A STUDY ABOUT CUSTOMER PERCEPTION, ATTITUDE AND EXPECTATION TOWARDS NEW FORMAT RETAIL STORES - WITH SPECIAL REFERENCE TO VIJAY SUPER MARKET, VIRALIMALAI

By

R.DEEPAN

Reg.No. 1120400022

Under the guidance of

KAARTHIEKHEYAN .V

Associate Professor

A PROJECT REPORT

Submitted

In partial fulfilment of the requirements

For the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

KCT Business School

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Chennai)

Coimbatore - 641 047

May, 2013

BONAFIDE CERTIFICATE

Certified that this project report titled**"A STUDY ABOUT CUSTOMER PERCEPTION, ATTITUDE AND EXPECTATION TOWARDS NEW FORMAT RETAIL STORES - WITH SPECIAL REFERENCE TO VIJAY SUPER MARKET, VIRALIMALAI"** the bonafide work of **MrR.DEEPAN (REG. NO 1120400022)** who carried out the project 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.

Faculty Guide	Director
Mr V.Kaarthiekheyan	Dr. Vijila Kennedy
Associate Professor	KCT-BS
KCT-BS	

Submitted for project Viva-Voice examination held on……..

Internal Examiner External Examiner

DECLARATION

I affirm that the project work titled **"A STUDY ABOUT CUSTOMER PERCEPTION, ATTITUDE AND EXPECTATION TOWARDS NEW FORMAT RETAIL STORES - WITH SPECIAL REFERENCE TO VIJAY SUPER MARKET, VIRALAIMALAI"** being submitted in partial fulfilment for the award of Master of Business Administration is the original work carried out by me. It is not a part of any other project work submitted for the award of any degree or diploma, either in this or any other university.

Signature of the Candidate

R.Deepan

REGISTER NO: 1120400022

I certify that the declaration made above by the candidate is true.

Signature of the Guide

Mr.V.KAARTHIKHEYAN

Associate Professor

KCT Business School

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved chairman Arutchelvar Dr. N.Mahalingam and Management for the prime guiding spirit of Kumaraguru College of Technology.

It gives pleasure to express my sense of gratitude to my guide Mr.V.Kaarthiekeyan, Associate Professor, KCT-BS, for her guidance, support and constant source of inspiration during this project.

I take this opportunity to extend my sincere thanks and identification to Dr.Vijila Kennedy, Director, KCT-BS, for her valuable guidance.

I wish to express deep sense of obligation to Ms. S.Sangeetha, the project co-ordinator of KCT-BS, for her intensive guidance throughout my project.

I am grateful to Mr M.Renga Ramanujam, Managing Director, Vijay Super Market, and Viralimalai for his encouragement and constructive comments during the course of my study and preparation of this project.

TABLE OF CONTENTS

CHAPTER	TITLE	PAGE NO
	CHAPTER 1: INTRODUCTION	
1.1	ABOUT THE STUDY	1
1.2	ABOUT THE ORGANIZATION	11
1.3	STATEMENT OF THE PROBLEM	12
1.4	SCOPE OF THE STUDY	12
	CHAPTER 2: REVIEW OF LITERATURE	13
	CHAPTER 3: RESEARCH METHODOLOGY	
3.1	TYPE OF RESEARCH	16
3.2	OBJECTIVES OF THE STUDY	16
3.3	DATA AND SOURCES OF DATA	16
3.4	TIME PERIOD COVERED	16
3.5	POPULATION AND SAMPLE SIZE	17
3.6	SAMPLING TECHNIQUES	17
3.7	STATISTICAL TOOLS USED	17
3.8	LIMITATIONS OF THE STUDY	17
	CHAPTER 4: ANALYSIS & INTERPRETATION	
4.1	PERCENTAGE ANALYSIS	18
4.2	STATISTICAL ANALYSIS	29
	CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSION	
5.1	FINDINGS	52
5.2	SUGGESTIONS	55
5.3	CONCLUSION	55
	BIBLIOGRAPHY	56
	APPENDIX	57

LIST OFTABLES

TABLE NO	TABLE TITLE	Pg. No
4.1.1	Percentage analysis on age of the respondents	18
4.1.2	Percentage analysis on gender of the respondents	19
4.1.3	Percentage analysis on occupation of the respondents	20
4.1.4	Percentage analysis on monthly income of the respondents	21
4.1.5	Percentage analysis on religion of the respondents	22
4.1.6	Percentage analysis on awareness about store of the respondents	23
4.1.7	Percentage analysis on visit to the store of the respondents	24
4.1.8	Percentage analysis on average amount spend per month for house hold purchase of the respondents	25
4.1.9	Percentage analysis on purchase pattern in the store of the respondents	26
4.1.10	Percentage analysis on how often they will buy products.	27
4.1.11	Percentage analysis on elsewhere they will buy products by the respondents	28

LIST OF TABLES

TABLE NO	TABLE TITLE	Pg. No
4.2.1	the relationship between price factor & customer perception variables	29
4.2.2	the relationship between quality & customer perception variables	30
4.2.3	the relationship between location & customer perception variables.	31
4.2.4	the relationship between availability & customer perception variables	32
4.2.5	the relationship between shelf arrangement & customer perception variables.	33
4.2.6	the relationship between service& customer perception variables	34
4.2.7	the relationship between ambience & customer perception variables	35
4.2.8	the relationship between discount & customer perception variables	36
4.2.9	the relationship between billing system & customer perception variables	37
4.2.10	the relationship between store timings & customer perception variables	38
4.2.11	the relationship between cleanliness & customer perception variables	39
4.2.12	the relationship between parking & customer perception variables	40
4.2.13	the relationship between arrival of stocks & customer perception variables	41
4.2.14	the relationship between merchandise & customer perception variables	42
4.2.15	the relationship between returns and exchanges & customer perception variables	43
4.2.16	the relationship between customer perceptions with customer attitude	44
4.2.17	the association between age and visit to the store	45
4.2.18	the association between monthly income and visit	46
4.2.19	the homogeneity for customer perception variables across different levels of age	47
4.2.20	the homogeneity for customer perception variables across different levels of for qualification	49

LIST OF CHARTS

CHART NO	CHART TITLE	PG.NO
4.1.1	percentage analysis on age of the respondents	18
4.1.2	percentage analysis on gender of the respondents	19
4.1.3	percentage analysis on occupation of the respondents	20
4.1.4	percentage analysis on monthly income of the respondents	21
4.1.5	percentage analysis on religion of the respondents	22
4.1.6	percentage analysis on awareness about store of the respondents	23
4.1.7	percentage analysis on visit to the store of the respondents	24
4.1.8	percentage analysis on average amount spend per month for house hold purchase of the respondents	25
4.1.9	percentage analysis on purchase pattern in the store of the respondents	26
4.1.10	Percentage analysis on how often they will buy products.	27
4.1.11	percentage analysis on elsewhere they will buy products by the respondents	28

CHAPTER 1

INTRODUCTION

1.1 About the study:

Marketing is essentially about marshalling the resources of an organisation so that they meet the changing needs of customers on whom the organisation depends. As a verb, marketing is all about how an organisation addresses its markets.

Marketing is “The management process which identifies anticipates and supplies customer requirements effectively and profitably”. Marketing research is the function that links the consumers ,customers, and public to the marketer through information .it is used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance ; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issue , design the method for collecting information , manages and implements the data collection process , analyses the results and communicates the findings and their implications. “Marketing research is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services.

First, marketing research is systematic. Thus systematic planning is required at all the stages of the marketing research process. The procedures followed at each stage are methodologically sound, well documented and as much as possible, planned in advance. Marketing research uses the scientific method in that data are collected and analysed to test prior notions or hypotheses. Marketing research is objective. It attempts to provide accurate information that reflects a true state affair. It should be conducted impartially.

Marketing research is often partitioned into two sets of categorical pairs, either by target market: Consumer marketing research and Industrial Marketing Research.

- **Retail**

It is the sale of goods and services from individuals or businesses to the end-user. Retailers are part of an integrated system called the supply chain. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesale, and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations like stores or markets, door-to-door or by delivery. Retailing includes subordinated services, such as delivery. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public. Shops may be on residential streets, streets with few or no houses or in a shopping mall. Shopping streets may be for pedestrians only. Sometimes a shopping street has a partial or full roof to protect customers from precipitation. Online retailing, a type of electronic commerce used for business-to-consumer (B2C) transactions and mail order, are forms of non-shop retailing.

Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase.

- **Retail Etymology**

Retail comes from the Old French word tailler, which means "to cut off, clip, pare, divide" in terms of tailoring (1365). It was first recorded as a noun with the meaning of a "sale in small quantities" in 1433 (from the Middle French retail, "piece cut off, shred, scrap, paring").Like in French, the word retailing both Dutch and German also refers to the sale of small quantities of items.

- **Types of retail outlets**

A marketplace is a location where goods and services are exchanged. The traditional market square is a city square where traders set up stalls and buyers browse the merchandise. This kind of market is very old, and countless such markets are still in operation around the whole world.

In some parts of the world, the retail business is still dominated by small family-run stores, but this market is increasingly being taken over by large retail chains.

Retail is usually classified by type of products as follows:

- Food products
- Hard goods or durable goods ("hard-line retailers") - appliances, electronics, furniture, sporting goods, etc. Goods that do not quickly wear out and provide utility over time.
- Soft goods or consumables - clothing, apparel, and other fabrics. Goods that are consumed after one use or have a limited period (typically under three years) in which you may use them.

There are the following types of retailers by marketing strategy:

- Department stores - very large stores offering a huge assortment of "soft" and "hard goods; often bear a resemblance to a collection of specialty stores. A retailer of such store carries variety of categories and has broad assortment at average price. They offer considerable customer service.
- Discount stores - tend to offer a wide array of products and services, but they compete mainly on price offers extensive assortment of merchandise at affordable and cut-rate prices. Normally retailers sell less fashion-oriented brands.
- Warehouse stores - warehouses that offer low-cost, often high-quantity goods piled on pallets or steel shelves; warehouse clubs charge a membership fee;
- Variety stores - these offer extremely low-cost goods, with limited selection;
- Demographic - retailers that aim at one particular segment (e.g., high-end retailers focusing on wealthy individuals).

- Mom-And-Pop: is a retail outlet that is owned and operated by individuals. The range of products are very selective and few in numbers. These stores are seen in local community often are family-run businesses. The square feet area of the store depends on the store holder.
- Specialty stores: A typical speciality store gives attention to a particular category and provides high level of service to the customers. A pet store that specializes in selling dog food would be regarded as a specialty store. However, branded stores also come under this format. For example if a customer visits a Reebok or Gap store then they find just Reebok and Gap products in the respective stores.
- General store - a rural store that supplies the main needs for the local community;
- Convenience stores: is essentially found in residential areas. They provide limited amount of merchandise at more than average prices with a speedy checkout. This store is ideal for emergency and immediate purchases as it often works with extended hours, stocking every day;
- Hypermarkets: provides variety and huge volumes of exclusive merchandise at low margins. The operating cost is comparatively less than other retail formats.
- Supermarkets: is a self-service store consisting mainly of grocery and limited products on non-food items. They may adopt a Hi-Lo or an EDLP strategy for pricing. The supermarkets can be anywhere between 20,000 and 40,000 square feet (3,700 m^2). Example: SPAR supermarket.
- Malls: has a range of retail shops at a single outlet. They endow with products, food and entertainment under a roof.
- Category killers or Category Specialist: By supplying wide assortment in a single category for lower prices a retailer can "kill" that category for other retailers. For few categories, such as electronics, the products are displayed at the centre of the store and sales person will be available to address customer queries and give suggestions when required. Other retail format stores are forced to reduce the prices if a category specialist retail store is present in the vicinity.
- E-tailers: The customer can shop and order through internet and the merchandise are dropped at the customer's doorstep. Here the retailers use drop shipping technique. They accept the payment for the product but the customer receives the product directly from the manufacturer or a wholesaler. This format

is ideal for customers who do not want to travel to retail stores and are interested in home shopping. However it is important for the customer to be wary about defective products and non-secure credit card transaction. Example: Amazon and eBay.

- Vending Machines: This is an automated piece of equipment wherein customers can drop the money in the machine and acquire the products.

Some stores take a no frills approach, while others are "mid-range" or "high end", depending on what income level they target.

Other types of retail store include:

- Automated Retail stores are self-service, robotic kiosks located in airports, malls and grocery stores. The stores accept credit cards and are usually open 24/7. Examples include ZoomShopsand Redbox.
- Big-box stores encompass larger department, discount, general merchandise, and warehouse stores.

Retailers can opt for a format as each provides different retail mix to its customers based on their customer demographics, lifestyle and purchase behaviour. A good format will lend a hand to display products well and entice the target customers to spawn sales.

- **Retailing in India**

It is one of the pillars of its economy and accounts for 14 to 15 per cent of its GDP. The Indian retail market is estimated to be US$ 450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.

As of 2013, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 per cent of the industry, and these were present only in large urban centres. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population)

Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, forbidding foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51% ownership and a bureaucratic process.

In November 2011, India's central government announced retail reforms for both multi-brand stores and single-brand stores. These market reforms paved the way for retail innovation and competition with multi-brand retailers such as Wal-Mart, Carrefour and Tesco, as well single brand majors such as IKEA, Nike, and Apple. The announcement sparked intense activism, both in opposition and in support of the reforms. In December 2011, under pressure from the opposition, Indian government placed the retail reforms on hold till it reaches a consensus.

In January 2012, India approved reforms for single-brand stores welcoming anyone in the world to innovate in Indian retail market with 100% ownership, but imposed the requirement that the single brand retailer source 30 per cent of its goods from India. Indian government continues the hold on retail reforms for multi-brand stores.

In June 2012, IKEA announced it had applied for permission to invest $1.9 billion in India and set up 25 retail stores. An analyst from Fitch Group stated that the 30 per cent requirement was likely to significantly delay if not prevent most single brand majors from Europe, USA and Japan from opening stores and creating associated jobs in India.

On 14 September 2012, the government of India announced the opening of FDI in multi-brand retail, subject to approvals by individual states. This decision was welcomed by economistsand the markets, but caused protests and an upheaval in India's central government's political coalition structure. On 20 September 2012, the Government of India formally notified the FDI reforms for single and multi-brand retail, thereby making it effective under Indian law.

On 7 December 2012, the Federal Government of India allowed 51% FDI in multi-brand retail in India. The government managed to get the approval of multi-brand retail in the parliament despite heavy uproar from the opposition ·Some states

will allow foreign supermarkets like Wal-Mart, Tesco and Carrefour to open while other states will not.

Organized retailing, in India, refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the publicly traded supermarkets, corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses.

Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local corner shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

Organized retailing was absent in most rural and small towns of India in 2010. Supermarkets and similar organized retail accounted for just 4% of the market.

- **Growth over 1997-2010**

India in 1997 allowed foreign direct investment (FDI) in cash and carry wholesale. Then, it required government approval. The approval requirement was relaxed, and automatic permission was granted in 2006. Between 2000 to 2010 Indian retail attracted about $1.8 billion in foreign direct investment, representing a very small 1.5% of total investment flow into India.

Single brand retailing attracted 94 proposals between 2006 and 2010, of which 57 were approved and implemented. For a country of 1.2 billion people, this is a very small number. Some claim one of the primary restraints inhibiting better participation was that India required single brand retailers to limit their ownership in Indian outlets to 51%. China in contrast allows 100% ownership by foreign companies in both single brand and multi-brand retail presence.

Indian retail has experienced limited growth, and its spoilage of food harvest is amongst the highest in the world, because of very limited integrated cold-chain and other infrastructure. India has only 5386 stand-alone cold storages, having a total capacity of 23.6 million metric tons. However, 80 per cent of this storage is used only for potatoes. The remaining infrastructure capacity is less than 1% of the annual farm output of India and grossly inadequate during peak harvest seasons. This leads

to about 30% losses in certain perishable agricultural output in India, on average, every year.

Indian laws already allow foreign direct investment in cold-chain infrastructure to the extent of 100 per cent. There has been no interest in foreign direct investment in cold storage infrastructure build out. Experts claim that cold storage infrastructure will become economically viable only when there is strong and contractually binding demand from organized retail. The risk of cold storing perishable food, without an assured way to move and sell it, puts the economic viability of expensive cold storage in doubt. In the absence of organized retail competition and with a ban on foreign direct investment in multi-brand retailers, foreign direct investments are unlikely to begin in cold storage and farm logistics infrastructure.

Until 2010, intermediaries and middlemen in India have dominated the value chain. Due to a number of intermediaries involved in the traditional Indian retail chain, norms are flouted and pricing lacks transparency. Small Indian farmers realize only 1/3rd of the total price paid by the final Indian consumer, as against 2/3rd by farmers in nations with a higher share of organized retail.The 60%+ margins for middlemen and traditional retail shops have limited growth and prevented innovation in Indian retail industry.

India has had years of debate and discussions on the risks and prudence of allowing innovation and competition within its retail industry. Numerous economists repeatedly recommended to the Government of India that legal restrictions on organized retail must be removed, and the retail industry in India must be opened to competition. For example, in an invited address to the Indian parliament in December 2010, JagdishBhagwati, Professor of Economics and Law at the Columbia University analysed the relationship between growth and poverty reduction, then urged the Indian parliament to extend economic reforms by freeing up of the retail sector, further liberalization of trade in all sectors, and introducing labour market reforms. Such reforms Professor Bhagwati argued will accelerate economic growth and make a sustainable difference in the life of India's poorest.

A 2007 report noted that an increasing number of people in India are turning to the services sector for employment due to the relative low compensation offered by the traditional agriculture and manufacturing sectors. The organized retail market

is growing at 35 per cent annually while growth of unorganized retail sector is pegged at 6 per cent.

The Retail Business in India is currently at the point of inflection. As of 2008, rapid change with investments to the tune of US $ 25 billion was being planned by several Indian and multinational companies in the next 5 years. It is a huge industry in terms of size and according to India Brand Equity Foundation (IBEF) it is valued at about US$ 395.96 billion. Organised retail is expected to garner about 16-18 per cent of the total retail market (US $ 65-75 billion) in the next 5 years.

India has topped the A.T. Kearney's annual Global Retail Development Index (GRDI) for the third consecutive year, maintaining its position as the most attractive market for retail investment. The Indian economy has registered a growth of 8% for 2007. The predictions for 2008 are 7.9%.The enormous growth of the retail industry has created a huge demand for real estate. Property developers are creating retail real estate at an aggressive pace and by 2010, 300 malls are estimated to be operational in the country.

- **Growth after 2011**

Before 2011, India had prevented innovation and organized competition in its consumer retail industry. Several studies claim that the lack of infrastructure and competitive retail industry is a key cause of India's persistently high inflation. Furthermore, because of unorganized retail, in a nation where malnutrition remains a serious problem, food waste is rife. Well over 30% of food staples and perishable goods produced in India spoil because poor infrastructure and small retail outlets prevent hygienic storage and movement of the goods from the farmer to the consumer.

One report estimates the 2011 Indian retail market as generating sales of about $470 billion a year, of which a minuscule $27 billion comes from organized retail such as supermarkets, chain stores with centralized operations and shops in malls. The opening of retail industry to free market competition, some claim will enable rapid growth in retail sector of Indian economy. Others believe the growth of

Indian retail industry will take time, with organized retail possibly needing a decade to grow to a 25% share. A 25% market share, given the expected growth of Indian retail industry through 2021, is estimated to be over $250 billion a year: revenue equal to the 2009 revenue share from Japan for the world's 250 largest retailers.

The Economist forecasts that Indian retail will nearly double in economic value, expanding by about $400 billion by 2020. The projected increase alone is equivalent to the current retail market size of France.

In 2011, food accounted for 70% of Indian retail, but was under-represented by organized retail. A.T. Kearney estimates India's organized retail had a 31% share in clothing and apparel, while the home supplies retail was growing between 20% to 30% per year. These data correspond to retail prospects prior to November announcement of the retail reform. The Indian market offers endless possibilities for investors.

It might be true that India has the largest number of shops per inhabitant. However we have detailed figures for Belgium, the Netherlands and Luxemburg. In Belgium, the number of outlets is approximately 8 per 1,000 and in the Netherlands it is 6. So the Indian number must be far higher.

The Indian retail

Indian market has high complexities in terms of a wide geographic spread and distinct consumer preferences varying by each region necessitating a need for localization even within the geographic zones. India has highest number of outlets per person (7 per thousand) Indian retail space per capita at 2 sq. ft. (0.19 m^2)/ person is lowest in the world Indian retail density of 6 per cent is highest in the world. 1.8 million Households in India have an annual income of over Rs45 lakhs (US$82,350.00).

While India presents a large market opportunity given the number and increasing purchasing power of consumers, there are significant challenges as well given that over 90% of trade is conducted through independent local stores. Challenges include: Geographically dispersed population, small ticket sizes, complex distribution network, and little use of IT systems, limitations of mass media and existence of counterfeit goods.

- **Retail pricing**

The pricing technique used by most retailers is cost-plus pricing. This involves adding a mark-up amount (or percentage) to the retailer's cost. Another common technique is suggested retail pricing. This simply involves charging the amount suggested by the manufacturer and usually printed on the product by the manufacturer.

In Western countries, retail prices are often called psychological prices or odd prices. Often prices are fixed and displayed on signs or labels. Alternatively, when prices are not clearly displayed, there can be price discrimination, where the sale price is dependent upon which the customer is. For example, a customer may have to pay more if the seller determines that he or she is willing and/or able to. Another example would be the practice of discounting for youths, students, or senior citizens.

- **Staffing**

Because patronage at a retail outlet varies flexibility in scheduling is desirable. Employee scheduling software is sold which, using known patterns of customer patronage, more or less reliably predicts the need for staffing for various functions at times of the year, day of the month or week, and time of day. Usually needs vary widely. Conforming staff utilization to staffing needs requires a flexible workforce which is available when needed but does not have to be paid when they are not, part-time workers; as of 2012 70% of retail workers in the United States were part-time. This may result in financial problems for the workers, who while they are required to be available at all times if their work hours are to be maximized, may not have sufficient income to meet their family and other obligations.

1.2 About the Organisation:

Vijay super market is established at Viralimalai town 24 kilometres away from Trichy city. Store is well established with 3000sq.ft. This is the first shop in the town to have convinced type of store.

It was started on 25th Jan. 2013

A large super store offering full lines of grocery and general merchandise all under one roof. Key categories retailed food, groceries and consumer durables.

Main targets were upper middle class and middle class people .the large growing young working population is a preferred customer target .it targets on working women and home makers.

Promotions free gift on inaugural offers & monthly prize scheme. First to introduce free door delivery of goods in the town.

About 30 employees were working in store .it is located in the main skirts of the town.

1.3 STATEMENT OF THE PROBLEM:

The marketing research has been carried out to get perception from the customers who visiting the new shop in the town. Hence the study entitled "A study about customer perception, attitude and expectation towards new format Retail stores - with special reference to Vijay Super Market, Viralimalai" has been undertaken.

1.4 SCOPE OF THE STUDY:

As discussed in the above paragraphs, customers are pulled towards new format retail stores. Viralimalai, a mid-town in Pudukottai District is now been acclimatising to new age shopping. This study tries to capture the mind-sets, perceptions of such customers who are likely to visit a new format retail organisation. The study was conducted at Vijay Super Market a baby boomer in the area. A total of 310 respondents were interviewed to record and interpret their shopping behaviour. Systematic sampling was used for selecting the respondents and the results were drawn aptly.

CHAPTER 2

Review of Literature

IsmetAnitsal, Daniel J. Flint[1] Exploring Customers' Perceptions in Creating and Delivering Value: Technology-Based Self-Service as an Illustration. Retailers increasingly rely on technology-based self-service (TBSS) options (e.g., self-checkouts in grocery stores) to provide service to their customers. In TBSS environments, customers serve themselves at the convenience of these service options more than ever before. Retailers try to create and sustain a competitive advantage by offering customer value based on the utilization of TBSS options, while Customers try to receive the best value for their participation in service production and delivery. The purpose of this exploratory qualitative study is to understand and address the potential gaps between retailer's value offering and customer's perceptions, particularly in TBSS environments of retail and grocery stores. The current paper uses a series of in-depth interviews based on a qualitative research design with grounded theory methodology underpinnings. In the interest of discovery, initial research findings inspired us to think about the issues toward a gap idea, supported by the extant literature. Findings of the study provide helpful insights on the issues discussed, but further qualitative in-depth and quantitative empirical studies are also needed.

SunaynaKhurana[2] Customer Expectation and Perception: A Study of Retail Sector of Haryana State.Improving service quality is believed to improve profitability and enhance retail store performance. Such improvements however, require monitoring and continuous measurement of performance along service dimensions that determine standards of service quality. This paper examines the differences between consumers' expectations and perceptions of service quality they received when shopping at retail stores in Haryana. It also takes into account consumer demographic characteristics. The paper utilizes Retail Service Quality Scale (RSQS)

[1]IsmetAnitsal, Daniel J. Flint (2005), "Exploring Customers' Perceptions in Creating and Delivering Value: Technology-Based Self-Service as an Illustration." Services Marketing Quarterly, Vol. 27(1) 2005
[2]SunaynaKhurana (2008), "Customer Expectation and Perception: A Study of Retail Sector of Haryana State."Icfai National College, Hissar 125001.

developed by Dabholkaret al. (1996) to calculate gap scores by subtracting the expectation scores from the perception scores. By using a statistical tools weighted average, five-dimensions of service quality emerged: Physical Aspects, Reliability, Personal Interaction, Problem-Solving, and Policy. The findings indicate greatest disparity between expectations and perceptions for the Personal Attention and Policy Factor.

Neera Jain, AnjaneeSethi, ShomaMukherji[3] Impact of Communication during Service Encounters on Customer's Perception of Organization Image. Communication is an interactive process for building a relationship between the organization and the customer. Effective communication during service encounters has a definite impact on customer's perception of the organization. This qualitative study attempts to explore how the customer's perception of the organization image is impacted by the way the service engineer communicates with the customer during a service interaction and the receptionist's manner of lodging a complaint at the call centre. There has been considerable research on the impact of service quality onconsumer perception leading to loyalty towards an organization. However, not much material was found on the impact of verbal and non-verbal communication on service quality. The study was carried out in organizations providing cooling solutions to both individual as well as institutional customers. Telephonic interviews were conducted with both these types of customers. To reinforce the veracity of the conclusions drawn from the first set of interviews, a second round of telephonic interviews were also conducted with customers of two other multinational companies dealing with the same product. An interesting revelation of the study was that most organizations did not revert to the customer for feedback once the complaint was attended to. A follow-up call after the service encounter would certainly enhance the image of the company in the eyes of the customers. It would not only show the organization's commitment to quality but also increase customer loyalty through relationship building.

[3]Neera Jain, AnjaneeSethi, ShomaMukherji (2009), Impact of Communication during Service Encounters on Customer's Perception of Organization Image. Paradigm Vol. XIII, No. 1, January - June, 2009.

DeepikaJhamb, Dr (Ms) Ravi Kiran[4] Emerging Retail Formats and It's Attributes: An Insight to Convenient Shopping. Purpose: The present paper tries to understand the improvement in retail sector in India, especially the modern retail formats, its attribute, type of goods and impact of consumers' demography on choice of emerging retail formats.Methodology: A self-structured questionnaire has been used for collecting the data from 100 urban consumers of three major cities of Punjab i.e. Jalandhar, Amritsar and Ludhiana. Stratified random sampling method has been used for the study.

K. Arun Kumar, Dr. R. Sundararaman[5]An Empirical study on consumers' perception towards branded Jewellery in India. The gems and jewellery industry occupies an important position in the Indian economy and is one of the fastest growing industries in the country. In the late 1990s, the Indian jewellery market witnessed a shift in consumer perceptions of jewellery. In other words, the focus seemed to have shifted from content to design. Trendy, affordable and lightweight jewellery soon gained familiarity. Branded jewellery also gained acceptance forcing traditional Jewellers to go in for branding. The present study aims to analyse the customer's perception towards the branded jewellery and the factors that influences them to purchase from a particular brand. A well-structured questionnaire was developed and method adopted to collect the data was interview schedule. The questionnaire was finalized based on the comments and suggestions given by the Researchers, Experts, and Academicians. Secondary data for the study were collected from reputed journals, magazines, and websites. The type of sampling adopted wasConvenient sampling. The sample size is 100 and the data were collected from various customers those purchased branded jewellery from various shops in Tiruchirapalli district. Using Statistical Package for Social Sciences (SPSS) the following tools were administered in this study 1) Factor Analysis2) Mean Score3) Reliability Test and 4) Correlation. Based on these analysis some of the relevant findings were derived, that will be useful, relevant and significant to the present Indian scenario.

[4]DeepikaJhamb, Dr (Ms) Ravi Kiran (2012), "Emerging Retail Formats and It's Attributes: An Insight to Convenient Shopping." Volume 12 Issue 2 Version 1.0 February 2012.
[5]K. Arun Kumar, Dr. R. Sundararaman(2011),"An Empirical study on consumers' perception towards branded Jewellery in India." Interdisciplinary Journal of Contemporary Research in Business, July 2011, Vol. 3, No. 3.

CHAPTER 3

RESEARCH METHODOLOGY

3.1Type of Research:

The research design adopted for this study is Exploratory & Descriptive in nature. Earlier model is not used as a basis study.

3.2 Objectives of the Study:

Primary objective:

- To identity the consumer's perception & receptivity towards Vijay super market as a new retail format in Viralimalai.

Secondary Objective:

- To study the attitudinal change in purchase behaviour of customers at a new retail format.
- To explore the purchase pattern among customers of Viralimalai Town.
- To discover the various attitudes shown by the customers towards purchase of grocery and provision in a super market.
- To identify the various customer perceptions about Vijay Super Market.

3.3 Data and Source of Data:

The primary data was collected through questionnaire. The following information was elicited through the primary data using the questionnaire.

- Demographic details
- Purchase pattern
- Customer perception
- Customer attitudes

3.4 Time Period Covered:

The total time period covered of the study was about 12 weeks.

3.5 Population & Sample Size:

Sample size = 310.

3.6 Sampling Technique:

The researcher has adopted systematic sampling design to do the study. The study was carried out with the customer who walks to the shop.

The sample taken was every 4th customer who had done the billing in the Vijay Super market.

Total sample size= 310

Data collection duration = 15 days.

Total Average Billing per day= 80 customers.

Data collected per day is from 20 customers.

80/20= 4th customer.

3.7 Statistical Tool Used:

The statistical tools used in this research were

- Percentage analysis
- Chi-square
- Correlation
- Anova

3.8 Limitations of the Study:

- Since the customers were busy the whole day in their work, finding time to meet them is little bit difficult.
- While collecting the data the researcher faced difficulties in tracing out the exact person to collect the data.
- Finally due to time constraints a sample size of 310 was only taken which was not sufficient to project the real-time scenario to get high precision in results.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

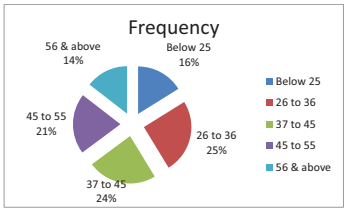
Table No4.1.1

Table showing percentage analysis on age of the respondents

Age	Frequency	Percentage
Below 25	50	16.1
26 to 36	78	25.2
37 to 45	73	23.5
45 to 55	64	20.6
56 & above	45	14.5
Total	310	100.0

Chart No 4.1.1

Chart showing percentage analysis on age of the respondents



Interpretation:

It can be interpreted from the table 4.1.1 is that the majority of respondents are 26 to 36and hence it has 25%.Hence the minority of the respondents are 56& above and hence it has only 14%.

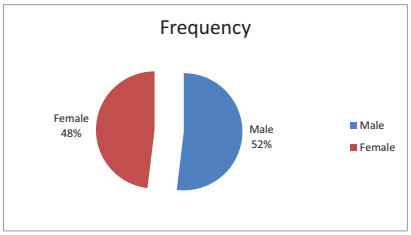
Table No 4.1.2

Table showing percentage analysis on gender of the respondents

Respondents	Frequency	Percentage
Male	161	51.9
Female	149	48.1
Total	310	100.0

Chart No 4.1.2

Chart showing percentage analysis on gender of the respondents



Interpretation:

It can be interpreted from the table 4.1.2 is that the majority of respondents are maleand hence it has 52%.Hence the minority of the respondents are female and hence it has only 48%.

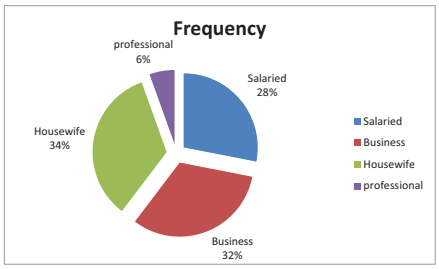
Table No 4.1.3

Table showing percentage analysis on occupation of the respondents

Respondents	Frequency	Percentage
Salaried	87	28.1
Business	100	32.3
Housewife	106	34.2
professional	17	5.5
total	310	100.0

Chart No 4.1.3

Chart showing percentage analysis on occupation of the respondents



Interpretation:

It can be interpreted from the table 4.1.3 is that the majority of respondents are housewife and hence it has 34%.Hence the minority of the respondents are professionals and hence it has only 6%.

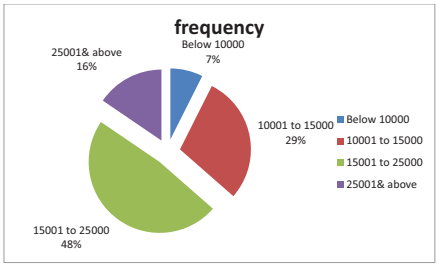
Table No 4.1.4

Table showing percentage analysis on monthly income of the respondents

Respondents	frequency	Percentage
Below 10000	23	7.4
10001 to 15000	90	29.0
15001 to 25000	149	48.1
25001& above	48	15.5
Total	310	100.0

Chart No 4.1.4

Chart showing percentage analysis on monthly income of the respondents



Interpretation:

It can be interpreted from the table 4.1.4 is that the majority of respondents are 15001 to 25000 income group and hence it has 48%.Hence the minority of the respondents are below 10000 and hence it has only 7%.

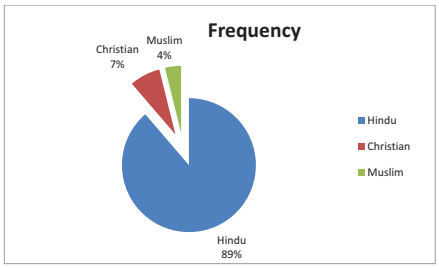
Table No 4.1.5

Table showing percentage analysis on religion of the respondents

Respondents	Frequency	Percentage
Hindu	275	88.7
Christian	23	7.4
Muslim	12	3.9
Total	310	100.0

Chart No 4.1.5

Chart showing percentage analysis on religionof the respondents



Interpretation:

It can be interpreted from the table 4.1.5 is that the majority of respondents are Hindu and hence it has 89%.Hence the minority of the respondents are Muslim and hence it has only 4%.

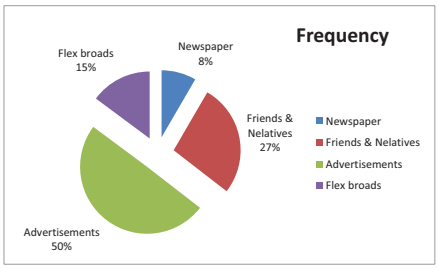
Table No 4.1.6

Table showing percentage analysis on awareness about store of the respondents

Respondents	Frequency	Percentage
Newspaper	26	8.4
Friends & Relatives	84	27.1
Advertisements	154	49.7
Flex broads	46	14.8
Total	310	100.0

Chart No4.1.6

Chart showing percentage analysis on awareness about store of the respondents



Interpretation:

It can be interpreted from the table 4.1.6 is that the majority of respondents are advertisements and hence it has 50%.Hence the minority of the respondents are newspapers and hence it has only 8%.

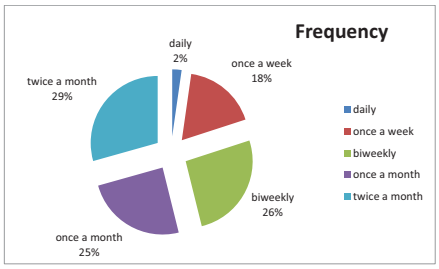
Table No 4.1.7

Table showing percentage analysis on visit to the store of the respondents

Respondents	Frequency	Percentage
daily	7	2.3
once a week	55	17.7
biweekly	81	26.1
once a month	76	24.5
twice a month	91	29.4
Total	310	100.0

Chart No4.1.7

Table showing percentage analysis on visit to the store of the respondents



Interpretation:

It can be interpreted from the table 4.1.7 is that the majority of respondents are twice a month and hence it has 29%.Hence the minority of the respondents are daily and hence it has only 2%.

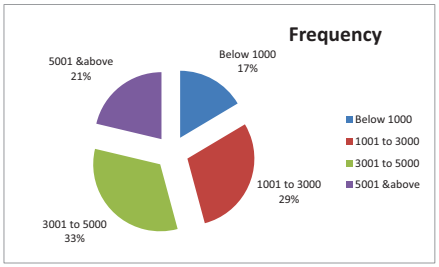
Table No 4.1.8

Table showing percentage analysis on average amount spend per month for house hold purchase of the respondents

Respondents	Frequency	Percentage
Below 1000	51	16.5
1001 to 3000	91	29.4
3001 to 5000	102	32.9
5001 &above	66	21.3
Total	310	100.0

Chart No 4.1.8

Chart showing percentage analysis on average amount spend per month for house hold purchase of the respondents



Interpretation:

It can be interpreted from the table 4.1.8is that the majority of respondents are 3001 to 5000 and hence it has 33%.Hence the minority of the respondents are below 1000 and hence it has only 17%.

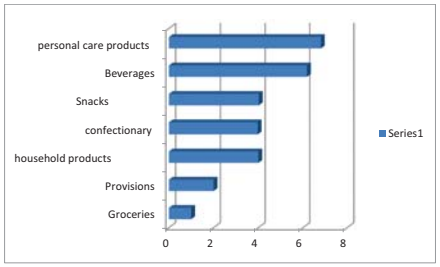
TableNo 4.1.9

Table showing percentage analysis on purchase pattern in the store of the respondents

Commodities	average	Rank (1-7)
Groceries	1	1
Provisions	2	2
household products	4.	4
confectionary	3.97	3
Snacks	4.02	5
Beverages	6.18	6
personal care products	6.81	7

Chart No 4.1.9

Chart showing percentage analysis on purchase pattern in the store of the respondents



Interpretation:

It can be interpreted from the table 4.1.9is that the majority of respondents are giving preference to groceries and hence it has ranked 1.Hence the minority of the respondents preferred personal care products and hence it has ranked 7.

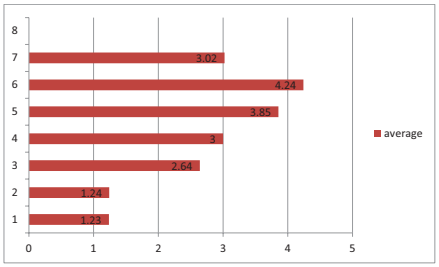
Table No 4.1.10

Table showing percentage analysis on how often they will buy products.

Commodities	Average
Groceries	1.23
Provisions	1.24
household products	2.64
confectionary	3
Snacks	3.85
beverages	4.24
personal care products	3.02

Chart No 4.1.10

Table showing percentage analysis on how often they will buy products.



Interpretation:

It can be interpreted from the table 4.1.10is that the majority of respondents are giving preference to groceries and hence it has ranked 1.Hence the minority of the respondents preferred beverages and hence it has ranked 7.

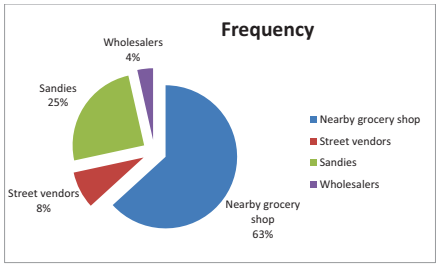
Table No 4.1.11

Table showing percentage analysis on elsewhere they will buy products by the respondents

Respondents	Frequency	Percentage
Nearby grocery shop	196	63.2
Street vendors	26	8.4
Sandies	77	24.8
Wholesalers	11	3.5
Total	310	100.0

ChartNo 4.1.11

Table showing percentage analysis on elsewhere they will buy products by the respondents



Interpretation:

It can be interpreted from the table 4.1.11is that the majority of respondents are buy from nearby grocery shop and hence it has 63%.Hence the minority of the respondents are buying from wholesalers and hence it has only 4%.

4.2 Statistical analysis

Table No. 4.2.1

Table showing the relationship between price factor &customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	1	.797**	**.214****	.547**	.331**	.903**	.762**	.375**	.542**	.304**	**.950****	.777**	.364**	.525**	.341**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.1 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between price factor and cleanliness with the value of 0.950. The low correlation is for price factor and location.

Table No. 4.2.

Table showing the relationship between quality &customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.797**	1	.166**	.459**	.129*	.754**	.963**	.311**	.465**	**.122***	.800**	**.988****	.301**	.460**	.144*
Sig. (2-tailed)	.000		.003	.000	.023	.000	.000	.000	.000	.031	.000	.000	.000	.000	.011

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.2 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between quality and parking with the value of 0.988. The low correlation is for quality and timing.

Table No. 4.2.3

Table showing the relationship between location &customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.214**	.166**	1	.103	.318**	.198**	.158**	**.751****	.093	.308**	.221**	**.156****	.746**	.083	.322**
Sig. (2-tailed)	.000	.003		.071	.000	.000	.005	.000	.102	.000	.000	.006	.000	.147	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above tableno 4.2.3 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between location and discount with the value of 0.751. The low correlation is for location and parking.

Table No. 4.2.4

Table showing the relationship between availability &customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.547**	.459**	.103	1	.435**	.498**	.415**	.128*	**.995****	**.404****	.538**	.442**	**.116***	.976**	.452**
Sig. (2-tailed)	.000	.000	.071		.000	.000	.000	.024	.000	.000	.000	.000	.042	.000	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.4 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between availability and billing with the value of 0.995. The low correlation is for availability and arrival of stock.

Table No. 4.2.7

Table showing the relationship between ambience &customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.762**	**.963****	.158**	.415**	**.118***	.734**	1	.329**	.420**	.141*	.793**	**.963****	.339**	.437**	.105
Sig. (2-tailed)	.000	.000	.005	.000	.037	.000		.000	.000	.013	.000	.000	.000	.000	.065

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above tableno 4.2.7 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between Ambience and Parking and quality with the value of 0.963. The low correlation is for ambience and shelf arrangement.

Table No. 4.2.5

Table showing the relationship between shelf arrangement &customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.331**	.129*	.318**	.435**	1	.337**	.118*	.513**	.423**	.933**	.357**	**.117***	.508**	.407**	**.958****
Sig. (2-tailed)	.000	.023	.000	.000		.000	.037	.000	.000	.000	.000	.040	.000	.000	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.5 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between Shelf arrangement and Returns and exchange with the value of 0.958. The low correlation is for shelf arrangement and parking.

Table No. 4.2.8

Table showing the relationship between discount &customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.375**	.311**	.751**	**.128***	.513**	.378**	.329**	1	.130*	.530**	.398**	.314**	**.996****	.133*	.526**
Sig. (2-tailed)	.000	.000	.000	.024	.000	.000	.000		.022	.000	.000	.000	.000	.019	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.8 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between discount and arrival of stock with the value of 0.996. The low correlation is for discount and availability.

Table No. 4.2.6

Table showing the relationship between service&customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.903**	.754**	**.198****	.498**	.337**	1	.734**	.378**	.492**	.280**	**.927****	.737**	.366**	.474**	.320**
Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.6 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between Service and cleanliness with the value of 0.927. The low correlation is for service and location.

Table No. 4.2.11

Table showing the relationship between cleanliness &customer perception variables.

	Price factor	Quality	Location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	**.950****	.800**	.221**	.538**	.357**	.927**	.793**	.398**	.543**	.344**	1	.796**	.396**	.548**	.340**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.11 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between cleanliness and price factor with the value of 0.950. The low correlation is for cleanliness and location.

Table No. 4.2.12

Table showing the relationship between parking &customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.777**	**.988****	.156**	.442**	**.117***	.737**	.963**	.314**	.458**	.139*	.796**	1	.304**	.464**	.146**
Sig. (2-tailed)	.000	.000	.006	.000	.040	.000	.000	.000	.000	.014	.000		.000	.000	.010

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.12 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between parking and quality with the value of 0.988. The low correlation is for parking and shelf arrangement.

Table No. 4.2.9

Table showing the relationship between billing system&customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.542**	.465**	.093	**.995****	.423**	.492**	.420**	.130*	1	.417**	.543**	.458**	**.118***	.990**	.454**
Sig. (2-tailed)	.000	.000	.102	.000	.000	.000	.000	.022		.000	.000	.000	.039	.000	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.9 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between billing and availability with the value of 0.995. The low correlation is for billing and arrival of stocks.

Table No. 4.2.10

Table showing the relationship between store timings &customer perception variables.

	Price factor	Quality	location	availability	Shelf	Service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.304**	**.122***	.308**	.404**	.933**	.280**	.141*	.530**	.417**	1	.344**	.139*	.537**	.440**	**.959****
Sig. (2-tailed)	.000	.031	.000	.000	.000	.000	.013	.000	.000		.000	.014	.000	.000	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.10 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between timing and Returns and exchange with the value of 0.959. The low correlation is for timing and quality.

Table No. 4.2.13

Table showing the relationship betweenarrival of stocks&customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.364**	.301**	.746**	**.116***	.508**	.366**	.339**	**.996****	.118*	.537**	.396**	.304**	1	.129*	.509**
Sig. (2-tailed)	.000	.000	.000	.042	.000	.000	.000	.000	.039	.000	.000	.000		.023	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.13 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between arrival of stock and discount with the value of 0.996. The low correlation is for arrival of stock and availability.

Table No. 4.2.14

Table showing the relationship betweenmerchandise &customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.525**	.460**	.083	.976**	.407**	.474**	.437**	.133*	**.990****	.440**	.548**	.464**	**.129***	1	.439**
Sig. (2-tailed)	.000	.000	.147	.000	.000	.000	.000	.019	.000	.000	.000	.000	.023		.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.14 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between merchandise and billing with the value of 0.990. The low correlation is for merchandise and arrival of stock.

Table No. 4.2.15

Table showing the relationship betweenreturns and exchanges&customer perception variables.

	Price factor	Quality	location	availability	Shelf	service	Ambience	discount	billing	Timings	cleanliness	parking	Arrival of stocks	merchandise	Returns and exchange
Pearson Correlation	.341**	**.144***	.322**	.452**	.958**	.320**	.105	.526**	.454**	**.959****	.340**	.146**	.509**	.439**	1
Sig. (2-tailed)	.000	.011	.000	.000	.000	.000	.065	.000	.000	.000	.000	.010	.000	.000	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The above table no 4.2.15 shows the correlation analysis for customer perception variables. It is found that there is positively very high correlation between returns and exchanges and timings with the value of 0.959. The low correlation is for returns and exchanges and quality.

Table no 4.2.16

Table showing the relationship between customer perceptions with customer attitude

		customer perception	customer attitude
customer perception	Pearson Correlation	1	.759**
customer attitude	Pearson Correlation	.759**	1
	Sig. (2-tailed)	.000	0.00

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The above table no 4.2.16 shows the results of relationship between customer perceptions with customer attitude. Here there is positive relationship between customer perception with customer attitude with the valve of .759 & it is significant.

Table no 4.2.17

Table showing the association between age and visit to the store

Hypothesis:

Ho: There is no association between age and visit to the store

Ha: There is association between age and visit to the store.

age * visit Cross tabulation

Table no. 4.2.17

		Visit					Total
		daily	once a week	biweekly	once a month	twice a month	
Age	below25	1	7	10	13	20	51
	26-36	0	13	18	23	23	77
	37-45	1	21	21	18	13	74
	46-55	0	8	18	9	28	63
	55&above	0	6	11	17	11	45
Total	2	55	78	80	95	310	

Chi Square tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.215[a]	16	.039
Likelihood Ratio	27.777	16	.034
Linear-by-Linear Association	.017	1	.896
N of Valid Cases	310		

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is .29.

Interpretation:

The above table no4.2.17 shows that the age between 46- 55 visits to store twice a month this is higher than others. It is interpreted that the significance valve is less than 0.05.So Ha is accepted .hence there is association between age and visit.

Table no 4.2.18

Table showing the association between monthly income and visit

Hypothesis:

Ho: There is no association between monthly income and visit

Ha: There is association between monthly income and visit

monthly income * visit Cross tabulation

Table no. 4.2.18

		Visit					Total
		daily	once a week	Biweekly	once a month	twice a month	once a week
monthly income	below 10000	1	11	5	4	2	23
	10000-15000	2	12	25	23	28	90
	15000-25000	4	28	37	37	43	149
	above25000	0	4	14	12	18	48
Total		7	55	81	76	91	310

Chi- Square test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.447[a]	12	.033
Likelihood Ratio	21.616	12	.042
Linear-by-Linear Association	7.369	1	.007
N of Valid Cases	310		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is .52.

Interpretation

The above table no 4.2.18 shows the monthly income between15000-25000 visits to store twice a month which is higher than others. It is interpreted that the significance valve is less than 0.05.so Ha is accepted. Hence there is association between age and visit to the store.

Table no 4.2.19

Table showing the homogeneity for customer perception variables across different levels of age

Hypothesis

Ho: There is no difference in the customer perception variables across different levels of age.

Ha: there is difference in the customer perception variables across different levels of age.

Table No. 4.2.19

		Sum of Squares	Df	Mean Square	F	Sig.
Price factor	Between Groups	5.494	4	1.374	1.717	.146
	Within Groups	243.993	305	.800		
	Total	249.487	309			
Quality	Between Groups	3.547	4	.887	1.138	.339
	Within Groups	237.730	305	.779		
	Total	241.277	309			
Location	Between Groups	10.461	4	2.615	2.744	**.029**
	Within Groups	290.713	305	.953		
	Total	301.174	309			
Availability	Between Groups	9.230	4	2.307	2.329	.056

	Within Groups	302.219	305	.991		
	Total	311.448	309			
Shelf	Between Groups	3.168	4	.792	1.375	.242
	Within Groups	175.619	305	.576		
	Total	178.787	309			
Service	Between Groups	2.144	4	.536	.668	.615
	Within Groups	244.810	305	.803		
	Total	246.955	309			
Ambience	Between Groups	3.948	4	.987	1.280	.278
	Within Groups	235.226	305	.771		
	Total	239.174	309			
discount	Between Groups	2.932	4	.733	.679	.607
	Within Groups	329.355	305	1.080		
	Total	332.287	309			
Billing	Between Groups	8.821	4	2.205	2.258	.063
	Within Groups	297.876	305	.977		
	Total	306.697	309			
Timings	Between Groups	2.718	4	.680	1.175	.322
	Within Groups	176.366	305	.578		
	Total	179.084	309			
cleanliness	Between Groups	4.730	4	1.183	1.494	.204
	Within Groups	241.411	305	.792		
	Total	246.142	309			
Parking	Between Groups	3.419	4	.855	1.078	.367
	Within Groups	241.755	305	.793		
	Total	245.174	309			

Arrivalofstocks	Between Groups	3.354	4	.839	.769	.546
	Within Groups	332.465	305	1.090		
	Total	335.819	309			

Interpretation:

The above tableno 4.2.19 shows the result of ANOVA and it can be seen that the customer perception variables are not significant as it is greater than 0.05 expect location so there is no difference in the customer perception variables across different levels of age of customers.

Table no 4.2.20

Table showing the homogeneity for customer perception variables across different levels of for qualification

Hypothesis

Ho: There is no difference in the customer perception variables across different levels of qualification.

Ha: there is difference in the customer perception variables across different levels of qualification.

Table 4.2.20

		Sum of Squares	Df	Mean Square	F	Sig.
Price factor	Between Groups	4.990	3	1.663	2.082	.103
	Within Groups	244.497	306	.799		
	Total	249.487	309			
Quality	Between Groups	6.672	3	2.224	2.901	**.035**
	Within Groups	234.605	306	.767		

	Total	241.277	309			
Location	Between Groups	2.015	3	.672	.687	.560
	Within Groups	299.159	306	.978		
	Total	301.174	309			
Availability	Between Groups	3.654	3	1.218	1.211	.306
	Within Groups	307.795	306	1.006		
	Total	311.448	309			
Shelf	Between Groups	.098	3	.033	.056	.983
	Within Groups	178.689	306	.584		
	Total	178.787	309			
Service	Between Groups	1.330	3	.443	.553	.647
	Within Groups	245.624	306	.803		
	Total	246.955	309			
Ambience	Between Groups	6.286	3	2.095	2.753	**.043**
	Within Groups	232.889	306	.761		
	Total	239.174	309			
discount	Between Groups	3.005	3	1.002	.931	.426
	Within Groups	329.282	306	1.076		
	Total	332.287	309			
Billing	Between Groups	4.147	3	1.382	1.398	.243
	Within Groups	302.550	306	.989		
	Total	306.697	309			
Timings	Between Groups	.116	3	.039	.066	.978
	Within Groups	178.968	306	.585		
	Total	179.084	309			
cleanliness	Between Groups	5.911	3	1.970	2.510	.059
	Within Groups	240.231	306	.785		

	Total	246.142	309			
Parking	Between Groups	7.263	3	2.421	3.114	**.027**
	Within Groups	237.911	306	.777		
	Total	245.174	309			
Arrivalofstocks	Between Groups	3.097	3	1.032	.949	.417
	Within Groups	332.722	306	1.087		
	Total	335.819	309			

Interpretation

The above table no 4.2.20 shows the result of ANOVA and it can be seen that the customer perception variables are not significant as it is greater than 0.05 expect quality, ambience and parking. So there is no difference in the customer perception variables across different levels of qualification of customers.

CHAPTER 5

FINDINGS, SUGGESTIONS and CONCLUSION

5.1 FINDINGS

- The majority of respondents are 26 to 36 and hence it has 25%.Hence the minority of the respondents are 56& above and hence it has only 14%.
- The majority of respondents are male and hence it has 52%.Hence the minority of the respondents are female and hence it has only 48%.
- The majority of respondents are housewife and hence it has 34%.Hence the minority of the respondents are professionals and hence it has only 6%.
- The majority of respondents are 15001 to 25000 income group and hence it has 48%.Hence the minority of the respondents are below 10000 and hence it has only 7%.
- The majority of respondents are Hindu and hence it has 89%.Hence the minority of the respondents are Muslim and hence it has only 4%.
- The majority of respondents are advertisements and hence it has 50%.Hence the minority of the respondents are newspapers and hence it has only 8%.
- The majority of respondents are twice a month and hence it has 29%.Hence the minority of the respondents are daily and hence it has only 2%.
- The majority of respondents are 3001 to 5000 and hence it has 33%.Hence the minority of the respondents are below 1000 and hence it has only 17%.
- The majority of respondents are giving preference to groceries and hence it has ranked 1.Hence the minority of the respondents preferred personal care products and hence it has ranked 7.
- The majority of respondents are giving preference to groceries and hence it has ranked 1.Hence the minority of the respondents preferred beverages and hence it has ranked 7.
- The majority of respondents are buying from nearby grocery shop and hence it has 63%.Hence the minority of the respondents are buying from wholesalers and hence it has only 4%.
- It is found that there is positively very high correlation between price factor and cleanliness with the value of 0.950. The low correlation is for price factor and location.

- It is found that there is positively very high correlation between quality and parking with the value of 0.988. The low correlation is for quality and timing.
- It is found that there is positively very high correlation between location and discount with the value of 0.751. The low correlation is for location and parking.
- It is found that there is positively very high correlation between availability and billing with the value of 0.995. The low correlation is for availability and arrival of stock.
- It is found that there is positively very high correlation between Shelf arrangement and Returns and exchange with the value of 0.958. The low correlation is for shelf arrangement and parking.
- It is found that there is positively very high correlation between Service and cleanliness with the value of 0.927. The low correlation is for service and location.
- It is found that there is positively very high correlation between Ambience and Parking and quality with the value of 0.963. The low correlation is for ambience and shelf arrangement.
- It is found that there is positively very high correlation between billing and availability with the value of 0.995. The low correlation is for billing and arrival of stocks.
- It is found that there is positively very high correlation between timing and Returns and exchange with the value of 0.959. The low correlation is for timing and quality.
- It is found that there is positively very high correlation between cleanliness and price factor with the value of 0.950. The low correlation is for cleanliness and location.
- It is found that there is positively very high correlation between parking and quality with the value of 0.988. The low correlation is for parking and shelf arrangement.
- It is found that there is positively very high correlation between arrival of stock and discount with the value of 0.996. The low correlation is for arrival of stock and availability.

- It is found that there is positively very high correlation between merchandise and billing with the value of 0.990. The low correlation is for merchandise and arrival of stock.
- It is found that there is positively very high correlation between returns and exchanges and timings with the value of 0.959. The low correlation is for returns and exchanges and quality.
- The results of relationship between customer perceptions with customer attitude. Here there is positive relationship between customer perception with customer attitude with the valve of .759 & it is significant.
- The age between 46- 55 visits to store twice a month this is higher than others. It is interpreted that the significance valve is less than 0.05.So Ha is accepted .hence there is association between age and visit.
- The monthly income between15000-25000 visits to store twice a month which is higher than others. It is interpreted that the significance valve is less than 0.05.so Ha is accepted. Hence there is association between age and visit to the store.
- The result of ANOVA and it can be seen that the customer perception variables are not significant as it is greater than 0.05 expect location so there is no difference in the customer perception variables across different levels of age of customers.
- The result of ANOVA and it can be seen that the customer perception variables are not significant as it is greater than 0.05 expect quality, ambience and parking. So there is no difference in the customer perception variables across different levels of qualification of customers.

5.2 SUGGESTIONS

- Concentrate on age group below 25 to walk into the store it will have more impact on sales.
- Make more flex broads in pedestrian traffic area and vehicular traffic area.
- Educate the employee's on the product knowledge.
- Make advertisement in local/regional television channels.
- Discount schemes should be provided to the make customers loyal to the store.
- The store should further expand on range of products like cosmetics, toys, sports goods and foot wears.
- Provide seasonal offers during festival times.

5.3 CONCLUSION

Viralimalai is a developing town in Tamil Nadu. It is basically a midtown where livelihood relies upon with both agriculture and industries. The major companies in the town were Sanmar, Irzar-TVS, SRF, MM forgings, Rane trw and engine valve ltd, and Chetar vessels. It is a very first kind of modern retail store in the town with 3000 sq. ft. of shopping experience with more number of product varieties.so it has more advantage of capturing the market in town. The study was done in order to find out customer perception, attitude and expectation towards new format retail stores after analysing the data it was clearly found to be that the customers have chosen Vijay super market for price and quality of the products. Most of the customers are very satisfied with quality and tends to be loyal and they are also in a state to spread the positive word of mouth of Vijay supermarket so it will fetch more number of customers.

BIBLOGRAPHY

ArunKumar.K, Dr.Sundararaman.R(2011), "An Empirical study on consumers' perception towards branded Jewellery in India." Interdisciplinary Journal of Contemporary Research in Business, July 2011, Vol. 3, No. 3.

DeepikaJhamb, Dr (Ms) Ravi Kiran (2012), "Emerging Retail Formats and It's Attributes: An Insight to Convenient Shopping." Volume 12 Issue 2 Version 1.0 February 2012.

Ismet Anitsal, Daniel J. Flint (2005), "Exploring Customers' Perceptions in Creating and Delivering Value: Technology-Based Self-Service as an Illustration." Services Marketing Quarterly, Vol. 27(1) 2005

Neera Jain, AnjaneeSethi, ShomaMukherji (2009), Impact of Communication during Service Encounters on Customer's Perception of Organization Image. Paradigm Vol. XIII, No. 1, January - June, 2009.

SunaynaKhurana (2008), "Customer Expectation and Perception: A Study of Retail Sector of Haryana State." ICFAI National College, Hissar 125001.

Websites:

www.wikipedia.com

web.ebscohost.com

Google scholar

Questionnaire id (M) (N) (A) (E) (N)

VIJAY SUPER MARKET

Dear Respondent,

We are conducting a research on customer preference towards Vijay super market. Please tick the following scale as it is relevant to you to share your opinion.

SECTION 1:

Demographic details:

1. Age: [ ] below25 [ ] 26-36 [ ] 37-45 [ ] 45-55 [ ] 55&above

2. Gender: male /female

3. Occupation: [ ] salaried [ ] business [ ] housewife [ ] professional

[ ] others please specify…….

4. Monthly income:

[ ] below 15000 [ ] 30001 – 50000

[ ] 15001- 30000 [ ] above 50000

5. Family size:

Total:

No.of adults:

No.of children:

6. Religion:

[ ] Hindu [ ] Christian [ ] Muslim [ ] others

SECTION: 2 PURCHASE PATTERN

1. How did you come to know about Vijay super market?

a) Newspaper b) Friends & Relatives c) Advertisements d) Flex broads

2. How often do you visit the store?

a) Daily b) Once a week c) Biweekly c) Once a month

d) Twice a month

3. Average amount you spend per month for house hold purchases?

a) Below Rs.1000 b) Rs.1001 – Rs.3000

c) Rs.3001 – Rs 5000 d) above Rs.5000

4. Rank in order of your purchase at the store

Commodities	Rank (1-7)
Groceries	
Provisions	
household products	
confectionary	
Snacks	
Beverages	
personal care products	

5. How often do you buy the following commodities?

1. Regularly 2.frenquently 3.often 4.as &when needed 5.rarely

Commodities	Rate (1-5)
Groceries	
Provisions	
household products	
confectionary	
Snacks	
beverages	
personal care products	

6. Do you buy elsewhere other than Vijay super market?

[ ] nearby grocery shop [ ] street vendors [ ] sandies [ ] wholesalers

SECTION: 3 CUSTOMER PERCEPRTION OVER VIJAY SUPER MARKET

Tick any one of following options:

a)exceeds expectations b)meets expectations c)same as others d)doesn't meet expectations e)irky

REPONDENTS OPINION	a	b	c	d	e
1.Price factor					
2.Quality					
3.Location					
4.Availability of products					
5.Shelf arrangement					
6.Service during peak or rush hours					
7.Ambience					
8.Discounts offered					
9.Billing system					
10.Store timings					
11.Cleanliness					
12.Parking facility					
13.Arrival &stocking of new products					
14.Store merchandise avaliabity					
15.Returns & exchange					

SECTION: 4 CUSTOMER ATTITUDES

1. I would rather shop in a large supermarket than a store.

   Strongly agree 1 2 3 4 5 Strongly disagree

2. Supermarkets are costly.

   Strongly agree 1 2 3 4 5 Strongly disagree

3. I like to try new grocery products in super markets.

   Strongly agree 1 2 3 4 5 Strongly disagree

4. Supermarkets offers convince for shopping.

   Strongly agree 1 2 3 4 5 Strongly disagree

5. Super market offers good choice of products.

   Strongly agree 1 2 3 4 5 Strongly disagree

6. Computerized bill benefits me.

   Strongly agree 1 2 3 4 5 Strongly disagree

7. Shopping in super market saves time.

   Strongly agree 1 2 3 4 5 Strongly disagree

8. Super markets promote impulse purchase.

   Strongly agree 1 2 3 4 5 Strongly disagree

9. Super markets enhance shopping pleasure.

   Strongly agree 1 2 3 4 5 strongly disagree

Thanks for your patience for filling this questionnaire and we assure that this detail will be kept confidential and will be used only for the academic research.

Thank you.