

Table 2-6. Important store and product attributes regarding apparel items

	Store attributes									Product attributes			
	Service	Sales person	Atmosphere	Convenience	Return	Rest room	Promotion	Store outlook	Dressing room	Price	Quality	Assortment	Fashion & style
Bishop, 1992	×	×		×									
Dotson & Patton, 1992	×	×	×		×				×				
Gracey, 1993	×									×		×	
Jeong, 1993	×		×	×							×		×
Kim, 1990	×									×	×		
Lee, 1989	×									×	×		
Lee, 1997	×	×			×	×				×		×	
Lim, 1993	×	×	×	×	×	×	×			×	×	×	
Marks 1976		×					×	×					×
Park, 1988		×	×							×	×		
Park, 1996		×	×	×		×		×					