

# Importance of Marketing Mix Elements in Determining Consumer Purchase Decision in the Retail Market

Jalal Rajeh Hanaysha, School of Business, Skyline University College, Sharjah, UAE

Mohammed Emad Al Shaikh, College of Business Administration, Imam Abdulrahman Bin Faisal University, Dmmam, Saudi Arabia

Haitham M. Alzoubi, School of Business, Skyline University College, Sharjah, UAE

## ABSTRACT

This research aimed to identify the linkages between marketing mix elements and the purchase decision process among consumers in the Malaysian retail industry. To fulfill this objective, the present study followed a quantitative survey for gathering the data from the consumers of department stores at the East Coast region in Malaysia. All of the obtained data were inserted and coded using SPSS and then analysed by AMOS 18. The findings indicated that the impact of advertising on the consumers' purchase decision is positive and statistically significant. Besides that, the findings demonstrated that distribution intensity has a negative effect on purchase decision, whereas price plays a key important role in affecting purchase decisions process of the consumers. Lastly, the findings of this paper verified that store image and store location have significant positive linkages with purchase decision. These outcomes enhance our understanding on the role of marketing mix elements in determining a consumer's purchase decision, particularly in the retail context.

## KEYWORDS

Consumer Behavior, Marketing Mix, Purchase Decision, Retail Industry

## 1. INTRODUCTION

Empirical studies on consumer behavior have been increasing over the past few years (Anisimova, 2016; Domina, Lee, & MacGillivray, 2012; Park & Kim, 2003; Wagner, Schramm-Klein, & Steinmann, 2020; Yang, 2007). Consumer behavior emphasizes on how consumers form their purchase decisions as a results of spending their time, money, and effort to obtain certain products or services (Schiffman & Kanuk, 2007). By understanding consumers' behaviors and their purchase decision process, organization tend to have better ideas about how to design effective marketing programs that would appeal to the target market and deliver superior customer value better than competitors. In today's business environment which has highly become competitive and challenging, retailers need to thoroughly identify and forecast how different types of consumers behave in searching for and buying desired products and services to fulfill their needs and wants (Hanaysha, 2018; Kim, Kim, & Lennon, 2018). Consequently, in order to build a competitive advantage in the marketplace, it requires marketers to strategize themselves to create a distinct image in consumers' minds towards their brands which can exert a strong influence on consumer behaviour (Galli, 2018; Oghazi, Karlsson, Hellström, & Hjort, 2018; Shamsher, 2016).

DOI: 10.4018/IJSSMET.2021110104

Copyright © 2021, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

The process of consumers' decision making represents the phases in which consumers go through for reaching at purchase decisions. Marketers should put emphasis on the whole purchasing process rather than concentrating only on the ultimate purchase decision (Basil, Etuk, & Ebitu, 2013). Consumer buying behavior is multifaceted because there are several elements that correlate with the decision to form a purchase (Peterson & Merino, 2003). Occasionally, consumers spend less time on searching for buying products or services with high or low value, as their needs at certain times tend to be more important. Therefore, marketers should look for innovative strategies, offer superior services, and set marketing plans that can stimulate their consumers to purchase their products and services and increase their satisfaction (Hanaysha & Hilman, 2015; Hynes & Lo, 2006; Ibrahim, Abdallahamed, & Adam, 2018). In past literature, marketing mix was regarded as one of the important aspects that are associated with decision making and assessment. Marketing mix was defined by Kotler and Armstrong (2010) in their book as a series of marketing variables that a company can control and mix them to create a desired response from target audience.

There are several studies on marketing mix elements and purchase behavior in the literature (Govender & Govender, 2016; Jindal et al., 2020; Phadungwatanachok & Fernando, 2019; Sulehri & Ahmad, 2019). Although previous researches emphasized on marketing mix elements and consumer behaviour, there are limited empirical studies which were directed towards examining the role of marketing mix components in determining the purchase decisions of consumers, particularly in Malaysian retail industry. Moreover, a substantial amount of research in the literature has focused on identifying the predictors of a consumer's purchase behavior, but there is no joint agreement among researchers with regards to conditioning factors that matters to purchase decision (Hanaysha, 2018; Mafini & Dhurup, 2014). It can also be noticed in prior literature that most of the studies on marketing mix have mainly focused on the four components (product, price, place, and promotion) and did not integrate other elements. According to Abeck (2017), marketing is comprised of diverse elements that shape the elements of marketing mix, and the success of any organization depends on the effectiveness and implementation of its marketing mix and strategies. Consequently, this research is intended to provide significant practical and theoretical contributions with regards to the empirical linkages between marketing mix elements and consumers' purchase decision. The present research would add to the theoretical marketing literature by examining a unique combination of important marketing mix elements and purchase decision in the retail context. The following paragraphs present the literature review section for this study, methodological approach which was utilized during the phase of data collection, and finally this paper ends by the conclusion and future research recommendations.

## **2. LITERATURE REVIEW**

### **2.1 Purchase Decision**

The concept of purchase decision can be described as the choices which are formed by consumers prior to a purchase which start at the stage of consumers' willingness to fulfill a need (Kotler & Armstrong, 2010). In this case, consumers will look at and study several elements such as: the place to buy, brand name, category or model, size of purchase, time of making the purchase, expected expenditures to obtain the product, and payment method. The task of marketers is to influence all of such decisions by providing necessary information which can affect the process of consumer's evaluation (Choi, Lee, & Alcorn, 2020; Kiran, Majumdar, & Kishore, 2012). However, before searching for an external source of information about a certain consumption associated need, consumers generally try to recall related information in their memories. For instance, previous purchase experience can be considered as a significant source for information search which would help them to take wise decisions. However, for some consumers, purchase decisions tend to be formed based on combining their prior purchase experiences, non-commercial information with a brand's advertisements (Schiffman & Kanuk, 2007).

Moreover, Chaipradermsak (2007) declared that consumers normally try to avoid any potential risk in their buying decisions process. Therefore, they search for more information before make purchases.

According to Pride and Ferrell (2011), in order to comprehend the purchasing decision of consumers, marketers must study first about the process of consumption and the benefits of products that are perceived by consumers. They also stated that consumers go through a number of phases in forming purchase decisions and post-purchase behaviour. Initially, consumers' purchase decision starts with problem recognition in which they experience tension as their needs are not fulfilled. The role of marketers typically appears in using the advertisements to stimulate the recognition of unfulfilled needs. In the next phase, consumers start searching for information about the products or services, which either exist in their memories that are stored based on past experience or from external sources, such as friends, family, published reports, government magazines, sales force, internet, packages and labels, displays, or based on frequent repetitions. The third phase focuses on the assessment of several alternatives based on important criteria that can aid in the purchase decision. The criteria depend on the conditions of consumers such as: time and location. Additionally, there are situational factors that could have impact on the purchase decision, such as physical environment which includes location, ambience and weather.

## 2.2 Marketing Mix Elements

The concept of marketing mix was historically defined by Kotler and Armstrong (2010) as a pool of marketing tools that can be controlled and blended by a company in order to create desired responses in certain target markets. In other words, marketing mix comprises everything that a marketer can do to increase the demand of its product from a particular audience. Similarly, Chaipradermsak (2007) expressed marketing mix as the group of tactics that can be used to achieve marketing objectives. Previous literature indicated that the most commonly used elements of marketing mix include: price, product, promotion, and place (Kotler & Armstrong, 2010). Certain researchers suggested that marketing mix elements comprises any activity that an organization undertakes to increase the demand for its products/ service and generate profit, such as advertising, distribution intensity, and physical evidence (Yoo, Donthu, & Lee, 2000). However, this study focuses on five elements to operationalize and test marketing mix elements in the retail industry settings, and this includes advertising, distribution intensity, price, location, and store image. The service industry including retail market has recently experienced rapid growth and is considered to be an important driver of the economic development for any country (Gera, Mittal, Batra, & Prasad, 2017; Ishola & Olusoji, 2020).

Advertising was described in the marketing literature as the campaigns which are designed by a particular sponsor in order to stimulate potential buyers to purchase its offerings by communicating their valuable benefits and abilities of fulfilling a desired need (Bues, Steiner, Stafflage, & Krafft, 2017). The main purpose of advertising messages is primarily centred on motivating customers to act favourably when they intend to buy the products or service offerings of a particular brand (Hilman & Hanaysha, 2015; Ruswanti et al., 2019). The strengths of advertising programs depend heavily on the skills and abilities of the sponsoring organization in determining its market target clearly and serving them better than competitors. Hanaysha (2017) pointed out that the ability of the marketing personnel to increase their brand awareness and convince or persuade their customers to make purchase decisions depends on a number of factors. These factors include convenience or accessibility, price affordability, and the appeal of advertising campaigns. Organizations invest in extensive research on identification of their target market characteristics, in order to effectively design proper advertising messages and then market their products or services using various media channels to attract potential customers and maintain them. Past research reported that distribution channels and advertising programs represent important marketing strategies that should be considered for affecting consumers' choices (Basil et al., 2013) and purchase decisions (Salem, Baidoun, Walsh, & Sweidan, 2019; Chaipradermsak, 2007).

Another key component of the marketing mix includes distribution intensity, which has received noteworthy attention in prior studies. Distribution intensity can be defined as the way in which the

offerings of a brand can be accessed or obtained by the targeted group of customers, such as through the increased number of outlets under the same brand name (Frazier & Lassar, 1996). Frazier and Lassar (1996) also defined distribution intensity in their study as the number of marketing intermediaries selected by a company to promote and sell its product or service offerings within defined geographical areas. In the consumer markets, prior researches confirmed that the efficiency of marketing channels has a vital role in contributing towards improving customer retention (Li & Green, 2011). Moreover, the intensity of distribution and ease of accessibility exert a positive and high effect on the loyalty of customers to a brand, because it proliferates the likelihood of buying its products at a lower cost. Salgado-Beltrán, Espejel-Blanco, and Beltrán-Morales (2013) confirmed that distribution intensity has significant effect on purchase decision. Moreover, distribution intensity was illustrated in the prior research as a powerful marketing approach for shaping consumer behaviour as the convenience of availability increases the possibility of purchasing a company's products/ services at any time a consumer wants (Bucklin, Siddarth, & Silva-Risso, 2008; Hibbard, Kacker, & Sadeh, 2019; Pourdehghan, 2015; Salem et al., 2019).

Price has also been regarded as a core component of marketing mix which determines the purchase behaviour of consumers. Price was described by Armstrong and Kotler (2007) as the total sum of costs that a consumer has to spend if he or she intends to acquire a product or service. It has largely been stressed by successful organizations in their marketing strategies for capturing the attention of different types of customers. Salgado-Beltrán et al. (2013) viewed price as the financial value of a market offering that is available for exchange by the consumers. Martin-Consuegra, Molina, and Esteban (2007) outlined that price-conscious customers exhibit the behaviour of unwillingness to purchase certain products and services of a particular brand if they are offered at high or unfair prices. The authors elaborated that consumers tend to negatively evaluate such brands which do not take their interests and purchasing power into account and avoid them when they look for certain offerings to satisfy their needs. Additionally, Peter and Donnelly (2007) stated that price represents the basic criteria for consumers' overall evaluations of brands. These claims match with the findings of Mahmood and Khan (2014) who verified that the repurchase decisions of consumers from a certain service provider is highly determined by their previous buying experiences with regards to perceived value. Likewise, Astuti et al. (2015) found that price has a significant positive association with a consumers' purchase decision. A number of studies (Akbar, Sularso, & Indraningrat, 2020; Amelia et al., 2015; Devi & Harjatno, 2019; Hermiyenti & Wardi, 2019; Hustić & Gregurec, 2015; Yusran & Usman, 2019) also reported that price has positive and significant impact on the purchase behaviour of different types of customers.

Furthermore, store image is an important element which has received noteworthy attention in the prior researches which focused on retail context. It was defined by Kotler and Armstrong (2010) as the overall attitude of consumers about a retailer. Hartman and Spiro (2005) illustrated that store image can be determined based on the overall impression perceived by a customer about a retail brand, and this perception is likely to be created through various factors, such as the quality of a product and service offerings, product assortment, atmospheric environment, and hedonic as well as utilitarian values. In general, it can be stated that store image is shaped based on the popularity of a department store that is established in the minds of consumers as a result of purchase experiences and word of mouth recommendations. The reputation usually arises also through the ability of the service provider in constructing an integrated marketing program which delivers superior customer value over competitors. Wu, Yeh, and Hsiao (2011) added that store image can be determined based on consumers' overall attitudes towards a store through its intrinsic and extrinsic attributes.

In evaluating a store, consumers usually compare its physical environment, location, availability of products, the ability of its staff to provide information about existing products, and the way they treat them when they visit the store (Solomon et al. 2002). Past research showed that store image acts as a key determinant of consumer's purchase decision (Konuk, 2018; Kurnianto et al., 2019; Sari, Anas, & Larasintia, 2019; Shabana & Radha, 2019; Tirawatnapong & Fernando, 2019). For instance,

de Morais Watanabe et al. (2019); and Zamrudi et al. (2019) indicated that brand image proliferates consumers' confidence and trust in its ability to satisfy their needs and meet their expectations, which ultimately influences their purchase intention. Moreover, McNeil (2019) demonstrated that consumers evaluate a store's image based on its physical environment, store location, product assortments, service quality, and prices. They added that when a store is positively evaluated on these dimensions, it will enhance consumers' perceived value, and thus purchase decision.

The fifth element of marketing mix is place/ location. This concept has largely been discussed in marketing literature and highlights the importance of placing the products of a particular brand in the right quantity at various locations which are easy for consumers to access and obtain with less efforts (Satit et al., 2012). In other words, location is the place in which a company decides to promote its products and service in order to ease their purchase from consumers at minimal costs (Amofah, Gyamfi, & Tutu, 2016). However, the characteristics of retail industry indicate that a store's location represents the main factor for business success and consumer purchase behavior (Behera & Mishra, 2017). Furthermore, an appropriate selection of channel strategy urges brands to obtain comprehensive information about their potential target markets in order to ensure greater success (Hawkins, Best, & Coney, 2001). The accessibility of the stores where the products or services of a brand exist represents a fundamental aspect that should be considered for stimulating consumer purchase behaviour and influencing overall brand evaluation (Devi & Harjatno, 2019; Rachmawati, Shukri, Azam, & Khatibi, 2019). Therefore, the convenience of retail location should be carefully considered when designing the marketing program. According to a number of scholars (Brata wt al., 2017; Darmasaputra & Djatmiko, 2015; Enneking, Neumann, & Henneberg, 2007; Faryabi, Sadeghzadeh, & Saed, 2012; Salazar, 2017), place has a positive effect on consumers' purchase decisions. Hence, based on the literature review presented above, the hypotheses for this study are postulated as follows:

- H1: Advertising has a positive effect on purchase decision.
- H2: Distribution intensity has a positive effect on purchase decision.
- H3: Price has a positive effect on purchase decision.
- H4: Store image has a positive effect on purchase decision.
- H5: Store location has a positive effect on purchase decision.

### **3. METHODOLOGY**

As mentioned above, this study was generally planned to examine whether marketing mix elements exert any significant effect on consumer's purchase decision in Malaysian retail industry. To fulfil the stated objective, the quantitative research methodology was employed. Mainly, a total of 384 questionnaires were administered to customer of department stores in East Coast Malaysia after screening their eligibility to participate in answering the survey. As the size of population in this area of Malaysia accounts for more than one million, the total sample employed to conduct this research is considered acceptable (Sekaran, 2003). Moreover, the survey method was used by a number of researchers for obtaining the desired data from consumers. Consequently, the utilization of survey tool for collecting consumer data is considered to be adequate for this study. During the data collection process, the convenience sampling approach was adopted due to its advantages which appear in enabling the researcher to easily reach the respondents at lower cost and shorter time frame in comparison to other sampling methods. Convenience sampling was also employed by several studies for collecting consumer data (Belwal & Belwal, 2017; Bouzaabia, Bouzaabia, & Capatina, 2013; Clemes, Gan, & Zhang, 2010; Dadzie & Nandonde, 2019).

Before beginning the process of data collection, a structured questionnaire was designed after referring to past researches and adapting the measurement scales of variables. In particular, a total of five items were adapted from the research of Shareef et al. (2008) to measure purchase decision. Likewise, marketing mix was measured using the five dimensions which were presented above in the

literature review section; advertising, price, distribution intensity, store location, and store image. To measure advertising effectiveness, four items were adapted from the scale which was developed by Yoo, Donthu, and Lee (2000). Moreover, the measurement scale for distribution intensity is comprised of three items being developed with reference to previous research and literature. However, price perception from consumer's perspective was measured using four items being taken from Ling (2007). Additionally, a total of four items for measuring store image were adapted from Yoo et al. (2000). Finally, the measurement scale of store location was adapted from Ling (2007). The adapted items were measured using a five-point Likert scale that ranges from (1) strongly disagree to (5) strongly agree.

#### 4. ANALYSIS OF RESULTS

The results indicated that the total responses which were obtained from the participants is equal to 278. As shown in Table 1, the demographic analysis of data reveal that 45.3 percent of the respondents are represented by males, whereas females accounted for 54.7 percent. Moreover, the majority of respondents (49.6 percent) are aged between 26 and 30 years, while the lowest percentage of individuals who participated in this research is represented by those who are aged 41 years or above. The descriptive data also showed that most of the respondents (34.5 percent) had Bachelor degree certificate, 29.2 percent had High School Certificate, 19.4 percent had Diploma certificate, whereas the lowest percentage (16.9%) came from Postgraduate Degree holders. In the monthly income profile, it was found that 48 respondents earned below RM 500 (17.2 percent), whereas 15 participants representing 5.4 percent were classified in the category that fall in the range of RM 501 - RM 1000. But, those whose monthly income came in the range of RM 1000 to RM 4000 accounted for only 144 respondents (52 percent), and finally, a total of 71 respondents earned more than RM 4000 for their monthly income.

Moreover, the reliability of constructs was confirmed based on the calculations of Cronbach's alpha using SPSS. The findings indicated that all constructs met the assumptions of reliability as the values of Cronbach's alpha for all of the selected constructs ranged from 0.713 and 0.878. In detail, purchase decision attained a Cronbach's alpha value of 0.769, and advertising was reported at Cronbach's alpha value of 0.800. Likewise, the Cronbach's alpha value for distribution intensity was recorded at 0.752. The reliability analysis also showed that price attained an alpha value of 0.878. Finally, the alpha value of store image is registered at 0.721, whereas store location achieved a Cronbach's Alpha value of 0.713. These statistical values achieved a proper fit for the data because they exceeded the minimum acceptable value of 0.60 as reported by Taber (2017). Therefore, it can be said that the reliability assumptions for the measurement scale are fulfilled. The analysis also showed that the correlations between any pair of the constructs are free of multicollinearity as the values did not exceed 0.80 (see Table 2). These analyses provide an indication of existing discriminant validity.

After analysing the reliability of measurement items by SPSS, AMOS software was used for estimating the measurement and structural models. In the first stage, the measurement model which comprises all of the measurement items was constructed to test CFA and achieve adequate fit for the data. After that, the structural model was estimated based on several fit values. Generally, the outcomes as shown in Figure 1 revealed that the structural model achieved a chi-square value of 227.775, and this shows that the current structural model has an adequate power. Moreover, GFI was reported at 0.872 which is more than the lower acceptable value of 0.80. The model also achieved acceptable AGFI as the value was 0.822. Moreover, RMSEA achieved a tolerable value of 0.064 that is lower than 0.08. Finally, the comparative fit index (CFI) was registered at 0.914 which exceeded the minimum recommended value of 0.9. Therefore, the fit values for the final structural model are acceptable.

After achieving an acceptable good model fit for the data, the hypotheses of this research were verified through the structural model on AMOS 18. The results presented below in Table 3 confirmed that advertising effectiveness has a significant positive impact on purchase decision ( $\beta = 0.413$ , C.R. = 4.458,  $P < 0.05$ ), therefore, H1 is supported. Contrary to the expectations, the statistical results

Table 1. Respondents' Profile

	Category	Frequency	Percent
<b>Gender</b>	Male	126	45.3
	Female	152	54.7
<b>Age</b>	18 - 25 years	62	22.4
	26 - 30 years	138	49.6
	31 - 40 years	64	23.1
	41 years or above	14	4.9
<b>Qualification</b>	High School Certificate	81	29.2
	Diploma	54	19.4
	Bachelor	96	34.5
	Postgraduate	47	16.9
<b>Monthly Income</b>	Less than RM500	48	17.2
	RM501 to RM1000	15	5.4
	RM1001 to RM4000	144	52
	Greater than RM4000	71	25.4

showed that distribution intensity has a negative association with purchase decision ( $\beta = -0.526$ , C.R. =  $-3.073$ ,  $P < 0.05$ ), and this means that H2 is rejected. The results of this study also verified that price has significant positive effect on purchase decision ( $\beta = 0.490$ , C.R. =  $4.908$ ,  $P < 0.05$ ), thus, H3 is accepted. Additionally, the data analysis pointed out that store image ( $\beta = 0.322$ , C.R. =  $2.7678$ ,  $P < 0.05$ ) and store location ( $\beta = 0.287$ , C.R. =  $2.068$ ,  $P < 0.05$ ) have positive effects on consumer's purchase decision; Hence, H4 and H5 are accepted. Generally, these factors collectively explain about 72.3% of the total variance in the purchase decision of consumers.

## 5. DISCUSSION AND CONCLUSION

This research was conducted for the purpose of testing the effect of selected marketing mix components on consumers' buying decision process in Malaysian retail industry. The results showed that advertising intensity has a positive effect on the purchase decision of consumers, and this matches with previous studies (Macdonald & Sharp, 2000; Nour, & Almahirah, 2014; Warraich & Ali, 2020). Sorina-Raula

Table 2. Pearson Correlations

	Advertising	Price	Distribution Intensity	Store Image	Store Location	Purchase Decision
Advertising	1					
Price	0.271	1				
Distribution Intensity	0.292	0.351	1			
Store Image	0.201	0.184	0.454	1		
Store Location	0.263	0.353	0.499	0.428	1	
Purchase Decision	0.176	0.340	0.103	0.222	0.279	1

Figure 1. Structural Model

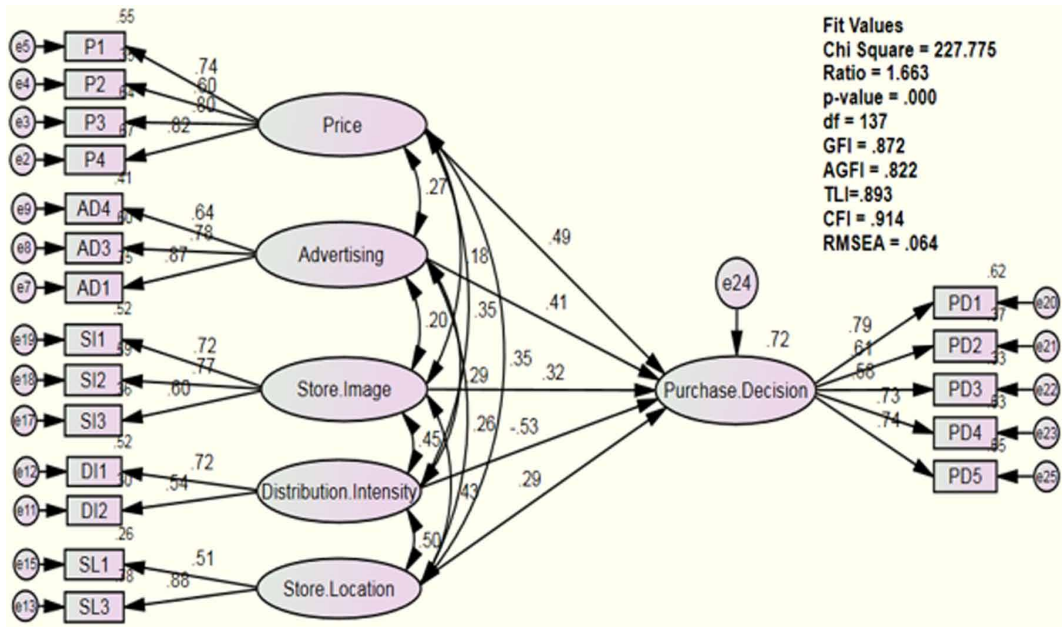


Table 3. Results of Hypotheses

	Hypotheses		Std. Beta	S.E.	C.R. (t-value)	P-value	
H1:	Advertising	→	Purchase Decision	0.413	0.060	4.458	0.038
H2:	Distribution Intensity	→	Purchase Decision	-0.526	0.142	-3.073	0.002
H3:	Price	→	Purchase Decision	0.490	0.073	4.908	***
H4:	Store Image	→	Purchase Decision	0.322	0.109	2.767	0.006
H5:	Store Location	→	Purchase Decision	0.287	0.108	2.068	0.039

et al. (2008) indicated that an advertisement which is exposed by a potential customer while he/ she is searching for information about a product category will have a strong impact on purchase decision. However, marketers must decrease consumer’s uncertainty about the distinct features of their brands through designing effective advertisements which contain valuable information and meet target market expectations. This is because consumers tend to form purchase decisions based on what is advertised after making comparisons and evaluations between different brands. Macdonald and Sharp (2000) illustrated that the frequency of advertisements can preserve the brand in the consideration set of consumers and influence their purchase decisions. The authors added that brand awareness can be formed as a result of advertising and this has a strong effect on brand choice and purchase decision. Therefore, it can be concluded that the effectiveness of advertising techniques influences consumer’s purchase decision (Shieh, Xu, & Ling, 2019). This influence can be maximized through utilizing social media and interactive technologies to reach consumers and communicate brand offerings.



The second research objective in this paper was to test the impact of distribution intensity on purchase decision. The findings indicated that, in line with the historical literature, distribution intensity has a negative effect on purchase decision. Greater support was observed in the study of Diab and Mansour (2015) who found that distribution intensity had a negative relationship with perceived quality and brand loyalty, which may hinder consumer's willingness to purchase. Moreover, Liua, Huang, and Lin. (2009) reported that the relationship between distribution intensity and the consumer's purchase intention is negative when the level of brand awareness is high but the brand's offerings are not unique and the consumers' perceived value does not exist. This negative effect could be attributed to the need among consumer for uniqueness in brand offerings (Simonson & Nowlis, 2000) rather than offering a product or service that does not meet customer's expectations. Consequently, the marketing decision with regards to increasing or decreasing distribution intensity should mainly be based on brand positioning and brand image creation. At the same time, choosing the right distribution channels to offer the product should be the key priority. With the rise of technology, companies can improve their sales through e-commerce service to enhance brand position and reach customers easily (Lamaakchaoui, Azmani, & El Jarroudi, 2018).

The findings also confirmed that price represents an important factor which significantly influenced purchase decision. The finding matches the previous researches of a number of scholars (Abdullah, 2020; Amelia et al., 2015; Hustić & Gregurec, 2015; Nguyen, Phan, Vu, 2015) who outlined that price is considered as the most critical factor for evaluating purchase behaviour and justifies whether customers maintain or stop their relationships with a brand according to their perceptions of product and service quality in addition to the amount of money that they spend to obtain a certain product. Thus, marketing managers should understand customers' perceptions towards their products and services and set the prices according to their perceived value and buying power. Additionally, the results of this paper confirmed that store image has significant and positive effect on purchase decision. The result was supported by a number of researchers (Faryabi et al., 2012; Wu et al., 2011; Bao, Bao, & Sheng, 2011) who stated that store image plays a significant role in determining purchase decision. The finding suggests that the management in retail industry should continuously promote their brands and inform consumers about the benefits of selecting them over competitors using different media. The image of a store can be developed positively in consumers' mind through providing them with several advantages that enhance their shopping experience, such as product assortment, delivery, price fairness, and other marketing mix elements.

Finally, the results pointed out that store location has significant positive impact on purchase decision, and this matches the findings of past studies (Chaipradernsak, 2007; Charles & Kerry, 2005; Jaravaza & Chitando, 2013). According to Hawkins et al. (2001) a good channel decision should be centred towards understanding the preferences of target customers regarding the place of shopping for product. Therefore, the marketing managers should carefully locate their stores and probably conduct market research before making a wrong decision. The location of a store determines partial amount of the cost for getting a product and also the motivation of a customer to select a retailer over another. For instance, choosing a location is accessible and easy to reach among customers without incurring high cost can influence their choices and willingness to visit the store or retailer for shopping. Besides, providing free parking and enough spaces while shopping could shaper customers' experience and influence their shopping behaviour.

This research has few limitations in this paper which can be taken into consideration in future researches. First, only five elements of marketing mix were tested in this research; hence, future research may look at examining other important marketing factors, such as service innovation and customer relationship management. Second, the sample size which was employed to conduct this study may not be large enough to generalize the results. Therefore, it is suggested for future researches to enlarge the scope of respondents and rely on bigger sample sizes in order to verify the empirical linkages between marketing mix elements and purchase decision. Third, the present study was conducted in retail sector using convenience sampling method, hence, future studies may examine the

variables using random sampling techniques in different industry contexts. Moreover, a survey tool which comprised structured questions for collecting consumer data was employed. For this reason, it is suggested for future research to use longitudinal data to confirm the results. Finally, only consumers were involved in this study to test the relationships between the selected variables; therefore, future studies should be directed towards testing employee perceptions in order to gain better insights about the role of marketing mix components in affecting purchase decision.

## REFERENCES

- Abdullah, M. A. F. (2020, February). Toward the Best Model of Purchase Decision Through Online Store in Indonesia from the Lens of Price Perception, Service Quality and Marketing Communication. In *4th International Conference on Management, Economics and Business (ICMEB 2019)* (pp. 285-290). Atlantis Press. doi:10.2991/aebmr.k.200205.049
- Abeck, K. B. (2017). *Marketing mix diversification in Retail: The case of Sim Delice in Cameroon* (Unpublished Thesis). Aalborg University.
- Akbar, R. M. I., Sularso, R. A., & Indraningrat, K. (2020). The Effect of Price, Ease of Transaction, Information Quality, Safety, and Trust on Online Purchase Decision. *e-Journal Ekonomi Bisnis dan Akuntansi*, 7(1), 77-81.
- Amelia, L. R., Kusumawati, A., & Mawardi, M. K. (2015). The influence of marketing mix variables on purchase decision and customer satisfaction (Case study of Customer of Vitiara Rent Car Malang). *Jurnal Administrasi Bisnis*, 28(2).
- Amofah, O., Gyamfi, I., & Tutu, C. O. (2016). The influence of service marketing mix on customer choice of repeat purchase of restaurant in Kumasi, Ghana. *European Journal of Business and Management*, 8(11), 102-112.
- Anisimova, T. (2016). Integrating multiple factors affecting consumer behavior toward organic foods: The role of healthism, hedonism, and trust in consumer purchase intentions of organic foods. *Journal of Food Products Marketing*, 22(7), 809-823. doi:10.1080/10454446.2015.1121429
- Armstrong, G., & Kotler, P. (2007). *Marketing: An Introduction* (8th ed.). Pearson Education Inc.
- Astuti, R., Silalahi, R. L. R., & Wijaya, G. D. P. (2015). Marketing strategy based on marketing mix influence on purchasing decisions of Malang apples consumers at giant Olympic garden mall (MOG), Malang city, East Java province, Indonesia. *Agriculture and Agricultural Science Procedia*, 3, 67-71. doi:10.1016/j.aaspro.2015.01.015
- Bao, Y., Bao, Y., & Sheng, S. (2011). Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. *Journal of Business Research*, 64(2), 220-226. doi:10.1016/j.jbusres.2010.02.007
- Basil, G., Etuk, E., & Ebitu, E. T. (2013). The Marketing Mix Element as Determinants of Consumer's Choice of Made-In-Nigeria Shoes in Cross River State. *Marketing*, 5(6).
- Behera, M. P., & Mishra, V. (2017). Impact of Store Location and Layout on Consumer Purchase Behavior in Organized Retail. *Anvesha*, 10(1), 10-21.
- Bouzaabia, R., Bouzaabia, O., & Capatina, A. (2013). Retail logistics service quality: A cross-cultural survey on customer perceptions. *International Journal of Retail & Distribution Management*, 41(8), 627-647. doi:10.1108/IJRDM-02-2012-0012
- Brata, B. H., Husani, S., & Ali, H. (2017). The influence of quality products, price, promotion, and location to product purchase decision on Nitchi at PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4), 357-374.
- Bucklin, R. E., Siddarth, S., & Silva-Risso, J. M. (2008). Distribution intensity and new car choice. *JMR, Journal of Marketing Research*, 45(4), 473-486. doi:10.1509/jmkr.45.4.473
- Bues, M., Steiner, M., Stafflage, M., & Krafft, M. (2017). How mobile in-store advertising influences purchase intention: Value drivers and mediating effects from a consumer perspective. *Psychology and Marketing*, 34(2), 157-174. doi:10.1002/mar.20981
- Chaipradernsak, T. (2007). *The influential factors on consumers' purchasing decision in Bangkok pet retailing business* (MBA Thesis). Shinawatra University.
- Charles, C., & Kerry, V. (2005). Store location in shopping centers: Theory and estimates. *Journal of Real Estate Research*, 27(3), 237-266. doi:10.1080/10835547.2005.12091160
- Choi, D. W., Lee, S., & Alcorn, M. (2020). Influence of culture on purchase decision: Integrative models development of amusement park customers. *International Journal of Hospitality Management*, 87, 87. doi:10.1016/j.ijhm.2020.102502

- Clemes, M. D., Gan, C., & Zhang, D. (2010). Customer switching behaviour in the Chinese retail banking industry. *International Journal of Bank Marketing*, 28(7), 519–546. doi:10.1108/02652321011085185
- Dadzie, S. H., & Nandonde, F. A. (2019). Factors influencing consumers' supermarket visitation in developing economies: The case of Ghana. In *Case Studies in Food Retailing and Distribution* (pp. 53–67). Woodhead Publishing. doi:10.1016/B978-0-08-102037-1.00005-0
- Darmasaputra, R., & Djatmiko, T. (2015). The effect of marketing mix towards customer purchase decision process (a Study on Alfamart Gegerkalong Hilir no. 44 November 2014–April 2015). *eProceedings of Management*, 2(2).
- de Morais Watanabe, E. A., Torres, C. V., & Alfinito, S. (2019). The impact of culture, evaluation of store image and satisfaction on purchase intention at supermarkets. *Revista de Gestão*, 26(3), 256–273. doi:10.1108/REGE-12-2017-0009
- Delafrouz, N., Momenpour, M., Gloi, A., & Momenpour, F. (2014). Analysis of affective drives on consumers green purchase decision. *Indian Journal of Fundamental and Applied Life Sciences*, 4, 117–1124.
- Devi, S., & Harjatno, S. (2019). The Role of Prices, Locations, and Promotions on Smartphone Purchase Decisions in Electronics Shop in Indonesia: A Lesson from Sidoarjo. *Indonesian Journal of Law and Economics Review*, 2(2). Advance online publication. doi:10.21070/ijler.2019.V2.30
- Diab, D. M., & Mansour, I. H. (2015). The Impact of marketing efforts on brand equity: A Case of Samsung Brand in Sudan. *Journal of Economic Sciences*, 16(2), 1–13. doi:10.2139/ssrn.2613829
- Domina, T., Lee, S. E., & MacGillivray, M. (2012). Understanding factors affecting consumer intention to shop in a virtual world. *Journal of Retailing and Consumer Services*, 19(6), 613–620. doi:10.1016/j.jretconser.2012.08.001
- Enneking, U., Neumann, C., & Henneberg, S. (2007). How important intrinsic and extrinsic product attributes affect purchase decision. *Food Quality and Preference*, 18(1), 133–138. doi:10.1016/j.foodqual.2005.09.008
- Faryabi, M., Sadeghzadeh, K., & Saed, M. (2012). The effect of price discounts and store image on consumer's purchase intention in online shopping context case study: Nokia and HTC. *Journal of Business Studies Quarterly*, 4(1), 197–205.
- Frazier, G. L., & Lassar, W. M. (1996). Determinants of distribution intensity. *Journal of Marketing*, 60(4), 39–51. doi:10.1177/002224299606000405
- Galli, B. J. (2018). Using marketing to implement a strategic plan: Reflection of practiced literature. *International Journal of Service Science, Management, Engineering, and Technology*, 9(1), 41–54. doi:10.4018/IJSSMET.2018010104
- Gera, R., Mittal, S., Batra, D. K., & Prasad, B. (2017). Evaluating the effects of service quality, customer satisfaction, and service value on behavioral intentions with life insurance customers in India. *International Journal of Service Science, Management, Engineering, and Technology*, 8(3), 1–20. doi:10.4018/IJSSMET.2017070101
- Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behavior. *Environment and Ecology*, 7(2), 77–85. doi:10.21511/ee.07(2).2016.8
- Hanaysha, J. R. (2017). An examination of marketing mix elements and customer retention in Malaysian retail market. *American Journal of Marketing Research*, 3(1), 1–7.
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. doi:10.1108/PRR-08-2017-0034
- Hanaysha, J. R., & Abdullah, H. H. (2015). Strategic effects of product innovation, service quality, and relationship quality on brand equity. *Asian Social Science*, 11(10), 56–72. doi:10.5539/ass.v11n10p56
- Hartman, K. B., & Spiro, R. L. (2005). Recapturing store image in customer-based store equity: A construct conceptualization. *Journal of Business Research*, 58(8), 1112–1120. doi:10.1016/j.jbusres.2004.01.008
- Hawkins, D. I., Best, R. J., & Coney, K. A. (2001). *Consumer behavior: Building marketing strategy* (8th ed.). McGraw-Hill.

- Hermiyenti, S., & Wardi, Y. (2019, April). A Literature review on the influence of promotion, price and brand image to purchase decision. In *2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)*. Atlantis Press. doi:10.2991/piceeba2-18.2019.34
- Hibbard, J. D., Kacker, M., & Sadeh, F. (2019). Performance impact of distribution expansion: A review and research agenda. In *Handbook of Research on Distribution Channels*. Edward Elgar Publishing. doi:10.4337/9780857938602.00025
- Hilman, H., & Hanaysha, J. (2015). The impact of advertising on relationship quality: Empirical evidence from Malaysia. *Research Journal of Applied Sciences, Engineering and Technology*, 10(3), 253–261. doi:10.19026/rjaset.10.2485
- Hustić, I., & Gregurec, I. (2015, September). The influence of price on customer's purchase decision. *Central European Conference on Information and Intelligent Systems 26th International Conference*.
- Hynes, N., & Lo, S. (2006). Innovativeness and consumer involvement in the Chinese market. *Singapore Management Review*, 28(2), 31–46.
- Ibrahim, M., Abdallahamed, S., & Adam, D. R. (2018). Service recovery, perceived fairness, and customer satisfaction in the telecoms sector in Ghana. *International Journal of Service Science, Management, Engineering, and Technology*, 9(4), 73–89. doi:10.4018/IJSSMET.2018100105
- Ishola, O. A., & Olusoji, M. O. (2020). Service sector performance, industry and growth in Nigeria. *International Journal of Service Science, Management, Engineering, and Technology*, 11(1), 31–45. doi:10.4018/IJSSMET.2020010103
- Jaravaza, D. C., & Chitando, P. (2013). The role of store location in influencing customers' store choice. *Journal of Emerging Trends in Economics and Management Science*, 4(3), 302–307.
- Jindal, P., Zhu, T., Chintagunta, P., & Dhar, S. (2020). Marketing-Mix response across retail formats: The role of shopping trip types. *Journal of Marketing*, 84(2), 114–132. doi:10.1177/0022242919896337
- Kim, J. H., Kim, M., & Lennon, S. J. (2018). E-service performance of apparel e-retailing websites: A longitudinal assessment. *International Journal of Service Science, Management, Engineering, and Technology*, 9(1), 24–40. doi:10.4018/IJSSMET.2018010103
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304–310. doi:10.1016/j.jretconser.2018.04.011
- Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.
- Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2004). *Principles of Marketing* (4th ed.). Prentice Hall.
- Kurnianto, W. M., Rosalina, S. S., & Nurminingsih, N. (2019). Effect of marketing mix and product quality on purchase decision to the Special Sb Packaging Beef Meatball through brand image and purchase intention. *International Journal of Multicultural and Multireligious Understanding*, 6(2), 86–96. doi:10.18415/ijmmu.v6i2.654
- Lamaakchaoui, C., Azmani, A., & El Jarroudi, M. (2018). The AHP method for the evaluation and selection of complementary products. *International Journal of Service Science, Management, Engineering, and Technology*, 9(3), 106–115. doi:10.4018/IJSSMET.2018070107
- Li, M. L., & Green, R. D. (2011). A mediating influence on customer loyalty: The role of perceived value. *Journal of Management and Marketing Research*, 7, 1.
- Ling, A. P. A. (2007). *The impact of marketing mix on customer satisfaction: A case study deriving consensus rankings from benchmarking* (Master's thesis).
- Liua, H. W., Huang, H. C., & Lin, Y. L. (2009). Asymmetric effect of distribution intensity on marketing performance: The moderating role of brand awareness. *Asia Pacific Management Review*, 14(3), 251–262.
- Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48(1), 5–15. doi:10.1016/S0148-2963(98)00070-8

- Mafini, C., & Dhurup, M. (2014). Assessing consumer purchasing decision styles: An empirical investigation from South Africa. *International Business & Economics Research Journal*, 13(4), 679–688. doi:10.19030/iber.v13i4.8676
- Mahmood, R., & Khan, S. M. (2014). Impact of service marketing mixes on customer perception: A Study on Eastern Bank Limited, Bangladesh. *European Journal of Business and Management*, 6(34), 164–167.
- Martin-Consuegra, D., Molina, A., & Esteban, A. (2007). An Integrated Model of Price, Satisfaction and Loyalty: An Empirical analysis in the Service Sector. *Journal of Product and Brand Management*, 16(7), 459–468. doi:10.1108/10610420710834913
- McNeil, K. (2019). *The impact of non-price factors on grocery store price image* (Undergraduate Dissertation). University of North Carolina.
- Nguyen, T. N., Phan, T. T., & Vu, P. A. (2015). The Impact of Marketing Mix Elements on Food Buying Behavior: A Study of Supermarket Consumers in Vietnam. *International Journal of Business and Management*, 10(10), 206–215. doi:10.5539/ijbm.v10n10p206
- Nour, M. I., & Almahirah, M. S. (2014). The Impact of Promotional Mix Elements on Consumers Purchasing Decisions. *International Business Management*, 8(2), 143–151.
- Oghazi, P., Karlsson, S., Hellström, D., & Hjort, K. (2018). Online purchase return policy leniency and purchase decision: Mediating role of consumer trust. *Journal of Retailing and Consumer Services*, 41, 190–200. doi:10.1016/j.jretconser.2017.12.007
- Park, C. H., & Kim, Y. G. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail & Distribution Management*, 31(1), 16–29. doi:10.1108/09590550310457818
- Peter, P. J., & Donnelly, J. H. (2007). *Marketing Management: Knowledge and Skill* (8th ed.). McGraw-Hill.
- Peterson, R. A., & Merino, M. C. (2003). Consumer information search behavior and the Internet. *Psychology and Marketing*, 20(2), 99–121. doi:10.1002/mar.10062
- Phadungwatanachok, P., & Fernando, M. (2019). A Study of Factors Influencing Thais' Intention to Purchase Clothing at “Camp” Multi-Brand Store. *International Research E-Journal on Business and Economics*, 5(1), 14–32.
- Pourdehghan, A. (2015). The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry. *Marketing and Branding Research*, 2(1), 44–63. doi:10.33844/mbr.2015.60184
- Pride, W. M., & Ferrell, O. C. (2011). *Marketing foundations*. South-Western/Cengage Learning.
- Rachmawati, D., Shukri, S., Azam, S., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341–1348. doi:10.5267/j.msl.2019.5.016
- Ruswanti, E., Hapsari, N. P., Januarko, M. U., & Kusumawati, M. D. (2019, October). Analysis advertising, sales promotion, personal selling and direct selling on purchase intention vegetables in retail West Jakarta. In *2019 International Conference on Organizational Innovation (ICOI 19)*. Atlantis Press. doi:10.2991/icoi-19.2019.115
- Salazar, G. L. L. (2017). The Corporate Social Responsibility and the Marketing Strategy: Influence on the Customer's Purchase Decision. *International Journal of Business and Social Science*, 8(2), 74–82.
- Salem, M. Z., Baidoun, S., Walsh, G., & Sweidan, N. (2019). The effect of female portrayal in advertising on the Palestinian females purchase decision. *Journal of Islamic Marketing*, 11(2), 282–300. doi:10.1108/JIMA-09-2017-0099
- Salgado-Beltrán, L., Espejel-Blanco, J. E., & Beltrán-Morales, L. F. (2013). Marketing Mix Influencing Organic Foods Purchase of Mexican Consumers. *China-USA Business Review*, 12(6), 618–626.
- Sari, D. K., Anas, S., & Larasintia, V. (2019, September). Exploring the Effects of Islamic Religious Images and Product Quality in Selling Non-Food Products. In *Third Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEEBA 2019)*. Atlantis Press. doi:10.2991/piceeba-19.2019.46

- Satit, R. P., Tat, H. H., Rasli, A., Chin, T. A., & Sukati, I. (2012). The relationship between marketing mix and customer decision-making over travel agents: An empirical study. *International Journal of Academic Research in Business & Social Sciences*, 2(6), 522–530.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behavior* (9th ed.). Prentice-Hall.
- Sekaran, U. (2003). *Research methods for business*. John Wiley & Sons.
- Shabana, K. A., & Radha, S. (2019). Factors of Visual Merchandising and Store Image and its Correlation with Purchase Decision of Women. *Int. J. Manag. Bus. Res*, 9(1), 10–16.
- Shamsher, R. (2016). Store image and its impact on consumer behaviour. *Elk Asia Pacific Journal of Marketing and Retail Management*, 7(2), 1–27.
- Shareef, M. A., Kumar, U., & Kumar, V. (2008). Role of different electronic-commerce (EC) quality factors on purchase decision: A developing country perspective. *Journal of Electronic Commerce Research*, 9(2), 92.
- Solomon, M., Bamossy, G., & Askegaard, S. (2002). *Consumer Behaviour: A European Perspective*. Prentice Hall.
- Sorina-Raula, G., Liviu, C., & Georgeta-Mădălina, M. (2008). The role of advertising in the purchase decision process. *Analele Universităţii Din Oradea*, 897.
- Sulehri, N. A., & Ahmad, M. (2019). Retail marketing mix and trust in store to purchase behavior with the mediation of purchase intention: A Study of retail industry in Pakistan. *Journal of Managerial Sciences*, 13(2).
- Taber, K. S. (2017). The use of Cronbach's alpha when developing and reporting research instruments in science education. *Research in Science Education*, 1–24.
- Tirawatnpong, R., & Fernando, M. (2019). Factors Influencing Bangkok People Purchase Intention towards Tesco Lotus House Brand Products. *International Research E-Journal on Business and Economics*, 4(2), 15–29.
- Wagner, G., Schramm-Klein, H., & Steinmann, S. (2020). Online retailing across e-channels and e-channel touchpoints: Empirical studies of consumer behavior in the multichannel e-commerce environment. *Journal of Business Research*, 107, 256–270. doi:10.1016/j.jbusres.2018.10.048
- Warraich, H. A., & Ali, T. (2020). The impact of advertising and promotion on purchase decision, sales and profitability of FMCG's (personal care) sector of Pakistan: Case study of Gillette Limited Pakistan and Treet Corporation limited Pakistan. *Journal of Engineering and Economic Development*, 6(1), 1–22.
- Wu, P. C., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30–39. doi:10.1016/j.ausmj.2010.11.001
- Yang, K. C. (2007). Exploring factors affecting consumer intention to use mobile advertising in Taiwan. *Journal of International Consumer Marketing*, 20(1), 33–49. doi:10.1300/J046v20n01\_04
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211. doi:10.1177/0092070300282002
- Yusran, I. P., & Usman, O. (2019). *Effect of Ease of Use, Service Quality, Price and Brand Image on Purchase Decision in Tokopedia*. Service Quality, Price and Brand Image on Purchase Decision in Tokopedia. doi:10.2139/ssrn.3511283
- Zamrudi, Z., Suyadi, I., & Abdillah, Y. (2019). The effect of social commerce construct and brand image on consumer trust and purchase intention. *Profit: Jurnal Administrasi Bisnis*, 10(1), 1–13. doi:10.21776/ub.profit.2016.010.01.1

## APPENDIX

Table 4. Factor loadings of remaining items

Code	Construct/ Item	Factor Loadings
<i>Purchase Decision</i>		
PD1	I feel good about my decision to purchase products from this store's brand.	0.787
PD2	I will positively recommend this store's brand to other people.	0.608
PD3	I frequently purchase from this store's brand.	0.577
PD4	I intent to purchase again from this store's brand in the future.	0.725
PD5	Overall, I am satisfied about my purchase of goods from this store.	0.740
<i>Advertising</i>		
AD1	This store is intensively advertised.	0.866
AD3	The advertising campaigns for this retail store are frequently seen.	0.775
AD4	The advertising campaigns for this retail store are attractive	0.643
<i>Distribution Intensity</i>		
DI1	This store is widely distributed as compared to its competing brands	0.719
DI3	I face less difficulty in getting to this store as compared to others.	0.544
<i>Price</i>		
P1	This store offers the lowest prices in the area.	0.742
P2	This store maintains the best prices for most products	0.595
P3	The prices of products in this store are reasonable	0.803
P4	This store consistently provides the best values for money	0.820
<i>Store Image</i>		
SI1	This store carries products of high quality.	0.724
SI2	This store provided me a better lifestyle.	0.769
SI3	This store has well-known brands.	0.600
SI4	This store offers variety of products and services to its customers.	
<i>Store Location</i>		
SL1	This store provides convenient parking of vehicles to its customers.	0.514
SL3	It is easy to get into this store and checkout from the area after shopping.	0.884



*Jalal Rajeh Hanaysha is currently an Assistant Professor at Skyline University College located in UAE. He obtained his PhD majoring in Management from Universiti Utara Malaysia, Malaysia, in 2015, as well as an MSc (Management) from Universiti Utara Malaysia in 2011. He also received a Bachelor's degree in Marketing from Arab American University, Palestine in 2008. To date, he has published more than 60 research articles in international journals and conferences. He also received several awards for best research papers being presented at local and international conferences. His research interests include business management and marketing, in particular branding, consumer behaviour, social media marketing, CSR, business and product innovation, human resource practices, and business strategy.*

*Mohammed Emad Alshaikh has completed Doctor of Business Administration in entrepreneurship. He has also completed bachelor and Master of Business Administration in Marketing. Currently Mohammed is the Vice Dean of College of Business Administration and Director of Entrepreneurship unit at Imam Abdulrahman bin Faisal University Saudi Arabia. He is actively involved with all research activities at his university. His research interest includes Marketing, Consumer behavior, Entrepreneurship and Social Entrepreneurship.*