

GENDER

TABLE 4.17: CONSUMER PRIORITISATION OF EXTRINSIC ATTRIBUTES IN TERMS OF STORE IMAGE IN RELATION TO GENDER

Store image (M=3,46)	Gender	N	Mean	SEM
	Male	170	3,59	0,06608
	Female	265	3,37	0,04517
	Total	435		
	P-value		0,02	