FINDINGS OF THE STUDY
CHAPTER- V

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As Leo Tolstoy said ‘It is easier to produce ten volumes of philosophical writings than to put one principle in to practice’, the idea of any research is to tell the world about the findings of the research and make suggestions based on the study, which helps the industry, general public and various stakeholders to identify the areas of strengths and weaknesses and to bring about changes in the area by modifying their plans, policies and strategies etc.

The first objective of the present study was to measure the perception of Indian organized and unorganized retailers towards foreign direct investment (FDI) in Indian retail sector with special reference to their income and employment generation. To measure the income and employment generation status seven parameters were identified and were tested with their demographic variables to understand their perception with the help of cross tab technique of SPSS. The main findings of the study are as follows:

Findings pertaining to Indian Organized Retailers

- The analysis of perception of Indian organized retailers towards impact of FDI on income generation in Indian retail sector found that out of total respondents, 76 per cent agreed and 6 per cent strongly agreed to the statement ‘FDI will not decrease the income of Indian organized retailers’. The high mean score of 3.7 is also showing their acceptance of the statement. On the statement relating to income generation, it was clearly exposed that the respondents supported the statement with a high majority (87 per cent agreed and 2 per cent strongly agreed) and perceived that foreign retail giants will not negatively impact the business margins i.e. sales and profits, of Indian organized retailers.

- It was established through the study of 50 Indian organized retailers that a quite good number of the respondents agreed (54 per cent agreed and 4 per cent strongly agreed) and opined that foreign retailers will help existing organized retailers to ease their capital constraints. The high mean score of 3.5 of the respondents also showing the results. It was exposed and believed that foreign retailers will not create monopoly in Indian markets by dumping and lowering the prices by majority of respondents (total 66 per cent agreed) with a high mean score of 3.5.
The study confirms through its results that FDI in retail in India is not going to decrease the income of the organized retailers significantly and they are very much in position to compete them positively and hence responded positively almost all the statements. The perceived perception of Indian organized retailers indicated that out of total respondents, 78 per cent respondents agreed and 2 per cent strongly agreed that FDI will generate franchising opportunities for Indian organized retailers with the high mean score of 3.6 and hence will help in employment generation in the country.

It was established through the results of the study that that foreign retailers will not lead to unfair competition and there will be no large scale exit of domestic organized retailers. The view was supported by approximately 74 per cent respondents with a high mean score of 3.6. The majority of the respondents endorsed (total 66 per cent agreed) that foreign retailers not will not create monopoly in Indian market by dumping and lowering the prices with a high mean score of 3.5.

The partnership opportunities with foreign retailers will benefit Indian retailers in terms of international technologies and managerial expertise was accepted by a majority of organized retailers (46 per cent agreed and 8 per cent strongly disagreed). The study observed that the Indian organized retailers perceived positively towards all the statements and believed that FDI will improve the employment opportunities of Indian organized retailers.

Findings on the basis of perception of unorganized retailers

The age-wise responses of Indian unorganized retailers indicated that out of total selected respondents, majority of the respondents from all age sub-categories (Up to 25 years (69.4 per cent), 26-45 years (58.1 per cent) and 46 years &above (70.3 per cent) agreed to the statement ‘FDI will not significantly decrease the Income of Unorganized Retailers’ with the high mean scores of 3.5, 3.1. and 3.7 respectively. The Chi square test results showed that there is no significant association between the age and the responses that means respondents from each age category agreed to the statement in the same way and with no difference of opinion. The educational qualification-wise analysis established that out of total respondents a majority (66.6, 69.1 and 59.3 per cent respectively) from each educational category endorsed those foreign retailers will not decrease the income of Indian unorganized retailers. The
mean score analysis exposed that the respondents from each educational category were supporting the statement with almost the similar mean scores of 3.5, 3.5 and 3.3 respectively and the same is also proved by the hypothesis acceptance, which indicated that the respondents from the each age sub-categories believed that foreign retailers will not decrease the income of Indian unorganized retailers. Further, the results on the basis of venture status showed that the respondents having rural venture status (73.5 per cent) found more concerned towards the statement in comparison to those having urban venture status (61.7 per cent) with mean the different mean scores of 3.7 and 3.3 respectively; a difference was observed in between the opinion, but it is not statistically significant as the related null hypothesis is accepted which further elaborated that the respondents from both the categories agreed to the statement with no difference in opinion.

- The Indian organized and unorganized retail category-wise responses elucidated that a total 52.7; and 73 per cent respondents respectively agreed to the statement with the mean scores of 3.2 and 3.5 respectively; the related null hypotheses was rejected and a significant association was found in the responses of respective sub-categories indicating that the perception of the different retail business category retailers with respect to the statement was dissimilar. The results on the basis of retail segment showed that the respondents from both the sub-categories (77.9 and 60.3 per cent respectively) agreed to the statement and the same is verified by acceptance of null hypothesis that the respondents agreed to the statement with no difference in opinion.

- The monthly family income-wise analysis underlined that a mainstream of the respondents (51.9, 63.1, and 76.5 per cent respectively) believed that ‘foreign retailers will not decrease the income of Indian unorganized retailers’ and a substantial difference is found in opinion as the related null hypothesis was rejected.

- The age-wise responses on the statement ‘organized retail outlets would be for specific customers only and not for the common people’ indicated that out of total selected respondents belonging to ‘up to 25 years’, ‘26-45 years’, and ‘46 years & above’, a total 67.7, 64.8 and 59.4 per cent respectively respondents from each category agreed that organized retail outlets would be only for specific customers i.e. high income group and not for the common people. The mean score analysis also figured out that the respondents from first two age categories were supporting the
statement with a same mean score of 3.5 but the respondents from the third age category supported the statement with a comparatively low mean score of 3.2. The educational qualification-wise analysis indicated that out of total respondents 61.8, 64.8 and 41.3 per cent respondents respectively from each age category endorsed (agreed and strongly agreed) the statement.

- The venture status-wise responses exposed that approximately 70 per cent respondents having rural venture status and 61.7 per cent respondents having urban venture status endorsed that ‘organized retail outlets would be for specific customers only and not for the common people’ with the high mean scores of 3.6 and 3.3 respectively. Similarly, the responses according to type of retail business evident that a total 64.8 per cent respondents doing single-brand retail business and 63.5 per cent respondents doing multi-brand retail business opined that the organized retail stores would be only for high income group and not for common people. The mean score analysis also showed acceptance towards statement with the high mean score of 3.6 and 3.3 respectively.

- The retail segment-wise responses exposed that a total 62.7 per cent and 64.6 per cent respondents respectively from both the sub-categories agreed and strongly agreed with a high same mean scores of 3.4. Similarly, the monthly family income-wise responses explicated that the respondents from the ‘Rs. 60000 & above’ income category highly favoured the statement tracked by ‘Rs. 40000-60000’ and ‘up to Rs. 40000’, i.e. 71.6, 60, and 57.4 per cent respectively and the same is proven by their respective mean scores of 3.6, 3.3, and 3.1. Further, the related hypotheses on the basis of age, educational qualification, venture residential status, type of retail business and monthly family income towards the statement that ‘organized retail outlets would be for specific customers only and not for the common people’ were accepted and no significant association was found between the demographic sub-category and related responses of the respondents meaning thereby that the respondents favoured the statement with no difference in opinion.

- The age-wise responses of Indian unorganized retailers towards the statement that ‘foreign retailers will not attract more customers in comparison to unorganized retailers’ exhibited that out of total selected respondents a good number of the
respondents (45.2; 45.9 and 46.8 per cent respectively) agreed to the statement and with exactly same mean score of 3 which was also evident from hypothesis acceptance which meant that no difference was found between the responses and the demographic categories of the respondents. The educational qualification-wise responses revealed that a good number of respondents (47.4, 50, and 38.9 per cent respectively) from all educational category endorsed the statement with the identical mean score of 3 and the related hypothesis was also accepted that proved no difference in opinion of the respondents. The venture status-wise analysis explained that a total 50.9 and 43.9 per cent respondents respectively endorsed (agreed and disagreed) the statement with a same moderate mean scores of 3 and behaving in the same way as the related hypothesis was accepted; no significant association/difference was found between the responses and the demographic sub-categories.

The responses based on the type of retail business and retail segment underlined that a total 34.9 per cent respondents doing single-brand retail business agreed to the statement but a total 48.6 per cent respondents from the same category disagreed to the statement and believed that the foreign retail outlets will attract more customers in comparison to unorganized retailers. Similarly, a total 50.8 and 42.1 per cent respondents doing multi-brand retail business agreed and disagreed respectively to the statement. The mean score analysis also showed acceptance of the respondents towards statement with the mean score of 3 each. Further, total 54.2 per cent retailers doing ‘food & grocery’ business and 42.6 per cent retailers engaged in ‘apparel’ respectively agreed to the statement. The mean score analysis showed that the respondents engaged food and grocery retail business supported the statement with the high same mean scores of 3.3 but respondents involved in apparel retail business endorsing the statement with a comparatively moderate mean score of 2.8. Both the related hypotheses were rejected and a significant association was found between the sub-categories and the related responses meaning thereby that the respondents favoured the statement with difference in opinion.

The monthly family income-wise analyses exhibits that the a good number of the respondents (55.4 per cent) from ‘Rs.40,001 to Rs. 60,000’ income category accepted the statement with a high mean score of 3.2 followed by the respondents from ‘Rs. 60,001 & above’ (45.6 per cent) and ‘Up to Rs. 40,000’ (65.8 per cent) category with
the mean scores of 3 and 2.9 respectively and the related null hypothesis was accepted which proved the similarities in opinion of the respondents as far as their sub-income categories were concerned.

- The age-wise responses indicated that the respondents from ‘46 & above’ age category showed more concern towards the statement ‘foreign organized retailers will not pose threat to unorganized retailers’ and agreed (76.5 per cent) in comparison to respondents from the ‘26-45’ age category (67.6 per cent) and ‘up to 25’ age category (53.2 per cent). The related null hypothesis was also rejected and a significance association was found meaning thereby that the respondents favoured the statement with the difference in perception level. The educational qualification-wise analysis indicated that a total 64.1, 72.1, and 61.2 per cent respectively from each education category agreed to the statement with the mean scores 3.4, 3.6 and 3.4 respectively. The hypothesis related to the educational background was accepted and no significance association was observed between the educational sub-categories and the responses and evident that the respondents endorsed the statement with no difference of opinion as far as their educational background is concerned.

- The venture status-wise findings confirmed that both types of respondents having rural and urban venture status favoured the statement with the majority (72.8 and 63.1 per cent respectively) and the high mean scores of 3.7 and 3.3 also exposed their perception. The allied null hypothesis was proved right and evident that there was no significant association/difference between the venture status and the related responses. The perception level of Indian unorganized retailers on the basis of type of retail business and retail segment evident that a total 63.5, 67.4, 69.5, and 64.5 per cent respondents respectively doing single-brand, multi-brand business; ‘food & grocery’ and ‘apparel’ retail business agreed to the statement with the almost identical mean scores of 3.5, 3.4, 3.5 and 3.5 respectively and the same was proven by hypotheses acceptance, found no statistically significant association between the respective sub-categories and the responses of the respondents. The responses endorsed the statement that ‘foreign retailers will not pose a threat to unorganized retailers’ with no difference of opinion.
• The monthly family income-wise analysis exposed that the respondents from ‘Rs. Rs. 60,001 & Above’ income category found more concerned towards the statement (approx. 80 per cent) in comparison to the respondents from ‘Up to Rs. 40,000’ category (63 per cent) ‘40,001-Rs.60,000’ category (52.3 per cent); the mean score analysis also showed that the respondents from the third income category supported the statement with highest mean score of 3.7 and the mean score of rest of the two categories were found to be 3.4 and 3.2 respectively. The rejection of related null hypothesis also proved the difference in opinions of respondents as the calculated significance value is less than 0.05, meaning thereby that respondents agreed to the statement that ‘foreign retailers will not pose threat to Indian unorganized retailers’ with the difference of opinion as far as their income sub-categories were concerned.

• The age-wise responses on the statement that ‘FDI will help in employment generation’, exhibited that out of total selected respondents a very significant number i.e. 69.4; 51.3; and 67.2 per cent respondents respectively agreed to the statement which was clearly evident from the mean score of 3.4. 3.3, and 3.5 respectively as far as their age sub-categories were concerned. The concerned null hypothesis was rejected and a significant difference was found between the age categories and the concerned responses meaning thereby that the respondents from ‘46 & above’ age category found more alarmed towards the statement in comparison to the respondents from the other categories.

• The educational qualification-wise responses revealed that a quite decent number of respondents (total 65.4, 61.7, and 57.4 per cent respectively) from all the respective educational sub-categories collectively agreed and strongly agreed to the statement with the almost similar high mean scores of 3.4, 3.4 and 3.3 respectively. The related hypothesis was also accepted and found no difference/association between the responses and the educational sub-categories meaning thereby that the respondents believed that ‘FDI will help in employment generation’ with no difference in opinion as far as their educational background is concerned.

• The venture residential status-wise analysis explains that both types of respondents having rural and urban venture status agreed to the statement with securing almost similar acceptance percentage (62.7 and 61.7 per cent respectively) and higher mean
scores of 3.5 and 3.4 respectively. Similarly, the perception level on the basis of type of retail business evident that multi-brand retailers endorsed the statement in a more substantial manner with 64.3 per cent in comparison to their single-brand retailer counterparts with 58.1 per cent that is also proved by the higher mean score of 3.5 of multi-brand retailers in comparison to 3.3 of single-brand retailers. The responses on the basis of retail segment exposed that 66.1 per cent respondents from ‘food & grocery’ retail business and 60.3 per cent respondents from ‘apparel’ retail business agreed that FDI will help in employment generation.

- The null hypotheses relating to venture residential status, type of retail business and type of retail segment were accepted as their calculated Pearson’s significance values were greater than 0.05 and no significant difference was found between responses and respective sub-categories. The respondents agreed to the statement that ‘FDI will help in employment generation’ with no difference of opinion. The monthly family income-wise analyses exhibited that the highest number of the respondents (73.8 per cent) from ‘Rs.40,001 to Rs. 60,000’ category esteemed the statement followed by the respondents from the ‘Up to Rs. 40,000’ (61.1 per cent) and ‘Rs. 60,001 & above’ (53.1 per cent) income category. The rejection of related null hypothesis also found a statistically significant association/difference between the responses and the demographic categories. The respondents believed that ‘FDI will help in employment’ with the difference in opinion level as far as their income sub-categories were concerned.

- A significant number of the respondents. 54.8 per cent respondents from ‘up to 25 years’, 62.2 per cent from ‘26-46 years’ age sub-category and 64.1 per cent from ‘46 years & above’ age category agreed to the statement Indian unorganized retailers can compete with the foreign organized retailers’ with mean scores of 3.2, 3.2 and 3.5 respectively. The related null hypothesis was accepted and found no significant association/difference between responses and the age category. The respondents agreed to the statement that ‘Indian unorganized retailers can compete with the foreign organized retailers’ with no difference in the opinion. The educational qualification-wise responses confirmed that the respondents from ‘Graduates’ educational category (total 69.1 per cent) felt more concerned towards the statement with a highest mean score of 3.5 in comparison to respondents from ‘Up to Sr. Sec’
(60.5 per cent) and ‘P.G. & Above’ categories (50 per cent) with the high mean scores of 3.3 and 3.1 respectively and the same was proved by null hypothesis rejection- a statistically significant association/difference in opinion as far as their educational background is concerned.

• The venture status-wise responses showed that a total 64.4 per cent and 58.8 per cent respectively agreed to the statement with almost similar mean score of 3.4 and 3.3 respectively and the related null hypothesis was also accepted proving that there is no significant association between the perception levels of respondents. The responses on the basis of type of retail business expressed the respondents doing multi-brand retail business (79 per cent) perceived in a more substantial manner that ‘Indian unorganized retailers can compete with the foreign organized retailers’ with a high mean score of 3.5, whereas the respondents doing single-brand retail business (46 per cent) perceived the same with a moderate mean score of 2.9. The hypothesis related to type of retail business proved to be wrong and rejected; a significant difference was found between responses and the demographic category; the respondents agreed to the statement with the difference in perception level.

• The retail segment-wise analysis exhibited that respondents from both the sub-categories (total 66.1 and 68.2 per cent respectively) affirmed that Indian unorganized retailers can compete with the foreign organized retailers. The related null hypothesis was accepted proving no difference/association between the responses and the demographic category. The monthly family income-wise responses exposed that approximately 71 per cent respondents from ‘Rs. 40,001- Rs. 60,000’ income category highly esteeming the statement followed by ‘Rs 80,001 & above’ (66.7 per cent) but the respondents from ‘Up-to Rs. 40,000’ income category favored the statement with a comparatively small number (38.9 per cent) which was also proved by rejection of related null hypothesis that concluded that the respondents favored the statement with the difference in the perception level.

• The age-wise analysis of retailers exposed that a majority of the respondents (62.9, 64.9, and 65.6 per cent respectively) from the all respective age sub-categories favoured the statement that ‘foreign retailers can’t displace the Indian unorganized retailers’ with the high mean scores of 3.3, 3.4 and 3.5 respectively. Similarly, the
educational qualification-wise responses of the respondents showed that out of total selected respondents total 70.5 per cent from 'Up to Sr. Sec' educational category endorsed the statement with the highest mean score of 3.5 followed by 'P.G. & Above' (61.1 per cent) and 'Graduates' (60.3 per cent) categories with the same mean score of 3.3. The related null hypothesis on the basis of age and educational background proved to be wrong and were rejected; a statistically significant association/difference was found between the responses and the related sub-categories meaning thereby that the respondents believed that foreign retailers can't displace the Indian unorganized retailers.

- The venture status-wise analysis underlined that out of total respondents having rural venture status approximately 73 per cent respondents agreed to the statement that foreign retailers cannot displace the Indian unorganized retailers with a higher mean score of 3.6 but the out of the total respondents having urban venture status a total 61 per cent respondents favoured the statement with a mean score of 3.3. The difference is found between the responses but the acceptance of related null hypothesis proved that the difference is not statistically significant.

- The responses on the basis of type of retail business showed that the respondents doing multi-brand retail business (75.4 per cent) perceived in a more substantial manner that 'foreign retailers cannot displace the Indian unorganized retailers' with a high mean score of 3.7, whereas the respondents doing single-brand retail business (46 per cent) perceived the same with a moderate mean score of 3. Similarly, the retail segment-wise analysis exhibited that the majority of the respondents (total 67.8 and 63.1 per cent respectively) from both the sub-categories affirmed that foreign retailers cannot displace the Indian unorganized retailers. The null hypotheses relating to retail category and retail segment proved to be wrong and rejected meaning thereby that the respondents agreed to the statement with the difference in the perception level as far as their respective sub-categories were concerned.

- It was exposed from the monthly family income-wise responses that a main stream of the respondents from each income sub-category i.e. 'Up to Rs. 40,000' (61.1 per cent), 'Rs.40,001-Rs.60,000' (64.6 per cent) and 'Rs.60,001 & Above' (66.7 per cent) esteemed the statement with the mean scores of 3.4 each and the acceptance of related
null hypothesis found no association/difference between the responses of the respondents and the demographic category, meaning thereby that the respondents from the monthly income sub-categories agreed to the statement with no difference in the opinion.

Findings related to the second objective of ‘To analyze the perception of consumers towards FDI in retail in India with special reference to their buying motives (price, quality, variety, choice, prestige, etc.)’

The second objective of the present study is to measure the consumers’ perception towards foreign direct investment (FDI) in Indian retail sector with special reference to their buying motives. To attain the objective eight parameters were identified. The perception of the existing consumers on the identified parameters were tested with the demographical variables of the customers to understand their perception with the help of cross tab technique of SPSS. Hypotheses were formulated and tested by applying chi-square test. The main findings of the study are:

- When, the gender-wise analysis was taken into consideration, the results indicated that both male (74.7 per cent) and female (68.4 per cent) were found supporting the statement ‘Foreign investments will provide a variety in choice and a more diversified bucket of goods and services’ with the majority and high mean scores of 3.8 and 3.7 respectively. The chi square results showed that there is no significant association between the gender and the responses of the respondents, that means male and female agreed the statement in the same way with no difference of opinion.

- The educational status-wise analysis of responses showed that the respondents from ‘Graduate’ (86.7 per cent) and ‘P.G. & Above’ (79.8 per cent) category were endorsing the statement with a high mean scores of 4.1 and 4 respectively but the respondents from ‘Up to Sr. Sec’ (32.4 per cent) category were favoring with a comparatively low mean score of 2.8 and hence the related null hypotheses was rejected, which indicates that there is a substantial difference in the opinion of the respondents of various sub-categories on the statement as far as their educational background is concerned. The residential status-wise responses exposed that both rural (64.1 per cent) and urban (77.1 per cent) respondents agreed to the statement with a high mean scores of 3.6 and 3.9 respectively and there is association between
the residential status and responses. The occupation-wise responses explicated that the respondents from each category were favoring the statement with the high mean scores and no association was found in their opinion. At last, the hypothesis ‘there is no significant association between monthly family income and responses towards variety of goods and services’ was accepted, indicating that the perception of the different income group customers with respect to the statement is similar.

- It was found through the gender-wise analysis exhibited that total 70.6 per cent male and 63.9 per cent female respondents agreed that foreign goods will be of high quality and they will have access to greater variety of international quality and branded goods and the related null hypothesis was accepted proving that there was no significant difference of opinion between male and female respondents. The educational qualification-wise analysis revealed that respondents from each of the three sub-category (total 77, 72.6, and 44.1 per cent respectively) were favoring the statement. The hypothesis related to educational qualification was rejected and proved that there was a significant association between the residential status and the responses.

- The urban respondents (73.2 per cent) favoured the statement ‘goods and services will be of international standards/very high quality’ with a high mean score of 3.8 in comparison to rural respondents (58.9) with a mean score of 3.3 and when the chi-square was applied, the related null hypotheses was rejected and statistically significant association between the sub-categories and the responses which showed a substantial difference in opinions. The occupation-wise responses explicated that the respondents from each sub-category (66.6; 66.1; 60.4; 75 per cent respectively) found backing the statement with resemblance of opinions that ‘foreign goods will be of high quality and they will have access to greater variety of international quality and branded goods’ which was also proven by the hypothesis acceptance. The monthly family income-wise responses exhibited that the highest number of the respondents (72.8 per cent) from ‘Rs. 80,001 & above’ category were found esteeming the statement followed by the respondents from the ‘Rs.40,001 to Rs. 80,000’ (65.4 per cent) and ‘Up to Rs. 40,000’ (63.2 per cent) category respectively and same was confirmed by the hypothesis rejection which cleared that there was a statistical difference in opinions as far as their monthly family income is concerned.
• The gender-wise analysis exposed that female respondents (70.8 per cent) accepted the statement with a high rate of acceptance in comparison to their male counterparts (56.5 per cent) and consequently the related hypothesis was rejected which proved that the respondents from both sub-category accepted the statement ‘the high quality goods and services will be available at reasonable rates because of various discounts and promotional schemes’ with difference of opinions. Similarly, the educational qualification-wise responses showed that the majority of the respondents (total 73.1 per cent) from ‘P.G. & Above’ educational category were favoring the statement with the highest mean score of 3.9 followed by the categories ‘Graduates’ (61.7 per cent) and ‘Up to Sr. Sec’ (48.6 per cent) with the mean scores of 3.4 and 3.2 respectively.

• The allied hypothesis was proved wrong and a significant association/difference between the educational status and the related responses was established. A the significant association was found between the residential status and the related responses due to the rejection of hypothesis which clearly explicated that rural and urban respondents accepted the statement but having different level of perceptions. The crosstab and Chi-square results of occupational status indicated that respondents opined uniformly towards the statement and believed that the foreign retail giants will provide various discounts and promotional schemes and consumers will get the high quality goods and services at reasonable rates. The family income-wise results verified that the respondents from ‘Rs.80,001 & above’ category favoured the statement with a high mean score of 3.7 followed by ‘Rs.40,001-Rs.80,000’ category (3.6) and ‘Up to Rs. 40,000’ (3.3). The null hypothesis was rejected and a significant difference was observed among the responses of the respondents on the statement.

• The gender-wise responses of the respondents found that a very significant number of the respondents, 65.9 per cent male (39.4 per cent agreed and 26.5 per cent strongly agreed) and 60.8 per cent female (30 per cent agreed and 30.8 per cent strongly agreed) respondent favoured the statement with a similar perception level as the related null hypothesis was accepted and no association was found in the responses. The hypotheses related to educational status was also accepted and no significant difference in the perception level was found that verified the similarities in the opinions towards the statement that ‘foreign retailers will remove a big chain of
middlemen from the marketing process so that consumers can get products direct to the manufacturers’ as far as their educational sub-category is concerned.

- The residential status-wise responses and the mean scores showed that the respondents accepted the statement and the related hypothesis rejection showed a statistically significant difference in the perception level of rural and urban respondents. Further, the occupation-wise analysis exhibits that the majority of the respondents were of the same view with similar mean scores of 3.6, 3.4, 3.4, and 3.7 respectively and the related hypothesis was also accepted which confirmed the similarities in the opinions. The responses of the monthly family income sub-categories found that the customers favored the statement and the related hypothesis was rejected and showing a significant difference of opinion among various income category respondents.

- The gender-wise analysis indicated that both male (70.6 per cent) and female (66.9 per cent) customers supported the statement ‘FDI will provide all kinds of goods and services under the one roof’ with the majority and the high mean scores of 3.6 and 3.8 respectively. The Chi square results found a significant association between the gender and the responses as the null hypothesis was rejected which affirmed that the respondents endorsed the statement but with the different level of opinions. The analysis based on educational background showed that the respondents from ‘Graduate’ (75.8 per cent) and ‘P.G. & Above’ (72.1 per cent) category endorsed the statement with the high mean scores of 3.9 and 3.7 respectively but the respondents from ‘Up to Sr. Sec’ (51.5 per cent) category with a comparatively low mean score of 3.04. Correspondingly, the urban (76 per cent) respondents agreed to the statement with majority and a high mean score of 3.8 in comparison to rural (58.1 per cent) customers with the mean scores of 3.4.

- The educational and residential status-wise hypotheses were also rejected as the significance value was less than 0.05 and affirmed statistically significant association between the sub-categories and the responses that further defines that the respondents favoured the statement but having the difference in the level of perceptions. The occupation-wise responses explicated that the respondents from each sub-category preferred the statement with the high mean scores and no association was found in
their opinion as the null hypothesis is accepted which concludes that the customers agreed with no difference of opinion that FDI will provide all kinds of products under one roof. At last, the hypothesis ‘there is no significant association between monthly family income and responses towards availability of all kinds of products under the same roof’ accepted that indicates the similarities in the perception of the different income group customers with respect to the statement.

- The gender-wise analysis exposed that both female respondents (aprox. 74 per cent) endorsed the statement in a more substantial manner in comparison to their male counterparts (64 per cent) and the related hypothesis was rejected which proved the same that both male and female customers believed with difference in opinion level that FDI will provide better after-sale services. The educational qualification-wise responses exposed that the majority of the respondents (total 85.9 per cent) from ‘Graduates’ educational category favoured the statement with the highest mean score of 4.2 followed by ‘P.G. & Above’ categories (79.8 per cent) and ‘Up to Sr. Sec’ (35.3 per cent) with the mean scores of 4.1 and 3 respectively. The related hypothesis was rejected and found a significant association between the sub-categories and responses that explicates the difference in the perception level. When the residential and occupational status-wise analysis was taken into consideration, the null hypotheses were rejected and statistically significant association was found between the sub categories and the related responses which clearly explicates that customers supported the statement with difference of opinion.

- The Crosstab and Chi-square results showed that the respondents endorsed that FDI will provide better after-sale services with no difference in opinion as far as their monthly family income sub-categories are concerned. The gender-wise analysis exhibited that female customers agreed with the mean scores of 4.1 in a more substantial manner in comparison to their male counterparts with the mean scores of 3.8 that foreign retailers will provide better shopping experience and customer services and the correspondingly the related hypotheses was rejected which also proved the difference in the perception level.

- The educational qualification-wise responses revealed that a very significant number of respondents (approx. 86 per cent) from ‘Graduates’ educational category endorsed
the statement with the highest mean score of 4.2 followed by the categories ‘P.G. & Above’ (79.8 per cent) with the mean score of 4.1; while only 35.3 per cent respondents from ‘Up to Sr. Sec’ category favoured the statement with a mean score of 3 and correspondingly the related null hypotheses was rejected that showed the difference in the acceptance level among the educational sub-categories. When the residential, occupational status and monthly family income-wise responses taken into consideration, the results showed that the respondents agreed to the statement ‘FDI will provide better shopping experience and customer services’ with almost similar mean scores; and the related hypotheses were accepted which also verified that there is no difference in opinion as far as their residential and occupational sub categories were concerned.

• The null hypothesis was formulated that consumers of different gender, educational qualification, residential status, occupational and monthly family income perceived differently towards the statement that foreign investments will provide safer products. The gender-wise analysis indicated that both male (70 per cent) and female (66.1 per cent) were found supporting the statement with a majority and same mean scores of 3.6; the null hypothesis was also accepted which proved that consumers endorsed the statement with no difference of opinion. The educational status-wise analysis showed that the respondents from ‘P.G. & Above’ (74 per cent) and ‘Graduate’ (72.7 per cent) category endorsed the statement with the high mean scores of 3.8 and 3.7 respectively but the respondents from ‘Up to Sr. Sec’ (51.5 per cent) category favoured with a comparatively low mean score of 3.2 and the related null hypothesis was rejected, which also indicated the difference in the opinion towards the statement.

• The residential status-wise responses recognized that both rural (59 per cent) and urban (74.3 per cent) respondents agreed with the high mean scores of 3.3 and 3.8 respectively and a difference was found in the opinions. The occupation-wise responses explicated that the respondents from each sub-category favoured the statement with the high mean scores and no significant association was found in their opinion as the null hypothesis was accepted which proved that customers agreed that FDI will provide safer products with no difference in opinion. At last, the hypothesis ‘there is no significant association between monthly family income and responses towards variety of goods and services’ is rejected, indicated that the customers
perceived differently towards the statement as far as their income sub-categories were taken into consideration.

Findings related to the third objective of ‘To analyze the perception of farmers towards FDI in retail in India with special reference to income generation, employment generation and creation of infrastructural facilities’

- It was exposed that out of total selected respondents, 53.2, 45.3, and 50 per cent respectively agreed and 11.3, 4.7, and 12.2 per cent respectively from each age sub-categories, strongly agreed to the statement that ‘Farmers will get remunerative prices’ with the mean scores of 3.4, 3, and 3.4 respectively. The results on basis of educational background exposed that a total 55.2; 63.8; and 57.5 per cent respondents from each educational sub category believed they will get remunerative prices with the identical mean scores of 3.3, 3.4, and 3.2 respectively. The responses on the basis of size of land holding and family size indicated that a good number of the respondents (49.3, 65.3, 60 and 58.5 per cent respectively) endorsed the statement with the high mean score 3.1, 3.4, 3.3 and 3.2 respectively.

- The hypotheses on the basis of age, educational qualification-wise and size of the land holding-wise and family size-wise were accepted and no significant association between these sub-categories and related responses was found meaning thereby that the respondents perceived in the same way towards the statement that ‘Farmers will get remunerative prices’. The family income-wise analysis underlined that the respondents from ‘Rs. 80,001 & Above’ and ‘Rs. 40,001-Rs.80,000’ category endorsed the statement with the same acceptance percentage and high mean score of 3.4 in comparison to the respondents from ‘Up to Rs. 40,000’ category with a comparatively low mean scores of 3.

- The related hypothesis was rejected and indicated that the perception of the different income group farmers with respect to the statement is dissimilar. The respondents believed that ‘farmers will get remunerative prices’ with the difference in opinion. The age-wise analysis exhibited that a significant number of the respondents, 62.9, 56.2, and 59.5 per cent from each age sub categories exposed the idea that FDI will help to reduce wastage of agricultural produce, specially fruits and vegetable with exactly same mean scores of 3.3 that backed their perception. The educational
qualification-wise responses confirmed that the respondents favoured the statement with majority (60.4, 58, and 60.3 per cent) with the highest mean scores of 3.4, 3.3, and 3.2 respectively.

- The main findings on the basis of size of land holding and family size showed that a quite good number of the respondents; 57, 61.1, 58.6, and 60 per cent from respective sub categories favoured the above statement with the high mean scores of 3.4, 3.2, 3.3, and 3.3 respectively. Further, the analysis on the basis of monthly family income exhibited that the majority of the respondents (total 53.7, 55.4, 66.6, and 64.8 per cent respectively) from each income category supported the statement with the high mean scores of 3.1, 3.2, and 3.5 respectively. All the related null hypotheses were accepted and no statistically significant association/difference was found between the demographic sub categories and the related responses of the respondents.

- The farmers endorsed the idea that ‘FDI will help the farmers to reduce wastage of agricultural produce, especially fruits and vegetable by creating the storage and warehouse facilities’ with no difference in the level of the perceptions as far as their respective sub categories were concerned. The analysis showed that the respondents from ‘up to 25 years’ age category (58.1 per cent) favoured the statement ‘more work to farmers’ family with the high mean score of 3.3 followed by the respondents from ’46 & above’ and ‘26-45 years’ age category (55.4 and 42.2 per cent) with the mean scores of 2.8 and 3.2 respectively. Similarly, the educational qualification-wise results displayed that a pretty good number of respondents (total 56.9, 50.7, and 49.3 per cent) from each educational sub category endorsed the statement with the high mean scores of 3.1, 3.2, and 3 respectively.

- The size of land holding-wise analysis underlined that the respondents from both the sub-categories agreed to the statement with the high mean scores of 3.2 and 3.1 respectively. Further, the family size-wise responses exhibited that the respondents having small family size (55.7 per cent) esteemed the above statement in a more subsequent manner with the mean score of 3.2 in comparison to their counterparts (50 per cent) i.e. respondents having big families with the mean score of 3.1. At last, when annual family income-wise results verified that a total 44.4, 58.5, and 51.9 per cent respectively approved the statement as far as their income sub categories were
concerned. The Chi-square results showed that all the related null hypothesis were accepted and no statistically significant association was found between the responses and the respective sub-categories that explicated the similarities in the perception level of the selected respondents.

• The analysis showed that the respondents from '46 & above' age category found more concerned towards the statement that 'FDI will help farmers in better soil management and selection of right crop' and agreeing (63.5 per cent) with the high mean score of 3.5 followed by the respondents from 'up to 25' (62.9 per cent) and '26-45' age category with the mean scores of 3.4 and 3.1 respectively. The educational qualification-wise analysis indicated that the respondents from each educational sub category (56.9, 62.3, and 64.4 per cent) agreed to the statement with the high mean score of 3.3, 3.4, and 3.4 respectively. The responses on the basis of size of the land holding endorsed that the respondents from both the sub categories agreed (39.2 and 57.9 per cent respectively) or strongly agreed (16.5 and 7.4 per cent respectively) with the high mean scores of 3.3 and 3.4 respectively.

• The responses on the basis family size indicated that a total 58.6 and 63 per cent respondents from each respective sub category had faith in the statement with the high mean scores of 3.2 and 3.4 respectively. At last, the monthly family income-wise analysis underlined that a mainstream of the respondents from 'Rs. 80,001 & Above' income category believed strongly with the high mean score of 3.4 followed by 'Up to Rs. 40,000' and 'Rs. 40,001-Rs.80,000' income categories with the mean scores of 3.4 and 3.2 respectively. The Chi-square test of significance proved the null hypotheses related to age, educational qualification, size of land, family size, and monthly family income was rejected and no association/difference was found between the respective demographic sub categories and the related responses. The acceptance of hypotheses proves that the farmers agreed to the statement 'FDI will help farmers in better soil management and selection of right crop' with no difference in level of the perception.

• The analysis based on age of the farmers indicated that a majority of the respondents (total 64.6, 51.5, and 59.5 per cent) agreed to the statement 'farmers will be benefitted through direct marketing and contract farming programme' and the high mean scores
of 3.4, 3.1, and 3.5 respectively also proved their perception. The rejection of the related null hypotheses showed that a significant association/difference between these demographic categories and related responses was found and concluded that the respondents agreed to the statement but with the difference in the perception levels as far as their age sub-categories were concerned.

- The educational qualification-wise responses established that out of total respondents, total 48.3, 59.4, and 65.8 per cent respondent respectively from each educational sub category agreed to the statement with the similar mean scores, which is also proved by related hypothesis acceptance. The findings on the basis of size of land holding and family size showed that the respondents from these sub categories have similarities in the perception level and agreed (55.7, 60.3, 52.9, and 61.5 per cent respectively) to the statement with the high mean scores of 3.2, 3.3, 3.3, and 3.2 respectively as well as the similarities in the perception level was proved by the acceptance of related null hypothesis. The analysis on the basis monthly family income-wise explicated that the respondents from the third income category i.e. ‘Rs. 80,001 & Above’ agreed to the statement in a more sophisticated manner with 67.9 acceptance per cent in comparison to the respondents from rest of the two categories i.e. ‘Up to Rs. 40,000’; Rs. 40.001-Rs.80,000’ with the acceptance percentage of 63 and 52.3 respectively but the acceptance of null hypothesis relating to monthly family income found no statistically significant difference between the responses and the demographic category.

- The age-wise analysis of the farmer respondents revealed that 43.5, 39, and 32.4 per cent respondents respectively from respective age sub categories agreed to the statement that ‘FDI will not displace Indian farmers’ but on the other hand a very significant number of the respondents (45.2, 54.7, and 55.4 per cent respectively) disagreed to the statement and believed that FDI cannot displace Indian farmers from the market. The educational status-wise exposed that a noticeable number of the respondents (total 60.3, 49.2, and 48 per cent respectively) discarded the statement and perceiving the adverse. Similarly, a few respondents agreed (27.6, 39.1, and 45.2 respectively) to the same and a few were indifferent. Similarly, the findings on the basis of size of land holding and family size reveal that the number of respondents opposed (49.4, 53.7, 55.8, and 50 per cent respectively) the statement is more in
comparison to the number of the respondents supporting (39.3, 37.2, 34.2, and 40 per cent) the same as well as a few were indifferent to it.

• The hypothesis related to age, educational qualification, size of land, and family size were accepted so, no statistical significant association/difference was found between the respective demographic sub categories and the related responses. The acceptance of hypotheses proved that the farmers agreed or disagreed to the statement ‘FDI will displace Indian Farmers’ with no difference in level of the perception. The monthly family income-wise analysis exhibited that the number of the respondents opposed (63, 50.7, 45.6 per cent) the statement were more than the respondents endorsed (27.8, 32.3, and 49.4 per cent) the statement and the rejection of related null hypothesis indicated that a statistical significant association/difference was found between the responses as far their income sub categories were concerned meaning thereby that the respondents agreed or disagreed to the statement with the difference in perception levels.

• The analysis on the basis of age indicated that farmers agreed to the statement with majority (62.9, 62.5, and 73 per cent respectively) that ‘FDI will diversify the farmers’ markets, which is restricted to nearest/local mandi only’. The high mean scores analysis also showed their perception. The educational qualification-wise analysis exposed that the respondents from ‘Graduates’ educational category found more concerned (approx. 74 per cent) towards the statement in comparison to the respondents from Post Graduate & Above’ and ‘up-to Senior Secondary’ with the acceptance percentage of 69.8 and 53.4 respectively. The analysis on the basis of size of land holding showed that the respondents having big size of land holding (70.3 per cent) endorsed the statement in a more subsequent manner in comparison to their counterparts i.e. respondents having small size of land holding (60.7 per cent) and the same was proved by the mean score analysis. The null hypotheses related to educational qualification and size of land holding were rejected and found a statistically significant association/difference between the responses and the respective demographic sub categories. The farmers favoured the statement with difference in the opinions that FDI will diversify their markets, which improve the employment. The analysis on the basis of family size endorsed that a total 70 and 64.6
per cent respondents respectively supported the statement with the high mean scores of 3.6 and 3.4 respectively.

- The monthly family income-wise analysis underlined that a mainstream of the respondents from ‘Rs. 80,001 & Above’ category (72.8 per cent) found believing that FDI will diversify the farmers’ markets that is restricted to nearest/local mandi only’ followed by the respondents from ‘Rs. 40,001-Rs.80,000’ category (70.8 per cent) and ‘Up to Rs. 40,000’ category (51.8 per cent). The null hypotheses on the basis of age, family size and monthly family income were accepted and no association/difference was found between the respective demographic sub categories and the related responses. The acceptance of hypotheses proved that the farmers agreed to the statement ‘FDI will diversify the farmers’ markets, which is restricted to nearest/local mandi only’ with no difference in level of the perception.

- The findings showed that a very significant number of the respondents, 61.3, 56.2 and 60.8 per cent agreed to the statement ‘Investment in infrastructure like warehousing, storage and supply chain management will benefit the farmers’ with the mean scores of 3.3, 3.2, and 3.4 respectively when their age was taken into consideration. The educational qualification-wise responses confirmed the majority of the respondents (total 55.2, 59.4, and 62 per cent) from each educational sub category favoured the statement with the highest mean score of 3.3, 3.2, and 3.3 respectively; Further, the analysis on the basis of size of land holding exhibited the respondents having big size of land holding were found more concerned towards the statement with high mean score of 3.5 in comparison to their counterparts i.e. 46.8 per cent having small size of land with the comparatively low mean score of 3.

- The responses on the basis of family size explicated that the respondents having small family size (62.9 per cent) supported in a more comprehensive manner with the high mean score of in comparison to the respondents having big family size (57.7 per cent) with the mean score of 3.2. The monthly family income-wise responses exposed that out of total the respondents endorsed the statement with majority (50, 58.5, and 66.7 per cent respectively) when all the income sub categories were concerned and with the high mean scores of 3.2, 3.3, and 3.4 respectively which prove the identical situation. The null hypothesis on the basis of age, educational qualification, and
monthly family income-wise were accepted that proved the resemblances in the perceptions of the farmers. On the other side, the size of the land holding-wise and family size-wise null hypothesis were rejected and a significant association between these demographic categories and the responses was found proved that the respondents believed ‘Investment in infrastructure like warehousing, storage and supply chain management will benefit the farmers’ but with the different levels of insight.

- It was observed that the farmer respondents from each age sub categories favoured the statement with majority i.e. 61.2, 59.4, and 58.1 per cent respectively. The respondents from first and third age category supported the statement ‘foreign retailers would provide financial credit to farmers’ with the same mean score of 3.3 and the mean score of second age category is 3.4. Likewise, a pretty good number of respondents (total 63.8, 58, and 57.5 per cent) from each educational sub category endorsed the statement with the high mean scores of 3.4, 3.3, and 3.4 respectively. The size of land holding-wise analysis underlines that the respondents from both the sub-categories believed that ‘foreign retailers would provide financial credit to farmers’ with the high mean scores of 3.4 and 3.3 respectively. The respondents having small family size (64.3 per cent) esteemed the above statement in a more subsequent manner with the mean score of 3.4 in comparison to their counterparts (57 per cent) i.e. respondents having big families with the mean score of 3.2. The family income-wise results verified that the respondents from ‘Rs. 80000 & above’ income category supported the statement with majority and high mean score of 3.6 followed by ‘Rs. 40000-80000’ category (55.9 per cent) and ‘up to Rs 40000’ income category (51.9 per cent) with the mean scores of 3.2 and 3.1.

- The Chi square results revealed that the null hypotheses relating to each demographic category; age, educational qualification, size of land holding, family size, and monthly family income-wise, were accepted and no association/difference was found between the respective demographic sub categories and the related responses. The acceptance of hypotheses proved that the farmers agreed to the statement ‘foreign retailers would provide financial credit to farmers’ in the same way and no difference in the perception levels.
• The age-wise analysis of farmer respondents underlined that a total 61.3, 56.2, and 55.4 per cent respondents agreed to the statement ‘farmers would have access to advanced technology’ with the high mean scores respectively. The findings established that the respondents from ‘up-to Sr. Sec.’ educational category believed (63.8 per cent) that ‘farmers would have access to advanced technology’ in a more subsequent manner in comparison to the respondents from ‘graduates’ and ‘Post Graduate & Above’ with the acceptance percentage of 56.5 and 53.4. The high mean scores of 3.4, 3.1 and 3.3 also confirms their perception towards the statement.

• The results on the basis of size of land holding showed that the respondents having big size of land holding (62 per cent) endorsed the statement in a more successive manner in comparison to the respondents having small size of land holding (50.7 per cent). The null hypotheses related to educational qualification and size of land holding were rejected and a statistically significant association/difference in the perception level of the farmers when their demographic sub categories were taken into consideration. The farmers agreed to the statement with the significant difference in the opinion.

• The analysis on the basis of family size endorsed that the respondents agreed to the statement with a quite good number of acceptance percentage (58.6 and 56.9 per cent) and with the similar mean scores of 3.3 and 3.2 respectively. The monthly family income-wise analysis underlined that the respondents from ‘Rs. 40,001-Rs.80,000’ and ‘Rs. 80,001 & Above’ category found believing that ‘farmers would have access to advanced technology’ with the same mean score of 3.3 and the similar acceptance percentage (approx. 60 per cent) as well as the respondents from ‘Rs. 40,001-Rs.80,000’ category (50 per cent) with the mean score of 3.1. The null hypotheses related to age, family size and monthly family income were accepted and found no difference/association in the perceptions of the farmers. The farmers agreed to the statement with no difference in opinion.

Findings of the forth objective of “To examine the perception of Indian politicians towards FDI in retail in India”

• All the respondents belonging to Congress party endorsed the statement FDI will provide a variety in choice and a more diversified bucket of goods and services’ (80
per cent agreed and 20 per cent strongly agreed) with the highest mean score of 4.2 and perceived that foreign retailers will provide a more diversified bucket of goods and services. The respondents from other parties i.e. BJP, INLD, and BSP also agreed (total 66.6, 70, and 60 per cent respectively) with majority and a high mean score of 3.4, 3.5, and 3.4 respectively. The educational background-wise analysis of politician respondents disclosed that the respondents from ‘P.G. & Above’ supported (total 84.2 per cent) the statement with the high mean score of 3.9 followed by the respondents from ‘Graduate’ (75 per cent) and ‘Up to Sr. Sec.’ (63.6 per cent). Both the related null hypotheses were accepted, a statistically significant association between these sub-categories and related responses was found which further explicated that the respondents perceived in the same way towards the statement that ‘FDI will provide a variety in choice and a more diversified bucket of goods and services’.

- The politician respondents favoured the statement that ‘the foreign retailers will provide the goods and services of international standards/very high quality’ with majority i.e. Congress (93.5 per cent), INLD (60 per cent), BJP (60 per cent), and BSP (40 per cent) party with the high mean score of 4.3, 3.5, 3.4, and 3 respectively. The educational background-wise results displayed that the respondents from ‘Graduate’ category supported (total 95 per cent) the statement with the high mean score of 3.9 followed by the respondents from ‘P.G. & Above’ category (68.4 per cent) and ‘Up to Sr. Sec.’ (45.5 per cent). Chi square test revealed that both the related null hypotheses were accepted and concluded that the party and educational background were not related with the responses. The responses supported the statement with no difference of opinion.

- The study found that the respondents from ‘Congress’ party highly endorsed (93.4 per cent) the statement that ‘The high quality goods and services will be available at reasonable rates because of various discounts and promotional schemes’ with the highest mean score of 3.9 out of 5 and the respondents from ‘BSP’ party endorsed the statement with least acceptance percentage (30 per cent) and moderate mean score of 2.7. The respondents from ‘P.G. & Above’ (73.7 per cent) category believed with the high mean score of 3.6 followed by the respondents from ‘BJP’ (53.4 per cent), ‘INLD’ (50 per cent) with the same high mean score 3.1 that the high quality foreign
goods and services will be available at reasonable rates because of various discounts and promotional schemes. The acceptance of both the null hypotheses proved that there was no significant association between these sub-categories and related responses which further explicited that the respondents perceived in the same way towards the statement that ‘The high quality goods and services will be available at reasonable rates because of various discounts and promotional schemes’.

- The political party-wise responses exposed that the respondents from ‘Congress’ party emerged out as the highest supporter of the statement that ‘FDI will not significantly decrease the income of the unorganized retailers’ with the 100 percentage and with a high mean score of 4.1, in comparison to other respondents- BJP, BSP, and INLD with the low mean scores of 2.7, 2.7, and 2.3 respectively. The study exposed that the respondents belonging to ‘P.G. & Above’ and ‘Graduate’ educational categories (73.7 and 50 per cent) believed that FDI will not decrease the income of Indian unorganized retailers with the high mean scores of 3.6 and 3 in comparison to the respondents from ‘Up to sr. Sec.’ (36.4) with the low mean score of 2.4. The null hypothesis on the basis of political party was rejected which cleared that the respondents from the different political parties perceived differently towards the statement that ‘FDI will not significantly decrease the income of the unorganized retailers’. The null hypothesis on the basis of educational background was accepted and no significant association between these sub-categories and related responses which further explicates that the respondents perceived in the same way.

- The study confirmed that the respondents from ‘Congress’ party highly backed (93.4 per cent) the statement that ‘Foreign retailers would not pose a threat to unorganized retailers in the form of increased competition’ in a more significant manner than respondents from other categories i.e. BJP (26.7 per cent), INLD (20 per cent), and BSP (40 per cent) with the mean scores of 3.9, 2.6, 2.5 and, 2.8 respectively. The educational qualification-wise responses show that the respondents from ‘P.G. & Above’ category favoured (58.9 per cent) the statement with the high mean score of 3.4 when compared with the other respondents. The null hypotheses on the basis political party rejected and on the basis of educational qualification was accepted that proved the significant was existed between the demographics and related responses. It
was proved that the respondents perceived differently when analyzed on the basis of political party and similarly on the basis of educational background.

- The study revealed that the respondents from ‘Congress party’ accepted the statement that ‘FDI cannot displace the unorganized retailers leading to loss of livelihood’ with the high acceptance percentage (93.4) and mean score (3.9) in comparison to the other respondents belonging from ‘BJP’ (53.4 per cent), ‘INLD’ (60 per cent), and ‘BSP’ (50 per cent). The respondents from ‘P.G. & Above’, ‘Graduate’, ‘Up to Sr. Sec.’, and emerged out as the major supporters of the statement (mean score- 3.7) that FDI cannot displace the unorganized retailers leading to loss of livelihood in comparison to the other respondents. Both the null hypotheses were accepted and significant association was found between demographic sub-categories and related responses which concluded that the respondents agreed to the statement with no difference in the opinion that FDI cannot displace the unorganized retailers leading to loss of livelihood.

- The study established that the respondents of various political parties agreed to the statement that ‘Foreign retail giants will not negatively impact the business margins i.e. sales and profits, of Indian organized retailers’ with majority i.e. ‘Congress’ (86.7 per cent), ‘BJP’ (60 per cent), ‘INLD’ (50 per cent), ‘BSP’(40 per cent) with the mean scores of 3.7, 3.3, 3.2, and 2.9 respectively. The politician respondents belonging to ‘P.G. & above’ (73.7 per cent) accepted the statement with the high mean score of 3.6 tailed by ‘Graduate’ (65 per cent), (40 per cent), and ‘Up to Sr. sec.’ (36.4 per cent) with the mean scores of 3.6 and 2.5 respectively. The null hypotheses on the basis of party and educational qualification were accepted, no significant association was found between these sub-categories and related responses which concluded that the respondents agreed to the statement with no difference in the opinion as far as their respective sub-categories are concerned.

- It was observed through the study that the politicians respondents from ‘Congress’ (80 per cent) accepted the statement that ‘partnership opportunities with foreign retailers will benefit Indian retailers in terms of international technologies and managerial expertise’ with the high mean score of 3.7 followed by the respondents belonging to
• The politicians having the educational background of ‘P.G. & Above’ (63.1 per cent) emerged out as the major supporters of the statement that ‘partnership opportunities with foreign retailers will benefit Indian retailers in terms of international technologies and managerial expertise’ followed by the respondents having ‘Graduate’ (50 per cent), and ‘Up to Sr. Sec.’ (45.5 per cent) educational category. The null hypotheses accepted and found no association/difference between the demographic categories and the responses of the politicians. It was concluded that the respondents belonging to different demographic categories perceived similarly and believed the Indian organized retailers will be benefitted by the partnership opportunities with foreign retailers will in terms of international technologies and managerial expertise’.

• It was underlined through the analysis of the responses of the respondents from political parties revealed that respondents from ‘Congress’ (86.7 per cent) agreed to the statement that ‘FDI will significantly enhance farmers’ income’ with the highest mean score of 3.8 that FDI will significantly enhance farmers’ income. The other respondents belonging to BSP’ (60 per cent), ‘BJP’ (46.7 per cent), and ‘INLD’ (40 per cent) were also of the same belief. The respondents from ‘P.G. & above’ (73.7 per cent) and ‘graduate’ categories also agreed to the statement but the respondents from ‘Up to Sr. Sec.’ disapproved the statement with the high acceptance percentage (72.8) and recorded a low mean score 2.3. The null hypotheses on the basis of political party was accepted and on the basis of educational qualification was rejected. Meaning thereby that the respondents perceived ‘FDI will significantly enhance farmers’ income’ with no difference in the opinion on the basis of political party and with difference in opinion on the basis of educational qualification.

• The party-wise and educational background-wise findings of the study indicated that the respondents from ‘Congress’ party (total 95.3 per cent) and ‘P.G. & Above’ (73.7 per cent) were the major supporters of the statement that ‘FDI will help to reduce wastage of agricultural produce, specially fruits and vegetable’ and the respondents from ‘BJP’ (53.4 per cent), ‘Up to Sr. Sec.’ (54.6 per cent) were the main opponents of the statement that ‘FDI will help to reduce wastage of agricultural produce.
specially fruits and vegetable'. The situation can also be understood by the mean scores. Both the null hypotheses were accepted and no statistical difference was found in the perceptions of the politicians. The respondents agreed that ‘FDI will help to reduce wastage of agricultural produce, specially fruits and vegetable’ with no difference in the opinions as far as both the sub categories were concerned.

- It was disclosed through the analysis of political party-wise responses that the respondents from ‘Congress’ party (93.3 per cent) supported with the high mean score of 3.9 to the statement that ‘Foreign investment in infrastructure like warehousing, storage and supply chain management will benefit the farmers’ in a more significant manner in comparison to the other respondent (BJP, 60 per cent; INLD, 40 per cent and BSP 40 per cent). The acceptance of related null hypotheses also proved the same. The respondents from all educational sub-categories i.e. ‘P.G. & Above’ (73.7 per cent), ‘Graduate’ (65 per cent) and ‘Up to Sr. Sec.’ (36.4 per cent) respectively favoured the statement. The rejection of null proved that the respondent perceived differently towards the statement as far as their educational sub categories were concerned.

- The study observed on the basis of the analysis made of the political respondents on the basis of their political party that the respondents belonging to ‘Congress’ (86.7 per cent) highly favoured the statement ‘FDI will eliminate exploitative middlemen from the marketing process that directly benefit the farmers’ with the high mean score of 3.9 but the respondents form the other sub-categories (BJP, INLD, and BSP) backed the statement with the low mean scores of 2.8, 2.8, and 2.9 respectively. The study revealed that the responses form ‘P.G & above’ (63.1 per cent), ‘Graduate’ (45 per cent) educational category favoured the statement ‘FDI will eliminate exploitative middlemen from the marketing process that directly benefit the farmers’ with majority and high mean scores of 3.5 and 3 respectively, but the respondents from ‘Up to Sr. Sec.’ endorsed the statement with the low mean score of 2.6. Both the null hypotheses accepted and no statistical difference was found in the perceptions of the politicians when their demographic sub categories were concerned.

- The results of the study exhibited that the respondents from ‘Congress’ (86.6 per cent), BJP’ (53.3 per cent), ‘INLD’ (50 per cent), and ‘BSP’ (30 per cent) party agreed to the statement that ‘Foreign retailers will give assistance to Indian farmers on
aspects like soil management, nursery management, fertilizer and pesticides application, post-harvest management, etc., which were perceived on the basis of educational qualifications of the respondents. The acceptance of null hypothesis proved that the respondents were favoring the statement in no difference in opinion. The analysis on the basis educational background revealed that the respondents from ‘P.G. & Above’ (67.6 per cent) and ‘Graduate’ (60 per cent) category found more concerned towards the statement with the high mean score of 3.6 and 3.5 in comparison to the respondents from ‘Up to Sr. Sec.’ (36.4 per cent) with the moderate mean score of 2.5. The null hypothesis on the basis of political party rejected and a statistically significant association was found between the responses as far as their educational sub categories are concerned which proves that the respondents perceived differently towards the statement.

• It was exposed through the results of the study on the basis of party and educational background that the respondents from ‘Congress’ (86.7 per cent) on the basis of political party and ‘P.G. & Above’ on the basis of educational qualification (79 per cent) perceived favorably towards the statement that ‘FDI will not harm the culture and moral values of the nation’ in a more significant manner with the high mean score of 3.8 and 3.6 respectively. The respondents form other categories (BJP, INLD, BSP, Up to Sr. Sec., and Graduate) also agreed to the statement with the acceptance percentage of 46.7, 50. 30, 36.4, and 55 respectively. The rejection of both the null hypotheses proved the difference in the perception levels of the respondents as far as demographic sub categories were concerned.

• The responses on the basis of political party of the politicians respondents indicated that the respondents from ‘Congress’ (86.6 per cent) agreed to the statement that the ‘foreign goods will hamper the small and medium scale industries’ with majority and with the high mean score of 3.7, but the other respondents (BJP, INLD, and BSP) disagreed to the statement and recorded comparatively low mean scores of 2.9, 2.3, and 2.3 respectively. The respondents from P.G. & Above’ (57.9 per cent) and ‘Graduate’ (45 per cent) accepted the statement with the high mean scores of 3.6 and 3.4 respectively. On the other hand, the respondents belonging to ‘Up to Sr. Sec.: disagreed to the statement and recorded a low mean score of 2.3. Both the related null hypotheses were accepted meaning thereby that there is no significant association
between these sub-categories and related responses which further explicates that the respondents perceived in the same way towards the statement that ‘FDI will not harm the small and medium scale industries’.

- It was established through the results of the study that ‘FDI will lead to the more employment generation in retail industry, even for semi-skilled and unskilled laborers’ as confirmed by the respondents belonging to ‘Congress’ party perceived highly (93.4 per cent) towards the statement with the highest mean score of 3.9 followed by the respondents from other categories. Acceptance of null hypothesis related to political party showed that the respondents agreed to the statement with no difference in the opinion. The educational category-wise exhibited that the respondents from ‘P.G. & Above’ (68.4 per cent) category were more concerned in comparison to the respondents from ‘Graduate’ (60 per cent), while the respondents from ‘up to Sr. Sec.’ (72.8 per cent) disagreed to the statement. The rejection of related null hypothesis proved that the respondents perceived towards the statement with the difference in the opinion levels.

- The findings of the study showed that respondents belonging to Congress party (total 93.4 per cent) endorsed the statement that ‘FDI will not create monopoly on Indian retail market’ with the highest mean score of 4.1 followed by the respondents from INLD (60 per cent), BJP (60 per cent), and BSP (60 per cent) party with the high mean score of 3.4, 3.3, and 3.3 respectively. The difference was found in the perception levels but it was not statistically significant as null hypothesis was rejected. The respondents from ‘Graduate’ category supported (total 80 per cent) the statement with the highest mean score of 3.9 in a more significant manner in comparison to the other respondents. The rejection of null hypothesis was also indicated the same i.e. the dissimilarity in the opinion levels.

- It was observed through the results of the study that the respondents belonging to Congress party endorsed the statement that ‘Indian economy may not be more dependent on other countries’ (93.3 per cent) with the highest mean score of 4.1 followed by the respondents from INLD (70 per cent), BJP (53.4 per cent), and BSP (30 per cent) party with the mean score of 3.6, 3.2, and 2.6 respectively. The dissimilarity was found in the perception levels but it was not statistically significant as null hypothesis was rejected. The educational background-wise results displays that
the respondents from 'P.G. & Above' category (total 73.7 per cent) supported the statement with the high mean score of 3.6 in more significant manner in comparison to the other respondents. The rejection of null hypothesis was also indicated the same i.e. the dissimilarity in the opinion levels.