Does Retail Image Affect Attitude and Repatronage Intention Of Apparel Store in Malaysia?

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Abstract: - Local apparel retailers in Malaysia are facing hard times to compete with the international companies and foreign brands. Thus, it is very crucial to understand how store image would influence Malaysian consumers' store selection especially for the apparel retailers. The aim of this study is to examine the relationships between the store image, consumers' attitude towards store and their repatronage intentions. The store image is conceptualized as a six multidimensional variable namely store atmosphere, store value, salesperson, merchandising, availability and after sale service. The research instruments were distributed among 185 apparel shoppers of age 18 and above who have recently visited any of foreign or local apparel retail stores. Importantly, results indicated five store dimensions namely store atmosphere, availability, salesperson, after sale and merchandising have significant effects on both consumers' attitude towards store and repatronage intentions. Hence, the findings of this study provide useful insights for local apparel retailers to identify the key store attributes that significantly affect local consumers' attitude and repatronage intention.

Key-Words: - store image, repatronage intention, attitude towards store, apparel retailers.

1 Introduction

In the global economic recession that occurred recently, the Malaysian economy has slowed down due to the changes in consumer lifestyle and spending pattern (Euromonitor International, June 2011). Consequently, purchasing power went down among buyers, and the apparel retailing industry were affected especially when consumers began to cut off expenditure on apparel items, switching their shopping preferences into the lower price clothing and footwear brands. Based on the report on apparel retailing industry in Malaysia; regardless of the economic downturn in 2009, growth of the industry bounced back in 2010; notably those of the international brands in the local apparel market (Euromonitor International, June 2011). International apparel companies went for outlets expansion as a mean of business confidence in the economy recovery, simultaneously releasing an array of new apparel lines into the local market, aiming to cover up the loss and slow growth experienced during the recession. Despite of the quick recovery for the international brands, majority of the domestic apparel retailers remained stagnant and have yet to show significant bounce back; creating an intensified competition between international and domestic retailers, though the sales of apparel items has back to its normal point.

In addition to this, Paulins and Geistfeld (2003) pointed out that continuously, store-based retailers do face competition from one another, also; catalogues, television shopping network, direct selling; until in recent years, the hiking consumers' preferences on internet shopping. The gradual channel switching among the Malaysian consumers

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is probably budding from the younger generation who grew up through the emergence period of computer technology and internet; thus, has higher level of confidence in internet retailers, particularly in the non-grocery products, such as clothing and footwear, and this has further intensified the competition among apparel retailers.

The domestic apparel retailers are still weak as compared to the foreign apparel retailers in the market; despite of the economic rebound experienced by the sector, but mostly occurred on foreign retailers. The underlying key factor for the failure to rebound among the domestic apparel retailers may have been the lack of knowledge and understanding towards consumers' perception and expectation on them. While the sales of apparel items are in the rise among the Malaysian consumers, more and more store-based retailers are moving towards the direction of becoming multi-channel retailers in order to survive under the strong competition. Therefore, as new retail format coming up, Verma and Gupta (2005) said that retailers have a high stake in establishing a positive store image, because their image is directly tied to sales. Store-based retailers must also be prepared to implement changes ranging from altering store layout and display, to merchandise offer, and even moving stores into favourable location. However, the lack of knowledge in managing stores and in understanding the consumers' expectation and perception towards the retail store has been an issue for the local apparel retailers to develop a well-built store image to capture the market. Thus, it is very crucial to understand how store image would influence consumers' store selection, for the apparel retailers and contributing to the academic theoretical implication. Most importantly, retailers or store managers need to identify which are the store attributes that affect the consumers' revisit intention towards a particular store, as regular customers are major key element of sustaining a business.

2 Literature Review

2.1 Repatronage Intention

Retail patronage has long been a critical issue for the academicians and retail managers because it attempts to explain the mechanism of store choice. Retailing business is greatly affected by the patronage behavioural orientations of shoppers (Erdem, Oumlil & Tuncalp, 1999). Anić and Vouk (2005) pointed out that store patronage motives

could be the key determinants in researching for consumers' patronage intention. As supported by Lee, Fairhurst and Lee (2009), the key research factor is to focus on the identification of relevant attitudes that determine retail patronage. Further supporting to findings by Lee, Fairhurst and Lee (2009), Darian, Tucci and Wiman (2001) suggested that service attributes and the service levels are to be relatively important for consumer patronage intentions.

Yun and Good (2007) in a study on developing customer loyalty from store image attributes expressed that consumer's intentions are affected by store attributes and often predict customer-shopping behaviour, in both conventional store-based retailers and non-store retailers. Intentions of a person have strong impact on their shopping decisions, such as store selection and willingness to revisit a store. In their study, Yun and Good (2007) proved that determined by a store's attributes, patronage intentions of a consumer is the most important functional element leading to loyalty towards a retailer. Further supported by Ghosh, Tripathi and Kumar (2009) where he stated that courteous behaviour of salesperson, and being well-mannered and helpful would lead to store patronage decisions.

2.2 Store Image

Researchers have conceptualized store image as an overall impression of a store as perceived by a consumer (Yun & Good, 2007). Several types of store image attributes are consistently used by customers to evaluate the overall retail shopping quality and provide an overall impression of a store. Koo (2003) conceptualized store image using multidimensional attributes; namely store atmosphere, location, convenient facilities, value, employee service, after sale service, and merchandising. Yun and Good (2007) also described store image can be defined as the overall look of a store and the series of mental pictures and feelings it evokes within the consumer. Results of their study proved that favourable store image was dependent upon attributes such as merchandise, store service, and shop atmosphere.

Paulins and Geistfeld (2003) focused mainly on identification of store attributes that affect a consumer's store preference. Study done was focused on women's apparel store, in which authors believed that the fundamental concepts are applicable not just for women's apparel. Prior to conduct the research, Paulins and Geistfeld (2003) surveyed on past researches to identify key store attributes, and they suggested that not all retail store

attributes hold equal weight in influencing store selection. In addition, the importance of each store attributes may differ by store type as well as by consumer characteristics.

A study was conducted by Stewart and Hood (1983) to examine the customer store image components in three UK retail groups. Tangible aspects of store image were employed in conducting the study. They found that physical characteristic of a store such as store decoration somehow does not have significant influence on consumer store selection. Thompson and Chen (1998) on the other hand, found that the values of "enjoyment", "happiness" and "quality of life" are the most sought by consumers in relate with store image. Attribute such as "location" somehow has only significant influence on consumers' store choice behaviour, but has very little effect in related with store image.

It was also suggested that consumers' preferred store attributes are linked closely to the value they sought for during their shopping experience in the store. Anić and Vouk (2005) in their study, examined the consumer perceptions on store image employing the store attributes of prices, merchandise selection, brand, advertising, services, location, parking space provided, easy accessibility, store layout, operating hours, displays, store atmosphere, sales personnel, availability of credit, home delivery and return policy.

2.3 Attitude towards Store

A critical factor influencing customer satisfaction in a retail setting is the customer's perception regarding the performance of salespeople in the retail store environment. Many businesses, including retailers, have made crude attempts to identify sources of customer discontent, for example, by implementing a customer complaint and suggestion system (Darian, Tucci & Wiman, 2001). Negative attitude from the salesperson to "talk down" to the customers may also rise unsatisfactory among them.

Past study also found that not all shoppers value a welcome greeting from a salesperson upon entering the store, as for some, it may be perceived as pushy and forceful. Bhaskar and Shekhar (2011) found strong relationship between service qualities in a retail store affecting the customer satisfaction. Adding on to that, Freier (2011) also found that in the matter of increasing customer satisfaction, basic facility such fitting room could also be a key factor. Lee and Park (2009) studied in relation with consumer's online shopping behaviour suggested

that past experience of the consumers have the function of further enhance their attitude towards a store. In a study by Sinha and Banerjee (2004) on grocery store choice behaviour, found that although branding and convenience are rated fairly high in consumer perception, they are not the significant drivers of consumers' store choice behaviour. Consumers of leisure store, on the other hand, show greater sentiments over store atmosphere, environment, music and others.

An aspect to look at the pattern of attitude of a consumer, or their shopping behaviour, Leszczyc and Timmermans (1997) in a study to examine the grocery shopping behaviour in Missouri gave a better insight that shoppers' attitude towards price factor is most likely to be affected by the sociodemographic segments in shopping behaviour. For an example, shoppers from single-earner households respond much cautiously to the price factor, as compared to one from double-earner households.

3 Research Method

Data collection for the study was done through distribution of questionnaires among apparel shoppers of age 18 and above who have recently visited any of the foreign or local apparel retail stores. Data were collected using a structured questionnaire that would begin with demographic details of the respondents, which is inclusive of gender, marital status, age, education level, occupation and average monthly income. Section two of the questionnaire asked on respondents' recent shopping experience in a particular apparel retail store, adapted from a study done in Cyprus, by Gundala (2010). "Store atmosphere", "value", "after sale service", "availability" and "merchandising" are store attributes adapted from a study conducted in Korea, by Koo (2003). Meanwhile, "salesperson" is an attribute adapted from a study on retail patronage intentions, by Darian et al., 2001. As for the attitude section, four items examined respondents' attitude towards the particular evaluated apparel retail store, comprising of their overall impression of the store (Koo, 2003). Finally, the repatronage intentions towards the apparel retail store, adapted from Kaul, Saul and Koshy (2009), previously tested in India apparel retail store.

For this study, SPSS 19.0 was used for exploratory factor analysis, reliability analysis, descriptive statistics, correlation analysis and multiple regression analysis. The framework of this study is illustrated in Figure 1.

Fig 1: Conceptual Framework
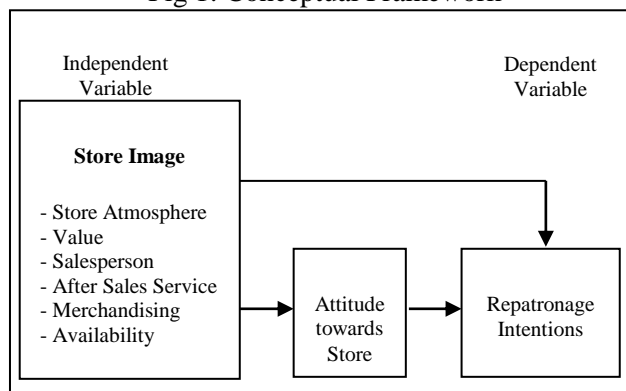
For the purpose of this study, the following hypotheses are developed in accordance to the conceptual framework:

H1a: Store atmosphere of an apparel retail store would positively influence a consumer's repatronage intentions

H1b: Availability of an apparel retail store would positively influence a consumer's repatronage intentions.

H1c: Value of an apparel retail store would positively influence a consumer's repatronage intentions.

H1d: Salesperson of an apparel retail store would positively influence a consumer's repatronage intentions.

H1e: After sale service of an apparel retail store would positively influence a consumer's repatronage intentions.

H1f: Merchandising of an apparel retail store would positively influence a consumer's repatronage intentions.

H2a: Store atmosphere of an apparel retail store would positively influence a consumer's attitude towards a specific store.

H2b: Availability of an apparel retail store would positively influence a consumer's attitude towards the store.

H2c: Value of an apparel retail store would positively influence a consumer's attitude towards the store.

H2d: Salesperson of an apparel retail store would positively influence a consumer's attitude towards the store.

H2e: After sale service of an apparel retail store would positively influence a consumer's attitude towards the store.

H2f: Merchandising of an apparel retail store would positively influence a consumer's attitude towards the store.

H3: Attitude of a consumer towards an apparel retail store will have a direct influence on consumers' repatronage intentions.

4 Results

A total of 189 samples participated in this study. Descriptive analysis on the demographic data of the respondents revealed that more than half of the respondents are female (57.1%), with the remaining 42.9% are male respondents. Majority of the respondents are single (55.6%), with 42.3% are married individuals. Separated/divorced individuals consist only 2.1% of total sample. About 47.6% of the respondents were in the age range of 25-34, 24.3% were in the age range of 35-44, 22.2% in the age of 18-24, 4.8% in the age of 45-54, and the remaining 1.1% was in the age range of 55 and above. For the average monthly income of respondents, 30.7% earned between RM2000-RM2999 per month.

4.1 Factor Analysis

Exploratory factor analysis was performed on the six attributes of store image (i.e. atmosphere, value, salesperson, after sale service, availability and merchandise) which consist of 29 items. Final run of factor analysis produced six factors with eigenvalues above one. The Kaiser-Meyer-Olkin value was .855 and the Barlett's test of sphericity was significant at .000. Anti-image correlation for variables of store image were greater than 0.5. Communalities of the 22 items ranged between 0.587 and 0.884. Meanwhile, factor loadings of the 26 items ranged between 0.481 and 0.891. In summary, the exploratory factor analysis for store image produced six factors, which are: 1) value, 2) store atmosphere, 3) after sale service, 4) salesperson, 5) availability, and 6) merchandise. Results of factor analysis of store image are to find in Appendix 1.

The factor analysis of the attitude towards store variables produced only one factor that captured 81.21% of the total variance with an eigenvalue of 2.44 (refer appendix 2). The Kaiser-Meyer-Olkin value was 0.730 and the Bartlett's test of sphericity was significant at 0.000. The communalities of the three items ranged from 0.761 to 0.849, while factor loadings of the three variables ranged from 0.872 to 0.922. Appendix 2 shown that factor loadings of the items measuring attitude towards store.

The factor analysis of the repatronage intentions variables produced only one factor that captured

71.40% of the total variance with an eigenvalue of 3.57 (refer appendix 3). The Kaiser-Meyer-Olkin value was 0.825 and the Bartlett's test of sphericity was significant at 0.000. The communalities of the five variables ranged from 0.626 to 0.800, while factor loadings of the five variables ranged from 0.791 to 0.895. Appendix 3 shown that factor loadings of the items repatronage intentions.

4.2 Multiple Regression Analysis
4.2.1 The Relationship between Store Image and Repatronage Intentions

First hypothesis (H1) examined the relationship between store image (i.e. value, store atmosphere, after sale service, salesperson, availability, and merchandise) and consumers' repatronage intentions. It was anticipated that store image would positively influence consumers' repatronage intentions.

Appendix 4 indicated that 69.5% variances in repatronage intentions can be explained by store image dimensions. There are five dimensions of store image found to have positive influences on repatronage intentions, namely store atmosphere (β = 0.208, p<0.01), after sale service (β = 0.300, p<0.01), salesperson (β = 0.111, p<0.05), availability (β = 0.152, p<0.05), and merchandise (β = 0.200, p<0.01). However, value was found to have no significant relationship with repatronage intentions. This means that H1a, H1b, H1d, H1e, and H1f are supported; meanwhile, H1b is rejected.

4.2.2 The Relationship between Store Image and Attitude towards Store

Second hypothesis (H2) examined the relationship between store image (i.e. value, store atmosphere, after sale service, salesperson, availability, and merchandise) and attitude towards store. It was anticipated that store image would positively influence consumers' attitude towards store.

Appendix 5 indicated that 75.7% variances in attitude towards store can be explained by store image dimensions. There are five dimensions of store image found to have positive influences on attitude towards store, namely store atmosphere (β = 0.146, p<0.01), after sale service (β = 0.157, p<0.01), salesperson (β = 0.139, p<0.01), availability (β = 0.219, p<0.01), and merchandise (β = 0.346, p<0.01). However, value was found to have no significant relationship with attitude towards store. This means that H2a, H2b, H2d, H2e, and H2f are supported; meanwhile, H2c is rejected

4.2.3 The Relationship between Attitude towards Store and Repatronage Intentions.

Third hypothesis (H3) examined the relationship between attitude towards store and consumers' repatronage intentions. It was anticipated that attitude towards store would positively influence consumers' repatronage intentions. Appendix 6 indicated that 73.8% variances in repatronage intentions can be explained by attitude towards store. Attitude towards store found to have positive influences on repatronage intentions, as indicated by the value of β = 0.859 (p<0.01). Therefore, H3 is supported.

5 Findings
5.1 The Influence of Store Image on Attitude towards Store and Repatronage Intentions

This study examines the influence of dimensions of store image on attitude towards store and consumers' repatronage intentions, in the context of apparel products. Results show that store image has positive influence on both attitude towards store and consumers' repatronage intentions. Hence, this has highlighted the important role of store image as the bases to develop favourable attitude of consumers towards a retail store, and thus, their repatronage intentions, particularly in the context of apparel retailing.

There are five dimensions of store image which have positive influence on consumers' repatronage intentions. Results of this study also indicates that as the five dimensions of store image in this study are being fulfilled in particular towards consumers' expectations, there would be a high possibility of developing consumers' revisit intention in the future. Results of the study revealed that salesperson of a retail store have positive influence on consumers' repatronage intentions. Further supporting was a past study by Ghosh, Tripathi and Kumar (2009) where he stated that well-mannered behaviour of salesperson and being helpful to customers would lead to store patronage decisions. Darian, Tucci and Wiman (2001) also stated that consumers were significantly more likely to patronize and revisit a retail store where the salesperson is very respectful to the customers. Store atmosphere and after sale service were also found to have positive influence on repatronage intentions, which was further supported by Lewis and Hawksley (1990) who found that attributes of products, customer service and price are the key dimensions of store image, further influenced by store atmosphere. The value was found to have no

significant influence on consumer's attitude towards store. This finding was contrary with findings of Koo (2003) where he found store images related to value are statistically significant on store loyalty.

There are five dimensions of store image have positive influence on attitude towards store, namely the store atmosphere of a retail store, after sale service of a store, salesperson of a store, availability and merchandise offer of a store. This was supported by a study of Cottet, Lichtle and Plichon (2006) where it was found that characteristics of a retail store would positively impact the consumers' perceived value in their shopping experience, which would increase their satisfaction towards the visited store. Further supporting this was the past study by Lee and Park (2009) who found that past shopping experience of consumers have in a store would enhance their attitude towards store. The positive influence of after sale service of a retail store on consumers' attitude towards store and their repatronage intentions was also supported by findings of Bhaskar and Shekhar (2011) who found service quality of retail store would strongly impact satisfaction level of a customer. It would also mean that if a retail store could provide services; either in-store services or post-transaction services as closely fulfilled to the expectation level of consumers, consumers would be able develop positive attitude towards the retail store. However, gain the value dimension was found to have no significant influence on consumer's attitude towards store. This finding was further supported by Koo (2003) where he found store images related to location and value, have no impact on consumers' attitude towards store.

5.2 The Influence of Attitude towards Store on Repatronage Intentions

Results of this study revealed that the attitude towards store has a positive influence on consumers' repatronage intentions. Therefore, this has suggested that consumers' attitude towards a retail store has a crucial role in influencing their repatronage intentions, particularly in the context of apparel retailing. This means that as a consumer developed positive and favourable attitude towards a particular apparel retail store, chances of he or she to revisit the same apparel retail store in the future would be higher. Further supported by Yun and Good (2007) who concluded that consumer would most likely to revisit retail stores that they have good impression on.

6 Conclusion

This study provided empirical evidences on the relationships between store image, consumers' attitude towards store and consumers' repatronage intentions in the context of apparel retailing in Malaysia. It also helped store managers to gain better insight of the key factors that contribute to the formation of consumers' repatronage intentions and hence, consumer retention. Development and improvement of overall consumers' sentiments towards these store attributes is suggested in leading to consumers' patronage behaviour. Hence, the findings of this study provided beneficial insights for store managers in the apparel retailing industry by identifying the five key store attributes (i.e. store atmosphere, after sale service, salesperson, availability, and merchandise) that affect consumers' attitude and repatronage intentions. In the aspect of store atmosphere, retail store manager could pay more attention on the merchandise display in the store. Consumers prefer display of merchandise where they could easily reach and find what they are looking for, and avoid displaying merchandise too high up on the display rack. Displaying hot sales items and new arrival products at the eye-level display rack would be a wiser choice to catch the attention of consumers. Soft and soothing music could also be played in the store to provide a more relaxing store ambience, in order to make store visitors to feel more comfortable while shopping in the store.

This study also suggested that consumers respond to the after sale service provided by a retail store. As they are satisfied with the post transaction service of a retail store, it is more likely that the consumer would revisit the store in the future. In developing positive attitude of consumers towards the after sale service, retailer or store manager should emphasize more than responding promptly to the dissatisfaction or report back of the customers. Handling method of the report back for dissatisfaction towards the purchased merchandise could be an exchange for a new item, and to provide feedback after the complaint has been justified, as a mean of appreciation for the feedback of the customer. In retailing, services and attitude of a salesperson often affect the impression of consumers towards a specific store. This study indicated that salesperson has a significant influence on consumers' attitude towards store and their repatronage intentions, suggesting retail store manager to focus on employee services towards the customers. Employees or sales promoters at the retail store should be encouraged to be more friendly and welcoming to the customers, and

provide a warm greeting once the customers entered the store, in order to develop a better first impression.

This study also indicated that availability of a retail store has positive influence on consumers' attitude towards store and their repatronage intentions. Store image attribute of availability in this study refers to the availability of fashionable and stylish products offered, and also the availability of variety of stores nearby the apparel retail store for the convenience of consumers to carry out their activities. Apparel retailers should pay more attention on the fashion trend of their target market, and perhaps to choose for their outlet to be situated in the centre of community for the convenience of the shoppers. Result of the study also shows that besides of the fashion and stylish element of the apparel being offered in the store, retailers should also emphasize on the quality of the products offered. While price of the products is not a significant factor in this study, quality of the merchandise has positive influence on consumers' satisfaction and store loyalty.

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Appendix 1: Factor Analysis of Store Image (source: SPSS output of own survey)

Items	F1	F2	F3	F4	F5	F6
Factor 1: Value						
1. This store offers a lot of promotions	0.891					
2. This store offers a lot of special sales	0.811					
3. This store offers a lot of discounts	0.783					
4. This store provides appropriate prices	0.671					
5. This store emphases price deals	0.648					
6. The store is reliable		0.481				
Factor 2: Store Atmosphere						
1. The atmosphere is very good		0.840				
2. The layout makes it easy to get around	0.727					
3. Music played in the store is enjoyable		0.716				
4. It is easy to find what I am looking for in the store	0.681					
5. Merchandise display is very good	0.558					
Factor 3: After Sale						
1. The store offers excellent exchange services for goods I purchased	0.855					
2. The store offers easy exchange services for goods I purchased		0.825				
3. The store is able to handle dissatisfaction on goods I purchased		0.722				
4. The store allows report back to communicate dissatisfaction		0.674				
Factor 4: Salesperson						
1. Salesperson at the store is very helpful to customers			0.790			
2. Salesperson at the store is very friendly			0.773			
3. Salesperson immediately greets customers as we enter the store		0.732				
4. Salesperson at the store has good product knowledge			0.723			
Factor 5: Merchandise						
1. Variety of stores is located near the store				0.721		
2. The store offers fashionable of merchandise				0.692		
3. The store offers stylish merchandise				0.683		
4. The store offers a good quality of merchandise			0.650			
5. The store has a good selection of merchandise				0.610		
Factor 6: Availability						
1. The store is located close to my house					0.715	
2. It is convenient to take a public transportation to get to the store				0.711		
Eigen Values	11.94	2.284	1.726	1.432	1.289	1.204
Percent of Variances	44.245	8.461	6.392	5.303	4.774	4.49

Appendix 2: Factor Analysis of Attitude towards Store (source: SPSS output of own survey)

	Items	Factor Loadings
1	When I think of this store, this store is very good.	.922
2	When I think of this store, I have favourable attitude to this store.	.909
3	When I think of this store, I like this store very much.	.872
	Eigen Value	2.44
	Total Variance Explained	81.21
	Measure of Sampling Adequacy	.730
	Barlett's test of Sphericity	317.15
	Significant	.000

Appendix 3: Factor Analysis of Repatronage Intentions (source: SPSS output of own survey)

	Items	Factor Loadings
1	I would encourage people I know (such as friends, relatives, work colleagues, neighbours, etc.) to do business with this store.	.895
2	I would shop often at this store in the next few months.	.875
3	I would say positive things about this store to other people.	.832
4	I would visit the store in the near future.	.827

5 I would recommend this store to someone who seeks my advice.		.791
Eigen Value		3.57
Total Variance Explained	71.40	
Measure of Sampling Adequacy		.825
Barlett's test of Sphericity	608.19	
Significant		.000

Appendix 4: Regression Analysis of Store Image and Repatronage Intentions (source: SPSS output of own survey)

Dependent Variable	Independent Variable		Std. Coefficient Beta (β)
Repatronage Intentions	Store Image:		
	Value		.120
	Store Atmosphere		.208**
	After Sale Service		.300**
	Salesperson		.111*
	Availability		.152*
	Merchandise		.200**
	R^2	.695	
	Adjusted R^2	.683	
	Sig. F	58.91**	

Note: Significant level: *$p<0.05$, **$p<0.01$

Appendix 5: Regression Analysis of Store Image and Attitude towards Store (source: SPSS output of own survey)

Dependent Variable	Independent Variable		Std. Coefficient Beta (β)
Attitude Towards Store	Store Image:		
	Value		.046
	Store Atmosphere		.146**
	After Sale Service		.157**
	Salesperson		.139**
	Availability		.219**
	Merchandise		.346**
	R^2	.757	
	Adjusted R^2	.748	
	Sig. F	80.64**	

Note: Significant level: *$p<0.05$, **$p<0.01$

Appendix 6: Regression Analysis of Attitude towards Store and Repatronage Intentions (source: SPSS output of own survey)

Dependent Variable	Independent Variable		Std. Coefficient Beta (β)
Repatronage Intentions			
	Attitude Towards Store		.859**
	R^2	.738	
	Adjusted R^2	.736	
	Sig. F	526.26**	

Note: Significant level: *$p<0.05$, **$p<0.01$