

CHAPTER 2

LITERATURE REVIEW

(2.1) Overview

The demographic variables such as age, sex, marital status, family size, occupation, income/purchasing capacity, educational levels, and religion are the most decisive and wield significant influence on the prospects of retail business. Each variable of the demographic factors has played its own unique role in the growth and development of modern retail formats like food and grocery. The size of the population is an important determinant of demand for many products and services.¹

Retailing encompasses the business activities involved in setting goods and services to their consumers for their personal family or household use. It includes sale to the final consumers ranging from cars to apparel, to meals at restaurant to theater tickets (*Berman & Evans*). Retail is the largest private industry in the world and is playing a significant role in the world economy because of the contribution that it makes to the economy of the country.²

(2.2) Organized Retail Outlets:

Martineau (1958): was the first researcher to work on store attributes (Erdem, Oumlil, & Tuncalp, 1999). He described store attributes as factors responsible for store image formation. Further, he opined that the store image leads to create personality of the store in the mind of customers and customers' decisions are influenced by the picture of the entire store. The image of the store is formed in customer mind by some store attributes like: Layout and Architecture, Symbols and Colours, Advertising, and Sales personnel matched with various patterns of consumer behaviour.

Kunkel & Berry (1968): understood that store image has increased notably in past decades but the rate of knowledge has not progressed accordingly. Kunkel et al. opined that a man selects a store for buying based his experiences while shopping in a

¹ Ch. J. S. Prasad and D. Raghunatha Reddy.(2007), "A Study on the Role of Demographic and Psychographic Dynamics in Food and Grocery Retailing," *The Journal of Business Perspective* | Vol. 11 | No. 4,(October–December),Page No:22.

² C. P. Gupta, Rajeev Agarwal, Madhulika Sinha.(2008), "Organized Retailing and its Effect on the Consumers Buying Behaviour: with special reference to Agra City," *Journal of Marketing & Communication*,Vol. 4 Issue 1 May –August, Page No:81.

store. Work in this area carried out by developing a behavioural concepts (influenced by societal and subculture norms) of store images (formed by 12 store attributes: Price of Merchandise, Quality of Merchandise, Assortment of Merchandise, Fashion of Merchandise, Sales personnel, Location convenience, other convenience factors, Services, Sales Promotion, Advertising, Store Atmosphere and reputation on Adjustments).

Lindquist (1974-75): conducted a survey of empirical and hypothetical evidence for defining the meaning of image. He summarized the image-related attributes found or hypothesized by 26 scholars in the field of defining store image through store attributes. He found that following attributes were mentioned by a certain percentage of the scholars: Merchandise Selection or Assortment (42%), Merchandise Quality (38%), Merchandise Pricing (38%), Locational Convenience (35%), Merchandise Styling, Fashion (27%), Service, General (27%) and Salesclerk Services (27%). There are studies related to store selection based on consumer perceptions, which are formed or influence by store attributes.

Miller (1976): had an insight to the stores customers' satisfaction in terms of customer discontent. This article primarily investigated the possibilities of identifying segments of discontented customers.

Hansen and Deutscher (1978): used a base of 485 consumers in Ohio and examined the relative importance of the various aspects of retail image to different consumer segments. They made comparison of different attributes across departmental and grocery stores to indicate congruence and concluded that the same attributes are important across different types of stores.

Westbrook (1981): used some range of non product related factors and identified eight variables Sales personnel, Store environment, Merchandising, Services, Product satisfaction, Store clientele, Value-price, and Special sales that may influence customer satisfaction and dissatisfaction. Among them he concluded that Sales persons, Store sales, Product satisfaction, Value price relationship, and Store environment were most influential variables of retail customer satisfaction.

Subramanyam et al (1982): conducted a study in Visakhapatnam to examine the buying habits of the consumers relating to groceries, apparel and electrical appliances.

They reached the conclusion that the socio-economic characteristics of the consumer highly influence their purchases.

Lumpkin (1982), (1984), (1985) and Lumpkin et al (1985): examined the purchase behaviour in the context of apparel and found that the respondents have patronized the store rather than the brands of the products in their studies. He reached the conclusion that there was a clear difference in the reasons for patronizing these stores with the types of products purchased. In case of food and grocery store purchases, issues pertaining to convenience, closeness to home, 83 percent respondents have responded.

Lumpkin (1984) and Schiff Man et al (2001): They have also studied purchase behaviour regarding activities, interests and opinions (Ala) in the context of various products. They reached the conclusion that store are patronized. Further the outcome of their studies reflect that respondents were very conscious about price and quality/guarantee of the products.

Sproles (1985) and Sproles and Kendall (1986): provide the Consumer Styles Inventory (CSI), which is an early attempt to systematically measure shopping orientations using decision-making orientations.

Sproles (1985): provides eight central decision-making dimensions to explain why shoppers behave in certain ways. One of the most important assumptions of this approach is that each individual consumer has a specific decision-making style resulting from a combination of their individual decision making dimensions. The theoretical assumption behind Sproles and Kendall's (1986) ideas about CDM styles is that consumers have eight different decision-making dimensions that determine the shopping decisions they make.

Parasurama (1990): in his study on superior customer service and marketing excellence discussed the meaning and measurement of service quality and offered managerial guidelines for delivering superior service by invoking key insights from a multi-year, multi sector stream of research on customer service. He developed a model called SERQUAL, which consisted of five dimensions like reliability, responsiveness, assurance, empathy and tangibles. He concluded that reliability to be the most important of the five SERQUAL dimensions. He also concluded that a company should effectively blend external marketing with customer service to deliver superior service to customers.

Moschis (1992): reviewed a number of studies of shopping behaviour and research reports of the Centre for Mature Consumer Studies and examined the reasons for patronizing a range of retail shop types- food and grocery stores, apparel and shoe stores.

Prus (1993): in a qualitative study said that a number of dilemmas for consumers are created by shopping companions like additional definitions (encouragements, discouragements and distractions) of products, money, users as well as their concerns with the identities and ensuing relationships implied by the presence of their companions.

Gagliano, K B and Hathcote (1994): defined service quality as the customers' overall impression of the relative inferiority or superiority of the organization and its services. Carpenter, J.M. Moore, M., (2000) suggested that perceived service quality directly and significantly influences satisfaction.

Joyce & Lambart (1996): found that consumers' perceptions about the store image are likely to be influenced by the types of stores visited repeatedly in past and attributes of these stores such as Color, Lighting, Signage, Clientele, Salespeople.

J.A.F. Nicholls (1997) in his article has mention about the situational dimensions affecting purchasing behavior of Hispanic customers in a mall at some distance from their neighborhoods. The Hispanic shopper (which would also include a large segment of immigrants) makes the (shopping) trip worthwhile by traveling with companions, consummating a purchase while at the mall, and buying food or beverage during the visit.

The Hispanic shopper also spends more time at the mall and visits more stores while there.

Rogers (1998): investigated customer satisfaction of visitors to history museum stores in relation with customer demographic and nostalgia proneness. This research aimed at measuring the level of customer satisfaction, identifying the attributes responsible for satisfaction.

Leung and Oppewal (1999): had conducted research on the roles of store and brand names in consumers' choice of a retail outlet and concluded that a high-quality brand or high-quality store is sufficient to attract the customer to a retail store. The study

also revealed that store names have a larger impact on store choice than the brand names of the products that these stores have on offer.

Treblanche (1999): identified the determining factors of store attributes influencing consumer perception about a store as: Types of Customer, Store Location, Price levels, Services offered, Merchandising Mix, and Advertising and Physical facilities.

Sen (2000): confirms this in the study undertaken in Indian context. He substantiate that in the case of hypermarkets, the main motives for preferences, in decreasing order are low prices, the possibility of buying everything in the same place and the general appearance of the store. Several studies accentuate the probable coexistence of different store formats.

Mowen & Minor (2000): Consumer experience needs, then search for information, alternative are evaluated and choice is made.

Moneesha (2001): tries to build up a structure for studying consumer behavior by considering the progress of the field of consumer research and the diverse paradigms of thought that have influenced the discipline.

Popkowski et al (2001): observed that the changing retail structure has provided the consumers with more options in the form of formats and services such as less travel time, large variety of products and quality products etc.

Kai Kristensen, Hans Jorn Jhul & Ostergaard Peder (2001): Customer satisfaction and customer loyalty were becoming increasingly important factors in modern retailing a market characterized by slow growth and intense competition. In this paper researcher have explained that European retailing was changing rapidly, developers were concentrating on increase in store size and ownership. Store chains were increasingly being branded in order to increase differentiation between chains, subsequently increasing store loyalty. Private labels have obtained a more dominant role within the last few years. Because of this growth, market was gaining the competition and try increase customer satisfaction and customer loyalty.

Hawkins et al (2002): made effort to study the change in lifestyle which include attitude of the people regarding place, ideas products and so on.

Pradhan (2002): Retailing is an occupation came into existence when farmers started producing more food than they required. Different people had different skill sets, and

people who had a surplus of one kind of good desired the goods they did not have or could not produce.

Priporas (2002): in his thesis viewed that customer satisfaction had been recognized as a major success factor in keeping and developing the clientele base. The purpose of this study was to explore relationship between store image and consumer satisfaction for a food retail sector amidst entrance of foreign retailers in Greece.

Ting & Chen (2002): looked the relationship between store attributes and customer satisfaction differently and viewed that though there were researches showing a linear relationship between qualities attributes of a store and customer satisfaction, there might be a non-linear relationship between them. Ting et al. investigated in same line on hypermarket customers and found that most quality attributes and customer satisfaction is asymmetrical and non-linear.

Singh and Powell (2002): Grocery consumers consider quality to be most important factor, followed by price, locality, range of products and parking.

LeHew, Burgess and Wesley (2002): investigated the feasibility of customer loyalty towards an enclosed mall. Their findings clearly stated that price, store personnel, store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

Mc Goldrick (2002): the shopping mall image is a multidimensional concept where the tangibility of functional attributes are related to its physical features; and secondly the intangibility attributes are the atmospherics' qualities. Also, shopping mall image is a combination of functional qualities perceived by shopper like convenience, parking facilities and service quality) as well as psychological attributes like salesmanship and atmosphere) is funny activity for them. Young customers are most recreational in their shopping.

Sinha (2003): his research pointed out that the evolving retail environment in India seems to be affecting the orientation of Indian retailing. He suggested that retailers in shopping malls need to take up the task of demonstrating the value addition of the store. – where the format of the store could be the prime driver.

Knox and Walker (2003): Reports a weak but significant relationship between involvement and brand loyalty in grocery markets.

Rajendra(2003): point to the fact that the structure of a country's retail sector has an enormous influence on marketing strategy and marketing activities consumption patterns activate changes in shopping styles of consumers and also the factors that move people into stores which is being emphasized by Mishra, S. Mridula (2007) who highlight the way organized retail has dramatically changed not only the Indian traditional retailing structure but also the consumption behavior Mitchell & Boustani,(1994).

Gupta et al. (2003): studied the changing Indian consumer behavior in the past decade due to availability of large assortment of major products leaving an impact on their consumption and consumption structure. The consumer is no longer shopping for clothes/household products from the local market; rather the place of shopping has shifted to the stores in malls.

Thang et al (2003) and Dalwadi et al (2010): supported that consumers' choice of shopping malls over traditional market stores is influenced by various factors like ambience, assortment, sales promotion schemes and in-store services. The facility of one stop-shop had a positive response from the consumers, who found it more convenient, time saving and satisfactory.

Ms. Sonia JITU (2003): "As consumer behavior and lifestyles changed, people no longer buy the way they used to. Simply increasing 'width 'and 'depth 'of coverage no longer seems to produce the magical results it once used to." The retail sector has played a phenomenal role throughout the world in increasing productivity of consumer goods and services. It is also the second largest industry in US in terms of numbers of employees and establishments. There is no denying the fact that most of the developed economies are very much relying on their retail sector as a locomotive of growth. The Indian retail industry is going through a period of golden sunshine Retailers: The retailers' management does not have clear policies. They have not developed ethical code of practice. They are concerned with ethical behavior and doing the right thing. Since ethical conduct is largely an individual process, training and individual related factors are important .Retail salespeople need guidelines on ethical issues. This poses considerable challenges to retail managers. If we focus on problems of retail industry and solve them then Indian retail sector will boom.

Taylor (2003): Grocery retailing is strongly affected by price competitiveness.

Choo, Jung and Pysarchik (2004): pointed out that Indian consumers' attitude towards new products is changing significantly which can increase their intention to shop in new retail formats such as supermarkets/ hypermarkets / malls. Therefore, product features like quality, price and availability of new products are important factors within the Indian context.

Martin and Turley (2004): found out the attitudes of the older segment of Generation Y consumers (19– 25 yrs) towards a mall, and on their consumption motivation. It was found that Generation Y consumers are more objectively motivated than socially motivated to consume. They also found that objective motivations to consume predict an individual consumer's perception of a shopping mall's ambience, layout, and his or her involvement in the shopping process.

Sinha and Banerjee (2004): revealed that shoppers gave prominence to proximity of the store, merchandise and service. While food stores are chosen more on the basis of their proximity and long– term association, with merchandise and service contributing secondarily to enhanced utility, consumer durables stores are chosen based on merchandise and personal referrals, with ambience affecting their choice slightly. Stores dealing in apparel, books and music are chosen purely on ambience.

Ailawadi and Keller (2004): stated that location of a hypermarket / store and the distance that a customer must travel to shop are the basic criteria in store decisions. A convenient location is one of the most important attributes which determines the customers' consideration for a retail store. After this, other factors like price, image, and service and product assortment determine whether a consumer will actually shop at the store.

Fox et al. (2004): spending vary much more across than within formats, and expenditures respond more to varying levels of assortment and promotion than price, although price sensitivity was most evident.

Tuli, R., Mookerjee, A. (2004): found that service quality emerged as an important determinant of customer satisfaction and service quality had a significant impact on behavioral intentions of customers.

Hedrick et al (2005): propose that store environment and store atmospherics can influence customer's expectations on the retail salesperson. They conducted a study

on sales people and store atmosphere, and identified that customer's perceptions of a salesperson's attributes and relationship building behaviors were important drivers of customer satisfaction. In retail, intentions are usually determined by a willingness to stay in the store, willingness to repurchase, willingness to purchase more in the future and willingness to recommend the store to others.

Chang, C.H., Tu, C.Y. (2005): stated that the service quality is not objectively measured according to some technical standards but is subjectively felt by customers and measured relative to customer-determined standards.

Miranda et al. (2005): Consumer's intention to remain loyal to any store is influenced by factors like frequent-buyer reward schemes, travel distance, preference for an in-store delicatessen, and size of the average grocery bill, store signage and the level of sale assistance.

Shanon and Mandhachitara (2005): Due to different culture, Indian grocery consumers are required to be investigated separately to determine, what kind of grocery store attributes influence store patronage.

Kaul (2005): made a study on which store attributes are appealing for self-image of consumers and their impact on in-store satisfaction and patronage intentions. She concluded that service expressiveness value is distinct from the performance value obtained from service delivery. Consumers satisfied with service quality are most likely to become and remain loyal (Wong and Sohal, 2003). Further observes that a store having modern equipment, good and clean physical facilities and ease in transactions would be able to yield satisfaction and patronage intentions.

Berman and Evans (2005): The behavior of shoppers differs according to the place where they are shopping and their involvement level with the act of shopping.

Backstrom & Johansson (2006): studied factors that influence consumers' in-store experiences. In-store experiences are constituted by traditional values such as the behavior of the personnel, a satisfactory selection of products, price and a layout that facilitates the store visit.

Terblanche & Boshoff (2006): suggested that retailers will have to accept that it is not only what they are marketing but also how it is done. The personal (face-to-face) interaction between retail staff and shoppers is of critical importance.

Tripathi and Sinha (2006): have studied retail store choice not from the perspective of an individual but of the family. They argue that it is mostly the family and not the individual who is the consumer of the retail offering.

Visser *et al* (2006): studied the importance of apparel store image attributes as perceived by female consumers by means of eight focus groups. Results indicated that merchandise and clientele were perceived as the most important dimensions, followed by service; physical facilities were the least important.

Carpenter and Moore (2006): Product selection, assortment and courtesy of personnel are also very important in determining retail store choice. Cleanliness is the most important attribute regardless of the type of grocery store.

Teller *et al.* (2006): Consumers are not able to perceive an important difference between home delivery and traditional grocery shopping.

Jackson *et al* (2006): demonstrates that consumer choice between stores can be understood in terms of accessibility and convenience, whereas choice within stores involves notions of value, price, and quality.

Benito *et al* (2006): the households that patronize supermarkets are more advanced in the cycle of their family life, have higher educational levels, and work in more professional activities; Discount stores are preferred by older households, those with less education, and those employed in less qualified professional activities and finally, the hypermarket seems to attract the grocery spending of the youngest households with small children, lower educational levels, and more basic professional activities.

Anselmsson (2006): have developed and validates a conceptualization of shopping mall satisfaction based on field studies in Sweden. He had observed that Customer satisfaction with a shopping centre may be viewed as an individual's emotional reaction to personal evaluation of the total set of experiences encountered at the shopping centre. Also, customer interactions with shopping centre establishments involve a variety of different activities. Researcher had taken 8 factors to find out the customer satisfaction. Furthermore, this study had also investigated whether sources of satisfaction differ in importance with respect to gender and age, generally two important variables for retail segmentation. The result was focused on number of characteristics of shopping malls in comparison of customer satisfaction. Researcher had found that Selection was the most important factor of customer satisfaction.

Surbhi Khosla (2006) in her article briefly discussed about the retail sector in India and its journey. The article mentions in the chronological order the evolution of different retail formats in India and also major retailers in different formats. The article also discussed the recent trends in the formats and future scope of the different formats of retailing.

Sanjeev Verma (2007): studied Consumer Preferences for Retail Store Selection in Mumbai. The study was undertaken to understand the factors affecting consumer preferences for retail store selection and developing marketing strategies towards meeting the needs and wants of consumers. This study examines the linkage between consumer preferences and the importance of some salient store attributes.

Dr.C.Gupta (2007): in his Study “A study on retail service quality dimensions in select organized retail of Chennai city”, This research which suitably modified the ‘SERQUAL’ scale to suit the requirements of the retail stores by retaining the dimensions such as triangles (4 attributes), reliability (7 attributes), responsiveness (5 attributes), assurance (5 attributes) and empathy (9 attributes) with a total attributes of thirty in number.

Dr.M.Anbalagan and V.Gunasekaran (2007): demonstrated the influence of service quality and customer satisfaction on customer behavioral intentions.

Singh (2007): the degree of brand awareness of various food products among urban respondents is more in comparison to rural households. Post-graduate rural and urban respondents have high degree of brand awareness for many food products in comparison to other educational levels of the households. The young consumer seeks more and more information about the new products available and retailers need to communicate them more effectively is emphasized by Kaur et al (2007).

Shishma Kushwaha (2007): in her study “Emerging trends & strategies in Indian retailing”, she found that the customers are influenced by the west due to their exposure to media. The social networking sites and internet as a whole has changed the shopping pattern and behaviour of the customers.

Yildirim et al (2007): did a study focusing on determining the effects of a store window type (fl at or arcade) on consumers’ perception of store windows (promotion, merchandise and fashion) and shopping attitudes (intentions for store entry and purchase) in the context of retail outlets. To test the assumption that there are

relationships between various types of store windows and consumers' perception of store windows and shopping attitudes, they conducted a study based upon digital pictures of two types of store windows hypothetically located in a big store. Results revealed that consumers seem to have a more positive perception of flat windows than arcade windows with respect to promotion, merchandise and fashion.

Bromley Rosemary D. F. & Matthews David L (2007): they had researched specially for those wheelchair customers who were unable to discuss earlier about their shopping experience in various shopping malls and super market. Therefore, this paper was again a searching of customer satisfaction but in separate segment or demographic area.

El – Adly (2007) determined the attractiveness factors of UAE shopping malls from the shoppers' perspective and then segmented shoppers according to these attractiveness factors. The study revealed six mall attractiveness factors from the shoppers' perspective: comfort, entertainment, diversity, mall essence, convenience, and luxury.

Ranjani,C V. and Venkateshwarlu,H.(2007): in their article on "Small Vs Mall" concluded the impact of malls on small retail outlets and also the impact of small retail outlets on malls. The major impact which the retailing has made in India is that it has changed the whole concept of shopping in terms of set up & consumer buying behavior. Modern retail has entered India as seen in sprawling shopping centers, multi storied malls and huge complexes offering shopping and entertainment.

Roopampreet Kaur, Gagandeep Banga, Babita Kumar, Sandeep Kapur, S.K. Singla

(2008): in his paper titled "Visual Merchandise and Store Design Strategies of Specialty Retail Stores" In this study the author has studied visual merchandise and store design strategies followed by Specialty Retail Stores. Specialty apparel stores from Ludhiana and Chandigarh were selected for the survey. Twenty specialty apparel stores were selected on judgment basis, ten from each city. The author found that Colour and season is the main theme of the display window design but the display window is not changed frequently. Lighting is mainly used for illumination rather than for creating an atmosphere conducive for buying.

Anirban Sengupta (2008): The emergence of modern retail in India has thus been a two-pronged phenomenon. One has been the evolution of traditional counter-format retail to self-service modern-format retail. The other has been successful establishment of large-format retailers. Manufacturers, retailers and consumers – all three major stakeholders in this process – have had a role to play at the macro-level. At the micro-level, the triggers were as diverse as entrepreneurial desire to provide better service, providing better price to the masses, capitalizing on emerging business opportunity, increase footfalls in existing non-food formats.

A.Sreejith & Jagathy Raj V. P (2008): in his research paper on “Organized Retail Market Boom and the Indian Society” gives a glimpse of the slow evolution of retail market over the years in India and its contribution impact of this revolution in different sectors is enumerated. Paper addresses its ability to manipulate consumption pattern of society, increased customer satisfaction and likely change in the market shares of the different types of sellers.

Srivastava, Binkey (2008): in his research paper on “Future of small Retailing – A Strategic Approach” gives a glimpse of the current status of the retail industry in India and its contribution for economic growth. The paper enumerates several factors for low productivity of small retailers and addresses its ability to manipulate consumption pattern of society, increased customer satisfaction and likely change in the market shares of the different types of sellers. The paper discusses certain measures for retention of small retailers against organized retailers. The main theme of enquiry of this paper is there future of small retailing for the Indian society.

Rathod and Patel (2008) attempted to know the importance of different criteria for the selection of retail outlets amongst the customers. They found that availability of variety has been given highest importance by customers, second priority has been given to service quality and third most important criteria is convenient location.

Srivastava (2008) presented a picture of the changes in retail taking place in India. His paper looked at the changing scene in the retail sector in view of many MNCs and large industries entering into this segment. The findings presented that malls are more developed in the North and West part of India. Food, groceries and apparel purchase by customers contributed to 52%. On average 75% of customers spend about 1 – 3

hours in the mall. Malls with multiplexes such as cinema theatres, food courts, play – pens for children are becoming the centre for family outings.

Ha Hong-Youl and Muthaly Siva (2008): this study had proposed framework to explain customer satisfaction responses in the banking and supermarket industries. The proposed model was grounded in the traditional B2C link, but also explicitly incorporates advertising spending and perceived quality into the theoretical framework. As the advertising spending of a new service campaign, along with customer orientation, can influence consumers' expectations about service quality and lead to satisfaction.

Arshad et al (2008) and Ghosh et al (2010): highlighting the prospects of retailing in India opined that 47% of India's population is under the age of 20 and this will further increase to 55% by 2015 and this young population will immensely contribute to the growth of the retail sector in the country.

Ganguli, S. (2008): in his study conducted in different retail outlets in Palakkad district found out that the customer were satisfied with the merchandise they have bought and expect the stores to improve the customer service.

Badri, M. A.,(2008): indicated that service quality is an important driver of customer satisfaction and behavioral intentions.

Sinha and Banerjee(2008): In India nearness to the home and personal relations with the retailers are the major drivers of retail shopping behavior.

Carpenter, (2008): According to him salesman play an important and crucial role to maintain long term relationship. According to his study there is a complex interrelationship between hedonic and utilitarian shopping value which influence satisfaction.

Agarwal Bansal, Yadav, Kumar (2008): After recruitment and selection the training and induction to newly selected equally important. The employees reflect the image and the culture of the store.

White (2008): has detailed that the customer and their lifestyles have changed, and accordingly shopping centers are changing to continue to attract consumers. Entertainment centers, entertainment and destination venues, once of little significance to shopping centers and malls, are now growing in importance as an

essential part of the mix, since in order to attract today's consumer, goods alone don't work.

Schiffman and Kanuk, (2008): Consumers have a perception of low overall prices of those stores that offer a small discount over a large number of items. Thus frequency of price advantage is stronger over magnitude of price advantage.

Chebat, Hedhliand Sirgy, (2009) Ooi and Sim (2007): in their research study carried out on nine Singapore malls to examine the draw of cinemas on malls where it was found that the presence of a cinema was the 5th ranked important reason for choosing a particular mall to visit after proximity, variety of tenants, management and promotions and complementary services such as banking and food court. 72% of customers interviewed felt that the presence of a cinema would entice them to visit a mall more often. Around 25% said that they were at the mall to see a movie. The researchers concluded that cinemas do function as an attractor by increasing mall traffic (footfalls) and the sales of other mall stores.

Kuruvilla, Joshi and Shah (2009): explored that there is gender differences in mall shopping attitude and behaviour. The study suggested that, women have a more positive attitude to mall shopping and that they purchase fashion related categories more often than men. While most men and women spend 2–4 hours on an average at the malls, men reported spending more time and visiting more frequently. Malls seem to be popular destinations to purchase clothes, footwear and accessories for both men and women. Footwear and accessories seem to be popular purchases.

Srivastava (2009): finds that the malls are more developed in Northern and Eastern part of India. Malls are becoming centre for outings for the families and they spend about 1-3 hours in malls. Food, groceries and apparel purchases by customers contributed to 52 per cent of these organized retail formats in 2006.

Dash et al (2009) and CII (2008): depict that growing middle class, large number of earning youth customers, increase in spending, and improvement in infrastructure, liberalization of Indian economy and India's booming economy are the various opportunities for organized retailing in India.

A. Sarangapani, T. Mamatha (2009): analyses the post purchase evaluation and said that consumer should insist on information with regard to the product price, quality, quantity, etc .customer should not prefer off-brands and inferior quality product.

Goyal B.B. & Aggarwal Meghna (2009), Ghosh Piyali, Tripathi Vibhuti & Kumar Anil (2010) Ha Hong-Youl and Muthaly Siva (2008), Joseph J., KR Cronin, Brady K. JR Michael & Hult M. G. Tomas (2000): and many more researchers have done work on sales promotion mix, shopping malls and customer satisfaction. With the help of these researches we have found some factors of sales promotion mix, which we have used in our research to find out the effects of sales promotion mix on customer satisfaction in Indore city.

Hansen and Singh (2009): study how market structure within a product category varies across different retail formats. In this study, the author first used a hierarchical structure to incorporate consumer observables (e.g., demographics) and brand attributes to be correlated with marketing mix variables. Finally, to allow for systematic differences in consumers that prefer a particular retail format, the study estimated a two-stage model of store choice followed by brand choice. The model is applied across three store types: high-end grocery store, traditional supermarket, and large everyday low pricing (EDLP) formats. The results show that the direction and size of household preference vectors for the unobservable brand attributes vary across formats, which in turn translates into significant differences in brand maps across retail formats. Interestingly, the study found a tight clustering of all the brands at EDLP stores, whereas brands are found to compete in distinct subgroups such as premium and fat-free at high-end stores. In general, brands are found to compete more intensely in the EDLP stores, which could be driven by self- selection of more price-sensitive households to this format.

Ali et al. (2010): analyze the consumers buying behaviour with respect to food and grocery items. The purpose of the study is to develop a marketing strategy for a modern food/grocery market based on consumer preferences and behavior. The author is of the view that the consumers are in a relatively advantageous position in terms of purchasing power and awareness of health and nutrition. Higher income and educational levels of consumers influence their decisions on product and market attributes, while gender and age seem to have no significant impact. The preferences of the consumers clearly indicate their priority for cleanliness/freshness of food products followed by price, quality, variety, packaging, and non-seasonal availability. The consumers' preference of market/place largely depends on the convenience in purchasing at the market/place along with the availability of additional services,

attraction for children, basic amenities and affordability. The limitation of the study is that it analyses the buying behaviour of the consumers with respect to food and grocery items only.

SL Talwar(2010): Famous cities of Punjab like Ludhiana and Chandigarh has seen a huge shift in the mall culture. The growth of consumption in Punjab gets equal support from the urban as well as rural consumers, which indicates an immense potential for organised retail as the choice of location is not a constraint. The state" s tier II and semi urban and rural towns represent a good opportunity for the retailers. The national and international retail giants, who wants to enter the food and beverage retailing business are making big investments in logistics, processing, cold chains and contract farming. The country" s leading retail chains, like Reliance, Piramals, Tata, Rahejas, ITC, Godrej, S Kumar, RPG Enterprises, Future Group and other international brands and retailers, have announced major plans for the state" s retail sector.

B. Kamaladevi (2010): they have found the survival of fittest & fastest is the mantra of today's business game. To compete successfully in this business era, the retailer must focus on the customer's buying experience. To manage a customer's experience, retailers should understand what —customer experiencell actually means. Finally, in conclusion there are some fundamental points: Customer Experience Management is not simply an old idea in a new wrapper. The result was that there are now more services and products available than at any time in the past, yet customer satisfaction are on a downward slide.

Hekman David R., ET. Al (2010): in this research, researcher has found the result that, customer satisfaction surveys have become a common source of performance feedback for employees and organizations. Researchers had given some new aspects that customer satisfaction was primary factor for the companies this time for strategic decision-making and to find some factors for compensation of employees. Customer satisfaction in most of cases were gender biased they had found because this mainly attach with the behavior of people and performance which is always related to gender wise.

Arvind & Nivedita (2010): investigate the influence of peers, family and brand relationship on switching intention among young consumers and shows that the

influence of the social groups like family and peers on the switching behavior in preference of brand relationship dimension, the family has a relative stronger influence than peers.

Vishwanadham N (2010): analyses the deficiencies in the Indian supply chain in the food retail. The most important problem associated with the Indian food industry is the inefficient supply chain as a result of which about 20 per cent of the food produce worth Rs. 10,000 crore is wasted. Only through developing an efficient supply chain can India's population have access to affordable superior-quality food produce while ensuring remunerative prices to the farmers.

Devgan and Kaur (2010): mentioned six factors, which is crucial for the success of any shopping mall. They were value for money, customer delight, information security, credibility, and store charisma and product excellence. They explicated that the modern day customers lay more emphasis on value for money; however, almost equal weight age is given to comfort and enjoyment while shopping from malls. But simultaneously, customers also care for factors like personal information security and payment security.

Ranjan (2010): in his research studied the purchase behavior of middle class consumers in retail outlets and malls. He commented that the successful organised retail chains and malls in the India operate at regional segments and are not aiming at the nationwide presence, for short span of time. According to him, in order to reach all classes of the society in India, organised retail formats should design a comprehensive and prospective business model which offers the quality product / services at affordable prices and generate more socially balanced business.

S.P Thenmozhi raja and Dr.D.Dhanabal (2011): in their study on 'Validation of the RSQS in Apparel Specialty Stores' found that all the five dimensions: physical aspects, reliability, personal interaction, problem solving, and policy, are highly suited for measuring retail service quality in clothing stores. Retail service quality is furthermore associated with future consumption behaviour in terms of the customers' intention to visit, purchase and recommend the stores to others.

Samridhi Tanwar, DR. Neeraj Kaushik and DR. V.K. Kaushik (2011): In India, while organized retail has yet not been accorded the status of an industry, it is witnessing a large number of formats emerging in the market at a very fast pace.

Indian organized retail is moving with an exponential rate that no other sector has witnessed. Ample opportunities are present as 94% of the Indian retail is still unorganized. Moreover, Indian retailers can learn from the mistakes committed by their global counterparts and fuel the tremendous growth of Indian organized retail sector.

Richa Jain (2011): Grocery stores have cut throat competition with organised retail outlet. Most of the grocery stores turnover had decreased due to the opening of organised retail. Grocery stores which fall in the nearby area are more negatively affected than the grocery stores of far by area. Most of the grocery stores owners want their children to continue their business. Small retailers adopted certain strategies like reduced prices, reduced expenses, better display etc after the organised retailers started operation in the area. Maximum small retailers said that they are not aware of the closure of any other small retail outlet in the nearby area.

Arun Kumar Singh and P.K. Agarwal (2012): The customers are attracting towards shopping malls & retail outlets. The shopping malls & retail outlets are targeting to middle class customers because the purchasing power of this class is rapidly growing as well as the class is also growing. The young generation is fashion & show-off conscious so retail outlets are mainly focused on them. Most of the family wants to purchase from big showrooms and malls because there are no bargaining system so they have a trust that there is no cheating. The main strength of most of the retail outlets are providing attractive offers to attract customers. Big retail stores are running customer loyalty programs which have increased profits and no. of customers, and increase their switching costs.

Satnam Kour Ubeja and D.D. Bedi (2012): This study shows that the average customer of Jabalpur and Gwalior city in our sample was not very sale promotion conscious, but gender wise they are quite conscious about some types of sales promotion mix factors. It is found that; female, those are dependent or independent are more conscious about sales promotion which is related to on the spot offers in shopping malls for getting customer satisfaction in Jabalpur city. In Gwalior city, males are conscious but only in monetary and quantity benefits. Overall we have found the conclusion that Jabalpur and Gwalior city's customers are not much aware or may be conscious about sales promotion mix, those are applicable in shopping malls. Shopping is funny activity for them. Customers are most recreational in their

shopping but they are not sales promotion conscious, they want variety of products but with quality and good services. They are coming shopping malls for purchasing products but for getting customer satisfaction, they do not attract to any type of sales promotion mix, which is available in shopping malls.

Deepika Jhamb, Dr (Ms) Ravi Kiran(2012):The present research examines the emergence of modern retail formats in India. The major emphasizes of the study is on consumers preferences of shopping goods and convenience goods from modern retail formats. The findings of the paper reveal that consumers prefer modern retail formats due to quality, variety of brands, parking facility, trained sales personnel and for security purpose. Consumers' prefer malls and specialty store to purchase various shopping goods like clothing, Footwear and Jewellery more as compared to convenience goods. The paper further explores that higher income consumers and younger generation visit modern retail formats more as compared to older once with low income.

Mr. L. GopalaKrishnan & Dr. S. Varadaraj (2012): This study can provide insights to the modern food and grocery retailers on how the consumer in Coimbatore perceives their satisfaction and store loyalty. An important factor which can lead to increased loyalty at the organized retailers is customer relationship management activities like loyalty bonus/discounts, special customer cards, free-parking facility and so on. It was found that there is an association between satisfaction and gender. This will give us opportunity to explore the requirements of male and female separately.

William & Prabakar (2012): concluded that "The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market as the study reveals that perception of service quality influenced by the various nature with various customers even some of the general factors like Personal interaction, physical aspects are the dimensions on of the customer perception remains constant and common to all the customer on a majority basis so the retail outlets have to frame their own strategies In order to attract the customers on a longer basis."

Kelly (2012): the findings of the study indicate that smart shopping includes consumers seeking to minimize the expenditure of time, money, or energy to gain

hedonic or utilitarian value from the experience. Study was examined based on shopping for clothing, grocery, or electronics.

Prof. Rajesh Faldu(2012): From this study, it can be concluded that (1) Visiting retail outlets have become a group activity. (2) No matter whatever the income level is, people do visit mall atleast once. (3) People who are Single come for spending time with friends in the evening during weekends rather than shopping. whereas Married people come in the evenings with family for shopping and getting refreshed during weekends (4) Mostly, Advertisements, friends and Colleagues influence shoppers. (5) Only 80 respondents out of 150 came for shopping inside Mall, rest came for hang out, to enjoy crowd, to meet friends and for getting refreshed.

Mohammad Abul Kashem(2012): This report documented the demographic overview and customer profile of regular customers of superstores at Chittagong. Looking at the big picture that the data portrayed, we can conclude that, in spite some problems, the superstores movement overall worked relatively well. Though the superstore background history as much as not getting fruit from their targeted market, but the movement of competitors are being paid to make challenges for future by reducing prices to come closer and significantly differentiate the store one to another. By recompensing attention to cost-cutting trial and customer service, one can be exceeded expected profits,me- think. If it is possible to continue dedication to the employees' and the customers' needs and maintaining active involvement in the community, it will be very easy to get the early fruit as they like.

Kamini Singh (2012): In the fast changing face of organized retailing especially in food and grocery, shopping for products is no more a matter of non-fun mundane activity but an exciting and entertainment activity. Although shoppers involvement of shopping for food and grocery item is very low, yet it is in metamorphosis state due to increasing levels of consumer awareness and availability of manifold branded products on qualitative and competitive basis. The study identifies that shopper's education, occupation and income levels also are the major determinants for type of food and grocery retail outlets. The working women create a huge demand for timesaving product and services. It is an uphill task to serve today's pragmatic and enigmatic shopper because shopper is looking for huge variety of quality products, offering self service, pleasant ambience and store services like assistance, promotions, replacement facilities etc. Understanding of shopper,,s behavior is the key to success

for the retailers. Marketers will have to understand the consumers shopping behavioral dimensions that will help them to tap the consumer in a better way. The customers visiting organized food and grocery stores are status and quality conscious while deciding on the store to purchase from and brands to purchase. They always look for the benefits of shopping in a store over the traditional retail outlets in terms of self- selection, variety, comparison of brands and discounts available and also seek value for the money they pay.

Deepika (2012): Core product attributes (improved quality, variety of brands and assortment of merchandise) and secondary product attributes (proper display of products and warranty of products) influence consumers' preferences while purchasing from emerging retail formats more as compared to Supplementary product attributes. Shopping experience enhancers (good parking facility, trained sales personnel and complete security) and store environment attributes (adequate dressing rooms, cleanliness of store and pleasant ambience) influence the consumers' choice of emerging retail formats. Malls, speciality stores and hyper/supermarkets are preferred retail formats for buying various shopping goods like clothing, footwear, jewellery, furniture and bags and Baggage. Convenience goods like food and grocery, stationery and confectionary are highly purchased by consumers from convenience stores, discount stores and departmental stores. Consumers' visit emerging retail formats not only for shopping but also for entertainment and enjoying food courts.

Prof. Arpita Srivastava (2012): The main reason is that the western pattern of retail format in India does not suit the people and culture. Blindly opting and replicating of western retail format without considering the differences in all types of micro and macro environmental factors would not give fruitful results. India is known for her diversities of socio-economic and cultural factors. The analysis of the results shows that the customers of both NOIDA and GHAZIABAD are more aware and literate in the present competitive era. There is no significant difference in overall customers' perception across urban and suburban have been observed. The customers are ready to pay higher prices for branded goods across the urban and suburban areas. They don't prefer to purchase articles on discount. They give priority to purchase grocery from nearby shops while for purchasing of apparel they like to travel some distance. The above outcomes show that customers have become educated through electronic and

print media. The exposure of marketing strategy has made the customers more choosy and knowledgeable.

Dr.G. Kavitha & Dr. R. Vijayakumar (2012):The departmental stores play an important role in effective performance of consumption and distribution functions by means of making the availability of different kinds of goods that are required by variety of consumers under one single roof. The study revealed the level of satisfaction derived by the consumers of departmental stores in Coimbatore and the factors that influence the same. The study also offered some constructive suggestions for improving the satisfaction of the consumers of departmental stores. As the retail industry is gaining its momentum in the recent days, the proper adoption of the suggestions offered through this study will enhance the satisfaction of the customers and facilitate the growth of these types of stores as they are capable of fulfilling the needs and wants of variety of customers.

Mridanish Jha (2013): The study on the customer's perception on the factors influencing Consumer behavior explores the demographic factors affecting consumer behavior in retail in Ranchi city. The study concludes that these factors have their influence on customers buying patterns. Hence it could be concluded that marketers should understand not only the buying patterns of customers but also should design strategies to understand the factors influencing the buy behavior in the respective industries to enjoy more profits and also to establish the organization for a long run.

Dr. Satnam Kour Ubeja(2013): This study shows that the average customer of Dewas city in our sample was not very sale promotion conscious, but gender wise they are quite conscious about some types of sales promotion mix factors. It is found that; female, those are dependent or independent are more conscious about sales promotion which is related to on the spot offers in shopping malls for getting customer satisfaction in Dewas city. Shopping is funny activity for them. Customers are recreational in their shopping but they are not sales promotion conscious, they want variety of products but with quality and good services. They are coming shopping malls for purchasing products but for getting customer satisfaction, they do not attract to any type of sales promotion mix, which is available in shopping malls. This study also shows that the average customer of Dewas city in our sample was very conscious about organized retailing, people are very conscious about extra facilities and services provide by personal selling in shopping malls; they also want

hygiene and clean atmosphere in shopping malls. Students are quite conscious about any type of satisfaction factors. It is found that; female are even more conscious to do shopping from shopping malls and they are not price conscious.

Dr. Ajmer Singh (2013): stated that “In retailing perceived service quality is having a significant influence on purchasing and repurchasing decisions, positive word of mouth as well as on complaining behavior in retailing”

P.S.Ravindra, P.Santosh Kumari, D.M.Gowri, G.Shyam Kumar and B.Santosh (2013): The study reveals that there is a significant difference between organized retail outlets in all the aspects. The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market. As the study reveals that the perception of service quality is influenced by the various attributes among various customers, even some of the general factors like Personal interaction, Physical aspects are the dimensions on which the customer perception remains constant and common. So the retail outlets have to frame their own strategies in order to attract the customers on a longer basis. This study concludes that originality of the product was given highest preference and Indian customers are more price sensitive and quality conscious.

Medha Kanetkar (2013): There is no doubt the world is changing and consumer behaviour is evolving faster than what would have normally expected. Consumers and producers are bought together electronically in ways we have never before experienced. One of the most exciting aspects of the new digital world is that consumers can interact directly with other people who live around the block or around the people.

R.K.Srivastava(2013):Research indicates that Store related factors such as store location, appearance and hygiene, service quality, convenience of trading hours, and consistency in store layout predominantly influenced participants in their patronage of a specific store format. In India and South Africa, convenient stores patronizing is due to location. In application of technology in retail store South Africa is ahead of India. *Malls have a good scope as their share to total retail segment is not more than ten percentage in these two emerging segment.* Both the market is comparable but in South Africa application of technology is more in advance stage compared to India.

Anita Chaturvedi and Viveka Nand Singh (2013): Research Conducted reveals that the average customers prefer to purchase from organized retail outlets. Also it was found that most of the respondents are satisfied with the quality, price and product range of goods provided by organized retail outlets. In this study it is found that customers want to spend more at organized retail outlets.

Mridanish Jha (2013): The study on the customer's perception on the factors influencing Consumer behavior explores the demographic factors affecting consumer behavior in retail in Ranchi city. The study concludes that these factors have their influence on customers buying patterns. Hence it could be concluded that marketers should understand not only the buying patterns of customers but also should design strategies to understand the factors influencing the buy behavior in the respective industries to enjoy more profits and also to establish the organization for a long run. The main conclusion is that empirical research does support the existence of CDM (Consumer Decision Making) styles among retail shoppers. The influence of CDM styles on shopping behavior is visible.

Poornima D. & Ashok D. (2013): For the modern Indian consumer living in big cities, aspiration is the key. It is all about brands, lifestyles and show-off value, which are followed by quality and finally price. Whereas traditional rural and small town consumer, is driven primarily by price followed by aspiration and then quality. The rise of organized retailing has transformed the way Indian consumer spends and has brought a great change in the quality of life of the people in the metro and non-metro cities of India. Retailers are using all the available media like print, visual etc. to their utmost extent and are able to penetrate in a variety of consumer goods, electronic items, and FMCG products deep inside the semi-urban and other interior parts of India. It is found that the gap between the living standards of the consumers of metros and the non-metro cities is narrowing down day by day. Hence findings of this study will help grocery retailers to understand customers of these merging markets in a better way.

Amandeep Kaur (2013): It was observed that there are big players are sharing the youth fashion pie, and have carved themselves as permanent stop providers for the customers. Whatever the clothing or style they want, whatever accessories to go over, being hip-hop, or just playing casual, good retailers will provide them all. Shopping malls are in growth stage in these two cities of Punjab, this can be seen from the

increasing competition. Under this condition, it is vital for shopping malls to differentiate themselves or else their customers can get attracted or captured by the newest shopping malls. However the participants of the survey wanted change and capturing them depends on being open to new trends, especially entertainment and merchandizing.

Dr. Dipin Mathur & Manoj Kumar Sharma (2013): As it is quite evident that the research is bending towards an end, and after having an exhaustive representation of the facts and findings of the research it would be justifiable to mention the conclusion drawn from the research without which the research seems to be baseless and in order to provide meaning to the research the researcher in this chapter has also incorporated the suggestions emanating from the research work. It leads to conclude that factors affecting consumer buying behaviour are significant while making choice of retail outlet by consumers that whether they prefer conventional shopping stores or modern retail format. People are highly satisfied with the offerings and attributes provided by Conventional Shopping Stores or Modern Retail Store from wherever they purchase as the data represents.

Dr.S.Yaaminidevi (2013): As Madurai city is entering into mall culture and many more malls are likely to come up, there will be stiff competition between malls in the future. Therefore, managing a mall will be more challenging. Mall owners need to understand the mindset of the customers and deliver products and services catering to the needs of customers belonging to various groups. Ambience, Traffic, Infrastructure determines the facilities of any mall, as facility management integrates people, place, process and technology in a mall. Hence malls need to ensure that good ambience and traffic is maintained. Further infrastructure needs to be improved to enhance the performance of the mall. Malls not only cater to the product needs of the customers, but also a source of entertainment, recreation. It is high time that mall owners need to come up with an USP to create visibility in the mall to get desired foot falls. Mall can take up Promotional activities like Food festivals, exhibitions, film promotions, to keep the interest of the people high according to the tastes of the consumer.

Dr.Sathyapriya.J, Dr.P.Srinivas Rao, Dr.Padma Charan Sahu, R.Vandhana And Dr.Deepa Ittimani Tholath (2014): The findings of the study reveal that consumers prefer modern retail formats due to quality, variety of products and for security purpose. Based on the study majority of the respondents are faced problem like

insufficient parking facility, no proper crowd management and slow billing. Hence, the retail stores should concentrate mainly on consumer preference and satisfaction. To be successful, Retail Stores have to blend the best expertise and technology that the world has to offer and synergize these with the demands and expectations of the consumers.

(2.3)Unorganized Retail Outlets:

Martineau (1958): The retail store has a “personality” composed of functional and psychological attributes.

Doyle and Fenwick (1974): describe store image “The consumer’s evaluation of all salient aspects of the store as individually perceived and weighted”.

Marks (1976) & James et al (1976): In most cases retail store image is represented by a multi-attribute construct.

Magirou (1982), Golabi (1985), Helsen and Schmittlein (1989), and Assuncao and Meyer (1990):

A deep discount may induce some consumers who are loyal to the competing brands to switch to the promoted brand. It may also induce some consumers, who would have otherwise found the product category too expensive, to make a purchase in the product category. Larger discounts are likely to lead to an increase in variability in category sales.

Zeithaml (1985): conducted a field study to examine the effects of five demographic variables (gender, female working status, age, income, marital status) on supermarket shopping variables (e.g. shopping time, number of supermarkets visited weekly, amount of money spent. Demographic factors such as age, gender, marital status, income, female working status, education, occupation and family size exert enormous influence on choice of store format in grocery retailing (Bellenger and Korgaonkar, 1980; Zeithaml, 1985; Kopp et al., 1989; South and Spitze, 1994; Stone, 1995; East, 1997; Mason, 1996; McGoldrick and Andre, 1997; Arnold, 1997; Bawa and Ghosh, 1999; Fox et al., 2004; Sinha and Banerjee, 2004.

Runyon and Stewart (1987) & Hawkins et al., (1998) : The travel time to a store is assumed to measure the effort, both physical and psychological, to reach a retail

outlet. However, the effect of travel time varies by product. For some products, consumers are willing to travel very far). This study will help evaluate the moderating effect of distance traveled by the person to reach to the retail store and its perceptions for the store.

Loudon and Della Bitta (1993): In our study we will evaluate the moderating effect of distance travelled on the customer perceptions. As the earlier literature suggests, the closer the consumers are to a store, the greater their likelihood to buy from that store. In contrast, the farther away consumers are from a store, the greater the number of intervening alternatives and thus the lower their likelihood to patronize that store.

Ehrenberg et al.(1994): a sharp increase in sales was observed when price was first reduced followed by a return to near normal sales over time or offer end of the price.

Grewal et al.,(1998): Customers judge quality of a store and its image on the basis of the number and nature of the reduced price items in the store.

Dholakia (1999): the rationale for shopping is making physical visits to a shopping site. It is considered as a household task as well as a form of recreation, relaxation and entertainment. Shopping is also considered to have the most positive attribute of being a leisure activity along with work.

ANURADHA MOHAN KUMAR, P. K. SINHA and RAJNEESH KRISHNA (2003): The study looked at the child-retail communication interaction from a holistic perspective. It took into account the forces external to the interaction that affected it. It also looked at the interaction between the child and the retail communication at the Kirana store. It was observed that the age of the child, the relationship of the accompanying person to the child, and the kind of planning were the important factors influencing the interaction. The study showed that the children enjoyed their visit to the Kirana store. The child and the retail communication had a strong positive interaction. However, there are factors outside this interaction which need to be addressed. This study builds a case for a shift in retail communication. A Kirana store, which was earlier considered only as a point of purchase, has a strong communication potential. This was seen in the high interaction that the observation units had with the communication at the retail outlet. Unlike the traditionally used communication media, such as television and radio, the Kirana store offers the consumer an

opportunity to touch and feel the brand. This touch factor gives the Kirana store an edge over other media.

Fox et al. (2004): examined the effect of demographics on format choice across three formats: grocery stores, mass merchandisers, and drug stores. Findings from the study indicated that household size, income, and level of education influence consumers' format choices.

Sinha & Banerjee (2004): studied the drivers of store choice in various product categories, in the context of evolving retail industry in India and found that the distinct store features as perceived by respondents with true motivations of various consumers in patronizing various stores. Study suggests that consumers of Indian unorganized retail market do not require the service paraphernalia offered by many retailers. Store environment plays a vital role for store patronage and repeat purchases which includes convenience, value for money products, etc.

Tuli, R., Mookerjee (2004): studied the patronage behavior of Indian rural consumers to identify the decision variables influencing the patronage of various retail formats such as village shops and periodic markets (haats) using Tea as the product. They concluded that village shops are perceived to be low on shopping activity cost in comparison to periodic centers, where as periodic markets are perceived to have high probability of lower prices and high product variety. Rural consumers prefer to meet their immediate and day-to-day needs from village shops; at the same time bulk purchases will drive them to the periodic markets. Given the rapid rate at which new retail formats have been introduced in the Indian market in recent times, many with limited success, it is imperative for Indian businesses to understand changing shopping behavior among consumers, especially with regard to their preferred points of purchase. There is still vast scope for research and analysis as the retailing environment changes rapidly, leading to changed shopper expectations and realignment of the choice set of stores. Thus, consumer purchasing behavior can be termed as patronage behavior of the consumer.

Das & Kumar (2009): studied the impact of sales promotion on consumers shopping experiences. A major finding reveals that keeping product satisfaction constant, sales can be improved by enhancing shopping experience which includes convenience of shopping, ease of locating products, easy check in and checkouts, customer friendly

sales people and customer friendly policies. Secondly finding reveals that purchase decision for the same product under same promotion at different stores may vary because difference in shopping experiences provided by different stores. Further this study shows that promotion plays a limited role on consumer buying behavior where only small percentage of people are attracted to such sales promotion and wait for it. Study lastly emphasizes on the importance of shopping experience (ease of shopping, parking space, convenience etc.) for positively impacting consumer buying behavior.

Goswami (2008): studied the shopping experiences in kirana stores and in modern stores. The major findings suggest Kirana stores to improve or to enrich shopping experiences. Kiranas also have to stay alert, try to upgrade and have to improve on service quality while concentrating on innovation and efficiency.

Inside store (2009): studied the shopping experiences at traditional Indian retail stores. Major findings reveal that 70% of purchases are made at the point of purchase, so store environment can impact the 70% of purchases which is one of the important constituent of shopping experience in unorganized retail setup.

Ghosh & Srivastava (2010): In his research found that service quality has become vital for service firms to pay attention due to increased competition.

Sivaraman (2010): analyzed customer attitude towards unorganized and organized retailers which shows that there were a perceived difference between organized retailers and unorganized retailers on the attributes of store image, range of products, brand choices, price, store ambience, credit availability, shop proximity and complements. However there were no perceived difference on product freshness and customer care. This study clearly point out that the unorganized retailers are facing stiff competition from the organized retailers. This has reduced their sales, profit, and employment considerably. The operational cost, consumer credit also increased due to the presence of organized retailers.

Mittal and Parashar (2011): explained that irrespective of area, people prefer grocery stores to be nearby, product assortment is important for grocery.

Kumar (2011): studied on the strategies of unorganized retailers with reference to consumer durables and found that a product strategy which means merchandise is the most important factor followed by price, distribution and promotion.

Kushwaha (2011): compared the perception of consumers in organized and unorganized retail market and found that factors like cleanliness, distance, price, quality, safety and space for shopping are the determinant factors for unorganized retail.

Ms Surabhi Koul and Dr.Hari Govind Mishra (2000): As analyzed from the study the Indian retail market is strongly driven by the unorganized (Traditional store) retail stores and our aim was to deal with the importance of customer expectations for store attributes in unorganized retail scenario. The general customer profiles easily reflect that the customers visiting the unorganized store usually visit it for grocery products. Moreover such customers do not travel much to visit the retail store. As per the responses obtained store attributes have a very strong relationship with the customer perceptions in unorganized markets. Discounts showed the strongest relation, product assortment and product availability almost equally showed a strong relationship with customer perceptions.

Adil Zia*, Khalid Mohammad Azam (2013): This paper is an attempt to identify the key factors influencing the customers of unorganized retail setup. Thus the study has the important implications for target marketing, product positioning, market penetration and market expansion for unorganized retail market in India.

(2.4) Organized Vs Unorganized Retail Outlets:

Arnold et al. (1983): extended the accessibility attributes to the ease of mobility through the store and fast checkout. Mason, Mayer & Ezell, (1994) proposed that Reasonable prices in a retail store induce customer satisfaction as well as building customer loyalty. In the retailing sector, the store having reasonable prices will often capture a large market share.

Zeithaml (1988): discussed the consumer perceptions of price, quality and value. He has argued that from the consumer's perspective, price is what is given or sacrificed to obtain a product. Full price models in economics (Becker, 1965) acknowledge that monetary price is not the only sacrifice consumers make to obtain products. Time costs, search costs (energy), and psychic costs (effort) all enter either explicitly or implicitly into the consumer's perception of sacrifice. Until the benefit of shopping at a new format or location outweighs this sacrifice, the consumers will not be satisfied with the experience. To some consumers, the monetary sacrifice is pivotal; they will

look at the best prices, bargain and promotions to choose the store. Less price-conscious consumers will find value in store proximity, ready-to-serve food products, and home delivery—because time and effort are perceived as more costly. Supermarket shoppers have cited fast checkout as more important than low prices in selecting grocery stores (Food Marketing Institute, 1985 and 1986).

Howard (1989): identified the three key dimensions of a retail store image: convenience of the store's location, the price of its products and the information it provides about its products.

Archer & Taylor (1994): argues that small retailers can survive “ in the shadow of the retail giants” the key being levels of customer service that the mega- retailers can't provide, their size limiting their abilities in this area. Berry (1969), in their study of departmental store identified three general factors that predominantly influenced consumer's store choice regardless of store type: namely, quality, and variety of merchandise, sales staff, and store atmosphere.

Woodside and Trappey (1992): These dimensions were further exploded into seven attributes: food prices, quality of meat, and quality of produce, selection of foods, personnel, check-out speed, and Location convenience.

KSA Technopak Business Today (1999): the reasons why housewives prefer to purchase grocery from the neighborhood supermarket (modern retail store) are listed as location convenience (easily approachable on foot), stock of everything from scrubs and mops to fresh fruits (product variety and assortment), enough parking facility (in case the customer drives down to the store) and convenient operating hours. Other variables which affect the retail outlet choice are value-for money, quality of products, polite and courteous salespeople, exchange/returns policy, non-interfering salespeople, product choice, product width, and product information.

Aggarwal (2000): in India, the kirana shop has the edge over supermarkets for many reasons. One reason is that Indian housewife is reluctant to go further than the nearest kirana for items of daily use. Home delivery is free and accounts are settled at the customers' convenience, interest free. In India the kirana shop has an edge over supermarkets for several reasons: proximity, service and price (Business Today, 1999).

Berry (2001): the best retailers create value for their customers in five interlocking ways. The key is to focus on total customer experience—superior solution to their needs, treat them with respect store staff’s courtesy and behavior), connect with them on emotional level, fair prices and ease of purchase (good layout, product placement, signage, fast checkout, etc.). Focusing on solutions means employing helpful salespeople and extending services like goods return facility, goods exchange facility, and helpful and attractive store ambience. Many consumers lack time. As per the author, studies by America’s Research Group indicate that 83% of women and 91% of men have ceased shopping at a particular store because of long checkout lines. To compete most effectively, retailers must offer convenience in four ways—convenient retail location and operating hours, access convenience through telephone and the Internet, search convenience inside the store and possession convenience by maintaining a high rate of in-stock items and by delivering the orders swiftly. They also, must let the consumers complete or amend transactions quickly and easily (transaction convenience).

Chandrasekhar (2001): Several studies accentuate the probable coexistence of different store formats and others point out the relationship between the type of store and the type of products. These studies show that, while specialized and traditional stores are preferred for fresh products, hypermarkets are preferred for shopping in general, and also for frozen food, groceries and beverages.

Poviah and Shirali (2001): were of the viewpoint that shopping malls are classic self service 4000- 20000 sq ft. stores with shopping carts, as popularized in India by crazy boys film, with typical focus on regular groceries, household goods and personal care products. Tesco and Nilgiris. India is namely a groceries market and here, shopping malls have not been able to eat into the business of kriyana shops. While the housewife might pick up her shampoo at a shopping mall, she continues to use her local cart pusher for daily needs such as fresh vegetables. In fact, so far organized Indian retailing has enveloped only the middle section (self esteem, social recognition) of Maslow’s pyramid.

Krishnan (2001): has also written that small retail outlets have traditionally served the markets efficiently, making customers accustomed to getting the products within easy reach. These small retail outlets are made viable by the low cost of infrastructure and operations in India.

Gupta et al. (2002): find that retailers who have a strong local touch can better estimate demand for products and assess profiles of the products that can sell, based on their familiarity with local tastes, consumer preferences and consumption patterns. Kirana stores in India seem to fare better than modern retailers on this count.

Solgaard and Hansen (2003): identified several store attributes that were considered important for the consumer's evaluation of stores. These attribute includes merchandise, assortment, merchandise quality, personnel, store layout, accessibility, cleanliness and atmosphere.

Anand and Nambiar et al. (2003): To be successful in India essentially means to draw away shoppers from the roadside hawkers and kirana stores to supermarkets.

To counter the unbeatable advantage of convenience of a hop, skip and jump access and home delivery, organized retailers seem to have just one option—offer attractive prices.

Mulky & Nargundkar (2003): The Indian retail sector is largely traditional, but stores in modern format are emerging. The contribution of organized retailing in the share of retail sales in India is currently very small. Based on an analysis of retail developments in countries such as Thailand, Brazil and Greece, and some experience in India, it is possible to conclude that modernization of retailing in India would be influenced by some important factors. These factors include economic development; improvements in civic situation; changes in consumer needs, attitudes and behavior; changes in government policies; increased investment in retailing and rise in the power of organized retail. Modern retail will have several implications for managerial practice in manufacturing firms. Firms will need to proactively review and their sales structures, brand activities, logistics policy and price structure to cope with pressures from powerful retailers.

Radha Krishnan (2003): found that with the entry of superstores, the most affected stores are precisely the smaller stores, whose sales are associated with small areas, few number of employees, low sales volumes and the isolated stores(Stores that do not have partnership with other retailers).

Solagaard & Hansen (2003): identified several store attributes that were considered important for the consumer's evaluation of stores. These attributes were merchandise,

assortment, merchandise quality, personnel, store layout, accessibility, cleanliness and atmosphere.

Mulky (2005): stated that only a small proportion of India's population owns self transportation vehicles. Lack of public transport systems, overcrowding and high commute times, roads that are often choked with traffic, make it difficult for commuters to travel long distance. The infrastructure of roads and transport is even less-developed in rural areas. Hence, a large majority of India's population is compelled to make most of their retail purchases, especially of daily necessities from shops located in their neighborhood. Traditional retailing has been established in India for some centuries. It is a low cost structure, mostly owner-operated, has negligible real estate and labor costs and little or no taxes to pay. Consumer familiarity that runs from generation to generation is one big advantage for the traditional retailing sector. In contrast, players in the organized sector have big operating expenses to meet, and yet have to keep prices low enough to be able to compete with the traditional sector. Organized retailing also has to cope with the middle class psychology that the bigger and brighter sales outlet is, the more expensive it will be. Organized food retailing is moving towards modernization and systemization offering quality, standardization, variety of products, etc., at competitive prices. The cheap prices are a big attraction to the Indian consumer, who is highly price-driven and value conscious.

Varshney and Goyal (2005): have done a review of outshopping paradigm by studying papers from across the world and extended the concept to Indian context. Outshopping refers to the practice of going outside the local community to buy goods for better prices, or more stores, and so on. In early years, studies were aimed to understand the movement of people from smaller urban settlement to adjoining, larger urban retail establishment in search of better deals. However, in later years studies were also done to study the movement of people from down town centers to regional shopping malls which came up as result of crowding in down center retail areas. In the context of this research work, the out shopping paradigm is extended to people switching from traditional retailers (kirana stores) to modern retailers for food and grocery purchase. The variables given in the paper include shopping area attributes like prices, product variety, quality of service at the store, shopping environment, price reduction (promotions), parking facility, accessibility, distance of the store, convenience in travel, etc. Store choice is recognized as a cognitive process.

Spiller Bolten and Kenmerknecht (2006): identified service and product quality as main determinant of customer satisfaction. They propose that customer consider freshness of fruits and vegetables as the quality of whole assortment.

Leela rani (2006): Six of the independent variables considered, namely, shopping attitude of respondent, store loyalty (SL), perceived store prices, store distance, shopping frequency, and brand loyalty (in order of importance of impact) significantly influenced consumers' attitude towards retail store in out-of-stock.

Kearney (2006): found that traditional markets are transforming themselves in new formats such as departmental stores, hypermarkets, supermarkets and specialty stores.

Piyush Kumar Sinha & Sanjay Kumar Kar (2007): India's retail development is inevitable. Most of the organized retailers in India are harping on quality, service, convenience, satisfaction and assured benefits to lure shoppers into the store. Retailers should create value for the consumer and must decide suitable vehicle to deliver desired consumer value. No doubt, that retail format is one of the vehicles to deliver value proposition and it helps to position the store in the mind of target shoppers. Retailers need to find out what matches consumer requirement and offer better than competition. Retailers certainly need to be innovative in designing the value proposition and deciding the format to deliver that to the consumer. It is not all about deciding the format but all about serving the consumer better, faster and at less cost. Retailers can use their store as an indicator of what they stand for and what value they offer. Retailers have to out think consumer in providing service and value. Now, most of the retailers are concerned about growth in number of stores rather than creating value for consumer.

Vijayraghavan K. and Ramsurya M.V. (2007): discussed the topic in their study that it is a matter of debate as to whether Indian kirana stores would be able to survive in the face of competition from organized modern trade grocery retailers. Although traditional retail currently constitutes over 95% of the total sales in the country, smaller kiranas that are unable to compete with new age retailers in terms of variety and scale have begun losing volume in several parts of the country.

Anuradha Kalhan (2007): found in her study by taking small sample survey of the impact of malls on small shops and hawkers in Mumbai points to a decline in sales of groceries, fruits and vegetables, processed foods, garments, shoes, electronic and

electrical goods in these retail outlets, ultimately threatening 50% of them with closure or a major decline in business. Only 14% of the sample of small shops and hawkers has so far been able to respond to the competitive threat of the malls with the institution of fresh sales promotion initiatives.

Piyush Kumar Sinha (2007): The demand from the convenience-seeking shoppers, technology, competition and urge to growth leads the retailer to adapt the multiple format modes. The development will no doubt bolster the retailer's power in market creating positive synergy across the formats. However, at the same time, it brings with more responsibility to the retailer, as shoppers are going to interact and judge the value offering dissimilar shopping occasion and environment. The value delivery mechanism of the retailer need to be consistent and reinforcing to maximize its brand equity, failing which, it stands the risk of dilution. The opportunity lies in the fact that, retailers of a particular format appear to be increasingly successful in attracting customers from a widened variety of formats. The scope of positive synergy in terms of brand, customer, merchandise and marketing activities are very much a reality in retailing.

Mishra (2007): tries to explore the way organized retail has dramatically changed not only the Indian traditional retailing structure but also in the consumption behavior. The Indian market has seen vast changes in political, economic and social environment which has had a great impact on consumption. The study was conducted in seven major cities like Delhi, Chennai, Kolkata, Hyderabad, Bhubaneswar and Mumbai with the main objective to find the most favoured retail attributes by consumers and factors influencing the choice of consumers. The results indicate that consumers buy essentially convenience goods with low level of risk from organized outlets and essential products of more involvement from traditional retailers. The hypermarket, mall, supermarket are the preferred stores by consumers and organized retail is preferred due to convenience and variety.

Benito et al. (2007): analyze the relationship between the geo-demographic profile of consumers and retail format choice while accounting for the effects of spatial convenience. The proposed model focuses on the geo-demographic characterization of three generic grocery retail formats: (1) conventional supermarkets, which represent a classic self-service format; (2) hypermarkets, or large supermarkets with extended assortments; and (3) discount stores, which are supermarkets with limited

assortments and low prices. According to results of the proposed model, consumers first select the retail format and then the specific store within that format. In general, those households that patronize supermarkets are more advanced in the cycle of their family life, have higher educational levels, and work in more professional activities rather than in the services sector. Discount stores are preferred by older households, those with less education, and those employed in less qualified professional activities, such as the primary and building sectors. Finally, the hypermarket seems to attract the grocery spending of the youngest households with small children, lower educational levels, and more basic professional activities.

S. Ramesh Kumar, Rajeev Ravi, Jeevish Jain (2007): study and explored the relationship between Point of Purchase and Shopping Behavior in An Emerging Market-The Indian Context. The author concluded that Point of Purchase (POP) materials are used both by kirana shops and by organized supermarket retail outlets. This study investigates the impact of POP materials on kirana shop purchases and the purchases of consumers from supermarkets. The author feels that POP material has large impact on the purchase of FMCG purchases. Also the POP material makes consumer try the product and increases the consideration set of the consumers.

Singh (2007): production oriented market has been shifting towards consumer oriented market. Consumers now have varied choices and they are more knowledgeable and quite demanding. Traditional consumption pattern has also been facing vast changes. The study examines the degree of brand awareness and consumption pattern of various food products among rural and urban people in Haryana. The study also explores the possibility to find out the impact of education and income level on the expenditure pattern of food products. The results of the study show that the degree of brand awareness of various food products among urban respondents is more in comparison to these from rural households. There is an increasing trend of brand awareness of food commodities. Post-graduate rural and urban respondents have high degree of brand awareness for many food products in comparison to respondents from other educational levels of the households. A large amount of expenditure (69.5%) is incurred on milk and milk products, beverages and cereals while vegetables, fruits, pulses and oils command 23% of the total budget. The rural households spend more on milk and milk products as compared to urban households. Moreover the study indicated that the expenditure on food products

containing more vitamin and protein contents is made more by rural and urban households. With an increase in income level, the household deviates from basic commodities to protein-vitamin rich commodities. Education, increase in income, advertisements, green revolution and entry of private satellite channels are the factors that have played a vital role in creating brand awareness.

Ms. Shelja Jose Kuruvilla (2007): in his article titled “Malls vs Kiranas- Challenges and

Strategic options” he has studied that the size of retail industry in India is about \$350 billion and is expected to grow at 13% p.a. Organized retailing is only 2-3% at present, but it is projected to grow at more than 30% p.a. and it is also estimated to reach an astounding INR 1000 billion by 2010. Rising income level, young population with high disposable income, availability of brands and merchandise, media proliferation, the impact of globalization, saturation in international markets, positive indicators of the economy and the changing mindset of the consumers are the major drivers quoted behind this retail boom. But what about the Kiranas. With the help of a consumer study, this paper attempts to understand patterns & reasons for switching shopping habits, an attempt is also made to suggest options available to develop and strengthen competencies to enable them to survive and flourish in the coming decades.

Mridula S. Mishra(2007): The hypermarket/mall/supermarket is the preferred kind of store by consumers, even though the consumers buy in several establishments and not exclusively in the organized retail outlet, which indicates that there is no "single loyalty". While in organized outlets, consumers buy essentially convenience goods with low level of risk; in traditional retail, they buy essentially products of more involvement, which requires a more complex buying behavior. The results also show that consumers evoke price and convenience for not buying certain goods in traditional retail, which reveals an attempt to optimize their time and money.

Kalhan (2007): studies the impact of organized retail on unorganized retail shops. Major findings reveal that 70 % of unorganized retailers reported falling sales. This fall in sales is due to superior shopping environment, convenience, availability of variety, ambience of shop, and availability of parking space and perception of quality of products sold in organized retail setup.

Abhishek Anand (2008): in his case study titled “Formats vs. feeling (organized vs. Mom & Pop Stores) observed the process and functioning of the both organized and unorganized retailing. The organized retailers have been trying to improve the customer relationship by emulating Mom and Pop Stores. The stores intentionally make the setting of a wholesale market than a sophisticated shop. The retailers need to give their customers a more personalized shopping experience. The retailers should continue to benefit from the cost advantage and the variety they offer to the customers. The Retail stores are bound to impact some of the Mom and Pop stores in the long run. The extent of effect will be decided by the strategies of the organized retailers and Mom and Pop stores in the coming future. But in the battle between Retail stores and Mom and Pop stores the customers are definitely going to benefit.

Hari, K. and Ramanathan V.(2008): in their article on “Structural changes in the Indian Retail Market: From Unorganized to Organized” focuses on the structural changes in the Indian retail market, reasons for change and their impact over economy and social background.

Dr. Manoj K Trivedi (2008): in his paper entitled “From Traditional Markets to Shopping Malls. A paradigm shift” holds the view regarding of the fast approaching retail boom scenario that it is likely to happen sooner than later. The author discussed the impact of the same on the Indian Traditional retail outlets with its likely positive and negative impact. The author concludes that where the organized sector poses a cut-throat competition for the kiranas the fact still remains that India being a country with diversified social classes there is a scope for both to survive. The emergence of a developed retail sector will pose a competition rather than a threat to the traditional stores which would help these stores change their outlook and ways of working.

Alisa Nilawan (2008): conducted a study to survey customers’ satisfaction with Metro. Mall at Sukhumvit station and revealed that food and beverage shops, reasonable prices compared with the product quality modern decoration and location of mall, word of mouth; availability of discount coupons and prompt and attentive services of salespersons were the main factors influencing customers on visiting Metro Mall at Sukhumvit station.

R.K.srivastava(2008): Presented show that malls more developed in the North and West part of India. Food, groceries and apparel purchase by customers contributed to

52 percent. On average 75 percent of customers spend about 1-3 hours in the mall. Malls with multiplexes such as cinema theatres, food courts, and play places for children are becoming the centre for family outings. Small retailers have improved their service to cater to Indian consumers. Credit limits and home service are helping them to hold on to their customers. Retailing focus is changing towards satisfying the different hierarchy of needs of customers.

Anirban Sengupt (2008): Emergence of modern retail in India is not just a result of increasing consumer buying power – manufacturers and unorganized retailers also have an important role to play in this process at the macro-level. At the micro-level, the trigger came from diverse angles like entrepreneurial desire to provide better service to consumers, social desire to provide relief to the masses in the form of lower prices, desire to capitalize on emerging business opportunities being provided by the changing business environment, etc.

Mathew Joseph (2008): Unorganized retailers in the vicinity of organized retailers experienced a decline in their volume of business and profit in the initial years after the entry of large organized retailers. The adverse impact on sales and profit weakens over time. There was no evidence of a decline in overall employment in the unorganized sector as a result of the entry of organized retailers. There is some decline in employment in the North and West regions which, however, also weakens over time. The rate of closure of unorganized retail shops in gross terms is found to be 4.2 per cent per annum which is much lower than the international rate of closure of small businesses. The rate of closure on account of competition from organized retail is lower still at 1.7 per cent per annum. There is competitive response from traditional retailers through improved business practices and technology upgradation. A majority of unorganized retailers is keen to stay in the business and compete, while also wanting the next generation to continue likewise. Small retailers have been extending more credit to attract and retain customers. However, only 12 per cent of unorganized retailers have access to institutional credit and 37 per cent felt the need for better access to commercial bank credit. Most unorganized retailers are committed to remaining independent and barely 10 per cent preferred to become franchisees of organized retailers.

Joseph, Soundararajan, Gupta, & Sahu (2008): concluded that unorganized retailers in the locality of organized retailers were adversely affected in terms of their

volume of business and profit. According to him with the emergence of organized outlets consumers gained through the availability of better quality products, lower prices, one-stop shopping, choice of additional brands and products, family shopping, and fresh stocks.

V. Ramanathan (2008): Customer relationship management is very useful if it work effectively with reference to the retailing sector in India. It allows retailers to gather customer data swiftly, identify the most voluble customers over time, and increase customer loyalty by providing customized products and services. It also reduces the cost of serving these customers and makes it easy to acquire similar customer future. It has become customary for companies to talk about selling solutions rather than products or services. In retailing, focusing on solution will mean employing CRM to help customers to make their retail buying activities more comfortable.

J. K. Sachdeva(2008): This paper attempted to know the consumers' impressions about malls and Kirana shops so as to juxtapose the theory with real life observations. 496 housewives from various areas of Mumbai were surveyed The analysis revealed that all types of people visit malls. There is no specific segment which visits malls. All types of people irrespective of age or income visit mall. People buy from malls as well as from Kirana shops. There is no specific pattern. However people go to malls due to Malls' ambience and window shopping freedom. The reduce factor has been named as 'awe factor with freedom' Consumers get personalized attention at Kirsna shops and can buy after feeling the products . At Kirana shops they they can buy range of products included unbranded. This new component having all four variables has been renamed as '**personal customized buying**'. The traditional retail industry consists of two basic formats: kirana (mom and pop) stores and pushcart vendors There are two main categories of supplying food articles: (1) Farm produce, such as fruits, vegetable, cereals, etc, which are grown and supplied by farms; and (2) processed goods that are supplied by the manufacturing and food processing companies.

Goswami & Mishra (2009): seek to understand whether Indian consumers are likely to move from traditional Kirana stores to large organized retailers while shopping for groceries. The research finding reveals that customer patronage to grocery stores was found to be positively related to location, helpful, trustworthy salespeople, home shopping, cleanliness, and offers, quality and negatively related to travel convenience.

Kiranas do well on location but poorly on cleanliness, offers, quality, and helpful trustworthy salespeople. The converse is true for organized retailers. Study also finds that Kiranas have major disadvantages on all customer perception scores except location. These scores being less important determinants of patronage compared with location, in the short run kiranas may not be ousted out of customers' favor. However, in the long run if they do not work on these other factors, they would face oblivion. Kiranas need to upgrade their facilities to be able to compete with the organized retailers to provide consumers better shopping experiences, where as organized retailers which are expected to improve their location scores rapidly in the near future will grow rapidly.

Goswami P. and Mishra M.S.(2009): conducted a study that was carried across four Indian cities- two major metros (Kolkata and Mumbai), and two smaller cities (Jamshedpur and Nagpur) with around 100 respondents from each city. The results suggest Kiranas would do best to try and upgrade in order to survive. Given that modern trade outlets have deeper pockets and can afford to make mistakes and get away with it in the short term, Kiranas have to stay alert, try to upgrade and continue to serve customers well, while concentrating on innovating, evolving and remaining efficient on retailer productivity scores.

Cherish Mathew (2009): “Aggressive expansion by organized retailing has, in turn, promoted certain political, legal and social issues, raising apprehensions about the future of traditional/unorganized retailing. When compared with the unorganized sector, organized retailing is expected to provide several benefits to the customers as well as suppliers and would contribute signification to the nation’s economic development in the long run. The retail structure in India expected to settle at a new equilibrium, accommodating both the organized and unorganized retailer. As the government’s intervention in the retail business is likely to reduce in future, customer preferences and market forces will determine the eventual outcome. The overall attitude likely to change favorably towards organized retailing and the socio-political resistance expected to subside. Organized retail is unlikely to be a threat to existing players, but would be an emerging business opportunity for local, global, and nation player in India, to the mutual benefits of all concerned.

Amit Singla & Anil Kumar Goyal (2009) provided excellent description on the Indian retails Industry in their paper entitled “The Retail Industry: From Myth to

Malls.” The paper discusses in detail the Growth Drivers for retail industry, Investment Opportunities in different sectors of retailing with High Growth Potential and Fastest Growing Formats. After analyzing the retail industry, author concluded that the organized retail has opportunities to grow in India in spite of the kirana stores. The organized retail is attracting more and more Indian as well as foreign players of the retail industry. As the study shows that a major portion of the organized retail will be developed in small cities and towns, this opportunity has not been encashed by kirana stores and they are unable to meet the requirements of the customers.

V Ramanathan (2009): The unorganized retailers need to be responsive to the competitive retail market dynamics created by the organized retail formats in order to sustain their business and serve their target customers in a profitable manner. The change process requires the unorganized retailers to reshape their existing business practices of dealing in a limited variety of product alternatives to offering the complete assortment in the product categories handled by them. This 'category killing' approach would become imperative for the continued survival of unorganized retailers. If the unorganized retailers adopt this approach, together with the various forms of convenience that they already offer, they would be able to stand up to the competition from the organized retail formats.

Ruchi Shah(2009): Kiranas and organised retail will co-exist. After analyzing the retail industry, it can conclude that the organized retail has opportunities to grow in India in spite of the kirana stores because these kirana shops will also get benefit of the growing economy. The argument that the kirana shops will be affected by these malls is only myth. The organized retail is attracting more and more Indian as well as foreign players of the retail industry. The boundaries between the offerings by malls and one-shop vendors are gradually breaking. Single shop-owners are becoming increasingly aware of customers needs, hygiene factors and varied requirements. At the same time, retail chains are opening stores in residential areas and focusing on customer relationship management, with a hub and spoke model where one large store supports various smaller stores in the nearby residential areas. However, the key to success for organized retailers will always be their large size, variety and ambience on offer, and thus, the scale. As the study shows that a major portion of the organized retail will be developed in small cities and towns, this opportunity has not been encashed by kirana stores and they are unable to meet the requirements of the

customers. Therefore both the malls and kirana stores can play simultaneously in India so no need get afraid due to the malls. Here even I would like to add my view point from whatever I have learnt from the experience gained while making this project. Most of the kirana stores have survived. But growth has been very slow for them and no new kirana stores are opening up in neighborhoods where big retailers have opened shop. And secondly, big retail will have to wait a long time before they can 'invade' small towns in India. Towns with less than a million-half a million population will have to wait. And no big retailers will venture there until they've gained some useful insights from the big cities. And the countryside will be largely left untouched which will be served by local *Kirana Stores*. "*Big retail chains won't kill small shops*".

Rajesh Kuamr Sinha (2009): it is clear that respondents have different perceptions of modern and traditional forms of grocery retailing, but it is not associated with their actual patronage behaviour. Also, individual demographic and personal factors are not related to the store patronage behavior. Further, the benefits on the basis of which responses were sought regarding perception for grocery outlets were functional in nature. On the basis of above findings it can be argued that perception of functional benefits, demographic factors and personal factors have no impact on the overall patronage behavior of shoppers, towards different formats of grocery retailing. In different words, it is evident that functional benefits have statistically insignificant impact on the grocery store format choice. It is also evident that demographics have little impact as well. It can be argued that actual choice of retail format is decided by factors other than functional benefits and it may include situational factors. It can be concluded that retail formats may be designed to satisfy shoppers' situational needs. Better predictability of shoppers' behavior can lead to better management and creation of shelf space, which can benefit industry, economy and consumers as well. Thus predicting shoppers' behavior should include situational factors to provide more accurate forecast. Further work is required to be done in this direction considering situational factors for model building.

Tendai and Crispen (2009): investigates the influence of in-store shopping environment on impulsive buying among consumers. The hypothesis of the study was that the presence of an enjoyable, pleasant and attractive in-store shopping environment increases the chances of impulsive buying among the consumers. In-

store background music, store display, scent, in-store promotions, prices, shop cleanliness, shop density or congestion and store personnel are the major factors for in-store shopping environment. The result of the study shows that among poor consumers, factors of an economic nature like cheaper prices, coupons and helpful shop assistants were more likely to influence impulsive buying. Factors with an atmospheric engagement effect like music, fresh perfume and ventilation may have only been important in helping to keep consumers longer in shops although they were unlikely to directly influence impulsive buying.

Ali, Kapoor & Moorthy (2010): in their study indicated that consumers shopping behavior was influenced by their income and educational level while gender and age had no significant impact on their behavior.

Munjal, Kumar, & Narwal, (2011): through their research concluded that the kirana shops" being affected by malls is only a myth. He further concluded that in spite of the available opportunities to the organized retail to grow in India these kirana shops also were benefited from this growing economy.

Ramanathan & hari (2011): observed from their study that due to the recent changes in the demographic system of consumers, and the awareness of quality conscious consumption, consumers preferred to buy different products both from the organized and unorganized retailers.

Sivaraman.P (2011): from his study concluded that the impact of organized retailers was clearly visible on the business of unorganized retailers in terms of sales, profit and employment. Due to their financial infirmity these small retailers continuously struggled to introduce changes in their existing retail practices. Some kind of intervention was required for their future existence.

Asif Zameer and Deepankar Mukherjee(2011): This study can provide insights to the modern food and grocery retailers on how the urban consumer in India perceives their advantages/disadvantages, vis-à-vis traditional kirana stores. They would do well to strengthen the above detailed value enhancers in their retail strategy so that they are able to overcome all the advantages and the age-old habits which still make customer patronize the traditional kirana stores.

Gagandeep Shmarma, Mandeep Mahendru , Sanjeet Singh(2011):To summarized in end the patterns of Punjab retail sector is changing now many retail investor open

their retail store and running successfully and some other big players are ready to invest in the retail sector in Punjab and the future of organized retail is quite good in big cities but in the cities cognized retail not successful to gain moment . And the second thing come out of research that the unorganized retail is not much effected by organized retail their is only 4% unorganized retailer are effected due to the opening of organized retail stores but now with this competition the unorganized retailers are also ready to inject more money to improve their operations . And the third thing according to the study consumption behavior of the consumer is not much changed due to opening of organized retail but people get the day to consumption things in a better and managed way.

M.GURUSAMY and N.PRABHA (2011): The study was conducted on the changing consumer preference towards organized retailing from unorganized retailing. The study shows that customers are very much anxious towards organized retailing and they expect variety as a primary attribute from retailers. The recent trend had shown that there is a rapid growth in the organized formats. It also shows that customers expect quality next to variety as the primary factors to shop in the organized formats. Satisfaction level about price in organized formats is comparatively low and so it must be focused. It is also to be noted that in the next level of cities, only departmental stores and supermarkets alone given more priority in organized formats. From the statement we can understand that still most of the people are not aware of malls and hypermarkets in those cities. Majority of the consumers are visiting organized formats for variety and they expect additional facilities like kids park, restaurant etc. Majority of the consumers are Under Graduates and Young, so retail outlets are mainly focusing on them. Today's youngsters are moving towards the fashion trend. The organized formats are entering into its next step to the tier-II cities and other small cities and focusing on the middle class people as it had almost covered the metropolitan cities.

Gupta Himanshu, Dubey Neetu and Patani Pawan (2012): The concept of retail is primitive in Indian context. We had Grocery stores, medical stores and working surprisingly well all over the country. Recently with the entrance of big players like Walmart or Reliance, people are getting idea of the traditional stores going to be vanished. But just to remind us, we should never forget how deep rooted is this old concept. The stores have taken the idea of retailing nowhere else these old shops.

Singh & Agarwal (2012): revealed that customer's preferences for grocery shopping were gradually shifting from local kirana stores to organized convenience stores. Brand choice and credit card facilities were the main determinants which influenced preferences from kirana to organized retail. Payment through credit cards increased purchases from organized retail store.

Gupta (2012): concluded in her study that store attributes like convenient operating hours and accessibility were the factors which lead to customer loyalty and not store appearance. Similarly, product attributes like freshness of the product and availability of products range according to the pocket were major determinant of loyalty. It was also evident that even today Kiranas are preferred by customers because of various reasons viz. convenient location, home delivery, personal relations with shopkeeper, giving products on credit, payment in installments.

Srivastava (2012): in his study showed that the overall customers' perception across urban and suburban was not varied. The customers were ready to pay higher prices for branded goods across the urban and suburban areas. They gave priority to purchase grocery from nearby shops while for purchasing of apparel they liked to travel some distance. The outcomes of the study showed that the exposure of marketing strategy through electronic and print media made the customers more choosy and knowledgeable.

Sanjay Manocha and Anoop Pandey(2012): Retailing provides a crucial link between producers and consumers in modern market economy. Retail in India is most dynamic industry and represents a huge opportunity both for domestic and international retailers. Modern retailing is not threat to independent Mom and Pop stores as most of the consumers said that they never stopped visiting Kirana stores. They strongly agreed on coexistence of both is requirement of the day. Their frequency of going to kirana stores is reduced but its kind of opportunities for reorienting Mom and Pop stores for attracting more customers. So, organised retailing is beneficial for India because it's not alarming to create conflict with unorganized stores but reshaping unorganized stores into budding/nascent organised stores. Modern retailing has miles to go in India. The growth of modern formats has been much slower in India as compared to other countries and the development of this sector is restricted by the presence of regulatory and structural constraints.

U. Dineshkumar and P.Vikkraman (2012): The root of the study is that most of the customers prefer purchasing from organized retail outlets than unorganized outlets. Also, most of them are satisfied with the quality of service, price and product range of the goods provided by organized retail outlets. Satisfaction of consumers in retail service is an important criterion for a marketer to understand for further strategic decision. This study also reveals that the customers prefer organized retailing over unorganized retailing, due to which the organized retailing become a threat to the unorganized outlets. The establishment of such organized retail outlets in tier-1 and tier-2 cities has proved to be successful, as it fulfills the needs of the customers. As an expansion, such outlets are being established in tier-3 cities like Erode and other places. Hence, it's significant for such outlets to cater to the needs of the customers for its long run.

Urvashi Gupta (2012): This study was conducted for the purpose of understanding the changes taking place in the minds of consumers towards modern retail formats and traditional retailers. It was observed that due to the changing demographics, urbanization, and awareness due to electronic media especially internet the customers have multiple options to choose from modern retail outlets to neighborhood shops. Majority of the consumers are visiting organized formats for variety, easy availability, cleanliness with additional facility of entertainment for children and convenient parking facility and restaurant etc. In case of unorganized outlets immediacy of the store, credit and bargaining facility balance the tilt. Unlike higher age groups who prefer to visit Kirana stores, the younger generation has more inclination towards organized retail. Both organized as well as unorganized retailers need to add value added services to make the shopping experience more comfortable and value oriented.

Mitul Deliya, Bhavesh Parmar & K. K. Patel (2012): organized retail is creating quality labour class that is gaining vocational training in skilled and unskilled jobs at graduate and tenth plus levels. Nevertheless, there is a timely need for a fresh regulatory framework and competition policy so that both traditional retail and modern retail can continue to grow in harmony eventually closing the gap between the organized and unorganized sector.

Osman bin salam and Dr.K.Raji Reddy (2012): The convenience and personalized service offered by the unorganized sector holds its future in good stead for the future. Organized retail of late has seen a tremendous boom and is attracting more people to

the malls. Interestingly, market pressures from India's burgeoning consumer class and their growing demand have already started to spur agricultural reform and increased investment. in India's "farm to retail" field by the private sector. It seems that India's growing consumer market might be taking on a life of its own.

Dr.V.N.Brimis (2012): Both the formats of retail kirana and modern are essential to fulfil customer needs. Modern retail will see tremendous growth in future but they won't be able to replace kirana store. Even today middle class people prefer to make purchase from kirana stores. Even the customers who don't grocery and other products on a monthly basis prefer to buy from kirana stores.

Given the time of recession modern retailers are putting their expansion plan on hold. The growth of modern retail will hurt the profits of kirana stores but kirana store owners will able to make their bread and butter due to increasing population. The entry of foreign players in Indian market will make their job more difficult.

But customer relationship and store timing will help them to retain customers even during the time of slowdown.

Swati Kewlani Sandeep Singh (2012): The research revealed that consumers go to shopping malls for the variety they get there and because they find shopping entertaining due to good environment, and variety of products that they get there, reasonable price that are offered along with the better quality of services rendered. Consumers prefer to buy consumer care and daily use products from shopping malls. However their preference to shopping malls does not let them renege small retailers. They continue to buy from small retailers, they spend equally on buying from kiranas. They are going to small retailers due to their long standing relations with them, the home delivery services that the small retailers offer and because they find shopping less time consuming while shopping with small retailers as compared to malls. The fear of redundancy among small retailers is baseless. Small retailers are still relevant despite emerging shopping malls, all that is required from them is to continue providing value added service, bank on relationship marketing . When the respondents were asked whether they go to small retailers because of the relationship they have developed over the period of time with them more than half (52%) responded were with affirmation, thus clearly underlining the dictum that relationship marketing hold the key to the survival of the minnows, which is emerging to be the

U.S.P. of these small retailers. The various reasons which make consumer to shop from kirana stores are: Firstly, it is just a stone's throw away. So anytime the family needs something, it is easy to just stroll over and get it, even if it is as paltry as a loaf of bread. Secondly, there is the trust about all the items being fresh and reasonably priced at the friendly, long relationship with neighborhood kirana walla. Thirdly, there is free home delivery, usually on a bicycle, for the regular monthly supplies, colloquially called "ration". And fourthly and most importantly, there is credit. Since the shopkeeper knows the families in the vicinity well enough, he can actually extend credit based only on the jottings made in a tiny pocket-sized plastic-covered notebook. A vast majority of middle class India still shops from one of the millions of tiny kirana stores for precisely these reasons. And there is no way that the big giants like Foodworld, Big Bazaar or Reliance can lure away a chunk of the middle class big enough to make the kirana store go out of business for at least another few decades. If kiranas' have to secure this long lasting impression and relationship with consumers by accepting the challenge from big malls then small retailers have to work hard and harder. And ultimately consumers are going to decide the way, as ultimately they are the kings of the market.

B. Kusuma^{1*}, N.Durga Prasad¹, M.Srinivasa Rao (2013): Retailing provides an important link between producer and consumer in modern economy. Retail in India is most dynamic industry and represents a huge opportunity for domestic and international retailers. Modern retailing is not a problem to traditional stores as most of the consumers said that they never stopped visiting kirana stores. They strongly agreed on coexistence of both is required. Their frequency of going to kirana store is reduced. Modern retailing has miles to go in India. The growth of modern formats has been much slower in India as compared to other countries and the development of this sector is depends on the presence of regulatory and structural constraints. Government has to take care about the existence of organized retail stores in India and they have to take measures to overcome the challenges. Then the fast growth of organized retailing can be possible in India.

Mr. Nagunuri Sriniva (2013): In India according to many research Surveys there is huge growth potential for all the FMCG companies as Well-established distribution networks and intense competition between the organized and unorganized retailers. Again the demand or prospect could be increased further if these companies can

change the consumer's mindset and offer new generation products. Earlier, Groceries were usually purchased by the housewife from small neighborhood grocery stores with an average size of about 250 square feet. Her loyalty was strong, based on convenience and added services such as credit and free home delivery, but today, Different brands are available and the same consumers are gradually shifting towards branded quality Products.

MS. Monika Talreja & DR. Dhiraj Jain (2013): India is at the crossroads with respect to the retail sector. Both modern and traditional retailers will co-exist in India for some time to come, as both of them have their own competitive advantages. The *kirana* has a low- cost structure, convenient location, and customer intimacy whereas modern retail offers product width and depth and a better shopping experience. One of the prime objectives of this study was to find the consumers' perception towards organized and unorganized retailers across demographic profiles. This study indicated that Customers like to buy fruits & Vegetable from air-conditioned supermarkets because of its quality products but due to the high prices they still feel conservative to buy these kinds of products either from the local mobile vegetables seller or from the nearest sabji market. The study further revealed that Proximity was a major comparative advantage of unorganized outlets. Unorganized retailers are having a comparatively strong advantage because of their ability to sell loose items, provision of credit, bargaining and home delivery facilities. The organized retailers are having a greater advantage because of the store image, product availability, and price discounts. From this study it was observed that due to changes in the disposable income and increased awareness of quality, the consumers' perception towards organized and unorganized retailers differ on the basis of quality and price. They preferred to buy different products from the organized and different from the unorganized retailers. From the study it was found that when compared to the unorganized retail format most of the respondent had a good image about the organized retailers. . Even the unorganized retailers had a good share in Market, but due to factors such as space, parking etc. a gap existed between both the formats. The customers wished for more outlets being opened. In spite of the enormous potential and growth opportunities available for the organized sector, it will not create a major impact on the unorganized retailers because of the mindset of the Indian consumers will who cannot think of a life's without having a local kirana store near their locality.

Nair & Nair (2013): in their study revealed that the perception of service quality was influenced by various natures among various customers and some of the general factors like personal interaction, physical aspects on which customer perception remained constant and common.

Nisha Rathor(2013):Consumers have generally gained with the emergence of organized outlets through the availability of better quality products, lower prices, one- stop shopping, choice of additional brands and products, family shopping, and fresh stocks.

MS PRIYA VIJ (2013): The growth in the Indian organized retail market is mainly due to the change in the consumer's behavior. This change has come in the consumer due to increased income, changing, lifestyles, and patterns of demography which are favorable. Now the consumer wants to shop at a place where he can get food, entertainment, and shopping all under one roof. This has given Indian organized retail market a major boost. While on the other hand the traditional stores are shops where the various product available are the range of product really required by the customers. They cautiously take care of the choice of the customers and bring the product which is demanded by them. They try to satisfy them with the wide range and at the same time maintain a good relationship to retain them and consequently convert them into their loyal customer. The shopkeepers keeps latest products to their stores and then learn how is it actually affecting the sales of products Although there stores have comparatively less product range the selection made is quite relevant. Having looked at the features let us find the loopholes.

Dr. Seema S. Shenoy, Dr. Sequeira, A. H. and Dr. Devaraj, K(2013): Retailing in India is growing at a frenzied pace. The relatively low rates of penetration of organized retail in most categories coupled with sheer attractiveness of India's demographic and economic environment is expected to continue to add momentum to overall prospects of this sector in the long term. So, for all those who are all ears to Indian retail the message is that Indian retail is here to stay.

Riddhi Ambavale (2013): The research undertaken uncovered many loopholes in the mall culture of Gujarat state. It was identified that Indian mall structure is not as per the Indian ethics and culture. The mall structure is just replica western culture. Price hike in real estate is a major factor for failure of mall in India. Moreover, for Indian

scenario, price and culture played a significant role on demographic factors like age, education and income. So, mall manager need to focus on price as well as culture of that particular area or city.

Aniali Panda (2013): The major benefits of the traditional formats over the modern formats are related to convenience of location, customised services and ease of goods return of exchange policy. India, with the highest retail density in the world is able to provide the customers with a food and grocery retail outlet at a easily reachable distance near to their home. Along with the convenience of distance another factor which contributes to the creation of patronage for kirana stores is provision of personalised services like home delivery as a result of individual customer relation and goodwill. The kirana shops are also preferred by the consumers on account of phone order facility and delivering goods on credit. The kiranas are perceived to serve better quality products and they also offers convenience of working hours. As the traditional retail outlets are enjoying so many benefits, the modern retailers require some strong value propositions to wean away customers from the traditional stores. The first major value which the customers perceive very important for the modern food and grocery retailers to provide is the product choice. With large assortment of product assortments available under one-roof, the customers can fulfil most of his/her monthly requirement in one shopping trip and avoid making frequent visits to various kirana stores. This value will overcome his/her increased cost in the acquisition of products from the modern retailer. It is this factor, which is likely to make hypermarkets or large supermarkets likely to be more successful in food and grocery category in. Another value-enhancer for the modern retailers can be providing value-added services (like phone-order and home-delivery), goods exchange/return policy, packaging services, carry-bags, etc. Finally, an important factor which can lead to increased patronage at the modern retailers is customer relationship management activities like loyalty bonus/discounts, special customer cards, free-parking facility and so on.

Ekta Rani (2013): The Indian Retail sector operates in a unique and complex environment. Indian economy cannot deny the positive effects of FDI and self owned business for growth. It should take lesson from the recent global slowdown and should not forget the role of retail sector to save India from its drastic effects. The need of the hour is to reengineer the operations of Kirana stores otherwise the big

giants will leave no space for them to grow. If the Kirana stores improve their functioning and the area of operation be specified by the government then there will be win-win situation for both the parties.

Prof. Archana Subhash (2013): Through the survey we could understand that the consumers of the Big bazaar and Kirana shops have a lot of parameters like income, availability of products, time, quality of goods etc. for taking a decision. According to these parameters they are purchasing from Kirana Shops or from Big bazaar.

Dr. Bikrant Kesari and Mr. Sunil Atulkar (2014): After studying various papers, it has been observed that due to the changing demographics, urbanization, and awareness due to electronic media especially internet the customers have multiple options to choose from modern retail outlets. Majority of the customers are visiting organized formats for variety, easy availability, cleanliness with additional facility of entertainment for children and convenient parking facility and restaurant etc. Today it has been found that all age group customers prefer to visit organized retail stores because of various customer facilities provided to them. Families with less annual income prefer shopping with nearby unorganized retail stores where customers with higher qualification were found to be more attracted towards organized retail outlets. It is investigated that modern retail developments and growth of modern formats are taking place in India and challenges & opportunities are available to the retailers to succeed in Indian retail market and retailers need to innovate in designing the value proposition, deciding the format to deliver to the customer and also strive to serve the consumer better, faster and at less cost.