A Study on Expectation and Preferences among Consumer, Customer & Small Vendors with Special Reference to Reliance Fresh, Madurai

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BONAFIDE CERTIFICATE

Certified that this project report titled "**A Study on Expectation and Preferences among Consumer, Customer & Small Vendors with Special Reference to Reliance Fresh, Madurai"** is the bonafide work of **Mr. Karthik .G, 71206631018** 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.

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Examiner 1

2/7/2008
Examiner 2

Reliancefresh

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. G Karthik, final year MBA (HR & Marketing) student of Kumaraguru College of Technology, Coimbatore has done his final year project on "A Study on Expectation and Preferences among Consumer, Customer & Small Vendors with Special Reference to Reliance Fresh, Madurai" from 21 st January 2008 to 29 th March 2008.

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DECLARATION

I, hereby declare that this project report entitled as **"A Study on Expectation and Preferences among Consumer, Customer & Small Vendors with Special Reference to Reliance Fresh, Madurai"** has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the award of the degree Master of Business Administration. The project report is the record of the original work done by me under the guidance of **Dr. B. Subramani. Ph. D.,** 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 : 08/7/08

Place : Coimbatore

Karthik . G

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 and customers of Reliance fresh. 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 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 75 on consumers and 75 customers and 25 on small vendors and the study conducted in Madurai city is selected on convenience basis and data are collected through specially interview schedule for each category.

The study also highlights the views of small vendors and their views to do business with Reliance fresh. The strategy they adopted to compete with Reliance fresh. The findings would enable the marketing strategists to frame suitable strategies enhance the share of Reliance fresh in the retailing industry.

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INTRODUCTION

CHAPTER 1
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 fast 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 three pillars ie., customers, consumers and small vendor's. To develop any business consumers and customers are big factors and finding out their expectation and preferences will turn on the business. The study highly focuses what small vendors and media's quote "organized retail will affect small vendors". So, small vendors view on reliance fresh also recorded in this research.

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 unorganized. There is no supply chain management perspective.

According to a survey by AT Kearney, an overwhelming proportion of the 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 unorganized 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 labor cost, social security to employees, high quality and other comfort facilities.

Moreover, Madurai is a growing city in Tamil Nadu in a tier II cities category with agricultural background. The population decline in the last decade may be accounted for the city's stagnant or no industrial development. Due to the software boom, educated youngsters of the city have no option but to migrate to the cities like Chennai and Bangalore for lucrative jobs. Successive state governments took no action to develop the city's industry, and even closed some companies like Madura Coats. Recent trends assure the spread of the IT and industrial investments pouring in from the public and private sectors targeting the highly educated youth. So, it's important and different to record one of the organized retail giants view.

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.

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 andLatchezar (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 formalizing 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.

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

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[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;

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 analyze 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

1.3 Statement of the problem:

Indian retail sector is undergoing a buoyant transition from unorganized to organized retailing. This has given raise to severe competition among the organized retail sector. Understanding the customers in terms of their profile, buying behavior, expectation and satisfaction is important. This is identified as the problem area and the study has attempted to address the above said issues with respect to Reliance fresh.

1.4 Objectives of the Study:

1. To identify the profile of consumers, customers and their perception towards Reliance fresh.
2. To analyze the key factors influencing the consumers and customers to shop at Reliance fresh.
3. To analyze the various factors of expectation and satisfaction that influences the buying behavior of customers on various product categories.
4. To study and analyze the problems faced by small vendors due to the existence of Reliance Fresh.
5. To offer suggestion to Reliance Fresh based on the findings of the study.

1.5 Scope of the study:

This research gives a broad frame work of the Reliance fresh consumers and customers and an analysis of their profile and buying behavior. This can be used as a guideline in the future business plans and making changes in the current activities. It gives an idea of the areas, which need emphasis and development.

This study has been conducted in Madurai city covering all the areas falling within the Madurai zone with a sample size of 75 in consumers and customers and 25 in small vendors. All classes of respondents were met and their views were analyzed.

1.6 Research Methodology:

The methodologies adopted for the conduct of study are described below:

1.6.1 Type of study:

The study is descriptive in nature. This study relates to perception and buying behavior.

1.6.2 Sampling design:

In this study, the sample size is 75 in consumers, 75 in customers and 25 in small vendors selected on the basis of convenience basis.

1.6.3 Method of data collection:

For the collection of data and other detail with regard to the study, both primary data collection and secondary data collection methods were used.

Primary data was collected through interview schedule, conducted to the respondents of 75 consumers and customers each and 25 small vendors from Madurai. The secondary data is collected from sources like magazines and websites.

1.6.4 Tools for analysis:

The data collected was edited, coded and tabulated with the help of SPSS for the purpose of using different statistical tools. The tools used are

Percentage analysis:

Percentage analysis is used to describe the profile of respondents and buying behavior of the customers of Reliance fresh.

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:

- People have varying feeling about the same object or phenomenon from time to time.
- The sample sizes may not be large enough and this size was chosen because of the limited time available for the study.
- The study confined only to the city of Madurai and therefore the findings not relate to other areas

1.8 Chapter scheme:

The study is reported in five chapters.

- The first chapter discusses the background of study, review of literature statement of problem, objectives, scope, limitations, methodology which includes type of research, sampling design and method of data collection and tools of analysis.
- The second chapter discusses about the organization profile that includes the history of organization, management, organization structure, competitive strength of the company.
- The third chapter discusses about the macro-micro analysis which deals with the prevailing economic scenario with the industry.
- The fourth chapter deals with data analysis and interpretation.
- The fifth chapter deals with the results and discussions and considered recommendations.

ORGANIZATION PROFILE

2.1 History of the Organization:

Reliance Fresh is the retail chain division of Reliance Industries of India which is headed by **Mukesh Ambani.** Reliance has entered into this segment by opening new retail stores into almost every metropolitan and regional areas of India. Reliance plans to invest Rs 25000 crores in the next 4 years in their retail division and plans to begin retail stores in 784 cities across the country and eventually have a pan-India footprint by year 2011.

The super marts will sell fresh fruits and vegetables, staples, groceries, fresh juice bars and dairy products and also will sport a separate enclosure and supply-chain for non-vegetarian products. Besides, the stores would provide direct employment to 5 lakh young Indians and indirect job opportunities to a million people

It has created two supply chains: one to trade commodities in the open market through Mandi shops while the second one will supply to its Reliance Fresh outlets. The new initiative is likely to be christened either Apni Dukaan or Apni Mandi. RRL is test-piloting shops in Vashi (Maharashtra) and Hilol (Gujarat).

RRL has also formed four companies: Reliance Food Solutions that will handle central processing centres and procurement & collection centres, Reliance Agri Product Distribution that will look after collection centres, Reliance Agri Projects that will take care of contract farming and its own farming, and Reliance Integrated Agri Solutions that will set up rural business hubs.

The strategy is to open one Reliance Fresh store in a radius of 3 to 4 km to serve 1,000-2,000 families. This means about 30-40 stores in the major metros. The air-conditioned stores recorded a combined sale of Rs 22 lakh on the inaugural day itself

Besides Reliance Fresh, the company also plans to launch larger format stores called “Feel Fresh Plus” which will be spread over 10,000-15,000 sq ft. The Fresh Plus stores will stock fruit and vegetables as well as apparel, consumer electronics, FMCG items and even medicines.

2.2 Management:

Reliance Retail Limited is the retail business wing of the Reliance Industries Limited. **Reliance Industries Limited**, founded by **Dhirubhai H Ambani** (1932 - 2002), is India's largest private sector enterprise with businesses in energy and materials value chain. After severe differences between the founder's two sons, Mukesh and Anil Ambani, the group was divided between them in 2006. Now it is headed by Dhirubhai's son, Chairman **Mukesh Ambani**.

The Reliance Industries Limited's annual revenues are in excess of US $ 27 billion.

Backward vertical integration has been the cornerstone of the evolution and growth of Reliance Industries Limited. Starting with textiles in the late seventies, Reliance pursued a strategy of backward vertical integration - in polyester, fibre intermediates, plastics, petrochemicals, petroleum refining and oil and gas exploration and production - to be fully integrated along the materials and energy value chain.

Reliance enjoys global leadership in its businesses, being the largest polyester yarn and fibre producer in the world and among the top five to ten producers in the world in major petrochemical products. The Group exports products in excess of US$ 15 billion to more than 100 countries in the world. There are more than 25,000 employees on the rolls of Group Companies and on all its subsidiaries.

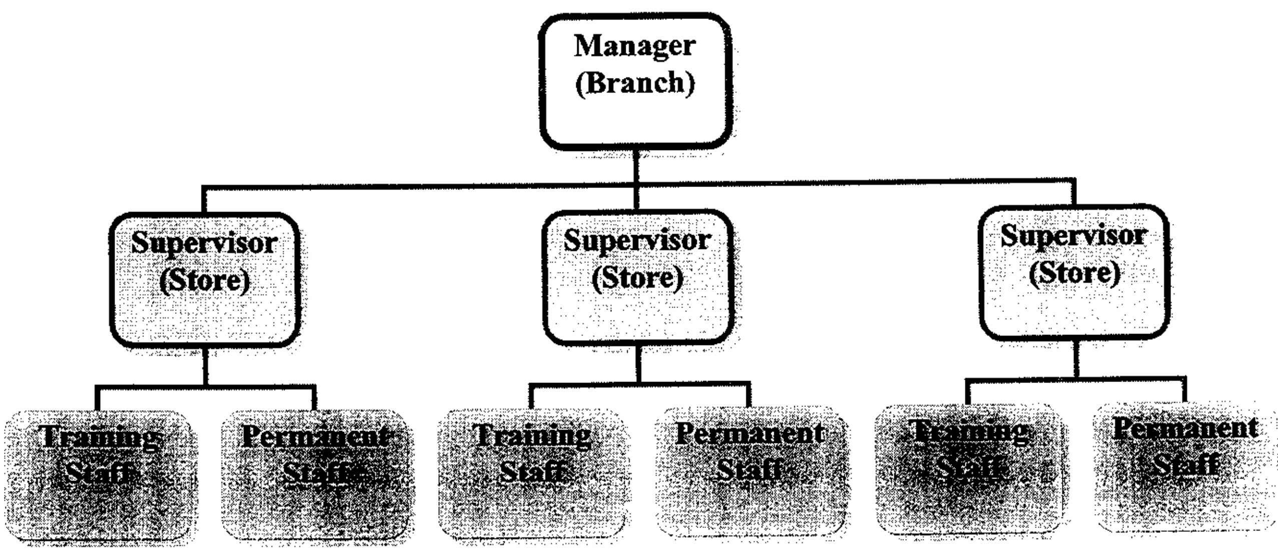
The main subsidiaries are

- Reliance Petroleum Limited
- Reliance Netherlands BV (including Trevira)
- Reliance Retail Limited
- Ranger Farms Limited
- Retail Concepts and Services (India) Private Limited
- Reliance Retail Insurance Broking Limited
- Reliance Diary Foods Limited
- Reliance Retail Finance Limited
- RESQ Limited

* Reliance Haryana SEZ Limited
* Reliance Industrial Investment & Holdings Limited
* Reliance Ventures Limited
* Reliance Strategic Investments Limited
* Reliance Exploration & Production – DMCC
* Reliance Industries (Middle East) – DMCC
* Reliance Global Management Services (P) Limited

According to the company website "1 out of every 4 investors in India is a Reliance shareholder. Reliance has more than 3 million shareholders, making it one of the world's most widely held stocks. Reliance Industries Limited, subsequent to its split in January 2006 has continued to grow from strength to strength. Reliance companies have been among the best performing in the Indian stock market.

2.3 Organization chart:



2.4 Product Profile and Market Potential:

The series of products and services offered by Reliance fresh are as follows :

Fruits and Vegetables:

Reliance fresh offers fresh fruits and vegetables from the farms and farmers everyday. They provide them with the necessary filtration process that avoids the damaged, infected and perished fruits and vegetables.

Dairy products:

Reliance fresh provides all sort of dairy products includes the milk (with various specialties like toned milk etc), cheese, butter, ghee etc.

Groceries:

Reliance fresh sells all sort of grocery items need by the customers for their day-to-day use starting from rice to soaps in all popular brands and their own brand Reliance Value.

Snacks and drinks:

Reliance fresh provides varieties of snacks with our traditional and modern age tastes and preferences. They also sells perseverated drinks and juices in refrigerated.

Electrical products:

Reliance fresh also sells simple electrical products that need for the household uses.

Household clothes and things:

Reliance fresh sells and showing large number of varieties of household clothes like table cloth, gloves, bed sheets, etc and household things starting from knife and some more.

Mobile recharge:

As a premium service, they offer recharging all leading mobile in the store itself.

Madurai is a town and a municipal corporation with a city population of 13 lakh according to 2007 census. The city is expecting a information technology companies opening their branches in Madurai. So, there is very big market potential available here.

2.5 Competitive strength of the company :

In Madurai, only three organized retail stores are available. The available Subhiksha, Spencer's Daily and Nilgiris.

Subhiksha:

In March, 1997, opened our first store in Thiruvanmiyoor in Chennai with an investment of around Rs 4-5 lakh (Rs 400,000-500,000). By March 1999, it started expanding rapidly. From 14 stores, expanded to 50 stores by June 2000. In the next two years, had 120-130 stores across Tamil Nadu. Another big thing was, in 2000, ICICI Venture invested in the company. Today, they have 145 stores all over Tamil Nadu. It's giving a good competition to retail sector in Madurai.

Spencer's Daily:

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.

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.

Nilgiris:

Nilgiris which currently has 40 stores plans to have 500 stores by the end of 2010. Nilgiris is a 100 year old brand in Bakery, Dairy and Foods.

Nilgiris wants to establish and strengthen its brand and presence in South India them will work on enhancing its back end. Currently, only 20% of products stocked in Nilgiris are own brands and the remaining 80% are FMCG products all approved by Nilgiris, which the franchisees purchase directly them from distributors. By investing in backend and doing bulk purchase for all their franchisees, Nilgiris will get a good chance to bargain and hence pass on the benefit to the consumer.

Small Vendors:

And the final competition nothing but strong is getting from small vendors who present all over the town.

2.6 Description of various functional areas:

The main functional area concentrated in Reliance Fresh store taken for the study is marketing. They market the products of different brands of various products, fresh fruits and vegetables, staples, groceries, fresh juice bars and dairy products and also will sport a separate enclosure and supply-chain for non-vegetarian products and catering day-to-day needs of the consumers. They also offer a wide range of quality food products exclusively under the reliance brand name.

Marketing:

The marketing module of the reliance fresh taking over the promotional activities of the store. By various modes such as road side banner, pamphlets, and the other activities that need to create awareness at the starting stage.

Human resource:

The human resource department of Reliance fresh effectively manages the employees, who working in the stores. The organization would provide direct employment to 5 lakh young Indians and indirect job opportunities to a million people all over India, according to the company. The company also has plans to train students and housewives in customer care and quality services for part-time jobs.

Maintenance (Supply Chain):

The supply chain module in Reliance fresh highly focuses on maintaining and fixing the day to day requirements of consumers in perishable product oriented commodities in the open market through Mandi shops while the second one will supply to its Reliance Fresh outlets. RRL has also formed four companies: Reliance Food Solutions that will handle central processing centres and procurement & collection centres, Reliance Agri Product Distribution that will look after collection centres, Reliance Agri Projects that will take care of contract farming and its own farming, and Reliance Integrated Agri Solutions that will set up rural business hubs.

Finance:

The finance department in Reliance fresh maintains all the financial related transactions and sales counter of the store.

Others:

Special services like recharging the mobiles, parking facility, luggage carry over help also done by the employees of reliance fresh.

MACRO AND 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 crores in the year 2005-06. The Indian retail sector is estimated at around Rs 900,000 crores, 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 eputation 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

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%

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 it's 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

DATA ANALYSIS AND INTERPRETATION

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

4.1 Profile of consumers and customers:

The following tables and respective interpretations describes about the profiles of consumers and customers considered for the study.

4.1.1 Gender of consumers and customers:

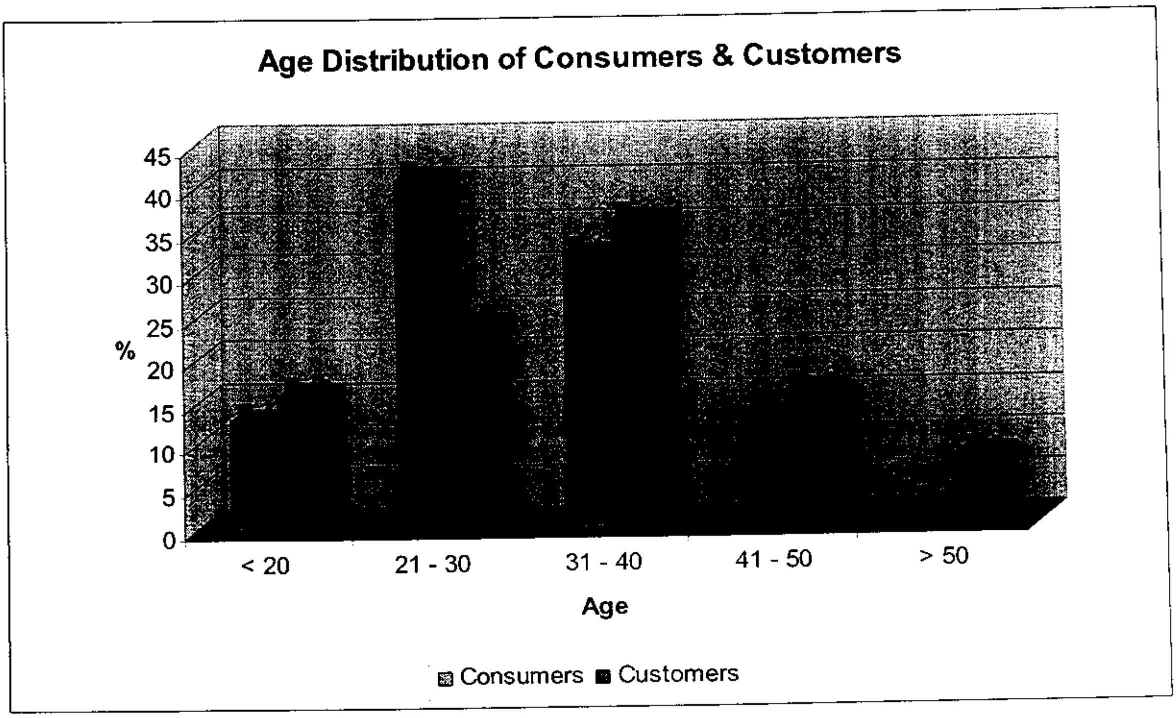
Table 1 – Distribution of respondents on the basis of gender (Customer & Consumer)

[illegible]	[illegible]	[illegible]
Male	43	23
Female	57	77

From the above table it can be seen that in both categories ie., consumers and customers are from female gender.

4.1.2 Age of consumers and customers:

Graph 1 – Distribution of respondents on the basis of age (Customer & Consumer)



From the above graph it can be seen that in consumers category respondents with a age group of 21 to 30 are the majority group. In customers group, the majority of the respondents are from the age group 31 to 40.

4.1.3 Marital status of consumers and customers:

Table 2 – Distribution of respondents on the basis of marital status (Customer & Consumer)

Married	63	73
Unmarried	37	27

From the above table, it can be seen that majority of the respondents are married in both categories ie., consumers and customers.

4.1.4 Educational qualification of the respondents:

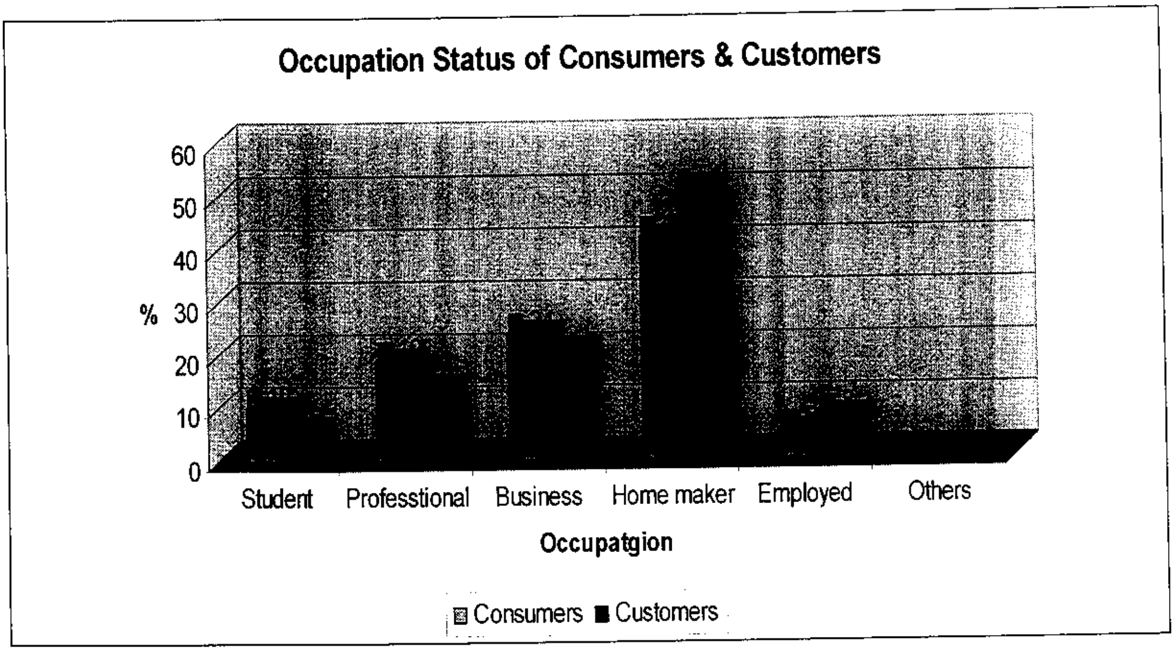
Table 3 – Distribution of respondents on the basis of educational qualification (Customer & Consumer)

School level	13	12
Under graduate	37	26
Post graduate	23	43
Others	27	19

From the above table, it can be seen that in consumers category most of the respondents are under graduate and in customers category most of the respondents are post graduates.

4.1.5 Occupation status of the consumers and customers:

Graph 2 – Distribution of respondents on the basis of occupation status (Customer & Consumer)



From the above table, it can be seen that in both consumers and customer's category, most of the respondents are home makers.

4.1.6 Monthly income of consumers and customers:

Table 4 – Distribution of respondents on the basis of monthly income (Customer & Consumer)

< 10,000	34	26
10,001 – 20,000	32	52
20,001 – 30,000	21	16
> 30,000	13	6

From the table, it can be seen that most of the respondents in consumer's category have a monthly income of less than Rs 10,000 and in customers category majority of the respondents have a monthly income of Rs 10,001 to 20,000.

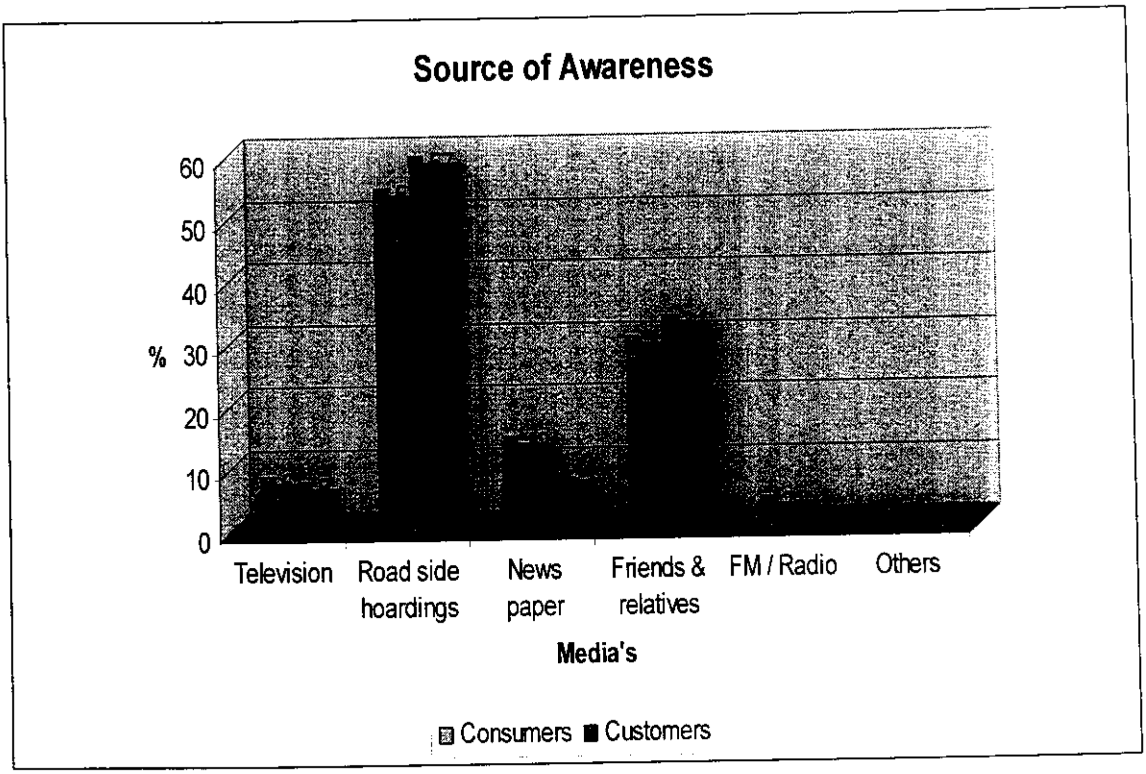
4.1.7 Aware of Reliance fresh (for consumers alone):

Table 5 – Distribution of respondents on the basis of awareness about Reliance fresh (Consumer alone)

Consumers	63	37

4.1.8 Sources of awareness:

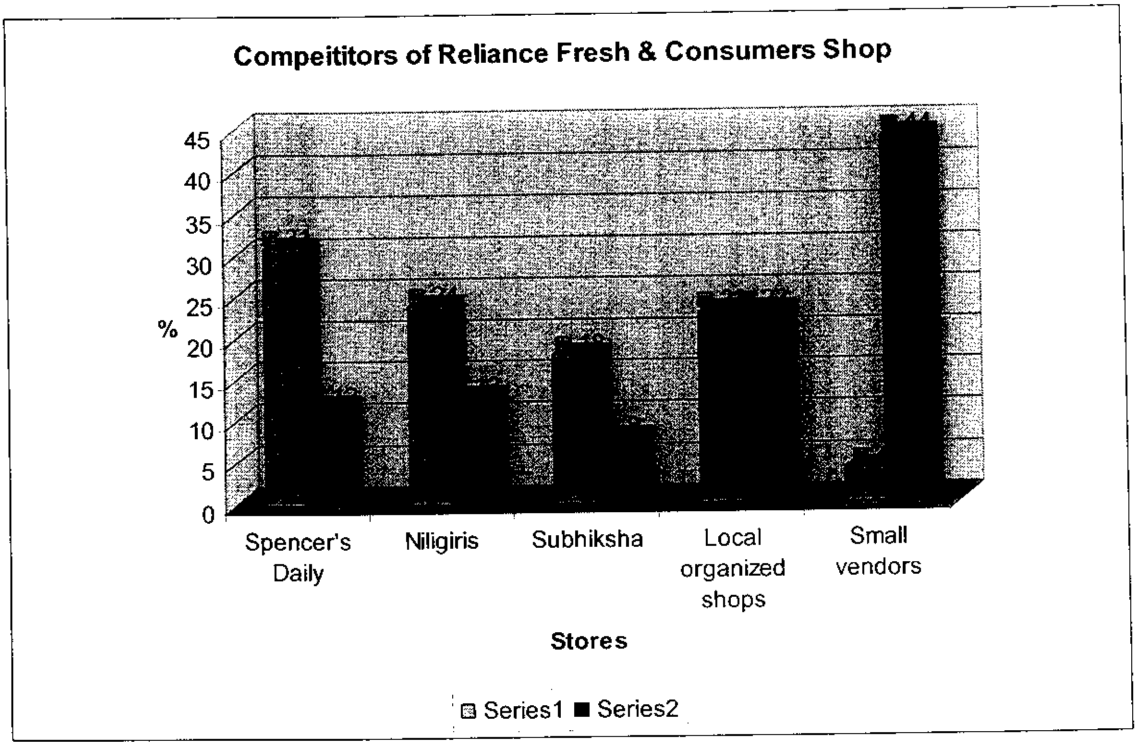
Graph 3 – Distribution of respondents on the basis of source of awareness (Customer & Consumer)



From the above graph, it's inferred that majority of the respondents in both categories came to know Reliance fresh only through road side hoardings.

4.1.9 Consumers and customers shopping profile:

Graph 4 – Distribution of respondents on the basis of competitors of Reliance fresh & consumer shop (Customer & Consumer)



From the graph, it can be inferred that most of the consumers buy their daily requirements from small vendors and next is local organized shops. The customers feel that Spencer's daily is the first competitor to Reliance fresh.

4.1.10 Distribution of customers visiting Reliance fresh in a weak:

Table 6 – Distribution of respondents on the basis of visiting Reliance fresh (Customers alone)

One time	17
Two time	29
Three time	41
> Three time	13

From the above table, it can be inferred that most of the customers visiting Reliance fresh weekly three times

4.1.11 Distribution of amount spent during purchase:

Table 7 – Distribution of respondents on the basis of amount spent during shopping (Customers alone)

< Rs 500	46
Rs 501 to 1000	22
Rs 1001 to 2000	21
> 2000	11

From the table, it can be inferred that most of the respondents spent less than Rs 500 during their each purchase.

4.2 Key factors influencing the consumers and customers to shop at Reliance fresh:

The following table is analysis of key factors that influencing the consumers to buy at Reliance fresh.

4.2.1 Key factors influencing consumers:

The respondents (consumers) were asked to record their views on the various factors Reliance fresh that make them to purchase at Reliance fresh and their expectation on that in Reliance fresh with the following scales such as VHE – Very Highly Expected, HE – Highly Expected, N – Neutral, LE – Less Expected and UE – Unexpected.

Table 8 – Key factors that influence consumers to buy at Reliance fresh:

Factors	Means Score	Rank
Price	1.64	1
Quality	1.81	3
Location	1.72	2
Availability	2.34	5
Assistance by employees	2.04	4
Customer care	3.02	8
Ambience	2.46	6
Discounts	2.69	7
Packing facility	3.48	10
Parking facility	3.24	9

From the above table, it can be inferred that Price is the factor which is felt very much expected by the respondents, the next factors as per the order are location, quality, assistance by employees, availability, ambience, discounts customer care , parking facility and packing facility.

2.1.2 Key factors influencing customers:

The respondents (customers) were asked to record their views on the various factors Reliance fresh that making them to purchase at Reliance fresh and their expectation on that in Reliance fresh with the following scales such as VHE – Very Highly Expected, HE – Highly Expected, N – Neutral, LE – Less Expected and UE – Unexpected.

Table 9 – Key factors that influence customers to buy at Reliance fresh:

Factors	Mean Score	Rank
Price	2.46	2
Quality	2.73	3
Location	2.34	1
Availability	3.47	8
Shelf arrangement	3.59	9
Crowd management	3.79	10
Assistance provided	3.22	6
Customer care	3.34	7
Ambience	3.12	5
Discounts	2.98	4
Packing facility	4.23	13
Parking facility	3.98	11
Reliance one	4.04	12

From the above table, it can be inferred that location is the factor which is felt very much expected by the respondents, the next factors as per the order are price, quality, discounts, ambience, assistance provided, customer care, availability, shelf arrangement, crowd management, parking facility, reliance one and packing facility.

4.2.2 Customers satisfaction on Reliance fresh:

The respondents (customers) were asked to record their expectation on the various factors of Reliance fresh that make them to purchase again at Reliance fresh and

Highly Expected, HE – Highly Expected, N – Neutral, LE – Less Expected and UE – Unexpected.

Table 10 – Customers satisfaction on Reliance fresh:

Factors	Percentage (%)					Mean Score	Rank
	VS	S	N	D	VD		
Price	12	61	22	4	1	1.67	1
Quality	23	45	10	12	10	1.87	2
Location	12	23	48	10	5	1.92	3
Availability	23	49	14	12	2	2.54	7
Shelf arrangement	21	23	45	5	6	2.63	8
Crowd management	2	3	47	45	3	2.34	6
Assistance provided	12	54	13	16	5	1.98	4
Customer care	17	45	23	13	2	2.13	5
Ambience	23	15	34	19	9	2.93	11
Discounts	23	15	34	26	2	2.81	10
Packing facility	23	21	45	9	2	2.72	9
Parking facility	21	34	23	15	7	3.34	13
Reliance one	7	12	53	23	5	3.12	12

From the above table it can be inferred that, the respondents (customers) are highly satisfied on price, quality, location, assistance provided and customer care. The following factors are respondents which they are not satisfied ie., shelf arrangement, ambience, discounts and parking facility.

4.3 Gap analysis:

The following category deals with gap analysis.

4.3.1 Gap analysis – Level of expectation between consumers and customers:

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

Ho: There is no significant gap between the expectation of consumer and customer regarding the various factors.

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

Table 11 - Level of expectation between consumers and customers:

Factors	T Value	P Value	Significance
Price	8.123	.0128	S
Quality	4284	2.473	S
Location	1.563	2.384	NS
Availability	5.284	1.372	S
Assistance by employees	2.482	4.282	NS
Customer care	2.398	.281	S
Ambience	8.295	1.826	S
Discounts	1.127	1.294	NS
Packing facility	1.456	.283	S
Parking facility	2.134	.0653	S

S-Significant; NS- Not significant;

From the above table it can be seen that there is significant gap between the level of expectation between consumer and customer with respect to price, quality, availability, customer care, ambience, packing facility and parking facility.

4.3.2 Gap analysis – Level of expectation and satisfaction customers:

To study the gap between expectation and satisfaction level of customer, 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 level of customer regarding the various factors.

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

Table 12 - Gap analysis – Level of expectation and satisfaction customers:

Factors	T Value	P Value	Significance
Price	3.138	1.342	S
Quality	1.483	4.294	NS
Location	5.295	1.375	S
Availability	2.462	0.483	S
Shelf arrangement	1.132	3.254	NS
Crowd management	1.256	3.532	NS

Customer care	2.352	5.293	NS
Ambience	1.852	4.243	NS
Discounts	3.136	1.387	S
Packing facility	2.582	.028	NS
Parking facility	1.294	4.284	NS
Reliance one	3.192	0.284	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 level of customer with respect to price, location, availability, assistance provided, discounts and reliance one.

4.3.2 Gap analysis – Level of expectation and satisfaction customers of various items:

To study the gap between expectation and satisfaction level of customers in various items, 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 level of customer regarding the various items.

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

Table 13 - Gap analysis – Level of expectation and satisfaction customers of various items:

Items	T Value	P Value	Significance
Fruits & Vegetables	0.381	2.493	NS
Groceries	3.285	1.836	S
Dairy products	1.938	2.482	NS
Snacks and drinks	2.493	0.183	S
Electrical products	1.204	3.193	NS
Mobile recharge	0.183	2.183	NS
House hold clothes and things	0.871	1.228	NS

-Significant; NS- Not significant;

From the above table it can be seen that there is significant gap between the level of expectation and satisfaction in customer's regarding various items in groceries and snacks and drinks.

4.4 Profile of the Small Vendors:

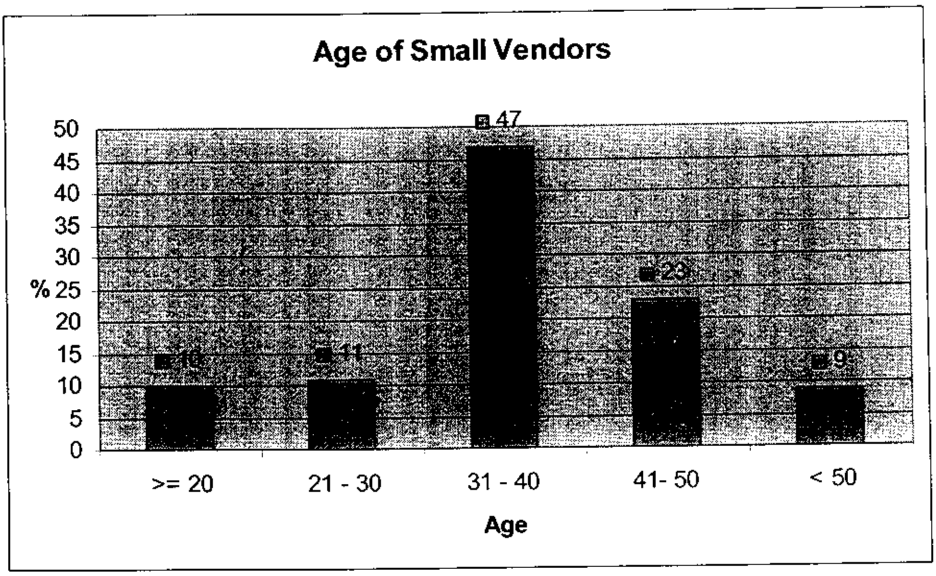
The following tables and respective interpretations describes about the profile of small vendors considered for the study.

4.4.1 Gender of the small vendors:

Majority of the respondents (small vendors) take part in the study are male (57%).

4.4.2 Age of small vendors:

Graph 5 – Distribution of small vendors on the basis of age



From the above graph it can be seen that in small vendors with a age group of 31 to 40 are the majority group.

4.4.3 Monthly income of small vendor:

Table 14 – Distribution of monthly income of small vendors:

[redacted]	
< 10,000	23
10,001 – 20,000	45
20,001 – 30,000	21
> 30,000	11

From the table, it can be seen that most of the respondents (small vendors) have a

4.4.4 Awareness of Reliance fresh among small vendors:

Only 32 % of the small vendors aware of entry of Reliance fresh in Madurai.

4.4.5 Media through aware about Reliance fresh:

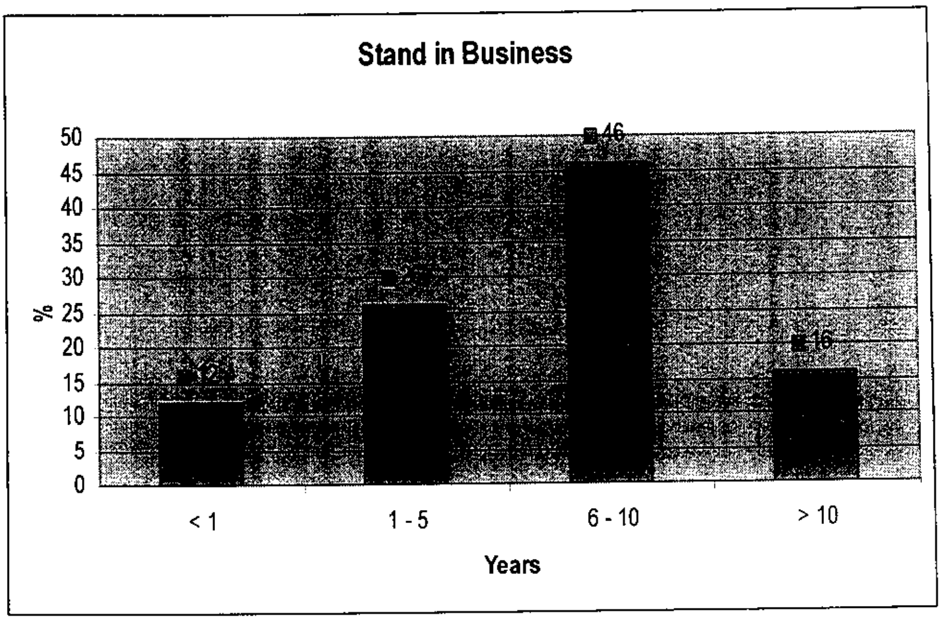
Table 15 – Distribution of small vendors aware through media:

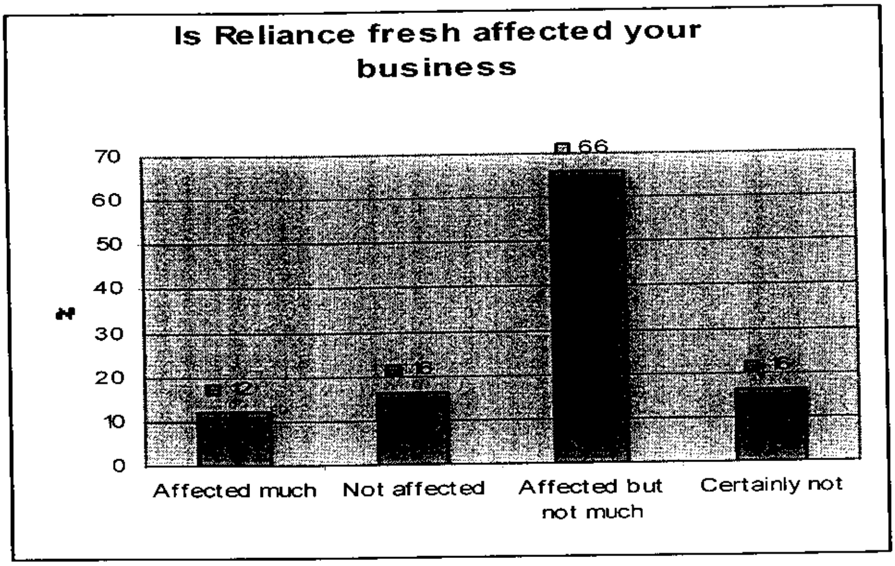
Television	0
Newspaper	1
FM / Radio	0
Roadside hoardings	24
Friends & relatives	71
Pamphlets	4
Others	0

From the above graph, it's inferred that majority of the small vendors came to know Reliance fresh only through friends and relatives.

4.4.6 Small vendors stand in business and Reliance fresh:

Graph 6 – Distribution of small vendors stand in business and Reliance fresh:





a

From the above table, it can be inferred that the most of the respondents are doing business 6 – 10 years. And majority of the respondents feels that they are not much affected by the entry of Reliance fresh.

4.4.7 Buy from Reliance fresh:

Table 16 – Distribution of small vendors view to buy from Reliance fresh

Definitely not	8
Cannot tell	16
Depend on conditions	52
Definitely buy	24

From the above table it can be identified that small vendors are ready to buy goods from Reliance fresh depend on conditions.

4.4.8 Strategies to retain the customers:

Table 17 – Distribution of small vendors Strategies to retain the customers:

Price cut	36
Change in quality	24
Opening more outlets	12
Choosing showroom effect	24
Others	4

From above the table, it can be inferred that price cut is that strategy adopted by most of the small vendors.

4.4.9 Reduction in income:

Table 18 – Distribution of small vendors reduction in income:

No change	24
> 10 %	46
10 – 20 %	8
20 – 30 %	16
< 30 %	6

From above the table, it can be inferred that most of the small vendors are facing > 10 % profit due to Reliance fresh.

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 consumers and customers:

- Most of respondents i.e., customers and consumers are belong to female category. The company has to focus on this segment.
- Most of the consumers are with a age group of 21 – 30 and most of the customers are with a age group of 31- 40.
- In marital status segment, majority of consumers and customers are married.
- In consumers category most of the respondents are under graduate and in customers category most of the respondents are post graduates.
- In occupation status, both consumers and customers are belong to the segment of homemakers.
- In monthly income segment, consumer's category has a monthly income of less than Rs 10,000 and in customers category majority of the respondents have a monthly income of Rs 10,001 to 20,000.
- In awareness about Reliance fresh segment, majority of the consumers have a awareness about reliance fresh.
- Majority of the respondents in both categories i.e., consumers and customers came to know Reliance fresh only through road side hoardings.
- In buying behavior of consumers, most of the consumers buy their daily requirements from small vendors and next is local organized shops. The customers feel that Spencer's daily is the first competitor to Reliance fresh.
- Most of the customers visiting Reliance fresh weekly three times
- Most of the respondents spent less than Rs 500 during their each purchase.

5.1.2 Key factors influencing the consumers and customers to shop at Reliance fresh:

- In finding key factors that influencing consumers to buy at Reliance fresh, Price is the factor which is felt very much expected by the respondents, the next factors as per the order are location, quality, assistance by employees, availability, ambience, discounts customer care , parking facility and packing facility.
- In finding key factors that influencing customers to buy at Reliance fresh, location is the factor which is felt very much expected by the respondents, the next factors as per the order are price, quality, discounts, ambience, assistance provided, customer care, availability, shelf arrangement, crowd management, parking facility, reliance one and packing facility.
- In the customer satisfaction segment, the respondents (customers) are highly satisfied on price, quality, location, assistance provided and customer care. The following factors are respondents which they are not satisfied ie., shelf arrangement, ambience, discounts and parking facility.

5.1.3 Gap analysis – Level of expectation between consumers and customers:

- For consumer's gap between the level of expectation between consumers and customers, there is significant gap between the level of expectation between consumer and customer with respect to price, quality, availability, customer care, ambience, packing facility and parking facility.
- For customers' gap between the level of expectation between consumers and consumers, there is significant gap between the level of expectation and satisfaction level of customer with respect to price, location, availability, assistance provided, discounts and reliance one.
- According to customers the gap between expectation and satisfaction of various products, there is significant gap between the level of expectation and satisfaction in customer's regarding various items in groceries and snacks and drinks.

5.1.4 Profile of small vendors:

- In small vendors segments, majority of the respondents (small vendors) take part in the study are male (57%).
- In small vendors majority of respondents are with a age group of 31 to 40.

- ❋ In small vendors most of the respondents (small vendors) have a monthly income of Rs 10000 to Rs 20000.
- ❋ In small vendors segment only 32 % of the small vendors aware of entry of Reliance fresh in Madurai.
- ❋ In small vendors segment, majority of the small vendors came to know Reliance fresh only through friends and relatives.
- ❋ In small vendors segment, most of the respondents are doing business 6 – 10 years. And majority of the respondents feels that they are not much affected by the entry of Reliance fresh.
- ❋ Small vendors are ready to buy goods from Reliance fresh depend on conditions.
- ❋ Price cut is that strategy adopted by most of the small vendors.

5.2 Recommendations:

- ✓ The study shows that the most of the respondents i.e., customers and consumers are belong female category. So, the promotional activities and scheme promotions may focus and design with female category in mind.
- ✓ In consumers categories, most of the respondents are with a age group are 21 – 30. So, to attract the new customers Reliance fresh have to design the selling style for the next generation people. But at the same time, the customers are belong to 31 – 40, so Reliance fresh have to retain that customers also.
- ✓ In designing and running the store in future, they have to consider most of the respondents are married and both consumers and customers have a good educational background.
- ✓ Most of the respondent's profession are homemaking, so the company take this also in mind.
- ✓ Most of the customer's monthly income is Rs 10,000 – 20,000 and most of the consumers monthly income are less than 10,000. So, company has to this in mind in designing the schemes and fixing the prices.
- ✓ In both categories most of the respondents came to know about reliance fresh only through road side hoardings. So Reliance fresh have to focus on others media's such as TV's, newspaper and others.
- ✓ Most of the consumers buy their daily requirements from local organized sectors. The company has to give focus on local organized sector and their way of

- ✓ Most of the respondents i.e., customers visiting Reliance fresh monthly three times and spending less than Rs 500 every time. This will be helpful in finding the type of customers purchasing at Reliance fresh. The key factors that influence consumers to buy at Reliance fresh are price is the factor which is felt very much expected by the respondents, the next factors as per the order are location, quality, assistance by employees, availability, ambience, discounts customer care , parking facility and packing facility. This will helpful in finding the flaws and provide a good service. The consumers feel that price is first factor to consider about purchasing. So, the company can frame strategies depend on this.
- ✓ The key factors that influence customers to buy at Reliance fresh are location is the factor which is felt very much expected by the respondents, the next factors as per the order are price, quality, discounts, ambience, assistance provided, customer care, availability, shelf arrangement, crowd management, parking facility, reliance one and packing facility. So, the company can frame strategies depend on this to retain the customers.
- ✓ The respondents (customers) are highly satisfied on price, quality, location, assistance provided and customer care. The following factors are respondents which they are not satisfied ie., shelf arrangement, ambience, discounts and parking facility. So, the company has to give high focus on shelf arrangement, discounts, ambience and parking facility. If the company tries to solve this problem, it will lead to customer delight.
- ✓ According to the study, there is significant gap between the level of expectation between consumer and customer with respect to price, quality, availability, customer care, ambience, packing facility and parking facility. So, Reliance fresh has to satisfy both customers and consumers in price, quality, availability of products etc.,
- ✓ Moreover, the expectation and satisfaction on various with regards to customer have some different view. There is some significant gap between the level of expectation and satisfaction level of customer with respect to price, location, availability, assistance provided, discounts and reliance one. Price is the first factor that customers feel that what they expect and get. So

- ✓ The customers have some different opinion not only in factors but also different product categories. There is significant gap between the level of expectation and satisfaction in customer's regarding various items in groceries and snacks and drinks.
- ✓ The study shows that most of the small vendors having the monthly income of Rs 10000 to 20000. This will be helpful in identifying the level of business of small vendors and framing strategies.
- ✓ Majority of the small vendors came to know about Reliance fresh only through friends and relatives.
- ✓ Majority of small vendors ready to buy goods from Reliance fresh but depend on certain conditions. This will highly help the small vendors to frame strategies.
- ✓ Price cut is the strategy adopted by most of the small vendors. So the company has to give high focus on price and frame strategies with price in focus.

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 analyze 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 organization to frame suitable strategies and enhance the market share.

APPENDICES

Questions (Consumers)

The questionnaire below is a survey to comprehend your attitude towards Reliance fresh in Madurai. All your details will be kept highly confidential. Kindly co-operate.

---

1. Name :

2. Gender :

☐ Male ☐ Female

3. Age :

☐ < 20 ☐ 31 - 40 ☐ > 50
☐ 21 - 30 ☐ 41 – 50

4. Marital status :

☐ Married ☐ Unmarried

5. Educational qualification :

☐ School level ☐ Post graduate
☐ Under graduate ☐ Other

6. Occupation :

☐ Student ☐ Business ☐ Employed
☐ Professional ☐ Home maker ☐ Other

7. Monthly income (in INR) :

☐ < 10000 ☐ 20001 - 30000
☐ 10001 – 20000 ☐ > 30000

8. Are you aware of Reliance fresh in Madurai :

☐ Yes ☐ No

9. If you aware, through which media did you know about Reliance fresh :

☐ Television ☐ Newspaper ☐ FM / Radio
☐ Road side hoardings ☐ Friends and relatives ☐ Pamphlets
☐ Others please specify:

10. You buy your daily requirements from:

☐ Spencer's Daily
☐ Nilgiris
☐ Small vendors
☐ Local organized shops
☐ Subhiksha

11. Kindly mark your view on the following factors.

Particulars	**SA**	**A**	**N**	**DA**	**SD**
Reasonable **price**					
Good **quality**					
Convenient **location**					
Availability of different products					
Good **assistance**					
Good **customer care**					
Good **Ambience**					
Beneficial **discounts**					
Good **packing facility**					
Convenient **parking facility**					

SA – Strongly agree, A – Agree, N – Neutral, DA – Disagree, SD – Strongly disagree

11. Please record your views, if any:

____

____

Questions (Customers)

The questionnaire below is a survey to comprehend your attitude towards Reliance fresh in Madurai. All your details will be kept highly confidential. Kindly co-operate.

---

1. Name :

2. Gender :

☐ Male ☐ Female

3. Age :

☐ < 20 ☐ 31 - 40 ☐ > 50
☐ 21 - 30 ☐ 41 – 50

4. Marital status :

☐ Married ☐ Unmarried

5. Educational qualification :

☐ School level ☐ Post graduate
☐ Under graduate ☐ Other

6. Occupation :

☐ Student ☐ Business ☐ Employed
☐ Professional ☐ Home maker ☐ Other

7. Monthly income (in INR) :

☐ < 10000 ☐ 20001 - 30000
☐ 10001 – 20000 ☐ > 30000

8. What is the source through which you came to know about Reliance fresh :

☐ Television ☐ Newspaper ☐ FM / Radio
☐ Road side hoardings ☐ Friends and relatives ☐ Pamphlets
☐ Others please specify:

9. How often you visit Reliance fresh (monthly) :

☐ One time ☐ Three times
☐ Two times ☐ > Three times

10. How much amount you spent during each purchase (in INR) :

11. Which do you think will be the close competitor to Reliance fresh:

☐ Spencer's Daily
☐ Nilgiris
☐ Small vendors
☐ Local organized shops
☐ Subhiksha

12. Kindly mark your expectation and satisfaction level on the following factors for your purchase in Reliance Fresh:

VHE	HE	N	LE	UE	Particulars	VS	S	N	D	VD
					Price					
					Quality					
					Location					
					Availability					
					Shelf arrangement					
					Crowd management					
					Assistance provided					
					Customer care					
					Ambience					
					Discounts					
					Packing facility					
					Parking facility					
					Reliance One					

VHE – Very Highly Expected, HE – Highly Expected, N – Neutral, LE – Less Expected, UE – Un expected
VS – Very much Satisfied, S – Satisfied, N – Neutral, D – Dissatisfied, VD – Very much Dissatisfied.

13. Kindly mark your satisfaction level on the following categories of products.

VHE	HE	N	LE	UE	Products	VS	S	N	D	VD
					Fruits & Vegetables					
					Groceries					
					Dairy products					
					Snacks and drinks					
					Electrical products					
					Mobile recharge					
					House hold clothes and things					

14. Will you recommend others to visit Reliance fresh:

☐ Yes ☐ No

15. Please give your valuable views, if any:

Questions (Small vendors)

The questionnaire below is a survey to comprehend your attitude towards Reliance fresh in Madurai. All your details will be kept highly confidential. Kindly co-operate.

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1. Name :

2. Gender :

☐ Male ☐ Female

3. Age :

☐ >= 20 ☐ 31 - 40 ☐ < 50
☐ 21 - 30 ☐ 41 – 50

4. Monthly income (in INR) :

☐ < 10000 ☐ 20001 - 30000
☐ 10001 – 20000 ☐ > 30000

6. Your sells :

☐ Fruits & Vegetables ☐ Groceries ☐Dairy products
☐ Electrical products ☐ House hold clothes ☐ House hold cloths
☐ Others please specify :

5. Are you aware of Reliance fresh in Madurai :

☐ Yes ☐ No

6. If you aware, through which media you know about Reliance fresh :

☐ Television ☐ Newspaper ☐ FM / Radio
☐ Road side hoardings ☐ Friends and relatives☐ Pamphlets
☐ Others please specify:

7. For how long, you are in this business :

☐ < 1 years ☐ 6 – 10 years
☐ 1 - 5 years ☐ > 10 years

8. Is Reliance fresh entry, affected your business :

☐ Affected much ☐ Not affected
☐ Affected but not much ☐ Certainly not

9. Do you have any idea to buy from Reliance fresh :

10. What strategies you adopted to retain your customers

☐ Price cut ☐ Change in quality
☐ Opening more outlets ☐ Choosing showroom effect
☐ Others please specify:

11. How much % is the reduction in your monthly income due to Reliance fresh :

☐ No change ☐ > 10 %
☐ 10 – 20 % ☐ 20 – 30 %
☐ < 30 %

12. Please give your valuable views, if any:

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