Chapter 2

Literature Review

2.1. Review of Relevant Studies:

The researcher is interested in studying the buying behavior of consumers with respect to apparels in organized retail outlets; hence an attempt has been made here to know the end results of various studies in Indian and Overseas context in the field of Consumer Behavior with respect to Organized Retail. Number of studies in the context of retailing at national level is trivial. Publications in national reports and magazines mainly provide general information about Indian retail markets and the retail brands playing there. These studies mainly focus on information relating to market share, rate of growth, contributions as well as expectations from the retail brands of different product categories operating in India.

2.1.1. Sample Indian Studies

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<tr>
<td>2006</td>
<td>Memon, “Garment Lifestyle Retailing Stores: Vis à Vis Impact of Private Labels: A Paradigm Shift”, <em>The Icfai Journal of Marketing Management</em>, Vol. 5(3), pp. 54-69.</td>
<td>To trace the impact of private level brands on retailing dealing in garments.</td>
<td>Survey based Research. Used simple random sampling technique.</td>
<td>This work considered only two retail brands Westside and Pantaloons in Ahmedabad city and accepted the hypothesis that people are ready to switch over to other brands if the same facilities are available.</td>
<td>This study concentrated only on Private Labels whereas the present study focuses also on National brands. The study was limited only to Ahmedabad.</td>
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| 2007 | Vyas, P H (2007), “Sales Promotions practices in Apparel retail sector and Challenges Ahead”, *W.P No.2007-11-02, IIMA.* | To find the importance of ‘End of Season Sale for Apparel Retailers’. | Survey based Research. Used Stratified sampling technique. | 1) Found that seasonality affects apparel sector and hence it becomes critical for a retailer to clear off the stocks at the end of season. Otherwise he may have to incur substantial inventory carrying costs, allocate scarce shelf space and out of fashion apparels may be worthless and remain unsold forever.  
2) It was also pointed out in the study that in terms of consumer sales promotions, almost everyone used discount coupons and few used lucky draws, contests, gifts, type of promotion. | This study concentrated on the retailers as respondents and not the end consumers unlike the present study. |
2) To know the appropriate retail formats for each of the selected items.  
3) To have an insight about the future trends of retail in India. | Survey based Research. Used convenience sampling method. | 1) Found that any type of retail format is suitable for Health and Beauty Care Services and Catering Services  
2) Found that the most appropriate retail formats for each segment which are as follows:  
Food and grocery-Supermarket; Health and beauty care services-Supermarket; Clothing and Apparels’- Mall; Books; Music and Gifts-Convenience store and Mall; Catering services-Mall; Entertainment-Mall; Watches-Hypermarket; Pharmaceuticals-Hypermarket; Mobile, accessories & Services-Hypermarket; Foot wares-Departmental store. | This study analyses whole of consumer products and is not specific. |
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<td>2010</td>
<td>Kamaladevi, B. (2010), “Customer Experience Management in Retailing”, Business Intelligence Journal, Vol. 3(1), pp. 37-54.</td>
<td>To assess the influence of brand perceptions on the customer’s retail experience.</td>
<td>Secondary Research using past literature from various Journals.</td>
<td>Found that even though there are more branded products and services available now than at any time in the past, yet customer satisfaction is on a downward slide.</td>
<td>This study concentrated on influence of brand perceptions and was general in nature.</td>
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<td>2010</td>
<td>P. Vikkraman; and N. Sumathi, “Purchase Behavior in Indian Apparel market: an analysis”, Zenith International Journal of Business Economics &amp; Management Research, Vol. 2(2), pp. 1-12.</td>
<td>To analyse the purchase behaviour among the Indian consumers for fashion apparels regarding the global and local brand available in the apparel industry.</td>
<td>Survey based Research. Used convenient sampling technique.</td>
<td>The study infers that the factors namely self concept need for uniqueness directly influence clothing interest and indirectly influence the purchase intention in the case of global and local brands. Clothing interest and emotional value are the other important predictors of the purchase intention.</td>
<td>This study concentrated only on fashion apparels.</td>
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| 2011 | Krishna C. V, “Determinants of consumer buying behavior: an empirical study of private label brands in apparel retail”, Vilakshan: The Ximb Journal of Management, Vol. 8(2), pp. 43-56. | To find the determinants which affect the consumer’s preferences for private level brands. | Survey based research using a structured questionnaire. Used simple random sampling technique. | 1) The study concluded that, four aspects namely brand image, sales promotion offers, design and store atmospheric are the primary aspects affecting consumer preferences for private level brands.  
2) The study also concluded that demographic aspects namely occupation of the consumer and social class of the consumer has no effect on the consumer buying behavior in choosing private label brands. | This study concentrated only on Private label brands. |
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<td>2012</td>
<td>Satnam, Kour Ubeja and D.D Bedia, “Customer Satisfaction in Shopping Malls: An Empirical Study”, <em>Pacific Business Review International</em> Vol. 5(2), pp. 60-71</td>
<td>1) To identify the factors of sales promotion schemes on customer satisfaction with reference to shopping malls. 2) To assess the effects of Sales Promotion schemes on customer satisfaction with reference to various demographic variables.</td>
<td>Survey based research. Used simple random sampling technique.</td>
<td>1) Found four new factors which have an impact on customer satisfaction namely; luck by chance, warranty, monetary and quality benefit, and finally exchange offers. 2) Found that the average customer of Jabalpur and Gwalior city was not very sale promotion conscious. 3) Found that females are more conscious about sales promotions which are related to on the spot offers in shopping malls. 4) Found that males are conscious about Sales Promotions but only in monetary and quantity benefits.</td>
<td>This study concentrated on effect of Sales Promotions on customer satisfaction. This study is a general study concentrating on all types of mall based retailers.</td>
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<td>2012</td>
<td>C.V.Krishna, Manjusmita Dash, “Consumer preferences towards Private Label Brands in Indian Apparel Retail – A Pilot Study”, <em>International Journal of Research in Management</em>, Vol. 2(2), pp. 87-96.</td>
<td>1) To study the consumer preferences towards private label apparel brands.</td>
<td>Used random sampling method and the research design used is experimental research design.</td>
<td>1) The results of the study showed that price has the most influence on overall preference as compared to other parameters such as quality, design and availability.</td>
<td>This study focused only on Private label brands.</td>
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2) Found that there exists a strong relationship between in-store merchandise and intention to purchase apparels. | This study focussed only on one apparel retail outlet namely Classic Polo Showroom in Coimbatore. |

### 2.1.2. Sample Overseas Studies

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2) The purpose of the study was to describe the promotional activities offered to apparel retailers by manufacturers.  
3) The study was trying to find out the retailer’s perceptions of the offering frequency and importance of the promotional support. | Survey based Research. Used Stratified sampling technique. | It was found that monetary support was regarded as the most important promotional support. | This study focused on the perceptions of the retailers and not on the perceptions of Individual customers regarding sales promotions. The study did not find out the impact of sales promotion on buying behaviour. |
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<td>2003</td>
<td>Knox, S and Walker, “Empirical developments in the measurement of involvement, brand loyalty &amp; their relationships in grocery markets”, <em>Journal of Strategic Marketing</em>, Vol. 11, pp. 271-286.</td>
<td>To find the impact of Customer Involvement on Brand Loyalty in grocery markets.</td>
<td>Survey based Research. Used simple random sampling technique.</td>
<td>Found the existence of weak but significant relationship between the involvement and brand loyalty in grocery markets.</td>
<td>This study focused on the grocery retailers but current study focuses on organized apparel retail.</td>
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<td>2004</td>
<td>Moschis, Curasi and Bellenger, “Patronage motives of mature consumers in the selection of food and grocery stores”, <em>Journal of Consumer Marketing</em>, Vol. 21(2), pp. 123-133.</td>
<td>To study the buying behaviour of senior citizens.</td>
<td>Survey based Research. Used convenient random sampling technique.</td>
<td>1) Found that older consumers are very price-conscious, (with an often exacting memory for the prices of frequently purchased items necessitating food stores to use frequent price reduction promotions). 2) Found that senior citizens enjoy interactions and prefer to shop in a store where they can receive special assistance services (such as valet parking, delivery assistance, carry-out assistance, and refund policies).</td>
<td>This study focused only on the buying behaviour of senior citizens.</td>
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<td>2005</td>
<td>Miranda, Konya, and Havrila, “Shoppers’ satisfaction is not the only key to store loyalty”, <em>Marketing Intelligence &amp; Planning</em>, Vol. 23(2), pp. 220-232.</td>
<td>To find the factors influencing shoppers loyalty towards their primary store.</td>
<td>Survey based Research. Used simple random sampling technique.</td>
<td>Shoppers’ intention to remain loyal to their “primary store” was in fact influenced by reasons such as frequent buyer-reward schemes, travel distance, preference for an in-store delicatessen, size of the average grocery bill, store signage and the level of sale assistance.</td>
<td>This study focused on the grocery retailers and not the apparel retailers. The focus was on the respondents’ primary grocery store and not comparison of different stores.</td>
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<td>2005</td>
<td>Hyllegard, Eckman, Descals, and Borja, “Spanish consumers’ perceptions of US apparel specialty retailers’ products &amp; services”, <em>Journal of Consumer Behaviour</em>, Vol. 4(5), pp. 345-362.</td>
<td>To find the Spanish consumers' perceptions of US apparel specialty retailers' products and services.</td>
<td>Survey based Research. Used convenient random sampling technique.</td>
<td>1) The study focused that specialty retailers' success in international markets is contingent upon their knowledge of culturally-defined values, norms and behaviour that influence consumer decision making and impact acceptance of products and services. 2) It was found that customers’ perception differed regarding product quality, product assortment, quality of customer service etc.</td>
<td>This study concentrated only on the Spanish consumers' perceptions of US apparel specialty retailers' products and services.</td>
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<td>2006</td>
<td>Visser, Preez and Noordwyk, “Importance of apparel store image attributes: Perceptions of female consumers”, <em>South African Journal of Industrial Psychology</em>, Vol. 32(3), pp. 49-62.</td>
<td>To find out the importance of apparel store image attributes as perceived by female consumers.</td>
<td>Qualitative Research by means of eight focus groups.</td>
<td>Results indicated that merchandise and clientele were perceived as the most important dimensions, followed by service; physical facilities were the least important.</td>
<td>The study concentrated only on female consumers and was a qualitative study.</td>
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<td>2007</td>
<td>Yildirim et al, “The Effects of the Store Window Type on Consumers' Perception and Shopping Attitudes Through the Use of Digital Pictures”, <em>Gazi University Journal of Science</em>, Vol. 20(2), pp. 33-40.</td>
<td>To find the effects of a store window type on consumers’ perception of store windows and shopping attitudes in the context of retail outlets.</td>
<td>Used a questionnaire having Digital Pictures of Store Windows which respondents had to rate on a seven point Likert scale.</td>
<td>The study revealed that consumers seem to have a more positive perception of flat windows than arcade windows with respect to promotion, merchandise and fashion.</td>
<td>This study concentrated only on the effect of store window on Consumers' Perception and Shopping Attitudes.</td>
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<td>2009</td>
<td>Monica Gomez and Angel Fernandez, “Consumer-Level Factors That Influence Store Brand Proneness: An Empirical Study With Spanish Consumers”, <em>Journal of Euromarketing</em>, Vol. 18(1), pp. 23-24.</td>
<td>To find the impact of a wide range of variables on store brand purchases.</td>
<td>Survey based Research. Used convenient random sampling technique.</td>
<td>1) Found that familiarity, store brand loyalty, proximity, price–quality relationship, and intrinsic cues have positive effects on store brand proneness. 2) Exploration (innovativeness and variety seeking) and extrinsic cues have a negative effect on store brand attitude.</td>
<td>This study focused only on the consumer attitude towards the retail store.</td>
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<td>2010</td>
<td>Jin and Kang (2010), “Face or Subjective Norm? Chinese College Students' Purchase Behaviours towards Foreign Brand Jeans”, <em>Clothing and Textile Research Journal</em>, Vol. 28(3), pp. 218-33.</td>
<td>To understand the purchase intention of Chinese college students toward foreign brand jeans.</td>
<td>Survey based Research. Used convenient random sampling technique.</td>
<td>Found that face saving, attitude, perceived behavior control have significant effect of purchase intention whereas individual norms do not have significant impact toward purchase intention.</td>
<td>This study concentrated only on college students whereas the present study focuses on all the age groups as well as professions. This study was limited to the purchase behaviour of college students towards foreign brand Jeans.</td>
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| 2013 | Min *et al*, “Personnel Service, Consumption Emotion, and Patronage Intention in Department Stores”, *International Business Research*, Vol. 6(3), pp. 21-32. | To find the impact of store personnel service on consumption emotion and patronage intention of shoppers in Department Stores. | Survey based Research. A customer intercept survey was conducted for this study. The samples were customers of two Department stores. | 1) Customers’ perceptions of reflection and assurance significantly influence their consumption emotion.  
2) Happiness and arousal significantly and positively influence patronage intention.  
3) Consumption emotion mediates between personnel service and patronage intention. | This study focused only on Department Stores whereas the current study focuses on all formats of Organized Apparel retailers. This study concentrated on the effect of quality of service by store personnel. |
| 2013 | Manilall, Chengedzai and Ryan, “Store Image Factors Influencing Store Choice among Sportswear Consumers: Baseline Findings from South Africa”, *Mediterranean Journal of Social Sciences*, Vol. 4(14), pp. 359-370 | To examine factors influencing the store selection choice among consumers of sports apparel in South Africa. | Data were collected using a self administered structured questionnaire. Specifically, a mall intercept survey was conducted for this study. | 1) The findings of this study revealed that there are six key store selection dimensions that play a crucial role in sportswear store selection. These are sales assistance, store atmospherics, store appeal, in-store induced appeals, promotion or brand availability and store accessibility. Among these six factors, sales assistance emerged as the most important factors and store atmospherics emerged as the least important factor to consumers of sports apparel.  
2) The study also revealed that gender has an insignificant impact in determining store choice. | This study focused only on sportswear retailers in South Africa. |
2.1.3. Discussion of the past Literature

Gupta (2004) investigated the factors influencing the choice of private label in departmental stores in Hyderabad for two product categories—processed food and toiletries. A study conducted by Memon (2006) wanted to trace the impact of private level brands on retail dealing in garments. This work considered only two retail brands Westside and Pantaloons in Ahmedabad city and accepted the hypothesis that people are ready to switch over to other brands if the same facilities are available. Radha Krishna and Shylajan (2007) proposed a conceptual model and considered the influence of various marketing and demographic factors on consumers’ habitual buying behavior towards branded articles. But identification of factors, existence of which indulges consumers to go for organized retail apparel brands are still left unturned.

Reichheld (1996), Verdisco (1999) and Erika (1999) have observed various factors influencing shopper’s behaviour as customers expectation move continuously upward, it is imperative for the retailers to avoid the complaints which invariably lead to customer dissatisfaction. Berry (1996), Brookman (1998) and Jackson (1999) have identified situations which result in consumers’ dissatisfaction towards retail brands. Connors (1996) opined the retailers delivering genuine benefits based on intimate knowledge of their customers could only reap the ultimate benefit i.e., greater customer loyalty. Johnson (1999) observed factors like rewards; value added benefits and recognition build loyal customers. Again, a number of brand choice models have been developed taking into consideration the influence of present purchase behavior on future purchase probabilities. Whether the consumer behavior for retail brands will walk along the same path mentioned by the earlier researchers is yet to be explored.

An existing research stream considers how the costs and benefits of promotional activities are directed at customers, but empirical results are mixed according to Blattberg, Robert, Richard and Edward (1995). The studies of Kopalle, Praveen, Carl and Lawrence (1999) found that price promotions enhance consumer price sensitivity, but note that, under some conditions, such promotions can be profitable to both retailers and manufacturers. An extensive body of academic research has established that temporary price reductions substantially increase short-term brand sales (Blattberg, Robert, Richard, and Edward 1995), which may explain their intensity of use by manufacturers and retailers alike. However short-term effects of price promotions tend to be
much weaker. From the strategic point of view these findings imply that promotions generally do not generate long-term benefits to the promoting brand, it may generate the sales and margin on short term basis.

Promotional actions should be accountable for the net positive results during the dust-settling period. This accountability has two components. First, a promotion must not initiate a permanent price or margin drop. After the promotion period, prices must return to their normal levels lest they cause permanent erosion of profit margins without offsetting volume increases. Second, a promotion must generate a net surplus (incremental revenue and profit over baseline) for the promoter over the dust-settling period. There is only limited empirical evidence on the overall profitability of a given price promotion and its division across manufacturers and retailers. Some argue that, while manufacturer profits from promotions have increased at a steady rate, retailers have been earning lower profits (Ailawadi, Farris, and Shames, 1999). Likewise, competition among stores may prevent retailers from translating trade allowances into profits (Kim and Staelin, 1999). By the same token, Srinivasan and Bass (2000) find that the intensity of price competition at the retail level exceeds what is optimal for the market, but this is not so for manufacturers. In contrast, some believe that power in the channel has shifted toward retailers, so their share of promotion profits should be on the rise (Kadiyal, Vrinda, Pradeep and Naufel, 2000). Nijs (2001) argues that many leading manufacturers would like to reduce their excessive reliance on price promotions but are reluctant to do so, lest they lose the support of retailers who still appreciate the market expansive power of price promotions. Interestingly, researchers have consistently found that short-term promotion effects die out in subsequent weeks or months “a period referred to as dust settling” leaving very few, if any, permanent gains to the promoting brand. This pattern has been shown to hold for the market shares of promoting brands (Srinivasan and Bass 2000), for category demand (Nijs, 2001), as well as for consumers' purchase incidence, purchase quantity and brand choice (Pauwels, Hanssens, and Siddharth, 2001).

Kincade, Woodard, Ginger and Haesun (2002) studied buyer–seller relationships for promotional support in the apparel sector which was critical for success. The purpose of the study was to describe the promotional activities offered to apparel retailers by manufacturers. The study was trying to find out the retailer’s perceptions of the offering frequency and importance of the promotional support, and to investigate the relationship between offering frequency and
perceptions of importance. It was found that monetary support was regarded as the most important promotional support. In a study by Broadbridge and Calderwood (2002) emphasis was given to the fact that in an age of increasing competition from large-scale organized grocery retailers, local shops need to have the commitment and willingness to cater for the local community for survival which means focusing attention more closely on local residents’ wants and needs. Knox and Walker (2003) found the existence of weak but significant relationship between the involvement and brand loyalty in grocery markets. Another study done by Moschis, Curasi and Bellenger (2004) was that older consumers are very price-conscious, (with an often exacting memory for the prices of frequently purchased items necessitating food stores to use frequent price reduction promotions), and enjoy interactions and prefer to shop in a store where they can receive special assistance services (such as valet parking, delivery assistance, carry-out assistance, liberal product return and refund policies).

Overall satisfaction with a store does not significantly influence customers’ loyalty to that store. And shoppers’ intention to remain loyal to their “primary store” was in fact influenced by several other reasons such as frequent buyer-reward schemes, travel distance, preference for an in-store delicatessen, size of the average grocery bill, store signage and the level of sale assistance (Miranda, Konya, and Havrila, 2005). Spanish consumers' perceptions of US apparel specialty retailers' products and services, was studied by Hyllegard, Eckman, Descals, and Borja (2005). The study focused that specialty retailers' success in international markets is contingent upon their knowledge of culturally-defined values, norms and behaviour that influence consumer decision making and impact acceptance of products and services. It was found that customers’ perception differed regarding product quality, product assortment, quality of customer service etc.

The Indian consumers are known to be price-sensitive and retailers have to manage with razor thin margins in order to compete for the share of wallet of the grocery consumer. Margin on food retail is in between 12 percent to 15 percent with a post-tax margin of 2 percent (Vijayraghavan, 2007). The entry of huge grocery format of Reliance is expected to further kick up competition in the business and put pressure on margins (Daftari, 2007). The 2000-crore Future Group (Pantaloon Retail) intends to increase its non-grocery business from the present 40 percent to 50-70 percent in view of the increased competition in the grocery business in coming years wherein
the group’s grocery model might not be competitive enough (Vijayraghavan, 2007). On the other hand, understanding consumer insight is crucial to get to the shelf right and Wal-Mart went wrong in Germany as they did not even understand that the pillow size of Germans is bigger than that of Americans (Karwal as quoted by Tarun and Chopra, 2007). Again, Indian retailers understand the culture, taste and preferences of Indian consumers better (Biyani of Pantaloons as quoted by Tarun and Chopra, 2007). Some experts also feel that the kirana stores do not have any overheads and are extremely presentable; if Indian big retailers can compete with them, they may compete with anybody and should not be worried about competition from international players (Sanjiv Goenka of RPG Enterprises as quoted by Tarun and Chopra, 2007). Indian consumer is also known to be extremely value-conscious with 80 percent of his wallet consisting of essential and need-based purchase which he can get from the store next-door; the big question is whether he would travel all the way to the big store (Karwal as quoted by Tarun and Chopra, 2007). In fact there might be emergence of several India-specific retail business models and formats in view of the unique peculiarities of the behavior of Indian consumers (Arvind Singhal, Chairman, Technopak Advisors as quoted by Tarun and Chopra, 2007) like the proposed Argos retail format which involves catalogue stores along with home shopping and on-line retail (Bureau, 2007). Sinha, Mathew, and Kansal (2005) carried out a study on format choice of food and grocery retailer for one product and one customer segment with a sample of 26 respondents on five existing store formats namely kirana, upgraded kirana, supermarkets, hypermarkets and wholesalers. They suggested that the type of product influence the purchasing patterns of customers and commented that it would be interesting to capture the utilities of each store format, given that shopping has been found to be influenced by local culture, and suggested that it would be a good study to determine the format choice behavior of many customers.

In a study by Vyas (2005), it was found that 72% of the respondents are deal prone in all income categories; more than 60% of the sample was found to be deal prone; in fact in higher income category, 75% were found to be deal prone. Respondents were asked about their preference for price cut or value added promotions for the FMCG category. 60% of the sample preferred price-cut nature of promotions and the best preference value added promotions. From another study (Paromita and Mishra, 2009) in food and grocery retail sector in India it was found that customer loyalty in grocery stores was found to be positively related to location, cleanliness, offers, quality; helpful, trustworthy salespeople, home shopping, and negatively related to travel
convenience. Kiranas do well on location, but poorly on cleanliness, offers, quality and helpful and trustworthy salespeople. Converse is true for organized retailers.

In another study (Vyas, 2007), in Indian apparel retail sector, it is found that seasonality affects apparel sector and hence it becomes critical for a retailer to clear off the stocks at the end of season otherwise he may have to incur substantial inventory carrying costs, allocate scarce shelf space and out of fashion apparels may be worthless and remain unsold forever. Thus, stock clearance seems to be a very important objective for apparel retailers in using end of season sale twice in a year wherein discount given is up to 50% of the MRP (Maximum Retail Price). Vyas (2007) also pointed out in the study that in terms of consumer sales promotions, almost everyone used discount coupons and few used lucky draws, contests, gifts, “buy one get one free” type of promotions.

The researcher has come across a number of studies done in international level on behavioral aspect of consumers in the context of retail marketing. The various factors influencing people’s shopping behavior have been observed by Reichheld (1996), Verdisco (1999) and Erika (1999). As customers expectation move continuously upward, it is imperative for the retailers to avoid the complaints which invariably lead to customer dissatisfaction. Berry (1996), Brookman (1998) and Jackson (1999) have identified situations which result consumers’ dissatisfaction towards retail brands. Some studies have also found consumer loyalty as an important area. Connors (1996) opined the retailers delivering genuine benefits based on intimate knowledge of their customers could only reap the ultimate benefit i.e., greater customer loyalty. Johnson (1999) observed factors like rewards; value added benefits and recognition build loyal customers. Several brand choice models have been developed taking into consideration the influence of present purchase behavior on future purchase probabilities. Whether the consumer behavior for retail brands will walk along the same path mentioned by the earlier researchers is yet to be explored.

Consumer behavior researchers have been interested in 'unplanned' and 'impulse' buying for some time. Some earlier statements argue for the usefulness and empirical veracity of differentiating 'true' impulse buying from routine 'reminder' and similar unplanned purchases. But the contemporary definition of impulse buying as extraordinary, emotion saturated and non-rational probably can be traced to research by Rook and colleagues (Rook and Hoch, 1985;
Rook, 1987; see Piron, 1991). Rook (1987) argued successfully that impulse buying should be considered distinct from 'unplanned' buying, and depicted it as 'extraordinary, 'exciting', 'hedonically complex' and 'compelled' buyer action. Piron (1991) noted that Rook established five criteria that differentiated impulse from non-impulse buying, including 'a sudden and spontaneous desire to act', a 'state of psychological disequilibrium' with associated 'psychological conflict and struggle', 'reduced cognitive evaluation and regard for consequences' (Piron, 1991). A negative overall tone tends to surround consumer behaviour literature on 'impulse' buying, and considerations of 'failure of self-control' and buyer regret is common. Indeed, a central theme of the concept as it appears in contemporary research is 'akratic action', i.e., action contrary to the buyer's better judgment and an outcome of defective self-control (Wood, 1998; Baumeister, 2002). Philosophical concern with 'akratic action' has a long history, see: Mortimore (1971) and Mele (1987). Along these lines, research on 'compulsive buying' generally has not made a firm distinction between impulse and compulsive buying, and similar scale items have been used to measure both phenomena (Cole and Sherrell, 1995; DeSarbo and Edwards, 1996). Impulse buying behavior is a sudden, compelling, hedonically complex purchasing behavior in which the rapidity of the impulse purchase decision process precludes thoughtful, deliberate consideration of all information and choice alternatives (Kacen and Lee, 2002).

Store atmospheric attributes such as color, lighting, interior decoration or music form the overall context within which shoppers make store selection and patronage decisions, and are likely to have a significant impact on store image. Selection of a specific retail outlet involves a comparison of the available alternative outlets on the evaluative criteria of a consumer. Literature suggests a range of such criteria, which makes it a challenging task from the retailer’s point of view and makes store choice a matter of concern to retailers. According to Lindquist (1974), store image consists of a combination of tangible (or functional) and intangible (or psychological) factors that consumers perceive to be found in retail stores. Consumers use store image as an evaluative criterion in the decision-making process of selecting a retail outlet (Varley, 2005). Store attributes refer to the underlying components of a store image dimension (like merchandise, physical facilities, services, atmospherics and so on). Research on store image has yielded a large number of attributes (Martineau, 1958; James et al, 1976; Peter and Olson, 1990). Store image has been found to be linked to store loyalty and patronage decisions (Assael, 1992; Wong and Yu, 2003).
Hansen and Deutscher (1978) used a base of 485 consumers in Ohio and examined the relative importance of the various aspects of retail image to different consumer segments. They made comparison of different attributes across departmental and grocery stores to indicate congruence and concluded that the same attributes are important across different types of stores. Kaul (2005) made a study on which store attributes are appealing for self-image of consumers and their impact on in-store satisfaction and patronage intentions. She concluded that service expressiveness value is distinct from the performance value obtained from service delivery. A study by Wong and Sohal (2003) found that consumers satisfied with service quality are most likely to become and remain loyal. Kaul (2005) further observes that a store having modern equipment, good and clean physical facilities and ease in transactions would be able to yield satisfaction and patronage intentions. Tripathi and Sinha (2006) have studied retail store choice not from the perspective of an individual but of the family. They argue that it is mostly the family and not the individual who is the consumer of the retail offering.

Visser et al (2006) studied the importance of apparel store image attributes as perceived by female consumers by means of eight focus groups. Results indicated that merchandise and clientele were perceived as the most important dimensions, followed by service; physical facilities were the least important. Leung and Oppewal (1999) had conducted research on the roles of store and brand names in consumer’s choice of a retail outlet and concluded that a high-quality brand or high-quality store is sufficient to attract the customer to a retail store. The study also revealed that store names have a larger impact on store choice than the brand names of the products that these stores have on offer. Hedrick et al (2005) propose that store environment and store atmospherics can influence customer’s expectations on the retail salesperson. They conducted a study on sales people and store atmosphere, and identified that customer’s perceptions of a salesperson’s attributes and relationship building behaviors were important drivers of customer satisfaction. In retail, intentions are usually determined by a willingness to stay in the store, willingness to repurchase, willingness to purchase more in the future and willingness to recommend the store to others. Yildirim et al (2007) did a study focusing on determining the effects of a store window type (flat or arcade) on consumers’ perception of store windows (promotion, merchandise and fashion) and shopping attitudes (intentions for store entry and purchase) in the context of retail outlets. To test the assumption that there are relationships
between various types of store windows and consumers’ perception of store windows and shopping attitudes, they conducted a study based upon digital pictures of two types of store windows hypothetically located in a big store. Results revealed that consumers seem to have a more positive perception of flat windows than arcade windows with respect to promotion, merchandise and fashion.

Retailers and marketers often seek to learn how and why people shop. The purchase of goods or services includes a number of factors that could affect each decision. Decision making is more complex and even more important for consumers today than in the past. Consumers are besieged by advertising, news articles, and direct mailings that provide an abundance of information, much of it with mixed messages. In addition, increases in the number and variety of goods, stores, and shopping malls, and the availability of multi component products and electronic purchasing capabilities have broadened the sphere for consumer choice and have complicated decision making (Hafstrom et al., 1992). Sproles and Kendall (1986) define a consumer decision making (CDM) style as “a mental orientation characterizing a consumer's approach to making choices.” Broadly speaking, there are three types of approaches in studying consumer decision-making styles: the psychographic/lifestyle approach, which identifies hundreds of characteristics related to consumer behavior; the consumer typology approach, which classifies consumers into several types; and the consumer characteristics approach, which focuses on different cognitive dimensions of consumer decision making (Fan et al., 1998).

In the extant consumer behavior literature, most studies assume that all consumers approach shopping with certain decision-making traits that combine to form a consumer's decision-making styles. Academicians and researchers have long been interested in identifying these underlying decision styles of shoppers. For example, consumers are identified as economic shoppers, personalizing shoppers, ethical shoppers, apathetic shoppers, store loyal shoppers, recreational shoppers, convenience shoppers, price-oriented shoppers, brand loyal shoppers, name-conscious shoppers, problem-solving shoppers, quality shoppers, fashion shoppers, brand conscious shoppers and impulse shoppers. Using the consumer characteristics approach, Sproles (1985) developed a 50-item instrument to profile the decision making styles of consumers. Using data collected from undergraduate women in two classes at the University of Arizona and employing a factor analysis technique.
Several factors such as store attributes (e.g., product assortment, customer service), shopper demographics, and store environment (e.g., in-store displays) have been shown to influence consumers’ choice of (similar format) retailer stores (Crask & Reynolds, 1978; Arnold, Oum, & Tigert, 1983; Zeithaml, 1985; Baker, Grewal, & Parasuraman, 1994; Kumar & Karande, 2000). Additionally, researchers have investigated the impact of store pricing strategy, such as everyday low pricing versus Hi–Lo, (Lal & Rao, 1997; Bell & Lattin, 1998) and store promotions (Kumar & Leone, 1988; Bucklin & Lattin, 1992) on consumer store choice. Hansen and Singh (2009) study brand choice behavior across different types of supermarkets. Moreover, research has shown that there exist cross-category commonalties in household responses to price and promotion activities of the store that could be attributable to household demographics (Ainsle & Rossi, 1998). Although this body of literature relates consumer purchase behavior and store choice behavior to personal characteristics, it neglects how price and promotion sensitivities may differ for the same consumers shopping across retail formats.

A related stream that is gaining attention lately is that of multichannel research. Most studies focus on comparing consumer behavior between different channels and the factors that are associated with cross-channel shopping. For instance, Verhoef, Neslin, and Vroomen (2007) investigate the propensity of consumers to use one type of channel to research the product but another one for purchasing the product. They use a consumer-level framework to uncover the mechanism behind the foregoing phenomenon and find that consumers most commonly search or obtain information about products on the Internet but visit a store to buy them. In a similar vein, Konus, Verhoef, and Neslin (2008) develop a segmentation scheme to understand the search and purchase behavior in a multichannel environment. Specifically, they use a utility framework that is a function of both search and purchase conditional on search. Using the preceding, the authors find that there exist distinct segments that relate to consumer demographic and psychographic variables. Drawing on the variety seeking behavioral theory, Kwon and Jain (2009) examine the effects of hedonic and utilitarian motivations on multichannel shopping behavior through nontraditional retail formats. Kumar and Venkatesan (2005) develop a logistic regression model to identify consumer characteristics that affect purchase behavior across multiple channels such as cross-buying, which could impact purchase frequency and customer equity and calibrate their model using data from a computer hardware manufacturer. Venkatesan, Kumar, and Ravishankar (2007) investigate the relationship between multichannel shopping and customer profitability.
using data from an apparel retailer and find that profitability is higher when consumers shop in multiple channels. Chu, Chintagunta, and Cebollada (2008) compare the price sensitivity between online and offline channels. They find that consumers exhibit lower price sensitivity when they shop online. Though this stream of multichannel research sheds lights on factors that may also have a bearing on cross-format shopping behavior, the conclusions may not directly apply. This is because consumer shopping behavior, retail strategy, and the nature of competition between channels may differ from those between formats.

Recently, researchers have been studying issues pertaining to multiple store formats using either survey or aggregate store level data. For instance, Bustos-Reyes and Gonzalez-Benito (2008) provide evidence that consumers alternate their purchases across different formats that can be linked to their demographics and behavioral characteristics. Carpenter and Moore (2006) uncover demographic traits of shoppers who visit different formats. Bhatnagar and Ratchford (2004) find that consumer preference for a particular category drives format choice such that consumers minimize overall costs. Using aggregate level data, Fox, Montgomery, and Lodish (2004) analyze store patronage and monthly expenditures incurred by consumers at stores of different formats. Similarly, Inman, Shankar, and Ferraro (2004) examine format category associations that exist in consumers’ minds with respect to certain categories. None of the studies in this stream examines the effects of marketing activities on the cross-format shopping behavior at the household (individual) level.

Store choice and patronage have been widely studied across the world. However, there have been few studies done in India on these issues, since organized retailing has been a very recent phenomenon. Of late, there has been tremendous interest generated in this sector by practitioners as well as researchers and some body of work is now emerging. Varshney and Goyal (2005) have done a review of outshopping paradigm by studying papers from across the world and extended the concept to Indian context. Outshopping refers to the practice of going outside the local community to buy goods for better prices, or more stores, and so on. In early years, studies were aimed to understand the movement of people from smaller urban settlement to adjoining, larger urban retail establishment in search of better deals. However, in later years studies were also done to study the movement of people from down town centers to regional shopping malls which came up as result of crowding in down center retail areas. In the context of this research
work, the outshopping paradigm is extended to people switching from traditional retailers (kirana stores) to modern retailers for food and grocery purchase. The variables given in the paper include shopping area attributes like prices, product variety, quality of service at the store, shopping environment, price reduction (promotions), parking facility, accessibility, distance of the store, convenience in travel, etc. Store choice is recognized as a cognitive process. Zeithaml (1988) discussed the consumer perceptions of price, quality and value. She has argued that from the consumer's perspective, price is what is given or sacrificed to obtain a product. Full price models in economics (Becker, 1965) acknowledge that monetary price is not the only sacrifice consumers make to obtain products. Time costs, search costs (energy), and psychic costs (effort) all enter either explicitly or implicitly into the consumer's perception of sacrifice. Until the benefit of shopping at a new format or location outweighs this sacrifice, the consumers will not be satisfied with the experience. To some consumers, the monetary sacrifice is pivotal; they will look at the best prices, bargain and promotions to choose the store. Less price-conscious consumers will find value in store proximity, ready-to-serve food products, and home delivery because time and effort are perceived as more costly. Supermarket shoppers have cited fast checkout as more important than low prices in selecting grocery stores (Food Marketing Institute, 1985 and 1986).

According to Berry (2001), the best retailers create value for their customers in five interlocking ways. The key is to focus on total customer experience—superior solution to their needs, treat them with respect (store staffs courtesy and behavior), connect with them on emotional level; fair prices and ease of purchase (good layout, product placement, signage, fast checkout, etc.). Focusing on solutions means employing helpful salespeople and extending services like goods return facility, goods exchange facility, and helpful and attractive store ambience. Many consumers lack time. As per the author, studies by America's Research Group indicate that 83% of women and 91% of men have ceased shopping at a particular store because of long checkout lines. To compete most effectively, retailers must offer convenience in four ways—convenient retail location and operating hours, access convenience through telephone and the Internet, search convenience inside the store and possession convenience by maintaining a high rate of in-stock items and by delivering the orders swiftly. They also, must let the consumers complete or amend transactions quickly and easily (transaction convenience). Howard (1989) identified the three key dimensions of a retail store image: convenience of the store's location, the price of its
products and the information it provides about its products. These dimensions were further exploded into seven attributes: food prices, quality of meat, quality of produce, selection of foods, personnel, check-out speed, and locational convenience in the study by Woodside and Trappey (1991). Tigert (1983) found that locational convenience is the most determinant attribute for retail food store-choice followed by low prices.

Pricing is central to retail decision making: "Nothing is more important in business than getting the pricing strategy right" (Tang et al., 2002). The authors have given a perceived utility framework for explaining store choice which rests on two premises. First, on each shopping occasion, a consumer chooses a store based on the perceived utility from that store (i.e., benefits minus costs). Second, a customer's perceived utility associated with a shopping trip can be divided into fixed and variable components. The fixed benefits include the ease of shopping derived from habitual experience at a store (e.g., knowledge of store layout and product shelf location) and the value attached to service quality (e.g., parking space, cleanliness, friendliness). A large assortment facilitates "one-stop shopping" which eliminates consumers' need to make separate trips to other stores. The fixed costs are driven by the time and effort involved in reaching the store. Beside expected prices and store-specific discounts, price image is also driven by store-specific habitual category experience.

Leszczyc et al (2000) studied consumer store choice dynamics for grocery stores, and found that the dynamic store choice decision can be conceptualized as a problem of deciding where and when to shop. Store choice is dependent on the timing of shopping trips, as consumers may go to a smaller local store for short 'fill-in' trips: and go to a larger store for regular shopping trips (Kahn and Schmittlein, 1989). Many researchers contend that household grocery store shopping behavior consists of three decision process, viz: the timing of the shopping trip, store choice and the amount to spend. In the academic environment, several factors have shown to affect the retail patronage decision such as location, service level, pricing policies, and merchandise management (e.g., Schary and Christopher, 1979; Morey, 1980; and Craig et al., 1984). The patronage decision has been shown to also be influenced by the store environment. The authors had the hypotheses that this influence is manifested more when consumers are choosing between stores of the same type rather than between stores in different categories. This is relevant in the current study context when the factors leading to people switch from traditional stores to
organized retailers in food and grocery category are being researched. Kotler (1973) has proposed atmospherics as an important part of retail marketing strategy. The shopping experience, as created by the store environment, has been found to play an important role in building store patronage. Along with the merchandize, it triggered affective reaction among shoppers (Baker et al, 1992). It also contributes to creating store patronage intentions (Baker et al, 2002). As per the paper, shopping experience costs, which include consumers' time and effort in obtaining products, as well as the psychological cost of shopping (e.g., irritation caused by loud music or crowding) have been suggested as potential determinants of merchandise value (Zeithaml, 1988) and store choice. The authors have proposed a model in which the following store environmental dimensions influence consumers' perceptions of store choice criteria, namely, interpersonal service quality, shopping experience costs, and merchandise value (mediated through perceived quality, price, and shopping experience costs). These perceptions, in turn, affect store patronage intentions.

There has been extensive research on the relationship between cognitive styles and consumer behavior. For example, adaptive and innovative, as two types of cognitive styles, are found to be related to consumer innovative purchasing patterns (Kirton, 1976; Foxall, 1986; and Foxall, 1988). While the ‘innovator’ tends to seek novelty to create new consumption situations including purchasing discontinuous innovations, the ‘adaptor’ tends to seek novelty without altering existing decisional and behavioral structures within the familiar context (Foxall, 1988). Other researchers have also investigated shopping orientations and choice behaviors by examining consumer decision-making styles across different populations (Lumpkin, 1985; Sproles and Kendall, 1986; Hafstrom et al., 1992; Lyonski et al., 1996; Shim, 1997; and Fan and Xiao, 1998).

According to Sproles and Kendall (1986, p. 268), a consumer decision-making style is, “a mental orientation characterizing a consumer’s approach to making choices”. Sproles and Kendall (1986) view this construct as basic consumer personality, analogous to the concept of personality in psychology. Research on this construct can be categorized into three main approaches: the Consumer Typology approach that describes general consumer types—economic, personalizing, ethical, and apathetic (Darden and Ashton, 1974; and Moschis, 1976); the Psychographics/Lifestyle approach that shows consumers’ different personality characteristics,
attitudes, opinions, values, choices, and general styles (Wells, 1974 and Lastovicka, 1982); and the Consumer Characteristics approach that focuses on consumers’ decision-making in cognitive and affective directions (Sproles, 1985; Westbrook and Black, 1985; and Sproles and Kendall 1986). The Consumer Characteristics approach is one of the most promising as it deals with the mental orientation of consumers in making decisions. According to differences in consumers’ needs and wants, they show different shopping patterns. The different shopping patterns are evident, based on the personalities and attitudes of the consumers. Moreover, based on an individual’s economic situation, personal taste and environment, each consumer develops a unique shopping style. For example, some consumers may buy expensive brands or high quality products, while others may buy inexpensively priced, non-brand, or even low-quality products. Therefore, many factors, such as brand, quality, and price, combine to determine an individual’s unique shopping habits (Sproles and Kendall, 1986). According to Sproles and Kendall (1986, p. 267), identification of these characteristics among consumers, “helps to profile an individual consumer style, educate consumers about their specific decision-making characteristics, and counsel families on financial management”. They recommended using the inventory with different population groups to determine the generality of its applicability.

To identify a consumer’s decision-making style from the aforementioned three approaches, 50 items relating to general mental orientation towards shopping and purchasing were originally proposed by Sproles (1985). However, to further develop 50 items to fit a consumer’s individual shopping orientation, Sproles and Kendall (1986) created a more parsimonious scale with 40 items, under the following eight characteristics of consumers’ decision-making styles namely:

(i) Perfectionist/high-quality consciousness
(ii) Brand consciousness / price equals quality
(iii) Novelty/fashion consciousness
(iv) Recreational/hedonic consciousness
(v) Price consciousness/value for money
(vi) Impulsiveness/carelessness
(vii) Confusion over choice and
(viii) Habit/brand loyalty.

The first characteristic is perfectionist/high-quality consciousness, which can be defined as an awareness of and desire for high quality products, and the need to make the best or perfect choice
versus buying the first product or brand available. The second characteristic is brand consciousness/price equals quality, which is the need or desire to purchase well-known national brands, higher priced brands and/or the most advertised brands. The third characteristic is novelty/fashion consciousness, which can be defined as an awareness of new styles, changing fashions, and attractive styling, as well as the desire to buy something exciting and trendy. The fourth characteristic is recreational/hedonic consciousness, which is the enjoyment of shopping as a leisure-time activity, and includes wasting time in stores, shopping just for fun, and fast shopping trips. The fifth characteristic is price consciousness/value for money, which is an awareness of the best value, buying at sale prices or the lowest price choice. The sixth characteristic is impulsiveness/carelessness shopping, which can be described as shopping that focuses on making impulsive, unplanned and careless purchases. The seventh characteristic is confusion over choice, which is a feeling of confusion about product choices because of a proliferation of brands, stores and consumer information. The last characteristic is habit/brand loyalty, which can be defined with reference to consumers’ favorite brands and buying habits, and consistently using the same store (Sproles and Kendall, 1986).

Up to the point of selection, consumers display different decision-making styles, based upon their individual personalities and characteristics. They have a unique focus when they enter a store and shop. Some consumers consider a good price and trendy fashion, while others are interested in brand names with high quality. Depending upon what they want and need, consumers customize their decision-making styles. Consumer confusion, however, often takes over when they encounter other choices immediately prior to making a specific selection. This plays a crucial role in modifying pre-existing consumer shopping styles. The CSI has been tested and validated in international settings including Korea (Hafstrom et al., 1992 and Fan and Xiao, 1998), New Zealand (Durvasula et al., 1993) and China (Hui et al., 2001 and Siu et al., 2001). The Lysonski et al (1996) study provided empirical support for the factor structure of the CSI across four countries (the USA, New Zealand, Greece and India). Due to the different shopping characteristics of each consumer, Sproles and Kendall (1986) recommend that consumer decision-making styles should not only be used for other youth and adult groups, but should also be used for testing among countries. According to Darley and Smith (1995), differences between the sexes are especially important because gender has been used, historically, as a basis for market segmentation. They also emphasize that if gender processing
differences exist, it is important for marketers to understand them in order to produce effective promotions for different target segments. The exploratory study of young South Indian consumers, by Maria E Canabal, (2002) adds evidence to the international applicability of the CSI developed by Sproles and Kendall (1986). Several identifiable consumer decision-making styles were consistent across cultures. Moreover, some cultural differences were also identified. Among the five reliable factors, the sample of south Indian students tends to be mainly perfectionists in their market decisions. They look for high quality products and also enjoy shopping. However, they can be confused by too many choices and to a lesser degree these consumers tend to be brand conscious.

Sayman et al. (2002) study on positioning of store brands has found that popular national brands are usually targeted by premium quality store brands. They also observed that competition is more intense, when high quality store brands compete with leading national brands and then with secondary national brands. Product perception study objective highlighted, that when consumers were targeted explicitly, consumers were influenced by physical product similarity and not by product quality similarity.

A study conducted by Dhar and Stephen (1997) on store brand penetration revealed that the introduction of private labels by retailers will change the status of the retailer from a customer to a competitor. The findings highlighted that strategic decisions such as development, sourcing, warehousing and merchandizing is to be taken care of by retailers. Other findings such as breadth of private labels, commitment to quality, number of stores and use of own name or store name will help in enhancing the performance of the store brands across product categories. In lower quality categories, Every Day Low Pricing (EDLP) is beneficial. The paper also mentions that a proper balance needs to be maintained between both national and store brands; as national brands with their deeper assortment pulls the crowd. Whenever a price differential is observed between a national brand and store brand product category, then private labels exert a positive influence on store performance.

When category sales are good, it is observed by the retailers that store brands in those categories perform better. In case of high quality store brand, variance between the store brand and national brand can be reduced by improving the practice adopted by retailers. As per Marcel and Lal (2000), a research on building store loyalty through store brands, revealed that when consumers
are sensitive to product quality and brand choice, then quality store brands introduced by retailers can be used as an instrument to create store differentiation and thereby develop store loyalty and store profitability. This holds well for packaged goods categories and not for cheap private labels. The research highlights that store brands and national brands play complementary roles, while the former becomes a source of store differentiation and loyalty; the latter plays the role of increasing the price of store labels thereby contributing towards store profitability.

Another study by Sudhir and Talukdar (2004) on store brand patronage found that store brands do create differentiation for the stores in the eyes of the customer and develop patronage towards the stores when introduced in the market. Bontems et al. (1999), suggests that when private labels become close substitutes for national brands, wholesale price of the branded goods tends to increase. The paper also highlights that introducing private labels helps in reducing the double marginalization problem in the vertical structure. A study by Krishnamurthi et al (1991) on brand loyalty and consumer price elasticity states that loyal customers are less price sensitive in their choice decision where as they are more price sensitive in the quantity decision. The study by Kenhove et al. (1999) revealed that retailers are able to influence the consumers on their store choice decision. The study also indicated that larger quantities, immediate purchases, routine purchases and others have an impact on store choice decision. A study conducted by Roy (2005) on factors governing consumers choice of supermarkets, analyzed that factors such as add on benefits, general services, convenience and variety influence consumers choice of supermarkets. The study used cluster analysis along with factor analysis for segmenting the consumers and revealed that choice patterns of consumers are going to vary according to age, occupation and income. Another study by Mattson (1982), examined that situational factors have a significant influence on store choice decision. Factors such as time pressure, self shopping, purchasing for occasions such as birthdays and other situation specific drivers have an impact. The study also mentioned that the shoppers need to be evaluated on each occasion based on the utility derived and cost incurred out of the shopping experience.

Hemalatha, Sivakumar and Jayakumar (2009) suggested that different groups of consumers believe that variegated store attributes are important. Therefore, store attributes appears to be a promising market segmentation criterion. In this sense, their work focused on the store attributes as a possible criterion to segment the shoppers. They started by analyzing the importance of
consumer segmentation to the retailers. After reviewing the literature of market segmentation, a segmentation analysis of clothing and apparel shoppers in India was performed. First, a hierarchical cluster analysis was carried out, and then k-means cluster analysis was done which identified three meaningfully differentiated customer groups. Further, a classification tree analysis was performed to identify the store attributes that differentiated the clustered groups. Finally, three clusters of Indian shoppers, namely, economic shoppers, convenient shoppers and elegant shoppers were identified. The main conclusions and their implications for retailing management were pointed out.

Agarwal and Mehrotra (2009) found (using Regression, Data Envelopment Analysis and Sensitivity Analysis) how efficiently some of the top organized India retail companies have been performing relative to each other over the years. Thereby, they identified factors that help increase the efficiency of a retail company. The study conducted was based on the analysis of data downloaded from Prowess database for five Indian retail companies for the time period 2000-2007. The study can be helpful in enabling Indian retail companies gain a competitive advantage in the face of increased competition being faced in the emerging organized retail sector in India. The findings brought forth Advertising and Marketing expenses as the significant performance determining factors to be paid more attention.

Choudhary and Sharma (2009) conducted a study in Chandigarh Tricity (Chandigarh and its satellite cities of Mohali and Panchkula) keeping in view the dynamically growing organized retail there. The data of 200 retailers for the present research covered the time frame of year 2007 to 2008. After an extensive literature review, it was found that size of retail stores and their location played a significant role in measuring the operational efficiency of retail stores. An empirical analysis was conducted using chi-square test of independence to understand the role and contribution of the type of retail formats on operational efficiency and to examine the impact of location on the same. It was concluded from the data analysis that there is significant influence of the format of retail stores and location on the operational efficiency. However, the degree of association is not very high.

According to Chakraborty (2010), Indian retail is a booming sector and mainly the organized retail sector is witnessing a radical change. Indian consumers are looking for product variety. One of the internationalized retail formats is discount store format. Managing this particular
retail format in Indian culture needs an understanding of Indian customers' perception towards the discount store format. Shopping motive is an important functional element to lead the shopper to marketplace. Shopping motives changes are based on culture, retail format, economic and social environment. The author identified the driving shopping motives of Indian discount store shoppers. A total of 270 were taken as the sample out of which 252 were considered for the final study. Factor analysis extracted three shopping motives, two of which relate to hedonic shopping motive and one to utilitarian. The factors were named as diversion, socialization and utilitarian. Other three dimensions of the study were store attributes, shopping outcomes and shopping perceived cost. Under each dimension factors related to discount store were identified. The identified factors can be the key for discount stores for understanding their shoppers.

Stone (1954) identified four types of shoppers – Economic, Personalizing, Ethical and Apathetic shoppers. Stone explained that an economic shopper typically pays more attention to merchandise assortment, price and quality. A personalizing shopper seeks personal relationships with sales people. An ethical shopper believes in supporting local stores rather than chain stores, even if it means higher prices and less variety of goods. Lastly, an apathetic shopper is one who is not interested in shopping but does shopping because of necessity. A similar study conducted by Brown and Reid (1955) classified shoppers as Dependent, Compulsive and Individualistic. Westbrook and Black (1985) in a study on adult shoppers based on their involvement with shopping identified six shopping motivations. These are: economic role enactment, choice optimizing, negotiation, affiliation and sensory stimulation. Stephenson and Willet (1969) classified shoppers based on the degree of patronage concentration across retailers as store loyal (high concentration, low search), convenience oriented (low concentration, low search), compulsive and recreational (high concentration, high search), and price-bargain shopper (low concentration, high search). Using Activities Interest and Opinions (AIO) statements, Darden and Reynolds (1971) interviewed female heads of households and classified them into four groups: Economic, Personalizing, Moralistic and Apathetic. Darden and Ashton (1975) interviewed middle-class, suburban housewives and classified them into seven types.

Moschis (1976) studied shopping orientations of cosmetic buyers using life-style variables (Activities, Interests and Opinions) and classified shoppers as store loyal, brand loyal, psycho socializing, name conscious, and problem solving shoppers. His findings suggested that shoppers
with different shopping orientations display different communication behavior; therefore, they have different needs and preferences for communication sources. Williams, Painter and Nichols (1978) identified shoppers as low-price, convenience, involved, and apathetic shoppers based on their perceived attributes of preferred grocery stores. Bellenger and Korgaonkar (1980) defined recreational shopper in terms of preferences for the use of leisure time in shopping. They identified shoppers as Recreational, economic and convenience shoppers. They also found that recreational shoppers are more likely to prefer a shopping mall or local retail stores as opposed to buying from the internet. In a study on adult shoppers, Lesser and Hughes (1986) identified 11 type of shoppers. They were classified as Inactive, Active, Service, Traditional, Dedicated fringe, Price, Transitional, Convenience, Coupon saver, Innovator, and unclassified shoppers. Cullen (1990) studied adult shoppers and described them as Shopping affect, Economic, Apathetic and Shopping snob. In a study conducted in United States, Bloch, Ridgway and Dawson (1994) found that 94% of adults visit a mall at least once in a month and more than half of all the retail purchases are made in a mall. They classified shoppers as Enthusiasts, traditionalists, grazers and minimalists.

Donthu and Gilliland (1996) carried out a study to profile the Infomercial shoppers and found that those who purchased using infomercial advertisements were more convenience seekers, brand and price conscious, variety seeking, impulsive, and innovators. Based on a study of the Internet shoppers, Donthu and Garcia (1999) classified them as convenience seekers, innovative, impulsive, variety seekers, and less risk averse. They also found that Internet shoppers are older and earn a higher income than internet non-shoppers. Donthu and Garcia also indicated that these shoppers display an orientation similar to the infomercial shoppers. Jarratt (1996) in a study conducted on both male and female shoppers classified them as Have to, Moderate, Service, Experiential, Practical and Product oriented shoppers. Similarly, a variety of studies have been reported examining shoppers across various formats like shopping centers, shopping malls etc. Changes in the retail environment have been accompanied by significant changes in consumers’ shopping behaviors (Balazs and Zinkhan 2003). Today it is difficult to define a particular shopper segment because of shoppers engaging in cross shopping (Morgenson 1992), and out shopping behaviors (Wakefield and Baker 1998). Cross-shopping means shoppers who change their loyalty towards a particular retail format and switch over to different formats.
Popkowski et al. (2004) in their study found that with the evolution of multi-purpose shopping trips, shoppers optimize their limited time to shop various types of product categories from various formats of retailers, thus making it into one coordinated shopping excursion. This has more to do with the emergence of new retail formats like big malls and shopping centers. There is a dearth of studies that have focused on the nature of shopping behavior exhibited in the Indian environment. Most of the research works in this area are still proprietary in nature and hence are outside public domain. Article by Banerjee and Banerjee (2000) along with article by Banerjee and Divakar (2000) have looked at the marketing decisions taken by the retailers/companies using point of sale (POS) data.

Rajnish Tuli and Amit Mookerjee (2004) in the study on patronage behavior conducted on Indian rural consumers found that “Shopping activity cost” and “Product purchase cost” drive rural customers to the village shop for their immediate requirements. They also found that “Bargain” (in terms of product variety and price) and “Promotion incentives” drive the rural customer to periodic markets. Sinha and Uniyal (2005) used observation of shopping behavior as a method for developing shopper segments. Shoppers were observed at different stores and based on the behavioral cues they were classified into six segments, i.e. “Choice optimizers”, “Economizing”, “Premeditated”, “Recreational”, “Low information seekers” and “Seeking support”.

Research on Private label brands, has been of substantial interest to marketing scholars for more than four decades, particularly from the 1990s to the present. Hoch and Banerji (1993) state that consumers, retailers and manufacturers are three set of players whose expectations and actions interact to influence the success of Private label brands. The initial studies on private labels were mainly on the demographic, psychographic and behavioral characteristics of private label consumers. The number of studies that have looked into the corporate-level factors, namely, retailers and manufacturers, started to increase since the 1990s. These corporate factors relate primarily to the price differential between PLBs and national brands, promotion intensity and category margin. Private label brands were created and positioned to meet consumer price expectations.

Sudhir and Debabrata Talukdar (2004) have studied the impact of store brand patronage on store patronage based on the variables, shopping frequency and coupon responsiveness and basket width. As grocery shopping is more of a routine, the results are not applicable to apparels as the
latter involves more involvement and experience characteristics because consumers rely on how the clothes fit, how it feels, how it looks on them when worn and expectation of how it would withstand the wear and tear of use. Batra and Sinha (2000) suggest that some of the dimensions of purchase behavior of clothes are different from that of purchase behavior of groceries. In this study we explore the consumer perceptions of attitude towards private labels, satisfaction with purchase and private label loyalty and store patronage regarding apparels in India.

2.2. The Present Study:
Retailing has changed the fortune of several companies across the world. In this booming retail market in India it became inevitable for the companies to learn how to retain their market share as well as to enhance it. With the entry of bigger players, the retail market is getting more and more organized and structured. Competition will soon be very intense. Research reveals the cost of retaining customers is conservatively estimated to be one-fifth of the cost of acquiring new ones. Existing customers generate larger margins and profits (per customer) than the new ones (Smith and Taylor, 2005). In the present scenario, the researcher wants to foray into organized retailing in the Indian sector and to explore the different aspects that have impact on consumers’ buying behavior in the retail segment in India. Retailing covers a very wide range of products and services; hence the researcher has decided to focus only on the organized apparel segment. It is also relevant to mention here that the researcher has conducted the entire survey in Bangalore. The agenda of the study is to know the factors that influence the consumers buying behavior while shopping for apparels. The aim of this research is to help the organized apparel retailers in Bangalore to understand their customers better and to attract prospective customers by understanding the factors that influence their buying behavior.

2.2.1. Uniqueness of present study

It is found considerable research has been directed towards store attributes and customer loyalty in western countries. So far much of the research is not being done on determining the consumer preferences in the Indian Apparel Retail and this study helps in bridging a small gap in understanding the consumer preferences in Indian Apparel Retail.

Some of the earlier studies in the Indian context were myopic in nature i.e., they concentrated on single or few attributes affecting buying behavior of apparels. The researcher has included
Indian studies in the review of literature focusing only on Private Label brands. Few other studies either concentrated only on one retail outlet or were comparison studies of two or more retail outlets. Some studies focused on buying behavior in grocery retail outlets, while others focused only on the effect of Sales Promotions. One study concentrated only on the buying behavior of senior citizens. Few of the reviewed studies concentrated on effect of quality of service provided by store personnel on the buying behavior. Some of the past studies have focused only on fashion apparels. Hence there is no comprehensive study in the Indian context which researches the buying behavior of apparels in organized retail outlets considering the effect of multiple factors.

2.2.2. Usefulness of present study

This study gives a better understanding of consumer apparel buying behavior and helps the retailers and the academicians in understanding the consumer preferences in a better manner. This study is useful for researchers in the areas of consumer behavior, organized retail and apparel retail. This study gives insight to organized apparel retailers regarding store location. Retailers get an insight about the important factors that enhance customer satisfaction. The study also throws light on factors which are losing importance or have become merely hygiene factors. This study is also an eye opener for the scope of online apparel retail in Bangalore as the highest numbers of respondents have indicated that location of store is not important to them.

The study is useful to marketing students as it offers insights about buying behavior of apparels in Bangalore which is a metropolitan city. The study also throws light that a significant number of shoppers like to shop for apparels near their homes. This is an indication to mall developers and policy makers to open more malls in residential areas. Apparel customers can benefit from this study as it will help them to understand their buying behavior better. Also this study provides insights about which formats of apparel stores are more popular with other shoppers in Bangalore with respect to each category of apparels.