IMPACT OF MOA AND AT MODELS IN INDUCING TRIALS IN RETAIL SECTOR WITH REFERENCE TO PANTALOONS, COIMBATORE

A Project Report

Submitted

By

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MASTER OF BUSINESS ADMINISTRATION

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Kumaraguru College of Technology
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CERTIFICATES

KCT
BUSINESS SCHOOL

BONAFIDE CERTIFICATE

Certified that this project report titled **"A study on the factors that determines Customers experience in new format retail store (lifestyle) at Coimbatore"** is the bonafide work of **Mr. Brajagopal Mondal, Reg no: 1020400011** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported here does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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rewrite rules retain values
Pantaloon
Retail (India) Limited
a future group venture

07. 05. 2012

TO WHOM SO EVER IT MAY CONCERN

PROJECT COMPLETION LETTER

This is to certify that Mr. Brajagopal Mondal pursuing M.B.A at KCT – Business School has successfully completed the project on topic "IMPACT OF MOA AND AT MODELS IN INDUCING TRIALS IN RETAIL SECTOR WITH REFERENCE TO PANTALOONS, COIMBATORE" during the period of 7th February 2012 to 7th May 2012.

We wish him a bright future.

For Pantaloon Retail India Ltd

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DECLARATION

I affirm that the project work titled "**Impact Of Moa And At Models In Including Trails In Retail Sector With Reference To Pantaloons, Coimbatore.**" being submitted in partial fulfillment for the award of master of business administration is the original work carried out by me. It has not found the party other project work submitted for award of any degree or diploma, either in this or any other university.

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

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ACKNOWLEDGEMENT

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SYNOPSIS

SYNOPSIS

Pantaloons is one of the fastest growing retail companies in India. It started its journey in 1987 with just one branch and today it has 60 stores in 35 cities of India. It does business in both apparels and non apparels segments.

This study is undertaken to know the impact of Motivation-Opportunity-Ability and Awareness-Trial models impact in inducing trials in Pantaloons, Coimbatore. This study further aims to suggest the ways of improving those impacts and there by to enhance sales.

This study found that there is impact of motivation, opportunity, awareness and trial in inducing trials. Ability has got a negative correlation in inducing trials. There are impact of all the components of both models and these components impact in a different way for different demographic customers where as MOA has got higher impact in inducing trials.

INTRODUCTION

INTRODUCTION

1.1 About The Study:

This study is conducted to know the impact of two consumer behavior models namely Motivation-Opportunity-Ability and Awareness-Trial models in inducing trials in retail sector. This study is conducted in Pantaloon Retail India Ltd, Coimbatore.

1.2 Industry Profile

Retailing is the business where an organization directly sells its products and services to the end consumers and this is for his personal use. By definition organization whether it is a manufacturer or a wholesaler is selling goods directly to the end consumer, it is actually operating in the retail space. This industry has travelled a long way from a humble beginning to a situation where worldwide retail sales are more than $7 million.

Past and present scenario of indian retail industry

The India Retail Industry is the largest among all the industries, accounting for over 11 per cent of the country's GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry.

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

A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing workingwomen population and emerging opportunities in the services sector are going to be the key factors in the growth of the organized Retail sector in India. The growth pattern in organized retailing and in the consumption made by the Indian

population will follow a rising graph helping the newer businessmen to enter the India Retail Industry.

In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. Indian retail is expected to grow 25 per cent annually.

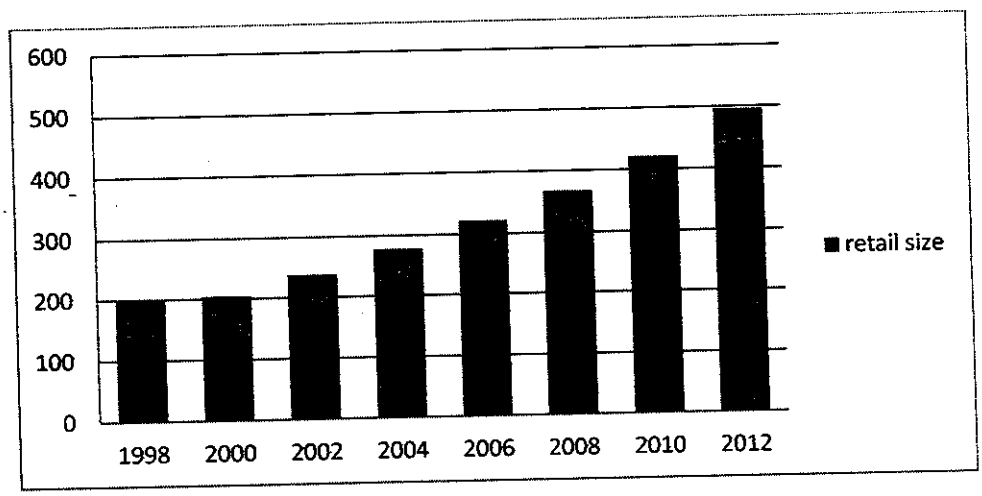
Modern retail in India could be worth US$ 785.12 billion by 2015. The Food Retail Industry in India dominates the shopping basket by accounting 58%. The Mobile phone Retail Industry in India is already a US$ 16.7 billion presented by www.fibre2fashion.com 3 businesses, growing at over 20 per cent per year.

The future of the India Retail Industry looks promising with the growing of the market, with the government policies becoming more favorable and the emerging technologies facilitating operations.

Share of Organized Retail Sector

Figure 1.1.1

Figure Showing India's total retail size



Future perspective

The future of Indian retail market is taking shape now. To make India's emerging retail market open to foreign direct investment (FDI) has been on the Government agenda since long time. A number of transformations and practices were being done, but the sources disclosed that the policy, which is under finalization, is such that FDI in the retail market would lead towards the rear connections of manufacturing and production and not only set aside to open of retail stores of global and imported brands.

The global retail giants like Wal-Mart, Gap, Tesco, Versace, K-Mart/SEARS, Carrefour, ZARA, FCUK, Fendi, NEXT, Mother Care, IKEA, Trussardi, DKNY and Debenhams have made plans to march in the Indian market. ESPRIT, GUESS, Chanel, Mango and many other global marked their presence in India by implementing licensing and franchisee agreements. The global retailers on the line of control, awaiting the green signal from Govt to enter Indian retail market. However, the current scenario has encouraged Indian players to speed up retail expansion and fresh retail ventures. Companies like Shoppers Stop, Trent, Reliance, Lifestyle, Tanishq, Crossroads, Akbarallys' and Tanishq already have planned to invest over Rs 5,000cr. Trent is on the edge to take both its brands 'Star India Bazaar' and 'Westside' to new cities, meanwhile Shoppers' Stop has recently geared up for expansion of present ones and to add 11 new stores including two hypermarkets. Also, Pantaloon has planned to add eight 'Big Bazaar' malls within the next 6 to 8 months.

Family-run firms dominate India's retail market. Indian conglomerate Bharti Enterprises is to pump $2.5bn (£1.28bn) into expanding its retail business. Bharti, which recently tied up with US `group Wal-Mart to launch Indian-based stores, said retail would be its "big focus" for the next eight year.

Organized retail format in india

Malls:

The largest form of organized retailing today. Located mainly in metro cities, in proximity to urban outskirts. Ranges from 60,000 sq ft to 7,00,000 sq ft and above. They lend

an ideal Shopping experience with an amalgamation of product, service and entertainment, all under a common roof. Examples include Shoppers Stop, Pyramid, and Pantaloon.

Specialty Stores:

Chains such as the Bangalore based Kids Kemp, the Mumbai books retailer Crossword, RPG's Music World and the Times Group's music chain Planet M, are focusing on specific market segments and have established themselves strongly in their sectors.

Discount Stores:

As the name suggests, discount stores or factory outlets, offer discounts on the MRP through selling in bulk reaching economies of scale or excess stock left over at the season. The product category can range from a variety of perishable/ non-perishable goods.

Department Stores:

Large stores ranging from 20000-50000 sq. ft, catering to a variety of consumer needs. Further classified into localized departments such as clothing, toys, home, groceries, etc.

Departmental Stores are expected to take over the apparel business from exclusive brand showrooms. Among these, the biggest success is K Raheja's Shoppers Stop, which started in Mumbai and now has more than seven large stores (over 30,000 sq. ft) across India and even has its own in store brand for clothes called Stop.

Hyper marts/Supermarkets:

Large self-service outlets, catering to varied shopper needs are termed as Supermarkets. These are located in or near residential high streets. These stores today contribute to 30% of all food & grocery organized retail sales. Super Markets can further be classified in to mini supermarkets typically 1,000 sq ft to 2,000 sq ft and large supermarkets

ranging from of 3,500 sq ft to 5,000 sq ft. having a strong focus on food & grocery and personal sales.

Convenience store:

These are relatively small stores 400-2,000 sq. feet located near residential areas. They stock a limited range of high-turnover convenience products and are usually open for extended periods during the day, seven days a week. Prices are slightly higher due to the convenience premium

MBO's:

Multi Brand outlets, also known as Category Killers, offer several brands across a single product category. These usually do well in busy market places and Metros.

Challenges to organised retailing

- Real estate and property related issues
- Taxation & policy related hurdles
- Inefficiencies in supply chain management
- Increased Shrinkages
- Scarcity of workforce
- Entry of foreign players
- Political & local agitation

Economic downturn and aftermaths on indian retail

- Decline in consumer spending especially discretionary goods
- Declining growth of footfalls, conversion rate and Same-store sales
- Declining Inventory turnover
- Crunch in working capital position
- Higher interest cost adversely affected the net profit margins

- Store closure and employee lay-off

Industry characteristics

- Highly unorganized & fragmented industry
- Linkages with the economic growth
- The rural-urban divide
- Hierarchy in retail
- Emergence of multiple retail formats
- Long supply chain
- Working Capital intensive

Industry growth drivers

- Demand -side factors
  - Rising Urbanization
  - Growing consumer class
  - Growing per capita expenditures
  - Baby Boomer effect
  - Growing spread of 'plastic money'
  - Changing face of Indian consumerism - from necessities to luxuries
  - Rising number of nuclear families
  - Growing female working population

- Supply-side factors

  Retail growth through VC/PE route

  Developments in the real estate scenario.

Changing and influencing factors

1 Growth in disposable income.

2 New strategies and

3 Business opportunities for new entrants,

4 Changing consumer's taste and behavior.

5 Increase in FDI level.

Few Indian Top retailers

Pantaloon Retail (India) Limited,

Shopper's Stop Limited,

Trent Limited, Madura Garments,

Lifestyle International (Pvt) Limited,

Pyramid Retail Limited,

Provogue (India) Limited,

Raymond Apparel Limited,

Ebony Retail Holdings Limited,

Globus

The Retail sector in India can be split up into two, the organized and the unorganized. The organized sector whose size is expected to triple by 2010 can be further split up into departmental stores, supermarkets, shopping malls etc. In terms of value the size of the retail

sector in India is $300 billion. The organized sector contributes about 4.6% to the total trade. The retail sector in India contributes 10% to the Gross Domestic Product and 8% to the employment of the country.

In terms of growth the FMCG retail sector is the fastest growing unit and the retail relating to household care, confectionery etc, have lagged behind .The foreign retail giants were initially restricted from making investments in India. But now FDI of 51% is permitted in India only through single branded retail outlets. Multi brand outlets are still beyond their reach. Again they can only enter the market through franchisees,. This was how Wal-Mart had entered joining hands with Bharati Enterprises. On line retailing is still to leave a mark on the customers due to lacunae that we have already mentioned.

1.3 Company Profile

Pantaloon Retail (India) Limited was incorporated as Manz Wear Private Limited by Mr. Kishore Biyani on 12 October 1987, converted into a public limited company in September 1991, renamed as Pantaloon Fashions (India) Limited a year later and thereafter into Pantaloon Retail (India) Limited in July 1999. The company is headquartered in Mumbai. Mr. Kishore Biyani is the Managing Director. Pantaloon Retail forayed into modern retail in 1997 with the launching of fashion retail chain, Pantaloons in Kolkata. In 2001, it launched its first set of Big Bazaar stores in 2001 in Kolkata, Hyderabad and Bangalore, a hypermarket chain that combines the look and feel of Indian bazaars, with aspects of modern retail, like choice, convenience and hygiene. This was followed by Food Bazaar, food and grocery chain and launch Central, a first of its kind seamless mall located in the heart of major Indian cities. Some of its other formats include collection I (home improvement products), E-Zone (consumer electronics), Depot (books, music, gifts and stationary), All (fashion apparel for plus-size individuals), Shoe Factory (footwear) and Blue Sky (fashion accessories). It has recently launched its e-retailing venture, futurebazaar.com. Today Pantaloon Retail (India) Limited, is India's leading retail company with presence across multiple lines of businesses. The company owns and manages multiple retail formats that cater to a wide cross-section of the Indian society and is able to capture almost the entire consumption basket of the Indian consumer. The company operates through 12 million square feet of retail space, has over 1000

stores across 71 cities in India and employs over 30000 people10. The USP is primarily on offering fresh fashion at affordable prices.

Pantaloon Retail was awarded the International Retailer of the Year 2007 by the US based National Retail Federation (NRF) and the Emerging Market Retailer of the Year 2007 at the World Retail Congress held in Barcelona. Pantaloon Retail is the flagship company of Future Group, a business group catering to the entire Indian consumption space.

Future Group

Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics. Pantaloon Retail is the flagship enterprise of the Future Group, which is positioned to cater to the entire Indian consumption space. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is hypermarkets format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail.Future Capital Holdings, the group's financial arm provides investment advisory to assets worth Over $1 billion that are being invested in consumer brands and companies, real estate, hotels and logistics. Other group companies include, Future Generali, the group's insurance venture in partnership with Italy's Generali Group, Future Brands, a brand development and IPR company, Future Logistics, providing logistics and distribution solutions to group companies and business partners and Future Media, a retail media initiative. Future Group's joint venture partners include, US-based stationery products retailers, Staples and Middle East-based Axiom Communications. The group's presence in Leisure & Entertainment segment is led through, Mumbai-based listed company Galaxy Entertainment Limited. Galaxy leading leisure chains, Sports Bar and Bowling Co. and family entertainment centers, F123.Through its partner company, Blue Foods the group operates around 100 restaurants and food courts through brands like Bombay Blues, Spaghetti Kitchen, Noodle Bar, The Spoon, Copper Chimney and Gelato.11 Future Group's vision is to, —deliver Everything,

Everywhere, Every time to Every Indian Consumer in the most profitable manner.‖ The group considers _Indian-ness' as a core value and its corporate credo is - Rewrite rules, Retain values.

Future – the word which signifies optimism, growth, achievement, strength, beauty, rewards and perfection. Future encourages us to explore areas yet unexplored, write rules yet unwritten; create new opportunities and new successes. To strive for a glorious future brings to us our strength, our ability to learn, unlearn and re-learn our ability to evolve. We, in Future Group, will not wait for the Future to unfold itself but create future scenarios in the consumer space and facilitate consumption because consumption is development. Our customers will not just get what they need, but also get them where, how and when they need. We will not just post satisfactory results, we will write success stories. We will not just operate efficiently in the Indian economy, we will evolve it. We will not just spot trends; we will set trends by marrying our understanding of the Indian consumer to their needs of tomorrow. It is this understanding that has helped us succeed.. We shall keep relearning. And in this process, do just one thing. Rewrite Rules. Retain Values.

Group Vision:

Future Group shall deliver Everything, Everywhere, Every time for Every Indian Consumer in the most profitable manner

Group Mission:

We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development. We will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments– for classes and for masses.

We shall in fuse Indian brands with confidence and renewed ambition. We shall be efficient, cost-conscious and committed to quality in whatever we do. We shall ensure that our positive attitude, sincerity, humility and united

Figure showing Line Of Business Of Future Group

Figure no.1.2.1

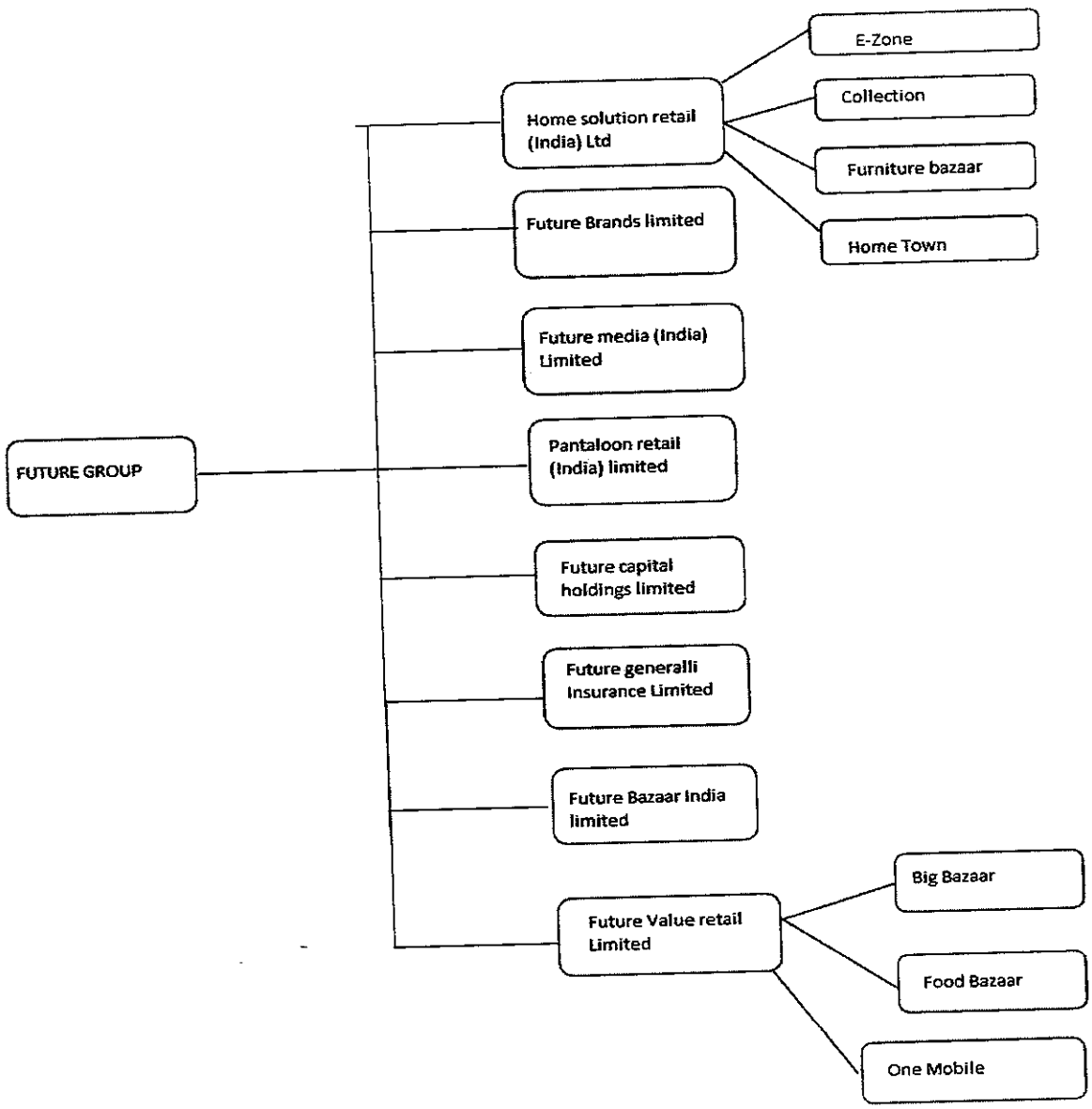
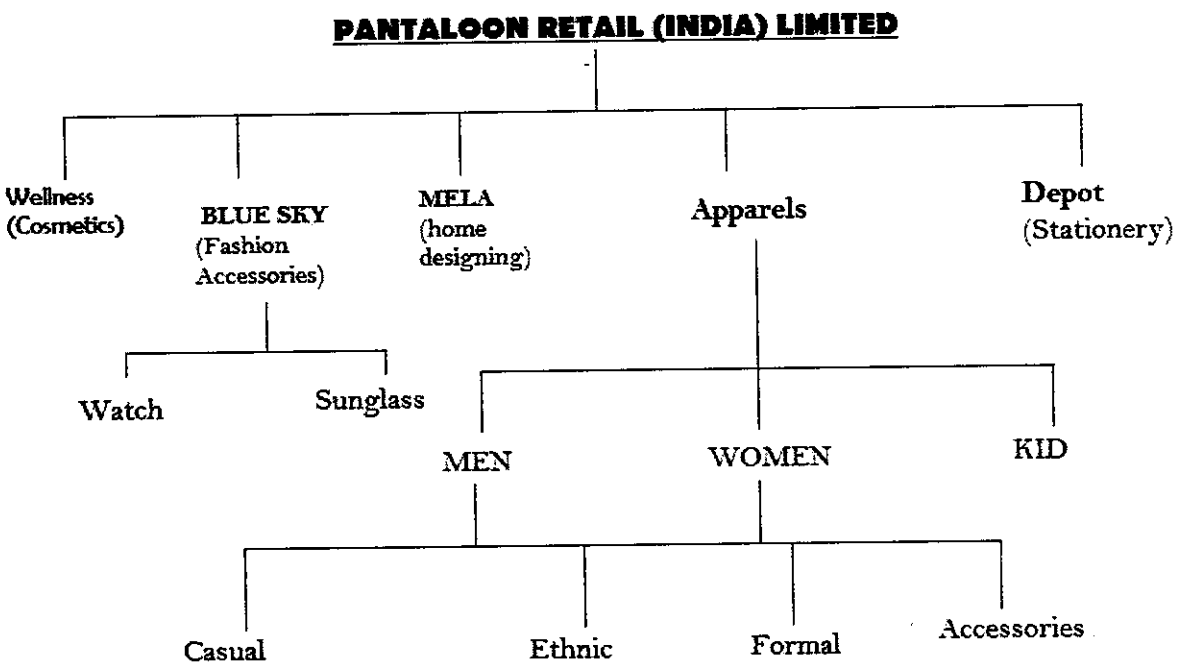


Figure Showing Line Of Business Of PRIL:

Figure no: 1.2.2



Swot analysis of PRIL

Strength

1.Product of different price range

2. Product availability

3.Fashion Friday

4.Dedicated customer service desk.

5.Loyalty program

6.Stores location

Opportunity

Source: www.pantaloongroup.in

1.4 Statement of the problem

There are many customers' walk-ins in Pantaloons store but the conversion ration of walk-in and sales is not satisfactory. This study will bring out the impact of two consumer behavior models, MOA and AT, in inducing trials and suggest ways to improve impacts of these two models thus the sales will increase and conversion ratio will also increase.

1.5 Objectives of The Study:

Primary Objective –

To study the impact of Motivation-Opportunity-Ability and Awareness-Trial models in inducing trials.

Secondary Objectives –

1. To suggest to enhance trials.

2. To suggest ways to enhance impact of MOA and AT models.

1.6 Scope of the study

The scope of the study is confined to Pantaloons, Coimbatore. The research is primarily emphasized to analyze the impact of MOA and AT models in retail sector. Sample size of 424 was taken into account for this purpose.

REVIEW OF LITERATURE

REVIEW OF LITERATURE

2.1 Introduction to The Study

2.1.1 Motivation-Opportunity-Ability model

Another well-known attempt to construct an integrative model for consumer action is the Motivation-Opportunity-Abilities (MOA) model proposed by Ölander and Thøgersen (1995). They pointed to the improvements in predictive power achievable by incorporating an 'ability' concept and a concept of facilitating conditions or 'opportunity' to perform the behaviour into the model (Figure 5). The Motivation component of the MOA model is recognisable in Figure 4 as a simplified version of the Theory of Planned Behaviour (Section 3). However, Ölander and Thøgersen (1995) also suggest several other possibilities here, including the use of the motivational part of Triandis' model.

Motivation)
Opportunity) → Action (brand or product trial)
Ability)

The 'ability' concept is supposed to incorporate both a habit and a task knowledge element. Its inclusion in the model draws support from a variety of places, including previous research on waste separation and recycling behaviours. Habit is both an independent determinant of behaviour and a moderator of intention. The influence of situational factors on consumer behaviours has been raised a number of times in this review. The opportunity component of the MOA model is clearly related to Triandis' concept of facilitating conditions and Stern's notion of external conditions. Though Ölander and Thøgersen prefer to see opportunity as 'objective preconditions for behaviour', this aspect of the model also has some similarities with Ajzen's concept of perceived behaviour control – at least in so far as the latter concept is regarded as being a proxy for actual behaviour control. Evidence for the importance of situational factors as a precondition for pro-environmental behaviour is plentiful. The important structural feature of the MOA model is its attempt to integrate motivation, habitual and contextual factors into a single model of pro-environmental behaviour.

2.1.2 Awareness – Trial model

The Awareness→Trial→Repeat model was developed by Narsimhan and Sen. Knowledge and Evaluation are removed from the AKETA model. In order for trial of a new product to occur, awareness of the product must exist. Since Susan R. Mann refined the model through the stage called Trial and ended the model at Trial rather than examine repeated trial. It is obvious that consumer learning associated with the new product acceptance process is not limited to purchase-event feedback. For example, The consumer learns the existence of the new product. He learns the price, availability, functions and other types of information related to the new product (the interest and evaluation stages).He learns what the product is like by using it. Finally, he learns how to use the product properly and even learns to like it. It is necessary, therefore, to consider other models of learning in order to describe such varied types of consumer learning.

Awareness → Trial

Four states corresponding to the two questions are: No-Awareness (NA): the states in which the consumer is in if he is not aware of a new product. Awareness (A): the state in which the consumer is if he is aware of the new product. No-Trial (NT): the state in which the consumer is if he has not tried the new product. Trial (T); the state in which the consumer is in if he has tried the new product.

Those who answered the aided recall question affirmatively are assumed to be in a state A; others are in state NA. Those who answered the trial question affirmatively are in state T; others are assigned to state NT. Noe that the validity of the models to be developed are to a large extent dependent on the nature of responses to those questions. For example, it is impossible to identify those consumers who have bought the product, but cannot identify it by the name with those two questions.

2.2 Literature Review

Susan R. Mann[1] in her study integrated four models: (1) Motivation, Opportunity and Ability (MOA), (2) Attention, Interest, Desire and Action (AIDA), (3) Awareness, Knowledge, Evaluation, Trial and Action (AKETA) and (4) Awareness, Trial (AT) that purport to explain individual information processing leading to Action (brand or product trial). The integration of the models illustrates and describes the relationships between these factors, the stimulus (an advertisement) and Action (brand or product trial). Therefore, the study explores the factors that the individual uses to process the information used to respond to an advertisement. Richard P. Bagozzi (1983) used a holistic methodology to analyze consumer response models. He stated that since all consumer response models can be conceptualized as containing Stimulus → Process → Response; individual models can be combined into a supermodel. The stimulus is an external variable that influences or encourages a consumer response such as advertising, pricing, promotions and samples. The process (decision-making in my study) describes internal factors such as Self-efficacy, evaluation, attention, motivation, desire, and needs that influence the consumer's decision or action(brand or product trial). The response is behavior or intent to behave (Bagozzi, 1983).

Enno Siemsen, Aleda V. Roth, Sridhar Balasubramanian[2] introduced and empirically tested a theoretical metamodel that explains knowledge-sharing behavior among employees. Building on the well-established motivation–opportunity–ability (MOA) framework, we posit that knowledge sharing among employees is a function of their MOA to do so. Existing literature suggests that the interaction among motivation, opportunity, and ability drives knowledge-sharing behavior. In contrast, we specify a new model in which the ''bottleneck''

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[1]Susan R. Mann, Using Structural Equation Modeling To Explain New Product Trial Using At, Aida, Aketa, And Moa Versus A Model That Is An Integration Of At, Aida, Aketa, And Moa (Including Involvement And Self-Efficacy As Moderators).

[2]Enno Siemsen, Aleda V. Roth, Sridhar Balasubramanian, How motivation, opportunity, and ability drive knowledge sharing: The constraining-factor model.

or constraining factor among the MOA variables determines the degree of knowledge sharing that occurs. This constraining-factor model (CFM) fits the data better than the traditional multiplicative model and reveals a new, qualitatively different portrait of knowledge sharing that resolves some of the puzzles in the previous literature. The CFM provides macro-level insights with respect to how operations managers can improve employee knowledge sharing by focusing on the bottleneck MOAvariable. As a result, the CFM can help set strategic directions of related policies. The model emphasizes that, counter to conventional wisdom, the MOAvariables should not be addressed independently, but rather in a dynamic and coordinated way.

Masao Nakanishi[3], In the consumer acceptance process of new products, it is customary to identify the following five stages: awareness, interest, evaluation, trial and adoption. This reflects the tradition established by sociologists in their research of the adoption process of innovations. Much effort has been directed toward the identification of the determinants of consumer behavior in those stages, resulting in a number of studies of individual and situational ,actors which affect consumer acceptance of new products. In addition to those qualitative studies, attempts have been made to construct mathematical models of consumer response to new products. But the main thrust of past such attempts seems to have been aimed at the stages following the first (=trial) purchase. Stages preceding the trial stage have often been either ignored or simply lumped together in many of those models. It is the purpose of this study to quantitatively investigate this neglected area of transitions between the preawareness and trial stages. In so doing, a particular attention is given to consumer learning involved in the awareness and trial stages. Models based on mathematical learning theory abound the literature of consumer behavior. But most such models appear to be derivatives of the linear operator model for subject-controlled events. A detailed discussion of this model, In short, this model postulates that the feedback from a purchase affects an individual's probability of purchasing the same product (or brand) next time.

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3 Masao Nakanishi, Consumer Learning In Awareness And Trial Of New Products.

Marshall L. Fisher Jayanth Krishnan Serguei Netessine[4], It is sometimes said that success is the result of a good plan well executed. For a retailer, plans are mostly formulated at corporate headquarter and executed in their stores. Corporate planning functions include choosing the assortment of products to carry in each store at each point in time, setting store inventory levels and product prices, setting staffing levels, determining how many stores to have and where they are located and creating the physical design of stores and planograms that specify the location of all products within each store. A retail store is an interesting amalgam of a factory and a sales office and store employees are responsible for a wide range of execution tasks that collectively determine the success of corporate plans. Factory related store execution tasks include receiving product, moving product from the back room to shelves as needed, putting items moved by a customer back to where they belong on the shelf and checking customers out. Fisher (2004) notes similarities between the execution tasks of a retail store and an automobile assembly plant, and suggests drawing on the Toyota Production System as a source of ideas for improving retail store execution. Sales office store execution tasks include all interactions with customers, such as greeting them, asking if they need help, and when requested, providing advice to enable them make a purchase decision and to find the products they have decided to buy.

Professor Tim Jackson[5], Consumer behaviour is key to the impact that society has on the environment. The actions that people take and choices they make – to consume certain products and services or to live in certain ways rather than others – all have direct and indirect impacts on the environment, as well as on personal well-being. This is why the topic of 'sustainable consumption' has become a central focus for national and international policy. Why do we consume in the ways that we do What factors shape and constrain our choices and actions? Why (and when) do people behave in pro-environmental or prosocial ways And how can we encourage, motivate and facilitate more sustainable attitudes, behaviours and lifestyles

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4 Marshall L. Fisher Jayanth Krishnan Serguei Netessine, Retail Store Execution: An Empirical Study.

5 Professor Tim Jackson,A Review Of Evidence On Consumer Behaviour And Behavioural Change

Motivating Sustainable Consumption sets out to address these questions. It reviews the literature on consumer behaviour and behavioural change. It discusses the evidence base for different models of change. It also highlights the dilemmas and opportunities that policy-makers face in addressing unsustainable consumption patterns and encouraging more sustainable lifestyles.

Deborah J. MacInnis, Christine Moorman, & Bernard J. Jaworski[6] The level of processing from ads is influenced by consumers' motivation, ability, and opportunity to process brand information during or immediately after ad exposure. Motivation has been defined as goal-directed arousal. In the current context, the goal is restricted to the processing of brand information. Thus, motivation is defined as consumers' desire or readiness to process brand information in an ad. That view is consistent with recent definitions such as readiness, willingness, interest, and desire to process information in a persuasive communications context. Though slightly different, those terms each suggest heightened arousal to process external stimuli such as brand information. High motivation implies that consumers are willing to allocate processing resources to brand information in an ad. Opportunity is defined here as the extent to which distractions or limited exposure time affect consumers' attention to brand information in an ad. High opportunity implies that the amount of attention allocated to brand information is not impeded. The focus on distraction and limited exposure time is consistent with other discussions of opportunity we do not define lack of opportunity in terms of the disruption of cognitive responses. Our position is that distraction refers to the drawing of attention from one stimulus to another not the outcomes that may stem from allocated attention. Ability refers to consumers' skills or proficiencies in interpreting brand information in an ad. The availability and accessibility of brand-relevant knowledge structures provide the foundation for processing ability. Hence, high ability implies that prior knowledge necessary to interpret brand information is present.

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6 Deborah J. MacInnis, Christine Moorman, & Bernard J. Jaworski, Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information From Ads.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

3.1 Type of Research

The research type for this study is descriptive research. Descriptive reasearch is designed to know the impacts of MOA and AT models.

3.2 Data and Sources of Data

Data used for this study is Primary data.

3.3 Instruments used for data collection

Structured questionnire is used to collect data from the respondents.

3.4 Population and Sample Size

Population size is around 3400 and sample size is 424.

3.5 Sampling Technique

Systematic Sampling – Population is 3392, sample is 424, Population/Sample = 8, Started with 4th customer and then every 8th customer.

3.6 Sample unit

Customers of Pantaloons, Coimbatore

3.7 Statistical tools used

Percentage analysis, One way Anova test, Correlation.

3.5 Limitations of the study

- The study is conducted among the Pantaloons customers of Coimbatore only.
- Constraints of time and resources limited the scope of the study.
- The reliability of the study depends upon the accuracy of respondent's response.
- Since the study is conducted in Coimbatore, the outcomes may or may not reflect in other places.

ANALYSIS & INTERPRETATION

ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis:

Table No. 4.1.1

Table Showing Gender Percentage Analysis of Respondents

S. No	Gender	No. of Respondents	Percentage (%)
1	Male	164	39
2	Female	260	61
	Total	424	100

Interpretation:

39% of the respondents were male and rest 61% were females.

Inference:

Female customers' walk-ins are more than male customers in pantaloons store.

Chart No. 4.1.1

Chart Showing gender analysis of Respondents

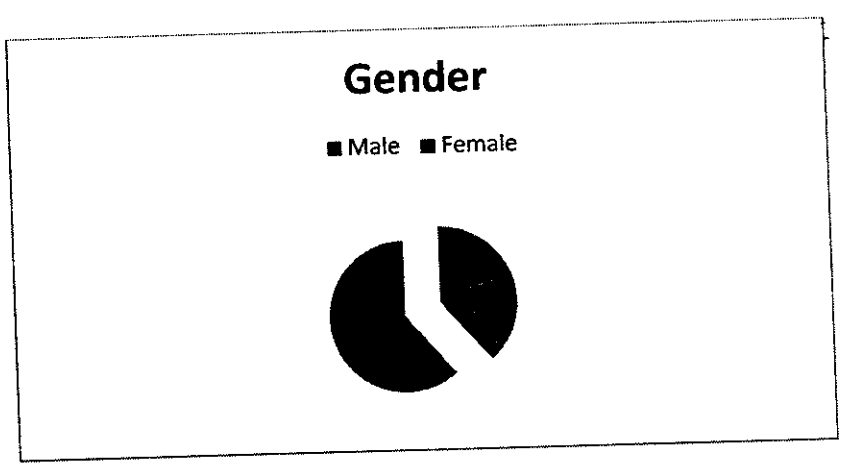


Table No. 4.1.2

Table Showing Percentage Analysis of Respondents Age

S. no	Age Group	No of respondents	Percentage (%)
1	10 to 20	38	9
2	21 to 30	137	33
3	31 to 40	162	38
4	41 to 50	48	11
5	Above 50	39	9
	Total	424	100

Interpretation:

38% of the customers are in age group of 31 years to 40 years, 33% of the customers are in the age group of 21 years to 30 years, 11% of the customers are in the age group of 41 years to 50 years, 9% of the customers are in the age group of 10 years to 20 years and rest 9% are above 50 years age group.

Inference:

Majority of the customers are from the age group of 21 years to 30 years and 31 years to 40 years. 10 years to 20 years and above 50 years age group customers are significantly less in number.

Chart No. 4.1.2

Chart Showing age analysis of Respondents

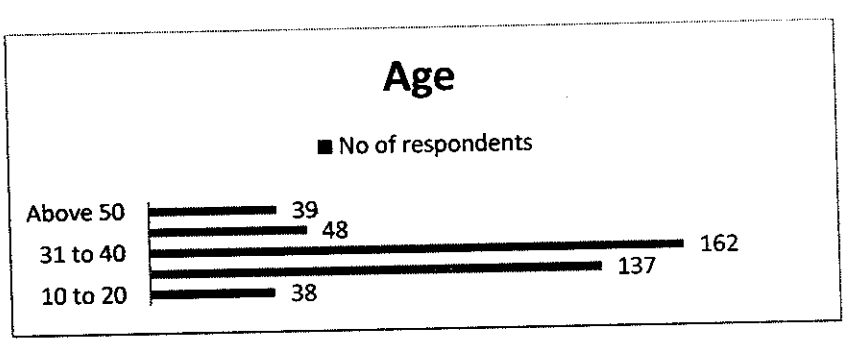


Table No. 4.1.3

Table Showing Percentage Analysis of Respondents Occupation

S. No	Occupation	No. Of Respondents	Percent
1	House wife	176	41
2	Business	28	7
3	Student	54	14
4	Self Employed	27	6
5	Working Professional	139	32
	Total	424	100

Interpretation:

41% of the customers are house wives, 32% are working professionals, 14% are students, 7% are businessmen and rest 6% are self employed.

Inference:

Majority of the customers are house wives and working professionals, next higher no. of customers are students.

Chart No. 4.1.3

Chart Showing occupation analysis of Respondents

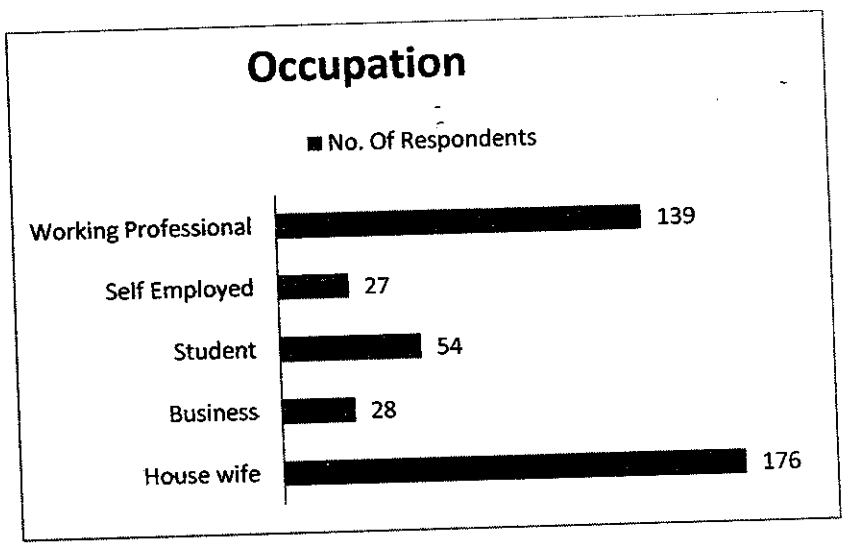


Table No. 4.1.4

Table Showing Percentage Analysis of Respondents Education

S. No.	Education	No. of respondents	Percentage (%)
1	SSLC	20	4
2	Higher Secondary	76	18
3	Diploma	38	9
4	Graduate	174	41
5	Post Graduate	97	22
6	Doctrate	19	6
	Total	424	100

Interpretation:

41% of the customers' are graduates, 22% of the customers' are post graduates, 18% of the customers' are higher secondary level educated, 6% of the customers' are doctorates and least no. of 4% customers are SSLC level educated.

Inference:

Majority of the customers are graduate and least no. of the customers are SSLC educated and significantly less customers are of doctorate degree holders.

Chart No. 4.1.4

Chart Showing education analysis of Respondents

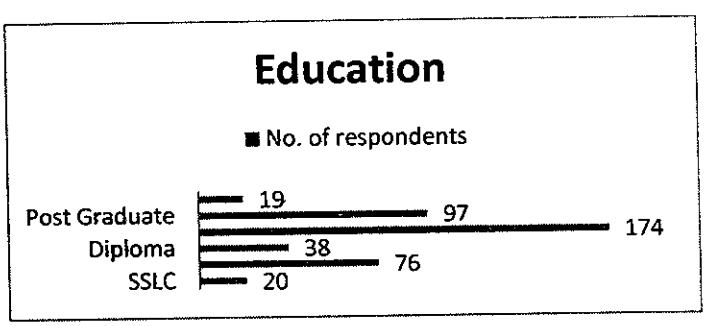


Table No. 4.1.5

Table Showing Percentage Analysis of Respondents Marital Status

S. No.	Marital Status	No. of respondents	Percentage (%)
1	Unmarried	162	38
2	Married	262	62
	Total	424	100.0

Interpretation:

62% of the customers are married and rest 38% are unmarried.

Inference:

Majority of the customers are married.

Chart No. 4.1.5

Chart Showing Marital Status analysis of Respondents

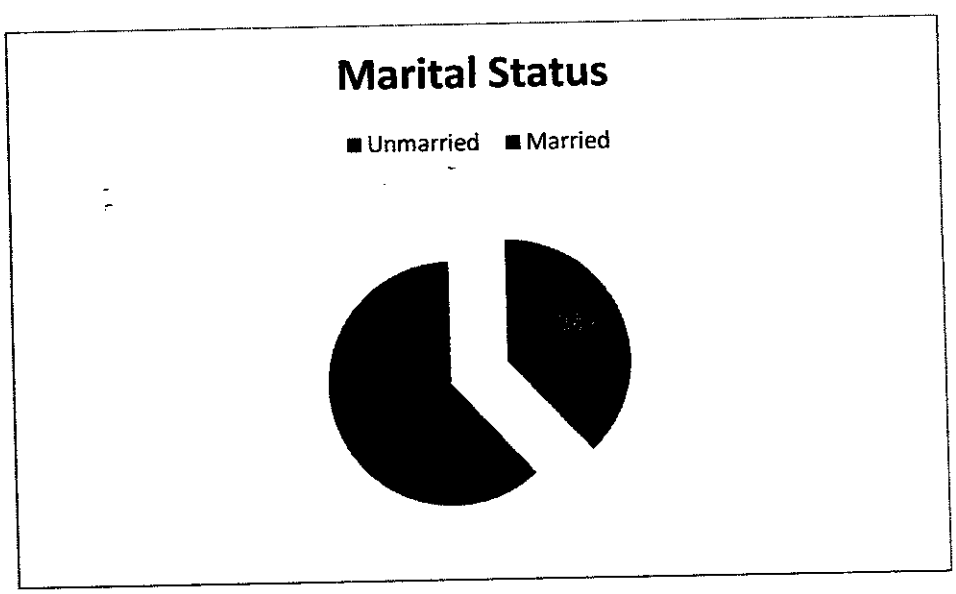


Table No. 4.1.6

Table Showing Percentage Analysis of Respondents Every time Expense

S. No.	Every time Expense(INR)	No. of Respondents	Percent
1	Upto 5000	189	45
2	5001 to 7500	121	28
3	7501 to 10000	52	13
4	Above 10000	62	14
	Total	424	100

Interpretation:

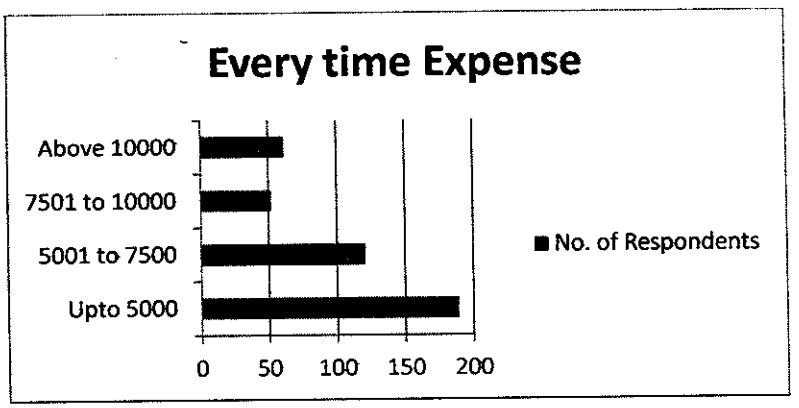
45% of the customers purchase is in range of upto rupees 5000, 28% of the customers purchase is in range of rupees 5001 to 7500, 14% of the customers purchase is in range of above rupees 10000, 13% of the customers purchase is in range of rupees 7501 to 10000.

Inference:

Majority of the customers purchases upto rupees 5000 and very less people do purchase of more than rupees 7500.

Chart No. 4.1.2

Chart Showing every time expense analysis of Respondents



4.2 One way Anova:

Table No. 4.2.1

Table showing Mean, Standard Deviation of age and constructs

		N	Mean	Std. Deviation
Motivation	Male	164	4.1286	.41047
	Female	260	4.0029	.49000
	Total	424	4.0515	.46442
Opportunity	Male	164	3.6585	.81541
	Female	260	3.3615	.44814
	Total	424	3.4764	.63258
Ability	Male	164	3.4207	.39572
	Female	260	3.3654	.69828
	Total	424	3.3868	.59969
Awareness	Male	164	3.3140	.33303
	Female	260	3.3837	.59654
	Total	424	3.3567	.51165
Trial	Male	164	3.8537	.37042
	Female	260	3.7071	.41846
	Total	424	3.7638	.40644
MOA	Male	164	3.7359	.30442
	Female	260	3.5766	.38474
	Total	424	3.6382	.36384
AT	Male	164	3.5838	.31106
	Female	260	3.5454	.43004
	Total	424	3.5603	.38842

Interpretation :

This table displays descriptive statistics for each group and for the entire data set. N indicates the size of each group. Mean shows the average values. The standard deviation indicates the amount of variability of the scores in each group. The mean score motivation, opportunity, ability, trial and MOA model is higher for Male customers where as mean score for awareness and AT model is higher on Female customers. Standard deviation is higher on opportunity for male rest all constructs standard deviation is higher for female customers.

Table No. 4.2.2

Table showing one way anova of gender and constructs

		Sum of Squares	df	Mean Square	F	Sig.
Motivation	Between Groups	1.588	1	1.588	7.477	.007
	Within Groups	89.649	422	.212		
	Total	91.237	423			
Opportunity	Between Groups	8.871	1	8.871	23.339	.000
	Within Groups	160.393	422	.380		
	Total	169.264	423			
Ability	Between Groups	.308	1	.308	.856	.355
	Within Groups	151.814	422	.360		
	Total	152.122	423			
Awareness	Between Groups	.488	1	.488	1.866	.173
	Within Groups	110.246	422	.261		
	Total	110.733	423			
Trial	Between Groups	2.159	1	2.159	13.453	.000
	Within Groups	67.719	422	.160		
	Total	69.878	423			
MOA	Between Groups	2.553	1	2.553	20.161	.000
	Within Groups	53.443	422	.127		
	Total	55.997	423			

AT	Between Groups	.149	1	.149	.985	.322
	Within Groups	63.669	422	.151		
	Total	63.818	423			

H0: The groups are homogenous.

H1: The groups are not homogeneous.

Inference:

There is significance difference between motivation and gender. There is significance difference between opportunity and gender. There is no significance difference between ability and gender. There is no significance difference between awareness and gender. There is significance difference between trial and gender. There is significance difference between MOA and gender. There is no significance difference between AT and gender.

Table No. 4.2.3

Table showing Mean, Standard Deviation of age and constructs

		N	Mean	Std. Deviation
Motivation	10 to 20	38	3.9890	.30398
	21 to 30	137	4.0876	.58989
	31 to 40	162	4.1250	.34494
	41 to 50	48	3.9062	.22846
	Above 50	39	3.8590	.63296
	Total	424	4.0515	.46442
Opportunity	10 to 20	38	3.5921	.68631
	21 to 30	137	3.3978	.82724
	31 to 40	162	3.4537	.44514
	41 to 50	48	3.2708	.27208
	Above 50	39	3.9872	.50637
	Total	424	3.4764	.63258
Ability	10 to 20	38	3.3947	.28847
	21 to 30	137	3.4964	.45754
	31 to 40	162	3.3930	.77478
	41 to 50	48	3.4653	.43889
	Above 50	39	2.8718	.26063
	Total	424	3.3868	.59969
Awareness	10 to 20	38	3.4145	.17703
	21 to 30	137	3.1588	.38572
	31 to 40	162	3.6173	.55180
	41 to 50	48	3.4948	.35163
	Above 50	39	2.7436	.25318
	Total	424	3.3567	.51165

Trial	10 to 20	38	4.0113	.08390
	21 to 30	137	3.7091	.53660
	31 to 40	162	3.8519	.32588
	41 to 50	48	3.7560	.24293
	Above 50	39	3.3590	.07234
	Total	424	3.7638	.40644
MOA	10 to 20	38	3.6586	.19341
	21 to 30	137	3.6606	.44645
	31 to 40	162	3.6572	.33554
	41 to 50	48	3.5475	.17983
	Above 50	39	3.5726	.43384
	Total	424	3.6382	.36384
AT	10 to 20	38	3.7129	.12213
	21 to 30	137	3.4339	.39072
	31 to 40	162	3.7346	.35597
	41 to 50	48	3.6254	.27253
	Above 50	39	3.0513	.09042
	Total	424	3.5603	.38842

Interpretation :

This table displays descriptive statistics for each group and for the entire data set. N indicates the size of each group. Mean shows the average values. The standard deviation indicates the amount of variability of the scores in each group. Mean score for motivation is higher for the age group of 31 to 40 years customers. Mean score for opportunity is higher for the age group of above 50 years customers. Mean score for Ability is higher for the age group of 21 to 30 years customers. Mean score for awareness is higher for the age group of 31 to 40 years customers.

Table No. 4.2.4

Table showing one way anova of age and constructs

		Sum of Squares	df	Mean Square	F	Sig.
Motivation	Between Groups	3.660	4	.915	4.378	.002
	Within Groups	87.577	419	.209		
	Total	91.237	423			
Opportunity	Between Groups	13.642	4	3.410	9.182	.000
	Within Groups	155.623	419	.371		
	Total	169.264	423			
Ability	Between Groups	12.292	4	3.073	9.209	.000
	Within Groups	139.829	419	.334		
	Total	152.122	423			
Awareness	Between Groups	32.071	4	8.018	42.706	.000
	Within Groups	78.663	419	.188		
	Total	110.733	423			
Trial	Between Groups	10.388	4	2.597	18.291	.000
	Within Groups	59.490	419	.142		
	Total	69.878	423			
MOA	Between Groups	.706	4	.177	1.338	.255
	Within Groups	55.291	419	.132		
	Total	55.997	423			
AT	Between Groups	18.301	4	4.575	42.116	.000
	Within Groups	45.517	419	.109		
	Total	63.818	423			

H0: The groups are homogenous.

H1: The groups are not homogeneous.

Inference:

There is significance difference between motivation and age. There is significance difference between opportunity and age. There is significance difference between ability and age. There is significance difference between awareness and age. There is significance difference between trial and age. There is no significance difference between MOA and age. There is significance difference between AT and age.

Table No. 4.2.5

Table showing Mean, Standard Deviation of occupation and constructs

		N	Mean	Std. Deviation
Motivation	House wife	176	3.9304	.40942
	Business	28	4.0982	.26649
	Student	54	3.7454	.36823
	Self Employed	27	4.3056	.34203
	Working Professional	139	4.2650	.49619
	Total	424	4.0515	.46442
Opportunity	House wife	176	3.2045	.33497
	Business	28	4.0893	.65339
	Student	54	4.0093	.41766
	Self Employed	27	3.4630	.19245
	Working Professional	139	3.4928	.80304
	Total	424	3.4764	.63258
Ability	House wife	176	3.4091	.75882
	Business	28	3.5952	.47451
	Student	54	3.3704	.15414
	Self Employed	27	3.7160	.48660
	Working Professional	139	3.2590	.47657
	Total	424	3.3868	.59969
Awareness	House wife	176	3.4787	.60761
	Business	28	3.5536	.29936
	Student	54	3.4213	.11720
	Self Employed	27	3.1111	.32026
	Working Professional	139	3.1853	.47141
	Total	424	3.3567	.51165
Trial	House wife	176	3.6063	.44084

	Business	28	4.1939	.38922
	Student	54	4.0503	.06886
	Self Employed	27	3.5079	.19545
	Working Professional	139	3.8150	.32333
	Total	424	3.7638	.40644
MOA	House wife	176	3.5147	.33459
	Business	28	3.9276	.35880
	Student	54	3.7083	.19114
	Self Employed	27	3.8282	.22855
	Working Professional	139	3.6723	.41005
	Total	424	3.6382	.36384
AT	House wife	176	3.5425	.47556
	Business	28	3.8737	.23002
	Student	54	3.7358	.08145
	Self Employed	27	3.3095	.23082
	Working Professional	139	3.5001	.32309
	Total	424	3.5603	.38842

Interpretation :

This table displays descriptive statistics for each group and for the entire data set. N indicates the size of each group. Mean shows the average values. The standard deviation indicates the amount of variability of the scores in each group. Mean is higher on self employed, business customers for all the constructs.

Table No. 4.2.6

Table showing one way anova of occupation and constructs

		Sum of Squares	df	Mean Square	F	Sig.
Motivation	Between Groups	15.781	4	3.945	21.907	.000
	Within Groups	75.456	419	.180		
	Total	91.237	423			
Opportunity	Between Groups	38.900	4	9.725	31.257	.000
	Within Groups	130.364	419	.311		
	Total	169.264	423			
Ability	Between Groups	6.516	4	1.629	4.688	.001
	Within Groups	145.606	419	.348		
	Total	152.122	423			
Awareness	Between Groups	9.644	4	2.411	9.993	.000
	Within Groups	101.089	419	.241		
	Total	110.733	423			
Trial	Between Groups	16.107	4	4.027	31.377	.000
	Within Groups	53.772	419	.128		
	Total	69.878	423			
MOA	Between Groups	6.432	4	1.608	13.592	.000
	Within Groups	49.565	419	.118		
	Total	55.997	423			

AT	Between Groups	6.670	4	1.668	12.227	.000
	Within Groups	57.148	419	.136	.	
	Total	63.818	423			

H0: The groups are homogenous.

H1: The groups are not homogeneous.

Inference:

There is significance difference between motivation and occupation. There is significance difference between opportunity and occupation. There is significance difference between ability and occupation. There is significance difference between awareness and occupation. There is significance difference between trial and occupation. There is significance difference between MOA and occupation. There is significance difference between AT and occupation.

Table No. 4.2.7

Table showing Mean, Standard Deviation of education and constructs

		N	Mean	Std. Deviation
Motivation	SSLC	20	4.4750	.07695
	Higher Secondary	76	4.0526	.21724
	Diploma	38	3.7303	.08970
	Graduate	174	4.0594	.42414
	Post Graduate	97	3.9871	.68024
	Doctrate	19	4.5000	.00000
	Total	424	4.0515	.46442
Opportunity	SSLC	20	3.5000	.00000
	Higher Secondary	76	3.3750	.21794
	Diploma	38	3.2500	.25336
	Graduate	174	3.3276	.78397
	Post Graduate	97	3.7062	.51414
	Doctrate	19	4.5000	.00000
	Total	424	3.4764	.63258
Ability	SSLC	20	3.8333	.29617
	Higher Secondary	76	3.2412	.53499
	Diploma	38	2.8070	.69157
	Graduate	174	3.6494	.54504
	Post Graduate	97	3.2371	.50680
	Doctrate	19	3.0175	.07647
	Total	424	3.3868	.59969
Awareness	SSLC	20	3.0000	.00000
	Higher Secondary	76	3.5625	.57319
	Diploma	38	3.7500	.76007

	Graduate	174	3.3549	.36082
	Post Graduate	97	3.1881	.51416
	Doctrate	19	3.0000	.00000
	Total	424	3.3567	.51165
Trial	SSLC	20	3.4286	.00000
	Higher Secondary	76	3.8929	.21269
	Diploma	38	3.7857	.07239
	Graduate	174	3.7102	.52639
	Post Graduate	97	3.9131	.28538
	Doctrate	19	3.2857	.00000
	Total	424	3.7638	.40644
MOA	SSLC	20	3.9361	.09711
	Higher Secondary	76	3.5563	.12942
	Diploma	38	3.2624	.30283
	Graduate	174	3.6788	.35833
	Post Graduate	97	3.6435	.43821
	Doctrate	19	4.0058	.02549
	Total	424	3.6382	.36384
AT	SSLC	20	3.2143	.00000
	Higher Secondary	76	3.7277	.37088
	Diploma	38	3.7679	.41623
	Graduate	174	3.5325	.39695
	Post Graduate	97	3.5506	.32624
	Doctrate	19	3.1429	.00000
	Total	424	3.5603	.38842

Interpretation :

This table displays descriptive statistics for each group and for the entire data set. N indicates the size of each group. Mean shows the average values. The standard deviation indicates the amount of variability of the scores in each group.

Table No. 4.2.8

Table showing one way anova of education and constructs

		Sum of Squares	df	Mean Square	F	Sig.
Motivation	Between Groups	11.743	5	2.349	12.350	.000
	Within Groups	79.494	418	.190		
	Total	91.237	423			
Opportunity	Between Groups	31.623	5	6.325	19.207	.000
	Within Groups	137.641	418	.329		
	Total	169.264	423			
Ability	Between Groups	35.137	5	7.027	25.110	.000
	Within Groups	116.984	418	.280		
	Total	152.122	423			
Awareness	Between Groups	16.816	5	3.363	14.968	.000
	Within Groups	93.918	418	.225		
	Total	110.733	423			
Trial	Between Groups	10.537	5	2.107	14.845	.000
	Within Groups	59.341	418	.142		
	Total	69.878	423			
MOA	Between Groups	10.508	5	2.102	19.313	.000
	Within Groups	45.488	418	.109		
	Total	55.997	423			

AT	Between Groups	9.615	5	1.923	14.829	.000
	Within Groups	54.203	418	.130		
	Total	63.818	423			

H0: The groups are homogenous.

H1: The groups are not homogeneous.

Inference:

There is significance difference between motivation and education. There is significance difference between opportunity and education. There is significance difference between ability and education. There is significance difference between awareness and education. There is significance difference between trial and education. There is significance difference between MOA and education. There is significance difference between AT and education.

Table No. 4.2.9

Table showing Mean, Standard Deviation of marital status and constructs

		N	Mean	Std. Deviation
Motivation	Unmarried	162	4.1559	.46958
	Married	262	3.9870	.45011
	Total	424	4.0515	.46442
Opportunity	Unmarried	162	3.6451	.76346
	Married	262	3.3721	.51030
	Total	424	3.4764	.63258
Ability	Unmarried	162	3.4630	.38475
	Married	262	3.3397	.69692
	Total	424	3.3868	.59969
Awareness	Unmarried	162	3.2454	.34631
	Married	262	3.4256	.58123
	Total	424	3.3567	.51165
Trial	Unmarried	162	3.9392	.28206
	Married	262	3.6554	.43333
	Total	424	3.7638	.40644
MOA	Unmarried	162	3.7546	.35486
	Married	262	3.5663	.35109
	Total	424	3.6382	.36384
AT	Unmarried	162	3.5923	.24797
	Married	262	3.5405	.45338
	Total	424	3.5603	.38842

Interpretation:

This table displays descriptive statistics for each group and for the entire data set. N indicates the size of each group. Mean shows the average values. The standard deviation indicates the amount of variability of the scores in each group. Mean is higher on unmarried customers on motivation, opportunity, ability and trial, MOA and At. Mean is higher on married for awareness.

Table No. 4.2.10

Table showing one way anova of marital status and constructs

		Sum of Squares	df	Mean Square	F	Sig.
Motivation	Between Groups	2.856	1	2.856	13.636	.000
	Within Groups	88.381	422	.209		
	Total	91.237	423			
Opportunity	Between Groups	7.456	1	7.456	19.447	.000
	Within Groups	161.808	422	.383		
	Total	169.264	423			
Ability	Between Groups	1.521	1	1.521	4.262	.040
	Within Groups	150.601	422	.357		
	Total	152.122	423			
Awareness	Between Groups	3.251	1	3.251	12.763	.000
	Within Groups	107.483	422	.255		
	Total	110.733	423			
Trial	Between Groups	8.060	1	8.060	55.022	.060
	Within Groups	61.818	422	.146		
	Total	69.878	423			
MOA	Between	3.552	1	3.552	28.580	.000

	Groups					
	Within Groups	52.445	422	.124		
	Total	55.997	423			
AT	Between Groups	.268	1	.268	1.782	.183
	Within Groups	63.550	422	.151		
	Total	63.818	423			

H0: The groups are homogenous.

H1: The groups are not homogeneous.

Inference:

There is significance difference between motivation and marital Status. There is significance difference between opportunity and marital Status. There is significance difference between ability and marital Status. There is significance difference between awareness and marital Status. There is no significance difference between trial and marital Status. There is significance difference between MOA and marital Status. There is no significance difference between AT and marital Status.

Table No. 4.2.11

Table showing Mean, Standard Deviation of every time expense and constructs

		N	Mean	Std. Deviation
Motivation	Upto 5000	189	4.2196	.37993
	5001 to 7500	121	3.8540	.55832
	7501 to 10000	52	3.9904	.34994
	Above 10000	62	3.9758	.40161
	Total	424	4.0515	.46442
Opportunity	Upto 5000	189	3.6032	.63471
	5001 to 7500	121	3.5124	.57541
	7501 to 10000	52	3.3173	.57760
	Above 10000	62	3.1532	.65028
	Total	424	3.4764	.63258
Ability	Upto 5000	189	3.5009	.58913
	5001 to 7500	121	3.4601	.45797
	7501 to 10000	52	3.0513	.77652
	Above 10000	62	3.1774	.56206
	Total	424	3.3868	.59969
Awareness	Upto 5000	189	3.3889	.56395
	5001 to 7500	121	3.2500	.43661
	7501 to 10000	52	3.3654	.50841
	Above 10000	62	3.4597	.45537
	Total	424	3.3567	.51165

Trial	Upto 5000	189	3.7400	.49134
	5001 to 7500	121	3.8123	.32105
	7501 to 10000	52	3.7995	.29840
	Above 10000	62	3.7120	.33776
	Total	424	3.7638	.40644
MOA	Upto 5000	189	3.7745	.30050
	5001 to 7500	121	3.6088	.31915
	7501 to 10000	52	3.4530	.40875
	Above 10000	62	3.4355	.41145
	Total	424	3.6382	.36384
AT	Upto 5000	189	3.5644	.44498
	5001 to 7500	121	3.5311	.34339
	7501 to 10000	52	3.5824	.33516
	Above 10000	62	3.5858	.32748
	Total	424	3.5603	.38842

Interpretation:

This table displays descriptive statistics for each group and for the entire data set. N indicates the size of each group. Mean shows the average values. The standard deviation indicates the amount of variability of the scores in each group. Mean is higher on upto 5000 expensed customers for motivation, opportunity, ability, trial, MOA, and AT. Mean is higher for Above 10000 rupees expensed customers on awareness and trial.

Table No. 4.2.12

Table showing one way anova of every time expense and constructs

		Sum of Squares	df	Mean Square	F	Sig.
Motivation	Between Groups	10.609	3	3.536	18.421	.000
	Within Groups	80.628	420	.192		
	Total	91.237	423			
Opportunity	Between Groups	10.986	3	3.662	9.717	.000
	Within Groups	158.278	420	.377		
	Total	169.264	423			
Ability	Between Groups	11.681	3	3.894	11.644	.000
	Within Groups	140.441	420	.334		
	Total	152.122	423			
Awareness	Between Groups	2.235	3	.745	2.884	.036
	Within Groups	108.499	420	.258		
	Total	110.733	423			
Trial	Between Groups	.624	3	.208	1.262	.287
	Within Groups	69.254	420	.165		
	Total	69.878	423			
MOA	Between Groups	7.949	3	2.650	23.163	.000
	Within Groups	48.047	420	.114		
	Total	55.997	423			

AT	Between Groups	.172	3	.057	.378	.769
	Within Groups	63.646	420	.152		
	Total	63.818	423			

H0: The groups are homogenous.

H1: The groups are not homogeneous.

Inference:

There is significance difference between motivation and every time expense. There is significance difference between opportunity and every time expense. There is significance difference between ability and every time expense. There is no significance difference between awareness and every time expense. There is no significance difference between trial and every time expense. There is significance difference between MOA and marital Status. There is no significance difference between AT and every time expense.

4.3 Correlation Analysis:

Table No. 4.3.1

Table showing Correlation between Motivation and Trial

Correlations			
		Motivation	Trial
Motivation	Pearson Correlation	1	.840
	Sig. (2-tailed)		.009
	N	424	424

Interpretation:

Pearson correlation between motivation and trial is 0.840 and significance is 0.009. Total sample size N is 424.

Inference:

There is a strong and positive correlation between motivation and trial. When motivation increases or decreases Trial will also increase or decrease. As significance difference is less than 0.05 so increase or decrease in one variable significantly relate to increases or decreases in second variable.

Table No. 4.3.2

Table showing Correlation between Opportunity and Trial

		Opportunity	Trial
Opportunity	Pearson Correlation	1	.245
	Sig. (2-tailed)		.000
	N	424	424

Interpretation:

Pearson correlation between opportunity and trial is 0.245 and significance is 0.000. Total sample size N is 424.

Inference:

There is a positive but not strong correlation between opportunity and trial. When opportunity increases or decreases Trial will also increase or decrease. As significance difference is less than 0.05 so increase or decrease in one variable significantly relate to increases or decreases in second variable.

Table No. 4.3.3

Table showing Correlation between Ability and Trial

		Ability	Trial
Ability	Pearson Correlation	1	-.021
	Sig. (2-tailed)		.666
	N	424	424

Interpretation:

Pearson correlation between ability and trial is -.021 and significance is 0.666. Total sample size N is 424.

Inference:

There is a negative correlation between ability and trial. When ability increases or decreases Trial will decrease or increase respectively. As significance difference is greater than 0.05 so increases or decreases in one variable do not significantly relate to increases or decreases in second variable.

Table No. 4.3.4

Table showing Correlation between Awareness and Trial

		Awareness	Trial
Awareness	Pearson Correlation	1	.424
	Sig. (2-tailed)		.000
	N	424	424

Interpretation:

Pearson correlation between awareness and trial is 0.424 and significance is 0.000. Total sample size N is 424.

Inference:

There is a positive correlation between awareness and trial. When awareness increases or decreases Trial will also increase or decrease. As significance difference is less than 0.05 so increases or decreases in one variable significantly relate to increases or decreases in second variable.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

- Female customers' walk-ins are more than male customers in pantaloons store.
- Majority of the customers are from the age group of 21 years to 30 years and 31 years to 40 years. 10 years to 20 years and above 50 years age group customers are significantly less in number.
- Majority of the customers are house wives and working professionals, next higher no. of customers are students.
- Majority of the customers are graduate and least no. of the customers are SSLC educated and significantly less customers are of doctorate degree holders.
- Majority of the customers are married.
- Majority of the customers purchases upto rupees 5000 and very less people do purchase of more than rupees 7500.
- There is significance difference between motivation and gender. There is significance difference between opportunity and gender. There is no significance difference between ability and gender. There is no significance difference between awareness and gender. There is significance difference between trial and gender. There is significance difference between MOA and gender. There is no significance difference between AT and gender.
- There is significance difference between motivation and age. There is significance difference between opportunity and age. There is significance difference between ability and age. There is significance difference between awareness and age. There is significance difference between trial and age. There is no significance difference between MOA and age. There is significance difference between AT and age.
- There is significance difference between motivation and occupation. There is significance difference between opportunity and occupation. There is significance difference between ability and occupation. There is significance difference between awareness and occupation. There is significance difference between trial and occupation. There is significance difference between MOA and occupation. There is significance difference between AT and occupation.

- There is significance difference between motivation and education. There is significance difference between opportunity and education. There is significance difference between ability and education. There is significance difference between awareness and education. There is significance difference between trial and education. There is significance difference between MOA and education. There is significance difference between AT and education.
- There is significance difference between motivation and marital Status. There is significance difference between opportunity and marital Status. There is significance difference between ability and marital Status. There is significance difference between awareness and marital Status. There is no significance difference between trial and marital Status. There is significance difference between MOA and marital Status. There is no significance difference between AT and marital Status.
- There is significance difference between motivation and every time expense. There is significance difference between opportunity and every time expense. There is significance difference between ability and every time expense. There is no significance difference between awareness and every time expense. There is no significance difference between trial and every time expense. There is significance difference between MOA and marital Status. There is no significance difference between AT and every time expense.
- There is a strong and positive correlation between motivation and trial. When motivation increases or decreases Trial will also increase or decrease. As significance difference is less than 0.05 so increase or decrease in one of these two variables significantly relate to increases or decreases in another variable.
- There is a positive but not strong correlation between opportunity and trial. When opportunity increases or decreases Trial will also increase or decrease. As significance difference is less than 0.05 so increase or decrease in one of these two variables significantly relate to increases or decreases in second variable.
- There is a negative correlation between ability and trial. When ability increases or decreases Trial will decrease or increase respectively. As significance difference is

greater than 0.05 so increases or decreases in one of these two variables do not significantly relate to increases or decreases in second variable.

- There is a positive correlation between awareness and trial. When awareness increases or decreases Trial will also increase or decrease. As significance difference is less than 0.05 so increases or decreases in one of these two variable significantly relate to increases or decreases in second variable

5.2 Suggestions

- To encourage kids to come to Pantaloons some cultural competition could be conducted and free gifts such as toys which has Pantaloons symbol in it could be given to kids as they are the future customers, so catching them young will surely give a long run benefit
- It is suggested to keep more formal dress brands as there are many working professionals, and students walk-in. Tie up with Aditya Birla Nuvo Ltd. will bring brands like Peter England, Louis Philippe, Allen Solly, Vanheusen in Pantaloons store so this problem could be solved.
- It is suggested to make promotions and in-store offer announcements to do in local language so that less educated people who do not know English will be attracted and thus company will get more number of customers.
- It is suggested to encourage fashion assistants for cross selling as majority of the customers are married. And cross selling will also increase the per head selling amount (Token size).
- It is suggested to follow different advertisement strategies and different offers for different genders, age groups and occupations. It is also suggested to provide good assistance to female customers to make quick evaluation of products.
- It is suggested to go for more advertisement and effective offers as it has a great impact on trials.
- It is suggested to train fashion assistants effectively so that they can explain products, features and offers to customers appropriately, this in turn will decrease the time of product evaluation for a customer and customer will get time to evaluate other products so chances further sales increases.
- It is suggested to identify most visiting customers and give them better shopping experience by offering fully assisted shopping an invitation in major events thus they will create better awareness in their personal circle of communication which in turn will bring more customers to Pantaloons store and thus sales will increase.
- It is suggested no to give all the information in the hands of customers, customers are needed to depend on fashion assistants as ability is negatively related to trial.

5.3 Conclusion

The study has shown that there is impact of Motivation, Opportunity, Ability, Awareness, Trial and Influence in the purchasing behavior of the customers in Pantaloons. There are significance difference in maximum of the components' between groups and with in groups. Thus if the company could concentrate separately on different types of customers in different strategies sales will be enhanced. There are less male customers and less unmarried customers so company needs to look after this. Cross selling to the customers to be done for better sales and fashion assistants are to be motivated more to do cross selling.

This study was aimed to know the impact of MOA and AT models in inducing trials and during study it has come out that motivation, opportunity and trial has a positive direct impact in inducing trials where as ability has got a negative impact in inducing trials and MOA has a higher impact on trials.

5.4 Scope for further Study:

This study is conducted to know the impact of Motivation-Opportunity-Ability and Awareness-Trial models in inducing trials. Further study could be done for other consumer behavior models such as Attention-Interest-Desire-Action, Awareness-Knowledge-Evaluation-Trial-Action models. And this study is conducted in Coimbatore further study could be done in a larger geographical area.

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Appendix

Questionnaire

KCT – BUSINESS SCHOOL

IMPACT OF MOA & AT MODELS IN INDUCING TRIALS IN RETAIL SECTOR WITHREFERENCE TO PANTALOON RETAIL INDIA LTD

I, Brajagopal Mondal II year MBA student of KCT – Business School, Coimbatore, have undertaken a project entitled **Impact of MOA & AT Models in inducing trials in retail sector with reference to Pantaloons Retail India ltd.** Hence I request you to fill the following questionnaire to enable me to complete the project. The information provided by you will be used for academic purpose only.

Thank you

Brajagopal Mondal

QUESTIONNAIRE

Please tick [√] the appropriate option.

S. No.	Features	Strongly Agree	Agree	Neither agree nor Disagree	Disagree	Strongly Disagree
1	I want to learn more about Products in Pantaloons after seeing advertisement					
2	I desire to try pantaloons products after seeing its advertisement					
3	Offer products in Pantaloons are trustworthy					
4	I feel to purchase more when there is an offer					
5	I have adequate time to evaluate products in Pantaloons					

6	I have an easy access to Pantaloons Store from my residence					
7	I am confident in my ability to evaluate various products available in Pantaloons					
8	I am hesitant in making a purchase decision on my own					
9	It is important to me to find an exact choice					
10	Before coming to Brookfields Plaza, I was aware about Pantaloons					
11	I frequently visit Pantaloons Store to know About products and offers					
12	I check the prices, of products I buy form Pantaloons, from alternative sources					
13	I read the full advertisement of Pantaloons, when it comes in newspaper					
14	Every time I come to Brookfields Plaza I visit Pantaloons Store					
15	Every time I walk-in Pantaloons Store I make a purchase					
16	Store atmosphere of Pantaloons makes me purchase more					

17	I get my preferred brands available in Pantaloons					
18	Quality of Products in Pantaloons are satisfactory					
19	Pantaloons offer value-for-Money Products					
20	I suggest my friends and relatives to purchase from Pantaloons					

21. Gender : [ ] Male [ ] Female [ ] Others

22. Age in year : [ ] 10 to 20 [ ] 21 to 30 [ ] 31 to 40 [ ] 41 to 50 [ ] Above 50

23. Occupation : [ ] House wife [ ] Business [ ] Student [ ] Self-Employed

[ ] Working Professional [ ] Retired

24. Educational Qualification : [ ] SSLC [ ] Higher Secondary [ ] Graduate

[ ] Post Graduate [ ] Doctorate

25. Marital Status: [ ] Unmarried [ ] Married

26. Average amount spent on each purchase : [ ] Up to Rs.5000 [ ] Rs.5001-7,500

[ ] Rs.7, 501-10,000 [ ] Above Rs.10, 000

****** Thank you ******