

Abstract

The intensity of competition in the retail sector in Kenya is driving supermarket managers to position store image as a tool of competitive advantage. This study examined the mediating effect of store image on the relationship between psychographic and psychological factors and consumer purchase intention in anchor supermarkets in Kenya. Descriptive cross-sectional survey was applied on a sample of 384 consumers. The composite construct of psychographic and psychological factors was regressed on consumer purchase intention, resulting in a positive significant effect. It was established that store image partly mediates the relationship between psychographic plus psychological factors and consumer purchase intention. The study recommends building of positive reputation of the supermarket to attract and enhance the consumer's intention to purchase.