

# Understanding Potential Customers for Street Store Image Improvement

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## I. Introduction

Nowadays apparel companies try to survive in competitive market. They are looking for right channels of distribution. Street store has more benefits than department store because of possibilities to increase brand's margin. Yet, there are difficulties to find right place and get information about consumers to approach. Retail stores have images of their own that serve to influence the perceived quality of products as well as decisions of consumers as to where to shop<sup>1)</sup>. Favorable store image will be important in the perceived value and the willingness to buy. Many researchers defined the term of store image and its attributes<sup>2-4)</sup>. The purpose of research was to observe street store image attributes in three different distribution areas, to examine what kind of image motivates a customer to visit a store and purchase goods. SJ retail street store will use this image information for making decision to improve her store image.

## II. Methodology

For this research, questionnaire was used. The survey was conducted in three stores located in Bucheon, Mockdong, and youngdeungpo. Selected subjects were 500 women who are living near by those area or potential customer ranging from 20 to 50 years old, using convenient sampling method. Factor analysis, Pearson correlation and ANOVA was conducted using SPSS program.

## III Results and Discussion

### 1 The Attributes of Store Image

The results showed that following attributes such as stitch/finishes, the availability of alteration or refund, sales person's attitude attributes are not significantly different in distribution areas. However, following attributes such as the availability of purchasing on-line, parking facilities, music or smell of a store, the availability of custom-made service as well as promotion

for new arrival goods had a significant difference.

To reduce the number of variables on store image attributes, factor analysis was conducted. The results of this are shown in Table 1. five factors were largely found, which are service quality/convenience, product quality/price, promotion, display/atmosphere, and design diversity. 14.71% of store image attribute's variance was explained by factor 1 called service quality/convenience. Cumulative variance is 58.11%.

## 2 Motivation to Visit Stores

Table 1 Result of Factor Analysis on Store Image Attributes (n=475)

Factor	Items	Factor loading	Eigen value	Variance (Cumulative Variance)	Cronbach $\alpha$
Factor1 Service/ convenience	Giving information regularly on new arrival fashion.	0.72	5.03	14.71 (14.71)	0.69
	Available custom-made service	0.67			
	A plenty of parking lot.	0.67			
	Available clothing through on-line.	0.60			
Factor2 Quality/ price	High-quality of stitching and finishes.	0.77	1.45	12.76 (27.47)	0.67
	Providing right price and right quality.	0.72			
	A wide range of size system.	0.55			
	Inexpensive with good quality.	0.52			
Factor3 Promotion	Frequently provided gift.	0.72	1.21	10.61 (38.09)	0.65
	Providing mileage service and point-accumulated system.	0.63			
	Good promotion by mailing catalog.	0.62			
Factor4 Display/ atmosphere	Well displayed products.	0.83	1.11	10.46 (48.55)	0.67
	Cleaned store.	0.77			
	Satisfied music and smell.	0.45			
Factor5 Diversity of design	A wide range of apparel line.	0.63	1.08	9.56 (58.11)	0.54
	Lots of products with unique and the latest style of design.	0.62			
	Available one-stop shopping.	0.54			

We realized that there was slight correlations between several store image factors and motivation to visit store.

Looking at sources of motivation, attractive display was the high score. Second highest one was past purchasing behavior. The results of ANOVA indicated that Advertising and sales staff's good appearance motivated depending on the location of store.

### 3. Motivation to Purchase Clothing according to Distribution Area

Table 2 indicated that there was a significant difference in motivation sources such as design, materials, brand name, and price according to the location of stores. Design motivated the most highly to purchase clothing. The next rank is materials.

Table 2 Motivation to Purchase Clothing according to Distribution Area (n = 475)

Motivation \ Distribution Area	Mean			Total Mean	F	ANOVA : P value
	BC	MD	YD			
Design	4.34	4.23	4.08	4.22	5.249**	0.006
	B	AB	A			
Materials	4.19	4.03	3.92	4.05	5.120**	0.006
	B	AB	A			
Brand name	3.70	3.51	3.58	3.60	1.539	0.216
Price	4.27	4.04	4.02	4.12	4.573*	0.011
	B	A	A			
Sales person's persuasion	3.33	2.99	2.90	3.08	7.089**	0.001
	B	A	A			

\*\* $P < 0.01$ , \* $P < 0.05$ . A,B letter indicate Duncan Grouping ( $P < 0.05$ ).

Note. BC = Bucheon, MD = Mokdong, YD = Yundeungpo.

### References

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