CUSTOMER PROFILE & BEHAVIORAL ANALYSIS: A STUDY AT SPENCER'S DAILY

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A PROJECT REPORT
Submitted to the

FACULTY OF MANAGEMENT SCIENCES

In the partial fulfillment of the requirements
For the summer internship project

Of

MASTER OF BUSINESS ADMINISTRATION

August, 2007

KCT Business School
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BONAFIDE CERTIFICATE

Certified that this project report titled **"Customer Profile & Behavioral Analysis: A study at Spencer's daily"** is the bonafide work of **Ms. Aneetha .A, 71206631004** who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Dr. K. Chitra
Project guide

Director

Evaluated and Viva Voce conducted on 29.10.07

Examiner 1

Examiner 2

DECLARATION

I, hereby declare that this project report entitled as ""**"Customer Profile & Behavioral Analysis: A study at Spencer's daily"** has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the summer internship project of Master of Business Administration. The project report is the record of the original work done by me under the guidance of **Dr. K. Chitra** during the academic year 2007 – 2008.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Date:

Place: Coimbatore

Aneetha.A

Aneetha.A

Date: 12.09.07

SUMMER INTERNSHIP PROJECT COMPLETION CERTIFICATE

This is to certify that Mr. / Ms. ...ANEETHA . A..................... (Roll No. 06MBA04)
a student of KCT Business School, Kumaraguru College of Technology, had undergone a project between June 19th 2007.... (*date of joining*) and August 1st 2007... (*date of leaving*)entitled Customer Profile & Behavioral Analysis : A study at Spencer's daily.........

During the tenure his / her performance was **Very Good** / **~~Good / Average / poor~~.**

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Signature of the Organisational guide

SPENCER'S RETAIL LIMITED
No. 1, SND LAYOUT,
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COIMBATORE - 641 012.

EXECUTIVE SUMMARY

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India is being seen as a potential goldmine for retail investors from over the world and latest research has rated India as the top destination for retailers for an attractive emerging retail market. India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets. Even though India has well over 5 million retail outlets, the country sorely lacks anything that can resemble a retailing industry in the modern sense of the term. The organized retail sector is expected to grow stronger than GDP growth in the next five years driven by changing lifestyles, burgeoning income and favorable demographic outline. This scenario has led to a transition from unorganized retailing to organized retailing. There exists a severe competition among the organized retailers to attract the customers.

Against this background the study was conducted to understand the profile and buying behavior of the consumers of Spencer's daily. It also analyses the key factors that influence the shopping and aims to understand the level of expectation and satisfaction. Further the study attempts to identify the influence of demographic variables on the level of expectation and satisfaction and also highlights the gap between the expectation and satisfaction level. The study assumes the characteristic of descriptive research. A sample of hundred and twenty five customers in Coimbatore city is selected on convenience basis and data are collected through specially questionnaire.

The study reveals that the top five factors that are expected by the consumers are price, quality, shelf arrangements, brand choice and availability of the products. The variables brand choice, availability, discounts, packing facilities and customer care meet the satisfaction level of the consumers of Spencer's Daily. Further the demographic variables like gender, educational qualification and occupation have a significant influence on the expectation factors. The findings would enable the marketing strategists to frame suitable strategies enhance the share of Spencer's Daily in the retailing industry.

ACKNOWLEDGEMENT

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I foremost owe thanks to God Almighty who blessed me to carry out this work. I express my sincere gratitude to our beloved Correspondent Prof. Dr. K. Arumugam, our principal Dr. Joseph V. Thanikal, Kumaraguru College of Technology, Coimbatore for encouraging and providing facilities to do this project.

I express my sincere gratitude and thanks to our Director for permitting me to carry out the project.

I wish to place on record my heart felt thanks and sincere gratitude to my guide Dr. K. Chitra for her constant guidance and support throughout this project and for the valuable suggestions given by her in bringing out this report.

I am ever obliged to all the staff members of our Department for the benevolent support and encouragement.

I acknowledge my sincere thanks to Mr. Nicholin Purchasing Manager of Spencer's Daily for giving me an opportunity for doing the project in their esteemed organizations and encouraged me with his expert counseling and guidance for successful completion of my research study.

I cherish to acknowledge the benevolence of My family and Friends for their encouragement, enthusiasm, co-operation and moral support.

I affirm my renewed thanks to everyone who in one way or the other helped me to complete this project.

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INTRODUCTION

1.1 Back ground of the Study:

The India Retail Industry is the largest among all the industries, accounting for over 10 percent of the country's GDP and around 8 percent of the employment. The Retail Industry in India has come forth as one of the most dynamic and f ast paced industries with several players entering the market. But all of them have yet tasted success because of the heavy initial investments that are required to break even with its way towards becoming the next boom industry.

The total concept and idea of shopping has undergone an attention drawing change in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retailing has entered into the Retail market in India as is observed in the form of bustling shopping centers, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof.

A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing working women population and emerging opportunities in the services sector are going to be the key factors in the growth of the organized sector in India.

In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. Indian retail is expected to grow 25 per cent annually. Modern retail in India could be worth US$ 175-200 billion by 2016. The Food Retail Industry in India dominates the shopping basket. The Mobile phone Retail Industry in India is already a US$ 16.7 billion business, growing at over 20 per cent per year. The future of the India Retail Industry looks promising with the growing of the market, with the government policies becoming more favorable and the emerging technologies facilitating operations.

The study mainly deals with the customer's perception towards Spencer's daily which is a retail store. Retailing is one of the important factors in buying and selling of the products. There are different types of retail outlet through which the store can have very intimate relationship with transactions made on a face-to-face, first name basis. At the other end of the scale, goods may be retailed across the globe, with no physical contact being made at all. The different types of retail stores are as follows,

- Department store
- Door-to-door retailing
- Distance retailing
- Chain retailing
- Party retailing
- Single independent non-franchised store
- Super market
- Van retailing
- Ware house club

Until the introduction of the self service stores, the customers were buying goods by simply asking the shopkeeper for their goods. There was a personal one-to-one relationship between the customer and the shop keeper.

The first self service store was started in the year 1915 by Albert Gerard in Los Angeles. In these stores the groceries were stacked on shelves allowing the customers to walk around and browse, collecting their requirements by themselves and the shop keeper would only need to calculate the final bill at the end of the process and receive payment.

This new type of shopping was more efficient and many customers preferred it. There has been a steady rise in the global amount of self service stores ever since it started. Even though India has well over 5 million retail outlets of all sizes and styles, the country sorely lacks anything that can resemble a retailing industry in the modern sense of the term. This presents international retailing specialists with the great opportunity. Retailing in India is thoroughly unorganised. There is no supply chain management perspective.

According to a survey by AT Kearney, an overwhelming proportion of the Rs.400000 crore retail markets are unorganised. In fact, only a Rs.20000 crore segment of the market is organized. Just over 8 per cent of India's population is engaged in retailing. The first challenge facing the organized retail industry in India is competition from the unorganised sector. Traditional retailing has established in India for some centuries. It is a low cost structure mostly own operated and it runs for generations.

In contrast, players in the organized sector have big expenses to meet and yet have to keep prices to low enough to be able to compete with the traditional sector. High cost for the organized sector arises from higher labour cost, social security to employees, high quality and other comfort facilities.

These drawbacks present opportunity to International and/or professionally managed Indian Corporations to pioneer a modern retailing industry in India and benefit from it.

1.2 Review of literature:

This section deals with the review of literature collected from different sources;

Rankin et al Ken (2005)[1] has undertaken a study on Impact of sales tax on retailers; it deals on the impact of proposed national sales taxes on the retailing sector and potential impact on product prices and consumer behavior.

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[1]DSN Retailing Today, November 2005, Vol. 44 Issue 7, p10-10, 2/5p;

Illia et al Tony (2007) [2] has undertaken a study on the status of the retail sector in Las Vegas, Nevada with vendors, shops and stores clamoring for space in the second quarter. According to data compiled by Applied Analysis, the market posted a low 2.8 percent vacancy rate through June 2007. Brian Gordon of Applied Analysis claims that the retail sector is responding to the continued population growth and housing market shift in the area.

The article reports on the efforts of retailer Wal-Mart Stores Inc. (2007) [3] to invest in data analysis technology. According to analysts, they have to learn how to share their data and learn how to seek outside input and understand how to use that information to make calculated business decisions. In June 2007, Wal-Mart CEO H. Lee Scott Jr. announced that plans and new systems are in place to improve merchandising particularly in apparel.

Reynolds Jonathan et alia Howard, Elizabeth, Cuthbertson, Christine, Hristov and Latchezar (2007)[4] has undertaken a study on Perspectives on retail format innovation. The paper provides a brief summary of our existing understanding of the retail innovation process and of the longer term retail format lifecycle. It explores four features of recent format change that provide the basis for distinctive business models. Design/methodology/approach The paper concludes that whilst existing models of retail format change can risk oversimplifying and formalising what are often experimental, incremental and often accidental processes, they can complement our understanding of longer term trends in retail formats. The evolution of retail formats, together with the retail business models of which they are an expression, has been a continuing source of interest amongst stakeholders ranging from consumers, developers and investors. Findings demonstrate that innovation is seen as providing an important source of diversity and renewal for urban and suburban spaces.

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[2] Las Vegas Business Press, July 2007, Vol. 24 Issue 31, p10-11, 2p;

[3] Women's Wear Daily, August 2007 , Vol. 194 Issue 34, p9-9, 2/3p;

[4] International Journal of Retail & Distribution Management, 2007, Vol. 35 Issue 8, p647-660, 14p;

Howard Elizabeth (2007) [5] has undertaken a study on the new shopping centers: is it leisure? Consumers are spending more on leisure, and retailers and shopping centre developers are seeking ways to make shopping more of a leisure pursuit. This paper deals with the questions: what is leisure shopping, who are leisure shoppers, what is leisure retailing, and how are shopping centers providing for them? Design/methodology/approach - Brief reviews of key research domains establish various meanings for leisure shopping and give some indications of which leisure shoppers are. Recent developments in shopping centers are considered. The last section discusses conceptual models, building on earlier empirical work on the functioning of shopping centers which incorporate leisure activities. Leisure shopping is not best conceptualized as part of a continuum from purposive to leisure oriented. Rather, it may exist in a variety of circumstances, dependent on individual characteristics, trip motivations, the social setting of the trip and the nature of the destination. Leisure centers are not a separate category of centre, but the classification of shopping centers should be modified to incorporate consideration of leisure. The best unit of analysis may be the trip, rather than other forms of customer segmentation. Synergistic benefits for retailers from some forms of adjoining leisure activity may be small. The paper provides two models which may be used to analyse both shopping activity and shopping centers from the leisure point of view.

From collected review it can be noted that there exists a research gap as the study on Food retailing is not attempted much and so this study is being conducted.

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[5]. International Journal of Retail & Distribution Management, 2007, Vol. 35 Issue 8, p661-672, 12p;

1.6 Methodology:

a) Type of Study:

The type of the study is descriptive in nature since it describes the perception of the customer's on Spencer's daily.

b) Sampling Design:

The sampling design consists of sampling method and sample size. The sampling method used is convenient method of sampling since the population is infinite. The sample size is 125 respondents from the customers of Spencer's daily in the Coimbatore city.

c) Method of Data Collection:

The method used to collect primary data is through questionnaires. Secondary data is collected through company manuals, records, magazines and web sites.

d) Tools for Analysis:

The statistical tools used for analysis are

- Percentage analysis
- Chi – square analysis
- Mean score analysis
- Paired sample 't' test

Percentage analysis:

Percentage analysis is used to describe the profile of respondents and buying behavior of the customers of Spencer's Daily.

Chi –square analysis:

Chi – square analysis is used when two variables are to be compared. In this study, chi-square analysis is used to make a comparison between the level of expectation and satisfaction of customers of Spencer's daily.

Mean score analysis:

In this study mean value is used to identify and rank the factors which influence the level of expectation and satisfaction of the consumers.

Paired sample't' test:

This test is used to find out the significant difference between the two variables. In this study t-test is performed to find the gap between the level of expectation and satisfaction.

1.7 Limitations:

- The study is limited to the area of Coimbatore.
- Due to time constraint only 125 respondents have been covered.
- As the method of convenient sampling is used the findings cannot be generalized.

1.8 Chapter scheme:

This project is divided into 5 chapters,

Chapter one deals with background of the study, review of literature, objectives and scope of the study, methodology and limitations.

Chapter two deals with history of the organization, management, organization structure service profile, etc.,

Chapter three covers macro micro analysis of the study.

Chapter four includes data analysis and interpretation through representation of various tables and graphs.

Chapter five deals with results, discussion and recommendations provided for the study.

ORGANIZATION PROFILE

CHAPTER 2
ORGANISATION PROFILE

2.1 History of the organisation:

Spencer's daily, belonging to the Spencer's group is known for more than 100 years to the Indian consumers, was first started in the year 1863 and re invented with time. The retail revolution was pioneered into India by the introduction of specialty stores like food world, health and glow and music world.

Spencer's retail is the largest super market chain in India dealing with extensive range of products and durables. They have 150 stores across 30 cities covering a retail trading area of half million square feet and as astonishing 3 million customers a month.

The Spencer's daily store is huge destination store which caters to the entire daily shopping needs from regular groceries to fresh and also weekly top-up shopping. They have endless choice of foods and exotic fruits and vegetables to house hold needs and consumer durables. The store is about 4000-7000 square feet in size and with a bright, friendly atmosphere. There are about 150 stores in India and 48 stores in Tamil Nadu.

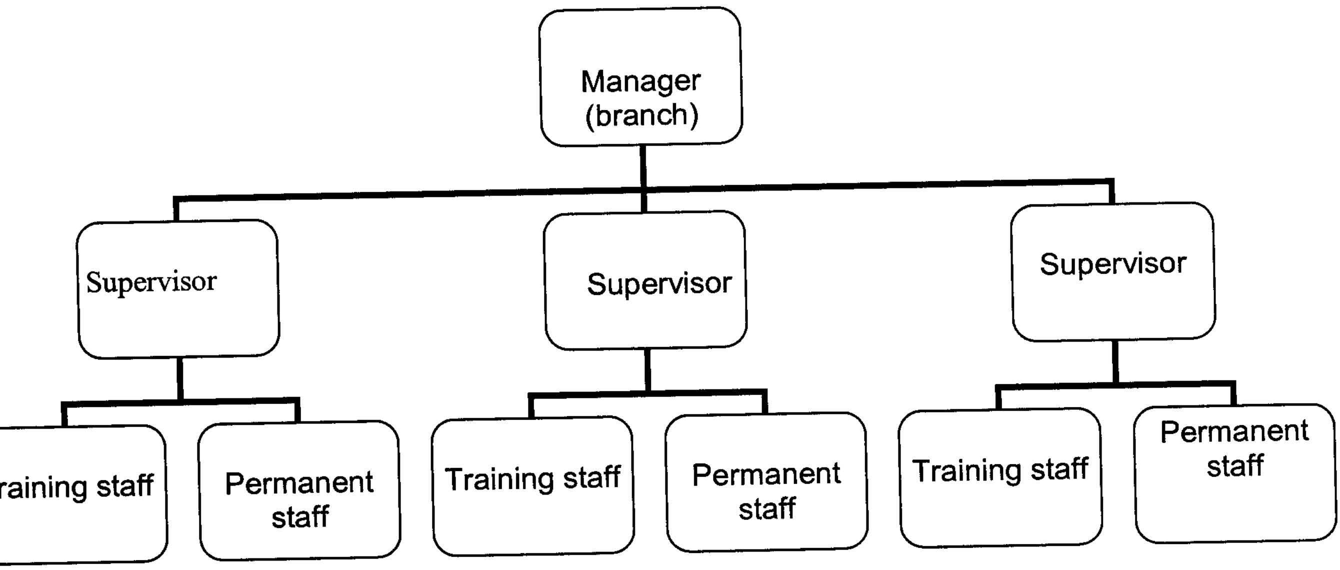
The Spencer's daily store which is taken for the study is situated in the city of Coimbatore located in 100 feet road was started on February 26, 2000 with 35 workers. They aim at providing comfortable, clean, bright and functional ambience to shop along with the convenience of finding everything under one roof at the best value of money.

2.2 Management:

RPG industries are not only the biggest but also one of the most respected names in the industry. RPG is one of the power houses that drive Indian industries. With more than 20 companies it spans 7 business sectors, retail, technology, entertainment, power, transmission, and tyres and specialties, all under RPG banner. Even with such diverse portfolio, the fact that RPG enterprise has had nothing but only unrivalled success in all these sectors, speak very highly of the efficiency and vision with which the company is run. Over the years RPG enterprises has built a huge reservoir of trust and goodwill among the people of India.

The Spencer's is a part of the RPG family. The Spencer's stores are managed by the head office; the branches follow the instructions given by the head office which is located in Kolkata.

2.3 Organisation structure:



2.4 Product Profile and Market Potential:

The products offered by Spencer's are widely classified under the following categories,

- Spencer's express
- Spencer's daily
- Spencer's super
- Spencer's hyper

Spencer's express is the store which stocks dairy, fruits and vegetables, bread and bread products and ready to cook products.

Spencer's daily is the store which saves the customers from the hassle of bargaining with the local kirana shop owners.

Spencer's super is the store which caters to the daily requirements of the customers.

Spencer's hyper is a huge destination store which provides the customers the convenience of finding everything under one roof at the best value of money.

They provide an endless choice of products like food items, exotic fruits and vegetables, international cuisines and imported foods. Added to this a wide range of diet food, organic food and specialty cuisines. They also offer quality food products exclusively under the Spencer's brand name. Spencer's retail offers a huge range products and durables under their own brand.

Spencer's currently has 150 stores geographically spread across the country with a retail trading area of more than half a million square feet. It is the largest super market chain of India. They have a captive audience of around 3 million customers every month. The Spencer's daily gives a chance to build and promote the brands through its outlets by way of In-store advertising solutions.

In store advertising has 57% brand re-call as compared to 24% of television advertisements. The consumers view In-store advertising for an average of 7 minutes per visit. The different branding options provided by Spencer's are as follows,

- In store television network
- Hoarding
- Gondola-end visibility
- Back-lit boards
- Pull downs and banners
- Display panels on the wall
- Product displays
- Bill-roll branding
- Kiosks

2.5 Competitive Strength of the Company:

The competitive strength of the company is the consistent high quality service which has been their constant effort because of which the people still have the same trust for more than 100 years. The competitive strength also includes quality products, variety of products, price and also other incentives.

2.6 Description of various functional areas:

The main functional area concentrated in the Spencer's daily store taken for the study is marketing. They market the products of different brands, catering to the day today needs of the consumers. They also offer a wide range of quality food products exclusively under the Spencer's brand name.

Macro & Micro Analysis

CHAPTER 3
MACRO – MICRO ANALYSIS

THE INDIAN RETAIL SCENE

India is the country having the most unorganized retail market. Traditionally it is a family's livelihood, with their shop in the front and house at the back, while they run the retail business. More than 99% retailer's function in less than 500 square feet of shopping space. Global retail consultants KSA Technopak have estimated that organized retailing in India is expected to touch Rs 35,000 crore in the year 2005-06. The Indian retail sector is estimated at around Rs 900,000 crore, of which the organized sector accounts for a mere 2 per cent indicating a huge potential market opportunity that is lying in the waiting for the consumer-savvy organized retailer.

Purchasing power of Indian urban consumer is growing and branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages, Food and even Jewellery, are slowly becoming lifestyle products that are widely accepted by the urban Indian consumer. Indian retailers need to advantage of this growth and aiming to grow, diversify and introduce new formats have to pay more attention to the brand building process. The emphasis here is on retail as a brand rather than retailers selling brands. The focus should be on branding the retail business itself.

In their preparation to face fierce competitive pressure, Indian retailers must come to recognize the value of building their own stores as brands to reinforce their marketing positioning, to communicate quality as well as value for money. Sustainable competitive advantage will be dependent on translating core values combining products, image and reputation into a coherent retail brand strategy. Indian retail scene is booming. A number of large corporate houses — Tata's, Raheja's, Piramals's, Goenka's — have already made their foray into this arena, with beauty and health stores, supermarkets, self-service music stores, newage book stores, every-day-low-price stores, computers and peripherals stores, office equipment stores and home/building construction stores.

Today, the organized players have attacked every retail category. The Indian retail scene has witnessed too many players in too short a time, crowding several categories without looking at their core competencies, or having a well thought out branding strategy.

STRATEGIES, TRENDS AND OPPORTUNITIES 2007

Retailing in India is gradually inching its way toward becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centers, multi-storied malls and huge complexes offer shopping, entertainment and food all under one roof. The Indian retailing sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. The Indian population is witnessing a significant change in its demographics. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing workingwomen population and emerging opportunities in the services sector are going to be the key growth drivers of the organized retail sector in India.

GROWTH OF RETAIL SECTOR IN INDIA

Retail and real estate are the two booming sectors of India in the present times. And if industry experts are to be believed, the prospects of both the sectors are mutually dependent on each other. Retail, one of India's largest industries, has presently emerged as one of the most dynamic and fast paced industries of our times with several players entering the market. Accounting for over 10 per cent of the country's GDP and around eight per cent of the employment retailing in India is gradually inching its way toward becoming the next boom industry.

RECENT TRENDS

- Retailing in India is witnessing a huge revamping exercise as can be seen in the graph
- India is rated the fifth most attractive emerging retail market: a potential goldmine.
- Estimated to be US$ 200 billion, of which organized retailing (i.e. modern trade) makes up 3 percent or US$ 6.4 billion
- As per a report by KPMG the annual growth of department stores is estimated at 24%
- Ranked second in a Global Retail Development Index of 30 developing countries drawn up by AT Kearney.
- Multiple drivers leading to a consumption boom:
    - Favorable demographics
    - Growth in income
    - Increasing population of women
    - Raising aspirations: Value added goods sales
- Food and apparel retailing key drivers of growth
- Organized retailing in India has been largely an urban
- Phenomenon with affluent classes and growing number of double-income households.
- More successful in cities in the south and west of India. Reasons range from differences in consumer buying behavior to cost of real estate and taxation laws.
- Rural markets emerging as a huge opportunity for retailers reflected in the share of the rural market across most categories of consumption
    - ITC is experimenting with retailing through its e-Choupal and Choupal Sagar – rural hypermarkets.
    - HLL is using its Project Shakti initiative – leveraging women self-help groups – to explore the rural market.
    - Mahamaza is leveraging technology and network marketing concepts to act as an aggregator and serve the rural markets.

- IT is a tool that has been used by retailers ranging from Amazon.com to eBay to radically change buying behavior across the globe.
- 'E-tailing' slowly making its presence felt.

CHALLENGES & OPPORTUNITIES

Retailing has seen such a transformation over the past decade that its very definition has undergone a sea change. No longer can a manufacturer rely on sales to take place by ensuring mere availability of his product. Today, retailing is about so much more than mere merchandising. It's about casting customers in a story, reflecting their desires and aspirations, and forging long-lasting relationships. As the Indian consumer evolves they expect more and more at each and every time when they steps into a store. Retail today has changed from selling a product or a service to selling a hope, an aspiration and above all an experience that a consumer would like to repeat. For manufacturers and service providers the emerging opportunities in urban markets seem to lie in capturing and delivering better value to the customers through retail.

For instance, in Chennai CavinKare's LimeLite, Marico's Kaya Skin Clinic and Apollo Hospital's Apollo Pharmacies are examples, to name a few, where manufacturers/service providers combine their own manufactured products and services with those of others to generate value hitherto unknown. The last mile connect seems to be increasingly lively and experiential. Also, manufacturers and service providers face an exploding rural market yet only marginally tapped due to difficulties in rural retailing. Only innovative concepts and models may survive the test of time and investments.

However, manufacturers and service providers will also increasingly face a host of specialist retailers, who are characterized by use of modern management techniques, backed with seemingly unlimited financial resources. Organized retail appears inevitable. Retailing in India is currently estimated to be a US$ 200 billion industry, of which organized retailing makes up a paltry 3 percent or US$ 6.4 billion. By 2010, organized retail is projected to reach US$ 23 billion. For retail industry in India, things have never looked better and brighter. Challenges to the manufacturers and service providers would abound when market power shifts to organized retail.

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 India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry.

DATA ANALYSIS & INTERPRETATION

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

4.1 Profile of the respondents

The following tables and respective interpretations describes about the profile of respondents considered for the study.

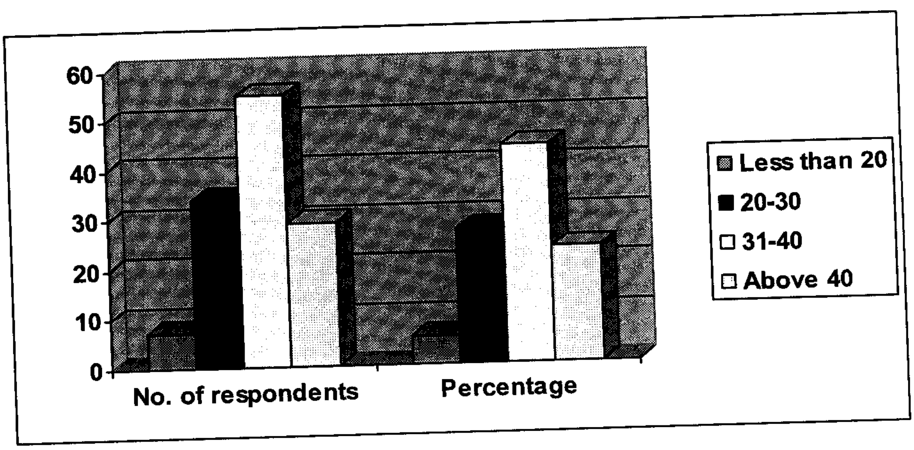
4.1.1 Age of the respondents

Table 1 – Distribution of respondents on the basis of Age

Age	No. of respondents	Percentage
Less than 20	7	5.6
20-30	34	27.2
31-40	55	44
Above 40	29	23.2
Total	125	100

From the above table it can be seen that most of the respondents belong to the age group of 31 – 40, (i.e. 44%),27.2% of the respondents are between the age group of 20-30,23.2% of the respondents belong to the age group of above 40,and 5.6% of the respondents belong to the age category of less than 20.

Chart 1- Age of the respondents



4.1.2 Gender of the respondents

Table 2– Distribution of respondents on the basis of Gender

Gender	No. of respondents	Percentage
Male	46	36.8
Female	79	63.2
Total	125	100

From the above table it can be seen that majority (63.2%) of the respondents are female and 36.8 % are male.

4.1.3 Educational qualification of the respondents

Table 3 – Distribution of respondents on the basis of their Educational qualification

Education	No. of respondents	Percentage
School level	11	8.8
Graduate	71	56.8
Post graduate	41	32.8
Others	2	1.6
Total	125	100

From the above table it can be seen that majority (56.8%) of the respondents are graduates, 32.8% are post graduates, and 8.8% of the respondents are people of school level education.

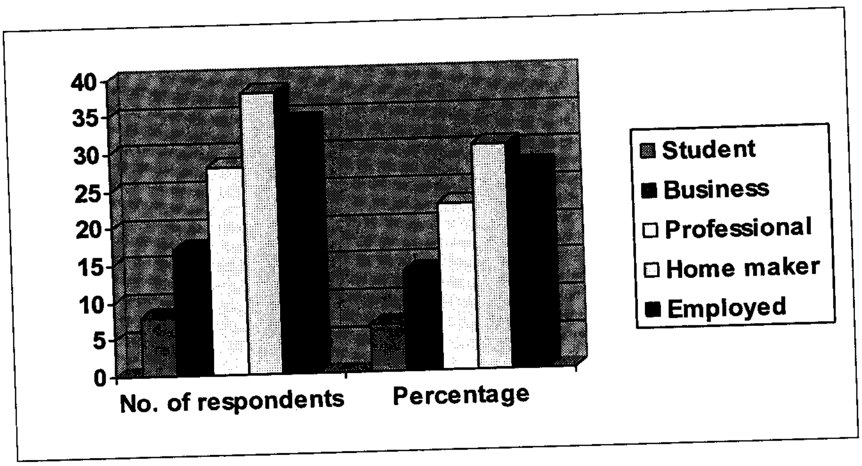
4.1.4 Employment Status of the respondents

Table 4 – Distribution of respondents on the basis of their Employment status

Occupation	No. of respondents	Percentage
Student	8	6.4
Business	17	13.6
Professional	28	22.4
Home maker	38	30.4
Employed	34	27.2
Total	125	100

From the above table it can be seen that majority (30.4%) of the respondents are home makers.27.2% of the respondents are employed,22.4% of the respondents belong to the professional category, the percentage of business people is 13.6% and students 6.4%

Chart 2 – Occupation of the respondents



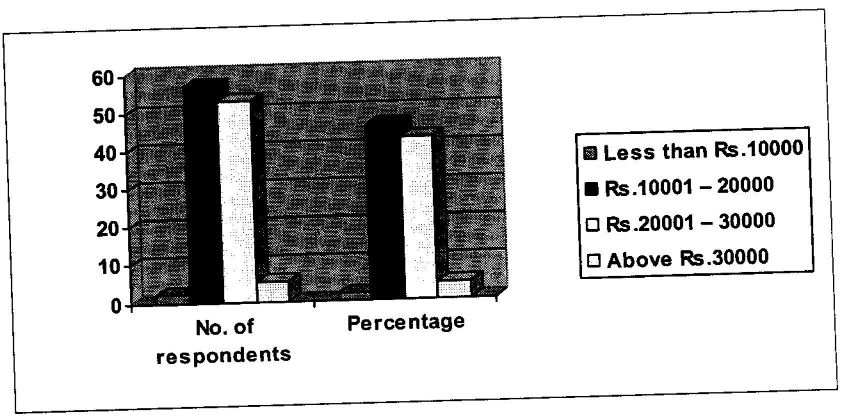
4.1.5 Income level of the respondents

Table 5 – Distribution of respondents on the basis of their Income level

Income level	No. of respondents	Percentage
Less than Rs.10000	2	1.6
Rs.10001 – 20000	57	45.6
Rs.20001 – 30000	53	42.4
Above Rs.30000	5	4
Total	125	100

From the above table it can be seen that majority (45.6%) of the respondents have income level between Rs.10001-20000,42.4% of the respondents have income level between Rs.20001-30000,4% of the respondents have an income level above Rs.30000 and 1.6% of the respondents have an income level below 10000.

Chart 3- Monthly income of the respondents



4.2 Buying Behavior of the Consumers

Buying Behavior of the respondents in terms of the media they came to know about Spencer's, frequency of visit, the amount spent during each purchase, type of products purchased and the competitors of Spencer's are presented below.

4.2.1 Source of awareness

Table 6– Awareness of Spencer's

Media	No. of respondents	Percentage
Magazines & Newspapers	17	13.6
Friends & relatives	87	69.6
Advertisements	20	16
Others	1	0.8
Total	125	100

From the above table, it is inferred that majority (69.6%) of the respondents have come to know Spencer's through friends & relatives,16% through advertisements, and 13.6% through magazines & newspapers.

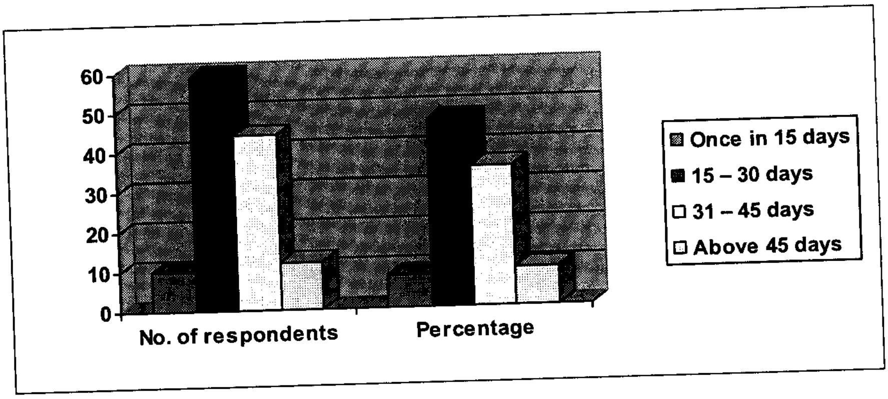
4.2.2 Frequency of visit

Table 7 – Frequency of visit

Frequency	No. of respondents	Percentage
Once in 15 days	10	8
15 – 30 days	59	47.2
31 – 45 days	44	35.2
Above 45 days	12	9.6
Total	125	100

From the above table, the majority (47.2%) of the respondents visit the store between 15 – 30 days, 35.2% of the respondents between 31 – 45 days, 9.6 % above 45 days and 8%, once in 15 days.

Chart 4 – Frequency of visit



4.2.3 Amount spent

Table 8 – Amount spent during purchase

Amount	No. of respondents	Percentage
Less than 1000	10	8
Rs.1001 – 3000	59	47.2
Rs.3001 – 4000	44	35.2
Rs. Above 4000	12	9.6
Total	125	100

From the above table, it can be seen that the majority of the respondents (47.2%) spend between Rs.1001 – 3000, 35.2% of the respondents spend between Rs.3001 – 4000, 9.6% of the respondents spend above Rs.4000 and 8% of the respondents spend less than 1000.

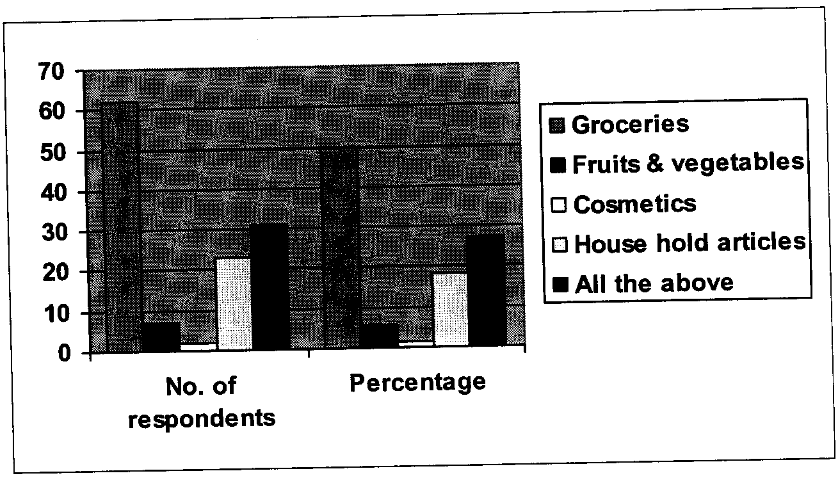
4.2.4 Type of Product Purchase

Table 9 – The type of product purchased in Spencer's

Product	No. of respondents	Percentage
Groceries	62	49.6
Fruits & vegetables	7	5.6
Cosmetics	2	1.6
House hold articles	23	18.4
All the above	31	27.2
Total	125	100

From the above table, it can be seen that the majority (49.6%) of the respondents purchase groceries, 27.2% purchase all the products, 18.4 % of the respondents purchase house hold articles, 5.6 % of them purchase fruits and vegetables and 1.6% of the respondents purchase only cosmetics from the store.

Chart 5 – Product purchase



4.2.5 Competition

Table 10 – Customer perception regarding Competition

Competitor	No. of respondents	Percentage
Kannan departmental	57	45.6
Big bazaar	25	20
Nilgris	40	32
Others	3	2.4
Total	125	100

From the above table, it is seen that majority (45.6%) of the respondents feel that Kannan departmental store is a close competitor of Spencer's, 32% of them feel Nilgris as the close competitor, and 20 % of them feel big bazaar as the close competitor.

4.2.6 Purchase other than Spencer's

Table 11 - Purchase other than Spencer's

Factors	No. of respondents	Percentage
Yes	50	40
No	75	60
Total	125	100

From above table it can be inferred that majority (60%) of the respondents do not purchase else where other than Spencer's and 40% of the respondents purchase in other stores also.

4.3 Mean score analysis on the level of expectation and satisfaction of the respondents on various factors

4.3.1 Level of expectation `

Table 12 – The ranking of the Expectation factors

Factors	Percentage					MEANSCORE	RANKS
	VI	I	N	LI	NI		
Price	44	81	0	0	0	1.26	1
Quality	54	71	0	0	0	1.52	2
Location	29	74	22	0	0	1.944	13
Brand image	41	72	12	0	0	1.768	9
Brand choice	54	70	0	1	0	1.584	4
Availability	49	76	0	0	0	1.608	5
Shelf arrangements	55	70	0	0	0	1.56	3
Crowd management	51	68	5	1	0	1.648	6
Assistance provided	26	71	28	0	0	2.016	14
Customer care	54	41	28	2	0	1.824	11
Ambience	41	71	8	0	0	1.696	7
Discounts	60	40	25	0	0	1.72	8
Billing	49	39	36	1	0	1.912	12
Packing facilities	50	48	27	0	0	1.816	10
Parking facilities	36	59	22	44	0	2.048	15

VI – Very much important, I – Important, N – Neutral, LI – Less Important,
NI – Not Important

From the above table, it can be inferred that the price factor is felt very important by the respondents, the next factors as the order is quality, shelf arrangements, brand choice, availability, crowd management, ambience, discounts, brand image, packing facilities, customer care, billing ,location assistance provided and parking facilities.

4.3.2 Level of satisfaction

Table 13 – The ranking of the Satisfaction factors

Factors	Percentage					MEANSCORE	RANKS
	VMS	S	N	D	VDS		
Price	11	78	35	1	0	1.26	1
Quality	24	64	36	1	0	1.52	2
Location	25	59	32	9	0	1.944	13
Brand image	29	62	29	5	0	1.768	9
Brand choice	51	70	4	0	0	1.584	4
Availability	54	55	16	0	0	1.608	5
Shelf arrangements	32	71	22	0	0	1.56	3
Crowd management	28	77	19	1	0	1.648	6
Assistance provided	43	46	36	0	0	2.016	14
Customer care	45	54	26	0	0	1.824	11
Ambience	28	58	38	1	0	1.696	7
Discounts	57	48	20	0	0	1.72	8
Billing	28	63	33	1	0	1.912	12
Packing facilities	51	52	22	0	0	1.816	10
Parking facilities	7	16	30	39	33	2.048	15

VMS-Very much satisfied, S- Satisfied, N- Neutral, D- Dissatisfied, VDS- Very much satisfied.

From the above table, it can be inferred that Brand choice is the factor which is felt very much satisfied by the respondents, the next factors as the order is availability, discounts, packing facilities, customer care, arrangements, assistance provided, crowd management, brand image, billing, ambience, quality, location, price and parking facilities.

4.4. Gap analysis between the Level of Expectation and Satisfaction

To study the gap between expectation and satisfaction Paired Sample t- test is used. For this purpose the following hypothesis is formulated.

Ho: There is no significant gap between the expectation and satisfaction regarding the various factors.

The above hypothesis is subjected using paired sample t-test and the findings are summarized below.

Table 14- Gap analysis: Expectation Vs Satisfaction

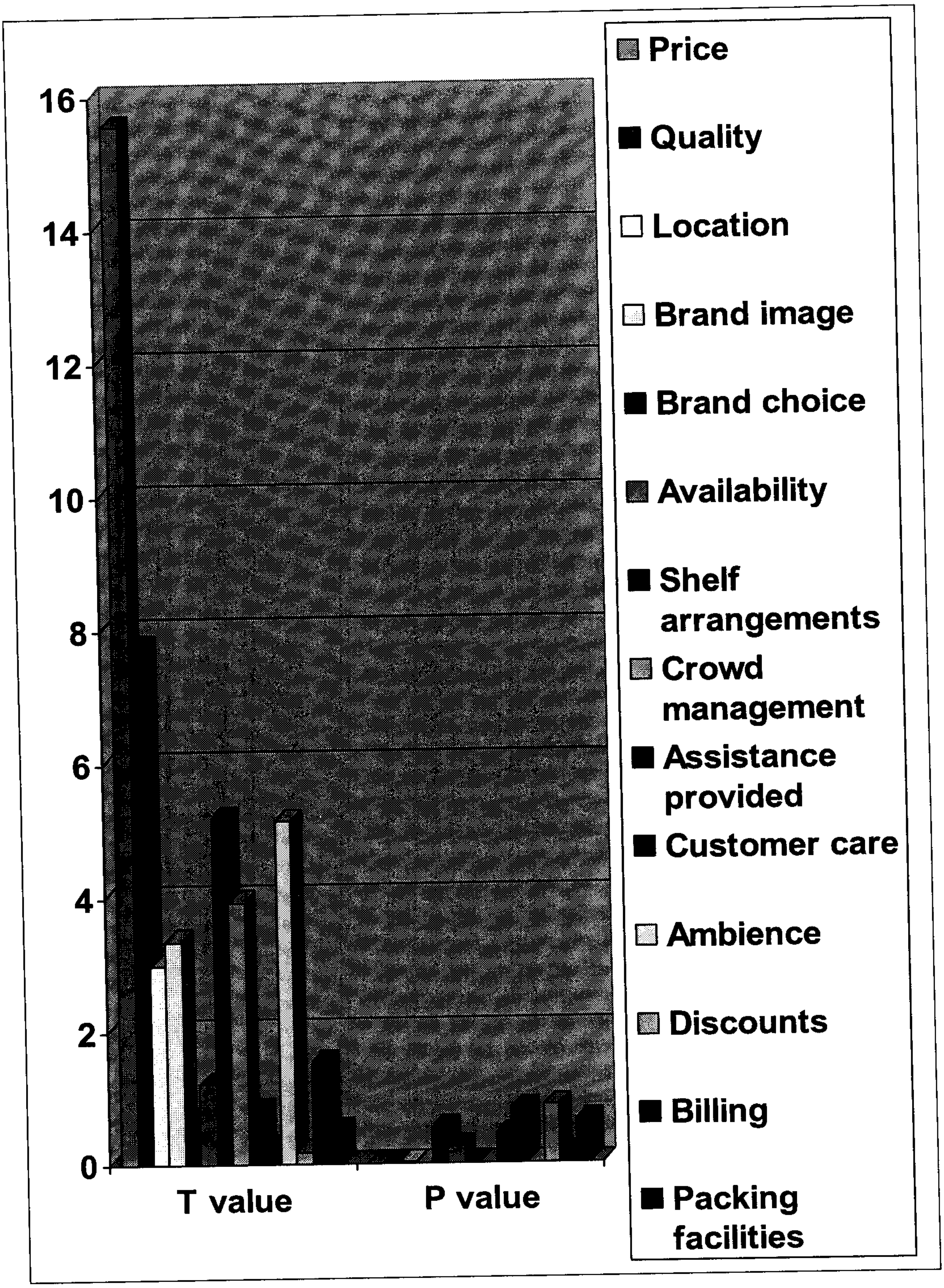
Factors	T value	P value	Significance
Price	15.561	.000	S
Quality	7.761	.000	S
Location	2.988	.003	S
Brand image	3.345	.001	S
Brand choice	.649	.517	NS
Availability	1.210	.229	NS
Shelf arrangements	5.182	.000	S
Crowd management	3.927	.000	S
Assistance provided	.797	.427	S
Customer care	.248	.804	NS
Ambience	5.136	.000	S
Discounts	.171	.865	NS
Billing	1.518	.131	S
Packing facilities	.492	.624	NS
Parking facilities	11.654	.000	S

S-Significant; NS- Not significant;

From the above table it can be seen that there is significant gap between the level of expectation and satisfaction with respect to price, quality, location, brand image, Shelf arrangements, crowd management, assistance provided, ambience, billing and parking facilities.

Further it can be seen that there is no significant gap between brand choices, availability, Customer care, discounts and packing facilities.

Chart 6 – Expectation Vs Satisfaction



4.5 Influence of demographic variables on Expectation.

In order to understand the influence of demographic variables on the level of expectation, the chi-square test is performed at 5% significant level. The demographic variables selected are age, gender, education, occupation and income level the findings are presented below.

H_0: Age does not have a significant influence on the level of expectation. The above hypothesis is tested and the findings are presented below.

Table 15- Influence of the Age on the expectation factors

Factors	Age	
	X^2	P value
Price	.354	.950
Quality	2.594	.458
Location	3.313	.769
Brand image	3.851	.697
Brand choice	4.088	.665
Availability	5.243	.155
Shelf arrangements	1.167	.761
Crowd management	7.774	.557
Assistance provided	10.236	.115
Customer care	9.933	.356
Ambience	15.370	.018
Discounts	2.764	.838
Billing	8.352	.499
Packing facilities	13.306	.038
Parking facilities	8.352	.582

From above table it can be seen that the demographic variable age does not have a significant influence on the expectation factors.

H_0: Gender does not have a significant influence on the level of expectation. The above hypothesis is tested and the findings are presented below.

Table 16- Influence of the Gender on the expectation factors

Factors	Gender	
	X^2	P value
Price	226.402	.000
Quality	225.332	.000
Location	225.971	.000
Brand image	226.107	.000
Brand choice	224.047	.000
Availability	223.241	.000
Shelf arrangements	225.614	.000
Crowd management	225.237	.000
Assistance provided	223.940	.000
Customer care	232.762	.000
Ambience	224.208	.000
Discounts	226.288	.000
Billing	226.606	.000
Packing facilities	229.536	.000
Parking facilities	224.512	.000

From above table it can be seen that the demographic variable gender has a significant influence on all the expectation factors.

H_0: Educational Qualification does not have a significant influence on the level of expectation. The above hypothesis is tested and the findings are presented below.

Table 17- Influence of the Educational qualification on the expectation factors

Factors	Educational Qualification	
	X^2	P value
Price	40.328	**.000**
Quality	0.200	.655
Location	38.224	**.000**
Brand image	43.216	**.000**
Brand choice	62.608	**.000**
Availability	5.832	.016
Shelf arrangements	1.800	.180
Crowd management	107.032	**.000**
Assistance provided	31.024	**.000**
Customer care	47.320	**.000**
Ambience	48.304	**.000**
Discounts	14.800	**.000**
Billing	42.008	.020
Packing facilities	7.792	**.000**
Parking facilities	86.720	**.000**

From above table it can be seen that the demographic variable educational qualification has a significant influence on the expectation factors price, location, brand image, brand choice, crowd management, assistance provided, and customer care, and ambience, discounts, packing facilities and parking facilities.

H_0: Occupation does not have a significant influence on the level of expectation. The above hypothesis is tested and the findings are presented below.

Table 18- Influence of the Occupation on the expectation factors

Factors	Occupation	
	X^2	P value
Price	223.911	**.000**
Quality	237.582	**.000**
Location	232.485	**.000**
Brand image	237.168	**.000**
Brand choice	229.844	**.000**
Availability	232.374	**.000**
Shelf arrangements	233.561	**.000**
Crowd management	242.965	**.000**
Assistance provided	254.669	**.000**
Customer care	237.965	**.000**
Ambience	250.236	**.000**
Discounts	242.312	**.000**
Billing	233.348	**.000**
Packing facilities	242.245	**.000**
Parking facilities	242.148	**.000**

From above table it can be seen that the demographic variable occupation has a significant influence on all the expectation factors.

H_0: Income does not have a significant influence on the level of expectation. The above hypothesis is tested and the findings are presented below.

Table 19 - Influence of the Monthly income on the expectation factors

Factors	Monthly income	
	X^2	P value
Price	2.619	.454
Quality	4.042	.257
Location	8.797	.185
Brand image	2.651	.851
Brand choice	1.745	.942
Availability	1.290	.732
Shelf arrangements	1.651	.648
Crowd management	22.573	.007
Assistance provided	5.786	.448
Customer care	6.488	.690
Ambience	2.428	.876
Discounts	5.806	.445
Billing	8.839	.452
Packing facilities	6.228	.398
Parking facilities	17.873	.120

From above table it can be seen that the demographic variable monthly income does not significant influence on all the expectation factors.

4.6 Influence of demographic variables on Satisfaction Factors.

In order to understand the influence of demographic variables on the level of satisfaction, the chi-square test is performed at 5% significant level the demographic variables selected are age, gender, education, occupation and income level the findings are presented below.

H_0: Age does not have a significant influence on the level of satisfaction. The above hypothesis is tested and the findings are presented below.

Table 20- Influence of the Age on the satisfaction factors

Factors	Age	
	X^2	P value
Price	4.745	0.856
Quality	3.778	0.925
Location	7.208	0.615
Brand image	8.985	0.439
Brand choice	8.096	0.231
Availability	13.220	0.040
Shelf arrangements	5.474	0.485
Crowd management	7.428	0.593
Assistance provided	9.654	0.140
Customer care	2.935	0.817
Ambience	6.799	0.658
Discounts	4.960	0.549
Billing	7.004	0.637
Packing facilities	4.546	0.603
Parking facilities	11.314	0.502

From above table it can be seen that the demographic variable age does not have a significant influence on the level of satisfaction.

H_0: Gender does not have a significant influence on the satisfaction factors. The above hypothesis is tested and the findings are presented below.

Table 21- Influence of the Gender on the satisfaction factors

Factors	Gender	
	X^2	P value
Price	227.153	**.000**
Quality	224.524	**.000**
Location	226.014	**.000**
Brand image	233.537	**.000**
Brand choice	227.390	**.000**
Availability	228.355	**.000**
Shelf arrangements	223.513	**.000**
Crowd management	229.262	**.000**
Assistance provided	227.303	**.000**
Customer care	225.804	**.000**
Ambience	225.329	**.000**
Discounts	223.741	**.000**
Billing	222.393	**.000**
Packing facilities	224.870	**.000**
Parking facilities	240.827	**.000**

From above table it can be seen that the demographic variable gender has a significant influence on all the satisfaction factors.

H_0: Educational qualification does not have a significant influence on the satisfaction factors. The above hypothesis is tested and the findings are presented below.

Table 22 - Influence of the Educational qualification on the satisfaction factors

Factors	Educational qualification	
	X^2	P value
Price	238.949	.000
Quality	233.323	.000
Location	232.164	.000
Brand image	248.992	.000
Brand choice	224.988	.000
Availability	236.773	.000
Shelf arrangements	234.54	.000
Crowd management	232.934	.000
Assistance provided	233.699	.000
Customer care	240.444	.000
Ambience	239.449	.000
Discounts	231.286	.000
Billing	233.251	.000
Packing facilities	229.861	.000
Parking facilities	236.500	.000

From above table it can be seen that the demographic variable educational qualification has a significant influence on all the satisfaction factors.

H_0: Occupation does not have a significant influence on the satisfaction factors. The above hypothesis is tested and the findings are presented below.

Table 23- Influence of the Occupation on the satisfaction factors

Factors	Occupation	
	X^2	P value
Price	243.527	.000
Quality	247.872	.000
Location	237.861	.000
Brand image	254.694	.000
Brand choice	227.260	.000
Availability	248.990	.000
Shelf arrangements	234.207	.000
Crowd management	243.625	.000
Assistance provided	232.494	.000
Customer care	238.576	.000
Ambience	244.765	.000
Discounts	230.430	.000
Billing	241.540	.000
Packing facilities	234.957	.000
Parking facilities	248.510	.000

From above table it can be seen that the demographic variable occupation has a significant influence on all the satisfaction factors.

H_0: Monthly income does not have a significant influence on the satisfaction factors. The above hypothesis is tested and the findings are presented below.

Table 24 – Influence of the Monthly income on the satisfaction factors

Factors	Monthly income	
	X^2	P value
Price	27.867	**.001**
Quality	7.798	.555
Location	4.999	.834
Brand image	8.387	.496
Brand choice	10.054	.122
Availability	2.505	.868
Shelf arrangements	1.845	.933
Crowd management	9.253	.414
Assistance provided	6.443	.375
Customer care	7.987	.239
Ambience	6.093	.731
Discounts	5.209	.517
Billing	7.673	.567
Packing facilities	1.768	.940
Parking facilities	4.835	.963

From above table it can be seen that the demographic variable monthly income has a significant influence on the level of satisfaction regarding price. In all others the hypothesis is rejected.

FINDINGS, SUGGESTIONS & CONCLUSION

CHAPTER 5

CONCLUSION

The chapter deals with the results and discussions of the study.

5.1 Results and discussions

The results of the study are given below:

5.1.1 Profile of the respondents

- Most of the respondents belong to the age group of 31 – 40, (i.e. 44%), 27.2% of the respondents are between the age group of 20-30,23.2% of the respondents belong to the age group of above 40,and 5.6% of the respondents belong to the age category of less than 20.
- Majority (63.2%) of the respondents is female and 36.8 % are male.
- Majority (30.4%) of the respondents are home makers.27.2% of the respondents are employed,22.4% of the respondents belong to the professional category, the percentage of business people is 13.6% and students 6.4%
- Majorities (56.8%) of the respondents are graduates, 32.8% are post graduates, and 8.8% of the respondents are people of school level education.
- Majority (45.6%) of the respondents have income level between Rs.10001-20000,42.4% of the respondents have income level between Rs.20001-30000,4% of the respondents have an income level above Rs.30000 and 1.6% of the respondents have an income level below 10000.

5.1.2 Buying Behavior of the Consumers

- Majority (69.6%) of the respondents have come to know Spencer's through friends & relatives, 16% through advertisements, and 13.6% through magazines & newspapers.
- Majority (47.2%) of the respondents visit the store between 15 – 30 days, 35.2% of the respondents between 31 – 45 days, 9.6 % above 45 days and 8%, once in 15 days.
- Majority of the respondents (47.2%) spend between Rs.1001 – 3000, 35.2% of the respondents spend between Rs.3001 – 4000, 9.6% of the respondents spend above Rs.4000 and 8% of the respondents spend less than 1000.
- Majority (45.6%) of the respondents feel that Kannan departmental store is a close competitor of Spencer's, 32% of them feel Nilgiris as the close competitor, and 20 % of them feel big bazaar as the close competitor.
- Majority (45.6%) of the respondents feel that Kannan departmental store is a close competitor of Spencer's, 32% of them feel Nilgiris as the close competitor, and 20 % of them feel big bazaar as the close competitor.

5.1.3 Level of expectation and satisfaction

- The price factor is felt very important by the respondents, the next factors as the order is quality, shelf arrangements, brand choice, availability, crowd management, ambience, discounts, brand image, packing facilities, customer care, billing ,location assistance provided and parking facilities.
- Brand choice is the factor which is felt very much satisfied by the respondents, followed by availability, discounts, packing facilities, customer care, arrangements, assistance provided, crowd management, brand image, billing, ambience, quality, location, price and parking facilities.

5.1.4 Level of Expectation Vs Satisfaction: Gap analysis

- There is significant gap between the level of expectation and satisfaction with respect to price, quality, location, brand image, Shelf arrangements, crowd management, assistance provided, and ambience, billing and parking facilities. Further it can be seen that there is no significant gap between brand choices, availability, Customer care, discounts and packing facilities.

5.1.5 Influence of demographic variables on the level of expectation

- The variables gender, educational qualification, and occupation have a significant influence over the level of expectation and the variables age and monthly income does not have an influence on the level of expectation.

5.1.6 Influence of demographic variables on the level of satisfaction

- The variables gender, educational qualification, occupation have a significant influence over the level of satisfaction and the variables age and monthly income does not have an influence on the level of satisfaction.

5.2 Recommendations

The recommendations given to the organisation are as follows

- From the profile of the consumers, it can be seen that most of the respondents belong to 31-40 and earn an income of 10001-20000; Spencer's daily can develop new marketing strategies to concentrate on the other age group and income group of people.
- Findings show that most of the respondents purchase groceries, and other products need to be properly positioned to attract more consumers.
- The important factors highlighted by the customers are the price, quality, shelf arrangements, brand choice, availability, crowd management, ambience, discounts, brand image, packing facilities, customer care, billing ,location, assistance provided and parking facilities, these aspects should be given priority to formulate the strategy.

- The factors of satisfaction such as parking facilities, price, location etc are felt less satisfied or neutral by the consumers, due care should be taken in upgrading those factors in order to retain the consumers.
- Efforts should be taken to reduce the gap between expectation and satisfaction level in case of factors like price, quality, location, brand image etc. This will lead to arrest the customer attrition.

Conclusion

The Retail market in India is highly competitive due to increase in the number of consumers belonging to middle and higher income class, change in consumption pattern and opening up of economy due to liberalization, privatization and globalization. Against this background the study is attempted to analyse the profile and buying behavior of the consumers and the factors influencing the level of expectation and satisfaction level of the consumers. The findings would enable the organisation to frame suitable strategies and enhance the market share.

ANNEXURE

Questionnaire

The questionnaire below is a casual survey to comprehend your attitude towards spencers daily in coimbatore.All your details will be kept highly confidential. Kindly provide your co operation in completing this survey successfully.

1. Name :

2. Age : [ ] < 20 [ ] 20-30 [ ] 31-40 [ ] >40

3. Gender : [ ] Male [ ] Female

4. Educational qualification:
   [ ] School level [ ] Graduate
   [ ] Post graduate [ ] others

5. Occupation : [ ] Student [ ] Business
   [ ] Professional [ ] Homemaker
   [ ] Employed [ ] others

6. Monthly income :
   [ ] <10000 [ ] 10001 – 20000
   [ ] 20001 – 30000 [ ] >30000

7. How did you come to know about Spencers daily?
   [ ] Magazines & News papers [ ] Friends & Relatives
   [ ] Advertisements [ ] others

8. How often do you visit the store?
   [ ] once in 15 days [ ] 15 – 30 days
   [ ] 31 – 45 days [ ] >45 days

9. Amount spent during each purchase
   [ ] < Rs.1000 [ ] Rs.1001 – 3000
   [ ] Rs. 3001 – 4000 [ ] >Rs.4000

10. What type of products do you purchase in Spencer's?

[ ] Groceries
[ ] Fruits & Vegetables
[ ] Cosmetics
[ ] Household articles
[ ] all the above

11. Which do you think will be the close competitor to spencers daily?

[ ] Kannan departmental store
[ ] Big bazaar
[ ] Nilgiris
[ ] others specify……..

12. Do you buy else where other than Spencer's?

[ ] Yes, specify……..
[ ] No

13. Kindly mark your satisfaction level on the following factors.

VI	I	N	LI	NI	Particulars	VMS	S	N	D	VDS
					Price					
					Quality					
					Location					
					Brand image					
					Brand choice					
					Availability					
					Shelf arrangements					
					Crowd management					
					Assistance provided					
					Customer care					
					Ambience					
					Discounts					
					Billing					
					Packing facilities					
					Parking facilities					

VI – Very much important, I – Important,   N – Neutral, LI – Less Important,
NI – Not Important

VMS-Very much satisfied, S- Satisfied, N- Neutral, D- Dissatisfied, VDS- Very much satisfied

15. Valuable suggestions for future improvement

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