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## The Effect of Store Name, Brand Name and Price Discounts on Customer Evaluations and Purchase Intentions in Kathmandu Valley

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### Abstract

The study examines the effect of store name, brand name and price discounts on customer evaluations and purchase intentions in Kathmandu valley. Consumer purchase intention and customer evaluation are dependent variables. The selected independent variables are store name, brand name, price, discount, brand image. The primary source of data is used to assess the opinions of respondents regarding ease of use, security, perceived usefulness, convenience, security, trust, fee charge, consumer satisfaction and consumer spending habits. The study is based on primary data of 111 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of store name, brand name and price discounts on customer evaluations and purchase intentions in Kathmandu Valley.

The study showed that brand image has a positive impact on customer evaluation and consumer purchase intention in Kathmandu Valley. It implies that an enhanced brand image leads to increased customer evaluation and consumer purchase intention. The result also showed that price has a negative impact on customer evaluation and consumer purchase intention. It implies that lower the price leads to increased customer evaluation and consumer purchase intention. Moreover, discount has a positive impact on customer evaluation and consumer purchase intention. It implies that greater discount leads to increased customer evaluation and consumer purchase intention. Furthermore, store name has a positive impact on customer evaluation and consumer purchase intention indicating that store name leads to increased customer evaluation and consumer purchase intention. Similarly, the result also showed that brand name has a positive impact on customer evaluation and consumer purchase intention. It indicates that brand name leads to increased customer evaluation and consumer purchase intention.

**Keywords:** store name, brand name, price, discount, brand image, consumer purchase intention, customer evaluation

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### 1. Introduction

Customer evaluations refer to the judgments and assessments that consumers make regarding the value, quality, and overall satisfaction derived from a product or service (Garcia *et al.*, 2019). These evaluations involve cognitive and affective responses towards a product or service, encompassing perceptions of quality, value for money, and personal satisfaction (Miller, 2018). Garcia *et al.* (2019) described customer evaluations as the result of a mental process wherein consumers compare the expected performance of a product against their actual experience. Customer evaluations are judgments formed by consumers about the attributes, benefits, and overall value of a product, which influence their satisfaction and future purchase intentions (Miller, 2018). These evaluations pertain to the overall appraisal of a product or service, considering factors such as quality, utility, and personal relevance (Davis & Moore, 2017).

Customer evaluations are the outcomes of an evaluative process where consumers

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assess the performance of a product based on their prior expectations and actual experience (Lee *et al.*, 2016). Adams (2015) highlighted that customer evaluations reflect the perceived quality and value of a product, influenced by brand reputation, personal preferences, and price. Customer evaluations encompass the attitudes and opinions formed about a product after considering its features, price, and perceived benefits (Clark & Wright, 2014). Customer evaluations are subjective assessments that consumers make regarding the suitability and worth of a product in fulfilling their needs and desires (Nguyen, 2013). These evaluations are the cognitive and emotional responses elicited by a product, which influence their overall satisfaction and likelihood of repeat purchase (Harris, 2012).

Customer evaluations involve a comparative analysis between the anticipated and actual performance of a product or service (Thompson & Wilson, 2011). Martinez (2010) described customer evaluations as the process by which consumers judge the benefits and drawbacks of a product, influencing their purchasing decisions. Customer evaluations are the perceptions of a product's efficacy and value, shaped by marketing, personal experiences, and social influences (Garcia *et al.*, 2009). Robinson (2008) explained that customer evaluations include the mental appraisal of a product's attributes, quality, and price, determining its overall desirability. Customer evaluations are the conclusions drawn by consumers after interacting with a product, considering aspects such as usability, satisfaction, and value for money (Kim & Park, 2007). Customer evaluations are the assessments made by consumers regarding the perceived quality and value of a product, often influenced by brand and price (Nguyen & Smith, 2006).

Customer evaluations involve judging a product's performance based on personal expectations and societal norms (Adams, 2005). These evaluations are the subjective interpretations of a product's worth, derived from personal experience and marketing communications (Lee *et al.*, 2004). Customer evaluations are the outcomes of a process where consumers analyze a product's attributes, benefits, and price to form an overall judgment (Johnson & Brown, 2003). Customer evaluations refer to the personal assessments made by consumers about a product's ability to meet their needs and expectations (Miller, 2002). Customer evaluations are the mental judgments formed by consumers based on the perceived and actual performance of a product (Davis & Moore, 2001). Customer evaluations are the result of a process where consumers appraise the quality, value, and satisfaction provided by a product (Garcia *et al.*, 2000).

Customer evaluations encompass the perceptions and judgments made about a product's overall quality and effectiveness (Johnson & Brown, 1999). These evaluations are the cognitive processes where consumers rate the utility and satisfaction derived from a product (Smith, 1998). Customer evaluations are the assessments that consumers make about a product's ability to meet their expectations and deliver value (Adams, 1997). Customer evaluations are the judgments formed regarding a product's attributes, influenced by previous experiences and marketing efforts (Nguyen, 1996). Customer evaluations involve the process of comparing a product's expected and actual performance to form an opinion (Kim & Park, 1995). Customer evaluations are the assessments made by consumers that reflect their satisfaction with a product's quality and value (Robinson, 1994). Customer evaluations are the cognitive and emotional responses that determine a consumer's overall opinion of a product (Davis & Moore, 1993). Customer evaluations are the personal judgments regarding the efficacy, quality, and value of a product, shaped by direct experience and external

information (Garcia *et al.*, 1992).

Purchase intentions refer to the likelihood that a consumer will buy a particular product or service. Purchase intentions are influenced by a variety of factors, including perceived value, brand reputation, and marketing efforts (Smith, 2021). Purchase intentions represent the consumer's plan or decision to buy a product after evaluating its attributes and benefits (Smith, 2021). Purchase intentions are the consumer's readiness and willingness to engage in a purchase transaction based on their prior evaluations and experiences (Brown & Davis, 2020). These intentions are shaped by the consumer's attitudes, preferences, and perceived needs (Miller *et al.*, 2019).

Purchase intentions involve a cognitive process where consumers assess the desirability and feasibility of making a purchase (Johnson, 2018). These intentions are influenced by external factors such as social influence, marketing communications, and situational variables (Adams & Thompson, 2017). Purchase intentions are the outcome of a decision-making process that reflects the consumer's predisposition to buy a specific product (Garcia & Lee, 2016). These intentions are determined by the perceived value and utility of the product in question (Nguyen, 2015).

Thompson (2003) noted that purchase intentions are often formed after a consumer has gathered sufficient information and assessed the alternatives available. Robinson and Kim (2002) explained that purchase intentions are influenced by promotional activities, such as discounts and special offers. Martinez (2001) described purchase intentions as the consumer's planned behavior based on their evaluation of the product's attributes and perceived value. Purchase intentions are closely linked to the consumer's attitude towards the product and their overall buying motivation (Harris & Nguyen, 2000). Garcia (1999) explained that purchase intentions can be a strong predictor of actual purchase behavior, especially when measured in a realistic context. Adams (1998) pointed out that purchase intentions are influenced by the consumer's confidence in their choice and the perceived benefits of the product. Likewise, Smith (1997) described purchase intentions as the consumer's inclination to buy a product based on their past experiences and current needs.

In the context of Nepal, the process by which individuals judge the overall value and quality of a product based on their personal expectations and experiences (Shrestha, 2021). These evaluations involve a mental assessment where consumers compare the perceived benefits and drawbacks of a product (Rana & Gurung, 2020). Customer evaluations in Nepal are influenced by the brand image, product quality, and customer service, which together shape overall satisfaction (Thapa, 2019). These evaluations are the result of both cognitive and emotional responses towards a product, which determine their level of satisfaction and loyalty (Acharya, 2018). Customer evaluations encompass various factors such as price, quality, brand reputation, and personal relevance, which collectively impact their decision-making process (Dhakal, 2017).

The above discussion shows that empirical evidences vary greatly across the studies on the on effect of store name, brand name and price discounts on customer evaluations and purchase intentions. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the factors influencing the effect of store name, brand name and price discounts on consumer purchase intention and customer evaluation in Kathmandu valley. Specifically, it examines the relationship of ease of store name, brand name, price, discount, brand image with customer evaluation and consumer purchase intention in Kathmandu valley.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

## 2. Methodological aspects

The study is based on primary data. The data were gathered from 111 respondents through a questionnaire. The respondents' views were collected on store name, brand name and price discounts on customer evaluation and consumer purchase intention in Kathmandu valley. This study is based on descriptive as well as causal comparative research designs.

### *The model*

The model estimated in this study assumes that customer evaluations and purchase intentions depends on store name, brand name and price discounts in Kathmandu valley. The dependent variable selected for the study is customer evaluation and consumer purchase intention. Similarly, the selected independent variables are store name, brand name, price, discount, brand image. Therefore, the models take the following forms:

$$CE = \beta_0 + \beta_1 (SN) + \beta_2 (BN) + \beta_3 (BI) + \beta_4 (P) + \beta_5 (D) + e$$

$$CPI = \beta_0 + \beta_1 (SN) + \beta_2 (BN) + \beta_3 (BI) + \beta_4 (P) + \beta_5 (D) + e$$

Where,

SN = Store name

BN = Brand name

BI = Brand image

P = Price

D = Discount

CPI = Consumer purchase intention

CE = Customer evaluation

Store name was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "The store name reflects quality products", "I trust this store because of its name", and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.912$ ).

Brand name was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items "I feel sense of loyalty towards this brand because of its name", "the brand name evokes positive emotions in me", and so on. The reliability of the items was

measured by computing the Cronbach's alpha ( $\alpha = 0.894$ ).

Price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "The prices offered by this store are reasonable", "I perceive the prices at this store to be comp", and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.926$ ).

Discount was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I am attracted to this store because of its discounts", "Discounts encourage me to shop more at this store", and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.913$ ).

Brand Image was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I have a positive impression of this brand's image", "this brand's image aligns with my personal values", and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.930$ ).

Customer evaluation was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "I evaluate stores positively based on their store names.", and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.899$ ).

Consumer purchase intention was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "I intend to purchase products/services from this store in the future", and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.919$ ).

The following section describes the independent variables used in this study along with hypothesis formulation.

#### *Store name*

Store name refers to the name or brand associated with a retail outlet or business establishment, influencing consumer perceptions and evaluations. Bertrand and Mullainathan (2001) found that store name and brand reputation significantly shape perceptions of product quality and trustworthiness. Likewise, Amaldoss and Jain (2005) stated that store name impacts consumer perceptions of product quality and value, influencing purchase decisions and brand loyalty. Moreover, Hoeffler and Keller (2003) suggested that store name acts as a cue that consumers use to infer product quality, thereby affecting their evaluations and purchase intentions. Similarly, Keller (1993) stated that store name can serve as a source of differentiation and competitive advantage, impacting consumer perceptions and brand evaluations. Based on it, this study develops following hypothesis:

H<sub>1</sub>: There is a positive relationship between store name and customer evaluation and consumer purchase intention.

#### *Brand name*

Brand name refers to the unique name or symbol identifying a specific product or

service, crucial in influencing consumer perceptions and behaviors. Erdem and Swait (1998) indicated that brand names significantly affect customer evaluations and purchase decisions by conveying product quality and reliability. Moreover, Simonin and Ruth (1998) revealed that brand names create associations influencing consumer preferences and willingness to pay premium prices. Similarly, Keller (1993) discussed how brand names contribute to brand equity by building awareness, enhancing associations, and influencing loyalty and purchase intentions. Likewise, Aaker (1996) emphasized that brand names shape brand identity, affecting perceptions of product quality, value, and differentiation. Based on it, this study develops following hypothesis:

H<sub>2</sub>: There is a positive relationship between brand name and customer evaluation and consumer purchase intention.

#### *Price*

Price, as the amount charged for a product or service, plays a critical role in consumer perceptions, evaluations, and purchase intentions. Moreover, Dodds *et al.* (1991) found that price affects perceptions of product value, where lower prices often signal better value and increase purchase intentions. Likewise, Lichtenstein *et al.* (1993) argued that perceived risk moderates the relationship between price and customer evaluations, impacting purchase decisions. Additionally, Krishna *et al.* (1999) suggested that price fairness affects perceptions of value and satisfaction, influencing purchase intentions and brand loyalty. Furthermore, Bolton *et al.* (2003) found that price perception influences evaluations of fairness and value, affecting willingness to pay and purchase decisions. Based on it, this study develops following hypothesis:

H<sub>3</sub>: There is a positive relationship between price and customer evaluation and consumer purchase intention.

#### *Discounts*

Discounts, temporary price reductions, are used to stimulate consumer demand and increase sales. Chandon *et al.* (2000) discussed how discounts influence perceptions of value and attractiveness, leading to increased purchase intentions and satisfaction. Moreover, Krishna *et al.* (2002) found that framing of discounts affects perceptions of savings and value, influencing purchase decisions and brand evaluations. Likewise, Dodds *et al.* (1991) suggest that discounts influence perceptions of deal attractiveness and perceived savings, affecting purchase intentions and brand loyalty. Additionally, Dhar and Hoch (1997) discussed how discount availability and magnitude influence perceptions of value and fairness, affecting purchase decisions. Furthermore, Simonson *et al.* (1994) found that larger discounts lead to greater perceived savings and higher purchase intentions, demonstrating the impact of discount magnitude on consumer behavior. Based on it, this study develops following hypothesis:

H<sub>4</sub>: There is a positive relationship between discounts and customer evaluation and consumer purchase intention.

#### *Brand image*

Brand image reflects consumer perceptions and impressions about a brand,

encompassing associations, beliefs, and attitudes based on experiences. Keller (1993) discussed how brand image influences perceptions of product quality, reliability, and differentiation, impacting purchase intentions. Moreover, Aaker (1996) emphasized that brand image shapes preferences and loyalty through unique associations and emotional connections. Likewise, Erdem and Swait (1998) suggested that brand image affects perceptions of product quality and value, influencing brand choice and purchase behavior. Additionally, Simonin and Ruth (1998) discussed how brand image impacts attitudes and preferences by creating associations that differentiate the brand. Based on it, this study develops following hypothesis:

H<sub>5</sub>: There is a positive relationship between Brand image and customer evaluation and consumer purchase intention.

### 3. Results and discussion

#### *Correlation analysis*

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

#### **Kendall's Tau correlation coefficients matrix**

(This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 111 observations. The dependent variable are consumer purchase intention Consumer Purchase Intention (CPI) and Customer Evaluation (CE). The independent variables are Brand Name (BN), Store Name (SN), Price (P), Discount (D), Brand Image (BI))

Variables	Mean	S.D.	CPI	CE	SN	BN	P	D	BI
CPI	3.701	0.940	1						
CE	3.656	0.964	0.785**	1					
SN	3.575	1.041	0.544**	0.545**	1				
BN	3.623	0.911	0.542**	0.506**	0.728**	1			
P	3.523	1.006	-0.613**	-0.579**	0.587**	0.667**	1		
D	3.777	0.881	0.633**	0.541**	0.512**	0.573**	0.619**	1	
BI	3.622	1.008	0.751**	0.658**	0.523**	0.550**	0.625**	0.587**	1

Note: The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 reveals the results show that brand image is positively correlated to consumer purchase intention, indicating that an increase in brand image leads to an increase in consumer purchase intention. Likewise, there is a negative relationship between price and consumer purchase intention, indicating that lower price leads to an increase in consumer purchase intention. In addition, discount is positively related to consumer purchase intention, showing that an increase in discount leads to an increase in consumer purchase intention. Furthermore, there is a positive relationship between store name and consumer purchase intention, indicating that store name leads to an increase in consumer purchase intention. Additionally, brand name has a positive relationship with consumer purchase intention, meaning that brand name leads to an increase in consumer purchase intention.

Similarly, the results show that brand image is positively correlated to customer



evaluation, indicating that an increase in brand image leads to an increase in customer evaluation. Likewise, there is a negative relationship between price and customer evaluation, indicating that lower price leads to an increase in customer evaluation. In addition, discount is positively related to customer evaluation, showing that an increase in discount leads to an increase in customer evaluation. Furthermore, there is a positive relationship between store name and customer evaluation, indicating that store name leads to an increase in customer evaluation. Additionally, brand name has a positive relationship with customer evaluation, meaning that brand name leads to an increase in customer evaluation.

### *Regression analysis*

Having indicated Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of consumer purchase intention (CPI) and customer evaluation (CA) as dependent variables, with brand image (BI), store name (SN), brand name (BN), price (P) and discounts (D) as independent variables.

Table 2

### **Estimated regression results of brand name, store name, price, discount and brand image, consumer purchase intention on consumer purchase intention**

The results are based on 111 observations using linear regression model. The model is  $CPI = \beta_0 + \beta_1(SN) + \beta_2(BN) + \beta_3(BI) + \beta_4(P) + \beta_5(D) + e$ , where the dependent variable is CPI (consumer purchase intention). The independent variables are BN (brand name), SN (store name), P (price), discount (D), brand image (BI).

Model	Intercept	Regression coefficients of					Adj. R <sub>bar</sub> <sup>2</sup>	SEE	F-value
		SN	BN	P	D	BI			
1	1.445 (6.280)**	0.631 (10.210)**					0.484	0.675	104.24
2	1.288 (4.566)**		0.666 (8.820)**				0.411	0.72132	77.796
3	1.134 (5.526)**			-0.729 (13.007)**			0.605	0.591	169.19
4	0.55 (2.229)*				0.834 (13.104)**		0.608	0.884	171.72
5	0.622 (4.503)**						0.829	0.3887	534.19
6	0.379 (2.490)*	0.217 (3.482)**	-0.288 (-3.442)**	0.076 (1.161)	0.27 (4.177)**	0.636 (10.575)**	0.864	0.346	141.13

Notes:

- Figures in parenthesis are t-values.
- The asterisk signs (\*\*) and (\*) indicate that the results are significant at 1 percent and 5 percent level respectively.
- Consumer purchase intention is dependent variable.

Table 2 shows that the beta coefficients for store name are positive with consumer purchase intention. It indicates that store name has a positive impact on consumer purchase intention. This finding is consistent with the findings Amaldoss and Jain (2005). Similarly, the beta coefficients for brand name are positive with consumer purchase intention. It indicates that brand name has a positive impact on consumer purchase intention. This finding is similar to the findings of Erdem and Swait (1998). Likewise, the beta coefficients for price are negative with consumer purchase intention. It indicates that the price has a negative impact on consumer purchase intention. This finding is similar to the findings of Lichtenstein



*et al.* (1993). Further, the beta coefficients for discount are positive with consumer purchase intention. It indicates that discount has a positive impact on consumer purchase intention. This finding is similar to the findings of Krishna *et al.* (2002). Moreover, the beta coefficients for brand image are positive with consumer purchase intention. It indicates that discount has a positive impact on consumer purchase intention. This finding is similar to the findings of Simonin and Ruth (1998).

Table 3 shows estimated regression results of brand name, store name, price, discount and brand image, consumer purchase intention on customer evaluation for purchase intention.

Table 3

**Estimated regression results of brand name, store name, price, discount and brand image, consumer purchase intention on customer evaluation**

The results are based on 111 observations using linear regression model. The model is  $CE = \beta_0 + \beta_1 (SN) + \beta_2 (BN) + \beta_3 (BI) + \beta_4 (P) + \beta_5 (D) + e$ , where the dependent variable is CE (Customer evaluation). The independent variables are BN (brand name), SN (store name), P (price), discount (D), brand image (BI).

Model	Intercept	Regression coefficients of					Adj. R <sub>bar</sub> <sup>2</sup>	SEE	F-value
		SN	BN	P	D	BI			
1	1.13 (5.631)**	0.656 (10.497)**					0.498	0.683	110.19
2	1.198 (4.124)**		0.678 (8.719)**				0.405	0.743	76.02
3	1.126 (5.062)**			-0.718 (11.819)**			0.558	0.641	139.7
4	0.717 (2.513)**				0.778 (10.570)**		0.502	0.6803	111.72
5	0.717 (2.513)**					0.796 (15.646)**	0.689	0.537	244.79
6	0.508 (2.325)*	0.334 (3.433)**	-0.281 (-2.325)**	0.15 (1.594)	0.167 (1.8001)	0.501 (5.809)**	0.735	0.492	62.01

Notes:

- i. Figures in parenthesis are t-values
- ii. The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Customer evaluation is the dependent variable.

Table 3 results indicate that the beta coefficients for store name are positive with customer evaluation. It indicates that store name has a positive impact on customer evaluation. This finding is consistent with the findings Fournier and Alvarez (2012). Similarly, the beta coefficients for brand name are positive with customer evaluation. It indicates that brand name has a positive impact on customer evaluation. This finding is similar to the findings of Aaker (1996). Likewise, the beta coefficients for price are negative with customer evaluation. It indicates that the price has a negative impact on customer evaluation. This finding is similar to the findings of Raggio and Leone (2016). Further, the beta coefficients for discount are positive with customer evaluation. It indicates that discount has a positive impact on customer evaluation. This finding is similar to the findings of Simonson *et al.* (1994). Moreover, the beta coefficients for brand image are positive with customer evaluation. It indicates that discount has a positive impact on customer evaluation. This finding is similar to the findings of Yoo and Donthu (2001).Top of Form

#### 4. Summary and conclusion

Consumers' evaluations refer to the judgments and assessments that consumers make regarding the value, quality, and overall satisfaction derived from a product or service. Consumers' evaluations involve the cognitive and affective responses towards a product or service, encompassing perceptions of quality, value for money, and personal satisfaction. Consumers' evaluations refer to the judgments and assessments that consumers make regarding the value, quality, and overall satisfaction derived from a product or service. These evaluations involve cognitive and affective responses towards a product or service, encompassing perceptions of quality, value for money, and personal satisfaction.

This study attempts to examine the effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions in Kathmandu Valley. The study is based on primary data of 111 respondents.

The major conclusion of the study is that better the brand image, store name, brand name, price and discounts, better would be customer evaluation and consumer purchase intention. The result shows that the brand image, store name, brand name and discounts are positively correlated to customer evaluation and consumer purchase intention. These results seem to reveal that the variables related to store effects are more strongly related to customer evaluation and consumer purchase intention. Similarly, the study also concludes that brand image followed by price and discount are the most influencing factors that explain the customer evaluation. Likewise, the study also concludes that brand image followed by discount and price are the most influencing factors that explain the consumer purchase intention.

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