



**EFFECT OF SHOP SYMBOLISM ON CUSTOMER  
LOYALTY AMONG SELECTED PHARMACEUTICAL  
CHEMISTS IN MAIDUGURI METROPOLITAN COUNCIL,  
BORNO STATE**

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**Abstract**

*This study examined the effect of shop symbolism on customer loyalty among pharmaceutical chemists in Maiduguri Metropolitan Council. The population of the study was three hundred and ninety thousand six hundred and seven (390,607) with a sample size of three hundred and ninety nine (399) respondents obtained using Yamane formula. Data was collected using structured questionnaires administered to the respondents. The data collected was analysed using multiple regression analysis with the aid of statistical package for social sciences (SPSS). The major finding of the study revealed that there is significant effect of shop behaviour on customer loyalty among pharmaceutical chemists among Maiduguri Metropolitan Council. The study recommends that managers of the stores should focus attention on committed and loyal customers whose expectation is to remain in the organization, managers should also design a unique symbol that are easy to be identifies and recognises by presents and existing customers.*

**Keywords:** *Shop Symbolism, Customer Loyalty, Pharmaceutical Chemists*

**Introduction**

Globalization, diffusion of markets and growth of Information Technology have all improved consumer knowledge and produced a state where extensive accomplishment is no longer possible through optimized product and price technologies. As an alternative, the companies have to rely on long-standing and healthy buyer relation. Consistent with several researches it is almost six times harder to capture new customers than to retain the old ones (Awara, 2014). Hence, there is more emphasis on winning loyal customers than capturing new ones.

Nowadays Pharmaceutical companies are worried that modern customers have a propensity to be less devoted to certain brand. The consumers are availed with so many alternatives to choose from and so they do not care about sticking to one particular brand (Marjit, 2007). Similarly, it is very essential for the pharmaceutical chemists to sales the company's products which is recognise by customer through

symbol. However, in the contemporary market context, characterised by increasing competition and a rapidly changing marketing environment, customer loyalty has become an extremely valuable business intangible asset being critical for any business strategy. Also, the concept of shop symbolism has gained wide acceptance from more pharmaceutical industries as an important variable in the development of an effective strategy, which leads to increase in sales and as well as profitability. Thus, the offered shop symbol must be consistent with the needs and motives of the target segments to avoid creating confused images in the minds of consumers. Therefore, it is against this background that the study assess the effect of shop symbolism on customer loyalty among selected pharmaceutical chemists in Maiduguri Metropolitan Council.

### **Statement of the Problem**

The increasing competition in the wholesale and retail industry in Nigeria has forced and given pressure to wholesalers and retailers to search for new ways to distinguish themselves and gain better competitive position in the minds of customers in order to improve customer loyalty. However, customers are still not conversant with the symbol use by this Pharmaceutical chemists.

Despite the different measures taken by the pharmaceutical chemists owners to persuade customers to be loyal toward their companies' products faces a lot of constrained.

Though similar researches have been conducted in the study area, such as Wisnalmawati and Rahayu (2014), carried out a study on the effect of Store Image on Store Loyalty and Perceived Quality as Mediation in Indonesia, Shivaji and Mohinta (2015), conducted a study on the relationship between Store Loyalty and Shopping Behaviour in India and Mintar (2011), carried out a study on the influence of Mechanism Research of Store Image for Consumer Brand Loyalty in Maiduguri Metropolis. However, none of these studies looked at the effect of shop symbolism on customer loyalty among selected pharmaceutical chemists in Maiduguri Metropolitan Council. Therefore, thus leave a clear existing gap this research intends to fill.

### **Conceptual and Theoretical Framework**

According to Francis and Kang'rua (2015), Customer loyalty has been defined as the strength of the relationship between the individual's relative attitude and repeat Patronage In the same vein, Dick and Basu (2004), stated that loyalty is the combination of recurring patronage and encouraging attitude. However, behaviour shown through continuous purchases is actually defined as loyalty, strongly held

dedication to further repurchase or chosen or favoured product or service regardless of situational control and marketing strategies that have possibility to cause consumer switching activities, is defined as loyalty (Kotler, 2009). Brunner (2008), described, repurchase likelihood, probability of long term choice, or switching manners are the measures of behavioural loyalty. Where as in attitudinal aspect, brand inclination or emotional commitment that is evaluated through repurchase intention, not considering other better choices, price acceptance and plan to communicate product or service to others is loyalty. Practitioners as well as academics understand the central importance of customer loyalty to business success. Customer loyalty expresses an intended behaviour related to the service or the company which includes the likelihood of future renewal of service contracts, possibility of customer loyalty in service like the convenience stores business has received considerable attention in both marketing and management theory and practice. The reputation and the stereotype that business man and consumers attach to products of a specific nation and. this image is created by such variables as representative products, national characteristics, economic and political back ground, history, and traditions.

Attitudinal measurement use attitudinal data to reflect the emotional and psychological attachment inherent in loyalty (Bowern & Chen, 2001). The attitudinal measurements are concerned with the sense of loyalty, engagement and allegiance. Composite measurement of loyalty combined both the behavioural and attitudinal dimensions. Dick and Basu (2004), convinced that loyalty is determine by the strength of the relationship between relative attitude and repeat patronage, and that it has both attitudinal and behavioural elements. They verified that the use of both behaviour and attitude in defining loyalty significantly increase the predictive power of loyalty. Loyal customer can bring enormous benefits to an organization. They allow for a continuous stream of profits, reduce marketing and operating cost, increase referral, and are immune to competitors' promotion efforts. Moreover, the expenses of acquiring new customers are much higher than those of retaining and existing one.

### **Factors affecting customer loyal**

One of the factor affecting customer loyalty is changing customer preferences. Customers are dynamic and thus their behaviour keeps changing influenced by their tastes and preferences, change in the economy and the various products and services promotion programs, thus what could be drawing them to develop loyalty for a particular supermarket could change by a provision of another appealing taste in another supermarket. They customers could also switch to other supermarkets in

search of more satisfaction or obtain better and quality service from another store. This forms an independent variable that does influence customer loyalty (Fatima, 2012).

Another factors affecting customer loyalty is competition: This is a major challenge for pharmaceutical owners and managers. The loyalty of a customer is affected by the rivalry that exist among the retailer where leading brands have dynamic tactics of enticing customers, with the advantage of economies of scale they can invest in customer loyalty programs and promotion and have a versed experience of modes of influencing customers buying behaviour thus they are better placed than the new entrants supermarkets. Therefore, competition among the supermarkets affects customer loyalty (Omotayo, 2011).

### **Concept of Shop Symbolism on Customer Loyalty**

According to Ray (2009), the company wanted to project its business by developing more symbols that would resonate with customers. Symbols with all that represent a brand, a tagline, a character, a visual metaphor, a logo, a colour, a gesture, a musical note, a package or a program. The symbol is a part of brand equity and functions as a tool for maintenance (Omotayo, 2011). Logos and symbols have a long history which shows brand identification of the company. There are different types of logos, which are unique from corporate names or trademarks. Logos and symbol are easy way to recognize a product. It is a greater success if symbol and logos became a linked in memory to corresponding brand name and product to increase brand recall. Customers may perhaps identify definite symbols but be unable to link the many particular brand or product. According Marjit (2007), Logos help companies to develop the brand equity through raised brand identification and brand loyalty. The key to developing companies brand symbols is to focus on function. Logos are very important assets, companies spend enormous time and money to promote brand logos and symbols. In addition, Oxenfeld (2004), stated that logos and symbol are successful way to get a better place in customer mind. If customers find something that is easily identifiable preferably in a positive way, customers feel more comfortable with them. If there is not much difference among brands, then logos and symbols can be an effective way of differentiating the brands from each other. Moreover, logos can also be used to make the potential consumers aware of the origin and ownership of the brand. Moreover logos and symbols help the brand owners to build brand equity through raising brand awareness.

In the same vein, store symbol is widely investigated determinant of customer store loyalty define supermarket image as the complex of consumer's perceptions of a store on different salient attributes. Schlosser (1998), defines Supermarket store

image as consumer's impression of a Supermarket that is based on responses to its features. Supermarket store image includes two factors: tangible or functional factors and intangible or psychological factors (Ray, 2009). Responses to store image can be cognitive and emotional and are interrelated with such store characteristics as merchandise quality, supermarkets' personnel, physical facilities, services and atmospherics (Schlosser, 1998). Supermarkets social image is its style and appearance, which represents stores name in customers decision making process to patronize particular store (Ghosh, 2010). The image of a supermarket equals with brand's image in its ability to represent value and quality (Ray, 2009). Brand is a symbol or sign which is helpful for customer to identify the product, a company which have product with favourable brand image by the public surely gained better position in the market and also can sustain competitive advantage and increased number of market share (Jaworski, & MacInnis, 1986). Some of the research has been found that favourable brand image always helpful to lead customer satisfaction in order to create loyal customer base (Koo, 2003). Brand image is a mental setup developed by the customer on the basis of few selected impression from the particular branded product (Reynolds, 1965).

However, (Sarstedt, 2012), opined that corporate image and reputation is considered to be a critical factor in the overall evaluation of any organization because of the strength that lies in the customers' perception and mind when hearing the name of the organisation. Thus, continuous study on store image and reputation is a must for those organizations that want to successfully differentiate their positioning in the market.

Also, Kandampully (2007), stated that corporate image consisted of two main components; the first is functional such as the tangible characteristics that can be measured and evaluated easily. The second is emotional such as feelings, attitudes and beliefs the one have towards the organization. These emotional components are consequences from accumulative experiences the customer have with the passage of time with the organization.

### **Empirical Review**

Several empirical studies have been conducted on the effect of shop symbolism on customer loyalty. For example Zohre (2014), conducted a study on store image and its effect on customer perception of retail stores. The study was carried out in Multi Media University Malaysia. A survey was conducted on customers in shopping malls to identify the effects of the principal factors of store image on customer perception. This study used path analysis as the principal analytical tool for conducting causal evaluations and investigated the significant effects of store image attributes (i.e store,

atmosphere, music, merchandise, quality service, price and convenience) on customer perception. Findings indicated that the perceptions of customer integrate all of issues and messages they have received and experienced in the store, in addition to their own perceptions of the importance of store image dimensions. The study revealed that studying customer perceptions on store image further enhances the knowledge of marketers. Marketer can use this knowledge in acquiring more loyal customers and meeting their requirements in terms of store image. The study also identified the factors that are deemed to be the most important by customers and provides marketers with awareness regarding the psychological elements of customers that influence their perception of store image.

Similarly, Ki-Ham Chung (2014), carried out a study on the effects of store image, charity image, and customer orientation influence customer satisfaction and loyalty. The study was conducted in Gyeongsang National University South Korea. The data was obtained used convenience sampling for data collection purpose, a personal interview technique was used. The findings were revealed that store image, charity image, and customer orientation positively influence both customer satisfaction and loyalty in the nonprofit store. It was identified that customer satisfaction is strongly associated with customer loyalty. Thus, store should focus on reinforcing marketing activities. The moderating effects of trust in the relationship between store, image and customer satisfaction, charity image, customer loyalty and customer orientation and customer loyalty are significant. Thus, the store should make an effort to enhance its trust. The recommends that nonprofit organizations are endeavour to attract the customer through marketing management philosophy (Marketing concept) because consumer are the focal point of all the business activities.

In addition, Jansone (2012), conducted a study on the determinants of store loyalty in Latvian Grocery market in Latvia-Riga. The purpose of this study was to investigate, how Latvian retailers can position their stores best and which store loyalty variables the marketers need to focus and improve in order to maintain customer loyalty. The study adopted the field survey where questionnaire were administered to a sample size of 152 respondents. The data collected were analyzed using chi-square. Findings of the study revealed that the direct determinants of store loyalty considered in this study were: store affect, social congruity, ideal social congruity, and demographic factors (age, gender, income and distance). The indirect (mediated through store affect) determinants of store loyalty considered in our study were: store atmosphere perceptions, store merchandise value perceptions, interpersonal service quality perceptions, social congruity and ideal social congruity. The study concluded that marketers need to consider the determinants appropriately in order to maintain

customer loyalty. The study also recommends that Latvian retailers must have to harmonize the indirect determinants of store loyalty to fast track customer loyalty. Similarly, Atalik & Arslan (2009) conducted a study on the effects of customer value on customer loyalty in airline companies: case study of Turkish Air travelers. The aim of this study is to determine the effects of customer value, which is perceived by domestic line passengers based on the services offered by the airline company preferred, on the level of loyalty towards airline companies. A sample of 350 airline passengers was taken through simple random sampling technique. The data obtained was analyzed by the use of simple percentage and descriptive statistics. Simple regression technique was used for analysis. The findings show that customers attach a great deal of importance to fulfilment of their wants and needs. In this respect, carriers operating in domestic lines have to provide their customers with services designed to create higher values for their customers and to increase customer loyalty to airline companies. Thus, it seems obligatory for airline companies to provide various options in value-oriented services such as low-pricing, increasing domestic routes, stepping up direct flights, punctuality and baggage services.

### **Theoretical Review**

There are so many theories that can explain the study of this nature. Therefore, Theory of Reasoned Action and Customer Demand Theory will be reviewed for the purpose of this study.

### **Theory of Reasoned Action**

This theory was postulated by Fishbein and Ajzen, (1975). The theory can be used to understand and predict customer behaviour. The theory is based on assumptions that human beings are rational and they systematically use information available to them. Information available for individual logically and systematically follows individual's behaviour, the theory further suggests that subjective norm influences customer's intention to act. Behavioural intention is a function of attitude toward performing behaviour and subjective norm regarding to behaviour. Thus, individual believes that specific behaviour will lead to certain consequences and individual evaluates these consequences.

Subjective norms are individual's perceptions of whether or not relevant people to individual think that individual should perform specific behaviour. The subjective norms consist of individuals beliefs whether relevant people think that individual should perform specific behaviour (approves or disapproves) weighted by individuals motivation to agree with those relevant people.

It can be assumed that theory of reasoned action suggests that behaviour can be predicted by two variables: attitude toward behaviour and subjective norm. These variables are expected to vary with specific behaviour which is predicted, with conditions under which specific behaviour will be performed and with specific individual who will perform specific behaviour. Theory of reasoned action posits that loyalty intentions have direct influence on customer's behaviour (willingness to buy). Willingness to buy is attached to customer's desire to search for favorite offers even though it requires considerable effort. Competitive offerings are not considered as alternatives in customer's mind. Expansion of the theory of reasoned action suggests that customer's previous behaviour can explain their actual behaviour. It means that customer will prefer to choose the same store they visited in previous purchase occasions, even though customer perceives that other store provides the same benefits. It can be explained with psychological commitment to previous choices and customer's willingness to decrease their costs of decision making. This is called inertia effect. It is rational, because it helps customer to reach satisfaction by saving costs of decision making, decision takes place automatically and without conscious thinking.

### **Customer Demand Theory**

This theory was proposed by Michelle (2011). The customer demand was based on the consideration of some demographic variables, which were developed over years of research studying the habits of consumers. The theory attempts to define what drives loyalty in customers and can represent an effective tool for gaining and retaining your hard-won patrons. Business owners who witness repeat customers know on an intuitive level that customer loyalty is an invaluable commodity. Incorporating the precepts of the customer loyalty theory into daily dealings can influence the creation of more business.

In general, younger customers, especially those with in-depth experience searching the Internet, may exhibit less customer loyalty to individual businesses as a result of the wide variety of online stores. These shoppers do not experience the personal interactions inherent in visiting a physical location. Conversely, some older customers who are less interested in spending time searching the Internet to shop may develop a comfort level with the particular businesses they frequent. As a direct consequence, these purchasers get to know specific business owners and employees and begin developing much-valued relationships over time, enhancing loyalty to the business.

The differences between male and female shoppers may extend to their shopping habits. Generally, the nature of females includes valuing long-term relationships more than their male counterparts. Women also tend to recognize and exhibit loyalty

to product brands with which they become comfortable. Conventionally more social, women may initiate enjoyable interactions more readily with business owners and staff, laying the foundation for business loyalty. If these friendly overtures are consistently reciprocated by employees, the customer may come to expect the positive acknowledgement. This experience, when duplicated each time the customer visits the store, can lead to customer loyalty (Anneke, 2015).

Similarly, customer satisfaction occurs when expectations are met and exceeded; however, expectations vary among different people. For example, a product may be highly appealing to one customer and not impress another at all, so each person's degree of satisfaction is not the same. Rather than attempting to affect customer loyalty solely through the products carried, businesses might more effectively gain consumer loyalty by learning more about what their own customers appreciate and value and working to meet those expectations (Younghan 2011)

Therefore, from the stated theories, customer demand theory is the most relevant. The theory stated that customer needs and wants has to be determined before developing goods and services that meets or exceeds customer expectation, and this lead to satisfaction and eventual customer loyalty in selected pharmaceutical chemists in Maiduguri Metropolitan Council.

### **Methodology**

This research work is restricted to pharmaceutical chemists in Maiduguri Metropolitan Council, Borno State. Similarly, four (4) pharmaceutical chemists were selected using stratified sampling technique. The population of the study was 390,607, while the sample size of the study was three hundred and ninety nine (399). The sample size was determined based Yamane (1967) formula; i.e  $n = N / (1 + Ne^2)$  where  $n$  = sample size,  $N$  = population,  $e$  = error margin = 5%,  $n = 309607 / (1 + 309609(0.0025)) = 399$ . Questionnaires were issued to 399 respondents. The data was analysed using special package for social science (SPSS) and model was specified in line with the hypothesis that:

**H<sub>01</sub>:** There is no significant effect of shop symbolism on customer loyalty in among selected pharmaceutical chemists in Maiduguri Metropolitan Council.

**Table 1.1 Effect of Shop Symbolism on customer loyalty**

Source	SS	df	MS	Number of obs = 377	
				F( 3, 376) = 7.70	
Model	16.521092113	3	.314693211		Prob > F = 0.0320
Residual	16.8326021	374	.574971421	R-squared = 0.8149	
				Adj R-squared = 0.57032	
Total	28.9528796	381	.07599181	Root MSE = .54327	

$Y_i$	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
$X_1$	2.5749623	.453296	3.650.020	.0044468	.0260777
cons	2.932296	.4232130	14.49	0.000	2.842885 3.021706

**Source:** Field Survey, 2019

Table 1.1 indicate details of the linear relationship of the five questions used in examine the effect of shop symbolism on customer loyalty among Pharmaceutical chemist. These variables were subject to multiple regression model, customer loyalty was regressed against independent variables ( $X_1$ --- $X_2$ ). From the model summary, R- square is 0.8149, which is 82%, adjusted R- square is 0.543, t ratio of regression coefficient is also 3.650. The P-value of model summary  $P < 0.0320 P < 0.05$  which shows that shop symbolism has significant effect of shop symbolism on customer loyalty among pharmaceutical chemists in Maiduguri Metropolitan Council.

### Discussion of Results

Since the R-square value of (0.8149) which represent 81% by which the variable explain the mode fits of data. The t ratio of the coefficient of regression shows  $r = 0.543$ . Therefore, P- value of the coefficient was  $P < 0.0320 P < 0.05$ . This concludes that null hypothesis is rejected and the result indicates that, there is significant effect of shop symbolism on customer loyalty among pharmaceutical chemists in Maiduguri Metropolitan Council.

### Conclusion

Based on the findings of this study, it was concludes that shop symbol examines in this research have significantly contributes to customer loyalty in the study area. Therefore, the study concludes, that store symbolism is the highest predictor that significantly contributes to customer loyalty in the study area. This indicates that symbols are easy ways for customers to; identify a product, position the product in the mind of the customers; recognise the product and feel comfortable for using the product, and help to differentiate the products.

### Recommendations

Based on the findings of this study the following recommendations were made:

- i. Managers of the pharmaceutical chemists should design a unique symbol that are easy to be identifies and recognises by presents and existing customers.

- ii. Managers of the pharmaceutical chemists should give emphasises to symbol that attract customers which persuade them to patronage the products at any point in time.

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