CHAPTER II

REVIEW OF PREVIOUS STUDIES
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2.1. Introduction

2.2. Studies on Retail Sector at Global Level

2.3. Studies on Retail Sector in India

2.4. Research Gap
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2.1. Introduction

Organised Retail market is in its nascent stage in India, and not many studies have been conducted in this area. Few researches have been done on Retail sector. Since billions of money is flowing into this sector several studies are to be conducted on Retail sector particularly on supermarkets. In this chapter an attempt is being made to explore various past researches both at global level and at Indian level and to find the research gap. This chapter has been divided into two sections, the first section deals with the research deliberations at the global level and the rest deals with the research attempts in India.

2.2. Studies on Retail Sector at Global Level

Niren Sirohi et al. (1998) studied the store loyalty intentions of current customers for a multi-store grocery Retailer. The researchers found that service quality is by far the most critical determinant of merchandise quality perception. Perceived value for money depends on perceived relative price and sales promotion perceptions and to a lesser extent on service quality and merchandise quality perceptions. Store loyalty intentions, measured by intent to continue shopping, intent to increase purchases and intent to recommend the store, depend on service quality and merchandise quality perception.¹

Susan M. Broniarczyk et al. (1998) analysed the consumers’ perception on efficient assortment of Stock in grocery Retail stores. In their study they deduced that Retailers hesitant to adopt Efficient Assortment of stock on the notion that reducing the number of stock keeping units will lower consumer assortment perception which ultimately reduce the likelihood of more consumer shopping activities.2

Keith E. Thompson et al. (1998) explored the link between perceived store image and the personal values which underlie behavioural choices in fashion retailing. The study illustrated that ‘enjoyment and happiness’ and ‘quality of life’ were found to be the terminal values most sought by consumers in association with store image.3

Leigh Sparks (2002) made a paper on the problems of international price comparison with the prices in Britain Supermarkets and the perception of consumers on the price of comparison. He concluded that the comparison of international prices with the prices in British Supermarkets, are misleading as they are unscientific. Consumers perceive that the variations in prices at the time of international price comparison are due to valuation of the Pound Sterling.4

Phil Lempert (2002) emphasized the importance of understanding shoppers. He hinted the way for understanding shoppers' behaviour relevant to the business. He suggested some ideas and tools for understanding shoppers.\(^5\)

Martin Pesendorfer (2002) examined temporary price reductions, or sales, on ketchup products in supermarkets in Springfield, Missouri, between 1986 and 1988. The researcher found that demand at low price levels depends on past prices, suggesting inter-temporal effects in demand. The estimates indicated that demand increases in the time elapsed since the last sale.\(^6\)

Andrew G. Parsons (2003) studied on the common promotional activities employed by shopping malls. He found that there were clear distinctions between sales drivers and visit drivers. Traditional promotions were shown to be poor performers in generating response, whilst school/community displays appear to be encouraging non-customer visits. A combination of general entertainment and price-based promotions are found to be a strong alternative way to encourage visits and spending.\(^7\)

Tamira King et al. (2003) made a study on deshopping behaviour and shoppers' perception on deshopping. Their research

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states that the experiential and symbolic aspect of consumption plays a role in the deshopping behaviour. Deshoppers blame their behaviour on their social and economic needs. There are also some deshoppers who demonstrate traits of compulsive and addictive consumption.\textsuperscript{8}

Doreen Chze Lin Thang et al. (2003) focussed on consumer perception of the attributes of store image which affects their preference for the stores. They identified that the shop attributes such as merchandising, accessibility, reputation, in-store service and atmosphere of the stores significantly influence consumer preference.\textsuperscript{9}

Abdelmajid Amine et al. (2003) in their attempt on the identification of efficient shop commodity assortment revealed that consumers’ perceptions of the assortment range stems from the combination of few indicators, mainly the number of stock-keeping units proposed and the availability of the favourite brands.\textsuperscript{10}

Edward J. Fox et al. (2004) presented an empirical study of household shopping and packaged goods spending across Retail formats such as grocery stores, mass merchandisers and drug stores. The researchers found that consumer expenditures responded more to


varying levels of assortment (in particular at grocery stores) and promotion than price. They also found that households who shop more at mass merchandisers also shop more in all other formats, suggesting that visits to mass merchandisers do not substitute for trips to the grocery store.¹¹

David W. Wallacea et al. (2004) investigated customer Retailer loyalty in the context of multiple channel retailing strategies. Results showed that multiple channel Retail strategies enhance the portfolio of service outputs provided to the customer, thus enhancing customer satisfaction and ultimately customer Retailer loyalty. The findings suggested that multiple channel retailing can be a useful strategy for building customer Retailer loyalty.¹²

David Fitch (2004) in his study on the analysis of buyer perceptions on proximity to food stores found that access to food stores is a serious issue across Scotland and significant percentage of Scots households feel that they do not have convenient access to food stores.¹³

Malcolm Kirkup et al. (2004) examined on the local consumer choice on Retail stores in suburban neighbourhoods. In their study

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they elaborated the consumer experiences, perceptions and attitudes towards grocery shopping choices. The study was focussed on the consumers in northern suburbs of Portsmouth of England. They found that consumers are dissatisfied with the quality of the small local store and there was a considerable difference between Retail provision and consumers’ perceived choice.14

Mario J. Miranda et al. (2005) attempted to identify the factors that influence shoppers' satisfaction with their “primary” grocery store, and those that encourage them to continue patronising it. The results of the study show that shoppers' overall satisfaction over a store does not significantly influence on continued patronage. And shoppers’ intention to remain loyal to their “primary store” was in fact influenced by several other reasons such as frequently-buyer reward schemes, travel distance, preference for an in-store delicatessen, size of the average grocery bill, store signage and the level of sale assistance.15

David J. Burns et al. (2006) examined the relative roles played by cognition and emotion in the development of customer satisfaction in a Retail setting. In their study both cognitive evaluation and emotional reaction were found to explain the level of satisfaction


experienced in a Retail setting. As opposed to a service setting, however, cognitive evaluation was found to be more important than emotional reaction in explaining customer satisfaction.\textsuperscript{16}

Aisalkyn Botoeva (2006) explored the contentious discourses surrounding supermarkets. In this attempt the researcher concluded that shoppers are proud of having such modern supermarkets and appreciate the "civilizing mission" of supermarkets. On the other hand shoppers in Russia were of the opinion that supermarkets turned out to symbolize social inequality, and demonstrate to the wide poor public that they are separated out from more affluent citizens through their shopping experiences.\textsuperscript{17}

Jayoung Choi et al. (2006) examined shopping orientation, information search, and demographics of multi-channel customers in comparison to traditional single-channel customers. They concluded that shopping orientation, information search and demographics differentiated shopper groups such as single-channel off-line users, single-channel on-line users, multi-channel off-line users, and multi-channel on-line users.\textsuperscript{18}


Klaus G. Grunert et al. (2006) investigated impact of three dimensions of Retailer brand architecture, i.e., Retailer brands, their quality and visibility, on consumer intention to shop at stores. They revealed that consumers prefer shops with lower price levels, with dominantly manufacturer brands, with quality of Retailer brands at the same level as manufacturer brands, and with good visibility of Retailer brands.\textsuperscript{19}

George Baltas et al. (2007) addressed the store brand research and his research is concerned with individual characteristics that explain heterogeneous preferences for store brands. He identified that specific consumer characteristics are associated with interpersonal differences in store brand demand.\textsuperscript{20}

Chiu-chi Angela Chang et al. (2007) investigated the consumer and product category attributes which affect consumer interest in using various shopping aids. This study demonstrated that the prevalence of Retail shopping aids, both low and high-tech, Retailers can take full advantage of their capabilities for enhancing the customer experience and purchase conversion.\textsuperscript{21}

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Elena S. Millan et al. (2007) examined the shopping motives and behaviour in shopping centres in Hungary. They found that the consumers tend to approach shopping as work, despite the rapid development of the Retail industry in the country.\textsuperscript{22}

Rita Martenson (2007) studied the impact of the corporate store image on customer satisfaction and store loyalty in grocery retailing. She identified that the most important factor for customer satisfaction is the store as a brand. Customers are satisfied when the store is neat and pleasant and when they feel that the store understands their needs. Only certain customer segments are interested in store brands. Satisfied customers are loyal.\textsuperscript{23}

Valter A. Vieira et al. (2007) explored the variables that discriminate loyalty groups in the supermarket. In this research pursuit the researchers deduced that affective commitment towards the supermarket, satisfaction over the supermarket service and its environment and value provided by the supermarket experience appear to be important constructs in the loyalty context for the supermarkets.\textsuperscript{24}

Nguyen Dang Duy Nhat et al. (2007) attempted to identify the components of Retail service quality in Vietnamese supermarkets.


This study has demonstrated that Service Personnel, Policy and Physical Aspects of supermarkets are the key factors impacting customer’s perception of service quality.\textsuperscript{25}

Jason M. Carpenter (2008) attempted to provide an updated, general understanding of supercenter shopping behaviour in the USA and in that attempt the researcher identified that patronage motives of demographic groups were the drivers of supercenter shopping behaviour.\textsuperscript{26}

Myron Gable et al. (2008) studied the benefits offered to customers and activities taken by Retailers. Providing financial incentives to selected customers, sending thank you notes to customers and identifying customer preferences and recording them to guide future actions were the most used benefits or activities of Retailers.\textsuperscript{27}

Anne-Sophie Binninger (2008) explored the role of Retail brands in building consumer loyalty. The results showed that the increase in Retail brand satisfaction and loyalty influences store loyalty, and that attitude toward Retail brand products has a moderating effect on the relationships between Retail brand satisfaction and loyalty.\textsuperscript{28}


\textsuperscript{26} Jason M. Carpenter, (2008), "Demographics and patronage motives of supercenter shoppers in the United States", International Journal of Retail & Distribution Management, Vol. 36, No. 1, pp. 5-16.


Marguerite Moore et al. (2008) explored the US consumers' perceptions of the level of fun associated with non-price Retail promotions and to predict likelihood of participation among demographic groups. The researchers identified some demographic groups who perceived high levels of fun associated with non-price Retail promotions.29

Seung-Eun Lee et al. (2008) attempted to identify factors that influence small-town consumers' satisfaction with local independent Retailers. The researchers identified that most strategies performed by small-town independent Retailers did not meet their local consumers' expectations and most of the consumers were willing to support their local independent Retailers.30

Mark D. Uncles et al. (2008) studied the patterns of patronage across various store types including hypermarkets, supermarkets, grocery stores and free or wet markets in urban China. Analysis showed that there are definite patterns of store-type patronage in urban China.31

Anne Findlay et al. (2008) investigated store-switching behaviours for main food-shopping consequent on a change in

operator for a major superstore. They found that the aggregate
switching rate was higher consequent on the store operator
changeover.\textsuperscript{32}

Kerrie Bridson et al. (2008) assessed the relationship between
loyalty programmes and customer loyalty towards a store. The results
suggested that loyalty programme as a summary construct, explains a
significant proportion of the variance in store satisfaction and store
loyalty.\textsuperscript{33}

Yan Lu et al. (2008) examined the grey consumers' perceived
service quality at department stores and the relationship between
perceived service quality, their satisfaction and loyalty to those stores.
The researchers identified three service quality dimensions. Among
three service quality dimensions, personal interaction was the
strongest predictor and was identified as the most significant factor
for promoting positive word of mouth and store image for repeat
purchase intention.\textsuperscript{34}

Nancy M. Puccinelli et al. (2009) overviewed the consumer
behaviour literature and suggested that specific elements of consumer
behaviour-goals, schema, information processing, memory,

\textsuperscript{32} Anne Findlay, Leigh Sparks, (2008), "\textbf{Switched}: store-switching
behaviours", \textit{International Journal of Retail \& Distribution Management},
Vol. 36, No. 5, pp. 375-86.

\textsuperscript{33} Kerrie Bridson, Jody Evans, Melissa Hickman, (2008), "\textit{Assessing the
relationship between loyalty program attributes, store satisfaction
and store loyalty}", \textit{Journal of Retailing and Consumer Services}, Vol. 15,
No. 5, pp. 364-74.

\textsuperscript{34} Yan Lu, Yoo-Kyoung Seock, (2008), "\textit{The influence of grey consumers'
service quality perception on satisfaction and store loyalty behavior}",
\textit{International Journal of Retail \& Distribution Management}, Vol. 36, No. 11,
pp. 901-18.
involvement, attitudes, affective processing, atmospherics, and consumer attributions and choices play important roles during various stages of the consumer decision process. The authors suggested ways in which Retailers can leverage this understanding of consumer behaviour.\textsuperscript{35}

Ruoh-Nan Yan et al. (2009) explored whether and how individual and Retail characteristics impact consumers' patronage behaviours at three popular Retail locations (i.e. central business districts, lifestyle centres, and traditional enclosed shopping malls) in the USA and understand consumers' perceptions of these three different Retail locations. This study revealed that shopping orientation, importance of Retail attributes and beliefs about Retail attributes influence patronage behaviour (i.e. shopping frequency) at the three Retail locations.\textsuperscript{36}

Patricia Huddleston et al. (2009) examined customer perceptions related to satisfaction over conventional grocery stores as compared to specialty grocery stores. The researchers concluded that perception of satisfaction was higher among specialty grocery store customers compared to conventional grocery store customers.\textsuperscript{37}

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Carmen Berné-Manero et al. (2009) made an economic analysis of the convenience store format which showed a positive evolution of the format regarding the sales volume and the number of establishments, a high-concentration rate in the sector and a positive trend of the productivity ratios.38

Mark J. Arnolda et al. (2009) investigated the relationship between promotion and prevention focus, mood regulation and Retail marketplace evaluations and behaviours. Results depict that mood regulation is closely related to promotion and prevention focus, having both a direct influence on Retail outcomes as well as mediating the influence of regulatory focus.39

Hyun-Hwa Lee et al. (2009) focussed on the relationship between consumers' Retail purchase experiences for their own use and their gift-shopping for others in a multi-channel Retail context. The findings of this paper showed that there are significant and positive relationship between consumers' product purchase experiences for their own use and their gift-purchase experiences.40

Ugur Yavas et al. (2009) analysed the relative efficacies of merchandise quality, interaction quality, price and store environment

in inducing store loyalty for do-it-yourself customers and the professional customers of a national automotive parts and accessories Retailer in the USA. The results altogether suggested that merchandise quality is an effective predictor of loyalty but perhaps not as critical or dominant as interaction quality.41

Maria-Eugenia Ruiz-Molina et al. (2009) attempted to evolve a model that reflects the different types of relational benefits perceived by customers, as well as the benefits obtained by the organization in terms of customer loyalty. The research produced the outcome that confidence benefits and special treatment benefits have major influence on customer loyalty towards the Retailer.42

Archana Kumar et al. (2009) examined the direct and the indirect effects of individuals' self-concept, product-oriented variables such as consumers' need for uniqueness, clothing interest, etc. and brand-specific variables like perceived quality and emotional value, on purchase intention toward a US Retail brand versus a local brand that are available in the Indian market. This study found that Indian consumers' self-concept and need for uniqueness had indirect effects on purchase intention of the US brand and the local brand.43

Thomas Reutterer et al. (2009) testified the store format attributes which make an impact on store format choice of consumers in grocery Retail settings. The results revealed that larger-sized grocery store formats, i.e. hypermarkets, with wider assortments are preferred by the consumers for major or high-volume purchases, whereas smaller sized store formats like supermarkets are mostly preferred for day-to-day fill-in requirements.44

Kåre Skallerud et al. (2009) addressed the antecedents of cross-shopping behaviour. The results indicated that impulse buying tendency and perceived time pressure have negative effect on supermarket patronage. Product assortment and price consciousness have a negative effect on specialty store patronage, while impulse buying tendency and convenience orientation have a positive effect on specialty store patronage.45

Lisa Meneely et al. (2009) studied the behaviour and experience of older consumers during the food procurement process in Northern Ireland. The result showed that older people face a range of positive and negative experiences when accessing commodities at food stores.46


Jean-Charles Chebat et al. (2009) empirically demonstrated the psychological process through which shoppers’ mall loyalty develops. In this study it was found that commitment and loyalty are two distinct constructs and that the former affects the latter significantly and positively. The antecedents to Shoppers’ commitment to malls are mall awareness and self-congruity, by maximizing these two mall managers can strengthen shoppers’ loyalty.\textsuperscript{47}

Wu Jinfeng et al. (2009) showed the impact of selected store image dimensions on Retailer equity. The results indicated the positive effect of convenience, perceived price, physical facilities, employee service, and institutional factors on Retailer equity dimensions as antecedents of Retailer equity.\textsuperscript{48}

Ayantunji Gbadamosi (2009) conducted an exploratory analysis of low-income women consumers' consumption of low-involvement grocery products, and explored the relevance of cognitive dissonance in this consumption. Findings suggested that low-income women consumers engage in habitual purchasing and are not loyal to brands of grocery products.\textsuperscript{49}


2.3. Studies on Retail Sector in India

In Indian level there is a dearth of studies on supermarkets have been made. Many studies have been made only in the second of half of this decade. However, many research studies have been made on co-operative supermarkets. The following are the some of the studies made on retail and specifically on supermarkets at Indian level.

Elangovan (1997) analysed the retailing efficiency of Chinthamani Co-operative supermarket. In his study he concluded that Chinthamani supermarket had provided a new leash of buying experience to the people through self-service. A similar study was conducted by Kanchana (1997) on Amaravathy Co-operative supermarket. In this study the researcher identified that retailing ability of supermarket. The researcher found that comparing to other retail organisations, the performance of Amaravathy Co-operative supermarket is lesser.

Sundira Devi (1999) has made an analysis on the profitability of Chinthamani Co-operative supermarket. She found that profitability is shrinking year after year. Nanda (1999) conducted a study on inventory management in Kamadhenu supermarket. He found that


the supermarket was following inadequate inventory management system.53

Abdul Kareem (2000) probed the general functioning of Amaravathi Co-operative supermarket. He identified the lack of inventory control system as an area of concern.54 Similarly a general study on Departmental Stores in Coimbatore was made by Kavitha (2000). She deduced that Departmental stores could not satisfy the buyers to the fullest extent.55

Subhadip Roy (2005) tried to find out the factors governing the consumers' choice of food Retail supermarkets and behaviour on supermarkets. This study identified the underlying dimensions of consumers' choice of supermarkets. Also the study revealed that choice pattern of shoppers varied according to age group, occupation and income.56

Lather Anu Singh, et al. (2006) explored the strategies adopted by Retailers to keep pace with the changing moods of the shoppers and in addition the study also addressed the factors within and outside the stores which affect store-level shopping decisions. The


study observed that most of our customers do not look at pricing alone. They are looking for a sense of belonging, a brand of quality and innovation that they can trust.\textsuperscript{57}

Sharif Memon (2006) focussed on the buying behaviour of Indian shoppers in the organized market. The study deduced that the producers' brand clout will diminish in future and the producers have to face rivalry from Retailers' private brands as shoppers would be attracted towards private brands.\textsuperscript{58}

In the investigation of different dimensions of service quality of Retail sector, Meenakumari, et al. (2006) exposed that expected quality and perceived quality are almost equal on the physical aspects of organised Retail stores. As far as reliability, personal interaction, problem solving and policy aspects are concerned, they yet to fulfil the aspirations of the shoppers.\textsuperscript{59}

Asif Zameer (2006) studied the management of Malls in India. In this study it is concluded that Retail malls lack efficient manpower to manage the malls and India needs more attention in developing more skilled people to manage the malls in the years to come.\textsuperscript{60}

\begin{itemize}
\item \textsuperscript{57} Anu Singh Lather, Tripat Kaur, (2006), "Shopping Malls: new retail formats keeping pace with the shoppers' mood", \textit{The Journal of Indian Management & Strategy 8M}, Vol. 11, No. 4, pp. 22-29.
\end{itemize}
Atish Chattopadhyay et al. (2006) addressed the issue of understanding the shopper's needs and perceptions. The respondents were asked to assess the shopping centres on different factors. Overall quality and locational convenience were identified as the two most important factors on shopping centres.61

Perception of youth on organised Retail mart was studied by Subhadip Roy (2006). The study evinced the outcome that Big Bazaar and Shopper’s Stop were the two attractive Retail marts among the various Retail marts at Hyderabad and Pantaloon was not considered as an attractive Retail Outlet.62

Sanjay Kumar Kar et al. (2006) portrayed the changing dynamics of Indian Retail. This research pursuit analysed the Indian Retail under the globalised era and it showed the challenges faced by the Indian Retail sector from investment, regulatory issues, Retail professionalism and so on.63

M. Anbalagan et al. (2007) explored the trend in Indian Retail sector. The researchers concluded that Market liberalization and increasingly assertive consumers are sowing the seeds of a Retail

transformation that will bring bigger Indian and multinational players onto the scene.\textsuperscript{64}

An attempt was made to identify the factors influencing the consumers to purchase the products in the department stores by Raghunathan P.N, et al. (2007). This attempt suggested that price and advertisements were the two important factors which influence on the purchase behaviour of consumers of department stores.\textsuperscript{65}

Vijay Durga Prasad (2007) examined the opinion and preference of Vijayawada shoppers on \textit{Kirana} Stores and other Retail formats. In this study the researcher found that most of the Vijayawada shoppers prefer Traditional \textit{Kirana} Stores than other Retail formats to make their shopping.\textsuperscript{66}

Panandikar, S.C. et al. (2007) analysed the Consumer buying behaviour models at Mumbai Malls. The researchers concluded that the impulse of buying solely depends on Gender and the most preferred items of purchase at malls are food and stationery. In addition to this they found that there was no irrationality in decisions of shoppers due to availability of multiple modes of transactions.\textsuperscript{67}


Sharif Memon (2007) examined various promotional tools of few Retail Chains. This study resulted into the findings that small gifts such as calendars, pen, etc. would be an effective medium for sales promotion and among all promotional tools advertisement in Local Cable networks will be an effective way for attracting shoppers.68

Gupta, S.L. et al (2007) explored the shoppers’ response towards malls and their preference of different types of formats in Indian Retail. In this study it is observed that price is not the prime factor in the preference of a particular Retail format and many factors contribute for the preference of Retail format.69

Rural Retailing by the FMCG Companies has been studied by Ramanathan, V, (2007). The study showed that FMCG companies require a matrix of initiatives, such as understanding of customer behaviour and tastes, providing moral support to rural Retail outlets (business partners), and ensuring the availability of goods at the doorstep of consumers through Retail outlets.70

Tamilarasan, R. (2007) examined the store loyalty dimensions and the most preferred quality dimension within Retail service quality dimensions. This study compared the expected service quality and the perceived service quality on select Retail stores. The study

revealed that the most preferred dimension of store location is convenient location and the most preferred attribute is appearance of physical facilities. Also the researcher concluded that service quality of supermarkets is average.\(^{71}\)

Subhashini Kaul (2007) in her research agenda suggested various ways for the evaluation of hedonic shopping value on Retail stores through three key dimensions such as shopping environment, socio-cultural context and Individual roles, motivation and behaviour. She has recommended the use of various scales for measuring the hedonic shopping value.\(^{72}\)

Malliswari, M. N, (2007) examined the consumer expectations and satisfaction on various Retail formats. This endeavour ended with the finding that Malls for the few and the Kirana Stores for the masses seem to be the perfect destination for the consumers in India.\(^{73}\)

Gibson G. Vedamani (2008) provided various insights into the Retail business from strategic retailing to store planning. He provided a strong theoretical background for Indian Retail. He elaborated on Indian retailing trend, various Retail formats in India, mall management, store management, supply chain management, customer service management in Retail and so on.\(^{74}\)

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In an attempt to identify the most favoured Retail attributes by consumers Mridula S. Mishra, et al. (2008) envisaged that consumers primarily focus on the convenience factor while shopping and select a store based on the convenience it offers.75

Ravichandran et al. (2008) studied the service quality in food Retail stores and they concluded that the variables of physical aspect namely, supply of right products, error free transactions, promising services and time promising were the dominant variables that increase the service quality of Retail stores at present as well as in the future.76 They also analysed the five dimensions of the Retail services quality of Retail stores namely Physical Aspects, Reliability, Personal Interaction and Policy in an another study. They found that the perception of shoppers in Retail formats was not only influenced by a single expectation in their minds but the perception was trigged by multiple expectations about different aspects of the Retail stores.77

Abhinava S Singh et al. (2008) compared the features between Kirana stores and organised Retail format. They found that the emergence of organized Retailers in the Indian Retail industry has brought about a Retail revolution in the country but not a radical change in the shopping behaviour of consumers. This is because of

the initiatives taken by *Kiranas* to realign themselves against the new reality to retain their customers.\(^78\)

Debajani Sahoo, et al. (2008) made a theoretical elaboration on the opportunity for the Wal-Mart in India. The researchers elaborated various formats of Retail in India and the scope for Wal-Mart in the post-globalised era. They suggested that the time is ripe for the Wal-Mart to find ways to enter into Indian Retail environment.\(^79\)

Perception regarding Product, Price, and Promotional measures of a supermarket and its impact on the shopping behaviour of customers was done by Sharma, S.R, et al. (2008). This study revealed that the merchandise of targeted supermarket is of reasonable quality, on the price factor target audience felt that prices are high mitigated by discount and promotional measures taken by the targeted supermarket was perceived to be ineffective. Another finding of the research was the supermarket under study has caused a shift in the consumption behaviour of the population of the study area.\(^80\)

Vipul Patel (2008) investigated the decision making styles of buyers in different shopping malls across different demographic variables. In this study the researcher found six decision-making

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styles in Indian environment such as price consciousness, quality consciousness, recreational, confused by over choice, novelty consciousness and variety seeking.\textsuperscript{81}

Sunayna Khurana (2008) examined the differences between consumers' expectations and perceptions of service quality they received when shopping at Retail stores. The study exposed wide disparity between expectations and perceptions for the Personal Attention and Policy Factor. This study suggested that customers can be satisfied and retained when they are provided high quality merchandise according to their needs and wants.\textsuperscript{82}

In the exploration of the variables of service quality and service features with regard to Retail supermarket services, Shirshendu Ganguli et al. (2008) identified that parking facility neither affects the customer satisfaction nor their loyalty. Satisfaction and loyalty are greatly influenced by pricing features and store ambience. Customer satisfaction has a strong influence on loyalty and satisfied customers tend to continue shopping and recommend the Retail store to others.\textsuperscript{83}

Anirban Sengupta (2008) attempted to capture the history of the evolution of modern-format food and grocery Retail in India. The


researcher showed the historical perspective of modern-format food
and grocery Retail in India in between the period from 1971 to 2001.84

Jaya Halepete et al. (2008) explored the challenges that Wal-
Mart may face when it expands its market into the Indian Retail. The
key findings of the study were that Wal-Mart will face many ownership
as well as locational disadvantages while expanding its market into
India.85

Srivastava, R.K, (2008) attempted to build a picture of the
changes in Retail taking place in India. The findings presented that
malls were started more in numbers in the Northern and Western part
of India than other parts food, groceries and apparel purchases were
the widely bought commodities.86

Krishna Mohan, V, et al. (2008) in their study on the dynamics
of Retail Markets identified that traditional Kirana Stores could
neither make a clout against the upcoming organised supermarkets
nor could compete with them. This study mainly focussed the fight
between the traditional unorganized Retail format and organized
Retail format.87

84 Anirban Sengupta, (2008), "Emergence of modern Indian retail: An
historical perspective", International Journal of Retail & Distribution
Management, Vol. 36, No. 9, pp. 689-00.
85 Jaya Halepete, K.V., Seshadri Iyer, Soo Chul Park, (2008), "Wal-Mart in
India: a Success or Failure?", International Journal of Retail &
86 Srivastava, R.K., (2008), "Changing Retail scene in India", International
of Retail Markets", ICFAI University Journal of Services Marketing,
Vol. 6, No. 3, pp. 18-28.
Hafedh Ibrahim, et al. (2008) empirically examined a model connection between relationship bonding tactics, social self-image congruity, customer’s relationship orientation, relationship satisfaction, trust, relational commitment and loyalty toward Retail stores. The results of the study signalled the importance of personality in loyalty decisions.\(^8^8\)

Sonia (2008) attempted to reveal the perception of shoppers towards mega marts. This attempt deduced that from utility point of view shoppers are oriented towards safety and parking facilities, on the promotional front they are least bothered about guarantee and warranty when compared to quality and discount. Shoppers are giving less importance for the ambience at mega marts.\(^8^9\)

Swapna Pradhan (2009) has provided basic concepts and theories on Retail, different Retail formats and the evolution of Retail industry. She has also focussed on Retail strategy, planning and the Retail consumers. In addition she has also covered different aspects on merchandise management.\(^9^0\)

Michael Levy, et al. (2009) summated in their book that Retailers must thoroughly understand the way in which buyers make store choice and purchase decisions and the factors which they


consider when taking decisions. They described the buying process in six stages, such as need recognition, information search, evaluation of alternatives, choice of alternatives, purchase and post-purchase evaluation. In addition they have suggested the way in which the Retailers can influence their customers at each stage.\textsuperscript{91}

The consumer perception of Store image on private labels was analysed by the Shilpa S. Kokatnur, (2009). The researcher identified that there is a growing tendency of acceptance of Private Labels among the Indian consumers introduced by the Retailers amidst the popular brands. This study also concluded that consumers' perception vary when the same private labels were bought from a less ambient shop.\textsuperscript{92}

Paromita Goswami, et al. (2009) analysed the willingness of Indian consumers to shift from traditional \textit{Kirana} Stores to organized Retail formats in their regular grocery purchase. The outcome of the study was majority of the consumers are more prone to switch over to organised Retail in India.\textsuperscript{93}

Sumeet Gupta, et al. (2009) examined the factors that influenced the shoppers' intention for a continued patronage on organized Retailer. The finding of the research is that dedication-


\textsuperscript{93} Paromita Goswami, Mridula S. Mishra, (2009), \textit{"Would Indian consumers move from Kirana stores to organized retailers when shopping for groceries?"}, \textit{Asia Pacific Journal of Marketing and Logistics}, Vol. 21, No. 1, pp. 127-43.
based and constraint-based relationship maintenance had a significant influence on continued patronage from shoppers.\textsuperscript{94}

Abhishek Sule et al. (2009) studied the level of acceptance of Kirana Stores by the shoppers and explored the needed changes that are to be made on traditional Indian Kirana Stores. The study suggested that Kirana Stores should form a co-operative for bulk procurement of commodities in order to face the stiff competition from the modern types of Retail formats.\textsuperscript{95}

Shilpa S Kokatnur (2009) analysed the strategies adopted by small Retailers to overcome competition from organized Retailers. The study suggests that small Retailers need to shift from 'bell curves' (serving generic mass) to 'well curves' (specific customer group). In addition the study also suggested the formation of Association by small Retailers to combat the expected competition in future from the organized Retail.\textsuperscript{96}

Shoppers' attitude towards the Hypermarkets was analysed by Noor Firdoos Jahan, et al. (2009). In this study it was observed that the shoppers feel that most of the hypermarkets maintain good quality

\begin{itemize}
\item \textsuperscript{95} Abhishek Sule, Gourav Kumar, Meeta Poyekar, Rajendra Rajput, Umesh Divate, (2009), \textit{"Overhauling of Kirana Stores"}, Indian Journal of Marketing, Vol. XXXIX, No. 8, pp. 3-10.
\item \textsuperscript{96} Shilpa S Kokatnur, (2009), \textit{"Impact of Supermarkets on Marketing Strategies of Small Stores"}, ICFAI University Journal of Management Research, Vol. VIII, No. 8, pp. 77-90.
\end{itemize}
food and Grocery but they lack in parking facility, services of trained staff and faster billing system.  

Mohamed Rashid Khan (2009) explored the customer perception and strategies used by a Retail company i.e. Pantaloon. The researcher produced the outcome that the Pantaloon Company is providing good services, post-sales service, quality product at reasonable price, etc., also the study concluded that the satisfaction level among pantaloon customers is good.

Gopal Das, et al. (2009) attempted to find out the impact of store amenities on consumer behaviour with particular reference to purchasing of convenience goods in the Indian Grocery Sector. The culmination of the research is that store amenities may play a major role in attracting the customer to the Retail environment.

Venkateswaran, N, et al. (2009) examined the Hypermarket format and its emergence as a large component of organised Retail. The researchers concluded that Hypermarkets are slated to emerge as a large segment in Indian suburbs, Government policies, real estate

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prices, demands of the customers, etc. will make an impact on Retail industry.\textsuperscript{100}

Sudhanshu Sekhar Kar et al. (2009) attempted to pinpoint the issues and challenges which are being faced by the Indian Retail sector. In this attempt they concluded that Indian Retail has emerged as one of the most dynamic and fast-paced industries with several players entering the market. But the Indian consumers very often switch over from traditional Retail to the organised Retail and the vice versa.\textsuperscript{101}

2.4. Research Gap

Plethora of research has been conducted both globally as well as at India level on Retail front. However, as the Indian Retail arena is at nascent stage many more researches are coming up. While reviewing the past researches the researcher categorised the studies into two, i.e. studies at global level and research attempts at Indian level. Care has been taken to narrow down the study and only those studies related to buyer behaviour in supermarket alone have been taken for review. However, few relevant studies related to supermarkets are also taken for review.

On Retail sector with specific reference to Supermarkets, studies had been conducted in the field of customer satisfaction,

\textsuperscript{100} Venkateswaran, N, Mahalakshmi, V, (2009), \textit{“Role of Retailing and growth of Hypermarkets in India”, Indian Journal of Marketing, Vol. XXXIX, No. 10, pp. 3-11.}

\textsuperscript{101} Sudhanshu Sekhar Kar, Sarat Kumar Sahoo, (2009), \textit{“Organised Retailing in India: Issues and challenges”, Indian Journal of Marketing, Vol. XXXIX, No. 11, pp. 10-14.}
loyalty, store preference, analysis on private brands, performance of supermarkets, societal impact of supermarket, perception of shoppers on the assortment, merchandise, internal store atmosphere, etc., promotional measures of supermarkets, deshopping behaviour in supermarket, competitive position between organized Retail and Kirana Stores, service quality of supermarkets. These studies have been done both at global as well as at Indian levels.

The past researches showed the researcher of this study that the studies have been done at micro level and no studies have been done at macro level. Moreover, in the current supermarket era, it is identified that dearth of studies have been conducted in the semi-urban context. The mood and perception of city dwellers cannot be equated with that of semi-urban or rural people. In addition mere analysis of perception or service quality alone has been conducted. When linkage is made between perception, service quality and loyalty some more meaningful result can be brought out. Therefore the present study focuses on the perception, loyalty level and service quality of supermarkets.