CHAPTER II
REVIEW OF LITERATURE

This chapter reviews the studies on different aspects of corporate retailing connected directly and indirectly with the present study. In any field of study, existing literature constitutes a base for further research. Therefore, the review of literature is highly useful to design the study as it indicates the research gap in the study of corporate retailing. The study of corporate retailing has attracted the attention of many researchers and practitioners irrespective of countries, be it developed, developing or least developed. Therefore, studies on these experiments of such countries are reviewed in this chapter.

Beaumont (1994)\(^1\) states that the opening of mega retailers in a community has the potential to impact existing smaller merchants. Firstly, there will be an effect on the retail business in terms of changes in sales volume i.e. increasing outlets in the immediate area carrying different product categories to the mega retail outlets, a result of increased traffic and decline in the overall market area in outlets carrying similar categories. Secondly, changes in the way the merchants conduct their business in terms of competitive strategies i.e. reduction in number of employees due to a fall

off in sales in the business, changes in marketing practices, pricing, product mix and store positioning, location of outlet and recognition of customer service are central to survival.

Archer and Taylor (1994) argue that small retailers can survive in the shadow of the retail giants. The levels of customer service that the mega retailers provide cannot be possible by the small traders because their small size limits their abilities. Specifically, the mega retailers, by using well documented retailing practices such as solving customers’ problems, treating customers with respect, connecting with customers’ emotions, setting the fairest price and saving customers’ time, can achieve survival and success in their businesses.

Terry Marsden, Andrew Flynn, and Michelle Harrison (1997) state that corporate retailing in food provision is ascendancy in most parts of the advanced world. It has an increasing influence on food production and supply. Their paper examines contemporary trends in the retail sector, relating these to changing regulatory domains in which it is both located and attempts to shape. The emphasis is placed on the ways in which retailing needs to create and maintain forms of regulatory, social and

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political embeddedness. They state that the supply and consumption of food is increasingly mediated through sets of retailing and state interests. This combines and reconstructs public and private interests in new ways, establishing the competitive spaces within which retailers operate.

Peter and Eric (1998)⁴ highlight that consumers are attracted to malls because of the presence of well-known anchors department stores with recognized names. Anchors generate mall traffic that indirectly increases the sales of lesser known mall stores. Mall developers internalize these externalities by offering rent subsidies to anchors and by charging rent premiums to other mall tenants. Anchors pay a lower rent per square feet in larger malls than in smaller malls, even though sales per square feet of anchors are the same in the two types of malls. In contrast, the sales and rent per square feet of other mall stores are higher in super regional malls than in regional malls.

Shils and Taylor (1999)⁵ identified the socio-economic effects of mega retail chains. The social effects are the physical and social decline of neighborhoods as retailers fail to survive, noting profound changes in joblessness and socialization. The economic effects include retail closures

as the traditional retailers fail to compete with the consequent loss of jobs including the employment of the owners themselves and reduced number of employees; both are caused by the presence of mega retailers shifting activities from various geographic traditional retail clusters.

Iyer Ananth and Ye Jianming (2000)\(^6\) focus on a logistics system where inventory is held at three levels: the customers, the retail store, and the warehouse. Retail customer segments are heterogeneous and differ in their reservation prices for product as well as their holding costs. The manufacturer is responsible for maintaining inventory level at the warehouse. The manufacturer uses all available information to generate an inventory policy that maximizes expected profit subject to the service level requirement. The authors state that if the predictability of the sales impact of a promotion decreases, it may be optimal for the retailer to eliminate retail promotions; increased stockpiling tendency of customers increases retailer profits and decreases manufacturer profits; and retail promotion information sharing can make retail promotions change from being less profitable than no promotions to being more profitable than no promotions for the manufacturer.

Gibson Viriginia and Barkham Richard (2001)\(^7\) found that the retail sector is characterized by diversity both in terms of the degree to which organizations are vertically integrated and in terms of the range of modes of retailing they engage in. This in turn led to diverse real estate portfolios. However, regardless of this diversity, the overriding strategy was focused on supporting the core activity. This study provides a snapshot of current practice. However, it uncovers the need for a greater understanding of the diversity in practice.

Nirma Sharma (2002)\(^8\) in her article titled “Cultivating a New Taste” highlights that interest in food retailing continues to mushroom. As of now, there are three big chains in food retailing namely, Supermarket Chain Food World and Discount Stores, Margin Free Market, and Subhiksha. These are the fairly established ones, which have grown to respectable size in the markets that they operate in. For example, in Chennai, Food World and Subhiksha are reported to have a market share of over 20%. In Kerala, Margin Free Market has a similar share.

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Wong and Sohal (2003)\(^9\) compared the relationship between dimensions of service quality and customer loyalty in a retail chain departmental store located in a city to that of a country. The results showed that service quality is positively associated with customer loyalty, and that the most significant predictor of customer loyalty in the city retail district is empathy, while the most significant predictor of customer loyalty in the country retail district is tangibles.

Stobart Jon and Hann Andrew (2004)\(^10\) explored the retailing revolution in the eighteenth century with evidence from North-West England. They argue that pre-modern shops were ultra specialized and offered little variety or choice. In the early eighteenth century, Liverpool, England, was regarded as a London, England in miniature. It had many new streets and squares, a growing range of cultural infrastructure and a wealthy corporation both willing and are able to undertake extensive improvement schemes. As a first step towards a systematic regional analysis, tax records and population data have been used to define the urban and retail hierarchy of the region in the late eighteenth century, in contrast to earlier interpretations which emphasized the transformations twisted by

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department stores and multiple retailing in the second half of the nineteenth century.

Vishal P. Singh, Karsten T. Hansen, and Robert C. Blattberg (2004)\textsuperscript{11} studied the entry of Wal-Mart Super Center into a local market. Using a unique frequent shopper database from a supermarket, they studied the impact of Wal-Mart's entry on household purchase behaviour. The database records purchases for over 10000 households before and after Wal-Mart's entry. The authors developed a model of inter-purchase time and basket size and allowed for a structural break at the time of competitive entry. The model was used to evaluate the impact of Wal-Mart on household store visit frequency and basket size, while allowing for consumer heterogeneity. They investigated the shopping characteristics of the consumers that are most likely to shift purchases to Wal-Mart. The results show that the incumbent store lost 17\% volume amounting to a quarter million dollars in monthly revenue following Wal-Mart's entry. They find that the most of losses were due to fewer store visits with a much smaller impact on basket sizes.

Jones Peter and Hillier David (2005)\textsuperscript{12} provide an illustrative review of the internet campaigns waged against a number of large corporate retailers. The paper begins with a short history of anti-corporate protest and this is followed by a brief outline of the dominance of large corporations within retailing. The findings reveal that in some cases, internet campaigns target the policies and behaviours of corporate retailers and in others specific retailers are being singled out for special attention. The campaigns address a wide range of issues including the environment and planning, impacts within local economies and communities, workers’ rights and working conditions and the power of retail corporations.

Joel E. Collier and Carol C. Bienstock (2006)\textsuperscript{13} in their paper titled “Measuring Service Quality in E-retailing” notice the awareness of customers’ perceived service quality in an online service transaction. This paper focused on the interaction of the consumers and the website while missing the big picture that e-service quality is composed of more than website interactivity. The aim of this article is to extend the work on e-service quality to encompass not only website interactivity but also outcome quality and recovery quality. A conceptual framework of e-service quality is proposed and empirically tested that combines process, outcome, and


recovery dimensions. This paper found empirical support for the use of formative indicators and the three dimensional approach to conceptualize e-service quality.

Achim Spiller (2006)\textsuperscript{14} studied the impact of customer satisfaction and enthusiasm on the economic performance of small retailers in the organic market. The study is based on 949 customer interviews of 12 organic food shops in Germany. The result shows that customer satisfaction is relevant key to sales performance. The result of the regression analysis reveals that the overall satisfaction of the customers accounts for 32 per cent of the sales per square meter sales area. The joint analysis of customer satisfaction and shop data confirms essential economic effects. Factor analysis identifies service and product quality as main determinants of customer satisfaction. A correlation analysis demonstrates that customer enthusiasm is a greater source for recommendation of shops than customer satisfaction.

Sharif Memon (2006)\textsuperscript{15} states that retailing is the single biggest industry, recognized worldwide. Everyday we can see the nuances of

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retailing coming in, to customers. The fashion preferences of consumers are also changing with change in lifestyles. Thus, there is enough room for organized retailers to come up with new fashion apparels. But it has been noticed that the well-known brands are still not flexible enough to tap the emerging fashion. Furthermore, organized retailers have also come up with their own brands, which have several benefits as they help tap new trends; and the profit margins on such private labels are also substantially high. In the long-run, private labels enhance the brand equity of the established retailers. This paper emphasizes the preference of the lifestyle stores over the antediluvian stores that encompass the general merchandise; and the promotion of private labels by organized retailers over the well-known brands, and customers' attitude to such private labels.

Anu Singh Lather and Tripat Kaur (2006) examined the influence of selected attributes on store patronage for doing shopping. The study concentrates on organized retailing, which consists of shopping malls coming up a big way in India. The decision to patronize a particular store usually starts with a set of attributes that shoppers consider important. Retailers then use these attributes to make decisions regarding what store or stores can cater to their particular needs to different age cohorts with different promotional tools. The authors state that past retail and marketing

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studies have identified several shoppers-oriented store attributes such as price, quality, variety and discounts, but these studies overlooked how the physical environment, store reputation and store location affect retail store patronage. Keeping these facts, the researchers studied the various characteristics of malls to elaborate the enthralling shopping experiences. This will provide academics, mall developers and retailers a richer understanding of various components that contribute to malls experiences, and allow them to more effectively study and market to this segment.

Vijay Durga Prasad (2007)\textsuperscript{17} conducted a study titled “The Spread of Organized Retailing in India: With a Special Reference to Vijayawada City.” He states that the retail institutions play a crucial role in attracting and satisfying target customers. The diversity and changing nature of society has compelled retailers to change their store formats to provide a complete shopping experience to customers. This is largely due to the prevailing retailing system that was established with the kirana stores that continue to meet all the requirements of the purchasers albeit without the convenience of the shopping as provided by the retail chains. Organized retailing is spreading and making its presence felt in different parts of the country. The retailing industry has entered a new phase, and new retail formats built around different pricing and service strategies have evolved.

Anuradha Kalhan (2007)\textsuperscript{18} studied the impact of malls on small shops and hawkers by choosing a sample of 82 small retail shops and establishments and 30 hawkers within about one-kilometer radius of a mall in Greater Mumbai. Thirty of these small retail shops were in Lower Parel in the vicinity of a mall, 10 were near a new mall in Mumbai Central, and the remaining 42 were located in the vicinity of two malls in the Bhandup-Mulund area. Four malls, one each in Lower Parel and Bombay Central, and two in Mulund were chosen on the basis of the time they have been in operation. A questionnaire was administered to the shop owners or operators in the absence of the owners. The study reveals the factors causing competitive disadvantage such as cost prices, operating costs, taxes, selling price, etc. Nearly all of them did not advertise at all. However, the shops particularly in Parel, for example, suffered from a shortage of manpower and capital, a result of a narrow and deteriorating working capital base. Parel is particularly badly affected because of the loss of high value customers like mill workers. As the mills closed down one after another, the shops and eating places lost their clients. The new real estate development in the area has brought corporate offices, and with these new classes of people whose preference patterns and needs are unfamiliar.

Sharif Memon (2007)\textsuperscript{19} states that recent trends in retailing are emerging steadily as an organized sector, with a variety of big business players trying their kismets in this part and thereby expanding into retailing. This sector appears to grip a major place in the economy of the country in the future to come. Retailing is the final movement in the value chain of the product that is noticeably classified to be a service. This paper elaborates the organized retail formats in India like hypermarket, supermarket, specialty retailing stores, etc. The competitive promotional tools include advertising, sales promotions, direct marketing, personal selling, public relations, publicity, interactive marketing, and point of purchase marketing.

Daniel Suryadarma, Adri Poesoro and Budiyati (2007)\textsuperscript{20} measured the impact of supermarkets on traditional markets in urban centers in Indonesia using difference-in-difference and econometric methods as well as qualitatively using in-depth interviews. The quantitative methods find no significant impact on earnings and profit but a statistically significant impact of supermarkets on the number of employees in traditional markets. The qualitative findings suggest that the decline in traditional markets is mostly caused by internal problems from which supermarkets benefit.


\textsuperscript{20} Daniel Suryadarma, Adri Poesoro and Sri Budiyati (2007). “Impact of Supermarkets on Traditional Markets and Retailers in Indonesia’s Urban Centers”, SMERU Research Institute, August.
Therefore, ensuring the sustainability of traditional markets would require an overhaul of the traditional market management system, enabling them to compete with and survive alongside supermarkets.

Gupta and Tripat Kaur (2007)\textsuperscript{21} assessed the recent trends in the changing scenario of distribution in India with specific reference to the growth of large retail stores and their private labels. The study dwells deeper into the performance of private labels and its implications to national brands in their marketing strategy. The study addresses how factors within and outside the stores affect store-level shopping decision. A questionnaire was designed to investigate store patronage relative to importance and perception of selected attributes of the stores. The data were collected from 100 retailers. Respondents were asked to state their perception of store on the basis of various attributes. The study found six main indicators such as price, sales personnel, quality of merchandise, assortment of merchandise, advertising, and services and other convenience services which retailers decide to go for specific type of retail format.

Moli P.Koshy and Suresh (2007)\textsuperscript{22} state that retail outlets are the main source of purchase for consumers. Around 80 per cent of the


customers buy goods from retailers, while 20 per cent go to the wholesalers and manufacturers. Textile retailing in Kerala used to be a business that earned huge profits with less investment. Earlier customers were not bothered about the ambience of the shop and display of goods, but now urban customers consider these facts and retailers are forced to give importance to these, and huge investments are needed for this. Thus, retailing has become a difficult task, as they have to keep changing their product lines and modify products according to the changing trends. Nowadays retail shops try hard for surviving, and sustain the same turnover every year. The main problems the retailers face today are financial crisis, lack of investment, less margin and competition. Due to financial crisis, the retailers are not able to invest more into their business as the customers are going for cheaper goods.

Amatul Baseer and Laxmi Prabha (2007) stated the problems and prospects of Indian retailing over the last 10 years. They state that India is currently the ninth largest retail market in the world. And the small towns like Dehradun, Vijayawada, Lucknow and Nasik will power India up the rankings soon. With the emergence of organized retailing in the country and a growing convenience, retailing has emerged, as a key business, given their wide retail presence, existing customer-base and strategically located sites.

Even though India has well over 5 million retail outlets of all sizes and styles, the country greatly lacks anything that can resemble a retailing industry in the modern sense of the term.

Malliswari (2007)\textsuperscript{24} discusses the emerging trends and strategies of the Indian retailing. Retailing in India is slowly on the rise with changing consumer preferences and tastes and evolution of a global structure. A gradual change in the retailing scenario is noticeable with regular shops making way to high end market malls and stores in urban areas. The cosmopolitan outlook projected by retail outlets with availability of almost everything under one roof makes retail outlets a star attraction for one and all. As income levels increase radically resulting in higher disposable income, people continue to look for happiness in acquiring things even though with greater vigour. Lifestyles are changing not only because of changing incomes but also because of the mind-boggling variety of goods that are now available for acquisition and consumption. Providing consumer satisfaction has been replaced by providing consumer delight with marketers making indefatigable efforts to innovate not only in products, but also in the methods of marketing.

Laxmi Prabha and Amatul Baseer (2007) discuss the emerging retail trends in India. Retail is India’s largest industry, accounting for over 10 per cent of the country’s GDP and around eight per cent of the employment. However, on account of heavy initial investment required, breakeven is difficult to achieve and many of these players have not tasted success so far. Retailing in India is gradually inching its way toward becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behaviour, ushering in a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centers, multi-storied malls and huge complexes offer shopping, entertainment and food all under one roof. The Indian population is witnessing a significant change in its demographics. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing working women population and emerging opportunities in the services sector are the key growth of the organized retail sector in India.

Rita Martenson (2007) studied the impact of the corporate store image on customer satisfaction and store loyalty in grocery retailing.

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Corporate store image is defined as the combined effect of how the retailer as a brand, manufacturer brands, and store brands are perceived. The reason for including store brands and manufacturer brands in this definition is that the image and equity of retailer brands depends on the product brands they carry and the equity of those product brands. Most important for customer satisfaction is the store as a brand. Customers are satisfied when the store is neat and pleasant and when they feel that the store understands their needs. The growth rate for store brands in grocery retailing is twice as high as for manufacturer brands. It is therefore important to find out how important store brands are in a customer perspective.

Arora, Shivani Sharma and Nirdesh K. Singh (2007) examined the various components of visual merchandising at the retail stores; analyzed the impact of indoor signages on customer’s buying behaviour; identified the problems faced in implementation of VM at the retail stores, and compared VM at different retail stores. For this purpose, ‘Subhiksha’ and ‘Choupal Fresh’ at Chandigarh and ‘Big Bazaar’ at Ambala were selected. The primary data were obtained from personal observations at the retail stores. The study units included three retail stores, 30 customers and 12 retail store employees. Purposive sampling method was employed for the selection of retail stores. The systematic sampling method was used to

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select the respondents at the retail stores. Employees were picked up both randomly as well as through snowball sampling method. Structured questionnaires were employed. The study revealed that retail planograms, retail merchandising and retail signages are the three important components of visual merchandising. Hence, care should be taken while handling these components such as retail signages should be professionally designed with proper blend of simplicity, brightness, and lighting and should have a clear visibility from all angles while giving importance to its quality. Planogrammer employed for designing the retail planogram should be highly skilled as these planograms help in not only management of the store but also in increasing sales volume. All aspects of retail merchandising such as storefront, store environment, etc. should be taken care of to have an effective VM at the retail store.

Debajani Sahoo and Hari Govind Mishra (2008)28 in their paper titled “Organized Retail in India: A Case Study of Wal-Mart” discussed the rising incomes and changing customer preferences which have translated into a booming retail market in India. To sustain its high growth rates, global retail giant Wal-Mart is considering foraying into the Indian retail market. Wal-Mart has to contend with varied environmental challenges such as government FDI regulations, strict tenant laws, complexity of taxes, 

and challenges of red tape. The authors suggest that Wal-Mart should take advantage of changing retail buying patterns and influences in the Indian consumer and the evolution of Indian retail industry from entertainment and convenience to wholesome shopping experience and efficiency. Moreover, the Wal-Mart must enter with locally customized supermarkets instead of the standard Western model to provide the right combination of goods important to the local populace. While it does so in the Indian market, it has to take into account the present competitors in the retail space. A better strategy would be to partner with an existing Indian retail house for easier entry. Besides given the largely untapped potential of the retail market in smaller cities and towns, and given the cheap and quality goods Wal-Mart provides across the world, it can serve this segment much better than existing customers.

Ashokan and Hariharan (2008)\(^\text{29}\) made an attempt to bring out the perception of consumers' shopping at two leading retail outlets of Palakkad District; Spencer’s Daily and Big Bazaar. Kerala’s retail market is dominated by Margin Free Markets, Supplyco and local kirana stores. With the arrival of stores like Spencer’s, Big Bazaar, etc., the shopping habits of people in Kerala are changing. The present study throws light on that vital

aspect. The study focuses on three parts, the profile of the consumers, their preferences and the satisfaction level of the shoppers.

Harpreet Singh and Narinder Kaur (2008)\textsuperscript{30} state that retailing is the mantra of success for the companies today and it is the fastest growing sector in the Indian economy. Traditional markets are making way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Western-style malls have begun appearing in metros and second-rung cities alike, introducing the Indian consumer to an unparalleled shopping experience. Though the scope of success is immense in retailing, all these players have to cope with the challenges. How to drive out customers out of kirana shops, how to cope with the intense competition for the big players and how the government will protect the kirana shops, all these challenges will make retailing a very interesting sector in the near future in India.

Ajith Paninchukunnath (2008)\textsuperscript{31} explains that retailing in India is in the process of getting more organized and professional. Medium-scale retail formats such as department stores and supermarket chains have already made an appearance and are slowly changing the face of retailing in the


country. South India has taken lead in establishing organized retail chains in the food and grocery category. Nilgiris, FabMall, Foodworld, Trinetra, Subhksha, Margin Free and Namdhari are among the leading South India based food and grocery retailers. Margin Free was the first organized supermarket store of Kerala in private sector. The study reveals the reasons for the success and widespread presence of Margin Free Markets in Kerala.

Sunayna Khurana (2008)\textsuperscript{32} examined the differences between consumers’ expectations and perceptions of service quality they received when shopping at retail stores in Haryana. The study has two objectives: to investigate the dimension of service quality related to the retail sector and to identify the service quality differences between the expected and perceived services in the retail sector of Haryana. The respondents were selected from various cities of Haryana state. Judgmental and convenience sampling was used to collect data from customers of different kinds of retail outlets like provisional stores, departmental stores, supermarkets and small vendors. 225 respondents filled in the questionnaire. 25 questionnaires were rejected due to inadequate information provided by them. Data were analyzed on the basis of responses provided by 200 respondents. The findings of the study indicate greatest disparity between expectations and perceptions for the personal attention and policy factor.

Rathnayake and Perera (2008)\textsuperscript{33} examined the behaviour of young retail customers in Matara District of Sri Lanka. Survey method was used and a structured questionnaire was employed to collect data from 80 customers. Survey results revealed that customers make complaints mainly to obtain the restitution. Conversely, the customers are somewhat altruistic and they prefer to make complaints to facilitate service improvements. Mainly, it was recognized that young customers tend more towards private actions and comparatively, men are more aggressive. They switch the retailer, boycott the product/brand and/or spread negative word-of-mouth. Finally, the customers are somewhat passive in taking public actions in the face of a dejected transaction. The study highlights that the young retail customers are not “self blamers”.

Perera, Buddhika and Rathnayke (2008)\textsuperscript{34} studied the application of retail services quality scale to Sri Lankan supermarkets. Services quality excellence has been shown to assist in both retention and expansion of the existing customer-base. The study attempts to fill this gap by examining the key dimensions of retail service quality across the supermarket industry as well as to test the most commonly used scale to measure retail service


quality. Survey method was employed and a structured questionnaire was administered among a sample of 300 respondents, who were selected from customers who are visiting Cargills Supermarket representing Western and Southern provinces including all six districts, prior to them entering to the supermarket. Cargills supermarket was selected as the research site due to the fact that it is the only supermarket with island wide presence, having 108 supermarkets in Sri Lanka. The questionnaire was based on retail service quality scale which incorporates five dimensions namely physical aspects, reliability, personal interaction, problem solving and policy, most commonly used scale in measuring services quality. It is found that among all districts higher mean score has been recorded for reliability. When it comes to physical aspects, southern province records a comparatively higher mean score when compared with western province.

Ramanathan and Hari (2008)\textsuperscript{35} state that in the 1980s manufacturers’ retail chains like DCM, Gwalior Suitings, Bombay Dying, Titan, etc. started making their manifestation in metros and small towns. The increasing purchase power of the Indian middle class is the major reason for retail sprint that is witnessed. The percentage of young people in the country is increasing. It portends well for the retail business, as it is the young people who buy more than the old. The organized retail market boom is expected

to bring positive outcomes in many sectors like economic growth, exports, education, IT industry, food processing, infrastructure, banking and tourism management along with the greater customer satisfaction. This paper gives a clear picture of looming retail boom through the form of organized retail format. It gives a glance of the progress of organized retail format and its impact on Indian economy.

Srivastava (2008)\textsuperscript{36} conducted a study titled “Impact of Malls on Small Retailers” in Delhi and Ahmedabad. He has chosen randomly samples of 215 small retail outlets which are referred to as unorganized with an area less than 500 sq. feet and family owned. The study indicates that 85 per cent of the retailers reported decline in sales, however, in terms of percentage it is only 18 per cent decline in total sales. The average decline in Ahmedabad was 15 per cent compared to Delhi which was 20 per cent. The study concluded that small retailers are well aware of their competitive position and adopt adequate strategy according.

Pathak and Aditya Tripathi (2009)\textsuperscript{37} found the factors that affect the buyers’ decision among the modern retail formats, and evaluate the comparative strength of these factors in buying decision process. The


empirical data have been collected with the help of primary as well as secondary sources. The research was conducted to examine consumer shopping behaviour among the modern retail formats with special reference to Delhi and NCR. Both existing and new players are experimenting with new retail formats. Currently two popular formats namely hypermarkets and supermarkets are growing at a rapid pace. Apart from the brick-mortar formats, brick-click and click-click formats are also increasingly functional on the Indian retail landscape.

Sharma, Prakash Tiwari and Hemraj Verma (2008)\textsuperscript{38} studied customer perception regarding product, price, and promotion of Vishal Mega Mart and examined the impact of Vishal Mega Mart on the shopping behaviour of customers in Dehradun City. Out of 160 filled up questionnaires, 143 questionnaires, which were correctly filled up, were used for the study. A structured questionnaire comprising 15 statements based on Likert-type agreement scale, and 10 statements with rating scale was used to collect primary data. They concluded that the majority of customers perceive products of VMM to be of reasonable quality. While 28\% customers perceive products to be of good quality, 21\% perceive them to be of bad quality. In addition, a major part of population has also

perceived the prices of the products to be high. They suggest that VMM needs to improve on product quality, pricing and advertisements regarding its offers and maintain the existing discount policies which are perceived as tempting enough to induce customer visits and purchases.

Gupta, Rajeev Agarwal and Madhulika Sinha (2008)\textsuperscript{39} studied consumers’ perception about the assortment of products/services available at the malls vis-à-vis a traditional kirana store and examined the impact of the organized retailing on the buying behaviour of the consumers. The research has been done with the help of structured questionnaire. The sample size was of 100 randomly selected consumers visiting the pacific mall at the city of Agra. Judgment sampling method was used to select the respondents. They suggest that the quality of the items need to be taken care as some of the respondents were not satisfied with the quality of some of the products. Further, there is a need to provide some seating arrangements in the shopping area because continuous walking consumers feel tired, their children start shouting for some seating place and because of all this consumers feel like leaving the shopping mall and go back. This will definitely result in losing the probable sales volume as it is a proven fact

that more the time consumer spends in the shopping mall, more is the probability that they will buy something or other even if they do not need it.

Sudhanshu Sekhar Kar and Sarat Kumar Sahoo (2009)\textsuperscript{40} state that the modern Indian consumer is seeking more value in terms of improved availability and quality of commodity, pleasant shopping environment, financing options, trial rooms for clothing products, return and exchange policies, competitive prices and above all a good parking facility. This has created a rapidly growing opportunity for organized retail formats to emerge in recent years and grow at a faster pace. Inefficiency in the traditional supply chains offers further opportunity for the organized players to draw on this large market even though lack of consumer culture, and low purchasing power restricted the development of modern formats. They further state that migration from unorganized to organized retailing is slowly and surely being witnessed in India especially after the opening up of economy in the late 90’s.

Shaik Suraj Basha (2009)\textsuperscript{41} states that the Indian retail market, which is the fifth largest retail destination globally, according to industry estimates, was estimated to grow from the US$ 330 billion in 2007 to


US$637 billion by 2015. Simultaneously, modern retail which at present accounts for 4 per cent of the total market is likely to increase inevitably; modernization of the Indian retail sector will be reflected in rapid growth in sales of supermarkets, department stores and hypermarkets. The reasons behind the increase of department stores are improved shopping standards, convenient stocking/display, and shopping blend with entertainment. It was argued that livelihood of the traditional formats of low-cost retailing such as the local grocery shops, owner-manned general stores, convenience stores, and handcart, pavement vendors, small scale and rural vendors would be threatened. This paper shows to what extent it is going to create economic impact of department stores on small vendors.

Noor Firdoos Jahan and Lalitha Ramakrishnan (2009)\textsuperscript{42} in their paper mentioned that Indian retail industry is one of the fastest growing industries with an annual growth of 30 per cent. It is transforming into a big corporate multinational business with a potential to create direct employment opportunities of 2.50 million jobs and 10 million additional jobs in support activities. The formats are undergoing a change from convenience store to hypermarkets with the entry of leading corporates in India like Tata, Reliance, Birla, and Pantaloon India Private Limited and top foreign retailers like Wal-Mart and others. Today the country has around

40 hypermarkets, but the estimate shows that India’s 67 odd retail destinations can easily accommodate over 1000 hypermarkets by 2010. This paper presents the results of this empirical study conducted at Bangalore city with a sample of 265 customers of hypermarkets.

Gopal Das and Rohit Vishal Kumar (2009)43 measured the impact of store amenities on buyers’ behaviour and convenience goods buyer in organized retail sector in India. The paper elaborates that in the global context of open market economies of today, the consumer has become the king. He operates through his autonomous power and enjoys a lot of freedom in his purchase decision. A consumer is in a position to influence the marketer regarding size, quality and contents of the product, price, and post-sale service, among other things. As a result the markets have no longer remained “seller markets”; it obviously turned into “buyers markets”. In Indian retail market, there are so many players entering and the growth rate is increasing. As more and more number of national and international players are entering, the competition is becoming very tough. The result shows that the customer is attracted by store amenities.

Sumeet Gupta, Kavita Jain and Divya Jain (2009) examined the customer retention strategies of the organized retailers in semi-urban markets. Though the Indian market is very large and seems very promising, organized retailers are finding it tough to be profitable while traversing the unknown territories of India. One of the marketing strategies is to focus on retaining the existing customers as they are five times more profitable than new ones. They examined the factors that influence customers' intention to continue purchasing from an organized retailer. The paper reveals that customers’ perceived value is an important indicator of customer continuance intention, as are the loyalty incentives provided by the store. Convenience is more important for customers in these markets than enjoyment. The paper concludes that organized retailers can increase customer retention by focusing their strategies in making customer experience more valuable and convenient.

Narayana Reddy (2009) shows that the current economic scenario in India is paving way for the emergence of organized retailing. Due to positive liberal environment, significant number of Indian business houses as well as multinational corporations are entering into the retail sector in an

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organized form. The sudden spurt in organized retail leads to a lot of controversy in terms of its impact on the existing traditional retailers. This paper analyzes the impact of organized retail on traditional retailers on a pilot basis initially.

Huddleston Patricia, et al. (2009) compared customers’ satisfaction towards conventional grocery stores with specialty grocery stores. The paper examines store attributes of product assortment, price, quality, and service in order to determine which attributes have the greatest impact on store satisfaction for each store format. The paper reveals that perception of satisfaction was higher among specialty grocery store customers compared to conventional grocery store customers. For both store formats, store price, product assortment, service and quality positively influenced satisfaction. Stepwise regression analysis indicates that each store attribute contributed differently to store satisfaction for conventional and specialty store formats. The results revealed that price, product assortment, quality, and employee service influence store satisfaction regardless of store type. The results imply that while specialty store shopper satisfaction characteristics are clearly delineated, conventional store shopper characteristics are more difficult to pinpoint.

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Jogendra Kumar Nayak (2009)\(^47\) elaborates the Indian retailing from a consumer’s perspective. In India, as well as many other countries, retailing is often looked upon as a petty merchant activity and a low priority area on policy circles. Organized retailing is looked upon as a consumerist luxury. But the truth is that retail not only has an economic effect but also a social one. The paper reveals that the amount of FDI into the retail sector is huge and is expected to increase more. This paper describes the reasons for growth in the organized retail sector. This paper has identified the important variables, which affect the consumers’ mindset while choosing a retail outlet.

Goyal and Meghna Aggarwal (2009)\(^48\) examined the relative importance of the various products purchased at organized retail outlets and the choice of format, the consumer has when purchasing a product. They studied the expected development of organized retail in the future, focusing on aspects with potential effects on consumer purchasing behaviour. The scope of this study is confined to the organized retail sector. The respondents belong to the National Capital Region, Delhi. The researchers collected primary data by using a convenience sampling method. The


researchers personally contacted 365 consumers, out of which only two hundred and thirty provided appropriate responses.

Purohit and Kavita (2009)\textsuperscript{49} studied the growth of modern organized retailing in India and the perception of traditional retailers about modern retailing. To measure the perception of the kirana store keepers towards the organized retailing, a questionnaire was developed on 5-point Likert scale. The primary data were gathered by administrating a structured questionnaire with 100 retailers of grocery, cosmetics, jewelry, and apparel items in Jaunpur city. Only 89 questionnaires were included in the study and the rest were rejected due to incomplete information. The selection of the retail outlets was based on convenience sampling. The study reveals that more than 55 per cent of the respondents agree that modern retailing will lead to a healthy competition in the market, while 19 per cent of the respondents disagree and 26 per cent of the respondents are undecided. The authors suggest that initiatives should be taken to protect the interest of the unorganized retailers as this sector has the employment opportunity to the majority of the society and this is one of the areas of entrepreneurship development in the country. The traditional retailers should make strategy to retain their customers by providing quality goods and services and they

should also go for collaboration within the regional level; then only they can survive in this globally competitive environment.

Vipul Patel and Mahendra Sharma (2009) studied the customers’ motivation behind going for shopping in mall. A mall intercept survey was conducted to study the shopping motivation of Indian shoppers. Data were collected from shopping malls located in Ahmedabad city of Gujarat. The target population for this study consisted of active mall shoppers. A structured questionnaire was developed to measure the customers’ shopping motivations in the shopping malls. The study identified three utilitarian namely convenient shopping, economic shopping and achievement shopping and six hedonic shopping motivations namely shopping enjoyment, gratification shopping, ideas shopping, shopping for aesthetic ambiance, roll shopping, and social shopping.

Mittal, Mahesh Arora and Anupama Prashar (2010) studied the factors affecting shopping preferences of consumers at organized retail stores in Punjab. The data were collected from five urban cities of Punjab i.e. Amritsar, Patiala, Mohali, Jalandhar and Ludhiana. The methodology adopted was a structured questionnaire and the analysis was done using

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“principal component method”. The results of the study showed that there are six major factors that consumers prefer as far as the retail stores are concerned. These factors include availability and variety, service, ambience, discounts and price, quality of products, and promotion. The study stresses that the knowledge on these factors is very useful to retailers and the strategists to plan the policy and formulate strategies accordingly for customer retention and improving loyalty towards their store.

Kamalaveni and Kalaiselvi (2010) assessed the buying behaviour in respect of men’s shirts in single brand showrooms or in multi-brand shops in Erode City. The study has been carried out to fulfill the following objectives: to ascertain the brand of shirt most preferred by respondents; to assess the various positive attributes of popular brands of shirts; to rank the factors inducing the respondents to go for branded shirts; to identify the purchase pattern related factors influencing the choice of retail outlet; and to identify the showroom specific factors influencing the choice of retail outlet. The primary data have been collected from respondents and secondary data have been collected from books, magazines and websites. 200 respondents were interviewed using interview schedule. The study concluded that all the demographic factors and purchase pattern factors do not have significant influence on buyers’ choice of retail outlet. Showroom

specific factors do not have influence on the buying behaviour of retail outlet except location of shops. Raymond, a leading brand, is the most preferred brand and possesses a high degree of positive attributes. In ranking by customers, the quality factor occupies the first position; colour and design, comfort and style are securing successive ranks respectively.

Mittal and Anupama Prashar (2010)\textsuperscript{53} studied the diversity in retail purchase behaviour; examined the influence of place on retail purchase behaviour; examined the influence of demographic factors on retail purchase behaviour; and suggested a way out to formulate an effective retail strategy. The respondents were chosen from different geographic locations of Punjab viz. Chandigarh, Amritsar and Bathinda. A sample of 90 respondents comprising people of Chandigarh, Amritsar and Bathinda equally were chosen to give response to 21 statements in order to find out whether any consumption scale could be formed with the help of factor analysis. The analysis shows differences in their preferences for RPFs like service, communication, ambience of the store and product assortment. The ambience of the store is preferred to have more of urban influence in Chandigarh, which is not the case in the suburb and district town. Also the difference in lifestyles of people with different geographical and

demographic setup leads to a product assortment preference, which is different. With huge penetration of media and knowledge to even the most interiors of the country, people today are much aware of the variety of brands and the new products available.

Venkatesh Prasad (2010)\textsuperscript{54} carried out a research titled “Customer Satisfaction towards Hypermarkets and Retail Stores: A Comparative Study”. The respondents were presented with a well-structured questionnaire as a part of the survey method. The survey is centered on the features of retail store and hypermarket mostly preferred by the customers. The survey indicates that most of the customers are satisfied with retail stores because of its quality and availability of a wide range of products, free home delivery, replacement on diversified products, good packing facilities, price reduction on total purchase, friendly and helpful sales personnel, good services, etc.

Cherukuri Jayasankara Prasad and Ankisetti Ramachandra Aryasri (2010)\textsuperscript{55} studied the association and predictability of shoppers’ demographic and geographic attributes with supermarket store choice

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behaviour and examined the effect of shoppers’ demographic, geographic and psychographic attributes on segmenting the food and grocery retail consumers towards supermarket stores. The study is based on primary data collected from 1040 retail customers from sixty five supermarkets through mall intercept survey method using structured and non-disguised questionnaire in twin cities of Hyderabad and Secundrabad. The findings revealed that shoppers’ age, monthly household income, family size, distance traveled to store, gender, education, occupation, lifestyle factors and shopping motives have been the significant predictors of supermarket store choice behaviour. The findings revealed that shoppers’ attributes have significantly affected the segmentation of food and grocery retail consumers into hedonic, utilitarian, autonomous, conventional and socialization.

Ranjith and Rajesh Nair (2010)\textsuperscript{56} made an attempt to find out whether retail outlets like D’Mart and Apna Bazaar differ in terms of service quality. The data were collected from 140 shoppers in large supermarkets namely D’Mart and Apna Bazaar in Vashi and Nerul of Navi Mumbai. This study examined the retail service quality scale developed in the US for applicability to the Indian retail market. It is observed from the factor analysis that five factors define service quality in the retail outlets namely, personal interaction, appearance, reliability, problem solving and

policy. The study also finds the reliability of all the factors and the mean service quality levels of D’Mart and Apna Bazaar.

Chandan A. Chavadi and Shilpa S. Kokatnur (2010)\textsuperscript{57} carried out a study titled “Driving Factors and Effectiveness of Sales Promotion in Shopping Malls: A Consumer Perspective”. The study considered major shopping malls namely, Garuda, Central and Forum in the Bangalore City. 200 questionnaires were monitored, out of which 150 usable questionnaires were considered for the study. The sampling technique used was quota sampling, controlled by age as the variable, in order to reflect the general population. Mall intercept survey was conducted to get the responses. Factor analysis and multiple discriminant analysis were used to find out the important factors and association between different forms of sales promotions and consumer buying behaviour respectively.

Sunil Patel, Himanshu Barot and Keyur Darji (2010)\textsuperscript{58} studied customer perception for Planet Health retail pharmacy chain store; studied store layout and product categories compared to conventional store; studied promotion of OTC products like medical devices, pet range, health and diet supplements and baby care compared to conventional store; and examined


the impact of 3P membership concept to non-member customers. 100 customers were selected based on convenience sampling. The primary data were collected with the help of questionnaire. It was found that the customer perception towards Planet Health Retail Store was on the positive side. The study suggests that the product range should be expanded both horizontally and vertically to cater to the needs of customers; the staff are to be adequately trained in handling customers and customer relationship which provides an edge to Planet Health Retail Store over other retail stores; the billing and payment system is to be optimized for reducing waiting time. The study concludes that as far as CRM and store ambience is concerned, they are managed properly, while the product range should extend vertically and horizontally.

Laxmana and Shilpa (2010)\textsuperscript{59} conducted a study titled “Organized Retail Stores: Consumers’ Perception of Shopping Benefits”. The objectives of the study are to examine the perceived shopping benefits in organized and unorganized stores; to analyze the impact of demographic variables on perceived shopping benefits; and to give policy recommendation based on the findings of the study. Empirical data were collected through survey on shopping behaviour of consumers. The focus was on shopping intentions rather actual shopping behaviour. Out of 400

people interviewed, 320 respondents were considered for the study. The findings reveal that women and men differ in their shopping orientation. Time pressured working women have been targeted by organized retailers. Shopping is also recreation for women generating positive feelings.

Piyali Ghosh, Vibhuti Tripathi and Anil Kumar (2010)\textsuperscript{60} made an attempt to address issues related to store attributes and their relevance in the store selection process. They have identified eleven variables based on theory and judgment. A store intercept survey was conducted to obtain responses of shoppers with the help of structured questionnaire. Total sample size was 520; however, on ignoring non-response, the sample size stood at 490. The factor analysis has yielded three factors namely, convenience and merchandise mix, store atmospherics and services. The study suggests that retailers may adopt cross merchandising by offering complementary goods and services to encourage shoppers to buy more. They should aim at infusing newer product lines frequently to improve the turnover of the outlet by targeting the impulsive buying behaviour of customers. Retailers may adopt different technologies to manage faster billing and they should work on having multiple payment options like cash, credit cards, debit cards, and so on to facilitate customers.

Ramakrishnan (2010)\(^{61}\) carried out a study to find answers to the following research questions: What patterns of business and functional strategy can be identified among small, independent retailers in India? Do small, independent retailers in India fall into strategic groups based on business and functional strategy variables? Are there differences in performance of the various strategic groups in the Indian small, independent retail sector? The study used an integrative research methodology. A qualitative phase was first utilized to help generate issues of relevance to competition and competitive behaviour of small, independent retailers. Semi-structured interviews with ten grocery shop owners/managers were carried out. These were based on non-probability, purposive sampling. The primary survey data collection was carried out with the help of a specialist field work agency in two metros, Delhi and Chennai. A stratified random sampling technique was used. The metros were divided into five zones each namely North, South, East, West, and Central. The total sample size achieved was 605 i.e. 302 in Delhi and 303 in Chennai. This study has explored the link between emerging economy small retail strategy content and performance. The study suggests the need to incorporate other functional skills related to procurement, financial management, human

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resources, among several others. This is becoming increasingly urgent due to the heightened competition from organized retail.

Vipul Jain (2010) explored the retail revolution in the Delhi Region. Some specific objectives of the study are: to identify the factors in revolution of retail; to identify the gender preference of retail departments; to find the existing customers of retail; and to explore the reasons behind attracting customers toward retail stores. Shoppers' Stop, Pantaloons, Westside, Ebony, Globus, Big Bazaar and Lifestyle are targeted through the survey by open ended and closed ended questionnaire. The method used for the collection of data was exploratory research and conclusive research which consists of secondary research and questionnaire design. It was realized that there can be various motivational factors that act as a driving force in the preference of retail stores. It was also realized that customer service is the strongest factor for both men and women. Customers of various age groups are also a deciding variable in customer services. They suggest that all retail activities and promotions should therefore aid the customers to make a decision. Hence, retailers needs to provide information, guarantees and after sales services to reduce the perception of risk.

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Sivaraman (2011) conducted a study to identify the various impact of organized retailing on unorganized retailers. The primary data were collected by administering a structured questionnaire with 100 retailers and 200 customers of seven major towns of Kanyakumari district. The analysis reveals that there was a perceived difference between organized retailers and unorganized retailers on the attributes of store image, range of products, brand choices, price, store ambience, credit availability, shop proximity and complements. However, there was no perceived difference on product freshness and customer care. This study clearly points out that the unorganized retailers are facing stiff competition from the organized retailers. This has reduced their sales, profit, and employment considerably. The operational cost and consumer credit were increased certain level due to the presence of organized retailers. The study suggests that initiatives should be taken to protect the interest of the unorganized sector as this sector has the employment opportunity to the majority of the society.

Dalvi and Sayali Pataskar (2011) stated the changes taking place in Tier II and III cities and also the factors that facilitated retail transformation. The advent of organized retailing into smaller cities and the rural hinterland is a win-win situation for all the parties concerned. The retailers benefit

from increased sales and higher profit margins for their premium brands and private labels by reaching out to the richer classes in the non-metros. The farmers and small and medium enterprises benefit as organized retailing makes sourcing possible at their doorstep. The success of organized retailing is also dependent on an efficient logistics system. The paper concludes that the spread of organized retailing into Tier II and III cities holds benefits for all the concerned stakeholders. Earlier, marketers focused on the metros, which constituted 30% of the consumption market. However, they are now waking up to the fact that the remaining 70 per cent of the consumption comes from the non-metros and the rural belt. This reiterates the fact that the might of the small cities is increasing, making them more lucrative to organized retailers.

Sumita Dave and Shikha Sondhi (2011)65 evaluated the perception of customers towards various in-store stimuli i.e. price, merchandise, promotion, displays and ambience, across stores located in a cross section of the retail market of Chhattisgarh. The study was conducted among 400 customers of different retail outlets in Chhattisgarh. For the study, an equal number of respondents were collected from the major four organized retail outlets namely, Big Bazaar (Raipur), Big Bazaar (Bilaspur), 36 Mall and

Vishal Mega Mart in the two major cities of Raipur and Bilaspur in Chhattisgarh. A structured questionnaire, using a 5-point Likert scale, was administered to the respondents. The findings reveal that all of the in-store stimuli used in the study are equally important for the customers when making a decision to purchase from a retail outlet. The study suggests that the promotional mix strategy, if drawn on the basis of target market, can act as a differentiator for organized retailers, on the basis of which retailers can attract and pursue customers.

Rekha Saraswat (2011) analyzed the impulse buying behaviour of consumers in organized retailing environment especially in malls in Noida City. The sample consisted of 200 respondents. Convenience sampling method was adopted. The primary data were collected with the help of personal interaction to the customers visiting retail stores in malls. The result of the study proves that there is a pivotal relationship between college students’ impulse buying behaviours and two types of visual merchandising practices namely, in-store form/mannequin display and promotional signage. This study suggests that these visual merchandising practices, serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store,

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significantly influence consumers’ impulse buying behaviours. This study shows value of visual merchandising in understanding impulse buying.

Deepika Jhamb (2011)\textsuperscript{67} studied the drivers which affect the growth of the Indian retail market. The data were collected from 50 retailers from major cities of Punjab viz Patiala, Bathinda, Amritsar, Ludhiana and Mohali through a self-structured questionnaire. Stratified random sampling was used in this study. The results of the study depict that infrastructure, economic growth and changing demographics of consumers are the major drivers of organized retail in India. The location of the retail store, management style and adequate salaries to personnel enhance the effectiveness of retail business and are important factors for retailers’ success. The study further reveals that younger generation, emerging retail formats, increasing awareness and innovation in new products are the strengths and opportunities of organized retail in India. On the other hand, demographic changes, shrinking of markets, high real estate cost and increasing price competition among retailers are some of the threats and weaknesses of Indian retail industry. Hence, there is an urgent need to overcome the threats and weaknesses and grab the opportunities by retailers for the success of retail sector in India.

Shishma Kushwaha and Mohender Kumar Gupta (2011) conducted a study titled “Customer Perception in Indian Retail Industry: A Comparative Study of Organized and Unorganized Retail Industry.” The objectives of the research are to study the factors influencing customer perception; to study the customer perception from the organized retail industry; to study customer perception from the unorganized retail industry; and to compare the customer perception of these two sectors. By adopting convenience sampling, the primary data were collected with the help of structured questionnaire. A total of 300 respondents residing in Delhi were formed for the study, out of which only 255 respondents turned beneficial for the study. The study reveals that customers perceive the organized retail store as much more clean than unorganized retail stores; organized retail sector provides better variety of products to them; the organized retail stores are more secure and staff and management of these stores are friendlier as they are trained employees; organized retail stores are also spacious as they provide display facility of the products; and the organized retail stores are very far from their home place which leads to purchase of their perishable products and day to day products from the unorganized retail stores. They suggest that organized retail sector reaches the

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customers’ home place for their daily and perishable products with the availability of goods demanded by them so as to be more successful.

Rituparna Basu and Kalyan Sengupta (2011)\textsuperscript{69} studied the attitude of Indian customers towards single brand and multi-brand retail formats. The study aimed to scrutinize such format preferences across different demographic segments of urban India to serve as a foundation for future research. The questionnaire was administered on 4 Indian metros namely, Kolkata, Delhi, Bangalore and Mumbai. A convenience sample of adult respondents covering varied socio-economic classes and cultural groups were considered. 150 respondents were tried out. All the questionnaires were scrutinized and those with incomplete responses were deleted, resulting in a sample size of 126. The study reveals that although organized retail is a relatively new concept in the country, a clear cut perception has been established into the minds of the shoppers in urban India. This has been consistently reflected in the behaviours of such shoppers.

Satendra Bhardwaj, Rajeev Sharma and Jyoti Agarwal (2011)\textsuperscript{70} studied the perception of customers about shopping malls and suggested ways to

\begin{itemize}
  \item \textsuperscript{69}Rituparna Basu and Kalyan Sengupta (2011). “Customer Perception of Single Brand and Multi-brand Retail Formats: An Empirical Evidence in India”, \textit{Conference Proceedings, 8\textsuperscript{th} AIMS International Conference on Management}, Organized by the Indus Business Academy, Greater Noida, pp.143-149.
\end{itemize}
improve its market share in sales through customer perception about private labels. The study is exploratory in nature based on survey method. 50 respondents were selected by using non-probability sampling technique. The malls studied for this study are Great Value Shopping Mall in Aligarh and Highway Plaza Mall in Mathura. The findings of the study reveal that only successful outlets are eating out and recreation centres in the malls; apparel stores have maximum female customers; brands and trends attract people towards malls; parking is the major problem on weekends; and customers like a variety of products ranging from clothes, food items, electronic goods, etc. The study suggests that the malls should convert their customers into publicity agents and develop an incentive for them to tell associates and friends about the value of their products or services. The study also suggests that the Big Bazaar can improve their understanding of the role and capabilities of advertising to improve customer relation and enhance loyalty. This understanding should in turn result in a more effective and efficient advertising campaign.

Gagandeep Shharma, Mandeep Mahendru and Sanjeet Singh (2011)\textsuperscript{71} conducted a study to check the effect of opening of the organized retail stores on the unorganized retail, farmers and consumers in Punjab. The data were collected with the help of questionnaire from retailers as well as customers. The study reveals that the Punjab retail sector is changing

now. Many retail investors open their retail stores and run successfully and some other big players are ready to invest in the retail sector in Punjab, and the future of organized retail is quite good in big cities but in the cities cognized retail is not successful to gain moment.

Krishna Mohan Sharma, Dubey and Pandey (2011)\textsuperscript{72} conducted a study titled “Customer Perception of Store Brands vs. National Brand in Select Area of Maharashtra”. The main objective of the study is to know the perception of consumers for the private labels. By using convenience sampling, 140 respondents were selected. The sample was selected from the Pune city. A structured questionnaire was used to administer a consumer survey. 194 questionnaires were distributed while only 140 complete questionnaires were received. The results of the study reveal that urban shoppers are much aware of private label in comparison to rural shoppers. 57\% shoppers were used to buy private label. During the selection of private label, 52.14\% shoppers give due importance to store image, 19.28\% give preference to price while 12.85\% shoppers consider all the aspects. The study concluded that store image is the key factor during purchase of any private label brand. The study concluded that customers are well aware of private label specially those who are residing in urban area and prefer to buy due to price difference and same quality.

Shahid Akhter and Iftekhar Equbal (2012) explored the various strategies, trends and opportunities in retailing; studied the growth of retail sector in India; analyzed the major and emerging formats of retailing; and examined the recent trends in Indian retail industry and its challenges and opportunities. The paper provides detailed information about the growth of retailing industry in India and examines the growing awareness and brand consciousness among people across different socio-economic classes and how the urban and semi-urban retail markets are witnessing significant growth. This paper highlights the challenges faced by the industry in near future and concludes with the impact of the entry of global players into the Indian retailing industry.

Manju Malik (2012) determined the perception of service quality of organized retail stores and their satisfaction among 500 respondents from organized retail outlets selected from Haryana. The study investigated the differences between the dimensions of service quality of organized retail stores and demographic variables, and the relationship between service quality of retail stores and the customer satisfaction as dependent variables. Across the sub-dimensions of service quality of organized retail stores, the

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respondents' level of satisfaction in terms of product aspect, price aspect, physical aspect, promotional scheme, personnel interaction, and after sales services was good. There was a significant difference between the price aspect and gender and age of the respondents. In terms of dimensions of service quality of organized retail outlets, significant differences were noticed between physical aspect, promotional scheme, personnel interaction and after sales services, when respondents were grouped by age and annual income.

Jaskaran Singh Dhillon, Madhur Joshi and Ramita Verma (2012) studied finer strategic perspective for the retail sector in India. The main objectives of the research are to study the various strategies, trends and opportunities in retailing; to study the growth of retail sector in India; to study the major and emerging formats of retailing; to study the recent trends in Indian retail industry and its challenges and opportunities. The study is based on different literature and analysis of organized retail market. They suggest that by following some of the strategies, it can rise tremendously and can reach every nook and corner. This study concludes with the likely impact of the entry of global players into the Indian retailing industry. The study highlights the challenges faced by the industry in near future.

John William and Prabakar (2012)\textsuperscript{76} made an attempt to understand the factors influencing the shoppers’ buying at the organized retailers; to study the customer perceptions on organized retailers; to study the promotional activities taken by the organized retailers; to provide suggestions to improve the services provided by the organized retailers. The primary data were collected using a structured questionnaire and the consumers who visited the organized retail shop. The survey was carried out in the organized retail outlets in Coimbatore and a sample of 20 each from five retail outlets and totally of 100 respondents from the population selected randomly. The study reveals the perception of service quality influenced by the various natures with various customers even some of the general factors like personal interaction. Physical aspects are the dimensions on customer perception, which remains constant and is common to all customers on a majority basis. Hence, the retail outlets have to frame their own strategies in order to attract the customers on a longer basis.

Nisha Rathore (2012)\textsuperscript{77} analyzed various aspects like perceived and expected levels of satisfaction of the consumers and the factors which unorganized retailer should take cognizance of in the course of establishing


and enhancing their business. The objective of the research is to find out consumer behaviour towards organized and unorganized retail stores in Jaipur. The data were collected through the questionnaire by using a random sample of consumers. The sample size is 60. The findings showed that unorganized retailers in the vicinity of organized retailers have been adversely affected in terms of their volume of business and profit. The major factors that attract unorganized retailers to consumers are proximity, goodwill, credit sales, bargaining, loose items, convenient timings, and home delivery. Consumers have generally gained with the emergence of organized outlets through the availability of better quality products, lower prices, one-stop shopping, choice of additional brands and products, family shopping, and fresh stocks. The author suggests that the government should encourage setting up of modern large cash-and-carry outlets, which could supply not only to kirana stores but also to licensed hawkers at wholesale rates. The government should make available credit at reasonable rates from banks and micro-credit institutions for expansion and modernization of traditional retailers. The Government should take initiatives to convert all uncovered wet markets in a time-bound manner with emphasis on hygiene, convenience to shoppers, proper approach roads, entry exits, etc.
Priya Vij (2013) examined the consumer behaviour towards organized and unorganized retail stores in Indore, and found the consumers satisfaction level from organized retail stores as well as unorganized retail stores. The primary data were collected from 50 retailers in Indore using questionnaires. The study reveals that unorganized retailers in the vicinity of organized retailers have been adversely affected in terms of their volume of business and profit; unorganized retailers have maintained employment levels perhaps as a result of competitive response; the adverse impact on unorganized retailers tapers off over time; the major factors that attract unorganized retailers to consumers are proximity, goodwill, credit sales, bargaining, loose items, convenient timings, and home delivery; and there is clear evidence of a competitive response from traditional retailers who are gearing up to meet the threat from traditional and organized retailers. She also found that lower income consumers have saved more from purchases at organized outlets. These results are not indicative of the countrywide scenario. The study advocates a balanced approach to retail and suggests that the government should play a major role in shaping its future course. She concluded that traditional retail has been performing a vital function in the economy and is a significant source of employment. However, it suffers from huge inefficiencies as a result of which consumers

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do not get what they want. In contrast, organized retail provides consumers with a wider choice of products, lower prices, and a pleasant shopping.

Meenakshi Choudhary (2013)\textsuperscript{79} studied the growth of the retail sector in India with special study on the recently commissioned mall at Tier II city, Bhopal to know the consumers’ sensitivity on the kind of shopping; to know the behaviour of customers on mall culture of Bhopal; to find out the adaptability of mall culture; and to analyze the consumer behaviour in the city of Bhopal. The data were collected from primary as well as secondary sources. The primary data were collected by means of a questionnaire from 200 respondents. The findings of the study reveal that when customers’ expectations are greater than their perceptions of the delivered service, they are dissatisfied and feel the quality of the retailer service is poor.

Medha Kanetkar (2013)\textsuperscript{80} made an attempt to identify the emerging factors which affect the buying behaviour and purchasing pattern of consumer towards retailers; to evaluate those factors in beneficial way for organized and unorganized retail; to understand quality dimension of big retailers; to assess the reliability of Big Bazaar; to study the responsive


behaviour of consumer towards the Big Bazaar; to assess the retailing
method and communication skill of salesmen of the mall like Big Bazaar;
and to study the direct impact of malls on small retailers. Samples from
Nagpur city were selected by random sampling method. Two outlets of Big
Bazaar are the places of observations. Specific sampling method was
adopted for Big Bazaar. 400 consumers from different locality and different
economic status were selected for the study. The study concluded that the
introduction of organized retailing has not been able to replace traditional
markets, which are still popular among the pocket conscious people, but has
definitely added a new adventure to the shopping experience.

Monika Talreja and Dhiraj Jain (2013) made an attempt to identify
the factors influencing the customers towards organized retailing from
unorganized retailers; and to study the perception of customers towards
organized and unorganized retailers. The primary data were gathered with
the help of structured questionnaire with 100 customers selected
purposively from Udaipur district. The data analysis of customer attitude
towards unorganized and organized retailers shows that there is a significant
difference between consumers’ perception towards both organized retailers
and unorganized retailers regarding their store image, range of products,

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towards Organized Retailing from Unorganized Retailing: An Empirical
Analysis”, International Journal of Marketing, Financial Services & Management
Research, Vol.2, No.6, June, pp.73-85.
brand choices, price, store atmosphere, credit availability, and shop proximity. The study revealed that proximity was a major comparative advantage of unorganized outlets. Further, it was observed that due to changes in the disposable income and increased awareness of quality, the consumers’ perception towards organized and unorganized retailers differs on the basis of quality and price. They preferred to buy different products from the organized and different from the unorganized retailers. From the study, it was found that when compared to the unorganized retail format most of the respondents had a good image about the organized retailers. Even the unorganized retailers had a good share in market, but due to factors such as space, parking, etc., a gap existed between both the formats. They concluded that in spite of the enormous potential and growth opportunities available for the organized sector, it will not create a major impact on the unorganized retailers because of the mindset of the Indian consumers who cannot think of a life’s without having a local kirana store near their locality.

Syed Md Faisal Ali Khan, Divya Rana and Harpreet Singh (2014) examined the consumer buying behaviour and identified the factors involved in purchasing decision in organized retail sector. In addition, they

examined the relationship between those factors with customer satisfaction and loyalty. Data were collected from randomly selected 105 respondents who were involved in shopping at chosen retail self-service stores in XX city by administering structured questionnaire. Out of 105 respondents, only 91 respondents participated in the study. The findings of the study indicated that age, income, occupation of the customers significantly influences purchasing decision. The findings further support that the marketing strategies of retailers are an important tool for enhancing the retail business values and sales. In addition, this study reveals that service is another important retail attribute preferred by majority of respondents. This study concludes that quality plays an important factor that helps to attain customer satisfaction. Hence, in order to have an organized retailing sector, it is necessary to focus on service and quality of the product.

The above reviews show that most of the studies on retail industry have been carried out in developed, developing and least developed countries. These studies have not covered the entire practices of the corporate retailing. Selection of limited samples and lack of studying the relationship between demographic variables of the consumers towards corporate retailing are the limitations of these studies. No study has been undertaken so far to analyze the perception of consumers towards corporate retailing taking into aspects such as motivating factors to prefer corporate retailers, satisfaction of the consumers towards working of corporate retail
outlets, perception of the consumers towards the operations of the corporate retailers and impact of corporate retailing on consumers and small traders in a particular study. Hence, a careful study is essential in this regard. With this background, the present study is an attempt to fill in the research gap in these areas.