Factors Affecting Customer Involvement In Grocery Shopping: An Empirical Study On Consumers In Kolkata

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ABSTRACT

Grocery buying is an on-going as well as crucial activity in daily life and can be highly involving with respect to choice of products, brands and the shopping environment. As such, for the last few decades the significance of marketing and consumer research is well established. Consumer behavior is a conglomeration of several related activities which include varied and exclusive consumer thoughts, purchase plans, decision making and purchase behavior. This often leads marketers to search for answers to how consumers collect the required information and apply the same in selecting products of their choice either from competitors or from them. Such answers about consumers' buying pattern and attitude are used to predict their ultimate buying behavior in the market. Customer involvement can be used to divide the consumer's level into low, moderate or high involvement groups which in turn can be selected based on strategic promotional activities. This paper has attempted to extract the different factors which affect in the customer's involvement in grocery shopping. Data were collected from 350 respondents using convenient sampling in Kolkata from different store formats likely (organized and unorganized) and 317 data were usable after final data cleaning process, and as a result 8 different factors were found which affect the customer's involvement in grocery shopping.

Keywords

Customer, Consumer, Involvement, Grocery, Shopping

Introduction

Successful marketing activities include identifying and apprehending how and why different consumers behave differently in their buying decision regarding products and services across categories. As such, marketers are always in the drive for analyzing individual consumers' needs, wants and demands, which in turn enables them to design and provide products that will be adaptable and compatible with the consumers' buying needs. In other words, it will lead to consumer satisfaction (***Safarzadeh et al., 2011***) and motivation for repurchase. This motivation is often associated with the concept of consumer involvement (***Bhattacharya & Saha, 2013***), which is defined as a difference variable based on an individual , which influences his decision making and ultimately buying behavior resulting from varying degree of communication and promotional activities from different organizations (***Michaelidou, Nina and Dibb, Sally, 2008***).

Involvement in marketing terms is related to several underlying concepts which include commitment and loyalty towards specific brands, perceived risk, search for relevant information, brand switching, opinion leadership, advertising, diffusion of innovation, similarity between brands, advertising and segmentation (***Zaichowsky, 1994***; ***Chaudhuri, 2000***; ***Worrington and Shim, 2000***; ***Coulter, et al., 2003***; ***Quester, Karunaratna and Lim, 2003***). A contemporary view of involvement often argues that the importance and acceptability of products vary from person to person depending upon personal relevance, forming an attachment towards the product. This attachment can be quite different from an individual's family or friends on the basis of its nature and intensity. In order to identify and understand completely how consumers make their buying decisions, consumer researchers try to understand the degree of involvement exhibited by consumers about possessing products of their choice.

A consumer is not only involved with the physical offering in the market, but also with its consumption, process of purchasing and all related communication that he receives in the form of stimulus, which in turn, have been found to be influential in particular buying behaviors in areas like grocery buying, service buying and behavior towards shopping malls in general. Consumer researchers have also opined that a positive

relationship exists between a consumer's involvement and shopping environment, i.e. the store format that they select for purchasing goods, which leads to a sense of excitement, their intention to repatronise the store and propensity towards staying in the store for long (***Schiffman, et al., 2008*****).**

The retail industry in India is rapidly transforming itself being the most dynamic in today's world. With changes in consumers' needs, entry of new competitors and introduction of new technological methods, retailing is also changing swiftly with the fast changing environment. Retailers therefore need to continuously keep abreast of all the changes, not only to attract new customers and retain them, but also to survive and sustain in the market.

The retail industry in India can be broadly classified into two:

a) **Unorganized or Traditional** – consisting of conventional kirana stores, general stores, round the corner shops, family run stores, hand cart sellers and pavement dwellers.
b) **Organized or Modern** – consisting of traders registered to pay taxes to the government, licensed for trading goods and having a structured system of doing business. This includes supermarkets, corporate owned hypermarkets, retail chains and privately owned retail businesses.

Most of the retail business in India is still unorganized where buyers wait outside the store and ask for what they want. They cannot pick up products of their choice from the shelf, as access to the shelf is restricted (***Indian Express – Indian Retail System***).

With such a massive change in the lifestyle and consumption pattern, consumers are no more interested in waiting to get a chance to grab their product in the store. Instead, they would love to look for more varieties, more offers and more services in shopping for goods of their choice. Thus this paper makes an attempt to find out the factors that determine how involved an individual is while purchasing grocery from a particular retail store format.

Literature Review

According to a retail report published in January 2016, Retail market in India is expected to rise by 50% from $600 in 2015 to almost $1 trillion by 2020 determined by urbanization, growth in income levels and changes in consumers' attitude. The US-based global management consultancy company A T Kearney from 30 of the world's most lucrative markets rated India as the fourth most desirable retail investment country. The report further claims that over the last one decade, the Indian retail industry has undergone major transformation, with a noticeable shift towards organized retailing.

Customer Involvement:

The concept of 'involvement' as used in consumer behavior, has originated from social psychology, referring to a causal or motivating factor that drives consumer attitude and influence consumer decision making. This concept got adopted into marketing literature through **Krugman (1967)**, who used it to measure consumers' association with marketing communication. In psychology, the term involvement relates to two cognitive conditions – personal attachment and importance. In case of marketing on the other hand, considers customers as individuals differing in choice of products, brands, commercials, purchase decision, etc. Thus, in spite of the fact that involvement is a theoretical or estimated concept, it can be measured with the help of certain antecedents that help in determining consumer behavior.

As such, involvement has been measured in a variety of contexts like involvement with a product (***Kapferer and Laurent, 1985, 1993; Rahtz and Moore, 1989; Zaichkwosky, 1985, 1994; Michaelidou and Dibb, 2006***), a purchase decision (***Slama and Taschian, 1985; Mittal 1989; Smith and Bristor, 1994***), a task or activity (***Mittal and Lee, 1989; Speed and Thompson, 2000***), a service (***Keaveney and Parthasarathy, 2001***) and advertising or message processing (***Vaughn, 1986; Zaichkowsky, 1994***). Different researchers have used different approaches in measuring involvement which were either one-dimensional or multidimensional, (***Park and Moon, 2003; Quester and Lim, 2003***) highlighting disagreement in operationalizing the construct in marketing.

Bhattacharya and Saha (2013) have pointed out that involvement is a variable that is motivational in nature having a number of influences on consumers' purchase and their relationships. ***Abdolv and Nikfar (2011)*** are of the opinion that involvement is an intrinsic variable which is associated with importance and personal attachment of an individual's procurement goals. In the words of ***Lin and Chen (2006)*** involvement is

a generalized interest or desire about a product or service, without giving consideration to any specific situation. According to ***Gyulavari et al., (2011)*** consumer involvement is that which can motivate an individual based on his personal goals, influenced by cognitive stimulus indicating aspects of cost and benefit, performance of products or services measured financially and effective stimulus related to an individual's self esteem and image (***Warnick and Bojanic, 2010***).

Schiffman et al., 2008 have identified a specific outline for highlighting the major factors that lead to consumers becoming involved with a particular brand through several previous experiences and moderating factors which lead to an impending set of responses that can further encourage or discourage involvement. The three antecedents highlighted are: the individual buyer, the circumstances in which he is buying and the product or stimulus. A study for determination of factors that influenced consumer behaviour in grocery stores was carried out by ***Suresh A. & Ramanathan V.* (*2019*)**, which concluded that wide product variety, sales promotion schemes, parking facility, availability of fresh products and home delivery influences purchase decisions85. This, Consumer involvement is a multi-dimensional category having significant impact on generating both positive as well as negative opinions about products and their availability.

Since involvement is a sum total of so many aspects, this paper will identify the factors that lead to involvement in purchasing grocery from either organized or unorganized retail stores in Kolkata, a metropolitan city where the cost of living is still moderate and comparatively low compared to other metropolitan cities in India.

Objectives

Grocery shopping is and will be an ongoing process which is an essential activity that consumers engage in for as long as they live. Although it has been an interesting area of research, hardly any attention or importance has been given to the association between the buyer and his act of buying groceries. In other words, a consumer's involvement in grocery shopping behavior has not been attended to completely, mainly because of the fact that grocery item purchase has been so long considered as a low involvement purchase where the risk involved in switching brands is low, financial risk is almost negligible and has little relevance to self image.

In terms of marketing, consumer involvement is generally evoked by a stimulus (product, brand or advertisement) or particular situation (purchase decision) and has been a significant influence on shopping behavior in the areas of services, grocery shopping and shopping centre behavior. One of the most important areas that have a particular relevance to marketing is the retail environment in which shopping occurs. A few researches have been carried out in western countries on the relationship between shopping centre environment and involvement in shopping in general and whether there is any impact on emotional responses of the buyers concerned.

This paper will therefore make an attempt to identify those factors which lead to customers' involvement in grocery purchase from the various prevailing store formats (organized and unorganized) in Kolkata. Once the factors are identified, it will help the new age marketing organizations to develop sustainable growth strategies.

Sampling

350 participants, 317 of whom were deemed suited for the analysis, presented a standardized questionnaire. Geographical attention was given to the state of West Bengal for sampling. For the present analysis, convenience sampling was used. The sample (respondents) was chosen using an unlikely approach to achieve a rough approximation of the outcome, without the expense or timeframe to pick a random sample ***("Survey Sampling Methods").***

Data Analysis Methodology

The collected data was analyzed such that missing values, sample properties and whether the possibilities of normality were met were known. This was accompanied by a detailed study for the demographic profile of the respondents. Analysis of the element was used to lower the amount of parameters not quantified by the respondents in this sample. In the case of this study of exploratory factor with Varimax rotation, variables were derived from each building's scales. All the things were ensured to the acceptable standard. So all things below 0.50 have not been preserved in this review and only items having factor charges over

or similar to 0.50 have been kept. The material and construct validity verified the validity of the instrument, and the Kaiser-Meyers (KMO) sample adequacy index and the sphericity test of Bartlett were in turn calculated. For this proposed analysis, all the KMO variables above 0.60 were considered true (***Ghosh, 2016***).

Empirics

Detailed explanation about the demographic values had been described with the help of cross-tabulation tables i.e. Gender – Occupation, Marital Status – Age in Table – 1 and Table – 2 respectively.

According to Table – 1, the total of 45.1 percent male and 54.9 percent female were considered for the study. Among 45.1 percent male particularly 19.9 percent and 20.2 percent of male are doing business and service respectively and 2.5 percent of male are falling in the category of retired and student individually. In the female category 21.1 percent are in service followed by 19.6 percent in business and the remaining percentages are divided among home maker (8.5 percent), student (3.8 percent) and retired (6.0 percent). As a comprehensive inference it can be stated that females are more prone towards grocery shopping and mainly the individuals are in service followed by business, occupation-wise.

Table – 1
Gender * Occupation Cross-tabulation

	Occupation					Total
	Home Maker	Business	Service	Student	Retired	
Count	0	63	64	8	8	143
Male % of Total	0.0%	19.9%	20.2%	2.5%	2.5%	45.1%
Gender Count	27	62	67	12	6	174
Female % of Total	8.5%	19.6%	21.1%	3.8%	1.9%	54.9%
Count	27	125	131	20	14	317
Total % of Total	8.5%	39.4%	41.3%	6.3%	4.4%	100.0%

According to Table – 2, 72.9 percent of the respondents are married followed by 17.0 percent who are single and remaining 10.1 percent are falling under the category of others. In the category of married the highest portions of respondents are in the age group of 32 – 42 comprising of 35.3 percent followed by 25.2 percent in the age group of 43 – 53 and the remaining percentages are divided over 21 – 31 age group (5.4 percent) followed by 54 – 64 age group (3.8 percent) and the remaining 3.2 percent are categorized in Above 65 age group. In the category of single 7.3 percent and 5.4 percent are in the age group of 32 – 42 and 21 – 31 respectively followed by 2.2 percent in the age group of 43 – 53, 1.6 percent in 54 – 64 and merely 0.6 percent in the age group of Above 65. In Other category 3.8 percent are in the age group of 43 – 53 followed by 3.2 percent in 54 – 64 age group and the remaining 3.1 percent are in the age group of 21 – 31 and Above 65 together. It can be stated that that individuals in the age group of 32 – 42 and followed by 43 – 53 with the marital status as married are more into grocery shopping to fulfill their daily needs.

Table – 2
Age * Marital Status Cross-tabulation

			Marital Status			Total
			Married	Single	Others	
Age	21 – 31	Count	17	17	0	34
		% of Total	5.4%	5.4%	0.0%	10.7%
	32 – 42	Count	112	23	7	142
		% of Total	35.3%	7.3%	2.2%	44.8%
	43 – 53	Count	80	7	12	99
		% of Total	25.2%	2.2%	3.8%	31.2%
	54 – 64	Count	12	5	10	27
		% of Total	3.8%	1.6%	3.2%	8.5%
	Above 65	Count	10	2	3	15
		% of Total	3.2%	0.6%	0.9%	4.7%
Total		Count	231	54	32	317
		% of Total	72.9%	17.0%	10.1%	100.0%

Factor Analysis

Factor Review may assess the validity of a questionnaire (***Bornstedt, 1997; Ratray & Jones, 2007***). In order to define the key factors that will help formulate the psychographic factors to choose a shop format for your preference at food stores in West Bengal, the data collected were evaluated using SPSS 21.0. The key goal of the PCA has been to reduce the dimensionality by removing the smallest amount of components which will take into account maximal variance in original multivariate data as well as to summarize the data with little detail loss (***Ghosh, 2016***). The factor with a value of more than 1 is significant (***Ghosh, 2016***) and could be considered for further analysis. To get a graphic view of the "scree plot" is a more relianceing and simpler process (***Costello & Osborne, 2005***).

Reliability Statistics

According to the rule of thumb when alpha is 0.8 $>\alpha \geq 0.7$ for the Likert scale questions it is acceptable ***("Cronbach's Alpha: Simple Definition, Use and Interpretation")***. As per Table 3, Cronbach's alpha statistics were found to be 0.747, which for the 32 variables is ideal for high reliability. It is also clear that the internal coherence of the dataset is operational and can be taken into consideration for the next review step.

Table – 3 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.748	.747	32

KMO and Bartlett's Test

The Kaiser-Meyer-Olkin sampling suitability (KMO) measurements will indicate in advance whether the sample size is appropriate to extract factors accurate (Field, 2009). Typically, the sample is appropriate 0< KMO < 1 and KMO> 0.6. A test for zero-hypothesis, the Bartlett's Sphericity Test, is to assess whether or not the association matrix has a matrix. Taking into account 95% significance amount, $\alpha = 0.05$ (***Ghosh, 2016***).
According to Table – 4the KMO = 0.809, this needs the sample to be sufficient. The p- value (sig.) from < 0.05 is therefore possible from the data set to do the Factor Analysis. The Chi-Square is approx 12845.112, and the freedom level is 316 degrees (df), which is significant at 95%.

Table – 4
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.809
Approx. Chi-Square	12845.112
Bartlett's Test of Sphericity df	316
Sig.	.000

Communalities

The Group table indicates how much the variation in the variables has been taken into consideration by the derived factors, that is, for a further study the Community value should be greater than 0.5 or those variables that have a value less than 0.5 should be omitted from further process factor analysis (Ghosh, 2016). The populations of all variables as defined in the study were greater than 0.715, which indicated that more than 71% of the variables were clarified by causes.

Total Variance Explained

The total number of initial components is the total number of factors used by factor analysis. In this analysis, only the factors with an Eigen-Value of more than 1 were considered to be important because Eigen-Value above 1 specifies that the principal components have a greater variance than the original variables represented in standard data (Ghosh, 2016). Table 5 reveals that the 1st factor that was capable of condensing six variables explained 16.052% of variance, the 2nd factor that could summarize five variables explained 13.394%, the 3rd factor only encapsulated 4 variables and explained 12.121% of variances, and the 4th factor condensed 4 variables, respectively. All in all these 8 variables clarified the variance of the entire dataset by 88.312 percent.

Table – 5
Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.257	16.428	16.428	5.257	16.428	16.428	5.137	16.052	16.052
2	4.411	13.786	30.214	4.411	13.786	30.214	4.286	13.394	29.446
3	4.004	12.513	42.726	4.004	12.513	42.726	3.879	12.121	41.568
4	3.518	10.994	53.721	3.51	10.994	53.721	3.521	11.004	52.571
5	3.362	10.507	64.228	3.362	10.507	64.228	3.483	10.885	63.456
6	2.946	9.208	73.436	2.946	9.208	73.436	2.813	8.79	72.246
7	2.528	7.901	81.336	2.528	7.901	81.336	2.646	8.27	80.516
8	2.232	6.975	88.312	2.232	6.975	88.312	2.495	7.796	88.312

Extraction Method: Principal Component Analysis.

Scree Plot

As it can be visualized from the Figure – 1, a total of 8 factors were having Eigen-Value of more than 1 (MARKED IN GREEN) to be specific the maximum Eigen-Value is 5.2568 and the minimum Eigen-Value is 2.2320 and the other factors are having Eigen-Value within this range. Rest of the Factors (MARKED IN RED) had a value of less than 0.475 and thus got rejected to be considered as Factors. The cutoff point which is set to 1 is representing by a horizontal line the factors above this line are to be consider in the further study whereas the factors below this line are rejected. Generally an elbow like structure is formed and the cutoff line is drawn above the elbow.

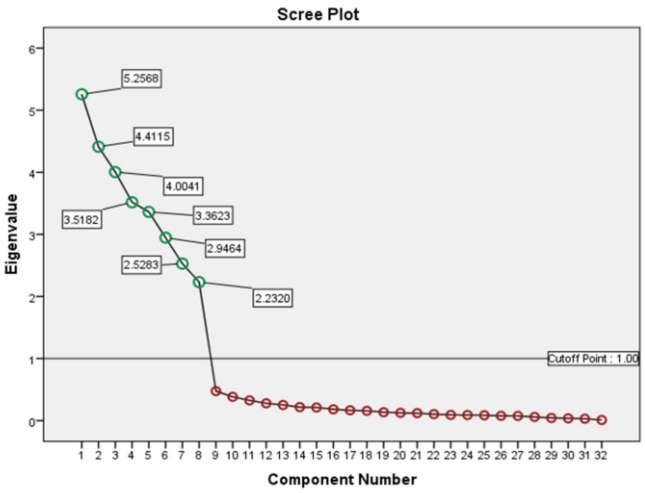

Figure – 1, Illustration of Eigen Value

Rotated Component Matrix

As per Table – 6, the 1st Factor was created with the 6 variables which are V12, V29, V4, V5, V26 and V15. The maximum factor loading is in the

V12 (0.930) and the minimum factor loading is in V15 (0.865), the remaining 4 factors loading are in the range of 0.930 – 0.865.

The 2nd factor was formed with 5 variables which are V8, V11, V9, V23 and V19. The maximum factor loading is in the V8 (0.914) and the minimum factor loading is in V19 (0.820), the remaining 3 factors loading are in the range of 0.914 – 0.820.

The 3rd factor was formed with 4 variables which are V1, V7, V17 and V20. The maximum factor loading is in the V1 (0.904) and the minimum factor loading is in V20 (0.867), the remaining 3 factors loading are in the range of 0.904 – 0.867.

The 4th factor was formed with 4 variables which are V22, V28, V31 and V21. The maximum factor loading is in the V22 (0.863) and the minimum factor loading is in V21 (0.791), the remaining 3 factors loading are in the range of 0.863 – 0.791.

The 5th factor was formed with 4 variables which are V27, V25, V14 and V10. The maximum factor loading is in the V27 (0.836) and the minimum factor loading is in V10 (0.785), the remaining 3 factors loading are in the range of 0.836 – 0.785.

The 6th factor was formed with 3 variables which are V30, V13, and V6. The maximum factor loading is in the V30 (0.760) and the minimum factor loading is in V6 (0.744), the remaining variable V13 is having a factor loading point of 0.751.

The 7th factor was formed with 3 variables which are V32, V24, and V18. The maximum factor loading is in the V32 (0.813) and the minimum factor loading is in V18 (0.775), the remaining variable V24 is having a factor loading point of 0.807.

The 8th factor was formed with 3 variables which are V2, V3, and V16. The maximum factor loading is in the V2 (0.754) and the minimum factor loading is in V16 (0.673), the remaining variable V3 is having a factor loading point of 0.744

Table – 6 Component Matrix[a]

	Component							
	1	2	3	4	5	6	7	8
V 12	.930							
V29	.914							
V4	.907							
V5	.893							
V26	.869							
V15	.865							
V8		.914						
V11		.875						
V9		.849						
V23		.844						
V19		.820						
V1			.904					
V7			.898					
V17			.897					
V20			.876					
V22				.863				
V28				.854				
V31				.843				
V21				.791				
V27					.836			
V25					.813			
V14					.811			
V10					.785			
V30						.760		
V13						.751		
V6						.744		

V32							.813	
V24							.807	
V18							.775	
V2								.754
V3								.744
V16								.673

Extraction Method: Principal Component Analysis. a. 8 components extracted.

Nomenclature of the Factors

The 8 variables finally omitted are filled with a minimum factor of more than 0.673 and are essentially known as psychographic factors in order to choose the format of the store in the foodstuffs industry in western Bengal. The table - 7 below indicates the nomenclature variables:

Table – 7 Factor Nomenclature

Variables	Name of the Factors (Latent Variable)
I select and evaluate brand of grocery products carefully before purchasing.	**INFORMATION SEARCH**
I take all decisions regarding purchasing grocery products for household consumption, after collecting proper information	
I select the store for purchasing grocery very carefully	
I am extremely conscious about my family's health while purchasing grocery	
I often do shopping to get ideas though I have no intention of buying	
I only go to that shop which advertises regularly.	
I enjoy looking for discounts when I shop in grocery retail outlets.	**ATTITUDE**
I always have a list of products to buy when I go for grocery shopping.	
I always plan my shopping trips.	
I am willing to pay higher prices in order to get best quality grocery product	
I prefer to buy grocery products of national brands	
I purchase necessary goods from the store nearest to my residence	**CONVENIENCE**
Timing of stores from where I buy grocery products is convenient for me.	
It is worth travelling a long way, if required to avail maximum amount of choices	
I shop where it saves my time	
I purchase grocery from stores that provide value added services like free home delivery, easy exchange offers, order on call etc.	**NEED**
I prefer to purchase grocery from a store having convenient location with respect to accessibility and parking space	
I like to purchase new brands of grocery products every time	
Services provided by salesmen are extremely important for influencing my purchase decision.	
I love to shop for grocery products where there is good music, soothing colours on the wall and products are well displayed.	**STORE ATMOSPHERE**
I generally prefer to purchase from stores where employees are helpful and courteous	
I prefer to purchase grocery items from stores where it is easy to find items of choice	
I like to shop from stores where merchandise is displayed in a well-organized manner	

I like to spend a lot of time and effort in making purchase decision for exotic grocery products (brown rice, baked beans, sweet corn, chocolate sauce, salad dressings, frozen ready to eat items, etc.,	**INTEREST**
To me shopping for grocery is a way to relieve stress	
I am always concerned about the brands of grocery that I purchase	
I like to purchase from stores that provide branded and costly grocery items	**PRICE**
I go for shopping to find value for money	
I prefer going to discount stores since the price is less than other shops	
I like to shop for grocery products at outlets where there is availability of large variety of products	**ASSORTMENT**
I like to shop for grocery items at those outlets where I get what I want or need, under one roof.	
I would go to a shop that specializes in few products but with wider varieties.	

Discussions and Implications

The shopping method is commonly defined as the phase of finding and acquiring a shop. The entire acquisition requires 'see-touch-sense-select' tasks to complete the buy. Market engagement in the purchase phase depends on the form of commodity, brand and numerous elements in the retail mix (Connolly and Firth 1999). The quest for details differs according to the shopping format (***Sinha and Uniyal, 2005***), the degree of participation in buying (***Berman and Evans, 2003***). (Bab***in, Darden and Griffin, 1994; Sinha, 2003***). The population dynamics and lifestyle of the purchaser influence the hunt (***Woodruffee, Eccles and Elliot 2002***).

As the objective of this paper is to identify the various factors that have an impact on an individual shopper's grocery buying behavior, an analysis of the data identifies the following factors that have an impact on grocery buying:

1. **Information search –** Firstly, the search for information reveals that more consumers are participating, more information is being looked at by the buyer and, vice-versa, that it is more easy to shop than merely to obtain food.
2. **Attitude –** The second element underlines the reality that consumers shop from such shops in a favorable way. Implication was seen as a property of a healthy and long-lasting mentality (Sherif and Sherif, 1967). The context of the shopping has been identified earlier that a person's perceptions and actions towards a specific store play a vital role (***Belk, 1975***).
3. **Convenience –** Ease of shopping is the third element. According to ***Mittal*** (***1989***), customers should prefer a particular shopping and position format because it allows to trade between readily accessible and convenient shopping between various products.
4. **Need –** Researchers' presence was seen as a representation of a riot that would concentrate on an entity or a circumstance (***Park and Mittal, 1985***). However, ***Zaichkowsky*** (***1985***) uses the words, desires, needs and values to decide how customers who have a special product requirement appear to engage in the same way.
5. **Store Atmosphere –** This fact underlines the environmental value of a certain retail store and stresses that retailers ought to render their shops appealing. Shop environments are seen as wonderful environments that provide a variety of entertainment: for today's customers, music, photographs and theatre. ***Donovan, Rossiter, Marcoolyn and Nesdale*** (***1994***) observed that friendly environments enabled buyers to sell and make unplanned transactions for longer periods. Shoppers can make shop selection and patronage decisions in the general sense of atmospheric qualities such as colour, illumination, interior design, or music and are expected to have a major effect on store imaging.
6. **Interest –** This aspect emphasizes the value of associating buying operations and desires with consumers. Actually participation in a particular stimulus or circumstance is described as an internal state variable that shows the extent of excitement, interest and drive evoked" (***Mitchell, 1979, 1981***). Rothschild (1984) created a generic design, which incorporates participation in or decides

by other variables: 'Engagement is a motivating, relaxing or fascinating condition. That is a condition in which it resides. It is guided by existing external variables (the condition, the goods, and communications) (enduring; ego; central values). It has scan, processing and decision-making implications.

7. **Price –** This aspect has been shown to have a major influence on the decision to purchase. The price usage of the customer in the commodity appraisal is connected to the degree of inclusion of the product class (***Rothschild 1979; Engel and Blackwell 1982***). The data suggests that customers who participate strongly in a commodity class emphasize the price ranking less than consumers who participate low in the product group. That is partially because prices are readily accessible and can take less consideration on the part of the customer to judge alternatives (***Zaichkowsky, 1988***). And, while price may seem to be an essential attribute, other similarly important qualities of high participation may outweigh the importance of price.
8. **Assortment –** this factor consists of a set of items that satisfy a similar desire. A number of issues related to availability of variety of products have been identified whose assessment could influence overall assortment evaluation, which include evaluation of important features, size, usage pattern and of course variety with respect to a predetermined standard (***Kahnman & Miller, 1986***). The product selection often influences the reputation and patronage of the shop (***Anselmsson, 2006***). The consumers' view of product quality and selection is positively connected to the customer service of a shop and their interest in purchasing (***Koelemeijer and Oppewal, 1999***).

Conclusion

Effective marketing starts with fear since customers are the tipping point in all marketing practices. Participation is an interpersonal variation that influences the decision-making and contact actions of customers. A customer may not only engage in a product, but also in use of the product, product buying decisions and product ads. It can be emphasized thus that a variety of variables have a direct effect on the purchasing behaviour of a customer in the numerous retail formats prevalent in Kolkata.

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