

## ABSTRACT

Two hundred female were interviewed immediately after they had made purchases from a supermarket. Results demonstrated that perceived control could predict perceived crowding. However, perceived product choice, which is one of the components of perceived control scale, was found to be unrelated to perceived crowding. Instead, perceived product choice was predictive of both shoppers' satisfaction and perceived store image. For shopping orientations, efficiency-oriented shoppers did experience more crowding than leisure-oriented shoppers; however, they did not enact more avoidant strategies. Also, shopping orientations was found to explain much more variances than factors like working status, time and age. Last, results showed that younger respondents were less tolerant of crowding and low control which indicating a different shopping style while compared with older shoppers.