795	7

Table 4.6 Item Statistics for economic dimension of shopper typology

	Mean	Std. Deviation	N
Price	3.9162	1.82074	358
High influence of price on brand switching	3.6397	1.90129	358
Price display	3.8128	1.85048	358
Seek discounts	3.6285	1.87986	358
Prefer discounts	3.7514	1.86736	358
Indoor display and outdoor promotions related to discounts	3.7123	1.90926	358
Seeks help from sales personnel	3.8994	1.88788	358

Table 4.7 Inter Item Correlation Matrix for economic dimension of shopper typology

	Price	High influence of price on brand switching	Price display	Seek discounts	Prefer discounts	Indoor display and outdoor promotions related to discounts	Seeks help from sales personnel
Price	1.000	.330	.302	.279	.343	.409	.337
High influence of price on brand switching	.330	1.000	.273	.357	.431	.398	.357
Price display	.302	.273	1.000	.300	.354	.309	.326
Seek discounts	.279	.357	.300	1.000	.372	.491	.371
Prefer discounts	.343	.431	.354	.372	1.000	.461	.358
Indoor display and outdoor promotions related to discounts	.409	.398	.309	.491	.461	1.000	.332
Seeks help from sales personnel	.337	.357	.326	.371	.358	.332	1.000

Table 4.8 Item total statistics for economic dimension of shopper typology).

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Price	22.4441	60.220	.486	.251	.776
High influence of price on brand switching	22.7207	58.376	.526	.288	.769
Price display	22.5475	60.893	.448	.208	.783
Seek discounts	22.7318	58.410	.533	.318	.768
Prefer discounts	22.6089	57.516	.574	.340	.760
Indoor display and outdoor promotions related to discounts	22.6480	56.492	.597	.390	.755
Seeks help from sales personnel	22.4609	58.989	.507	.264	.772

Table 4.9 Reliability Statistics for Variety -Seeking dimension of shopper typology

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.797	.797	7

Table 4.10. Item Statistics for Variety -Seeking dimension of shopper typology

	Mean	Std. Deviation	N
Intensive search	3.8268	1.86465	358
Stress on product category	3.8771	1.85662	358
Seek value for money	3.8436	1.97976	358
Seek depth in merchandise	3.7933	1.88812	358
Limited role for salesman	3.8184	1.93392	358
Informed about promotions	3.7179	1.86709	358
Examine the product thoroughly	3.8939	1.81031	358

Table 4.11. Inter Item Correlation Matrix for Variety -Seeking dimension of shopper typology

	Intensive search	Stress on product category	Seek value for money	Seek depth in merchandise	Limited role for salesman	Informed about promotions	Examine the product thoroughly
Intensive search	1.000	.317	.397	.323	.376	.360	.273
Stress on product category	.317	1.000	.402	.305	.346	.375	.416
Seek value for money	.397	.402	1.000	.322	.265	.343	.413
Seek depth in merchandise	.323	.305	.322	1.000	.381	.397	.362
Limited role for salesman	.376	.346	.265	.381	1.000	.416	.379
Informed about promotions	.360	.375	.343	.397	.416	1.000	.381
Examine the product thoroughly	.273	.416	.413	.362	.379	.381	1.000

Table 4.12 Item total statistics for Variety- Seeking dimension of shopper typology					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Intensive search	22.9441	60.630	.498	.271	.776
Stress on product category	22.8939	59.961	.527	.292	.770
Seek value for money	22.9274	58.846	.520	.307	.772
Seek depth in merchandise	22.9777	60.128	.508	.268	.774
Limited role for salesman	22.9525	59.171	.526	.304	.771
Informed about promotions	23.0531	59.064	.558	.317	.765
Examine the product thoroughly	22.8771	59.985	.546	.320	.767

Table 4.13 Reliability Statistics for familiar dimension of shopper typology

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.781	.781	5

Table 4.14 Item Statistics for familiar dimension of shopper typology

	Mean	Std. Deviation	N
Influence of store image	3.9385	1.87766	358
Priority over other customers	3.8939	1.89202	358
Friendly attitude of sales personnel	3.8156	1.89783	358
Recommendation to others	3.8296	1.96083	358
Brand conscious	3.8631	1.86693	358

Table 4.15 Inter Item Correlation Matrix for familiar dimension of shopper typology

	Influence of store image	Priority over other customers	Friendly attitude of sales personnel	Recommendation to others	Brand conscious
Influence of store image	1.000	.476	.395	.406	.427
Priority over other customers	.476	1.000	.439	.412	.431
Friendly attitude of sales personnel	.395	.439	1.000	.330	.446
Recommendation to others	.406	.412	.330	1.000	.406
Brand conscious	.427	.431	.446	.406	1.000

Table 4.16. Item total statistics for familiar dimension of shopper typology

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Influence of store image	15.4022	32.353	.571	.330	.735
Priority over other customers	15.4469	31.850	.592	.354	.728
Friendly attitude of sales personnel	15.5251	32.883	.532	.296	.748
Recommendation to others	15.5112	32.749	.511	.268	.756
Brand conscious	15.4777	32.407	.573	.330	.735

Table 4.17 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	3.102
	df	300
	Sig.	.000

Table 4.18 Communalities of the Variables

Store Image Attributes	Initial	Extraction
Ambience	1.000	.572
Prior information	1.000	.605
Availability of merchandize	1.000	.601
Specific product	1.000	.637
Variety	1.000	.621
Low interaction with sales personnel	1.000	.604
Price	1.000	.415
High influence of price on brand switching	1.000	.434
Price display	1.000	.488
Seek discounts	1.000	.523
Prefer discounts	1.000	.510
Indoor display and outdoor promotions related to discounts	1.000	.606
Seeks help from sales personnel	1.000	.515
Intensive search	1.000	.542
Stress on product category	1.000	.455
Seek value for money	1.000	.541
Seek depth in merchandise	1.000	.470
Limited role for salesman	1.000	.516
Informed about promotions	1.000	.504
Examine the product thoroughly	1.000	.465
Influence of store image	1.000	.578
Priority over other customers	1.000	.549
Friendly attitude of sales personnel	1.000	.503
Recommendation to others	1.000	.437
Brand conscious	1.000	.502

Extraction Method: Principal Component Analysis.

Table 4.19 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.982	19.927	19.927	4.982	19.927	19.927	4.597	18.387	18.387
2	3.840	15.361	35.288	3.840	15.361	35.288	3.812	15.248	33.635
3	3.479	13.917	49.205	3.479	13.917	49.205	3.720	14.881	48.516
4	.890	3.559	52.764	.890	3.559	52.764	1.062	4.249	52.764
5	.849	3.396	56.160						
6	.817	3.269	59.429						
7	.763	3.052	62.481						
8	.743	2.971	65.452						
9	.723	2.891	68.343						
10	.690	2.762	71.105						
11	.660	2.638	73.744						
12	.633	2.533	76.277						
13	.611	2.446	78.723						
14	.592	2.367	81.089						
15	.552	2.207	83.297						
16	.535	2.141	85.438						
17	.515	2.061	87.499						
18	.490	1.961	89.460						
19	.445	1.779	91.239						
20	.418	1.671	92.909						
21	.402	1.610	94.519						
22	.372	1.489	96.008						
23	.352	1.409	97.417						
24	.326	1.305	98.722						
25	.320	1.278	100.000						

Extraction Method: Principal Component Analysis.

Table 4.20 Results of Component matrix and Rotated Component Matrix

Variables	Component Matrix(a)				Rotated Component Matrix(a)			
	Component				Component			
	1	2	3	4	1	2	3	4
Ambience	-0.754	0.016	0.054	0.003	0.676	-0.225	-0.256	0
Prior information	-0.77	-0.104	-0.042	0.005	0.62	-0.358	-0.304	-0.024
Availability of merchandize	-0.769	0.042	0.086	-0.019	0.709	-0.195	-0.245	-0.017
Specific product	-0.793	0.004	0.051	0.076	0.703	-0.265	-0.261	0.067
Variety	-0.772	-0.086	0.038	-0.123	0.667	-0.298	-0.256	-0.147
Low interaction with sales personnel	-0.771	-0.057	0.063	0.054	0.678	-0.304	-0.224	0.031
Price	0.172	-0.338	0.52	0.026	0.032	-0.139	0.624	-0.072
High influence of price on brand switching	0.319	-0.268	0.509	-0.04	-0.084	-0.016	0.642	-0.118
Price display	0.32	-0.274	0.41	-0.377	-0.124	0.031	0.525	-0.443
Seek discounts	0.29	-0.253	0.561	0.244	-0.04	-0.061	0.701	0.16
Prefer discounts	0.3	-0.272	0.584	0.065	-0.035	-0.031	0.712	-0.019
Indoor display and outdoor promotions related to discounts	0.257	-0.395	0.55	0.285	-0.045	-0.211	0.73	0.165
Seeks help from sales personnel	0.26	-0.273	0.517	-0.326	-0.024	0.024	0.597	-0.397
Intensive search	0.212	0.59	-0.013	0.385	-0.082	0.511	-0.079	0.517
Stress on product category	0.287	0.593	0.098	0.111	-0.085	0.622	0.015	0.248
Seek value for money	0.187	0.62	0.145	0.318	0.022	0.578	0.029	0.453
Seek depth in merchandise	0.221	0.606	-0.006	-0.23	-0.066	0.663	-0.14	-0.077
Limited role for salesman	0.223	0.63	-0.025	-0.262	-0.072	0.687	-0.167	-0.101
Informed about promotions	0.141	0.685	0.095	-0.078	0.061	0.696	-0.096	0.087
Examine the product thoroughly	0.219	0.619	0.106	-0.15	-0.012	0.681	-0.041	0.001
Influence of store image	0.356	-0.251	-0.594	0.188	-0.631	-0.194	-0.305	0.635
Priority over other customers	0.395	-0.351	-0.509	0.106	-0.652	-0.315	-0.153	0.589
Friendly attitude of sales personnel	0.299	-0.26	-0.586	0.052	-0.587	-0.271	-0.292	0.569
Recommendation to others	0.27	-0.327	-0.501	0.073	-0.536	-0.326	-0.206	0.556
Brand conscious	0.307	-0.353	-0.529	0.057	-0.585	-0.34	-0.209	-0.558

Extraction Method: Principal Component Analysis.
a. 4 components extracted.

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 10 iterations.

Table 4.22. CFA - LAMBDA-X Matrix

	Predetermined	Economic	Variety Seeker	Familiar
Ambience	1.4, (-0.09), 15.15			
Prior information	1.41, (-0.09), 15.65			
Availability of merchandize	1.39, (-0.09), 15.75			
Specific product	1.47, (-0.09), 16.4			
Variety	1.48, (-0.09), 15.86			
Low interaction with sales personnel	1.47, (-0.09), 15.76			
Price		1.03, (-0.1), 10.67		
High influence of price on brand switching		1.14, (-0.1), 11.49		
Price display		0.95, (-0.1), 9.61		
Seek discounts		1.18, (-0.1), 12.18		
Prefer discounts		1.22, (-0.1), 12.8		
display and promotions related to discounts		1.27, (-0.1), 13.06		
Seeks help from sales personnel		1.08, (-0.1), 10.85		
Intensive search			1.05, (-0.01), 10.67	
Stress on product category			1.12,(-0.1),11.71	
Seek value for money			1.18,(-0.10),11.46	
Seek depth in merchandise			1.1,(-0.1),11.16	
Limited role for salesman			1.18,(-0.1),11.76	
Informed about promotions			1.18,(-0.10),11.46	
Examine the product thoroughly			1.1,(-0.1),11.16	
Influence of store image				1.28,(-0.09),13.65
Priority over other customers				1.29,(-0.09),13.61
Friendly attitude of sales personnel				1.22,(-0.1),12.67
Recommendation to others				1.15,(-0.1),11.33
Brand conscious				1.28,(-0.09),13.65

Table 4.23 Theta- Delta Matrix

P1	P2	P3	P4	P5	P6	
1.84	1.68	1.59	1.56	1.78	1.8	
(-0.16)	(-0.14)	(-0.14)	(-0.14)	(-0.15)	(-0.15)	
11.82	11.66	11.63	11.38	11.58	11.62	
E1	E2	E3	E4	E5	E6	E7
2.26	2.32	2.52	2.14	2	2.04	2.04
(-0.19)	(-0.19)	(-0.2)	(-0.18)	(-0.18)	(-0.18)	(-0.2)
12.16	11.91	12.43	11.68	11.43	11.32	12.11
V1	V2	V3	V4	V5	V6	V7
2.38	2.18	2.53	2.36	2.36	2.38	2.18
(-0.19)	(-0.18)	(-0.21)	(-0.19)	(-0.2)	(-0.19)	(-0.18)
12.23	11.94	12.01	12.1	11.92	12.23	11.94
F1	F2	F3	F4	F5		
1.89	1.93	2.11	2.52	2.07		
(0.18)	(0.18)	(0.17)	(0.18)	(0.27)		
11.33	11.35	11.72	12.14	11.76		

Table 4.24 PHI Matrix

	Predetermined	Economic	Variety Seeker	Familiar
Predetermined	1.00			
Economic	-0.36 (0.06) -6.44	1.00		
Variety Seeker	-0.36 (0.06) -6.39	-0.23 (0.06) -3.54	1.00	
Familiar	-0.50 (0.05) -9.77	-0.22 (0.66) -3.35	-0.33 (0.06) -5.44	1.00

Table 4.25. Measurement Model and Convergent Validity

Variable	Factor estimate	t - value	Error variance	R ²	Standard Solution
Pre-Determined					
Ambience	1.40	15.15	1.84	0.52	0.72
Prior information	1.41	15.65	1.68	0.54	0.74
Availability of merchandize	1.39	15.75	1.59	0.55	0.74
Specific product	1.47	16.40	1.56	0.58	0.76
Variety	1.48	15.85	1.78	0.55	0.74
Low interaction with sales personnel	1.47	15.76	1.80	0.55	0.74
Economic					
Price	1.03	10.67	2.26	0.32	0.56
High influence of price on brand switching	1.14	11.49	2.32	0.36	0.60
Price display	0.95	9.61	2.52	0.27	0.52
Seek discounts	1.18	12.18	2.14	0.39	0.63
Prefer discounts	1.22	12.80	2.00	0.43	0.65
Indoor display and outdoor promotions related to discounts	1.27	13.05	2.04	0.44	0.66
Seeks help from sales personnel	1.08	10.85	2.40	0.33	0.57
Variety-Seeker					
Intensive search	1.05	10.67	2.38	0.31	0.56
Stress on product category	1.12	11.71	2.18	0.37	0.61
Seek value for money	1.18	11.46	2.53	0.35	0.59
Seek depth in merchandise	1.10	11.16	2.36	0.34	0.58
Limited role for salesman	1.18	11.76	2.36	0.37	0.61
Informed about promotions	1.20	12.58	2.03	0.42	0.65
Examine the product thoroughly	1.09	11.58	2.10	0.36	0.60
Familiar					
Influence of store image	1.28	13.56	1.89	0.46	0.68
Priority over other customers	1.29	13.61	1.93	0.46	0.63
Friendly attitude of sales personnel	1.22	12.67	2.11	0.41	0.64
Recommendation to others	1.15	11.33	2.52	0.34	0.59
Brand conscious	1.19	12.55	2.07	0.41	0.54

Table 4.26 Fit Index of CFA model

Fit Index	Acceptable Threshold Levels and Description	Fit Indices of CFA Model.
<i>1. Absolute Fit Indices</i>		
χ^2	Low χ^2 relative to degree of freedom with an insignificant p value	χ^2 for the independent model with 300 df is 6184.38. χ^2 value is high due to large sample size.
Root Mean square error of approximation (RMSEA)	Has a known distribution, favors parsimony. Value ≤ 0.03 represents excellent fit, Value ≤ 0.05 represents good fit, and Value ≤ 0.08 represents adequate fit.	RMSEA is equal to 0.16 represents moderate fit.
GFI	Scaled between 0 and 1, with higher value indicates better model fit.	GFI is equal to 0.93 represents good fit.
AGFI	Adjusts the GFI based on the number of parameters in the model. Value ≥ 0.90 represents good fit.	AGFI is equal to 0.92 represents moderate fit.
RMR	Good model have small RMR.	RMR is equal to 0.16 represents good fit.
SRMR	Standardized version of RMR. SRMR ≤ 0.08 is good fit	SRMS is equal to 0.044
<i>2. Incremental Fit Indices</i>		
NFI	Assessing fit relative to a baseline model which assumes no covariance between the observed variable Value ≥ 0.95 indicates strong fit.	NFI is equal to 0.95 indicates strong fit.
NNFI	Non-normed, values can fall outside the 0-1 range. Favours parsimony. Value ≥ 0.95 indicates strong fit	NNFI is equal to 0.99 indicates strong fit.
CFI	Normed, 0-1 range. Value ≥ 0.95 indicates strong fit	CFI is equal to 0.99 indicates strong fit
<i>3. Fit Index Combination</i>		
NNFI and SRMR	NNFI of 0.96 or higher and an SRMR of 0.09 or lower	NNFI is 0.99 and SRMR is 0.044 indicates excellent combination fit index
CFI and SRMR	CFI of 0.96 or higher and a SRMR of 0.09 or lower	CFI is 0.99 and SRMR is 0.044 indicates excellent combination fit index

Table 4.27. Results that compares the factor scores of EFA and CFA

Store Image Attributes	EFA Factor Score				CFA Factor Score			
	1	2	3	4	1	2	3	4
Ambience	0.676	-0.225	-0.256	0.256	0.72			
Prior information	0.62	-0.358	-0.304	-0.024	0.74			
Availability of merchandize	0.709	-0.195	-0.245	-0.017	0.74			
Specific product	0.703	-0.265	-0.261	0.067	0.76			
Variety	0.667	-0.298	-0.256	-0.147	0.74			
Low interaction with sales personnel	0.678	-0.304	-0.224	0.031	0.74			
Price	0.032	-0.139	0.624	-0.072			0.56	
High influence of price on brand switching	-0.084	-0.016	0.642	-0.118			0.6	
Price display	-0.124	0.031	0.525	-0.443			0.52	
Seek discounts	-0.04	-0.061	0.701	0.16			0.63	
Prefer discounts	-0.035	-0.031	0.712	-0.019			0.65	
Display and Promotions related to discounts	-0.045	-0.211	0.73	0.165			0.66	
Seeks help from sales personnel	-0.024	0.024	0.597	-0.397			0.57	
Intensive search	-0.082	0.511	-0.079	0.517		0.56		
Stress on product category	-0.085	0.622	0.015	0.248		0.61		
Seek value for money	0.022	0.578	0.029	0.453		0.59		
Seek depth in merchandise	-0.066	0.663	-0.14	-0.077		0.58		
Limited role for salesman	-0.072	0.687	-0.167	-0.101		0.61		
Informed about promotions	0.061	0.696	-0.096	0.087		0.65		
Examine the product thoroughly	-0.012	0.681	-0.041	0.001		0.6		
Influence of store image	-0.631	-0.194	-0.305	0.635				0.68
Priority over other customers	-0.652	-0.315	-0.153	0.589				0.63
Friendly attitude of sales personnel	-0.587	-0.271	-0.292	0.569				0.64
Recommendation to others	-0.536	-0.326	-0.206	0.556				0.59
Brand conscious	-0.585	-0.34	-0.209	0.558				0.54

Figure 1. CFA Model – Factor Estimates Score 1

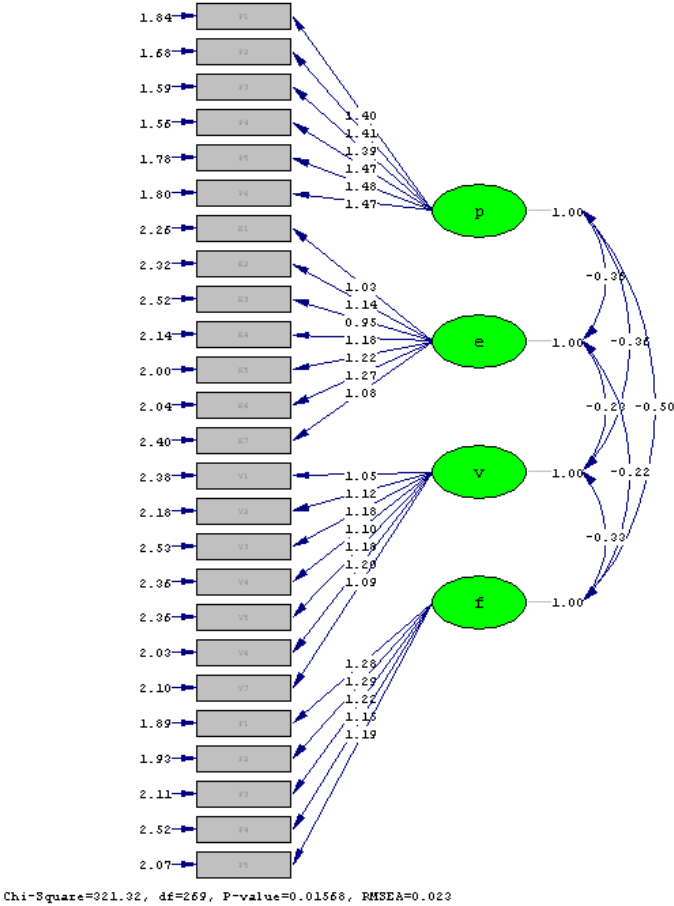


Figure 2. CFA Model - Standard Factor Score

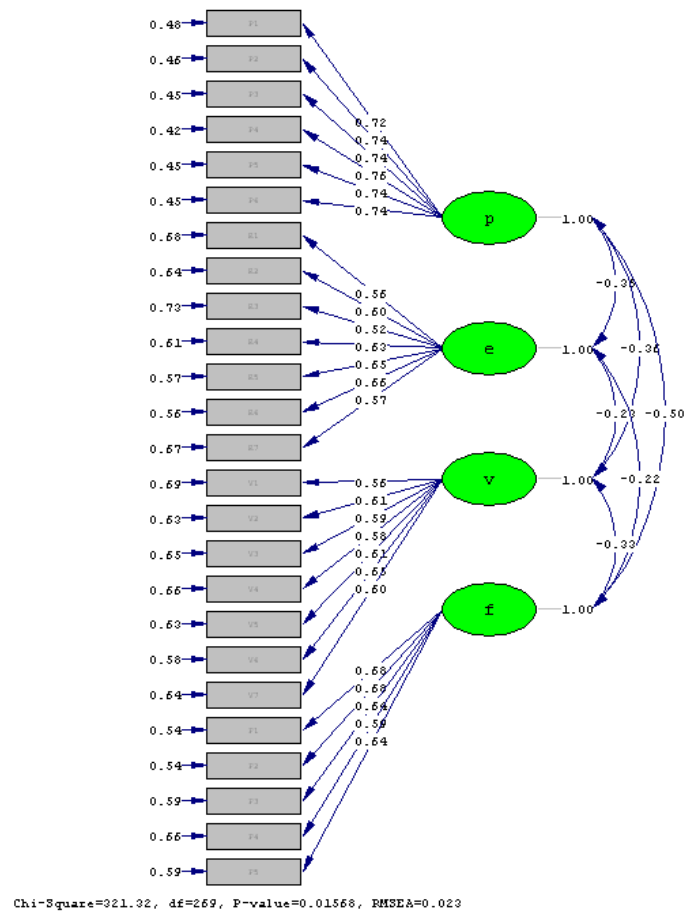


Figure 3. CFA Model - Score of t-value

