

ANALYZING THE RELATIONSHIP BETWEEN STORE IMAGE AND STORE LOYALTY: A CASE STUDY OF AGORA SUPERMARKET FROM THE PERSPECTIVE OF BANGLADESHI SHOPPERS

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Abstract: This study aims to analyze the relationship between store image and store loyalty in the context of Bangladeshi supermarket shoppers through a case study on Agora, a leading supermarket in Bangladesh. The paper explains the importance of store image, customer satisfaction, and store loyalty in the retail industry and how these factors influence each other. In-depth interviews were conducted with five shoppers of Agora to collect primary data. The paper provides an overview of Agora's establishment, target segment, marketing strategy, products, pricing, and distribution, as well as its competitors. The findings reveal how store image indirectly influences store loyalty through the mediating variable of customer satisfaction. The paper concludes by emphasizing the importance of retailers understanding store image and its impact on customer satisfaction and loyalty, in order to remain competitive and retain market share.

Keywords: store image, store loyalty, customer satisfaction, Bangladesh, supermarket industry, Agora.

1. Introduction

Over the last few decades the retail industry has been experiencing innovative modernization all over the world with the emergence of super markets (Jinfeng and Zhilong, 2009; Datta, 2010; Madan and Verma, 2011; Shamsheer, Abdullah and Saha, 2012) ^[12, 8, 15, 21]. During the latter half of the 20th Century, in both Europe and North America, the supermarket culture became the dominant grocery retail form. The greater diversity of the changing retail forms, competitive retail pressure and the growing complexity of the behavioral transformation of the shoppers' consumption practice (Bustos-Reyes and González-Benito, 2008) ^[6] has been stimulating the retail managers' role to consider store's loyalty as a major interest in the retailing phenomenon. Retail marketing managers are specifically interested in exploring this area in order to remain competitive in the market and to win the market share by creating loyalty towards the store (Shamsheer and Hossain, 2011; Imran, Ghani and Rehman, 2013) ^[10, 20].

The dynamic and competitive retail landscape has compelled the retailers to differentiate themselves by having a comprehensive knowledge concerning the image of any particular store in the target shoppers mind to attract and retain the market. There is evidence in the literature that store image acts as a predictor for store satisfaction (Bloemer and de Ruyter 1998) ^[8] and store loyalty (Stan, 2015) ^[23]. Evidence has supported the fact that store image has a direct significant influence on store satisfaction (Giese and Cote, 2000; Alves and Raposo, 2007; Beneke, Adams, and Solomons, 2011; Kumar and Manjunath, 2012) ^[1, 3, 13] and store loyalty

(Bloemer and Ruyter, 1998; Yoo and Chang, 2005; Orth, Mark T. Green, 2009; Shamsher and Hossain, 2011; Imran, Ghani and Rehman 2013) ^[10, 5, 17, 20].

This paper presents a case on the leading supermarket Agora which was established in Bangladesh in 2001. This case has been conducted to verify the relationship between Store Image and Store Loyalty. The objective of this paper is to present the real scenario of the supermarket Agora. The first section provides an introduction of Agora supermarket and the justification of its establishment. In the second section the profile of the five customers are given with whom the case has been conducted. In the third section the findings of the case study has been presented on which the five customer cases are analyzed to comprehend the actual situation regarding customer perception of store image, customer satisfaction, and store loyalty. The final section depicts the concluding part of this paper.

2. Literature Review

2.1 Store Image

Store image is the overall perception that consumers have of a particular store and of the experience of shopping there. In today's competitive and emerging retail market retailers need to understand what image consumers have of the retailer's store, and how this image compares to an ideal image and to competitors' images. Academic and experimental evidence have identified the importance of store image that influence the consumer's store visiting and repeat purchase behavior. Over five and half decades ago Martineau (1958) ^[16] described store image as the combination of both functional attributes and psychological attributes of the store. Location, assortment of products, store convenience, store layout combined the former category and psychological attributes represented the shoppers' feelings stimulated by the functional attributes of the store. Through building a clear image a retailer devises a strategy that projects its retail category in the target market towards a positive consumer response. A number of researchers have given substantial emphasis on store image to understand its importance in the present retail business context (Theodoridis and Chatzipanagiotou, 2009; Silva and Giraldi, 2010; Biswal and Sreekumar, 2011; Kumar and Manjunath, 2012; Lin and Liao, 2012; Imran, Ghani and Rehman, 2013; Shamsher, 2016) ^[10, 13, 24, 22, 14, 19].

2.2 Customer Satisfaction

In retailing, customer satisfaction emerges when the value for the product and customer service endow a transaction experience that meets or exceeds consumer expectations. Customer satisfaction depends on the retail store's overall perceived performance relative to a shopper's expectations concerning that store. Store satisfied customers create value to the retailer, spreads a positive word of mouth that aids in making good reputation of the store and competent to make long term profitable relationship (Hanif, Hafeez and Riaz, 2010) ^[9]. Greater customer satisfaction directs the greater repeat purchase intention of the shoppers'.

2.3 Store Loyalty

Global competition, technological development, and customers awareness has been driving the organizations to consider loyalty as a main concern in marketing planning. One of the strategic goals of marketing is to retain the customers through repeat purchase and positive word of mouth (Thomas, 2013) ^[25]. In general, store loyalty can be defined as the shoppers' strong preference for a store to shop as compared to other accessible alternatives. It occurs because consumers distinguish the store from other stores and perceive that the store has the excellence to serve them. Store loyalty exists where a shopper continues to purchase the product from the same shop for a long time (Chinomona and Dubihlela, 2014) ^[7].

2.4 Store Image, Customer satisfaction and Store Loyalty

In the retail literature, different researchers have empirically identified an indirect influence of store image on store loyalty through the mediating variable of satisfaction. Customer satisfaction found to act as a mediator between store image and store loyalty in Switzerland retail market

(Bloemer and Ruyter, 1998) ^[5]; in Malaysian super market (Gondasamy, 2006); in Malaysian retail market (Dullie, 2012); Indian retail market (Thomas, 2013) ^[25]; in South Korean retail business (Lee, lee & lee, 2015) and in the supermarket of Netherlands (Guduk, 2016).

In this paper a case study has been conducted on the leading supermarket shoppers' of Agora through which the researcher has analyzed a total of five customer cases to comprehend the actual situation regarding consumer perception of store image, customer satisfaction, and store loyalty.

3. Objectives of the study

This paper attempts to analyze the relationship between Store Image and Store Loyalty from the perspective of Bangladeshi Supermarket Shoppers through a case study on the leading supermarket Agora. To achieve the broad objective the following specific objectives are determined:

- To provide an introduction of Agora supermarket and the justification of its establishment.
- To demonstrate the profile of the five customers cases
- To analyze the five customer cases for comprehending the actual situation regarding customer perception of store image, customer satisfaction, trust and store loyalty.

4. Research Methodology

This study has been conducted on the leading supermarket Agora where Bangladeshi Supermarket Shoppers perspective has been discussed to analyze the relationship between Store Image and Store Loyalty. Case studies are a popular research method in business area. Case studies aim to analyze specific issues within the boundaries of a specific environment, situation or organization. In this paper the researcher actually conducted the case study for better exploration and understanding the relationship status between store image and store loyalty from a practical scenario.

Both secondary and primary data were taken for the purpose of the study. The primary data were collected through an indepth interview with five shopper's of Agora to comprehend the behavioral conditions regarding their shopping experience at Agora. This interview was conducted by the researcher with an unstructured discussion regarding the shoppers' perception related to store image and store loyalty. This interview was also taken to know the changes regarding the behavioral pattern taken place in their everyday life of the Bangladeshi supermarket shoppers'. In addition, a comprehensive desk study was conducted to develop an understanding regarding the concepts and theories of store image, customer satisfaction and store loyalty scholarly online journal sites such as Emerald, SAGE, and JSTOR were browsed constantly. Apart from this, Bangladesh Super Market Owners Association (BSOA) were thoroughly analyzed. The researcher analyzed a good number of literatures including different books, websites, government reports and publications, specialized magazines & newsletters—to accumulate data related to the research objective.

All the secondary data were collected during the month of September to November, 2018. The publication manual of APA (American Psychological Association, 2001) was used for citation of the sources of references that have been used in the study.

5. Findings

5.1 Overview on Agora

The Bangladesh retail industry witnessed a rapid growth in the last 18 years when in 2001 Rahimafroz, the operating company of Agora, started its retailing trade in Dhaka. In the era before 2001 the retail trade was dominantly controlled by thousands of small retailers in the traditional stores or bazaars enduring no attention from business enterprises where shoppers solely had to depend on these unorganized wet markets to buy their essentials (Shamsher and Hossain, 2011) ^[20]. Currently, two percent of the Bangladeshi consumers prefer shopping from the supermarkets while in neighboring India, five percent shoppers go to supermarkets. The highest 18 percent of the consumers in the Maldives and 14 percent in Sri Lanka go to supermarkets for shopping (Salim & Ahmad, 2018; BOSA, 2012) ^[18, 2].

The promoter of the Agora project, Rahimafroz, is one of the most respected companies in the Bangladesh manufacturing and marketing stored powered systems for the automotive industry. The retail chain store started their retailing trade under the brand name of Agora in Dhanmondi in January 2001. Since its inception in the Dhanmondi branch, customer expected response and the actual number of daily shoppers were double than predicted. Overall revenues were higher than had been planned for, which required the management of Agora to maintain excellent customer service, adequate checkout counters, trained sales staff, and significant promotional activities. Agora's second branch opened in Gulshan one and a half years after the Dhanmondi store, in June 2002 and the third one opened in Moghbazaar in April 2005. However, the Dhanmondi customers, drawn from a more middle class background, shopped for food and groceries themselves whilst the Gulshan shoppers were more dependent on their servants and drivers to do their shopping.

5.1.1 Justification of Agora's establishment The Bangladesh retail market has been changed with the inception of a standard and disciplined practice of supermarkets in the urban parts of the country. Compared to the developed countries the retailing industry in Bangladesh is fragmented and undeveloped which has received a breakthrough with the massive expansion of the supermarket culture. From a socioeconomic perspective the Bangladeshi consumers are exposed to outside brands which are creating preference towards the supermarket culture. Besides this, the unwilling attitude towards the practice of bargaining method in the unsophisticated unhygienic wet markets has increasingly converted the urban shopping practice towards convenience and comfort where shopping form supermarkets are believed to be an emerging socialization function and a matter of social status.

Rapid urbanization, increase in per capita income of the "middle class" segment, demographical shift with the increasing employment opportunity of women, preferences for "westernization" of lifestyles, particularly among the younger people, growing use of credit cards, changes in family structure with the emergent proportion of nuclear families etc. has intensely changed the shopping behavior of Bangladeshi consumers (Islam, 2018) ^[11]. This change took place when the very first supermarket Agora started their retail trade in Bangladesh in 2001, founded by Rahimafrooz Superstore Limited.

5.1.2 Target segment of Agora

Since commencement, Agora's target market are the wealthy middle-class and higher-middle class who work in multinationals or have access to remittances, own real estate or garment factories, as well as wealthy foreigners and the like. The other reason behind choosing the middle and higher-middle class is that they are usually the more educated among all the other classes, in terms of taste, quality and preferences. As Agora's aim is to encourage large sales turnover, their focus is on those income groups who can afford to buy in large

quantities. However, working parents are one of the important segments of this retail store who nowadays usually don't have time to go to different shops and stores for their daily needs. They would prefer a place where they could conveniently do their shopping in a congenial environment. Therefore, Agora emphasizes on convenience to bring the working class into the store.

5.1.3 Marketing Strategy of Agora

Agora, being a retail service store, does not sell its own products. So its marketing strategy relies heavily upon the products that the store keeps for the prospective customers, the price at which they provide those products and the manner in which the products reach the customers at the store. Their aim is to offer an extensive selection of brands and materials providing choice of different sizes at different prices. The marketing strategy employed by the supermarket is discussed below.

5.1.4 Products of Agora

Agora supermarkets are currently focusing on food retailing ranging from a wide variety of fresh vegetables, fruits, meat and fish to grocery, bakery, dairy, personal and household products. Agora provides its customers with guaranteed quality and freshness. It carries more than 30000 varieties of products and has plans to expand its product portfolio to other ranges of consumer products in the coming years. The products are procured under the direct supervision of its officials who maintain strict procurement and marketing standards. Expired date products are removed from the product display to ensure a level of quality of products for the shoppers. The following table highlights the list of products available in Agora:

5.1.5 Pricing of Agora

Table 1: List of products available in Agora

SL	Product Category	Items
1	Perishables Products	Local fresh fruits and vegetable; local Frozen meat and dairy products; international brand in the frozen meat and fish products, pizzas, cheese butter and other meat, fish or daily goods; Canned and bottled items like fruits and fruit juice; soft drinks and snacks; coffee, tea, milk, cereals, and diverse chocolate items
2	Non-Perishables Products	Personal hygiene products and household utensils; Both local and international brands of Household cleaners and insecticides, personal hygiene products including Soaps, Shampoos, Dishwashing liquids and Detergents; Utilities such as disposable knives, forks, spoons, aluminum, foils and wrappers; Cosmetics and deodorants
3	Pharmaceutical products	Regular medicines and usual drugs

Source: Bangladesh Supermarket Owners Association (BOSA).

In setting prices Agora follows a combination of cost based pricing, value based pricing and competitors' based prices. In case of most non-perishable products (such as soap, shaving cream, powder, shampoo etc.) they follow competitors' based price. And in case of perishable good they follow value based pricing. For the perishable items such as fresh fruits, vegetable, beef and fish, prices are reasonably higher than elsewhere.

5.1.6 Promotional mechanism of Agora

Agora constantly launches attractive promotions like Bazimat, Value Week or Super Value Offer or Dhanmondi Ring Offer. During Ramadan and during the celebration of national events like Bengali New Year,

Eid and Puja festivals different types of discounts and sales promotional offers are available as well. Generally, Agora advertises through newspapers and billboards in a very selective approach as it does not target the mass consumers but mostly those living in close proximity to the store. The logo “Agora”- in English points to the importance of the image factor, which is important to their promotional strategy of adequate car parking space for congestion free shopping Air-conditioning and child’s play area and other amenities, are provided to increase the comfort of shopping. Usually ‘The Daily Star’, ‘The Daily Jugantor’ and ‘Prothom Alo’ are the newspapers where ads are given to reach the target markets more efficiently in comparison with electronic media. However, the most important and effective promotion of Agora has been possible through mouth-to-mouth communication of friends and relatives.

5.1.7 Distribution

Agora has chosen each location by an adequate and well off population base where there is a high level of pedestrian traffic. Agora tries to provide enough space for movement to the customers so they are encouraged to spend more time at the store. This is one of the most important distinguishing factors that make the stores different from the local markets. The first branch of the supermarket which is at the Shimanto Square at Dhanmondi is one of the busiest and well-connected areas. A very unique feature of the Dhanmondi Branch is that it also has a kid’s play area and television in a small room enough to accommodate a good number of small children. The second branch of the super store at Gulshan is as well connected as the Dhanmondi branch. The third branch of super store has been opened at Mohgbazar. It is a more populated area. Adequate carparking facility is also available in all the branches of Agora.

All branches have similar window displays and shop layouts. The products are on open display so that the members can select, examine, and compare the products. The interior and bright colors make the customers easier to select the products. Major retail chains in Bangladesh are Agora, Meena Bazar, Prince Bazar, Nandan, and Shwapno with the attractive features of hassle-free shopping, hygienic and clean shopping environment, quality products, fair price, right and wider product assortment, and superior store services (Munni, 2010). Rush of customers are experienced in the morning and evening.

5.1.8 Competitors of Agora

The main competitor of Agora, are the unorganized “Kacha Bazaars”. However, in terms of competitive point of view Mina Bazaar, PQS, Nandan and Shwapno are running the battle in the retail industry. According to the BSOA (Bangladesh Supermarkets Owners’ Association), currently there are 121 supermarkets in the country. However, the industry is largely dominated by three major players – Shwapno (76 Outlets), Agora (15 Outlets) and Meena Bazar (17 Outlets). In terms of distribution network, Swapno has entrenched itself as the market leader, whereas, Agora and Meena Bazar are viewed as market leaders in terms of quality and services, according to the Bangladesh Supermarket Owners Association (BOSA). The following table highlights the number of supermarkets in Bangladesh:

Table 2: Number of Supermarkets in Bangladesh,

SL Number	Name of Supermarket	Outlets
1	Shwapno Superstores	76
2	Agora (Rahimafrooz Superstores Ltd.)	15
3	Meena Bazar	17

4	Khulshi Mart	1
5	Grocer	2
6	Nandan Mega Shop	2
7	Basket	1
8	Others	7

Source: Bangladesh Supermarket Owners Association (BOSA).

5.2 Profile of five Customer Cases

In this case study five customers' response has been used. In the following table the profile of the respondents are presented. It can be shown that among the five case respondents, there are two males and rests of the three are females. Their age range is between 30 -50 and all of them are married. In terms of social status they belong to the middle, upper middle and upper class.

In the following table the profile of five customer cases are represented:

Table 3: Profile of the Case Respondent (Source: Field Survey)

S	Name	Age	Occupation	Education	Marital Status	Child	Earned Income	Housing	Social Status
1	Dr. Halimul Basher	38 years	Medical Inspector & Private Practitioner	Post-Graduation in Medical Science	Married	1 Son and 1 Daughter	50,000 & above	Stays in Flat	Upper Class
2	Shakawat Hossain Parvez -	30 years	Senior Principal Officer, United commercial bank Ltd	Graduate	Married	2 Son	40,000 & above	Stays in Flat	Middle Class
3	Monowara Begum	35 years	Assistant Professor, East Delta University	Graduate	Married	2 daughters	45,000 & above	Stays in Flat	Upper middle class
4	Dina Rashid	50 years	Housewife	BA (Hons), MA	Married	2 daughters	Not	Stays in	Upper

							applicabl e	Apartment	class
5	Rowno k Jahan	45 year s	Associate Professor, Asian Wome n University	Ph d	Marrie d	2 Son	1,00,000 &Above	Stays in Apartment	Upper class

5.3 Analyzing the relationship between Store Image and Store Loyalty through 5 Customer Cases In this section the five customers' perception of Agora supermarket are presented to understand the genuine circumstances of supermarket perception about store image, customer satisfaction and store loyalty. After analyzing customers' direct responses a conclusion of the interviewer has been given.

5.3.1 Store Image

Respondent 1: Dr. Halimul Basher

"Store image is the overall feeling about a store that creates the perceptions of the consumers".

"Agra has very supportive sales personnel. Their confident look and professional helpful behavior motivates me to shop there frequently".

Respondent 2: Shakawat Hossain Parvez "Image of the store is the perception of consumers formed from past experiences that encourage their repeat purchasing behavior".

"Agora is pretty convenient for me to shop as its suitable location and huge parking facility I regularly shop from there after my work".

"I think that Agora has convenient and spacious area - it is easy to find products and I can easily shop without any additional problems".

Respondent 3: Monowara Begum

"A good combination of attributes products, services, brands, sales staff's behavior, convenient location, pricing policy and the surrounding store environment all together bring up the image in my mind". "I like the bright colors inside the shop, they create warm atmosphere and it seems that everything here is comforting, welcoming and without any pressure. Everything is so neat and clean and it is even hard to find any junk on the floor". "I noticed that Agora is so clean and very sparkling. I like this store's cleanliness and it satisfies me, I can spend more time in the store and I feel that I can trust this store".

Respondent 4: Dina Rashid

"People from the upper-middle and high class in the society who have the money to spend used to hold an image of the supermarket that essentially related with their feeling about the store and is expressed by patronizing their preferred store or by re-purchasing behavior".

"I really like the products that are so nicely displayed according to the size and quantity that I can find products easily according to different food sections and don't need to search for a long time which usually I need to do in the other stores".

"I especially like how all products are presented in Agora. Fruits available in this store provide a feeling of freshness, first class and it can be found in this store only as I regularly buy vegetables and fruits here, they are fresh and nice like in the market"

“This store has different products assortment and I like variety of products, some of them are totally different and never seen in other stores”

“I like the branded products, how they are presented and the variety because I haven’t seen in other shops with such collection of imported products that actually distinguished this store from other. To be honest, I really like to buy these products, as these products are very eye-catching and colorful”. “One of the first impressions about Agora is it has an abundant collection of high quality”

Respondent 5: Rownok Jahan

“The favorable image towards the store is relates of having all kinds of quality products and pleasant atmosphere that gives a feeling of attachment to revisit the store again for future purchase decision”.

“Price is high but you I can pay a bit more for better quality products. It is logical actually in a sense that I pay more but get better quality”

“Vat is included in every product at Agora. Still value added benefits are more important than the cost of paying the products”.

Summary

According to the respondents’ perception, Image can be described as the overall look of a store and the series of mental pictures and feelings that it brings to mind about the store. During the group discussions the interviewer observed that all respondents have a positive feeling about the supermarkets present image which are actually built when they have visit a particular store.

5.3.2 Customer Satisfaction

Respondent 1: Dr. Halimul Basher

“Purchase decision, purchase frequency, spending amount and how satisfied I am with the store are largely determined by the image of the store that necessarily enhances my satisfaction level”. “I am satisfied when I receive a buying experience that I was expected prior to purchase. After the daylong work pressure when I visit the well decorated comfortable hassle free shopping environment of Agora it creates the feelings of happiness for me and ultimately make me loyal for buying the products from the same shop”. **Respondent 2:**

Shakawat Hossain Parvez

“Customers are concerned about the quality of the store’s merchandise, store’s merchandise mix, ease of the shopping process, convenience of location, cleanliness of the store, appealing shopping experience, merchandise variety and pricing etc that are creating positive transactional satisfaction and every time I shop I am satisfied with the store’s overall service for which I frequently shop from Agora”.

Respondent 3: Monowara Begum

“Consumers hygienic foods at competitive prices, compared to those offered by retailers in the kitchen markets where commodities are sold mostly in unhygienic condition and hassle-free shopping environment is building the level of satisfaction with the store for which upper income segments are attracted towards the shop”

Respondent 4: Dina Rashid

“Agora has successfully able to attract the middle and fixedincome group for its favorable image perception about the availability of hygienic commodities, fresh vegetables, meat and fish are earning appreciation of the customers, gain customers’s confidence in revisiting the store by making the consumers satisfied.”

Respondent 5: Rownok Jahan

“Although Agora is charging high prices compared to the traditional shops but surprisingly it’s the overall image of the market that is convincing the shoppers’ satisfaction level for shopping in the comfortable

shopping environment rather than in the unsophisticated traditional shops. Price is not the ultimate factor when a customer is happy with the buying experience”. **Summary**

It was observed by the interviewer that respondents were satisfied with the store because they offered fun, fresh products and moreover a good atmosphere. Respondents mention that their shopping experience in the supermarket was thrilling and in a sense delighted and they felt wonderful because they feel satisfied with everything. By *everything* they meant personnel and the store in general, the easiness in shopping there and doubtless quality, thus reasoning their satisfaction towards the store.

5.3.3 Store Loyalty

Respondent 1: Dr. Halimul Basher

“We as customers tend to choose the retail store whose store image is mostly related with our perceptions that have a strong influence on their purchasing and patronage future consumption behavior.” **Respondent 2:**

Shakawat Hossain Parvez

“The bright light, excellent décor, clean floor, shelves of abundant product, huge parking facility, confident and polite sales staff, payment options through plastic money, fixed price all are creating my perception to form an image which necessarily making me satisfied and increasing my repeat visiting behavior”.

Respondent 3: Monowara Begum

“Well...I often take my kids with me during the shopping at Agora. I always have a list with me for the groceries. My kids love the shopping environment there they love the imported cereals with toys in them. Yes, there were nuts for them. And it’s fun for me too. So it’s kind of our family activity”.

Respondent 4: Dina Rashid

“I am loyal to the store because of supportive reasons like store personnel, location convenience, pleasurable shopping atmosphere, good product attributes, fixed price are enhancing positive experience and high quality of shopping there are the intentions to be loyal with Agora”.

Respondent 5: Rownok Jahan

“Agora is an expensive supermarket and a place where I found everything I needed. It also meant convenience and high quality and it gives the satisfactory shopping experience which I am seeking for regardless of high product price.

“I perceive myself as a loyal customer as I am Satisfied with the service of Agora. A reason for this loyalty might be the image that the store able to create for the customers with the shopping experience in Agora”.

Summary

During the conversation it was found that all the respondents are highly attached with the image of Agora which is the rationale for being loyal to the supermarket. Positive image and a clean facility of the shopping environment are the most influential elements for which shoppers frequently shop from Agora.

6. Conclusion

Through this case study it has been established that a favorable store image creates some sort of affection for the store by increasing the level of satisfaction, and, consequently, this creates loyalty towards the store. Therefore, store image of Agora is convincing the customers to revisit the supermarket for repetitively purchasing different products. Interestingly the image of the supermarket is creating a positive emotional state during the purchasing situation with the product or service. Alike, it’s the image of the Agora that is creating happiness on customers’ mind to make them satisfied by creating their store revisiting intention. The respondents agreed that store image is fulfilling customers’ expectation though making them satisfied when they have shopping convenience and their expectations is met or exceeded over the lifetime of the product or

service. Hence, sometimes store image is constructing loyal behavior among the shoppers' and from time to time the image of the store is again enhancing customers' satisfaction level towards the store.

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