

Measuring consumer based retailer equity (CBRE) and its' effect on retail patronage behavior

THESIS

SUBMITTED TO:

DR.AHMED SIDDIQI



BUSHRA BAIG

MS-MKTING

13001172006

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University of Management & Technology, Lahore.

ABSTRACT

In highly value loaded environment, where retailers are facing cut-throat competition, high retail equity is extremely important in helping influence consumer perceptions along with driving store choices and patronage to ensure competitive advantage. In this regard, the tremendous evolution in retailing environment, leads to changing shopper's expectations and preferences, as well as poses a big challenge on retailers to earn customer's loyalty and patronage. The study therefore, was proposed to develop a model of retail patronage and to empirically investigate the relationship proposed in the model in upscale lifestyle store context. However, the basic premise was to investigate the importance of retailer equity in building consumer patronage behavior. The current study addresses the effect of consumer based retailer equity on fostering retail patronage behavior. In addition to this, the study proposed a conceptual model which incorporates retailer equity dimensions to explore consumer's retail patronage behavior. Furthermore, the model underpins the moderating effects of shopping situation and consumer involvement. A mall-intercept survey was undertaken using a systematic sampling of luxury store shoppers of age 18 years and above in Lahore and Multan, metropolitan cities in Pakistan. A survey questionnaire was designed to collect data from various retail stores of ChenOne, Nishat Linen and Ideas. The impact of CBRE on retail patronage behavior was explored using regression analysis. However, the results revealed a significant effect of retailer equity on patronage behavior and proved shopping purpose as a boundary condition in equity – patronage relationship. Finally, the study is aimed to explore CBRE and retail patronage relationship. In addition to this, it also aims to empirically prove the moderating effects of shopping situation in retailer equity - patronage relationship.

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CHAPTER 1

INTRODUCTION

1. INTRODUCTION

- 2.** Chapter 1 presents the introduction of basic premise and objective of conducting this study, followed by the statement of the problem, research objectives and questions. Furthermore, significance and definitions of the key study variables of this research study are also mentioned.