

CONSUMERS OPINION ON THE MARKETING MIX AND STORE RELATED ATTRIBUTES OF WEDDING CARDS STORES IN SIVAKASI

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Abstract

This study examines the opinion of consumers on the marketing mix and store and product related attributes of various wedding cards store in Sivakasi. The research objectives include consumers opinion on the store and product related aspects of various wedding card stores in Sivakasi and compare the product and store related aspects of various wedding card stores in Sivakasi. A descriptive research design was adopted, utilizing both primary data collected through structured surveys and secondary data from company websites, journals, and magazines. The study employed a structured questionnaire to gather primary data from 150 respondents using convenience sampling. Data analysis was conducted using bar charts, and mean. The findings provide critical insights into the retail store attributes and the product attributes offering implications for market strategies in competitive environments.

Keywords:

Marketing Mix Attributes, Location Attributes, Store Attributes, Wedding Cards, Consumer satisfaction

1. INTRODUCTION

The Printing Industry encompasses numerous fields of every economy. Printing Industry generates a wide range of products which require in every step of our everyday life. Starting from Newspapers, Magazines, Books, Post Cards to Memo Pads and Business Order Forms each are the products of Printing Industry. For wedding card brands aiming to achieve market dominance, understanding the preferences and perceptions of the consumers is vital, especially in the competitive landscape of Sivakasi.

This paper also deals with the elements of the marketing mix also. The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements. All the elements of the marketing mix influence each other.

The Retail stores are highly influenced by store attributes, location attributes, product attributes. Store attributes can be grouped in terms of store atmospherics and store location. Store atmospheric attributes (including color, lighting, sales personnel, music and so on) form the overall context within which shoppers make decisions of store selection and patronage. Location attributes include the accessibility to the store, parking facilities. Product attributes include the product design, quality, packaging, varieties and brand reputation.

Through interviews, surveys, and observational data, this research endeavors to construct a comprehensive understanding of the consumers landscape in Sivakasi. Factors such as marketing mix, product attributes, store attributes, location attributes,

customer satisfaction are explored to determine their opinion on the selection of wedding cards brands.

2. REVIEW OF LITERATURE

This study examines consumer behavior in selecting wedding cards in Nagpur, surveying 100 customers using a structured questionnaire with convenience sampling. Data analysis was conducted using Excel, pie charts, and statistical techniques to understand buying preferences. The findings provide insights into consumer choices, influencing factors, and recommendations for businesses. [1]. This study emphasizes the importance of customer satisfaction in business success, highlighting its role in retaining customers, increasing revenue, and enhancing brand value. A survey of 50 families using a physical questionnaire and convenience sampling was conducted to understand customer needs. The findings stress the need for businesses to focus on fulfilling customer expectations to stay competitive. [2].

This study analyzes the impact of parking facilities, accessibility, and visibility on retail convenience shopping, surveying 242 retail shop owners using convenience sampling. Multiple linear regression results show that these factors significantly influence retail success. The findings highlight the importance of location-related factors for retailers to remain competitive. [3]. This study examines the role of store attributes in consumer store selection, categorizing eleven variables into Convenience & Merchandise Mix, Store Atmospherics, and Services. A structured questionnaire with convenience sampling was used to analyze their impact on consumer spending. Findings indicate that these attributes directly influence purchase decisions, highlighting the need for retailers to enhance store offerings. [4]. Retail store attributes play a crucial role in consumer purchase decisions, including factors like sales assistance, merchandise assortment, store layout, and pricing strategy. Consumers select stores based on desired attributes and tradeoffs, making differentiation essential for retail competitiveness. Additionally, in-store marketing significantly influences consumer store selection and shopping behavior [5]. This study examines key store image attributes influencing consumer selection, satisfaction, and loyalty, surveying 247 hypermarket shoppers using a structured questionnaire. Exploratory factor analysis identified six main attributes, with four significantly predicting satisfaction and loyalty. The findings highlight the need for retailers to manage these attributes effectively to adapt to changing consumer behaviors and market conditions. [6]. This study examines the impact of store attributes on customer satisfaction and purchase intention, surveying 373 hypermarket shoppers in Selangor. Analysis revealed that store assortment, aesthetics, and convenience significantly influence satisfaction and purchase intention, while service and customer relations do not. The findings emphasize the need for retail managers to enhance these key attributes and refine relationship marketing

strategies. [7]. This study explores the influence of product attributes, brand image, and lifestyle on consumer purchase decisions for Samsung smartphones. Findings indicate that while brand image and lifestyle play a role, product attributes—such as model variety, price, features, and accessibility—have the strongest impact. Using probability sampling and a structured questionnaire, the study confirms that these factors directly affect consumer buying behavior [8]. This study examines the impact of location and perceived environmental attributes on neighborhood walking behavior, using telephone interviews with 800 respondents through convenience sampling. Findings reveal that both environmental and location attributes significantly influence walking habits, with convenience being the most influential factor [9]. This study examines customer perceptions of an interior store specializing in design furniture, focusing on service, products, and overall experience. A quantitative questionnaire revealed that while customers appreciated product quality and uniqueness, customer service was not seen as a key competitive advantage. The findings help identify areas for improvement and compare local insights with international research on customer perceptions [10]. This study explores the marketing mix, a key concept in marketing that consists of controllable tools used to influence target markets. Initially defined by the Four P's—Product, Price, Place, and Promotion—researchers later expanded it to the 7Ps by adding Personnel, Process, and Physical Evidence. These elements serve as a strategic framework for effective marketing planning and execution [11]. This study highlights the importance of the marketing mix in strategic decision-making before product launches, focusing on the Four P's—Product, Price, Place, and Promotion. It distinguishes between the Product marketing mix for goods and the Service marketing mix for services, emphasizing how each component shapes competitive advantage. The marketing mix serves as a strategic framework, guiding firms in positioning and selling their products effectively [12]. This study explores how U.S.-based companies adapt their marketing mix when expanding internationally, surveying senior managers on changes in product, price, place, and promotion strategies. Findings show that distribution strategies are the most adapted, followed by pricing, promotion, and product features, influenced by various market and company-specific factors. The study offers valuable insights for managing effective international marketing strategies [13].

3. SCOPE OF THE STUDY

The scope of this study is to investigate the consumers opinions on the store and product related attributes of various wedding cards brands in Sivakasi. Analyzing every aspect of the brand's preference over others in this competitive environment is our goal. The influence of marketing mix, store attributes, store location attributes and the product attributes on various wedding cards brands is explored in our objectives. By focusing on these specific factors, we seek to unravel the underlying drivers that shape the decisions of consumers in selecting the wedding cards brands. Consumers will get benefit from this study by knowing about the various types of attributes that are being followed in the retail stores.

3.1 LIMITATIONS OF THE STUDY

There are several limitations inherent in this study's methodology and scope. The findings may be limited by their geographical focus on Sivakasi. Furthermore, the sample size of consumers may be limited, potentially introducing bias and impacting the representativeness of the results. Another limitation is the dependence on self-reported data obtained through interviews and surveys, as respondents may exhibit biases or inaccuracies in their responses. Furthermore, time constraints may limit the study's ability to capture long-term trends or changes in consumers opinions. External factors such as macroeconomic conditions or industry trends are not fully explored, potentially overlooking important contextual influences. This is because external factors such as macroeconomic conditions or industry trends are not fully explored. Language and cultural barriers between researchers and participants may also hinder accurate interpretation of data. Understanding the study's limitations within the Sivakasi wedding cards brands is dependent on acknowledging these limitations.

3.2 OBJECTIVES OF THE STUDY

- To analyze the consumers opinion on the store and product related aspects of various wedding card stores in Sivakasi.
- To compare the product and store aspects of various wedding cards stores in Sivakasi.

4. RESEARCH METHODOLOGY

The research methodology adopted for this study uses a descriptive approach, focusing on understanding and delineating the various aspects related to consumer opinion on the various wedding card brands. To address the research objectives, both primary and secondary data have been used. Primary data, obtained through direct surveys employing structured questionnaires, were sourced from consumers who come to the retail wedding card outlet and buy the wedding cards. The data provided valuable insights into aspects such as consumers demographics, brand availability, and factors influencing consumer opinion. Secondary data, sourced from journals and magazines, and company website complemented the primary data, enriching the study with additional contextual information. The primary data collection instrument, a structured questionnaire, was meticulously designed. The questionnaire enabled the collection of detailed information relevant to the research, enabling a deeper analysis of consumer opinion of the wedding card brands. Due to its practicality and efficiency, the sampling design employed a convenient sampling method. The sample size of 150 was determined based on the available time period for data collection, which allowed for a representative sample to be obtained within the constraints of the study. Bar chart was used to represent the data in the graphical manner. Mean was used to assess the aggregate opinions. The gathered data yielded insightful insights, enabling a thorough comprehension of opinion on various wedding card brands.

5. RESULTS AND DISCUSSIONS

5.1 DEMOGRAPHIC DETAILS OF THE RESPONDENTS

Table.1. Demographic details of respondents

Factors	Particulars	Respondents
Age	18 – 24	30
	25 – 34	45
	35 – 49	46
	Above 50	29
Gender	Male	68
	Female	82
Location	Rural	98
	Sub – Urban	6
	Urban	46
Occupation	Businessperson	34
	Homemaker	26
	Salaried Person	64
	Self – Employed	26
Annual Family Income	3 – 6 Lakhs	21
	6 – 9 Lakhs	26
	9 – 12 Lakhs	39
	Above 12 Lakhs	64

From the Table.1, it is inferred that, the majority of respondents fall within the 25–49 age group, representing a key working-age demographic. There is a nearly balanced gender distribution, with a slight female majority. Most respondents are from rural areas, indicating a focus on rural consumer behavior. Salaried individuals make up the largest occupational group, reflecting financial stability among respondents. Additionally, a significant portion has an annual family income above 12 lakhs, highlighting the presence of higher-income households. These insights provide a demographic overview useful for targeted market analysis.

5.2 COMPARISON OF THE CONSUMERS OPINION ON THE STORE AND PRODUCT ATTRIBUTES OF VARIOUS WEDDING CARD STORES IN SIVAKASI

The Store location attributes consist of accessibility of transportation to the store, visibility from the store, prominent landmark and major shopping center.

Table.2. Store Location Attributes

Attributes	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Car	1.20	2.50	4.15	2.91	3.84	4.10
2 & 3-wheeler	3.80	4.37	4.46	4.79	4.16	4.60
Public Transport	1.00	3.07	1.73	4.09	3.96	3.90

Prominent Landmark	4.40	3.37	3.50	3.41	4.76	4.40
Shopping center	4.68	3.27	3.34	4.05	4.60	4.70
Visibility from Street	4.80	3.37	2.84	4.23	4.84	4.60

From the Table.2, it is inferred that, Brand F consistently performs the best, receiving excellent (5) ratings in all categories except for “Car” (4). Brand B also scores highly across most attributes, making it a strong contender. Brand A performs the worst in key factors like “Car,” “Public Transport,” and “Shopping Center,” indicating lower accessibility and visibility. Brand C ranks lower in most areas, it may not be the most favorable choice overall. The store attributes consist of parking space, store ambiance, product placement in shelves, customer service, return policy etc.

Table.3. Store Attributes

Attributes	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Store Front Look	2.56	3.70	4.19	4.11	3.92	4.50
Parking facilities	3.84	3.03	2.80	2.00	3.28	4.10
Cleanliness	4.52	3.47	3.69	2.03	3.44	4.20
Ambience	4.44	3.60	3.77	2.21	3.32	4.20
Arrangement of tables and chairs	4.68	4.13	4.00	3.26	4.00	4.70
Product placement in Shelves	4.64	4.33	4.11	4.53	4.48	4.40
Placement of Racks	4.36	4.57	4.38	4.76	4.64	4.70

From the Table.3, it is inferred that, Brand A excels in cleanliness, arrangement, and placement aspects, making it well-organized. Brand F scores highly in most arrangement-related attributes, ensuring a well-structured store layout. Brand B stands out in parking facilities but lags in other areas, particularly store aesthetics. Brand D has the lowest scores in multiple categories, indicating scope for improvement in overall store appeal.

Table.4. Product Attributes

Attributes	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Quality	4.80	4.30	4.34	4.59	4.20	4.10
Variety	4.80	4.43	3.50	4.47	4.40	3.80
Packaging	4.80	4.27	3.84	4.59	4.56	3.80
Uniqueness	4.92	4.23	3.65	4.62	4.32	4.00
Brand Reputation	4.88	3.83	3.03	4.68	3.92	3.70

From the Table.4, it is inferred that, Brand A have been ranked first for all the five attributes. Because the consumers of the Brand

A wedding cards are highly satisfied with its quality. There are seven varieties of wedding cards. They differentiate their product from the other brands in means of its unique design and it can also be customized as per the consumer wish. Brand A have a strong brand reputation in means of wedding cards from all places. The place attributes consist of Online Purchase provisions, door delivery service and the stock availability.

Table.5. Place Attributes

Attributes	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Online Purchase	4.24	3.86	2.96	4.23	3.76	1.00
Door Delivery	3.32	4.23	4.61	4.38	4.56	4.00
Stock Availability	4.44	4.36	3.55	4.73	4.84	4.00

From the Table.5, it is inferred that, Brand A excels in online purchases, making it a strong option for digital buyers, while Brand C and Brand F struggle in this area. Brand D and Brand E perform well in door delivery and stock availability, ensuring better accessibility for customers. Brand B maintains a balanced performance across attributes, whereas Brand C lags in stock availability. Overall, Brands D and E provide the most reliable purchasing experience across multiple channels. The promotion attributes consist of advertising in TV channels, print media, Radio, outdoor, Sales promotion and direct marketing.

Table.6. Promotion Attributes

Attributes	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Advertising in TV Channels	2.20	1.93	2.23	1.12	2.08	4.00
Advertising in Radio	1.48	1.93	1.96	1.15	1.96	1.10
Advertising in social media	4.20	4.53	2.69	4.82	4.24	4.20
Advertising in Print Media	4.28	3.93	2.57	4.50	4.24	2.10
Advertising in Outdoor	2.80	2.87	3.11	2.94	3.12	2.60
Sales Promotions	2.04	2.53	3.31	2.70	2.64	2.30
Direct Marketing	2.00	2.40	3.23	2.55	2.00	2.00

From the Table.6, it is inferred that, Brand D and E have a strong promotional presence, excelling in social media and print media advertising. Brand F focuses on TV advertising, while Brand C relies more on sales promotions and direct marketing for customer engagement. Brands A and B maintain a balanced approach across various promotional channels.

5.3 COMPARISON OF THE STORE AND PRODUCT RELATED ATTRIBUTES OF WEDDING CARD STORE

For this objective, various wedding cards stores have been compared with its pictures.

Table.7. Location Attributes (5 – Excellent, 4- Very Good, 3- Moderate, 2- Poor, 1- Very Poor)

Attributes	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Accessibility – Car	1	4	4	3	3	4
2 & 3-wheeler	4	5	4	5	5	5
Public Transport	1	4	1	4	2	5
Prominent Landmark	5	5	3	3	4	5
In shopping center	5	5	5	3	4	5
Visibility from Street	5	5	2	3	4	5

From the Table.7, it is inferred that, by comparing the location attributes of the six wedding card stores, Brand F is ranked first for the accessibility through car, two & three-wheeler and public transport. Because, at a time, two cars and ten two-wheelers can be parked in front of the store. There is a bus stop near to the Store called Coronation Bus stop. Brand A is ranked last because only five two-wheelers can be parked in front of the store and no car can be parked. This store cannot be accessed through public transport.

By comparing the landmarks for all the six stores, Brand A is rank first. Because, it is located near Sivan Temple, Sivakasi, which is the heart of the town and in the major shopping center. Brand B is located near a theatre, which is also a well-known landmark to all the people.

Table.8. Store Appearance and Layout attributes

Store Appearance and Layout	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Store Front look	3	3	3	4	4	4
Parking facilities	4	5	4	4	4	4
Cleanliness	4	3	3	3	4	5
Overall ambience	4	3	3	3	5	4
Arrangement of tables and chairs	5	4	5	3	5	5
Product placement in Shelves	5	3	4	3	5	5
Placement of Racks	5	3	3	3	5	5

From the Table.8, it is inferred that, by comparing the store front look of all the six wedding card stores, Brand A is being ranked at first. Because, the name board is colorful with lighting and it is visible to everyone from the street. By comparing the Interior appearance of the wedding card stores, Brand A and Brand F cards can be ranked first. They have a good ambience with proper spotlights, an air-conditioned place to purchase cards, seating facilities.

By comparing the Store layout of various wedding card stores, Brand A and Brand F are being ranked first, as they have properly presented their product in the shelves. The chairs and tables are also arranged perfectly for the convenience of the customers of the wedding cards. There are four chairs for one table in the store.

Table.9. Product Presentation Attributes

Product Presentation	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Variety of Products	5	5	3	4	4	4
Stock Levels	5	5	5	5	4	4
Neatness of the Product	5	5	5	4	5	5
Organized by its Categories	5	4	3	5	5	5
Highlighting New items	5	4	3	5	5	3

By comparing the product presentation of the six wedding cards store, Brand A is ranked first. Because, there are seven varieties of wedding cards. The cards are neatly placed in a glass rack with a proper stand to it. The new product is being placed at the front of the racks. All the varieties are placed in their own categories.

Table.10. Customer Service Attributes

Customer Service	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Number of Staff	5	4	4	5	5	5
Checkout Counters	4	4	4	4	5	5
Helping the customers	4	5	5	5	4	5
Product knowledge	4	4	3	5	4	4
Dress Code	4	4	4	5	4	4
Speed of Checkout	4	5	4	4	5	5
Multiple payment options	5	3	5	4	5	5

From the Table.10, it is inferred that, by comparing the customer services offered by the six wedding cards stores, Brand A has the good customer service. There are totally nine staff in the store with, one store manager, two clerk, two salesman, two sales executive, one salesgirl and one helper. There are two checkout counters. They offer all the payment options like cash, card, mobile banking. The staff in the store has a uniform dress. They have a complete knowledge about all the products.

Table.11. Store Operations Attributes

Store Operations	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Stock Replenishment	5	4	3	4	4	4
Handling Returns and Exchanges	1	1	1	1	1	1
Accurate Inventory	3	3	3	4	4	4
Cleanliness of restrooms	4	3	3	4	4	4
Safety Measures	3	3	3	4	3	3
Equipment	3	3	3	4	3	3

Maintenance						
Surveillance Cameras	5	4	3	5	5	5

From the Table.11, it is inferred that, by comparing the store operations of the six wedding cards stores, all stores don't handle exchange and returns of the products except Brand C store. All the other stores, don't accept the returned products and don't refund also. Instead, they exchange the damaged product with the new one. So, the consumers considered this as Very Poor. By comparing all the other attributes, Brand A is ranked first for the store operations. They have totally six CCTV cameras in their store.

Table.12. Promotion and Feedback

Promotions and Feedback	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Offers, Discounts	5	4	4	4	4	5
Suggestion Boxes	3	2	2	2	2	3

From the Table.12, it is inferred that, by comparing the promotions and feedbacks of the six wedding card stores, both Brand A and Brand F are ranked first. The staff of these stores ask their customers to give their feedback and their review in the Google page. Brand A offer wedding cards at discounts. Like, when the customer orders a small amount, they charge full amount for the product. But, if they order in bulk, the discount will be given to them. Depending on the number of units given for order, the price also varies.

6. FINDINGS

6.1 COMPARISON OF THE CONSUMERS OPINION ON THE STORE AND PRODUCT ATTRIBUTES OF VARIOUS WEDDING CARD STORES IN SIVAKASI

Table.13. Consumer Opinion on the Store related attributes of various wedding card stores

Wedding Cards Store	Attributes
Brand A	Store Ambiance, Store Layout, Staff Availability, Payment Option and Customization
Brand B	Visibility from street and in major shopping center
Brand C	Accessibility of Car, Return Policy
Brand D	Accessibility of Public Transport and two-three – wheeler, Customer service, Order Processing and Delivery, Printing Services
Brand E	Billing and Payment Process
Brand F	Prominent Landmark, Parking Space, Store Front, Product Placement in shelves

Table.14. Consumer Opinion on the Product related attributes of various wedding card stores

Wedding Cards Store	Attributes
Brand A	Quality, Variety, Uniqueness in design, Packaging of the wedding card, Store Brand Reputation

6.2 COMPARISON OF THE STORE AND PRODUCT RELATED ATTRIBUTES OF WEDDING CARD STORE

Table.15. Comparison of the Store and Product Related Attributes of Wedding Card Store (6 - Excellent, 5 - Very Good, 4 - Good, 3 - Moderate, 2- Poor, 1 - Very Poor)

	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Location Attributes	3	5	1	2	4	6
Store Appearance and Layout	6	2	4	1	4	5
Product Presentation	6	5	1	3	3	2
Customer Service	5	4	1	6	2	3
Store Operations	5	2	1	6	4	3
Promotions and Feedback	6	4	3	2	1	5

7. CONCLUSION

Thus, this study sheds light on the intricate factors influencing the consumers opinion on the store and product related attributes of wedding cards brands in Sivakasi. Through a combination of primary and secondary data sources, we gained an understanding of the competitor brands, the preferences of consumers in choosing the wedding cards from various retail wedding card outlet. The analysis, conducted using bar charts and mean, allowed us to discern the opinion on the various attributes. The results hold significance for marketers and businesses seeking to enhance their market positioning and appeal to target audiences. The findings contribute to the existing knowledge on consumers opinion dynamics in competitive landscapes, providing a foundation for future research and strategic decision-making in studied district.

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