IMAGE AUDIT OF RETAIL OUTLETS

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BONAFIDE CERTIFICATE

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ABSTRACT

Indian retail scenario has witnessed a revolution in terms of formats, innovation, in product choice, retail setting etc.Cut throat competition exists among retailer in order to identify & retain the customers. The differentiation based on the products offered cannot be retained for a longtime in order to take this issue retailer is now concentrating on store image. This is becoming foundation of all retrial outlets. Against this setting this project focused on store the image audit of retail outlets.

The study has taken into account three retail stores namely Kannan,Reliance fresh & Nilgris at Tirupur.The study assumes the nature of descriptive research. The respondents are identified on convenience basis, 50 respondents in each store totally 150 respondents have been identified for the purpose of study. A specially prepared questionnaire is used for collection of data.

Findings show the customer perception of all the three stores based on various criteria. Also in this study demographic profile, shopping behavior, level of satisfaction regarding various attributes in all the three stores is also explored

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CERTIFICATE OF VIVA-VOCE-EXAMINATION

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CHAPTER – I

INTRODUCTION

1.1 RETAIL INDUSTRY IN INDIA

India has one of the largest numbers of retail outlets in the world. Of the 12 million retail outlets present in the country, nearly 5 million sell food and related products. Thought the market has been dominated by unorganized players, the entry of domestic and international organized players is set to change the scenario.

Organized retail segment has been growing at a blistering pace, exceeding all previous estimates. According to a study by Deloitte Haskins and Sells, organized retail has increased its share from 5 per cent of total retail sales in 2006 to 8 per cent in 2007. The fastest growing segments have been the wholesale cash and carry stores (150 per cent) followed by supermarkets (100 per cent) and hypermarkets (75-80 per cent). Further, it estimates the organized segment to account for 25 per cent of the total sales by 2011.

In India, retail is the largest industry, with an employment of around 8% and contributing to over 10% of the country's GDP. Retail industry in India is expected to rise 25% yearly being driven by strong income growth, changing lifestyles, and favorable demographic patterns.

It is expected that by 2016 modern retail industry in India will be worth US$ 175 to 200 billion. India retail industry is one of the fastest growing industries with revenue expected in 2007 to amount US$ 320 billion and is increasing at a rate of 5% yearly. A further increase of 7 to 8% is expected in the industry of retail in India by growth in consumerism in urban areas, rising incomes, and a steep rise in rural consumption. It has further been predicted that the retailing industry in India will amount to US$ 21.5 billion by 2010 from the current size of US$ 7.5 billion.

Shopping in India has witnessed a revolution with the change in the consumer buying behavior and the whole format of shopping also altering. Industry of retail in India which has become modern can be seen from the fact that there are multi- stored ... sprawling complexes which offer food, shopping and entertainment all under the same roof. India retail industry is expanding itself most aggressively; as a result a great demand for real estate is being created. Indian retailers preferred means of expansion is to expand to other regions and to increase the number of their outlets in a city. It is expected that by 2010, India may have 600 new shopping centers.

Indian retail industry is progressing well and for this to continue retailers as well as the Indian government will have to make a combined effort.

1.1.1 Retail space

Driven by changing lifestyles, strong income growth and favorable demographic patterns, Indian retail is expanding at a rapid pace. Mall space, from a meager one million square feet in 2002, is expected to touch 40 million square feet by end-2007 and an estimated 60 million square feet by end-2008, says Jones Lang LaSalle's third annual Retailer Sentiment Survey-Asia. Alongside, Indian cities are witnessing a paradigm shift from traditional forms of retailing into a modern organized sector. A report by Images Retail estimates the number of operational malls to more than double to over 412 with 205 million square feet by 2010 and further 715 malls by 2015, on the back of major retail developments even in tier II and tier III cities in India.

1.1.2 Challenges facing the Indian Organized Retail sector

The challenges facing the Indian organized retail sector are various and these are stopping the Indian retail industry from reaching its full potential. The behavior pattern of the Indian consumer has undergone a major change. This has happened for the Indian consumer is earning more now, western influences, women working force is increasing, desire for luxury items and better quality. He now wants to eat, shop, and get entertained under the same roof. All these have lead the Indian organized retail sector to give more in order to satisfy the Indian customer.

The biggest challenge facing the Indian organized retail sector is the lack of retail space. With real estate prices escalating due to increase in demand from ... retail sector, it is posing a challenge to its growth. With

Indian retailers having to shell out more for retail space it is effecting there overall profitability in retail.

Trained manpower shortage is a challenge facing the organized retail sector in India. The Indian retailers have difficultly in finding trained person and also have to pay more in order to retain them. This again brings down the Indian retailers profit levels.

The Indian government has allowed 51% foreign direct investment (FDI) in the India retail sector to one brand shops only. This has made the entry of global retail giants to organized retail sector in India difficult. This is a challenge being faced by the Indian organized retail sector. But the global retail giants like Tesco, Wal-Mart, and Metro AG are entering the organized retail sector in India indirectly through franchisee agreement and cash and carry wholesale trading. Many Indian companies are also entering the Indian organized retail sector like Reliance Industries Limited, Pantaloons, and Bharti Telecoms. But they are facing stiff competition from these global retail giants. As a result discounting is becoming an accepted practice.

1.2 RETAIL STORE DESIGN: Creating a Powerful Store Image

We've heard it again and again - "You never get a second chance to make a first impression".

Even though there are many influences at work in the shopping experience, the look of a store holds the most sway in enticing us through the doors. We even tend to sum up that initial in-store encounter in visual terms: a store is exciting, clean or well-organized or, at the other end of the scale, boring, messy, or overwhelming.

It is not enough anymore for a store to just look good from a merchandising or display standpoint. Who can afford to spend quantum amounts of time or money on improving a store's look without being assured of a healthy return on investment? Today, a store not only must perform by exciting and encouraging the customer to buy, but from the retailer's point of view, it must perform profitably.

Visual merchandising is comprised of six components: image, layout, presentation, signing, display and events. This article will focus on the component that lays the groundwork for all the other components -- image. Everything you do within the store -- how you develop your layout, your presentation, your signing, your displays and your events -- must fit into the image you choose to create.

1.3 WHY START WITH STORE IMAGE

Image can be described as the overall look of a store and the series of mental pictures and feelings it evokes within the beholder. For the retailer, developing a powerful image provides the opportunity to embody a single message, stand out from the competition and be remembered.

As a rule, image is the foundation of all retailing efforts. While store layout, presentation, signing, displays and events can all change to reflect newness and excitement from week to week, season to season, they must always remain true to the underlying store image.

Studies indicate that a retailer has roughly seven seconds to capture the attention of a passing customer. The following elements combine to form a distinctive image that not only reaches out and grabs the customer's attention, but makes a positive impression within those precious few seconds.

The Image-makers:

1. An Identifiable Store Name
2. A Powerful Visual Trademark
3. An Unmistakable Storefront
4. An Inviting Entrance
5. A Consistent and Compelling Store Look and Hook

1.3.1 Identifiable Store Names

An effective store name sets the tone and provides a store's identification by conjuring up an image in the customer's mind.

A store name should be easy to say and remember, indicative of the images and feelings you want the customer to retain and unlikely to sound dated in a few years.

1.3.2 Powerful Visual Trademarks

On Your Mark An identifiable trademark adds a visual image to the memory recall of a store name, by combining words and pictures, colour, shape, typeface, texture and/or style to make it stand out. Identifiable even in the absence of the store name, a successful trademark should be unique to you, indicative of your products and services, consistent with the overall impression you want to leave customers and be professional and well-designed.

1.3.3 Unmistakable Storefronts Traffic-Stoppers

Customers simply don't have the time to "read" into the store, so just as your store name and trademark -- the title of your" book" -- must provide instant recognition and recall, your exterior storefront -- the cover of your "book" -- must project a welcoming, clear and concise image of what' s in-store.

Traffic-stopping storefronts use a thoughtful combination of exterior architecture, signing and window displays to ensure a powerful first impression.

1.3.3.1 Exterior Architecture

A store's exterior look is often referred to as the architecture, and comprises aspects such as building materials, architectural style and detail, colours and textures. A store in a Victorian brownstone building, for example, will exude images associated with the building's architectural era, such as cozy, tastefully cluttered and comfortable.

If your exterior architecture is not projecting the right image, consider painting or re-facing the storefront, adding or removing some architectural elements in keeping with your image, or consulting a designer to totally re-engineer the storefront.

1.3.3.2 The Store Sign

The store sign is a vital element of the storefront, identifying your store and beckoning the customer to take notice and stop. In realizing the value of a strong storefront sign, many retailers are employing new design techniques which include projecting or cantilevering the store sign beyond the lease line, adding motion, or using three-dimensional lettering and unique lighting applications to add depth to the sign.

If your storefront sign is losing the battle for visual dominance among neighboring stores, consider re-painting it or adding more colour, making it bigger and bolder, incorporating your trademark, using new, more contemporary materials to create your sign, and/or adding motion or lighting.

1.3.3.3 Store Windows

A store's exterior windows or glass storefront provide an additional opportunity to reach out and grab the passing customer. Windows are integral in creating a positive impression since they offer an opportunity to begin telling your store's unique merchandise story immediately.

Many retailers underestimate the powerful pull of an effective window, treating the area more as additional stock space than the true image-maker and magnet it can be. This prime real estate should be approached as a showcase for the newest seasonal merchandise dramatized with props and themes in keeping with your store image.

Consider adding motion to your window with animated displays, turntables, fans, video screens or motorized pulleys.

1.3.4 The Store Entrance

The entrance to the store is the division between the outside and inside environments. Mall retailers have an easier chance of luring customers into the store with a wide, open entrance, creating a seamless entry from the mall to the store. ... impulse traffic should try to create an open storefront, either by removing storefront barriers completely or by creating an unobstructed view into the store with a glass frontage.

Street retailers and some mall tenants who require portals due to climate control or a need for intimacy or security, have less opportunity to give customers a tantalizing taste of the interior, therefore have a greater challenge of persuading them through the door. For this retailer, an unobstructed and welcoming doorway combined with a great window display can provide the lure.

All types of store entrances, customer's need to get the impression that they (and their children) will be comfortable and welcome. Obstacle courses, visual clutter and "Do Not" signs on the doors are negative turn-offs that often result in a negative first impression and a lost customer.

1.3.4.1 Multiplying Positive Impressions

Creating a consistent positive impression is important -- particularly so if you have more than one store. Customers should be able to recognize and identify with your store, whether it is in Victoria or Moncton. Even if your multiple locations differ in size, shape, design and even merchandise mix, you can create continuity of image by having common elements throughout the chain. Consider applying the same store trademark to all of your marketing, storefront and in-store applications, extending some common exterior elements to all of your stores and/or using similar props, treatments and themes in your store windows.

1.3.5 By Look or by Hook Getting the Customer In

Within the first few seconds of catching their interest, the customer' s focus moves beyond the store's exterior for a visual scan of the interior while they mull over whether to enter or not. Getting a customer through the door is indeed a victory.

In most instances, customers are either on a mission to make a planned purchase (the Seekers), or are shopping for amusement, entertainment or ideas (the Browsers).

Seekers may plan a trip to your store to make a premeditated purchase or may decide to enter because they are comparison shopping for something specific. For the seeker, a deeper look into the store must reinforce their confidence that the store will have what they are seeking and that they can get in and out easily and quickly.

Browsers are more inclined to enter a store impulsively, drawn by the overall impression that a store has something they should check out. For the browser, a further look into the store must plant a seed of interest and hook them in.

For seekers and browsers, the deeper glance into the store and the resulting decision -- to enter, or not -- is often attributed to the overall store look and a compelling hook.

1.3.5.1 A Visual Look

An inviting entrance is crucial in stopping the customer and establishing a positive first impression, but if the inside store messages create feelings of inconsistency or confusion, all is lost. For example, a clear and well-articulated store entrance that is followed up with a barrage of inconsistent aisle patterns, sloppy merchandising and confusing signs signals to the customer that the exterior image will not be fulfilled on the inside. Truly impressive stores are consistent in all efforts from the storefront right through to the stockroom.

1.3.5.2 A Visual Hook

A visual hook is a call to action that diverts a customer's attention to your store with a "Stop! There's something here for you!" Powerful visual hooks are created by marrying other visual merchandising components for a more memorable first impression. An exciting entrance presentation, an effectively signed promotional offering, a powerful interior display, in-store animation or events all serve as magnets to draw the customer in. Successful hooks ensure that the impressions they project are consistent with the store's overall image.

Well-executed hooks hold tremendous appeal for the customer, compelling hook for one promotion using the sights, sounds and smells of the Orient. Sales associates posted at the entrance offered fortune cookies containing discount coupons to customers. Large colourful posters, banners and Oriental art and props throughout the store windows and interior carried the theme further. Even the air was filled with the subtle sounds of Oriental stringed instruments and lightest whiff of incense.

Just like the above example, many of today's retailers are extending their store hooks into the realm of sensory appeal for a total image package. But to ensure the result is appropriate, you need to understand the psychological effect of sight, sound and smell on the consumers.

1.4 PROFILES OF THE COMPANIES

1.4.1 KANNAN

Kannan is not just another hypermarket. It caters to every need of a family. Where Kannan scores over other stores is its value for money proposition for the Indian customers.

At Kannan, one can get the best products at the best prices – that is what they guarantee. With the ever increasing array of private labels, it has opened the doors into the world of fashion and general merchandise including home furnishings, utensils, crockery, cutlery, sports goods and much more at prices that will surprise you. And this is just the beginning. Kannan plans to add much more to complete the shopping experience. Food is the main shopped for category in this store.

1.4.2 NILGIRIS

Nilgiris, the visionaries in retailing were amongst the first to venture into retail convenience stores. Nilgiris is a well established brand that is synonym with freshness; quality and fair price amongst the Indian populace for over 100 years. Quality and fair price are synonym with Nilgiris. From its humble beginnings in 1905 at Charles Villa in Coonoor - an obscure village in

Confectionary Products, Grocery, General Merchandise, Personal Care Products Etc.

The Cake show conducted during Christmas Eve draws more than forty thousand visitors a day. This gives an insight into the Brand Image and Brand Loyalty that Nilgiris enjoys.

Nilgiris is aggressively working to setup a pan-India network of retail outlets in multiple formats. Shopping environment utilizing state of art technology, a seamless supply chain, a plethora of value-added services to deliver a hitherto unmatched customer experience, is what this initiative is all about.

1.4.3 RELIANCE FRESH

The foundation of Reliance Fresh was laid by Mr. Anil Ambani, Reliance Groups. Being amongst India's biggest business players, the Group crossed yet another milestone with its lifestyle venture – Reliance Fresh.

Today, Reliance Fresh is a household name, known for its superior quality products, services and above all, for providing a complete shopping experience.

With an immense amount of expertise and credibility, Reliance Fresh has become the highest benchmark for the Indian retail industry. In fact, the company's continuing expansion plans aim to help Reliance Fresh meet the challenges of the retail industry in an even better manner than it does today.

Reliance began by operating a chain of department stores under the name "Reliance Fresh" in India. These are complemented by cafe, food, entertainment, personal care and various beauty related services.

1.4.4 LINES OF BUSINESS OF THE ABOVE STORES

⇒ Fruits & Vegetables

⇒ Grocery

⇒ Home Care Products

⇒ Personal Care & Cosmetics

⇒ Stationery's

⇒ Frozen & Dairy Products

1.5 PROBLEM IDENTIFIED FOR THE STUDY

Against this setting the researcher proposes to explore the below issues.

- What is the perception of retail shoppers regarding the store image of select retail outlets dealing with food items?
- What are the strategies adopted by the retail store to project their image?

1.6 NEED FOR THE PROJECT

Retailing is the most active and attractive sector of last decade. While the retailing industry itself has been present since ages in our country, it is only the recent past that is has witnessed so much dynamism. The emergence of retailing in India has more to do with the increased purchasing power of buyers, especially post-liberalization, increase in product variety and increase in economies of scale, with the aid of modern supply and distributions solution. Indian retailing today is at an interesting crossroads. The retail sales are at the highest point in history and new technologies are improving retail productivity. Though there are many opportunities to start a new retail business, retailers are facing numerous challenges.

In this scenario this project will help to identify the strategies to be adopted by the retail store to project their image and also to know the perception of retail shoppers regarding the store image.

1.7 OBJECTIVES OF THE STUDY

- To analysis the demographic profile of the respondent
- To identify the factor influence in the choice of retail store.
- To identify the perception regarding the store image of the selected stores.
- To provide the recommendation based on the findings.

1.8 SCOPE OF THE PROJECT

The scope of the project is limited in one city Tirupur & at three different stores differing in terms of their size & volume of business & the marketing strategies used. The targeted stores for conducting the study are "Kannan", "Nilgiris" & "Reliance Fresh" located in Tirupur.

1.9 EXPECTED DELIVERABLES

The research study will highlight…

- The consumer perception regarding store image of the selected store
- The level of satisfaction of customers in all the three stores
- The above inputs would enable all the three stores to frame strategies to retain & expand customer base.

CHAPTER – II

LITERATURE REVIEW

In a study conducted by **Britta Cornelius, Martin Natter and Corinne Faure (2008)**[1], this study shows that store image is significantly influenced by storefront displays and underlines the importance of choosing an appropriate display whose image is consistent with the intended retail store image. This paper contributes to the theory of retail store image and provides new insights into the effectiveness of storefront displays.

Control in this early stage of research, studying the impact of different types of promotional messages on these displays would be likely to affect the results. It would be of particular interest to study the impact of price versus non-price promotional displays on store image. Second, a logical extension of our research would be to investigate whether storefront displays also affect other relevant store outcomes such as number or frequency of visits, or sales. Finally, our studies bring to the fore the 'front of the store' as an important antecedent of store image; further elements, such as window decoration and arrangement, and possibly even building design and lighting, are also likely to affect store image. So far, marketing researchers have mostly concentrated on the inside of a store; we hope that this research will trigger more contributions focusing on the outside of the store.[1]

In a study conducted by **Subhashini Kaul (2006)**[2] data for the study was collected examining the profile of customers of two Chicago based retailers. The findings of the study shows Store images are stored as schemas in the mind of a person, so to this extent, the image is more than just a summation of the perception. From the element based perspective, store image is defined based on the way Lindquist conceptualized it. It is the overall attitude to the store derived from opinions that a consumer holds of the various store element dimensions that are tied together using a structure of some sort. The structure combining the individual perceptions to form the store overall image is cognitive using either systematic processing or some sort of

[1]Britta Cornelius, Martin Natter and Corinne Faure on "How Storefront Displays Influence Retail Store Image" (2008) Britta Cornelius is Research Assistant at Strothoff Chair of Retailing, University of

heuristic. Store image formation then is learned phenomena based on past experiences with the store elements evaluated cognitively.

Store image has been defined and operationalized in a myriad ways. Martineau, 1958 was among the first to link store image or what he called as personality of the store, to the image that a shopper has of oneself. Martineau suggested that a shopper is unable to differentiate based only on price amongst various grocery stores and would tend to shop at that store which is congruent with the self image. "The shopper seeks the store whose image is most congruent with the image she has of herself. Some stores may intimidate her; others may seem beneath her. A store may be acceptable for one type of goods and not for others." (pg 48) Martineau defined the "store personality or image--- the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes." (pg 47) Examining the profile of customers of two Chicago based retailers, Martineau found that the shopper profiles were distinct in terms of social classes (income classes) though the retailer was unaware of this profile difference amongst his customers and believed the store had appeal for all classes. Martineau in his article lists the functional attributes as including aspects like location, price ranges and merchandise selection and illustrates the psychological attributes that contribute to creation of the store image: Layout and architecture of the store, Symbols (emblems) and colours, Advertising and the store Sales Personnel. It is often quoted that these are the four elements that Martineau gave as comprising store image. For example Doyle and Fenwick, 1974-75 (pg 40) say 'he (Martineau) went on to describe four elements of image' To give another example Hansen and Deutscher, 1977-78 "...he (Martineau) suggested four ingredients of a store's personality..." But a careful reading of Martineau's article indicates that these were intended as illustrative of only the psychological aspects (and not a comprehensive listing either) rather than a store image components listing combining functional and psychological.[2]

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[2]Subhashini Kaul Identities and Store Image Formation: "A Study of Retail Consumer Store Choice Behavior Store" (2006) Doctoral Student (Marketing) Indian Institute of Management Ahmedabad

Based on the study conducted by **Tino Bech-Larsen & Lars Esbjerg (2000)**[3] it can be explained that the increased competition between self-service chains, retail managers to an increasing degree try to strengthen store identity and customer loyalty. Based on a broad range of consumer choice and environmental psychology theories, this article discusses a number of reasons why the fruit and vegetable department can be one of the keys to differentiating retail chains and creating positive store image. The finding of the empirical studies (a focus group and a survey), which explore customer-perceived quality dimensions of the fruit and vegetable department and the extent to which these dimensions influence customer attitudes towards the fruit and vegetable department and store image in general.[3]

In a study conducted by **Sasser et al (1998)**[4] coined the term "service concept to describe the bundle of elements packaged as a service for sale to the customer. Key service elements include: core attributes that define the basic service provided; peripheral physical attributes, those features and amenities that are bundled with the core service attributes; and, interactional attributes that define how employees interact with customers in the service delivery process (Booms and Bitner 1981). Overall customer satisfaction is a function of satisfaction with these service attributes (Oliver 1997), and the importance of each attribute is defined by the degree to which changes in attribute performance are accompanied by changes in the overall evaluation (Anderson and Mittal 2000).[4]

In a study conducted by **Mridula S. Mishra (2004)**[5] the choice of format the consumer has when he or she decides to buy a particular product. The paper also describes the development of organized retail in the future, focusing on aspects with potential effect on purchasing behavior among the consumers. This study was conducted in seven major cities of India, more precisely in Delhi, Chennai, Kolkata, Hyderabad, Bhubaneswar and Mumbai, Ahmedabad known for being commercially active in retail. This section of the research focuses on consumers expectations from the retailers. Three

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[3]Tino Bech-Larsen & Lars Esbjerg "A Study of Customer Perceptions of the Fruit and Vegetable Department's Influence on Store Image" (2000) Marketing Researcher, London.

questions were formulated in order to capture the overall purpose or objective of this section of the research.

The finding shows in most households (84.2%), women are mainly responsible for the shopping. The majority of respondents (50.4%) have a considerably good educational level (mainly with only 15 years of studies — (40.7%) over 35 years old. Most respondents are married (80.23%), belonging to households of more than four elements (54.3%), with a family income in which several members contribute to the household income. Given the fact that was not possible to directly obtain any data about the income. Most part of the respondents (62.3%) frequently make their purchases in supermarkets and malls, although it was also found that there is a high percentage of consumers that buy in specialized food stores (78.3%), and groceries/mini markets (33.1%). These results emphasize the tendency that there is the coexistence of several retailing formats. Malls and Supermarkets, in the same way, the kind of commercial space in which, clearly, most people enjoy purchasing (62.3%), which leads to the conclusion that buying in this type of store has, in a way, an element of pleasure in it.[5]

The finding of the study conducted by **Gaurav Rawal (2006)**[6] explained that in India, some empirical studies provide important information about consumer behavior and its responses to the development of organized retail. Economical and social changes are major contributors for a growing fragmentation of consumers into multiple segments with different values and buying priorities. Consumers have become more pragmatic, educated and demanding, learning how to manage money and time more efficiently. The focus on low prices was gradually replaced by a value for money perspective. The study developed by ETIG (Economic Times Intelligence Group, 2002) confirms these tendencies. Concerning food, the most important attribute mentioned was quality, followed by price. Indian consumer has different reasons for preferring different store 9 formats, either modern or traditional; Sen (2000) confirms this in the study undertaken in Indian context. He confirms that in the case of hypermarkets, the main motives for preferences, in decreasing order are low prices, the possibility of buying everything in the same place and the general appearance of the store. Several investigations emphasize the possible coexistence of different store formats (Chandrasekhar, 2001) and others point out the relationship between the type of store and the type of products (Sen, 2000; Bhatnagar, 2002). These studies show that, while specialized and traditional stores are preferred for fresh products, hypermarkets are preferred for shopping in general, and also for frozen food, groceries and beverages. The purchase of perishables in hypermarkets is reduced.[6]

In a study conducted by **Ugur Yavas (2001)**[7] a review of the customer loyalty literature reveals three major shortcomings. First, the bulk of the studies primarily focus on the concept of loyalty for tangible goods at the brand level [1]. Second, studies at the firm level focus on price and store environment in the formation of customer loyalty. Simultaneous examination of the two critical dimensions of perceived quality (merchandise quality and interaction quality) as antecedents of customer loyalty (e.g., loyalty to a store) lags behind [4]. Third, the extant literature suggests that customer loyalty is composed of a) customers' cognitive evaluations of a brand (store) relative to other brands/stores in a relevant set, b) affective preferences manifesting themselves through favorable emotions and feelings of satisfaction towards a brand/store, c) co native or behavioral intentions (e.g., continued patronage, recommendation), and finally d) actual purchase behavior [5]. Despite the recognition that the cognitive-affective-co native-action phases each represent a certain type and strength of loyalty in progression, current research primarily focuses on affective and co native loyalty and their measures. There is a paucity of research studies using all four phases of loyalty [2] [3]. Perhaps more importantly, actual purchase behavior (e.g., share of wallet), which is the most critical loyalty metric, is largely ignored. This study partially fills in the voids in the literature and examines the relative efficacies of merchandise quality, interaction quality, price, and store environment on satisfaction, two co native loyalty measures (continued patronage and recommendation intentions), and share of wallet.

The results altogether suggest that interaction quality is perhaps the most effective predictor of customer loyalty and also show that, for the most part, the

Frankfurt

predictors of various loyalty measures converge. In other words, the factors that emerged as the most influential in explaining one loyalty measure were mostly the same for the other measures. An interesting finding of the study pertains to the price variable. Although a significant predictor of loyalty in all the models we ran, price is not a critical determinant of loyalty. This can perhaps be attributed to the current retailing practice of matching competitors' prices (even offering discounts). Thus, customers may very well feel that the competitor retailers are about the same in terms of the prices of their offerings. Hence, they do not rely on price in making their decisions. The foremost implication surfacing from our study's findings is that to reinforce loyalty among its customers, the focal retailer should invest in programs to train its employees not only in product knowledge but also in interpersonal skills. Also, the retailer should consider interpersonal skills and emotional expressiveness as critical criteria in recruiting frontline employees.[7]

In a study conducted by **Rajesh Rajaguru and Margaret J Matanda (2005)**[8] Customer loyalties is customer's intention to purchase a specific product or services in future repeatedly (Jones and Sasser, 1995). Customer loyalty is defined as an interaction between customers' relative attitude towards a brand or store, and their repeated purchase behavior towards that brand or store (Dick and Basu, 1994). According to Rhee and Bell (2002), customer loyalty is an important indicator of store health. Customers can have long-term or short-term loyalty (Chang and Tu, 2005). Long-term loyal customers not easily change their store and product choice. In contrast, short-term loyal customers switch when they find a better alternative. In this study, store loyalty is measured using parameters such as consumers' willingness and intention to purchase in future and, their choice behavior. Store Attributes: Considerable research has been directed towards store attributes and customer loyalty in western countries (Carpenter and Moore, 2006). However, limited attention has been paid to this issue in developing countries. Consumers' perception of store attributes influenced by retail formats, type of products, cultural value, shopping intention and customer base (Paulins and Geistfeld, 2003). Bearden (1977) states that store atmosphere, location, parking facilities, and friendliness of store people are the salient factors that influence consumer store

[7]Ugur Yavas on "Correlated of Retail Store Loyalty: "An Empirical Study" (2007) Corinne Faure is

patronage. As a result store attributes such as service offering, activities, facilities and convenience have major influence on customer satisfaction and loyalty (Chang and Tu, 2005). Product Attributes: Consumer preferences of product attributes vary according to product nature and socioeconomic nature of consumer (Uusitalo, 2001). Product attributes are often continuous in nature (Vishwanathan and Childers, 1999). The attributes model proposed by Gwin and Gwin (2003) posits that consumer choice is based on maximizing utility from the product attributes subject to budget constraints. Choice theory suggests that, consumers' decision making process depends on certain basic product attributes (Vishwanathan and Childers, 1999). The basic product attributes used in previous studies are quality, price, variety, assortment and value of the products (Gwin and Gwin, 2003).

The present study suggests that store and product attributes determine customer loyalty. Store appearance is not a critical determinant of customer loyalty and product price negatively impact customer loyalty. In conclusion, Indian consumers are more concern about service quality, store convenience, product quality and availability of new products. Thus, the study provides some insights on factors that could be important in managing customer loyalty. First, retail managers need to enhance product quality and store convenience to improve customer loyalty. Second, retail managers must assure quality and availability of new products to enhance customer loyalty.[8]

The finding of the study conducted by **Sanjeev Tirupathi (2008)**[9] Store choice has been a subject of wide research and has been studied from various perspectives. The store choice behaviour of shoppers has been found to be quite similar to the brand choice behaviour of the consumers, with a difference being the incorporation of the spatial dimension in store choice (Sinha and Banerjee, 2004). Therefore, while brand choice is independent of the location aspect, and is not affected by it, the store choice is very much influenced by location (Fotheringham, 1988; Meyer and Eagle, 1982). One view, in the store choice literature gives primacy to the store location and believes that the consumers are influenced by the travel costs of shopping (Brown 1989; Craig, Ghosh, and Mc Lafferty 1984; Huff 1964) and store location therefore plays an

[8]Rajesh Rajaguru and Margaret J Matanda on "Consumer Perception of Store and Product Attributes and its Effect on Customer Loyalty within the Indian Retail Sector" (2005) Edward W. McLaughlin, Cornell

important role in the store choice. A number of studies, have considered, and pointed out the primacy of store location (Arnold, Oum and Tigert, 1983; Freymann, 2002) in store choice.

Another view in store choice literature focuses on the store attributes. Price is one of the easily noticeable attributes and considerable work exists (Bell, Ho and Tang, 2001; Freymann, 2002; Arnold, Oum and Tigert, 1983), on how, the price of store offerings, affects the store choice. The role of store atmospherics, store ambience and store environment has also been studied as a part of store attributes. A number of studies (Kotler, 1973; Baker, Grewal and Levy, 1992) have studied these and found important relation with consumer store choice. Then there are studies which look at how store environment cues influence consumers' store choice decision criteria, such as perceived merchandise value and shopping experience (Baker, Parasuraman, Grewal, and Voss, 2002). Store choice, has also been studied, taking the store image (Martineau, 1958) into account and has been found to affect store choice. [9]

CHAPTER – III

RESEARCH METHODOLOGY

Research is the process of systematic and in – depth study in search of any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data. It is a careful search of inquiry into any subject matter, which is an endeavor to discover or find out valuable facts which would be useful for further application or utilization.

Marketing role has got a vital role in decision making process by making available the right information, at the right time in the right place and to the right persons who involve in decision making. Thus it is basic tool of marketing management in decision making.

3.1 RESEARCH DESIGN:

A "research design" is the specification of methods & procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or frame work of the project that stipulates what information is to be collected from which source & by what procedures.

3.2 TYPE OF PROJECT:

This project is of descriptive type which analyses the existing facts with the quantitative data. The study involves designing questionnaire, data collection from target respondents, processing, analyzing and arriving at conclusions.

3.3 TARGET RESPONDENTS:

The Target respondents are shoppers visiting the three organized retail stores located in Tirupur. viz. Kannan, Nilgiris & Reliance Fresh.

3.3.1 Assumptions:

It is assumed that the image of the store will have its impact on sales, frequency of visit, volume of purchase etc. even though located in the

3.3.2 Constraints:

All the customers will not be expressing what they actually feel.

There is time constraints involved in deciding the number of samples.

3.3.3 Limitations:

Due to time constraints, the collection of data is limited to three organized retail stores located in Tirupur only.

3.4 SAMPLING METHOD:

The Sampling techniques used are Quota Sampling. All the consumers using all the three retail stores in Tirupur represent the population. 150 consumers of all the three retail stores are taken the sample size.

To gather the required information's well defined questionnaire is circulated among 50 customers visiting each store. Both primary and secondary data will be used.

3.5 TOOLS FOR ANALYSIS:

Multivariate statistical techniques were used to analyze the data collected with the help of a structured questionnaire. The study uses the following tools for analysis.

⇒ Percentage Analysis

CHAPTER – IV

DATA ANALYSIS AND INTERPRETATION

4.1 DEMOGRAPHIC PROFILE

A demographic profile is respondents Age, Gender, Marital Status, Education, Occupation, No. of Family Members, No. of Earning Members and Family Income on at present in this section.

4.1.1 Distribution of respondents on the basis of age

Age Group	Number of Respondents	Percentage
Below 20 years	23	15.4
21-30 years	47	31.3
31-40 years	51	34
41-50 years	20	13.3
Above 50 years	9	6
Total	150	100.0

The above table shows that most of the respondents (34%) are in the age group 31-40 years, followed by 31.3% respondents in the age group 21-30 years, 15.4% of the respondents in the age group below 20 years, 13.3% of the respondents in the age group 41-50 years and only 6% of the respondents in the age group above 50 years.

4.1.2 Distribution of respondents on the basis of gender

Gender	Number of Respondents	Percentage
Male	38	25.3
Female	112	74.7
Total	150	100.0

From the above table, of the 150 respondents who answered the questionnaire, 112 were female. This accounts for 74.7% of the respondents, almost 3/4 of the population under study.

Of the 150 respondents who answered the questionnaire, the rest 38 were male.

and the subsequent tabulation that the number of female respondents was higher than that of the male respondents in the population under study.

4.1.3 Distribution of respondents on the basis of marital status

Marital Status	Number of Respondents	Percentage
Married	119	79.3
Unmarried	31	20.7
Total	150	100.0

The above table shows that majority of the respondents (79.3%) are in the married category and only 20.7% of the respondents are in the unmarried category.

4.1.4 Distribution of respondents on the basis of qualification

Qualification	Number of Respondents	Percentage
School Level	41	27.3
College Level	65	43.3
Professional	19	12.7
Others	16	10.7
No formal education	9	6
Total	150	100.0

The above table indicates that qualification of most respondents (43.5%) is college level, & the qualification of least number (8 %) of respondents is others.

4.1.5 Distribution of respondents based on occupation

Occupation	Number of Respondents	Percentage
Business	38	25.3
Employed	64	42.7
House Wife	35	23.3
Student	13	8.7
Total	150	100.0

The above table shows that most of the respondents (42.7%) are in the employed, followed by 25.3% respondents in the business, 23.3% of the respondents in the house wife only 8.7% of the respondents in the students.

4.1.6 Distribution of respondents based on number of family member

No. of Family Members	Number of Respondents	Percentage
Below 3	38	25.3%
3 – 6	104	69.3%
Above 6	8	5.4%
Total	150	100%

The above table shows that most of the respondents (69.3%) are in the category of three to six in the family whereas low (5.4%) response is from the category of family members above six.

4.1.7 Distribution of respondents based on number of earning members

Number of Earning Members	Number of Respondents	Percentage
One	42	28%
Two	96	64%
Three	9	6%
Above Three	3	2%
Total	150	100%

The table (4.1.7) indicates that the number of earning members in 64% of the respondents' two in family, 28% of the respondents' one is family, 6% of the respondents' three in family, 2% of the respondents' family is above three.

4.1.8 Distribution of respondents based on family income

Family Monthly Income	Number of Respondents	Percentage
Below 10000	7	4.6%
10001-20000	45	30%
20001-30000	67	44.7%
Above 30,000	31	20.7%
Total	150	100%

From the above table, it is understood that the family income of 44.7% of the respondents fall in the range of 20001-30000, 30% of the respondents fall in the range of 10001 - 20000, 20.7% of the respondents fall above 30000, and 4.6% of the respondents fall in the range of below 10000.

4.2 SHOPPING BEHAVIOUR

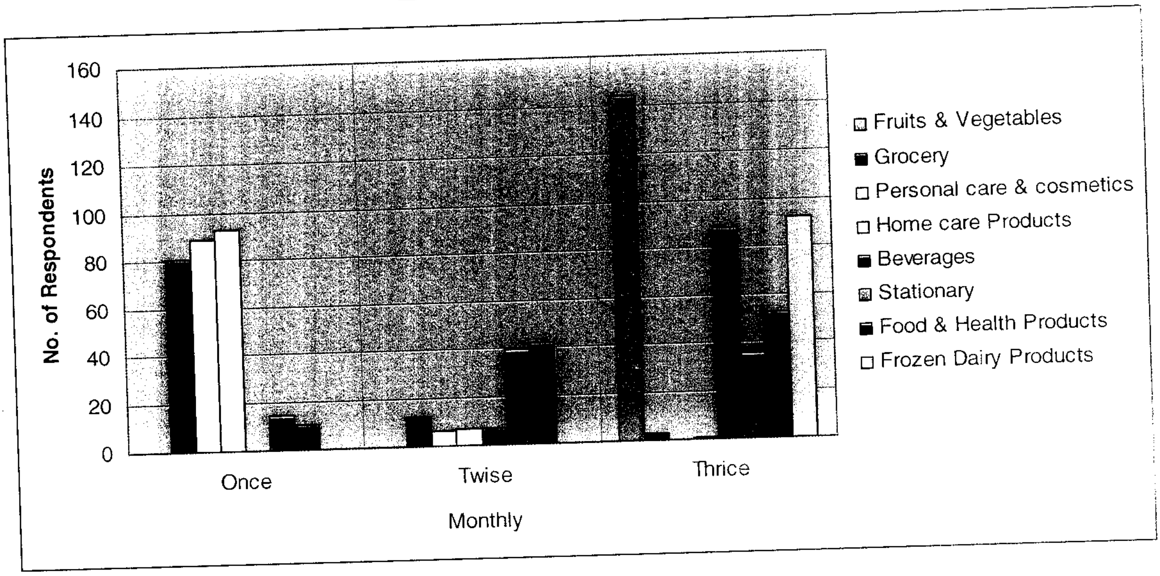
4.2.1 Frequency of purchase:

4.2.1.1 Frequency of Purchase in Kannan

Product	Kannan - Monthly		
	Once	Twice	Thrice
	No. of Respondents	No. of Respondents	No. of Respondents
Fruits & Vegetables			144
Grocery	81	12	3
Personal care & cosmetics	89	6	
Home care Products	93	7	1
Beverages		7	88
Stationary	14	39	35
Food & Health Products	10	42	52
Frozen Dairy Products			92

From the above table 4.2.1 Shows, Most of the respondents like to purchase the fruits and vegetables, Beverages and Frozen Dairy Products thrice in a month. Grocery, Personnel care, Cosmetics and Home care products has been made in mostly once in a month. Stationary are mostly like to purchase in monthly twice.

4.2.1.1.1 Frequency of Purchase in Kannan

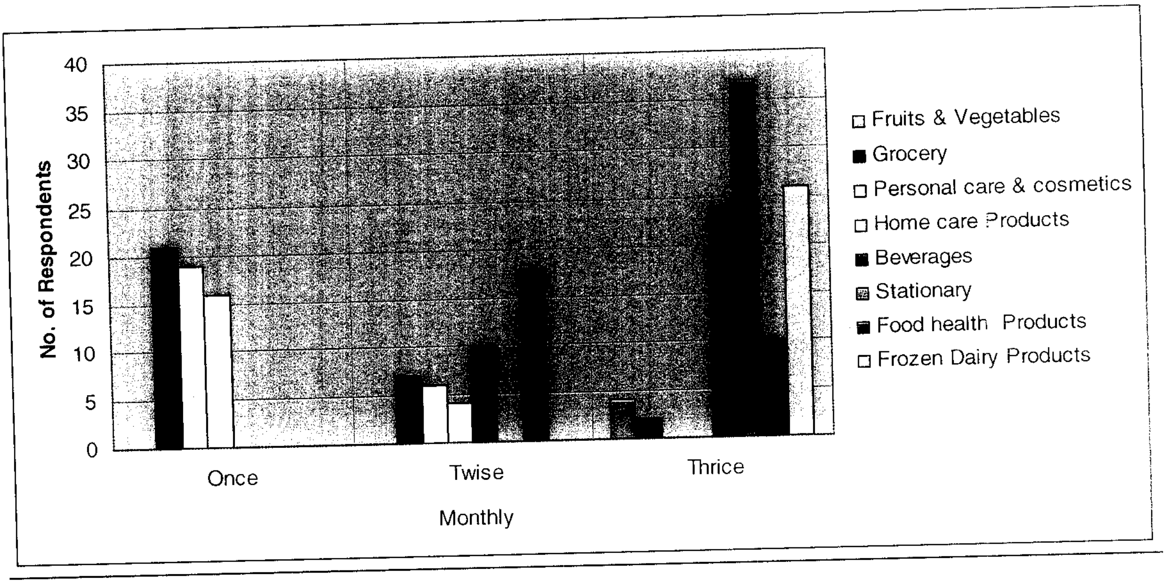


4.2.1.2 Frequency of Purchase in Nilgiris

Product	Nilgiris – Monthly		
	Once	Twice	Thrice
	No. of Respondents	No. of Respondents	No. of Respondents
Fruits & Vegetables			4
Grocery	21	7	2
Personal care & cosmetics	19	6	
Home care Products	16	4	
Beverages		10	24
Stationary			37
Food health Products		18	10
Frozen Dairy Products			26

From the above table shows; Most of the respondents like to purchase the fruits and vegetables, Beverages, stationary and Frozen Dairy Products thrice in a month. Grocery, Personnel care, Cosmetics and Home care products has been made in mostly

4.2.1.2.1 Frequency of Purchase in Nilgiris

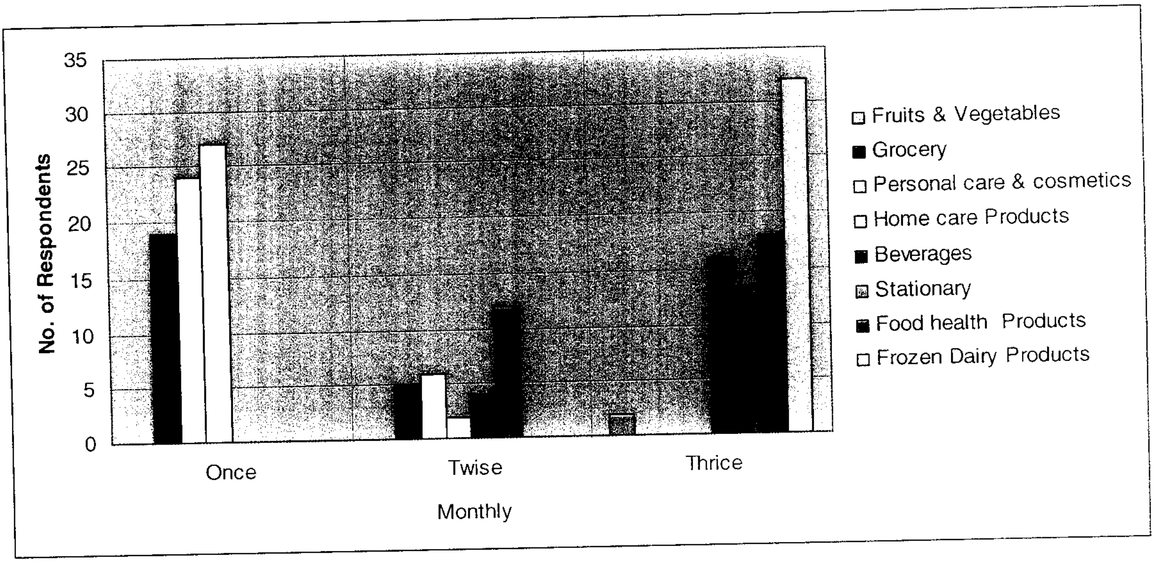


4.2.1.3 Frequency of Purchase in Reliance Fresh

Product	Reliance Fresh – Monthly		
	Once	Twice	Thrice
	No. of Respondents	No. of Respondents	No. of Respondents
Fruits & Vegetables			2
Grocery	19	5	
Personal care & cosmetics	24	6	
Home care Products	27	2	
Beverages		4	16
Stationary		12	13
Food health Products			18
Frozen Dairy Products			32

From the above shows, Fruits & Vegetables, Beverages, Stationary, Food health products and Frozen Dairy products are made in thrice or above three times in a month. Most of the respondents like to purchase Grocery, Personnal care & cosmetics and Home care products in monthly once.

4.2.1.3.1 Frequency of Purchase in Reliance Fresh

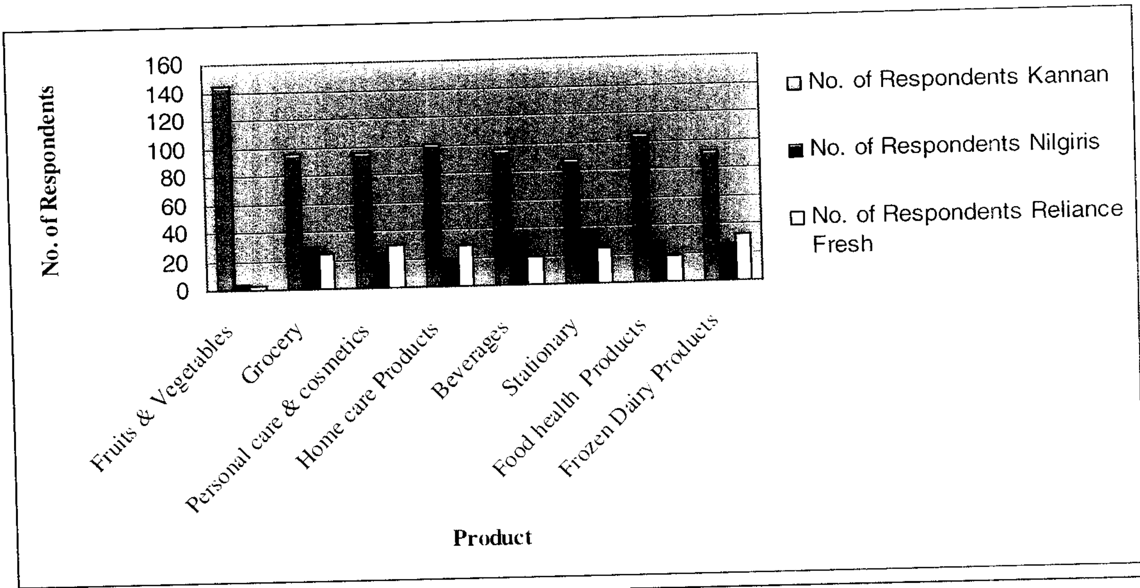


4.2.1.4 Product Vs Store Preferred

Product	No. of Respondents			
	Kannan	Nilgiris	Reliance Fresh	Total
Fruits & Vegetables	144	4	2	150
Grocery	96	30	24	150
Personal care & cosmetics	95	25	30	150
Home care Products	101	20	29	150
Beverages	96	34	20	150
Stationary	88	37	25	150
Food health Products	104	28	18	150
Frozen Dairy Products	92	26	32	150

The above table indicates, most (68%) of the respondents preferred to purchase in Kannan. 17% respondents Nilgiris and 15% respondents in reliance fresh.

4.2.1.4.1 Product Vs Store Preferred



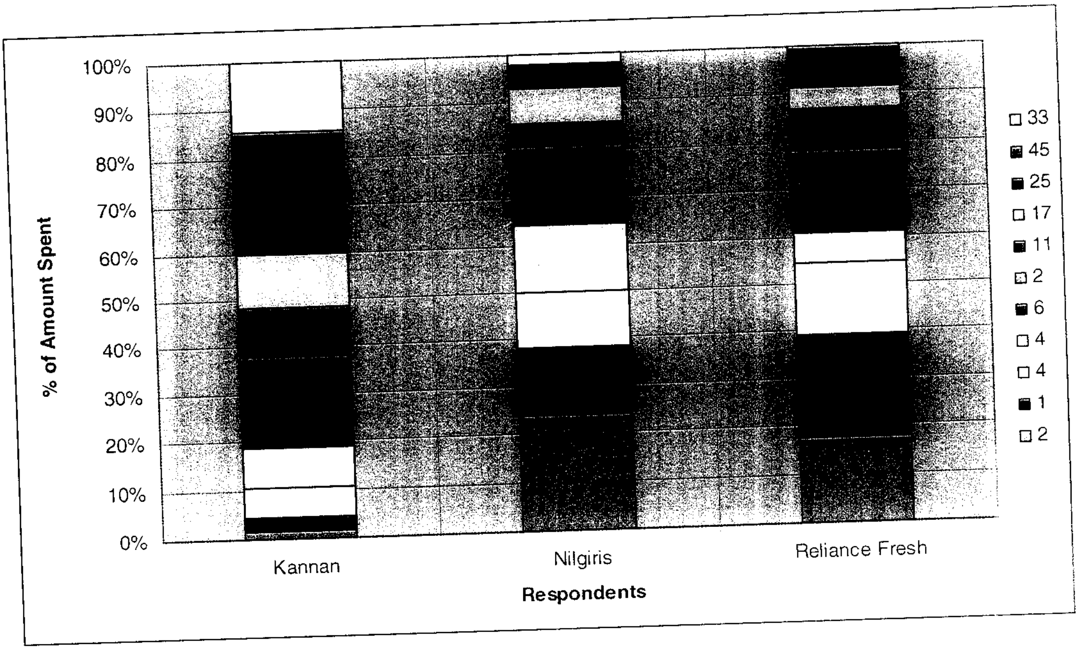
4.2.2 Amount Spent

4.2.2.1 Amount Spent per month

No. of Respondents	Percentage of Amount Spent		
	Kannan	Nilgiris	Reliance Fresh
2	10	50	40
1	20	30	50
4	40	25	35
4	55	30	15
6	60	15	25
2	65	20	15
11	70	10	20
17	75	15	10
25	80	10	10
45	90	0	10
33	95	5	0

It is inferred from the above table majority of the customers do there monthly purchase in the ratio 90% in kannan and 10% in reliance fresh.

4.2.2.1.1 Amount Spent per month



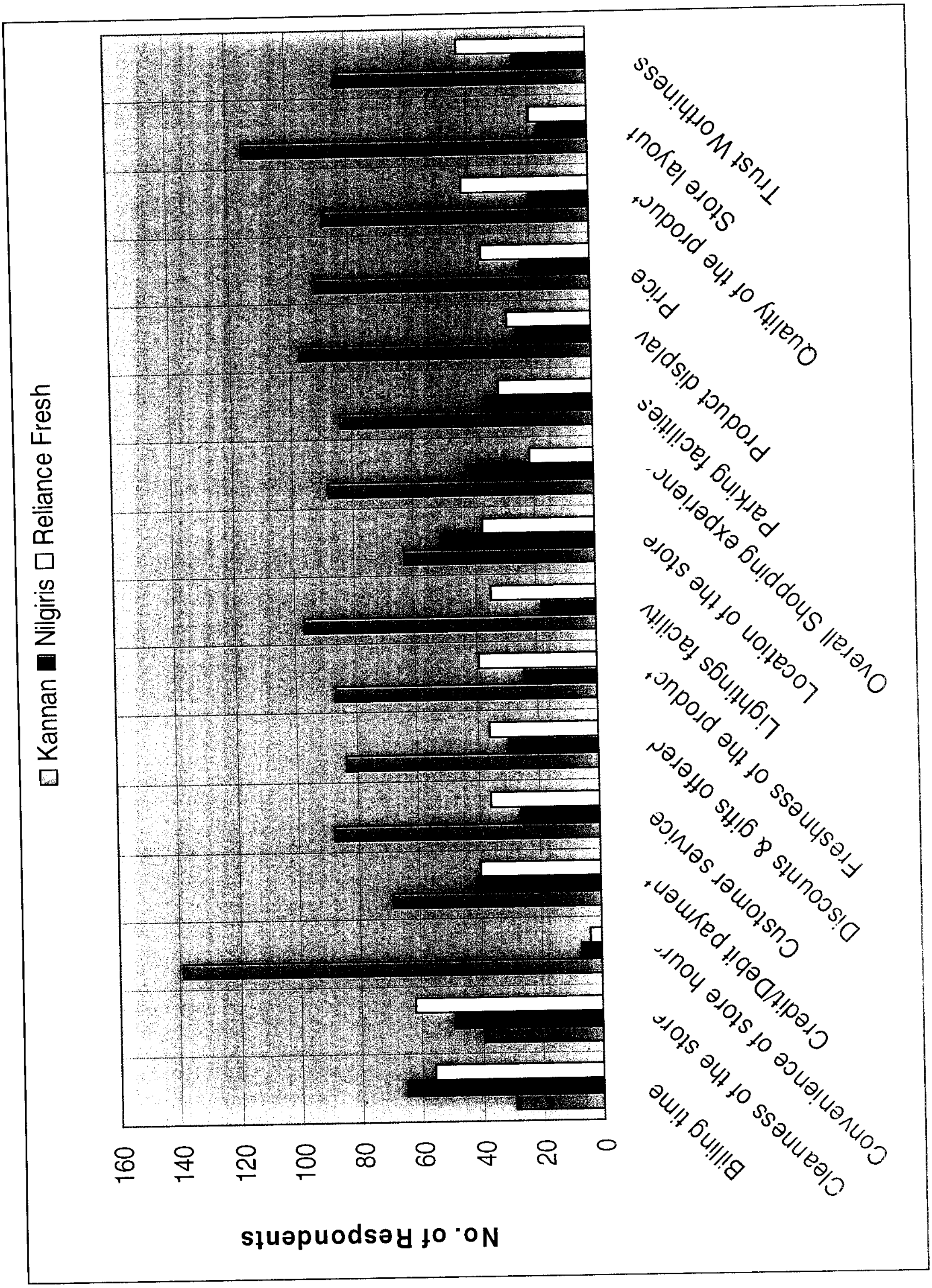
4.3 CUSTOMER PERCEPTION REGARDING THE STORE IMAGE

Attributes	Kannan		Nilgiris		Reliance Fresh	
	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%
Billing time	29	19.33	65	43.33	56	37.33
Cleanness of the store	74	49.33	37	24.67	39	26
Convenience of store hours	139	92.5	7	4.67	4	2.83
Credit/Debit payment	69	46	41	27.33	40	26.67
Customer service	88	58.67	26	17.33	36	24
Discounts & gifts offered	84	56	36	24	38	25.33
Freshness of the product	87	58	24	16	39	26
Lightings facility	97	64.67	18	12	35	23.33
Location of the store	63	42	50	33.33	37	24.67
Overall Shopping experience	88	58.67	41	27.33	21	14
Parking facilities	84	56	35	23.33	31	20.67
Product display	97	64.67	25	16.67	28	18.67
Price	91	60.67	23	15.33	36	24
Quality of the product	88	58.67	20	13.33	42	28
Store layout	115	76.67	16	10.67	19	12.67
Trust Worthiness	83	55.33	24	16	43	28.67

From the table (4.3) it is understood that majority of the customers 76.6% prefer

... in case of nilgiris 43.3% and reliance fresh 37.3%

4.3.1 Customer perception regarding the store image



4.4 LEVEL OF SATISFACTION

4.4.1 Satisfaction level in Kannan

Attributes	HS		S		N		DS		HDS	
	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%
Adequacy of the Sales Assistance	24	16.0	73	48.7	31	20.7	13	8.7	9	6.
Attending Compliant	7	4.7	34	22.7	78	52.0	27	18.0	4	2.
Availability of Product in Different Quantity	66	44.0	43	28.7	21	14.0	12	8.0	8	5.
Brand Choice	78	52.0	44	29.3	18	12.0	7	4.7	3	2.
Billing Time	9	6.0	19	12.7	24	16.0	41	27.3	57	38
Carry Bag Offered	104	69.3	26	17.3	18	12.0	2	1.3	0	0.
Cleanness of the Store	35	23.3	67	44.7	30	20.0	15	10.0	3	2.
Convenient Store Hour	97	64.7	45	30.0	7	4.7	1	0.7	0	0.
Credit / Debit Card Facility	133	88.7	17	11.3	0	0.0	0	0.0	0	0
Crowd in the Store (Store Traffic)	36	24.0	27	18.0	65	43.3	18	12.0	4	2
Delivery in Your Vehicle	112	74.7	30	20.0	8	5.3	0	0.0	0	0
Discount & Special Offers	95	63.3	36	24.0	18	12.0	0	0.0	1	0
Door Delivery	0	0.0	0	0.0	0	0.0	67	44.7	83	55
Employee Behaviour	38	25.3	65	43.3	28	18.7	11	7.3	8	5
Employee Knowledge of Variety	26	17.3	45	30.0	67	44.7	8	5.3	4	2
Facility to Deposit	126	84.0	18	12.0	6	4.0	0	0.0	0	0
Freshness of the Product	34	22.7	78	52.0	26	17.3	9	6.0	3	2
Friendliness of the Sales Assistance	46	30.7	67	44.7	17	11.3	10	6.7	10	6
Lightings Facility	67	44.7	49	32.7	29	19.3	4	2.7	1	0
Location Convenience	65	43.3	58	38.7	6	4.0	9	6.0	12	8
Parking Facility	141	94.0	9	6.0	0	0.0	0	0.0	0	0
Price	97	64.7	33	22.0	12	8.0	7	4.7	1	0
Product Display	38	25.3	67	44.7	18	12.0	19	12.7	8	5
Quality of the Product	21	14.0	45	30.0	68	45.3	7	4.7	9	6

Reception at the Entrance	104	69.3	39	26.0	7	4.7	0	0.0	0	0.
Special Discount for Regular Customers	6	4.0	25	16.7	35	23.3	45	30.0	39	26
Shopping Space	99	66.0	37	24.7	12	8.0	2	1.3	0	0.
Trustworthiness	76	50.7	59	39.3	9	6.0	4	2.7	2	1.
Variety of the Product	91	60.7	43	28.7	12	8.0	3	2.0	1	0.
Window Display	78	52.0	54	36.0	8	5.3	6	4.0	4	2

The above table shows that the satisfaction level of customers in kannan is high in price, parking , shopping space, reception and availability of all products, whereas they are highly dissatisfied in billing time & customer consideration

4.4.2 Satisfaction level in Nilgiris

Attributes	HS		S		N		DS		HDS	
	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	%	No. of Resp	
Adequacy of the Sales Assistance	24	16.0	73	48.7	31	20.7	13	8.7	9	
Attending Compliant	36	24.0	27	18.0	65	43.3	18	12.0	4	
Availability of Product in Different Quantity	29	19.7	31	21.1	30	20.4	47	32.0	10	
Brand Choice	65	43.3	27	18.0	36	24.4	18	12.0	4	
Billing Time	38	25.3	65	43.3	28	18.7	11	7.3	8	
Carry Bag Offered	110	73.3	31	20.7	4	2.7	3	2.0	2	
Cleanness of the Store	35	23.3	67	44.7	30	20.0	15	10.0	3	
Convenient Store Hour	21	14.0	34	22.7	16	10.7	65	43.3	14	
Credit / Debit Card Facility	121	80.7	29	19.3	0	0.0	0	0.0	0	
Crowd in the Store (Store Traffic)	38	25.3	67	44.7	18	12.0	19	12.7	8	
Delivery in Your Vehicle	104	69.3	36	24.0	10	6.7	0	0.0	0	
Discount & Special Offers	12	8.0	33	22.0	18	12.0	38	25.3	49	
Door Delivery	0	0.0	0	0.0	0	0.0	40	26.7	110	

Employee Knowledge of Variety	26	17.3	45	30.0	67	44.7	8	5.3	4	2.
Facility to Deposit	45	30.0	36	24.0	67	44.7	2	1.3	0	0.
Freshness of the Product	36	24.0	34	22.7	58	38.7	12	8.0	10	6.
Friendliness of the Sales Assistance	35	23.2	67	44.4	30	19.9	15	9.9	4	2.
Lightings Facility	36	24.2	54	36.2	37	24.8	13	8.7	9	6
Location Convenience	9	6.0	36	24.0	8	5.3	65	43.3	32	21
Parking Facility	0	0.0	0	0.0	12	8.0	61	40.7	77	51
Price	33	22	45	30	20	13	21	14	31	20
Product Display	32	21.3	73	48.7	18	12.0	19	12.7	8	5
Quality of the Product	58	38.7	34	22.7	36	24.0	12	8.0	10	6
Quick Response	45	30.0	68	45.3	21	14	7	4.7	9	6
Reception at the Entrance	38	25.3	67	44.7	18	12.0	19	12.7	8	5
Special Discount for Regular Customers	0	0.0	12	8.0	36	24.0	54	36.0	48	3
Shopping Space	12	8.0	16	10.7	9	6.0	87	58.0	26	1
Trustworthiness	87	58.0	43	28.7	13	8.7	2	1.3	5	[illegible]
Variety of the Product	35	23.3	67	44.7	30	20.0	15	10.0	3	[illegible]
Window Display	13	8.7	34	22.7	12	8.0	67	44.7	24	1

The above table shows that the satisfaction level of customers in nilgiris is high in trustworthiness, quality of the product and quick response, whereas they are highly dissatisfied in parking, price, window display, shopping space, store hours and discount & special offers.

4.4.3 Satisfaction level in Reliance Fresh

Attributes	HS		S		N		DS		HDS	
	No. of Resp	**%**	**No. of Resp**	**%**	**No. of Resp**	**%**	**No. of Resp**	**%**	**No. of Resp**	
Adequacy of the Sales Assistance	104	69.3	36	24.0	10	6.7	0	0.0	0	
Attending Compliant	97	64.7	33	22.0	12	8.0	7	4.7	1	
Availability of Product in Different Quantity	34	22.7	36	24.0	67	44.7	7	4.7	6	
Brand Choice	36	24.0	27	18.0	65	43.3	18	12.0	4	

Carry Bag Offered	99	66.0	37	24.7	9	6.0	2	1.3	3	2.0
Cleanness of the Store	35	23.3	67	44.7	30	20.0	15	10.0	3	2.0
Convenient Store Hour	38	25.3	67	44.7	18	12.0	19	12.7	8	5.
Credit / Debit Card Facility	101	67.3	34	22.7	15	10.0	0	0.0	0	0.
Crowd in the Store (Store Traffic)	38	25.3	67	44.7	18	12.0	19	12.7	8	5.
Delivery in Your Vehicle	84	56.0	47	31.3	14	9.3	5	3.3	0	0.
Discount & Special Offers	26	17.3	45	30.0	67	44.7	8	5.3	4	2.
Door Delivery	0	0.0	0	0.0	0	0.0	57	38.0	93	62
Employee Behaviour	110	73.3	31	20.7	4	2.7	3	2.0	2	1.
Employee Knowledge of Variety	67	44.7	45	30.0	25	16.7	8	5.3	5	3.
Facility to Deposit	45	30.0	36	24.0	67	44.7	2	1.3	0	0
Freshness of the Product	36	24.0	34	22.7	58	38.7	12	8.0	10	6
Friendliness of the Sales Assistance	35	23.2	67	44.4	30	19.9	15	9.9	4	2
Lightings Facility	37	24.7	38	25.3	53	35.3	13	8.7	9	6
Location Convenience	36	24.0	65	43.3	10	6.7	23	15.3	16	1
Parking Facility	36	24.0	71	47.3	16	10.7	24	16.0	3	2
Price	97	64.7	33	22.0	12	8.0	7	4.7	1	0
Product Display	35	23.3	67	44.7	30	20.0	15	10.0	3	2
Quality of the Product	112	74.7	32	21.3	6	4.0	0	0.0	0	0
Quick Response	45	30.0	68	45.3	19	12.7	11	7.3	7	4
Reception at the Entrance	23	15.3	78	52.0	16	10.7	21	14.0	12	8
Special Discount for Regular Customers	0	0.0	14	9.3	25	16.7	45	30.0	66	4
Shopping Space	35	23.3	67	44.7	30	20.0	15	10.0	3	
Trustworthiness	80	53.3	43	28.7	12	8.0	8	5.3	7	
Variety of the Product	35	23.3	78	52.0	21	14.0	11	7.3	5	
Window Display	13	8.7	45	30.0	67	44.7	24	16.0	1	

The above table shows that the satisfaction level of customers in reliance fresh is high in price, employee behavior, quick response, quality of the product and location, whereas they are highly dissatisfied in parking, window display, shopping space, store

CHAPTER – V

FINDINGS AND SUGGESTIONS

5.1 FINDINGS

In the surveys, interviews and study conducted above, we came across many factors that influence the consumer's perception of a store and their subsequent shopping and buying decisions. Here, we present the findings gathered and the suggestions we offer to companies based on the data gathered and analyzed.

Respondents were asked to choose among five age group categories, viz., Below 20, 21-30, 31-40, 41-50 and above 50 years. The age groups were identified as key factors impacting shopping and purchase decisions of consumers. By analysing the responses to this question, we, the researchers, as well as companies, can identify the demographics of the population that visit retail outlets.

The highest number of respondents falls in the age group 31 to 40. It can be deduced that most of the consumers who visit retail outlets regularly are the youth. The rest of the population who visit the retail outlets under study can be listed in the following descending order of distribution – the working age group, the older age group, the middle age group, and senior citizens.

The highest number of respondents was female, as is depicted by the table presented above. The number of male respondents was less compared to the female respondents.

Consumers approached were asked about their frequency in visits to shops. The frequency points furnished were: Once a month, twice and thrice a month. By analyzing the responses to this question, identify the number of times a customer is likely to shop in a month's time.

The highest responses have been attributed to once a month shopping. It can be deduced that consumers who shop only once a month look to buy groceries and other essentials to last them a month. Therefore, retail outlets have tough customers in those who shop once a month. Such customers look to buy in bulk. Moreover, such customers may not be open to experimenting with new stores. Hence, to capture this market, retail outlets must put in place strategies that attract them. Once they profess a liking to a certain store, they turn out to be very loyal customers.

Regarding frequency of purchase the highest number of responses has been attributed to Kannan. Kannan attracts people of many income groups, and offers products that appeal to a wide array of consumers.

The other stores can be ranked in descending order of preference or frequency of visits as: Nilgiris and Reliance Fresh.

Consumers approached were asked to indicate the types of products they mostly shopped for at the stores they had selected earlier. The high number of responses indicate that a large number of consumers visit retail outlets for Groceries.

However, the above results cannot be assumed to be representative of the entire population of Tirupur city. The sample size consists of only 150 respondents, who were approached on a random basis as they visited the retail outlets.

The highest responses and the highest ranking have been attributed to quality of the products on sale.

The next criteria that influence the consumers in favoring a particular store over others are (in descending order) – Price, One-stop shop, Brand, Store layout, and Proximity.

Although it is said that the most important things in retail are "Location, location, and location", from the consumers' point of view, proximity is of little concern. The quality, price and variety of goods play big roles in the decision making process.

Consumers approached were asked about their satisfaction with the three stores covered in this study. The three stores are Kannan, Nilgiris and Reliance Fresh. The satisfaction scale comprised of five ranks – Highly Satisfied, Satisfied, Neutral, Unsatisfied, and Highly Dissatisfied. The object is also to analyze how far the marketing strategies, brand image, layout, quality etc., contribute towards consumer perception and satisfaction.

By analysing the responses to this question, it is identified that the effectiveness of location, brand, price, promotion, product variety etc., on the target consumers. This helps to understand the current consumer perception of the three stores identified and the

5.2 SUGGESTION:

The study shows that a good number of target consumers are satisfied with the stores at large. However, there are those who are unsatisfied or who have never visited the store at all. Such consumers form the potential market that the companies must strive to attract.

There are also quite a few respondents who were highly satisfied with the retail chains. It is imperative for the stores to find out why this is so. They can modify and apply the same attractions towards the consumers who are less satisfied.

A little more than half of the respondents indicated that they are satisfied with Kannan, while almost one- fourth indicated that they are highly satisfied with the store. However, almost one- eighth of the number of respondents indicated that they were unsatisfied with Kannan.

This goes to show that although Kannan may have an overall goodwill from the consumers, there are still some things that they are not doing right. Kannan must identify exactly what the problem areas are and must address them quickly and swiftly.

Almost one-thirds of the number of respondents indicated that they are satisfied with Nilgiris, while more than one- eighth indicated that they are highly satisfied with the store. However, almost one-fourth of the number of respondents indicated that they were unsatisfied with Nilgiris.

This goes to show that Nilgiris is doing many things right. It seems to enjoy a reasonable amount of goodwill. The marketing strategies, promotions, quality, pricing, product variety etc., seem to be very appealing and also translate into sales and repeat purchases.

More than half of the number of respondents indicated that they are satisfied with Reliance Fresh, while almost one-fourth indicated that they are highly satisfied with the store. However, almost one-seventh of the number of respondents indicated that they were unsatisfied with Reliance Fresh.

This goes to show that although Reliance Fresh may have an overall goodwill from the consumers, there are still some things that they are not doing right. Reliance Fresh must identify exactly what the problem areas are and must address them

Consumers who shop once a week, on the other hand, pose very different challenges to retail stores. Such customers can be presumed to have a high disposable income and may buy more lifestyle or fashion products. Since they shop so frequently, they must continually be entertained and attracted to make repeat purchases at stores. When targeting this segment, companies must be able to get new stock every week, and update their marketing strategies continuously.

5.3 CONCLUSION

The study concludes that Kannan has more advantage over reliance fresh and Nilgiris in terms of variety, quality, price, location, advertisements, middle class appeal, attractive sales and parking. Yet kannan also has to concentrate more on billing time, cleanness and customer consideration. Reliance fresh which comes in the second level having advantage over Nilgiris in terms of quality, location, employee behavior, and adequacy of sales assistance. Nilgiris even though has advantage in terms of billing time, quality, brand choice should concentrate on parking, price, store hour and window display.

APPENDIX

A.1 QUESTIONNAIRE

1. Name:

2. Address:

3. Age:
   O Below 20 Yrs   O 21 – 30 Yrs
   O 31 – 40 Yrs   O 41 – 50 Yrs
   O Above 50 Yrs

4. Gender:

   O Male   O Female

5. Marital Status:

   O Married   O Unmarried

6. Educational Qualification:

   O School Level   O College Level
   O Professional   O Others
   O No formal Education

7. Occupation:

   O Business   O Employed
   O House Wife   O Student

8. No. of Family Members:

   O Below 3 Members   O 3 – 6 Members
   O 6 and Above

9. No. of earning members in Family:

   O One   O Two
   O Three   O Above three

10. Family Income (Monthly):

   O Below 10,000   O 10,001 – 20,000
   O 20,001 – 30,000   O Above 30,000

11. Please tick no. of times purchase made in a Month:

Store Preferred	Fruits & Vegetables	Grocery	Personal Care & Cosmetics	Home Care Products	Beverages	Stationary's	Food & Health Products	Frozen & Dairy Products
Kannan	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③
Nilgiris	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③
Reliance Fresh	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③	① ② ③

12. Percentage of amount spent in each store per Month :

Stores	Amount Spent
Kannan	%
Nilgiris	%
Reliance Fresh	%
Total%	**100%**

13. Please rank (1,2,3) the store on the following criteria:

Particulars	Kannan	Nilgiris	Reliance Fresh
Billing Time			
Cleanness of the Store			
Convenient Store Hours			
Credit/Debit Card Facility			
Customer Service of the Store			
Discounts & Gifts Offered			
Freshness of the Product			
Lightings Facility			
Location of the Store			
Overall Ranking			
Parking Facility			
Product Availability			
Price			
Quality of the Product			
Store Layout			
Trustworthiness			

14. Mention your opinion by putting a tick in appropriate box about the facilities of the below said statement:

HS - Highly Satisfied | **S - Satisfied** | **N - Neutral** | **DS - Dissatisfied** | **HDS - Highly Dissatisfied**

Particulars	Kannan					Nilgiris					Reliance Fresh				
	HS	S	N	DS	HDS	HS	S	N	DS	HDS	HS	S	N	DS	HDS
Adequacy of the Sales Assistance															
Attending Compliant															
Availability of Product in Different Quantity															
Brand Choice															
Billing Time															
Carry Bag Offered															
Cleanness of the Store															
Convenient Store Hour															
Credit / Debit Card Facility															
Crowd in the Store (Store Traffic)															
Delivery in Your Vehicle															
Discount & Special Offers															
Door Delivery															
Employee Behaviour															
Employee Knowledge of Variety															
Facility to Deposit															

HS - Highly Satisfied **S - Satisfied**

N - Neutral

DS - Dissatisfied **HDS - Highly Dissatisfied**

Particulars	**Kannan**					**Nilgiris**					**Reliance Fresh**				
	HS	**S**	**N**	**DS**	**HDS**	**HS**	**S**	**N**	**DS**	**HDS**	**HS**	**S**	**N**	**DS**	**HDS**
Freshness of the Product															
Friendliness of the Sales Assistance															
Lightings Facility															
Location Convenience															
Parking Facility															
Price															
Product Display															
Quality of the Product															
Quick Response															
Reception at the Entrance															
Special Discount for Regular Customers															
Shopping Space															
Trustworthiness															
Variety of the Product															
Window Display															

Thanks for filling this questionnaire

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