

[98]

IMPACT OF STORE CONVENIENCE AND STORE PERSONALITY ON CONSUMER-BASED RETAILER EQUITY

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ABSTRACT

The idea of this paper is to examine the relationship of store convenience and CBRE with the mediating role of store personality. A mall- intercept survey was done and the customers of retail chain were studied. Customers of 18 years age and above, who shop from various hypermarkets in the region of Lahore, a metropolitan city of Punjab in Pakistan and the data was collected from three different hypermarkets. The conceptual framework of the study was examined using SEM and the results extracted imply that store attributes and its personality has an essential component in creating consumer based retailer equity. Furthermore, the study investigated the indirect impact of store convenience on CBRE through the variable store personality and results revealed that significant indirect relationship exists between store convenience and CBRE. In the retail format, this paper is the first attempt to use such variables (store personality, store convenience, CBRE) in an integrated way.

Keywords: Store personality, store convenience, CBRE