CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1. INTRODUCTION

Retailing has become increasingly competitive in the past two decades. Traditional supermarkets and drugstores face intense competition not only from one another but also from the fast growing large discount formats that generally embody few factors such as everyday low prices, one stop shopping for a large variety of product categories, and limited assortment of brands within most categories. In recent times the importance on ‘Retail’ is very high, because of the fast growth of population which makes it necessary to supply all necessities, especially the consumer goods to them. It consists of the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by mail, in small or individual lots for direct consumption by the purchaser. In general, it provides a lot of services in the market other than its traditional services such as appropriate assortments, home delivery, parking facility, trial rooms, after sale service, and the like. In this retailing there are two important persons involved in its transactions. They are ‘retailer’ and ‘consumer’. The consumer is either an individual or a business. The “retailer” buys goods or products in large quantities, from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the consumers. The development of information and communication technology, and the consumers’ awareness is very high on various products available in the markets. On other hand, the quick access of these products becomes very easy due to transport facilities available across the country and the world. In addition to these, large size malls are gradually established in towns and cities. In these malls, a large number of retail outlets dealing with different products are put up for the benefit of the consumers. In general, consumers are catered by retailers through various modes of services.

1.2. STATEMENT OF THE PROBLEM

In recent times, retail markets dominate the entire India especially in urban areas. Even in rural areas, these are traditionally maintained by a particular community depending on their nature of work in general. However after 1991, there is a vast change in Indian economy and its marketing system. Now Indian markets are kept opened to all investors of
both Indian and Foreign natives. Because of the changed policy of India in retail markets, it is hoped that more number of foreign investors will come to establish their own shop or to invest in retail shops in India. The consequence of this entry has its own advantages like offering various value added services in general to the society and disadvantages in particular to the existing retailers. In midst of these, the consumers are put to test on what type of retail market has to be chosen for their shopping. Though they are the kings of the market, their attitude differs from owners of the retailers in the context of marketing service they provide in general. There is a need to know how the consumers have opinion on recent and traditional mode of retail market and the additional services provided by the retailers in India. In such a context the issues listed below gain relevance.

a. Awareness and Attitude towards retail marketing services as perceived by them.
b. The influencing factors of the consumers on retail marketing services
c. Attitude towards the quality dimensions of retail marketing services
d. Marketing strategies as perceived by the consumers’ attitude

1.3. REVIEW OF LITERATURE

In the pages that follow, a brief attempt is made to review the existing literature in relation to the issues.

1.3.1 CUSTOMERS’ ATTITUDE AND PERCEPTION

There are various types of consumers with different shopping motives. Four of these are consumers with particular interest, Self-gratifying consumers, consumer as a first group, and consumers of alleviators of depression by spending money. The shopping process is motivated not by the utility of consumption but by the buying process itself. Secondly, those people living in a congested urban environment welcome the opportunity to walk in spacious and appealingly laid-out centers and Malls. Members of the third category “sensory-stimulation-seekers” enjoy the physical sensation of handling merchandise, the pleasant background music and the ambience. Further the motive “Pleasure of Bargaining” is recognized. They have been associated mainly with grocery store patronage (Enis)\(^1\). At last, income was found to be negatively related to store loyalty (Reynold)\(^2\). Income was also found to be related with shopping (Cert and Dominguez)\(^3\)(1977-78). Working shopping behavior was also noticed (McCall)\(^4\) (1977).
Alpana Srivastava and Charu Bisaria (2012) conducted a study to know the factors affecting customer attitude in retail marketing behavior. The researchers have also tried to compare the customer behavior in organized and unorganized retail sector. The study reveals that the high income group purchase from mall and middle income group visit mall but are not regular customers, and close to 47% of the respondents said their expected service levels do not match with the actual service provided by the retailers. From the hypothesis test, it is found that the customer service like personal assistance is the key attribute of customers while making purchase decisions and from the chi-squared test, it was found that there exists a significant difference between expected and actual service levels in the stores.

P. Thirumoorthi and P. Karthikeyan (2006) have conducted a study on retailer and customer attitude towards P and G detergent powder. The study indicates the consumers’ degree of influence while using detergent powders and to increase the perceived value of a brand by giving it more value. The primary objectives of the study was to find the retailer and customer attitude towards P&G detergent powder and the other objectives was to find out the goods, services and schemes margin by different brands perceived by the retailer and customer, to study about the quality, quantity, price and various other factors for preferring a particular brand, to find out the brand image of the product and how it affects buying decisions of the retailer and customer. Finally they have found the different factors that influence the customers were brand name, availability, and package. It is viewed that the company must concentrate more on high margin to create a better performance. Importance must be given to sales promotion and the retailers must also be asked to give more displays and discounts. Thus, it is concluded that the customer and retailer’s attitude towards P&G detergent powder was positive.

Awng Di (2008) compares consumers’ perceptions between retail stores: superstores and family-run stores in Bangkok. The superstores which were used to compare with family-run stores in this study are Big C, Carrefour and Tesco-Lotus. The study was quantitative research using survey questionnaires to collect data from 400 shoppers in Bangkok areas. Quantitative statistics were used to analyses data variables and test hypotheses. The results from this study found that the competition between superstores and family-run stores resulted in more benefits to customers. The customers were aware that many family-run stores closed down because of superstores, but they preferred free and fair competition. The results also found that the customers wanted the Thai government to impose restrictions on superstore expansion and support family-run stores, though they still agreed that superstores are
essential for consumers and family-run stores are not well allocated for consumers in Bangkok. Consumers were satisfied more with marketing factors including product quality, product variety, and stable prices of superstores. They also preferred the store environment of superstores than with those of family-run stores. Consumers also thought that superstores benefited the economy and society than family-run stores.

Sutrisno Hadi Purnomo, Yi-Hsuan Lee, and Soekartaw (2010) evaluated the customers’ attitude toward marketing mix among distinct market segments of livestock input industry, and examined the influence of demographic variables on customer attitude toward marketing mix. The methodology used in this study was survey method through distributing of the questionnaires to respondents. Respondents of this study were poultry livestock farmer who have used company feed product and kept livestock in Java Island, Indonesia. The findings of this study revealed that, first, the three market segments were perceived differently and second, there was no significant difference among various demographic variables. This finding showed the importance of market segmentation to determine the appropriate strategy. Eventually, this research provided guidance for agro business managers to investigate deeply the customers understanding, preferences and perception.

Siohong Tih, Sean Ennis and June M.L.Poon (2008) examined the adequacy of using undergraduate student samples in research on online consumer attitudes by comparing the attitudes of students (n=161) towards online retailing services with the attitudes of non-students (n=252) towards such services. A structured questionnaire administered through online was used to gather data on perceptions, satisfaction, and behavioral intentions with regard to online retailing services. The t-test results showed that, in general, students’ attitude towards online retailing services is similar to that of non-students. Therefore, undergraduate students may be reasonable surrogates for consumers in research on online retailing.

Tsang-Sing Chan, Geng Cui (2002) examined the effect of consumer beliefs and attitudes towards marketing on satisfaction. It is found that attitudes towards marketing practices and beliefs about marketing have significant effect on consumer satisfaction, but these effects are not uniform across marketing mix variables. Implications for future research and marketing operations in emerging markets are explored.

1.3.2. RETAIL MARKETING SERVICES

Anil N. Barbole and Varsha Borade (2012) examined the impact of customer buying attitude on various services provided at retail grocery supermarkets. Based on the data
collected through questionnaires from the 200 customer visiting supermarkets and the owner of the supermarkets and the employers in supermarkets, Anil N. Barbole and Varsha Borade (2012) found that the customers behave differently while purchasing grocery products they viewed and decision making style. Women customers create greater impact on purchasing pattern. Most of the people were price conscious while purchasing grocery product. The basic necessities products such as grocery product, from grocery supermarkets faces competition from other supermarkets in terms of quality, own brand, prices of the product.

Mridula Mishra\textsuperscript{12} (2007) has analysed about why people buy from organized retailers dealing with grocery retailing. In this article the author dealt with the changing face of grocery retailing and the factors that influence the choice of a store and the shopping habits. Mridula Mishra concluded that the major factors that contribute to success of organized grocery retailing are awareness of the customers, location of the stores, value added services, promotions. And consumers have said that they enjoy shopping at organized retail outlet as they provide huge variety, offer self-service, pleasant ambience, and store services like assistance, baggage, promotions, etc. The results also show that consumers evoke price and convenience for not buying certain goods in traditional retail, which reveals an attempt to optimize their time and money.

Dr. Girish K Nair, Harish K Nair\textsuperscript{13} (2013), identified the dimensions that organised retailers offer the customers. An analysis of the various retail service quality variables were done to understand the relationship between them. The study also explored the factor that attracts the customers towards the organised retail sector in capital city of Kerala, (Trivandrum). As organized retailers are seen offering similar products in the outlets, improving service quality is seen as critical to ensure customer loyalty. With the introduction of FDI in multi brand retailing, more international players are expected to enter the Indian market this inturn will bring more competition in this retail sector. For benchmarking themselves with global standards the Indian retailers will have to improve their service quality. This study found the interrelationship between various Retail Service Quality dimensions, which will help the retailers to identify the areas needed to improved to increase the overall quality of service.

R.Clifton Andersen and Richard A. Scott\textsuperscript{14} (1970) in light of the great similarity among supermarkets undertook a survey to probe for the more subtle aspects of store image. Using a seven-point semantic differential scale with 13 pairs of terms, 262 housewives rated six leading food retailers. Typical terms included “convenient”, “neat”, and “reliable”. Most
ratings were towards the neutral to favourable end of the scale. Socioeconomic factors proved quite unimportant in explaining variations in ratings. Those who shopped in certain stores logically rated those stores higher. It was concluded that stores do have a well-defined image, and that activities related to a reputation for fairness and reliability are important patronage factors.

Dr. Suman Pamecha and Jasleen Sethi\textsuperscript{15} have discussed about the modern retail revolution. In this study Dr. Suman Pamecha and Jasleen Sethi deal with the advantages of India in the aspect of retailing due to rapid economic growth, the young India, abundant availability of skilled labour, potential untapped market and low cost of operations. Finally Dr. Suman Pamecha and Jasleen Sethi concluded that India has a huge potential to be tapped. There are great advantages attached with the Indian retail sector such as higher disposable incomes, younger generation, increasing technology adoption, metro culture and many more. Every effort is being taken to explore this potential and thus lies a very bright future for Indian Retail Sector.

Kazi Omar Siddiqi\textsuperscript{16} (2011), found the interrelationships between service quality attributes, customer satisfaction and customer loyalty in the retail banking sector in Bangladesh. The study identified the most important attributes in bank settings, which may be used to review characteristics of the banks as experienced by customers. In Bangladesh, no study has yet investigated the above mentioned interrelationship.

The purpose of this study is to fill this gap. A review of literature was conducted to find out the relationship among service quality, customer satisfaction and customer loyalty. The literature review confirms this relationship. A survey was conducted to collect data. The sample size of 100 retail banking customers was drawn from different banks in Bangladesh.

The result shows that all the service quality attributes are positively related to customer satisfaction and customer satisfaction is positively related to customer loyalty in the retail banking settings in Bangladesh. Empathy demonstrates the highest positive correlation with customer satisfaction and tangibility shows the least positive correlation with customer satisfaction. This study suggests that SERVQUAL [service quality model] is a suitable instrument for measuring the bank service quality in the Bangladeshi context. Therefore, bank managers can use this instrument to assess the bank service quality in Bangladesh.

Prerna B Sahani\textsuperscript{17} (2007) interpreted the consumer buying behaviour and food retailing in India. According to Prerna B Sahani the modern food retailers need to work towards a product-service-experience combination that can integrate the traditional with the
modern, so that consumers get the benefit of both, thus making them comfortable about choosing this option. The possibilities where both conventional and modern retailing can complement each other or where one format can be integrated with another can be looked into. The in-store atmosphere, like attractive visual displays, pleasant background music, fresh and pleasant aroma, innovative textures and provision for tasting samples can attract the customers more to the shop. The hybrid configuration which has product assortments like in the modern stores should be worked upon. Also, the possible integration of neighbourhood stores or mobile vendors with their specialized under-standing of the target market, with the organized food stores can be pondered over.

Subhashini Kaul\(^{18}\) (2007) analysed the measuring of retail service quality and examining the applicability of international research perspectives in India. The five dimensions-physical aspects, reliability, personal interaction, problem solving, and policy are believed to capture distinct though correlated aspects of retail service. Each of the first three dimensions has two sub-dimensions. These six sub-dimensions, also called the first order factors, are labelled as Appearance, convenience, promises, doing-it-right, inspiring confidence, and courteousness/helpfulness. The research objective was to assess the applicability of RSQS for measuring service quality in India. This was achieved by examining the reliability, validity and component structures of RSQS. A quota sampling procedure was used on a sample size of 180 respondents. The quota was fixed based on income, gender, and age since these are known to impact perceptions of service quality. Internal reliability of the scale was examined using the Cronbach Alpha Coefficients and convergent validity was examined using an item assessing the overall quality of service. Subhashini Kaul concluded that the retailers and researchers applying multi-dimensional service quality scales developed internationally such RSQS in the Indian context are advised to pay special attention to scale adaptation to ensure that the scale has reliable diagnostic ability.

Darshan Parikh\(^{19}\) (2006) reports on the application of Dabholkar, Thorpe and Rent’s (1996) retail service quality scale in measuring the gap between the customers’ expectations and their perceptions about the service quality of retail stores in India. The research objectives were to assess the internal reliability of the retail service quality instrument proposed by Dabholkar, Thorpe and Rentz and to evaluate the validity of the scale and to carry out the gap analysis and identification of areas for improvements in retail service quality. Population was defined as active retail shoppers. The sample consisted of 102 retail
shoppers in a mall intercept-type situation. Shoppers were selected randomly and interviewed while they waited in a queue to pay for their goods. Some of them were interviewed while they were having refreshments after they had finished their shopping. In order to test the reliability of the overall instrument, Cronbach’s coefficient α was computed using data on the perceptions, the expectations, and the differences between the perceptions and the expectations. In order to test the validity of the five-factor structure in retail service quality for Indian retail stores, an exploratory factor analysis on perceptions, expectations, and gap scores for respondents was performed. The analysis of the gap scores indicates that the highest perceived service gap lies in the policies of the retail stores, particularly, parking facilities provided by them. This study shows that the data collected do not support their five-factor structure; the five dimensions are still useful as a foundation for discussion and determination of areas for improvement in the service quality of retail stores. This study also found that the gap model of service quality does not perform as well as the perceptions based performance measures of service quality in terms of its factor structure. Therefore, once the factors are appropriately modified, the instrument can very well be utilized under the Indian conditions as well.

1.3.3. RETAIL PRICING

Michael J. Barone, Kenneth C. Manning, and Paul W. Miniard\(^{20}\) (2004) examine the effects of partially comparative pricing on consumer response and find that it has both desirable and undesirable effects. On the one hand, such pricing enhances consumers’ beliefs about the relative prices of comparatively priced products and about the retailer’s relative prices in general. On the other hand, such pricing also reduces consumers’ relative price beliefs about non-comparatively priced products and their intentions to purchase such products. They also document how these effects depend on store patronage.

Pradeep K. Chintagunta\(^{21}\) (2002) attempts to study empirically the extent to which three factors affect retail prices: (1) the effects of payments from manufacturers to the retailer other than regular promotions, as well as the effects of additional costs borne by the retailer for these brands; (2) the retailer’s objectives specific to its store brand, such as maximizing store retailer’s objectives specific to its store brand, such as maximizing store brand share; and (3) the effects of retail competition and store traffic. The author carried out empirical analysis for a specific product category at a single retail grocery chain. The results indicate that the effects of the three factors vary across brands in the category. The analysis provided
some useful insights for retailers as well. Specifically, if cross category or umbrella branding effects exists, the retailer may be able to promote the sales of a store brand in a related category by co-promoting that product with the store brand analgesic.

Joel E. Urbany, Peter R. Dickson and Rosemary Kalapurakal\textsuperscript{22} (1996) developed a model of price search in the retail grocery industry by expanding the classic cost-benefit model and integrating psychosocial returns and concepts from human capital theory. The results indicate that prior investment search and market mavenism explain significant amounts of variance in price-and specials-related search, respectively, beyond that accounted for by economic costs and returns. The authors further explore the habitual nature of price search in this industry, consider the implications of the social value of price-specials information, and discuss the indirect impact of demographic characteristics. They consider implications for pricing strategy and competition, including reasons why previous research has found that executives overestimate consumer price search.

Sridhar Moorthy and Xubing Zhang\textsuperscript{23} (2006) examined vertically differentiated retailers’ incentives to offer price-matching guarantees. It suggests that offering and not offering price-matching guarantee are both signals of a retailer’s service-price profile, a way of branding the retailer to uninformed consumers. The signals are made credible and costless by the presence of informed consumers. The authors show that when the service differentiation is large enough, only low-service retailers offer price-matching guarantees. Data from a sample of Canadian retail chains support this prediction. In addition, larger retail chains are more likely to offer price-matching guarantees than smaller chains, and competition has an interactive effect with service. As the intensity of competition, a chain faces, increases, lower-service retailers are even more likely to use a guarantee, and higher-service retailers are less likely to do so, suggesting that price matching guarantees are competitive tools, not collusive tools, as the literature has often implied.

Cenk Kocas and Jonathan D. Bohlmann\textsuperscript{24} (2008) studied about the variety of pricing strategies among retailers, even among Internet sellers of homogeneous goods, such as books and music CDs. The authors present theoretical and empirical analyses that address these varied pricing strategies. A model of three asymmetric firms shows that under multiple switcher segments, in which different switchers compare prices at different retailers, firm-specific loyalty is not sufficient to explain the variety of pricing strategies. The results of two empirical studies confirm the model’s predictions for varied pricing strategies in the context of internet booksellers. The analyses also present several implications. A small retailer can
sometimes benefit from strategically limiting its access to switchers to soften price competition. A midsized retailer can benefit from targeting its switcher acquisition activities toward its larger rival, given the shallower discounts involved. The importance of switcher segmentation suggests that managers should carefully measure switching behaviour in devising pricing strategies.

1.3.4. RETAIL BRAND

Peter Kaufman, Satish Jayachandran, and Randall L. Rose\(^25\) (2006) were examined the role of buyer-salesperson and firm–firm relationships using data collected in the context of actual new product selection by retail buyers at two large grocery retailers in the United States. The findings indicated that buyer–salesperson and firm–firm relationships have a greater influence on new product acceptance when a new product’s attractiveness was modest than when the new product is very unattractive or very attractive. At modest levels of product attractiveness, the likelihood of new product acceptance can increase by as much as 60% when the buyer has a strong relationship with the salesperson. The study provided insights into the complex interplay of marketing relationships and product attractiveness in retail buyers’ selection of new products.

Lauranne Buchanan, Carolyn J. Simmons, and Barbara A. Bickart\(^26\) (1999) demonstrated the retailer’s display decisions can negate the equity of an established brand. The authors suggested that this occurs because consumers have expectations about retail displays and the relationship among displayed brands. Display conditions that disconfirm these expectations can lead consumers to re-evaluate the brand. Specifically, the results demonstrated that high-equity brand valuations are influenced by an unfamiliar context brand when (1) a mixed display structure leads consumers to believe that the context brand is diagnostic for judging the high-quality brand, (2) the precedence given to one brand over another in the display makes expectations about brand differences or similarities accessible, and (3) the unfamiliar context brand disconfirms these expectations.

Kusum L. Ailawadi and Bari Harlam\(^27\) (2004) developed and tested a model of the key determinants of margins that retailers earn on national brands and store brands. They particularly focused on the impact of store brand share on percentage margin, dollar margin per unit, and total dollar margin of the retailer. The authors found not only that percentage retail margins on store brands are higher than on national brands but also that high store-brand share enables retailers to earn higher percentage margins on national brands. However,
the dollar margin per unit may be smaller for store brands because of their lower retail price. Furthermore, heavy store-brand users contribute much less to the total dollar profit of the retailer than do light store-brand users. The authors concluded that it is important for retailers to retain a balance between store brands and national brands to attract and retain the most profitable customers.

Mark Bergen, Shantanu Dutta, and Steven M. Shugan\(^28\) (1996) defined the branded variants and suggested that manufacturers offer branded variants for the benefit of their most direct customers – retailer. With branded variants, a consumer must remember, evaluate, and process a wider variety of product features to make comparisons across variants and retail outlets. The authors suggested that as branded variants increase, some consumers experience an increased cost of shopping for a branded product across retail stores. Consequently, fewer consumers shop across retail stores. This reduced shopping translates into reduced competition across retail stores, which encourages (1) more retailers to carry a branded product and (2) retailers to supply that branded product with more retail service support. The authors used data from three retailers across 14 product categories to demonstrate that a branded product with more variants often had greater retail availability and higher levels of retail service.

Homer E. Spence, James F. Engel, and Roger D. Blackwell\(^29\) (1970) investigated the differences in risk perception between buying by mail and buying from a retail store and/or salesman. For 20 products studied, consumers perceived more risk in the mail-order situation than in the store/salesman situation. The relationship between perceived risk and selected socioeconomic variables were examined. Implications for further research are explored.

1.3.5. PROMOTION

Sumeet Gupta, Kavita Jain, and Divya Jain\(^30\) (2009) examined the factors that influence customers’ intention to continue purchasing from an organized retailer. Looking at an example of a supermarket, the authors drew conclusions for these organized retailers to stay in the semi-urban markets of India. The results show that customer’s perceived value is an important indicator of customer continuance intention, as are the loyalty incentives provided by the store. Moreover, convenience is more important for customers in these markets than enjoyment. Organized retailers can increase customer retention by focusing their strategies in making customer experience more valuable and convenient. Implications for theory and practice are also discussed in the paper.
Jennifer J. Argo, Darren W. Dahl, and Andrea C. Morales (2008) were studied the impact of attractiveness on consumers during a consumption experience. Specifically, it examines the effect of an attractive social influence in the context of touching and contamination of store products by investigating how consumers respond when they see attractive others touching the same products they want to purchase. In doing so, it provides the first experimental evidence of a positive contagion effect in either the marketing or the psychology literature. Across three field experiments using an actual retail shopping environment, the authors find that product evaluations are higher when consumers perceive a product as having been physically touched by a highly attractive other. Moreover, they identify sex as a critical moderating variable in the realization of this positive contagion effect; the contact source and observing consumer must be of the opposite sex for positive contagion to occur.

Ashokan C. and G. Hariharan (2008) presented the study to understand the behaviour of consumers visiting the new-generation retail outlets like Spencer’s and Big Bazaar in a small town in Palakkad. The study was helpful to found the profile, perception and satisfaction level of the shoppers. It also helped to improve deficiencies in the service provided to the customers. As the demographic and psychographic profile of the shoppers were quite different in Palakkad compared to big cities like Mumbai, Chennai, Bangalore, Delhi etc., and the study revealed the purchasing habits as well as the expectations of the shoppers.

Kathleen Seiders, Glenn B. Voss, Dhruv Grewal and Andrea L. Godfrey (2005) were proposed that the relationship between satisfaction and repurchase behaviour is moderated by customer, relational, and marketplace characteristics. They further hypothesized that the moderating effects emerge if repurchase is measured as objective behaviour but not if it is measured as repurchase intentions. To test for systematic differences in effects, the authors estimated identical models using both longitudinal repurchase measures and survey measures as the dependent variable. The results suggested that the relationship between customer satisfaction and repurchase behaviour is contingent on the moderating effects of convenience, competitive intensity, customer involvement, and household income. As the authors predicted, the results are significantly different for self-reported repurchase intentions and objective repurchase behaviour. The conceptual framework and empirical findings reinforced the importance of moderating influences and offered new insights that enhance the understanding of what drives repurchase behaviour.
Kusum L. Ailawadi, Bari A. Harlam, Jacques Cesar and David Trounce (2006) were quantified the net unit and net profit impact of promotions for a retailer and to understand the key correlated of this impact. Using data on all promotions offered in 2003 by CVS, a leading U.S. drug retailer, the authors (1) quantify the gross promotional lift; (2) decompose this into switching, stockpiling, and incremental lift for the retailer; (3) estimate the extent to which promotion affects sales of other product categories in the store to compute the net unit impact of the promotion; (4) account for promotional and non-promotional margins and manufacturer funding to compute the net profit impact of the promotion; and (5) examine how promotion, brand, category, and store characteristics influence the net impact. The authors found that approximately 45% of the gross lift is incremental for CVS, and there is also a significant, positive halo effect on sales of other categories. However, on average, the net profit impact of promotions was negative because CVS’s promotional margin is often substantially less than regular margined. In the authors’ analysis of the correlates of net impact, they found that many promotion and brand characteristics have opposing associations with net unit and net profit impact. Deep, featured promotions on high “consumer-pull” brands generate high net unit impact, but they significantly reduce CVS’s promotional margin, resulting in lower net profit impact.

1.3.6. RETAIL SHOPPING BEHAVIOR AND STORE CHOICE

Kathleen Seiders, Glenn B. Voss, Dhruv Grewal and Andrea L. Godfrey proposed the relationship between satisfaction and repurchase behaviour is moderated by customer, relational, and marketplace characteristics. They further hypothesized that the moderating effects emerge if repurchase is measured as objective behaviour but not if it is measured as repurchase intentions. To test for systematic differences in effects, the authors estimated identical models using both longitudinal repurchase measures and survey measures as the dependent variable. The results suggested that the relationship between customer satisfaction and repurchase behaviour is contingent on the moderating effects of convenience, competitive intensity, customer involvement, and household income. As the authors predicted, the results were significantly different for self-reported repurchase intentions and objective repurchase behaviour. The conceptual framework and empirical findings reinforced the importance of moderating influences and offer new insights that enhance the understanding of what drives repurchase behaviour.
There are various types of consumers with different shopping motives. Four of these are particular interest. Self-gratifying consumers, as a first group, try to alleviate depression by spending money. The shopping process is motivated not by the utility of consumption but by the buying process itself. Secondly, those people living in a congested urban environment welcome the opportunity to walk in spacious and appealingly laid-out centres and Malls. Members of the third category “sensory-stimulation-seekers” enjoy the physical sensation of handling merchandise the pleasant background music and the scents. Finally the motive “Pleasure of Bargaining” is recognized. They have been associated mainly with grocery store patronage Enis and Paul\textsuperscript{36} (1970). Finally income was found to be negatively related to store loyalty Reynold & et. Al.\textsuperscript{37} (1974). Income was also found shopping Cert and Dominguez\textsuperscript{38} (1977-78). Working shopping behavior McCall\textsuperscript{39} (1977).

Pavleen Kaur and Raghbir singh\textsuperscript{40} (2007) conducted a study to uncover the motives that drive young people to shop in departmental stores or malls. The results reveal that the Indian youth primarily shop from a hedonic perspective. They importantly serve as new product information seekers and the retailing firms can directly frame and communicate the requisite product information to them.

Westbrook and Black\textsuperscript{41} (1985) define seven major dimensions of shopping motives for an empirical study. These dimensions vary substantially across individuals and shopping situations. Westbrook and Black describe motives as “hypothetical and unobservable psychological constructs postulated to explain both the energized and directive aspects of human behaviors”. Accordingly, motives are “forces instigating behavior to satisfy internal need states” (thus, shopping motives are fundamental, target oriented forces occurring in the organism, which can be satisfied by shopping activities. In addition, Westbrook and Black emphasize that “enduring characteristics of individuals”. Hence, shopping motives can also be interpreted as person-specific causes of involvement.

Kau et.al., (2003) examined the attitudes and behaviors of online shoppers in Singapore. Results indicate (1) Males are expected to be more likely to shop online than females. (2) Younger people are expected to be more likely to shop online (3) Shopping online will be significantly and positively related to income (4) Shopping online will be significantly and positively related to education.

Dawson et.al., (1990) interviewed nearly 300 visitors concerning their shopping motives and their emotional impressions and congnitive evaluations. An exploratory factor Analysis applied to the statements used to measure the shopping motives revealed two
dimensions. The first factor cinoruses statement represents product motivations such as finding a reasonable prices. This factor captures experiential motives such as watching other people, enjoying the crowds, seeing and hearing entertainment and experiencing interesting sights, sounds and smells. In a second step, Dawson et al., 1990 examined the impact of these two shopping motives on emotions and on retail preference and choice. Their results show that consumers who are strongly motivated by “stimulation” and “Product interest” (the desire to obtain as much information about the product as possible) experience the most pleasure and the shopping motives influence the duration of staying in the store as well as the desire to explore the shopping environment. Examining the influence of the two shopping motives on the dependent variables shows that those consumers who had high scores on the “stimulation factor” above all enjoy the overall atmosphere of the market. Whereas those consumers who primarily focused the product-oriented factor appreciated by the quality of the crafts. They bought more items than those who only wanted to be stimulated by the market atmosphere. These results suggest that consumers focus on different aspects of the shopping environment according to their pre-existing shopping motives.

The investigation by Babin et.al., (1994) investigated whether consumers evaluated shopping as “work” or “fun”. They developed a comprehensive scale to measure these two diametric points of view. The main study was conducted in a shopping mall delivering more than 400 respondents using a confirmatory factor analysis, Babin et.al., were able to show that it is useful to distinguish between utilitarian and hedonic shopping motive. The first factor described a particular consumption need and is called “utilitarian shopping value” comparable to the “product interest” dimension in Dawson’s (1990) study. This factor comprises all functional aspects of shopping behaviour and can be seen as task-related and rational. The second derived dimensions, the so-called hedonic value is similar to Dawson’s stimulation factor, but is more comprehensive. Babin, et al. (1994) define hedonic value as “more subjective and personal that its utilitarian counterpart and results more from fun and playfulness than form task completion. Thus, hedonic shopping value reflects shopping’s potential entertainment and emotional worth Increased arousal, heightened involvement, perceived freedom, fantasy fulfillment, and escapism may all indicate a hedonistically valuable shopping experience.

Groeppel (1995) examined whether shopping motives influence the acceptance of different retail categories. More than 500 consumers were interviewed as to their evaluation of diverse furniture retail categories as well as possible furniture shopping motives. Groeppel
stresses the importance of “Price Orientation”. Groeppel’s study revealed that the diverse furniture retail categories satisfy different shopping motives. The “Specialty Store” is mainly preferred by consumers who are not price-oriented but strongly emphasize the importance of counseling and the stimulating shopping atmosphere with increasing price orientation, the practical aspect also becomes more important. At the same time such consumers lower their choice-optimization. In this case the discount store will be preferred. If consumers are purely price-oriented they are willing to take the trouble to shop (e.g. stand in line in front of the cash register, in a narrow store or shop out of cardboard boxes) in order to satisfy their shopping motive. These consumers usually neither demand high quality assortment nor are they interested in checking the quality carefully. It can be summarized that successful retail categories specialize in different shopping motives.

Mathew Joseph, Nirupama Soundararajan, Manisha Gupta, Sanghamitra Sahu (2008) conducted the study, which was based on the largest ever survey of all segments of the economy that could be affected by the entry of large corporates in the retail business, has found that unorganized retailers in the vicinity of organized retailers experienced a decline in sales and profit in the initial years of the entry of organized retailers. The adverse impact, however, weakens over time. The study has indicated how consumers and farmers benefit from organized retailers. The study has also examined the impact on intermediaries and manufacturers. The results are indicative of the mega-and-mini-metro cities around a limited number of organized retail outlets. Based on the results of the surveys, the study has made a number of specific policy recommendations for regulating the interaction of large retailers with small suppliers and for strengthening the competitive response of the unorganized retailers.

Jordaan and Yolanda (2005) studied the factors motivating consumers to engage in direct purchasing among South African consumers. The purpose of this article was therefore to explore the factors motivating South African consumers to use direct purchasing as a shopping method. Special attention was given to consumers attitudes toward direct purchasing. The main findings indicate that perceived risks are some of the most powerful discriminations between direct purchase and non-direct purchases.

Paromita Goswami and Mridula S. Mishra (2009) in their study to understand whether Indian consumers are likely to move from traditional ‘kirana’ stores to large organized retailers while shopping for groceries. Two hypotheses were proposed: H1: customer patronage differs for different grocery store attributes and H2: customer
perceptions of grocery store attributes differ for kirana stores and organized retailers. The study was carried out across four Indian cities—two major and two smaller cities with around 100 respondents from each city. Stratified systematic sampling design with a sample size of 409 was used for the study. Multivariate statistical techniques were used to analyze the data collected with the help of a structured questionnaire. Findings show that customer patronage to grocery stores was found to be positively related to location, helpful, trustworthy salespeople, home shopping, cleanliness, and offers, quality and negatively related to travel convenience. Kiranas do well on location but poorly on cleanliness, offers, quality, and helpful trustworthy salespeople. The converse is true for organized retailers.

George Baltas and Paulina Papastathopoulou (2003) analysed the store choice behaviour of grocery shoppers and explored relationships among consumer characteristics, brand choice criteria and store selection criteria. A survey was carried out to collect data on demographic profiles and decision criteria of shoppers in the Greek grocery sector. The data were collected through in-store, personal interviews and subsequently analysed using descriptive as well as optimal scaling methods. The data reveal asymmetric evaluations of choice criteria and some clear and interesting patterns regarding the two choice processes. In addition, several associations between brand and store preferences are identified and related to specific demographic characteristics of the consumers.

Susi Geiger (2006) in his study discusses the conceptual foundation for understanding night time shopping behaviour both from a sociological and a consumer research perspective. It also presents exploratory evidence from a study combining participation observation with a survey of 146 night time grocery shoppers in a large supermarket in the republic of Ireland. The results indicate that with a proliferation of unconventional lifestyles among modern consumers, night time supermarkets offer a service that is highly appreciated by parts of the Irish population. The study also shows that despite the prevalence of functional motivators for night time grocery shoppers, the hedonic and social aspects of this shopping behavior should be overlooked.

Robert Lloyd and Diana Jennings (1978) compared the shopping behavior of two groups of consumers in Columbia, South Carolina, that have similar environmental opportunities but differ economically and racially. The consumers’ cognitive ratings of stores on a number of attributes suggested that lower income consumers tended to select grocery stores that were closer to their homes, while the higher income consumers tended to select grocery stores that were near other stores they patronized, i.e., stores in shopping centers. A
model based on the cognitive information of the consumers accurately, but did not provide an accurate prediction of the shopping behavior of the higher income consumers. The shopping behavior of the higher income consumers could be accurately predicted when the racial composition of the stores’ clientele was taken into consideration. This suggested that some of the higher income consumers may choose not to shop at stores that are near their homes and otherwise attractive because of social pressure not to shop at “black” stores.

Kapil Bawa and Avijit Ghosh (1999) seek to provide an understanding of the factors that account for variations in shopping behavior across households. They present a model of shopping behavior that assumes that households seek to minimize the travel cost associated with shopping and the cost of holding goods in inventory. As in the classic EOQ model, observed shopping behavior reflects the manner in which households balance these costs while meeting their consumption needs. A number of propositions derived from the model are tested using data on shopping trips made by households over a one-year period. The results support the model and indicate that the relationship between household characteristics and shopping behavior can be fairly complex: for some households shopping may have a recreational aspect while for others it may compete directly with wage-earning activity.

Ruby Roy Dholakia (1999) analyzed key determinants of shopping behaviors and motivations. In this paper, the impact of changing social pressures on going shopping is examined among married households. Key constructs are sex and shopping context which determine shopping responsibility among household members. Based on a large scale survey that included statistically viable numbers of male as well as female respondents, the study finds a great deal of consensus regarding shopping responsibility among the sampled households. Although men are playing a significant role in shopping activities, particularly shopping for household groceries, shopping remains gendered activity but it is not pleasure less activity. We conclude that the supermarket is likely to be the retail setting where the changing roles will make the greatest impact.

Wilfred W. Recker and Lidia P. Kistyniuk (1978) analyzed factors influencing destination choice for the urban grocery shopping trip. Destination choice for the urban grocery shopping trip is hypothesized to be determined by three factors: the individual’s perception of the destination, the individual’s accessibility to the destination and the relative number of opportunities to exercise any particular choice. Results of multinomial logic model estimation support this hypothesis and provide useful information concerning the role of
urban form in this destination choice situation. It is determined that accessibility is the primary aspect influencing destination choice and that its effect is nonlinear.

Sunelle Jacobs, Daleen van der Merwe, Ene Lombard, Nadia Kruger\textsuperscript{56} (2010) conducted a study to identify the factors that influence consumers in their patronage of a particular store format and to categorize department and specialist food store consumers according to their preferences in store layout and product range in a South African context. Store-related factors such as store location, appearance and hygiene, service quality, convenience of trading hours, and consistency in store layout predominantly influenced participants in their patronage of a specific store format. Furthermore, product-related factors such as quality, price, product range and convenient packaging enhanced consumers’ store preference. Department store consumers were orientated towards one-stop shopping and time-saving strategies, while specialist food consumers were focused on food shopping and the trading hours of the store. Although similarities in participants’ preferences with regard to department and specialist food store were found, different preferences were found regarding the placement of specific items within the store.

Thomas Reutterer, Christoph Teller\textsuperscript{57} (2009) conducted a study to identify store format attributes that impact on store format choice when consumers conduct fill-in or major trips to buy groceries. By doing so, the authors take into consideration that consumers patronized by the type of shopping trip. The paper adopts the conceptual framework of random utility theory via application of a multinomial logic modeling framework. The analysis is based on a survey of 408 consumers representing households in a clearly defined central European retail area. The results reveal a considerable moderating effect of the shopping situation on the relationship between perceived store format attributes and store format choice. Consumers’ utilities are significantly higher for discount stores and hypermarkets when conducting major trips. To the contrary, supermarkets are preferred for fill-in trips in the focused retail market. Merchandise-related attributes of store formats have a higher impact on the utility formation regarding major-trips, whereas service and convenience-related attributes do so with regards to fill-in trips.

Richard A Briesch, Pradeep K Chintagunta, Edward J Fox\textsuperscript{58} (2009) investigated the impact of product assortments, along with convenience, process, and feature advertising, on consumers’ grocery store choice decisions. Extending recent research on store choice, they add assortments as a predictor, specify a general structure for heterogeneity, and estimate store choice and category needs models simultaneously. Using household-level market basket
data, the authors find that, in general, assortments are more important than retail prices in store choice decisions. Results indicate (1) that the number of brands offered in retail assortments has a positive effect on store choice for most households, while the number of stock keeping units per brand, sizes per brand, and proportion of stock keeping units that are unique to the store (a proxy for presence of private labels) have a negative effect on store choice for most households. (2) More heterogeneity in response to assortment than to either convenience or price. Therefore, optimal assortments depend on the particular preferences of a retailer’s shopper’s. Finally, the authors find a correlation in household-level responded to assortment and travel distance (r=.43), which suggests that the less important an assortment is to a consumer’s store choices, the more the consumer values convenience, and vice versa.

Yan Huang, Harmen Oppewal\textsuperscript{59} (2006) investigated how delivery charge and three other situational factors affect consumers’ grocery shopping channel choice. A survey was conducted among a convenience sample of 152 supermarket shoppers in South England. Each respondent was presented with two hypothetical grocery shopping scenarios characterized by four situational factors. Respondents were asked to indicate their preference for shopping online or in-store in each described situation. They also provided information about their last grocery shopping trip. The results show that all four situational factors affect consumers’ shopping channel preference. It was further established that, though of influence, delivery charges are not the most important factor. Fifteen minutes difference in travel time to the grocery store had a greater impact on the relative preference to shop online or in-store than a delivery fee of 5 pounds.

Raewyn Bassett, Brenda Beagan, Gwen E. Chapman\textsuperscript{60} (2008) investigated grocery list use in the lives of participant families in a study on decision making about food choices and eating practices. A total of 46 families from three ethno-cultural groups living in two regions in Canada participated in the study: in British Columbia, 12 Punjabi Canadian and 11 European Canadian families; in Nova Scotia, 13 African Canadian and ten European Canadian families. In each family, at least three individuals over the age of 13 years, one of whom was a woman between the ages of 25 and 55 years, were interviewed. Researchers participated in a meal and accompanied each family on a grocery trip. Most family members contributed to a grocery list. The shopper(s) in the family may take the written list with them, have the list in memory, use a combination of both memory and written list, or shop without a list. Finds the articulation of taken-for-granted, intersecting knowledge about family, household and grocery store, necessary to the compilation of a list, were largely unseen,
unrecognized, and undervalued. Studies on grocery lists have focused on who uses lists, how they are used, and what their use says about consumers. Occupation and income also appear to be strong predictors of store choice.

Art Thomas, Ron Garland (2004) Opined that the absence of grocery list and its effect on the purchase behavior activity in supermarkets. It confirms previous research into the differences between list and non-list grocery shoppers and suggests that far more planning occurs amongst all grocery shoppers than might be expected. The study reveals that some grocery shoppers, regardless of the presence or absence of a written shopping script. The authors suggest that supermarket retailing planners could act on this intelligence in such a way as to support shoppers’ pre-planning, and thereby protect or increase their share of custom.

Francis Piron (2002) opined that Asian husbands are challenging traditions and becoming more involved in grocery shopping. This study investigated the phenomenon in Singapore and reports that husbands’ involvement has evolved to influencing the decision-making process throughout. Wives are still the principal decision-makers. Marketing communicators would be wise to portray more husband-like figures in their messages to reflect husbands’ more active role in contemporary grocery purchasing.

Karine Picot-Coupey, Elodie Hure, Gerard Cliquet, Christine Petr. (2009) in their study explore consumers’ perceptions of hypermarket and cyber market formats for grocery shopping. The growth of e-commerce calls into question the viability of traditional retail formats. Information and Communication Technologies (ICT), especially the Internet, now play a major role in retailing. With the stagnation of the hypermarket format in France, developing ICT could be a way for grocery retail companies to reinitiate growth. Some questions arise concerning the consumers’ acceptance of these new technologies for food retailing. How does the consumer perceive the opportunities for the Internet and what associations do they hold for their favorite store? To what extent could consumers integrate ICT, especially the Internet, in their current or in future grocery shopping behaviors? Within this context, this paper focuses on the ‘consumer-store’ relationships. The research aims to explore consumers’ perceptions of hypermarket and cyber market formats for grocery shopping. The methodology is qualitative and based on 18 semi-structured interviews and on three focus groups of French consumers. Results show that the hypermarket format continues to appeal to French consumers while the cyber market format remains unclear. The two targets- ‘the organized’ and ‘the grumblers’ – are an exception to this trend.
Moyers and Mount\textsuperscript{64} (1973) suggest that income is superior to social class in the consumer store choice for a wide variety of home furnishings, appliances, and ready-to-wear product categories as well as some services.

Fry and Shaw\textsuperscript{65} (1974) in their study highlighted that sex may also be an important antecedent of store patronage, but its effects have not been fully examined. There is some evidence indicating that loyalty to banks may be higher among males than females.

A study by Schiffman, Dash and Dillon\textsuperscript{66} (1977) showed a relationship between the relative importance of various store features and shipping at different types of retail institutions for the same merchandise. Their findings indicated “that for audio equipment specialty store patrons, the expertise of the retail salesmen and the assortment of brands and models were critically important; the department store customer, on the other hand, was primarily concerned with convenience of store location and guarantee/warranty policies.

Bearden, Teel and Durand\textsuperscript{67} (1978) reported a study of the differences in demographics, psychographics and media usage of patrons versus non patrons of four different types of retail institutions (convenience stores, department stores, discount stores and fast food outlets). Several significant differences were found in the media usage patterns between patrons and non-patrons of the four different type of retail institutions.

Store patronage behavior is found to strongly influence retail performance Tang\textsuperscript{68} et. al., (2001). Store patronage is the outcome of a shopping experience that incorporates several elements such as low prices, product quality, assortment, convenience, entertainment and services, among others. All of these variables can affect consumer store patronage Arnold\textsuperscript{69} et. al., (1983).

Shopping orientations are related to general predisposition toward acts of shopping. They are conceptualized as a specific dimension of lifestyle and operationalized on the basis of activities, interests and opinion statements pertaining to acts of shopping Li\textsuperscript{70} et. al.,

Fox\textsuperscript{71} et al. (2004) examined the relationship of price to grocery shopping behavior and found that was less important in driving consumer spending than promotion and store assortment.

Sieder and Costley\textsuperscript{72} (1994), found price to be a major determinant of store choice in the grocery shopping context. They also reported that consumers had accurate perceptions of market pricing related to the store that they considered in their study.
According to Yavas\textsuperscript{73} (2003), price is an important driver in store choice among a battery of patronage motivations. Studies have also liked the pricing policies of an organization to consumer value perceptions and ultimate shopping intentions.

According to Schiffman and Kanuk\textsuperscript{74} (2007) retail store image have images of their own that serves to influence the perceived quality of products that carry and the decision of consumers as to where to shop. These images stem from their design and physical environment, their pricing strategies, and product assortment.

As stressed by Alba\textsuperscript{75} et al (1994), a study of retail store image based on comparative pricing strategies found that consumers tend to perceive stores that offer a small discount on a large number of items (i.e. frequency of price advantage) as having lower prices overall than competing stores that offer larger discounts on a smaller numbers of products (i.e. magnitude of price advantage). Thus, frequent advertising that presents larger numbers’ of price specials reinforces consumer beliefs about the competitiveness of a store’s prices. in the past, store displays were mainly used for promotional purposes. But as consumers became more sophisticated, retailers have discovered new roles for effectives display: communicating product information and store image, assisting consumers in making purchase decisions, and creating an exciting shopping environment.

Black\textsuperscript{76} (1984) identified three influencers of consumer patronage Consumer Characteristics (which impacts the store choice and the shopping patterns), Competitive Environment (as determined by the competing outlets in th trade area) and Store Characteristics (as defined by the specific retail mix elements).

According to Bellenger, Robertson and Greenberg\textsuperscript{77}, (1977), “The Store patronized is a result of both the relative importance of various motives and the shopper’s assessment of alternative stores with respect to the various factors used in making the selection.” This leads us to examine two aspects related to individual dispositions: one related to customer motives in shipping and the other related to information processing about the store related aspects.

Aaker and Jones\textsuperscript{78} (1971) apply a stochastic choice model- the linear learning model of Kuehn (1962) – to estimate store choice decisions of consumers in three separate product categories, i.e., paper, toothpaste and coffee. Using purchase histories covering a three-year period (1960-62) from the Chicago Tribune diary panel, the authors uncover significant store loyalties in the latter two product categories.

Using mail survey data collected from a panel of grocery shoppers at three time intervals (waves), Monore and Guiltinan\textsuperscript{79} (1975) estimate the influences of four sets of
variables on consumers’ store choice decisions: (1) general opinions and activities concerning shopping (bargain shopping, novelty seeking, sensitivity to store specials, brand name consciousness, price comparison shopping), (2) specific planning – using shopping list, coupons, newspaper ads – and budgeting strategies, (3) preferences for store attributes (i.e., advertising and pricing), and (4) perceptions of stores in terms of attributes.

Briesch, Chintagunta and Fox\(^\text{80}\) (2008) examined the effects of product assortments on consumers’ store choice decisions. They find that assortment variables are more important than prices in predicting consumers’ responsiveness to product assortments than to prices.

Tate\(^\text{81}\) (1961) found that (1) low-income families were more store loyal than high income families, (2) store loyal customers were no more likely to buy private label brands at their favorite store than disloyal customers, (3) store disloyal customers redeemed more deals than store loyal customers, and (4) customers bought commonly purchased staples at their primary store, but bought fill-in products at the secondary store.

Cunningham\(^\text{82}\) (1961) uncovered significant heterogeneity across households in terms of store loyalties. He found that (1) even for households that were not store loyal, grocery purchases were concentrated in just a few stores, (2) even households that predominantly shopped at one store divided their remaining shopping dollars among many stores, (3) households that spent more on grocery shopping were neither more nor less store loyal than other households, (4) households were more loyal to chain stores than to independent grocery stores, with some chains attracting much greater store loyalties than others, and (5) store loyal households were not necessarily brand loyal within product categories purchased at the store.

Stephenson\(^\text{83}\) (1969) identified the drivers of customers’ retail store patronage to be (1) physical store characteristics, (2) convenience of reaching the store, (3) merchandise selection, (4) store personnel, (5) prices charged by the store.

Arnold, Oum and Tigert\(^\text{84}\) (1983) studied the determinants of consumers’ store loyalties. Using survey data collected from six major markets in four countries, the authors found that consumers’ store loyalties were determined by the following store attributes (in decreasing order of importance): (1) locational convenience, (2) low prices, (3) fast checkout, (4) friendly and courteous service, (5) best weekly specials, and (6) shopping environment.

Rhee and Bell\(^\text{85}\) (2002) found that a consumer’s loyalty to their favorite store was determined by the store’s geographical proximity, as well as the consumer’s knowledge of the store’s assortment, layout ad prices. they also fund that when consumers switched away from their favorite store, they still bought from stores within the same format (suggesting
“format loyalty”), and that such transition probabilities were independent of consumer demographics.

Schapker’s\textsuperscript{86} (1966) study on store loyalty found that the percentage of supermarket shoppers patronizing one supermarket exclusively had steadily decreased from 41 percent in 1954 to 17 percent in 1965, while consumers’ frequency of shopping had steadily increased over the same period.

1.3.7. FAMILY PURCHASE DECISION MAKING

Traditionally the family has been the focus of most marketing efforts, and for many products or services. The household continue to be the relevant consuming unit. Marketers are interested in the number and kinds of households that buy and/ or own certain products. They also are interested in determining the demographic and media profiles of household decision makers (the person involved in the actual selection of the product) to develop appropriate marketing strategies. Marketers have discovered the benefits of targeting specific marital status group such as singles, divorced individuals, single parents, and dual income married couples. The relative influence of a husband and wife on a particular consumer decision depends on the product and service category. Understanding the influence of individual family members in different decisions in the purchase of different products is important from the perspective of an individual marketing decision making situation. However, the absence of any explicit theory or systematic body of empirical findings in marketing literature seriously limits generalizations regarding marital roles in family consumption decisions.

Kamhon Kan and Tsu-Tan Fu\textsuperscript{87} (1997) analyzed the Housewives Grocery shopping behavior in Taiwan. The study was conducted to investigate Taiwanese married women’s grocery shopping behavior in relation to their labor force participation status. In this study focus was limited to their shopping frequency which was meant to be a proxy for an input to household production, i.e., food at home. The result showed that the labor force participation status does have a great impact on time allocation behavior.

Charles M. Schanninger and Chris T.Allen\textsuperscript{88} (1981) analyzed the effect of wife’s occupational status on their buying behavior. The study concludes that wife’s occupational status is likely to capture the effects of a number of underlying forces that influence lifestyle and consumption patterns. Significant differences across wife’s occupational status groups
were found for food, beverage and alcohol consumption make up usage, clothing purchases, shopping behavior and deal proneness, media usage, and major appliance ownership.

Carolyn Setlow\textsuperscript{89} (1998) in her study, attempted to find out which member of the household is more receptive to different product categories. Despite the preponderance of dual-working parents, Roper reports show that for home- and child-related purchases, more than half of married mothers consider themselves the primary decision-makers for kitchen, the cupboard and the children.

Marilyn Lavin\textsuperscript{90} (2006) investigated whether employment outside the home contributes to the feelings of time pressure experienced by working wives and their husbands. The study then examines, for both spouses, whether or not feelings of greater time pressure are associated with mail/phone order preferences. Data gathered from 197 married persons residing in 34 states and District of Columbia suggest that wives’ employment outside the home is related to both spouses’ feelings of time pressure. For neither spouse are feelings of greater time pressure linked with preference for non-store shopping alternatives.

J. Duncan Herington & Louis M Capella\textsuperscript{91} (1995) conducted a study to find out the effects of time pressure on consumer supermarket shopping behavior. Unique to the study are the use of measures of both actual and relative shopping time and purchase amount, and measures of self-reported perceived time pressure. Measures of relative shopping time and purchase amount potentially provide more accurate methods for measuring time pressure effects in certain shopping situations while the use of self-reported time pressure makes the results applicable to a wider variety of consumers. Results indicate that time-pressured shoppers do not necessarily spend any more or less time or money in supermarkets instead, supermarket shoppers tend to spend less time making any given purchase and more money in the time available to them. The study provides several suggestions for improving future research of time pressure effects as well as several possible retail strategies for dealing with the time-harried consumer.

S.V.Pathak and Aditya P.Tripathi\textsuperscript{92} analyzed the factors that affect the buyer’s decision among the modern retail formats and evaluated the comparative strength of these factors in buying decision of buyers. The study was conducted in Delhi and NCR. It specifically focused on customer shopping behavior in Indian scenario among the modern retail formats. The results show that upgraded kirana stores are growing at the same rate as organized retailers. It is also observed that in the changing retail environment, understanding the psyche of a customer is critical for success in retailing. Indian customers have become
more sensitive to quality, customer service and status. Customers are ready to pay any price provided their needs are satisfied. They are basically looking for an experience which is more of cognitive than physical.

Putnam and Davidson\textsuperscript{93} (1987) replicated the Davis and Rigaux\textsuperscript{94} (1974) study and found significant changes occurring in the household. Household decisions to purchase automobiles, televisions, and financial planning shifted from husband dominated products to joint decisions. Final decisions to purchase stereos, financial planning, automobiles, carpet and living room furniture were all jointly made. Further, they observed that couples demonstrated increasing role specialization (or more joint decision making) as the couple moved from information search to final decision for all product categories.

Mohan\textsuperscript{95} (1995) examined the influence of marital roles in family decision making in the United kingdom and found that husbands had greater influence in the purchase of automobiles, television and lawn movers. In contrast wives were not influential in the selection of clothing and major appliances (washing machine). Joint decision making was present only for the selection of a mortgage.

The comparative resource theory suggests that when wives work in the society and have their own income, they will obtain power and control in the families. Under this situation, they should have more say in the family purchase decision making Blood and Wolfe\textsuperscript{96}, (1960). According to Green and Cunningham\textsuperscript{97} (1975), working wives are more likely to take an active role in family purchase decision making. They conclude that the influence of husband is significant, thus the household decisions are greatly influenced by the husband. Skimmer and Dusbinsky\textsuperscript{98} (1984) conclude that wives employment status and husbands education level are two most important variables that discriminate family purchase decision making responsibility.

Lee and Beatty\textsuperscript{99} (2002) conclude that wives occupational status has a significant influence on the father, mother and the elder child the family.

1.3.8. QUALITY DIMENSIONS OF RETAIL MARKETING SERVICES

The retail environment today is changing more rapidly than ever before Dabholkhar\textsuperscript{100} (1996). It is characterized by intensifying competition from both domestic and foreign companies, a spate of mergers and acquisitions and more sophisticated and demanding customers who have great expectations related to their consumption experiences Sellers\textsuperscript{101}(1990), Smith\textsuperscript{102}(1989). Consequently retailers today must differentiate themselves
by meeting the needs of their customers better than their competitors. There is general agreement that a basic retailing strategy for creating competitive advantage is the delivery of high service quality Berry\(^{103}\)(1986); Hummel and Savitt\(^{104}\)(1988); Reichheld and Sasser\(^ {105}\)(1990).

Since services are intangible, heterogeneous, and inseparable, it is difficult to measure service quality objectively. Over the years, many researchers have proposed and evaluated alternative service quality. Among these models, SERVOQUAL Parasuraman, Zeithmal and Berry\(^{106}\)(1985) is the most prominent and the most widely used. The authors of this model proposed that the consumer’s opinion of quality is formed by an internal comparison of performance with expectations of what the service firm should provide. Through in depth interviews and focus group discussions with firms in four different service industries, Parasuraman, Zeithmal and Berry (1985) identified five determinants of service quality which include tangibles, reliability, responsiveness, assurance, and empathy.

The SERVOQUAL scale has been widely used to measure service quality in different service contexts, such as professional services Freeman and Dart\(^{107}\)(1993), health care Lam\(^{108}\)(1997), tourism Tribe and Snaith\(^{109}\)(1988), business school Pariseau and McDaniel\(^ {110}\)(1997) and information systems Kettinger and Lee\(^ {111}\)(1994). It has also been widely tested for its validity and reliability Babakus and Boller\(^{112}\)(1992); Bolton and Drew\(^{113}\)(1991); Cronin and Taylor\(^ {114}\)(1992 and\(^{115}\)1994). In spite of the fact that some of these studies failed to support the five-dimensional factor structures, Parasuraman, Berry and Zeithmal\(^ {116}\)(1993) defended the five-factor structure of service quality on conceptual and practical grounds.

Although the SERVOQUAL instrument has been applied in the study of service quality for many different types of services, it has been the subject of a number of criticisms. For example, Reeves and Bednar\(^{117}\)(1994) considered the strengths and weaknesses of SERVOQUAL and related instruments. The issue of SERVOQUAL is how nest to conceptualize and operationalize service quality is still a subject of heated debate Cronin and Taylor\(^ {118}\)(1994); Parasuraman, Zeithmal and Berry\(^ {119}\)(1994). However, it is generally agreed that service quality is a multi-dimensional or multi-attribute construct Cronin and Taylor\(^ {120}\)(1992); Parasuraman, Zeithmal and Berry\(^ {121}\) (1988).

The generalizability of SERVOQUAL in different service industries has also been questioned. Babakus and Boller\(^ {122}\)(1992) used the SERVOQUAL scale to measure service quality in an electric and gas utility company. They found that the proposed five-factor
structure of SERVOQUAL is problematic and doubted the suitability of the SERVOQUAL scale for measuring quality across a wide range of services. The applicability of SERVOQUAL across different cultures is also an issue as SERVOQUAL was developed in a Western environment and, due to cultural differences; it is likely that cultural factors will influence its applicability. Donthu and Yoo (1998) studied the effect of the cultural orientation of consumers on their service quality expectations. Based on Hofstede’s dimensions of culture, they hypothesized and tested the influence of culture on consumer service quality expectations and found that consumers varied in both their overall expectations with regard to service quality and their expectations of each of the service quality dimensions as a result of cultural orientation.

Mattila (1999) also examined the impact of culture but on customer evaluations of complex services. She evaluated the trade-offs that Western and Asian customers were willing to make between personalized service and pleasant physical environment in the context of luxury hotels. She found that customers with a Western cultural background might be more likely to rely on tangible cues than their Asian counterparts and that the hedonic dimension of the consumption experience might be more important for Western consumers than for Asians.

An interesting feature of the empirical studies which have analysed SERVOQUAL is the wide variety of empirical factor structures obtained. These factor structures vary primarily in the number of interpretable factors which consistently differed from the five-factor structure reported by Parasuraman, Zeithmal and Berry (1988) and Parasuraman, Berry and Zeithmal (1991). Cronin and Taylor (1992), for instance, argued that SERVOQUAL is uni-dimensional while Babakus and Boller (1992) reported a two-factor structure. A three-factor solution was reported by Schneider, Wheeler and Cox (1992) and Cliff and Ryan (1994). Bresinger and Lambert (1990) reported a four-factor solution. Six to eight empirical factors were reported by Carman (1990). Lately, even the developers of the scale have produced evidence confirming the doubts expressed about the five-dimension configuration Parasuraman, Zeithmal and Berry (1994).

The considerable variation in empirical factor structures reported in the literature hampers our understanding of service quality and casts doubts over the use of the SERVOQUAL instrument in future research. It also shows that a considerable amount of research still needs to be done concerning the dimensionality of service quality in general and
SERVOQUAL in particular, as called for by its developers Parasuraman, Zeithmal and Berry\textsuperscript{134} (1994).

Dabholkar, Thorpe and Rentz\textsuperscript{135} (1996) proposed an instrument based on SERVOQUAL which measures service quality in a retailing environment. This instrument also captures, apart from the common dimensions, that are likely be shared by pure service environments, additional dimensions of retail service quality relevant to the retail environment. However, very few studies have utilized the instrument for evaluating service quality of retail stores. Like SERVOQUAL, the reliability and validity of this instrument could also be questioned. Only one study by Boshoff (1997) was found which evaluated the reliability and validity of the instrument in South African retail environment. Although the study found the instrument to be valid and reliable for measuring retail service quality in South Africa, its applicability in India must be investigated through a formal research.

1.3.9. ONLINE SHOPPING

Online shopping behaviour (in other words “Internet shopping/buying behaviour”) refers to the process of purchasing products or services over the internet. In the typical online shopping process, when a need for some merchandise or service is recognized by potential customers, search process for need-related information on the internet starts. However, potential consumers mostly are attracted by information about products or services associated with the felt need instead of searching actively. They then assess alternatives and choose the most suitable one fitting their criteria for meeting the felt need. Lastly, a transaction is processed and post-sales services provided. “Online shopping attitude refers to consumers’ psychological state in terms of making purchases on the Internet.” Li & Zhang\textsuperscript{136}, (2002) P.508

Several studies have discussed the relationship between consumer lifestyles and online purchasing Swaminathan\textsuperscript{137} et al. (1999). Recently Bhatnagar\textsuperscript{138} et al. (2000) are probably among the first to apply the valence framework to an online shopping purchasing model. In their model, the consumers’ channel choice decision depends on a consumer’s convenience and risk perception. Clearly individual characteristics such as a consumer’s lifestyle need to be emphasized as key determinants of purchasing decisions Bellman\textsuperscript{139} et al. (1999).
People who have never shopped from internet and those who always buy from internet depends on how big their purchase is. Electronic commerce is now one of the essential characteristics in the Internet era. According to UCLA Center for Communication Policy (2001), online shopping has become the third most popular Internet activity, immediately following electronic mail using/instant messaging and web browsing Li&Zhang (2002). Despite this popularity, Philippe Suchet, CEO of customer solution provider of Kefta, points out a drawback by saying “A key problem I see is one-size-fits-all, mass market Web sites where the home page or landing page is the same for everybody” (as cited in Cherkassky (2005). Therefore, online buying attitudes and behavior is important to specialize online sales strategy for customers and dispose this problem.

Yan Huang and Harmen Oppewal in their study explored the factors inhibiting consumers from shopping for groceries online. A conceptual model incorporating four situational factors (purpose of the trip, time available for shopping, delivery charges and travel time to physical store) was developed and hypotheses were empirically tested using a sample of UK shoppers. Results from the study highlight the choice analysis that indicates all four factors affect consumers’ shopping channel preference, but that travel time to the physical store has a greater impact than the delivery charge.

Sendy Farag, Kevin J. Krizek and Martin Dijst (2006) analyzed the determine of online buying and their relationship with in-store shopping, using empirical data obtained from Minneapolis, USA, and Utrecht, the Netherlands. The results indicate that online buying is affected by socio-demographics and spatial characteristics of people, their Internet experience, and their attitudes towards in-store shopping. Respondents from the United States who prefer to see products in person are less likely to buy online. However, Dutch respondents are more likely to buy online as travel time to shops is shorter. At first sight, this counterintuitive result might be related to an urban, innovative lifestyle that supports e-shopping. A more detailed analysis of Dutch online buyers reveals that they make more shopping trips than non-online buyers and have a shorter shopping duration. The results indicate that the relationship between online buying and in-store shopping is not one of substitution but of complementarity.

Anu Raijas and Virpi Kristiina Tuunainen (2001) conducted a comparative study between the users and non-users of electronic grocery store among dual career families in Finland. When comparing the users and the non-users of EGSs it was found that in addition to the evidently important size of the household, the critical issues are threefold, and related
to: (a) the primary reason to choose an electronic channel over a traditional one; (b) consumer preferences between lower price-level and (c) better service; and information needs of the customers.

Michelle A. Morganosky and Brenda J. Cude (2000) assessed consumer response to and demand for online food retail channels. In the study, data were collected from 243 US consumers who currently buy their groceries online. The majority of online users was younger than 55 years of age, female, and reported annual incomes of $70,000 or more. Over 70 percent reported convenience and saving time as their primary reasons for buying groceries online but 15 percent cited physical or constraint issues that made it difficult for them to shop at grocery stores. Of the respondents, 19 percent bought all of their groceries online.

Tonita Perea Monsuwe, Bebedict G.C. Dellaert and KO de Ruyter (2004) developed a framework and studied the influences, perception and attitudes of online shoppers. The framework used the constructs of the Technology Acceptance Model (TAM) as a basis, the results of the study indicate that attitudes toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

George Admides, Giannakopoulou Marianthi and Savvas Savvudes (2006) in their study investigated the perception and attitude of consumers towards Traditional Vs Online grocery shopping in Cyprus. A survey that utilized a self-administered questionnaire for collecting data from respondents was conducted at the capital of Cyprus, Nicosia. During the study it was inferred that Cypriot consumers are not ready yet to accept e-grocery shopping as an alternative to traditional grocery shopping. Based on the findings of this survey, “the good quality of the products offered” and “a money back guarantee” can be decided upon by the e-grocers as it seems to be the better risk relievers. In addition, “the competitive prices of the products” may consist of highly effective incentives to increase the number of online shoppers.

Muriel Wilsin-Jeanselme, Jonathan Reynolds (2006) analysed the online preference structures of consumers. Novel choice-based conjoint experiments were used and administered online. A selected group of high net worth online grocery shoppers was examined. Both qualitative and quantitative procedures were used to determine the most frequently cited attributes affecting online patronage. Whilst there was no single attribute on
which a retailer could develop a competitive edge, a significant market advantage can be gained by being simultaneously “best in class” on the top four attributes. This research approach has significant practical application to a wide range of strategic marketing questions. These findings give focus to the management task facing marketing executives in the UK multichannel grocery market.

Torben Hansen\textsuperscript{149} (2006) developed and empirically tested a model for understanding what factors determine repeat buying behaviour of already experienced online grocery consumers. Data was collected from 198 consumers who currently buy groceries via the Internet. The results suggest that consumer’s attitude towards online grocery buying is positively affected by perceived offline physical effort and negatively affected by offline shopping enjoyment. Multi group analysis shows that the strength of these relations differed across several consumer characteristics. Also, it was found that a perceived high Internet grocery risk does not form an action barrier for consumers who already have a positive attitude towards online grocery buying. The results also indicate that consumers hesitate from repeat online buying if they are faced with high online complexity.

The literature available cover the areas of consumers’ attitude and perception, retail marketing services, retail pricing, retail brand, promotion, retail shopping behavior and store choice, family purchase decision making, quality dimensions and online shopping. The literature on retail marketing services are limited; most of the studies are isolated, fragmentary and do not cover the various dimensions of consumers’ awareness on retail marketing, attitude towards retail marketing services, marketing strategies on services in retailing, factors influencing on services in retailing, and quality in services in retailing. The present study is conducted in a holistic manner covering its research gap.

1.4. SIGNIFICANCE OF THE STUDY

Retail Marketing Services are the main factors behind the growth, strength and effectiveness of a retail sector. While a great deal has been written on the retail sector, hardly any attention is focused on the services aspect. The success or failure of a retail store also depends on the attitude of the consumers who satisfied themselves with the services provided by the retailers. It is needless to say that there is an imperative necessity of having complement customers who can sow the seeds of sound volume of business and offer regular income besides selling goods. As such this study, intends to present a closer and systematic analysis of retail marketing services. Hence, the present study is an attempt to discuss the
attitudes of the consumers, their awareness, the factors influencing the consumers on the retail marketing services, their perceptions on quality dimensions, and marketing strategies. Although the present study is limited to one particular issue and region, that is the value added services provided by the retailers in Chennai district, its generalizations and conclusions can very well be applied to all the retail stores and regions. Further, this kind of study provides a scope to the retail marketing services to have a fair idea of the strength and weakness of various retail stores. Further this study becomes an additional literature for further study.

1.5. OBJECTIVES

In tune with the issues already mentioned, the researcher has framed the following objectives;

1. Assessing the respondents’ attitude on the retail marketing services.
2. Identifying the factors that influence the perception of the consumers on retail marketing services.
3. Analyzing the quality dimensions of the retail marketing services.
4. Ascertaining the marketing strategies of retail marketing in the context of consumers’ perception.
5. Offering suggestions and recommendations to tune up the quality of the services of the retail stores.

1.6. LIMITATIONS OF THE STUDY

The present study is limited to one particular issue in retail sector namely retail marketing services in Chennai district. There are lot of constrains faced while data are being collected from the respondents. At the stage of interview, the response is received simultaneously from respondents as well as non-respondents. This limits the scholar a lot to collect data in time.

1.7. OPERATIONAL DEFINITIONS

i. Retail

Retail is a kind of activity of sale or service to the final consumers.
ii. Retail Marketing
Retail marketing is the range of activities undertaken by an organized retailer to promote awareness and sales of the company’s products or services to the ultimate consumers.

iii. Retail Marketing Services
A variety of services such as assorted products, door delivery, information about the new products, parking, interior and exterior works, trial rooms, and the like provided by an organized retailer to their ultimate customers as part of their positioning strategy is retail marketing services.

iv. Consumer
A person who buys goods or services for consuming and not for resale or for production of other goods for resale is consumer.

v. Marketing Strategies
Marketing strategies is a process that allows an organization to concentrate its resources on the optional opportunities with the goals of increasing sales and achieving a sustainable competitive advantage.

1.8. METHODOLOGY
Methodology includes sample design, procedure for collection of data, method of analysis and tools of analysis of the study.

1.8.1. SAMPLE DESIGN
In Chennai district, there are 246 organized retail outlets existing among which a sample of 65 organized retail outlets are chosen at random. Further the information about customers who are the ultimate consumers, are collected from the records maintained by the chosen retail outlets in Chennai district. In each of chosen organized retail outlets, samples of 10 customers are identified at random, and finally it comes to 650 customers as sample for this study.
1.8.2. COLLECTION OF DATA

The present study is based on both primary and secondary data. The primary data are collected with the help of interview schedule prepared based on the objectives listed in this regard. This schedule includes information regarding, retail marketing services, level of customers’ attitude and awareness, their influencing factors, their perception on quality dimensions, marketing strategies and problems in retail marketing services. The schedule were pre-tested and then finalized. The field work for primary data collection was conducted by the researcher from December 2013 to May 2014.

The secondary data are collected from books, journals, magazines, periodicals, newspapers and the like kept in the libraries of IFMR (Institute of Finance and Management Research) Chennai, IIT Madras Central Library, MIDS (Madras Institute for Development Studies), CDS (Centre for Development Studies) Trivandrum, Bharathiyar University, Coimbatore, University of Madras, Chennai and Madurai Kamaraj University, Madurai.

1.8.3. METHOD OF ANALYSIS

After the completion of the data collection, the filled-up interview schedules were edited properly to make them ready for coding. The data was entered in the Excel Sheet. With the help of SPSS (Statistical Package for Social Studies), Version 17, classification tables were prepared and they were subjected to analysis.

1.8.4. TOOLS FOR ANALYSIS

In order to analyze the objectives of the present study, the following tools of analysis were used.

The consumers’ attitude towards retail marketing services, quality dimensions, marketing strategies, and problems in retail marketing services were classified into three categories like wise high level attitude, medium level attitude and low level attitude. For this, Arithmetic Mean of weighted scores and its Standard Deviation were used and the categories were identified.

In order to find out the significance of relationship in perceiving the attitude of the consumers by the various groups, Co-efficient of Concordance was used. With the help of t-test, it was clearly found the significance of difference in perceiving the attitude of the consumers by two groups. To find the significance of difference in perceiving the attitude of the consumers by more than two groups ANOVA test was used. In order to find the
association and the levels of attitude of consumers’ with the various groups, Chi-square test was used. With the help of Friedman test, the consumers’ most preferable service was identified.

1.8.5. RELIABILITY AND VALIDITY TEST

Before conducting the final study, the researcher has planned to conduct the pilot study as mentioned above among 50 respondent customers across Chennai District. The absolute aim of conducting the pilot study is to record the views of the respondent customers and the deficiencies in the interview schedule of the study that are to be rectified. This pilot study had helped to check whether the questions were clear and understandable, and to eliminate any ambiguity or lack of clarity in the question wording. The interview schedule was pretested before they were use in the main study. There were totally 60 interview schedule distributed and 50 respondents duly filled in their making the rate of return at roughly 83% of response. The sample size was a mix of housewives, husbands, professionals, non-professionals, educated, un-educated and the like. On the basis of the filled in interview schedule the interview schedule was redrafted in its present form.

The reliability of the pilot study response was made using the Cronbach Alpha Method, which gave an average reliability output of 70%. This is indicative that the reliability of the responses is considered adequate for the purpose of the study.

1.9. CHAPTER SCHEME

The study is divided into seven chapters. The first chapter presents the introduction, states the problem, reviews the available literature, details the scope of the study, its objectives, limitations, operational definition of concepts, sample design, collection of data, method of analysis and tools of analysis. The second chapter presents a theoretical approach to the retail marketing services. In this chapter the historical background of the services in retailing, growth of retailing, strategies on services in retailing, quality dimensions of retail marketing services, and factors influencing on services in retailing are studied.

The third chapter portrays the services in retailing as perceived by the consumers. In the fourth chapter strategies on services in retailing are identified. While the fifth chapter includes an analysis of quality on services in retailing, the sixth chapter depicts the factors that influence the services in retailing. The last chapter sums up the key findings of the study. At the end of this chapter certain suggestions are given.
REFERENCES


36. Enis et al., *op. cit.*, p. 45.

37. Reynold D. Fred et al., *op. cit.*, p. 4.


120. A. Parasuraman et al., *op. cit.*, pp. 120-24.
126. A. Parasuraman et al., *op. cit.*, pp. 16-17.


