An Assessment of the Relationship between Store Attributes, Shopping Enjoyment and Place Attachment

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Author’s contribution

The sole author designed, analyzed, interpreted and prepared the manuscript.

ABSTRACT

Aims: Aim of this examination is firstly investigate the build of store attributes in a grocery store setting in Batticaloa, Mannunai North and afterward to look at retail attributes credits and its relationship to consumer place attachment with respect to the shopping enjoyment.

Study Design: This study applied quantitative method which related to positivism philosophy and applying the deductive approach.

Place and Duration of Study: This current study focus on the grocery shoppers, this study had been undertaken with in five stores of Mannunai North D.S division, Batticaloa district., chosen according to their high traffic and wide variety of product categories sold.

Methodology: primary data were collected from 239 respondents (118 males, 121 females.; 151 married, 88 unmarried). whereby collected data will be analyzed statistically with statistical analysis software.

Results: As per that totally 300 questionnaires were issued, and 239 questionnaires were recollected. Cronbach’s overall variable alpha coefficient values are above 0.70, so it is shown that all items are considered reliable. Pearson correlation analysis indicated that, there was a significant strong positive relationship between overall store attributes and shopping enjoyment in selected retail outlets (r=0.619; P<.00) as well as a moderate positive correlation (r=0.363; P=.00) between
shopping enjoyment and place attachment. 49.3% of the variation in shopping enjoyment is explained by product, price, service, location, facility, design and atmosphere simultaneously 13.2% of the variation in place attachment is explained by shopping enjoyment.

Keywords: Store attributes; shopping enjoyment and place attachment.

1. INTRODUCTION

In a competitive and advancing commercial center, understanding customers' recognitions of convenience store image and its relationship to keeping customers shopping within the stores may be vital to future victory. Marketing perceives that securing new clients costs more than keeping up the present clients [1]. Keeping the customers can build in three comparative levels: past experience, the experience of others, and the present situation.

The retail business is exceptionally serious. Retailers should quick in understanding buyers' practices and react to their requests, to get fruitful. Over the final few decades, the retail industry is encountering energetic changes all over the world through the development of grocery stores as the overwhelming retail shape [2,3]. This is because of the way that buyers' behavior and preference has changed and moved towards comfort [4]. High quality items, arrangement for client care, comfortable shopping environment [5], more prominent emphasis for cash [3], flexible payment method, modern channels of distribution [6].

“Exchange” occurring in retailing consolidates products, process, people and components of the place. The particular arrangement of components adds esteem creation for the shopper and potential loyalty [7]. These attributes stimulate the beginning stage of the customers' behavioral process [8,9]. During the shopping trips customers formulate their experience. The first viewpoint thinks about place as an area inside a progressive system of different focuses in space. For example, a region exists inside an area or an office subsists inside a store. The subsequent point of view sees place as an unmistakable item [10]. The post pioneer viewpoint develops place as a meta-idea, that is, a specific or lived space related with stories [11]. Along with these lines, place incorporates the physical environment [12] and socially built thoughts [13].

When shopping, fulfillment is influenced by the physical environment of the store, the different strategies that the client must take after, the minutes of contact with staff and what the retailer has got to offer, such as item assortment, quality and cost. The retailers add up to offer within the customer’s psyche is called the store picture and the combination of all the determinant attributes characterizes the degree of client fulfillment [14].

Place attachment look constrained in terms of location, related civilities, for example, town focus showcasing [15], enthusiastic connection [16], brand understanding [14], and environmental psychology [17]. This study builds upon existing place-related research by exploring how grocery shoppers feel about retail place attachment.

So as to comprehend buying conduct, numerous analysts concentrated how purchasers are influenced by the store climate and store atmosphere [18,19]. Customer buying conduct is the contact that buyer shows while looking for, buying, utilizing, assessing, and discarding items and administrations that they expect to fulfill their requirements. [20].

Store Atmosphere, Store climates, store image are planned condition that make or boosts the purchasers' learning towards purchasing an item [20]. Retail picture infer how a retailer is seen by clients and others; and positioning a firm's methodology in a way that ventures picture itself to its retail category and its rivals, and evokes buyer reaction to the image [21]. To be effective the retailer must communicate an unmistakable, clear and steady picture. Once its picture is set up in consumer's minds, a retailer will be placed in a specialty relative to it's competitors. It is maybe troublesome to break out the specialty in case it is immovably embedded in people's intellect. Its additionally challenging to communicate an inclusive reliable picture to the buyers around the world [22]. When Martineau [23] first presents it as "a store defined within the shopper's intellect mostly by its utilitarian qualities and mostly by an atmosphere of mental attributes". Continuous concentration on this area has contributed to knowledge development on identifying the store attributes. so, the researcher examined the interrelationship among store attributes, shopping enjoyment and place attachment.
1.1 Research Problem/ Gap

The way a store looks goes far more than its installation, lighting, carpeting and stylistic layout treatment. It is the result of how the men and women interpreting the message behind the merchandise or the brand into a format that will keep the customers. Ryann [24] states that the connection between the physical characteristics of place and peoples’ attachment had been neglected in previous studies. With millions of rupees spent each year on store design, what power or advantage does the store get from this investment?

Rare investigated found to date on place attachment within the field of marketing and more particularly within the region of retail industry, especially in Sri Lanka’s retailing industry and the retailing in Batticaloa district where there are potential contrasts with the previously mentioned areas and nations as far as culture and purchaser conduct, were the reasons in essence for this investigation. One of the key choices confronted by customers is where to shop in terms of shopping location and store choice [25]. While significant investigation has centered on support of retail stores, less is thought about customer expectations towards support of a particular store and attributes that may impact repatronage. Earlier research has shown that store image has a noteworthy job to play in consumers’ patronage decisions [26].

1.2 Research Objectives

Store attributes has yet to be investigated from the customer context. It will bridge the gap between the store attributes and place attachment in store retailing. Therefore, the following objectives were identified:

1. To assess the significant relationship between store attributes and shopping enjoyment in convenience stores.
2. To assess the significant relationship between shopping enjoyment and place attachment in convenience stores.
3. To ascertain the extent of relationship between store attributes and shopping enjoyment exist in convenience stores.
4. To ascertain the extent of relationship between shopping enjoyment and place attachment in convenience stores.

2. LITREATURE REVIEW

2.1 Place

Place is a physical position [27,28] and a space point [28] where social life and transformation of the world take place [27]. In a commercial sense, customers are expected to 'infuse' business environments with meaning [29], thereby customers endorse meanings, outside the service or product offering to markets environments. Retail and service researchers have acknowledged the importance of built environment through studies of atmospherics and service capacities [22,30,31]. The retail environment consists of both the built environment (design and atmospheric factors) and the social environment (employees and customers) that interact to define the physical environment.

2.1.1 Place attachment theory

The outline of the attachment theory is provided as the basis for discussing the following position attachment conceptualization. Drawing on the work of John Bowlby [31], the principle of attachment was first explored in the area of parent-infant relationships. An "emotion-laden target–specific bond" that develops between an individual and a specific object (person or entity) is known as an attachment [31]. These bonds vary from very powerful to very subtle. Bowlby described attachment as a basic human need for safety and survival.

To date, the scope and significance of attachment theory has moved beyond the parent-infant developmental relationship context to include consumer interaction, neighboring, and marketing research.

2.2 Place Attachment

Place attachment describes attaching oneself to a specific place based on emotional engagement [32]. Repeated key terms throughout the literature on place attachment include memory, relationship to place, association, nostalgia, materialism, and bond. [32,33,34]. Place attachment develops primarily from positive sensations associated with a place visit [35]. The studies indicate adolescents growing older in suburban and urban areas develop an attachment to commercial retail spaces such as malls or retail establishments [36]. These definitions emphasize the physical and emotional aspect of the place connection. There is another
2.3 Dimensions of Place Attachment

Both theoretically and empirically, consisting of the relation to the position has been endorsed because it discusses both the physical and social dimensions of place attachment. The literature promoting both physical and social attachments discussed in the following sections.

2.2.1 Attachment to the physical place

Setha Low [32] perceived attachment to the human environment from a culturally-derived perspective, while focused on attachment to the physical world. Her perception of place attachment derived from shared emotional and affective values assigned to different environments. In a further analysis by Kyle, Absher and Graefe [37], position connection was discussed as a moderating variable between attitudes towards fees and purchasing preferences. Kyle, Graefe, Manning and Bacon [38] explored the presence of hikers on the Appalachian Trail as an antecedent of location attachment. Hidalgo and Hernandez [33] analyzed the physical dimensions of the place attachment, regardless of the social relations fostered in the environment. They find that individuals prefer locations even without the social contact that is normally implicit in the idea of location.

2.2.2 Attachment to the social place

Following this line of thinking, individuals are attracted not only to the physical dimensions of an environment, but also to social actors (other people) and with the interpersonal interactions within an environment. Some researchers argued that social connections can be comparable if not greater than physical place attachments [39]. Hidalgo and Hernandez [33] conducted a study about types of attachment (physical and social) and spatial range (house, neighborhood, and city). They found that social bonds were stronger at all three location levels, highlighting the importance of social environment in place attachment. An analysis of neighboring literature revealed the social component’s significance assess individuals’ communities [40].

2.3 Dimensions of Place Attachment

The relation to the position has been endorsed both theoretically and empirically, consisting of different dimensions. Support for the dimensions of affective attachment [41,42,43], place identity [43], place dependence [41,42] and social bonds [42,43,44] has been found in later empirical studies.

2.3.1 Place identity

A sense of place identity is the most known component of place attachment. An inner subjective concept of self as an individual is the idea of identity [45]. Place identity is regarded as a crucial part of the development of the attachment of an individual. Place identity is the relation between self and a specific environment consisting of a series of “memories, impressions, thoughts and related emotions about physical environments and situations” [46]. Not all environments have a clear connection to a person's self-identification process, but people still associate with places that represent their own identities [42]. Proshansky et al. [46] identifies three major dimensions of place identity subsumed from existing self-identity theory; dimensions of cognitive-descriptive, affective-evaluative and setting-object requirement.

2.3.2 Place dependence

Place dependency refers to an emotional bond with a location that decreases the perceived substitutability of other sites [23]. The perceived strength of link between him or herself and specific places is place dependence according to Stokols and Shumaker [35]. Such dependency means a method to determine current outcomes by choosing alternate options with outcomes. Place dependency varies from other types of attachment because it can be seen as negative insofar as it prevents the achievement of beneficial outcomes. For instance, all option may be negative but the option chosen may be the best choice among poor alternatives [41]. In fact, the dependence severity should be based on functional goals rather than affective evaluations. When determining location dependency, two types of evaluations are made (1) the quality of the existing location and (2) the quality of the relative alternatives.

2.3.3 Affective attachment

Jorgenson and Stedman [41] conceptualized affective attachment as a specific setting's emotional bond. Bagozzi, Gopinath and Nyer [9], categorize affect as a category where emotions and mood reside. Others described effect as valence state of feeling, including emotions and
moods [47]. Tuan [13] suggested emotions connect all human experiences, referring to interactions with physical world encounters. Kyle et al. [42] and Kyle et al. [43] eventually found support for an affective aspect while researching position attachment and motivation. Also, with little empirical evidence to support affective attachment, this concept was measured indirectly [42].

2.3.4 Social bonds

Low and Altman [32] emphasized the social aspect of location attachments as "Sites are repositories and contexts within which interpersonal, community and cultural connections exist, and they are linked not only to such social ties, but to places of value, which people add to". Several scholars have studied the importance of social bonds in places. Social interaction with friends and family has been found to be one of the most reliable and important areas of place attachment [48]. Hidalgo and Hernandez [49] found that social bonds are stronger than physical attachments in many spatial contexts by contrasting social and physical attachments with the environment.

2.4 Store Attributes

Over six decades back Martineau [50] Portrayed store attributes as the combination of both useful qualities and mental traits of the store. Kunkel and Berry [51] proposed twelve store highlights. In a more later think about Jhamb and Kiran [52] found that product attributes like improved quality, variety of brands and assortment of merchandise and store attributes like parking facility, trained sales personnel and complete security considered to be vital among the Indian more youthful consumers' inclination towards modern stores.

Consumers see stores on a number of measurements, as a rule called attributes, which collectively make up the picture. Backstrom and Johansson [53] expressed that retailers' use ever more progressed procedures in arrange to form compelling in-store encounters to their shoppers. Marketers have to learn more about the function of each attribute for their shop. [54] to reach the decision. Findings and a combination of attributes relating to store images do not automatically apply to all retail environments [55]. As the design and operationalization of the store attributes construction has been established in various cultural contexts researcher perform this research on Sri Lankan sense.

2.5 Shopping Enjoyment

Economic theory appears to interpret shopping simply as the purchase of utility goods [56], research indicates that many consumers derive intrinsic enjoyment from the shopping process [57]. Shopping was not only described as a journey to buy consumer goods but as an enjoyable and fun experience leading to a feeling of 'joy' [58]. Further, Bell [57] concluded that affects and desires or interests are more stable concepts that capture consumer perceptions of shopping. Given numerous shopping methods, such as internets or catalogs, the vast majority of shoppers enjoy shopping in brick-and-mortar shops. For the purposes of this study a relationship between the store attributes, Shopping enjoyment and place attachment is hypothesized in the current study.

2.6 Relationship between Store Attributes and Shopping Enjoyment

Shopping enjoyment is an effective response related to the shop attributes. The shopping enjoyment is how much shopping is considered to be self-reinforcing in a store [31]. In comparison to shopping on the Internet [59], shopping enjoyment was identified as a major driver to store shopping, so the relevance and meaning of the retail store is evident. For the purpose of this study researcher focuses on specifically seven factors that are specific to the retail stores as whole. The definition of retail stores characteristics related to shopping enjoyment has only been explored in few studies. Therefore, the following hypothesis was formulated:

\[ H_1: \text{There is a significant and positive relationship between store attributes and shopping enjoyment.} \]

2.6.1 Relationship between product and shopping enjoyment

The notion of the product is the core offer when we concentrate on the retail store. Retailer's merchandise proposal was one of the main strengths of the retail store. Research by Hansen and Solgaard [60] of the Danish grocery stores identified that the product assortment was the single most influential variable influencing the
preference of retail model across discount stores, hypermarkets and traditional supermarkets. Previous research suggests that shopping enjoyment has a major effect on customer behavior [61] in actual in-store shopping encounters [62], especially in product trial, due to direct sensory contact with physical products [63]. Based on the empirical evidence and discussion, this study develops the following hypothesis;

\[ H_{1a} \]: There is a significant and positive relationship between product and shopping enjoyment.

### 2.6.2 Relationship between Price and shopping enjoyment

While some authors correctly point out that customers with high levels of shopping enjoyment tendencies appear to be less price-sensitive [58,56] and less cost-conscious [28,40], there are a variety of different reflections. Some researchers [58,64] claim that price savings are the determinant of overlooked shopping enjoyment as the consumer's best bargaining effort. According to Mano and Elliot [65] and Cox [66], paying a reduced price can offer shoppers a sense of achievement. According to Esomar [68], little attention is given to price considerations from the customers' point of view and their reactions to those prices the following is assumed:

\[ H_{1b} \]: There is a significant and positive relationship between Price and shopping enjoyment.

### 2.6.3 Relationship between service and shopping enjoyment

The service provision includes “moments of truth” with personnel. Store employees can also provide their customers with extra unique face-to-face experiences that make the customer feel like he or she is an extraordinary person. Sales associates can temporarily elevate the status of apparel shoppers as they are ‘served’ within the store [69]. Tiwari [4] suggests that certain shoppers appreciate the "Status and Authority" of being pampered by retailer sales people.

Westbrook and Black [69] claim that shoppers love “……. Achieving an elevated social status…. The actions of retail staff to serve and satisfy the shopper…..”. It should be noted, however, that decades since the publication of these reports, there has been a dramatic growth in self-service retail formats (e.g. discounters, off-price shops, category killers) in which consumers seldom interact with a salesperson prior to the checkout line. This special attention will obviously lead to the pleasure of shopping. Thus, the researcher hypothesized:

\[ H_{1c} \]: There is a significant and positive relationship between Store service and shopping enjoyment.

### 2.6.4 Relationship between location and shopping enjoyment

Sit, Merrilees and Birch [25] separate access in the shopping Centre, to macro accessibility, and micro accessibility, within this two. Macro accessibility refers to transport links from home to the shopping Centre, and arguing that paying attention to the location from the home or work place will make shopping experience more enjoyable. This is confirmed by Leo and Philippe [70], who point out that poor directional indicators for travelers to shopping locations result in dissatisfaction and disappointment with the shopping expedition. This leads to the formulation of following hypothesis as;

\[ H_{1d} \]: There is a significant and positive relationship between location and shopping enjoyment.

### 2.6.5 Relationship between facility and shopping enjoyment

Sit, Merrilees and Birch [25] separate accessibility in the shopping Centre, to macro accessibility, and micro accessibility, among this two. ‘Micro accessibility’ which refers to parking facilities and ease of travel between shops, and other facilities inside the store, arguing that paying attention to all aspects of facility would make shopping experience more enjoyable. This is confirmed by Johnson, Kim, Mun, & Lee [71] who point out that the facility of an apparel store will make the shopping experience enjoyable. Consequently, the hypothesis follows;

\[ H_{1e} \]: There is a significant and positive relationship between facility and shopping enjoyment.
2.6.6 Relationship between Design and shopping enjoyment

Store design indications may be described as "more visual factors in nature than ambient factors" for the store environment [72]. Design elements like layout and arrangement of products are functioning, whereas design, lighting and color are aesthetic. These design elements may affect an assessment of individuals and objects within the context, be they functional or aesthetic [72]. Likewise, an existing shop has a positive influence on the consumer’s perception of the product quality offered in the shop, while failure to implement right design (disorganized products and facilities) will irritate and damage customer [73] through the shop appraisal. Store design tends to have a significant role when it comes to retail experience expectations [71]. Based on this reasoning, the following hypothesis is posited;

\[ H_{f1} \]: There is a significant and positive relationship between design and shopping enjoyment.

2.6.7 Relationship between the store atmosphere and shopping enjoyment

The role of the shopping atmosphere in stimulating excitement is stressed by Wakefield and Baker [74] and their focus is placed on the design and atmosphere of stores. Madan and Verma [75] claim that one of the major shopping attractions is getting out of the home, i.e., a shift in the physical environment. Customer satisfaction [76, 77], product quality perception [78] and shopping enjoyment [71] are likely to increase within the shops with a nice atmosphere. Hence, the researcher posits the following;

\[ H_{f2} \]: There is a significant and positive relationship between the store atmosphere and shopping enjoyment.

2.7 Relationship between Shopping Enjoyment and Place Attachment

Place attachment is always in response to complex experiences that a person has at a place, eventually contributing to an emotional bond with that site [79] and can grow as soon as after a single visit [80]. Johnstone and Conroy [81] underlined the value of place for a shopping venue. They noticed that few studies have examined the social background of the retail setting or the individuals create emotional connections with a retail site and how that connection can affect the decision-making of customers. They argued that similar to how individuals interact with goods, individuals may also bind themselves to a particular location, i.e., experience position association linked to a store or location of the store and that these social links may impact their behavior as consumers. Therefore, the following hypothesis can be proposed;

\[ H_{f3} \]: There is a significant and positive relationship between Shopping enjoyment and place attachment.

3. METHODOLOGY

This study is carried out in the eastern part of Sri Lanka. Mannunai North Divisional Secretariat, Batticaloa is identified for the study. Study population for this research identified as customers of retail (grocery stores) in Mannunai North Divisional Secretariat in Batticaloa. Population of this study is not known by the researcher because the exact number of customers who buy from the grocery stores could not be obtained and everyone in the Mannunai North D.S.Division has a kind of experience in purchasing at any form of grocery stores. Malhotra, Hall, Shaw and Oppenheim [75] recommended that the appropriate sample size is larger than 30 and less than 500 because larger sample size can generate more accurate data. Based on this method 300 peoples are selected. This study utilized a convenience sampling technique. According to that Five retail stores were chosen for the primary data collection according to their high traffic, their customers represent a wide spectrum of consumer demographics and to cover heterogeneous residential areas.

Initial discussion held with the selected five retailers to identify the important store attributes influencing on keeping customers shopping in stores. The questionnaire adapted from earlier studies was suitably modified for the current study. Standard close ended questionnaire was used to gather data for this study. In this study shopping enjoyment was measured using the multi-item scale developed by Ghani, Supnick, and Rooney [82]. Store attributes (i.e., product, price, service, location, facility, design, atmosphere, and leisure) were measured by adapting items from several measures. Items regarding product, service, location, facility, design, and atmosphere were adopted from
Hedhli, Chebat, and Sirgy [83]. Items concerning price and leisure were also adopted from Hedhli, Chebat, and Sirgy [83]. Items concerning the design and appearance of a store were adapted from Manolis, Keep, Joyce, & Lambert, [39]. The researcher conducted the pilot study by distributing the questionnaire to 50 respondents in selected grocery stores. Pilot study carried out in order to make sure the clarity and appropriateness of the questions. According to the pilot study researcher excludes the leisure dimension from the final questionnaire.

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics of Study Variable

According to the Table 1 there is a high level of store attributes and shopping enjoyment in selected retail shops in Manmunai North D.S Division. Further, all the variables are at high level exclude the location attribute as they fall between the range of 3.40 – 4.20.

![Fig. 1. Conceptual Framework](source: Kim.Johnsona, Hye-Young Kima, Jung MeeMunb, & Ji Young Leec, 2014)

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Mean</th>
<th>Decision Attribute</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store Attributes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product</td>
<td>3.73</td>
<td>High Level</td>
<td>0.43</td>
</tr>
<tr>
<td>Price</td>
<td>3.66</td>
<td>High Level</td>
<td>0.61</td>
</tr>
<tr>
<td>Service</td>
<td>3.79</td>
<td>High Level</td>
<td>0.66</td>
</tr>
<tr>
<td>Location</td>
<td>3.97</td>
<td>High Level</td>
<td>0.66</td>
</tr>
<tr>
<td>Facility</td>
<td>3.38</td>
<td>Moderate level</td>
<td>1.03</td>
</tr>
<tr>
<td>Design</td>
<td>3.86</td>
<td>High Level</td>
<td>0.76</td>
</tr>
<tr>
<td>Atmosphere</td>
<td>3.69</td>
<td>High Level</td>
<td>0.74</td>
</tr>
<tr>
<td>Atmosphere</td>
<td>3.75</td>
<td>High Level</td>
<td>0.67</td>
</tr>
<tr>
<td>Shopping Enjoyment</td>
<td>3.89</td>
<td>High Level</td>
<td>0.57</td>
</tr>
<tr>
<td>Place Attachment</td>
<td>4.02</td>
<td>High Level</td>
<td>0.38</td>
</tr>
</tbody>
</table>

(Source: Survey Data)
Table 2. Correlation Analysis between Store Attributes and Shopping Enjoyment

<table>
<thead>
<tr>
<th>Variable</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store Attributes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product</td>
<td>0.570**</td>
<td>0.000</td>
</tr>
<tr>
<td>Price</td>
<td>0.550**</td>
<td>0.000</td>
</tr>
<tr>
<td>Service</td>
<td>0.420**</td>
<td>0.000</td>
</tr>
<tr>
<td>Location</td>
<td>0.159**</td>
<td>0.014</td>
</tr>
<tr>
<td>Facility</td>
<td>0.321**</td>
<td>0.000</td>
</tr>
<tr>
<td>Design</td>
<td>0.312**</td>
<td>0.000</td>
</tr>
<tr>
<td>Atmosphere</td>
<td>0.336**</td>
<td>0.000</td>
</tr>
</tbody>
</table>

(Source: Survey Data)

4.2 Correlation Analysis between Store Attributes, Shopping Enjoyment and Place Attachment

According to the Table 2, Results of Pearson correlation analysis indicated that, there was a significant strong positive relationship between overall store attributes and shopping enjoyment in selected retail outlets at Mannmuni north D.S. Division (r=0.619; P=.00).

Further Table 2 shows the results of Pearson correlation between other dimensions of store attributes, and shopping enjoyment. Product, price and service dimensions had strong positive and significant relationship with shopping enjoyment. Simultaneously facility, design and atmosphere attributes had moderate positive and significant relationship with shopping enjoyment. The correlation coefficient (r) value between location and shopping enjoyment represents a weak positive and significant correlation between location and shopping enjoyment. Therefore, there is enough evidence to reject null hypothesizes, and the above mentioned hypothesizes of the study is accepted.

Table 3 represents a moderate positive correlation (r=0.363; P=.00) between shopping enjoyment and place attachment. Therefore, there is enough evidence to reject null hypothesis, and following hypothesis of the study is accepted.

Table 3. Correlation Analysis between Shopping Enjoyment and Place Attachment

<table>
<thead>
<tr>
<th>Variable</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping Enjoyment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place Attachment</td>
<td>0.363</td>
<td>0.000</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed).

(Source: Survey Data)

4.3 Extent of Relationship between Store Attributes and Shopping Enjoyment

Table 4 illustrates that ‘R Square’ statistic value is 0.493 which means 49.3% of the variation in shopping enjoyment is explained by product, price, service, location, facility, design and atmosphere. Remaining 50.7% of variation is explained by other factors which are not taken into this study consideration.

As per the Table 5, the proposed model was adequate as the F statistic (F =32.130) were significant as the 5% level since the p-value is equal to.00.
Table 4. Model summary of multiple regression analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.702a</td>
<td>0.493</td>
<td>0.478</td>
<td>0.41103</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Atmosphere, Service, Location, Design, Product, Facility, Price

(Source: Survey Data)

Table 5. ANOVA for multiple regression analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>37.998</td>
<td>7</td>
<td>5.428</td>
<td>32.130</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>39.027</td>
<td>231</td>
<td>.169</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>77.025</td>
<td>238</td>
<td>.</td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Shopping Enjoyment

b. Predictors: (Constant), Atmosphere, Service, Location, Design, Product, Facility, Price

(Source: Survey Data)

Table 6. Coefficients of atmosphere, service, location, design, product, facility, price and shopping enjoyment

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.502</td>
<td>.244</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product</td>
<td>.323</td>
<td>.050</td>
<td>.346</td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>.223</td>
<td>.050</td>
<td>.258</td>
</tr>
<tr>
<td></td>
<td>Service</td>
<td>.134</td>
<td>.047</td>
<td>1.30</td>
</tr>
<tr>
<td></td>
<td>Location</td>
<td>.003</td>
<td>.027</td>
<td>.005</td>
</tr>
<tr>
<td></td>
<td>Facility</td>
<td>.047</td>
<td>.039</td>
<td>.063</td>
</tr>
<tr>
<td></td>
<td>Design</td>
<td>.065</td>
<td>.039</td>
<td>.084</td>
</tr>
<tr>
<td></td>
<td>Atmosphere</td>
<td>.106</td>
<td>.043</td>
<td>.125</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Shopping enjoyment

(Source: Survey Data)

\[ Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X \]

Where, \( Y \) – Shopping Enjoyment

X1 - Product

X2 - Price

X3 - Service

X4 – Atmosphere

\[
\text{SE} = 0.502 + 0.346(P1) + 0.258(P2) + 0.155(S) + 0.125(A)
\]

Further the results indicated that location of the store (\( \beta = 0.005, P=.913 \)), facility (\( \beta = 0.063, P=.237 \)) and design (\( \beta = 0.084, P=.103 \)) the influenced shopping enjoyment. but these above variables were found to be non-significant determinants of shopping enjoyment. Because it exceeds the approved significance level.

It can be concluded from the findings of Lotz et al. [84] noted that there is a positive relationship between shopping motives and shopping enjoyment. Additional analysis conducted on the dimensions of store attribute manifested a positive and linear relationship between shopping enjoyment and of the store attributes. A study by Saad and Metawie [85] exhibit positive and linear influence of store attributes on shopping enjoyment strengthen the findings of this study.
Table 7. Model summary of shopping enjoyment and place attachment

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.363</td>
<td>.132</td>
<td>.128</td>
<td>.35058</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Shopping Enjoyment

(Source: Survey Data)

Table 8. ANOVA for simple regression analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>1</td>
<td>4.418</td>
<td>35.945</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>237</td>
<td>.123</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>33.547</td>
<td>238</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Place Attachment
b. Predictors: (Constant), Shopping Enjoyment

(Source: Survey Data)

Table 9. Coefficients of Shopping Enjoyment and place attachment

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>3.091</td>
<td>.157</td>
<td>19.688</td>
</tr>
<tr>
<td></td>
<td>Shopping Enjoyment</td>
<td>.239</td>
<td>.040</td>
<td>.363</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Place Attachment

4.4 Extent of Relationship between Store Attributes and Shopping Enjoyment

Table 7 indicates that R Square statistic is 0.132 which means 13.2% of the variation in place attachment is explained by shopping enjoyment. Remaining 86.8% of variation is explained by other factors which are not taken into consideration.

According to Table 8, the proposed model was adequate as the F statistic (F = 35.945) were significant as the 1% level since the p-value is equal to 0.00.

Based on below Table 9, regression equation can be written as follows,

\[ Y = \beta_0 + \beta_1 X + e \]

\[ PA = 3.091 + 0.363 \ (SE) \]

It indicates that B coefficient for shopping enjoyment is 0.363, Further table indicates p-value is 0.000 which is less than 0.01, indicates shopping enjoyment and place attachment are statistically significant at 5% level of significance.

Scholars (Kim.K.P. Johnson et al., 2014) proposed that shopping enjoyment was a significant predictor of place attachment among apparel retailers.

5. CONCLUSION

The descriptive and correlations studies were helpful to find out the level of store attributes, shopping enjoyment and place attachment and relationship between those three variables. The finding of this study clearly shows that, level of store attributes and shopping enjoyment are high level and also 47.8% of the variance of shopping enjoyment is explained by store attributes in selected Manmunai North D. S. Division. So, it can be revealed that there is a positive and significant impact of store attributes on shopping enjoyment in selected retail stores Manmunai North D. S. Division. Finally, shopping enjoyment significantly predict place attachment. In nutshell it is concluded that 12.8% of the variation in...
place attachment is explained by shopping enjoyment.

6. RECOMMENDATION OF THIS STUDY

The findings of the study suggest the interrelationship between the store attributes, shopping enjoyment and place attachment. Therefore, a store who wishes to improve the number of footfalls into the retail store has to consider the critical role of store attributes and this study has offered eight possible recommendations to the stores to keeping customers shopping in the store. First, it is recommended that, stores need to have enough stock, wide assortment of products with high quality. Most of the customers wish to purchase the grocery essential under one roof because there is an undocumented tradition observed from the Manmunai north residential expect to purchase grocery essentials in monthly intervals.

Secondly, it is proposed that to concentrate on price, under this attribute the stores should set fair prices with the reasonable discounts. Customers are expecting to save their cost even you have a great product assortment, stimulating atmosphere and appropriate store layout the customers easily switch the stores to get discounts and save money. On the other hand, providing reasonable discounts and fair price can attract the competitors’ customers.

Third, in addition to those mentioned attributes stores can keep their customers shopping in the same stores by enforcing the contact between customers and sales people. The staffs of the should maintain the relationship with the customers in friendly and courteous manner. Even the grocery stores change their structure as self-servive outlet still the customers are expecting to be pampered by the sales staffs.

Fourth, developing pleasant atmosphere, which enable customers to feel different from their daily rush. From their busy schedule they allocating a small proportion of time to shopping, that is the time available for a store/entrepreneur to attract them. Therefore, atmosphere of the retail should design which can stimulate and entertain the customers.

Fifth, shopping intends to be an enjoyable experience for the customers. There are various sources of shopping enjoyment those sources can translated in to store attributes in terms of product, price, service and atmosphere. These attributes may influence their affective approach to shopping stores and ultimately buying. So the store owners should develop the store attributes which leads to the shopping enjoyment.

Sixth, place attachment was found which is significantly impact customers desire to return to an establishment. So collaboratively place identity, place dependence and social bonding all lead to intention to revisit.

7. LIMITATIONS OF THE STUDY

First all measures of this study were self-report. This suggests that when providing ratings of their own knowledge, attitude and behavior, individuals are moderately accurate and they are likely to increase the burden on participants. Second this study's cross-sectional existence makes it impossible to analyze causal relationships between the variables examined. In future research, longitudinal designs can be used to test various causality models. Third this study was conducted in one industry, particular stores in selected areas of Batticaloa District, it may not be appropriate to generalize the conclusions of the study to other industries or countries and future research may therefore examine similar research models in different contexts. Fourth, while findings of this study provide a good estimate of the model proposed, additional variables may be added to improve the predictability of the proposed model.

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

ETHICAL APPROVAL

This study focuses on human subjects; therefore, attention on ethical values must be provided. Additionally, as a result from the questionnaire to where data is gathered respondents should not be at risks [86]. It is upon all researchers at the university to familiarize themselves and adhere to the ethical code of the institution [87]. Official letter was obtained in order to collect the data from Head of the Department of Management, Eastern University Sri Lanka.

The researcher keeps moral values as an important aspect of the study. Each respondent is informed of the purpose of the study is assured
of anonymity and confidentiality. Respondents were under no obligation to complete the questionnaire. Participant's name will not be included in the questionnaires in the study. In the study there is a good and ethical relationship between researcher and respondents when collecting data and the researcher used other author's works in this study.

**COMPETING INTERESTS**

Author has declared that no competing interests exist.

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