CHAPTER 1: INTRODUCTION

1.1 Introduction to chapter

This chapter deals with the background and fundamentals on which the concepts of outshopping have developed. Mainly shopping related literature is the part of retailing as a whole. So it is essential to know retail environment, retailing sector from world perspective and most importantly from Indian viewpoint. This chapter further attempts to discuss the two most connected concepts to outshopping: 1. Consumer patronage and 2. Store choice behaviour. Besides this, the chapter also deals with need of studying outshopping in Indian situations as India is having variety of culture, need and languages. Finally chapter ends with brief about the adopted tactic and significance of the study.

1.2 Introduction to Retail Sector

Retail industry, due to competition and technological developments, provides more choices than ever. This highly intensive retail environment coupled with consumer information savvy. Competition in the retail environment is intense. The apparent homogeneity of shopping centers (i.e. in terms of merchandise offerings and retailing formats), coupled with an increasingly well informed and demanding consumer population, only serve to intensify this level of rivalry further. To ensure survival in the face of keen competition there is a crucial need for retailers and developers to differentiate themselves from the mass by offering innovative retailing concepts as well as recognizing new markets.

These retail centers and trade areas or market areas have been increasingly affecting the consumer tendencies to shop outside of their local area. This consumer shift from downtown to retail centers has been extensively studied in western literature;
however the research studies relating to this issue in Indian context is in nascent stage. The body of researchers including academicians and practitioners view this as interplay between consumer patronage and retail centers or market areas. These inter market studies assume that consumers behave in a cost- conscious manner when choosing retail centers in which to shop and buy goods and services.

In many ways, customer movement is characterized in two spatial aspects: (a) intra market patronage i.e. the consumer movement within a local market and (b) inter market patronage i.e. consumer movement between the markets. The latter issue however, is of great concern to retail marketers and practitioners. This study focuses on the inter market outshop patronage. The consumer outshopping behaviour is defined by Varshney and Goyal (2006) as “consumer movement from downtown to suburb retail centers or to adjoining larger cities”.

Henceforth, it is apparent that the relationship of retail centers which vary with distance and consumer outshop needs to be explored. It is assumed that the patronage decisions are largely affected and varied between and among consumers; it will influence retailer's investment and operating policy decisions. Therefore, the consumer outshop behaviour has been gained attention of practitioners.

1.2.1 Retailing and Retail Environment

Retailing is a constantly changing due to shifts in the needs of consumer and technology. As it is one of the fastest growing segments of the economy, retailing in the 21st century will no doubt be very different from retailing in the 20th century, just as retailing in the 20th century was very different from retailing in the 19th century. Retailing has become such an intrinsic part of our everyday lives that it is often taken for granted. A major development in recent times has been the emergence of varied retail formats that have started operating in most product categories. Competition in the retailing industry has reached dramatic dimensions. New retailing formats are triggering
in the markets than ever.

In today's competitive environment retailers have redefined their role in general, and value chain in particular. Retailers act as gatekeepers who decide on which new products should find their way to find the shelves of their stores. The larger retailers have managed to set up huge supply and distribution chains, inventory management systems, financing pacts, and wide scale marketing plans. Scrambled merchandising and similar developments have implied that particular retailers are now competing against retailers they did not compete with in the past. These trends can be observed in all segments of the retailing industry including the grocery industry, albeit perhaps in different form and intensity.

As a result of these developments, consumers face a retail environment in constant flux. They continuously must decide to stay loyal, try out new formats, or use the complete system to obtain benefit from discounts on specific days or for specific items (Kau and Hherence, 1984; Uncles and Hammond, 1995; Popkowski Leszczyc and Timmermans. 1997). Furthermore, consumer reactions to a rapidly changing retail environment will additionally depend upon idiosyncratic preferences and socio-economic characteristics that either allow or restrain them from pursuing some of the options. For example, active search requires a substantial amount of time that households working long hours may not have.

Over the last decades there have been sweeping changes in the general retailing business. The nations that have enjoyed the greatest economic and social progress have been those with a strong retail sector. Retail formats and companies that were unknown two decades ago are now major forces in economy. The world over retail business is dominated by smaller family run chain stores and regionally targeted store, but more and more markets in the western world are being taken over by billion dollar multinationals, such as Wall Mart, Tesco, Carrefour, Metro AG, Marks and Spencer.

Retailing is a complex field, requiring sophisticated management of phenomena that
includes retail pricing and promotions, merchandising, customer loyalty programs, private labels, price matching and return policies, product categories, retailer manufacturer reactions, product assortment and stock outs. The reason for the attractiveness of retailing is its easy access facility to make available a variety of product, freedom of choice and higher levels of customer service. According to Bajaj (2009), retailing is —the last link in the chain of production, which begins at the extractive stages, moves through manufacturing, and ends in the distribution of goods and services to the final consumer. Further, Baron, Davies, & Swindley (1991, p. 163) Defines Retailing: as a “Process of selling goods and services to ultimate consumers, or those buying on behalf of such consumers, particularly when carried out through store outlets and, when further specified, mail order, etc”. Although it is fairly clear that retailing consists of activities that are directed at the “ultimate consumer, it is less clear what specifically constitutes these retailing activities” (Wingate, 1931). Further he listed literally dozens of retailing activities and functions ranging from buying to merchandising, packing and delivery, employee training, inventory control and logistics, and accounting and credit collection.

Retailing has changed along with its customers. Consumers have become increasingly more sophisticated and demanding during the past two decades with the availability and abundance of products, services, information, and technology, as well as a new abundance of retail stores and channels (Terblanche & Boshoff, 2004). Today, the shopping experience has become a central element of consumers’ lives, and for the postmodern consumer, consumption has become an act of experience production and an expression of the self or self-image (Firat & Dholakis, 1998). In response, many retailers are strategizing to turn shopping into a high-value pursuit and are generating consumer value as an important source of competitive advantage (Woodruff, 1999).

Baker (1998) has summarized function of Retailing as (a) the physical movement and storage of goods; (b) the transfer of title to goods; (c) the provision of information concerning the nature and use of goods; (d) the standardization, grading and final processing of goods; (e) the provision of ready availability; (f) the assumption of risk
concerning the precise nature and extent of demand; (g) the financing of inventory and the extension of credit to consumers.

1.3 Global Retailing

The global retail industry has traveled a long way from a small beginning to an industry where the world wide retail sales alone is valued at $ 15 trillion (Global Retail Report, Deloitte Touche Tohmatsu,2010). The top 200 retailers alone account for 30% of worldwide demand. Retail sales being generally driven by people's ability (disposable income) and willingness (consumer confidence) to buy, compliments the fact that the money spent on household consumption worldwide increased 75% between 1980 and 2010. The leader has indisputably been the USA where some two-thirds or $ 6.6 trillion out of the $ 10 trillion American economy is consumer spending. About 40% of that ($ 3 trillion) is spending on discretionary products and services. Retail turnover in the EU is approximately Euros 2000 billion and the sector average growth looks to be following an upward pattern. The Asian economies (excluding Japan) are expected to grow at 8% consistently till 2011-12. Positive forces at work in retail consumer markets today include high rates of personal expenditures, low interest rates, low unemployment and very low inflation. Negative factors that hold retail sales back involve weakening consumer confidence.

On the Global Retail Stage, little has remained the same over the last decade. One of the few similarities with today is that Wal-Mart was ranked the top retailer in the world then and it still holds that distinction. Other than Wal-Mart's dominance, there's little about today's environment that looks like the mid-1990's. The global economy has changed, consumer demand has shifted, and retailers’ operating systems today are infused with far more technology than was the case six years ago.

Retail business is the largest private industry, ahead even of finance and engineering, contributing over 8 % to the total GDP in the western countries. Over 50 of
the Fortune 500 and about 25 of the Asian top 200 companies are retailers. The latter half of the 20th Century, in both Europe and North America, has seen the emergence of the supermarket as the dominant grocery retail form. The reasons why supermarkets have come to dominate food retailing are not hard to find. The search for convenience in food shopping and consumption, coupled to car ownership, led to the birth of the supermarket. As incomes rose and shoppers sought both convenience and new tastes and stimulation, supermarkets were able to expand the products offered. The invention of the bar code allowed a store to manage thousands of items and their prices and led to 'just-in time' store replenishment and the ability to carry tens of thousands of individual items. Computer-operated depots and logistical systems integrated store replenishment with consumer demand in a single electronic system.

1.4 Retailing in India

The retail sector is expanding and modernizing rapidly in line with India's economic growth. It offers significant employment opportunities in all urban areas. The Indian retail sector is divided into organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

The organized sector in the retail trade is only 3 per cent but is expected to reach 10 per cent by 2010. At present, the retail market in India is at $210 billion and is growing at a rate of 5 per cent annually. Out of the 10 million square feet of retail space, 97 per cent is controlled by mom and pop shops. Organized retail in form of malls is on a rise in India. Currently, there are about 158 malls in India which are expected to rise to 600 by 2010 (Perella, 2006). With the new FDI policy threatening to increase competition for the
domestic retail chains, the activity level in the retail sector from local Indian companies has increased substantially. Reliance Industries, the largest private sector company in India, has launched a grocery chain store with an investment of $5.5 billion. Pantaloon, another local retail chain plans to invest $1 billion to increase their size by eight times by 2010 (Yee, 2006). Innovative models, where retailers are asking existing mom and pop stores to become affiliated to a specific brand are being deployed successfully (The Economist, 2006).

Retail sector in India is primarily categorized by the type of products retailed, as opposed to the different retail formats in operation. The Food and Beverages vertical accounts for the largest share of revenues at 74 per cent of the total retail market. This category has the highest consumer demand across all income levels and various retail formats. The Indian consumer behavior of preferring proximity to retail formats is highly pronounced in this sector, with food, grocery and allied products largely sourced from the local stores or push-cart vendors.

The Indian retail market, which is the fifth largest retail destination globally, has been ranked as the most attractive emerging market for investment in the retail sector by AT Kearney's eighth annual Global Retail Development Index (GRDI), in 2009. As per a study conducted by the Indian Council for Research on International Economic Relations (ICRIER), the retail sector is expected to contribute to 22 per cent of India's GDP by 2010. India's overall retail sector was expected to rise to US$ 833 billion by 2013 and to US$ 1.3 trillion by 2018, at a compound annual growth rate (CAGR) of 10 per cent. Traditional markets are making way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Western-style malls have begun appearing in metros and second-rung cities alike, introducing the Indian consumer to an unparalleled shopping experience. Retailing in India is evolving rapidly, with consumer spending growing by unprecedented rates and with increasing number of global players investing in this sector. Organized retail in India is undergoing a metamorphosis and is expected to scale up to meet global standards over the next five years. India's retail market has experienced enormous growth over the past decade, more than doubling in
size to US$ 311.7 billion in 2010 11(IRIS primary Research). The most significant period of growth for the sector was between years 2000 and 2006, when the sector revenues increased by about 93.5 per cent translating to an average annual growth of 13.3 per cent. The sector’s growth was partly a reflection of the impressive Indian economic growth and overall rise in income levels of consumers.

1.4.1 Organized Retailing

Any retail outlet chain (and not a one shop outlet) that is professionally managed (even if it is family run), can be termed as organized retailing in India if it has the following features- accounting transparency (with proper usage of MIS and accounting standards) organized supply chain management with centralized quality control and sourcing.

1.4.2 Unorganized Retailing

Any retail outlet that is run locally by the owner or the caretaker of the shop, such outlets lack technical and accounting standardization. The supply chain and the sourcing are also done locally to meet the local needs.

1.5 Key growth drivers for Indian retail

Modern retail has entered India through shopping centers, multi-storied malls and huge complexes offering shopping, entertainment and food under one roof. The increasing number of nuclear families, easy financing options, increase in the number of working women and emerging opportunities in the service sectors during the past few years have been the growth drivers for the organized retail sector in India.
The following factors also contribute for the growth of modern Retail:

- **Chances in Demographics:**
  As compared to developed countries, India has a low median age of 24. Thus India has the largest -young population in terms of its sheer size and this young segment is a major driver of consumption.

- **Increased credit friendliness:**
  There has been radical change in the Indian consumer’s mind set regarding credit. With easy availability of credit and declining interest rates, personal credit has witnessed growth. The boom in financing has resulted in an increase in spending on housing and consumer durables such as two wheelers and cars. The use of plastic money has significantly increased total spending on shopping and eating out.

- **Consumer pull**
  In the pre liberalization supply-led market, the power rested clearly with manufactures. In today’s demand-led market, it’s the consumer who is calling shots. This has led to the emergence of the demand-led market.

- **Rising income**
  India is the second fastest growing economy in the world (IRIS primary research). A larger number of households are getting added to the consuming class with growth in income level. Increase instances of double in most families, coupled with the rise in spending power, are fuelling the growth of retail sector. Though this growth is most evident in urban areas, it has also taken place rural markets.

- **Media**
  The media attack during the last fifteen years has exposed the Indian consumer to the life styles of more affluent countries and raised their aspiration and expectation from the shopping experience. They want more choice, value, service, experience and convenience.

- **Foreign retailers**
  The increasing attractiveness of the sector has drawn the interest of the number of global retailers. With the opening up of the economy, more and more MNC’s have entered the Indian business arena through joint ventures, franchises or even self-owned stores.
1.5.1 Attractiveness of Indian Retail Sector

India has the highest density of retail outlets in the whole world with more than 15 million outlets as compared to 900,000 in America, a comparatively enormous size and scale. While the size of the Indian market was always attractive to foreign retailers, protectionism in the Indian retail industry had created a significant barrier to enter the market. The Indian retail industry grew to be dominated by approximately 12 million “mom and pop” stores providing employment to about 21 million Indians (Rao, 2006).

1.5.2 Retailing from Indian Consumers Perspective

Saving for the long-term has always been a high priority for the Indian consumer. A changing landscape in India has changed spending habits. Recently, life’s pleasures have gained importance among consumers, and are on a par with saving for children’s education. The new Indian consumer is definitely more materialistic. The Indian consumer base’s needs include global and local products (Baker et al., 2002). While there is a growing demand for luxury goods and international brands, these consumers are not only enamored by products from foreign retailers, but also by local goods provided by the Indian retailers (Baker et al., 2002). The exposure to American television shows and family residing in the USA has exposed Indian consumers to various foreign brands (Kavilanz, 2007).

In the world which is mainly composed of an aging population, 54 per cent of Indian population is below 25 years of age. Nearly, 30 million Indians have a disposable income of more than US$30,000. This number is expected to rise at an average of 8.5 per cent per year until 2015 (Biswas, 2006). Overall, six million of the Indian population is considered to be in the “rich” category as they spend US$28 billion every year (Biswas, 2006). There has been a growth not only in the number of nuclear families, but also in the number of working-women. Also, the growth in the information technology and IT enabled services industry is significantly driving consumerism in urban India. These
industries employ approximately 700,000 professionals directly and about 2.5 million indirectly through support and enabling services, in Tier 1 cities in India such as Mumbai, Delhi, Chennai, Kolkata, Bangalore, and Hyderabad.

Along with significant increases in salaries, these changes have increased the consumer spending on apparel significantly. Apparel is now the second largest consumption category in malls (“Apparel retail: labeling the Indian market”, 2006). There is now a new interest in designer products. An increasing number of designers and fashion shows in India corroborate this aspect of Indian consumer well. While women have always been the leaders in adopting fashion in India, there is now an increased interest in fashion among Indian men (Biswas, 2006). The increased spending on clothing may be driven by the new comfort level with the use of credit cards. The number of credit card users in India is 17 million has been increasing 30-32 per cent annually. About 45 per cent of the credit card spending is contributed by shopping for clothing, jewelry, and eating out (“Apparel retail: labeling the Indian market”, 2006). A survey by A.C. Nielsen showed that 22 per cent Indians shopped once a week and 32 per cent shopped once a month for pleasure. About 20 per cent of Indians preferred shopping for textile and apparel over food. In comparison, internationally, only 28 per cent respondents went shopping for entertainment while 26 per cent did not (“RVG vision”, 2006). In every way, the Indian consumer is ready for new retail formats, new brands and new price points.

1.6 Consumer Patronage Behaviour in Retailing

An understanding of patronage behavior is vital to retailers in identifying shopper typologies, targeting those consumers most likely to purchase (El-Adly, 2007; Pan and Zinkhan, 2006), anticipating customer traffic flows and determining frequency of visits to a shopping venue (Roy, 1994). The roots of research on patronage behavior can be traced to the so-called shopping orientations or styles of consumers, demographic and psychographic variables, and product types.
The extent to which retailers are competing and able to maintain their market positions depends upon the degree to which retail management can creatively adapt their operations to changing consumer attitudes toward patronage shopping patterns (Mark, 1971). Retail and other consumer service institutions are continually compelled to make decisions directed towards meeting the varying demands of prospective customers. The more nearly a store’s product and service offerings meet customer expectations, the more likely the store will induce customers to become regular patrons (Anderson and cox, 1976).

Recognizing the importance of patronage behavior, researchers have tried to define consumers’ store patronage behavior and develop dimensions that measure patronage. Osman (1993, p. 137) delineated five variables that measure the degree of loyalty patronage from past studies: (1) the percentage of purchases of a specified product category at a chosen store, (2) the frequency of visits to the store in relation to other stores during a certain period of time, (3) the ratio of ranking between stores, (4) the propensity to shop at the store in the future, and (5) the extent of the customers‘ willingness to recommend the store to their friends.‘‘ In his study of patronage behavior, Osman (1993) proposed a more simplified definition of patronage behavior: “the repeat purchase behavior at a particular store for either the same products or any other products” (p. 135). In a study of apparel store patronage behavior, Shim and Kotsiopulos (1992) defined patronage behavior as store choice behavior that represents an individual’s preference for a particular store for purchasing products.

More recently, Pan and Zinkhan (2006) identified retail patronage as having two dimensions: (1) store choice (a consumer’s choice to patronize a particular store) and (2) shopping location (where to patronizes, inshopping-outshopping). They also found that retail image was a major predictor for explaining shopping frequencies. As discussed above, the degree of store loyalty or patronage behavior can be measured by using various variables. Past studies on store loyalty or patronage behavior, however, have used either one or a combination of several of these variables for this measurement. The Engel, Kollat, and Blackwell model of consumer behaviour, expanded by Engel et
al. (1993), examined store patronage variables to obtain an explanation of store choice behaviour, so the explanation of store choice behaviour becomes essential for the study.

1.7 Store choice Behaviour

Store choice and patronage has been widely studied across the world. According to Fotheringham (1988), “consumer store choice results from a process whereby information on various alternatives is evaluated by the consumer prior to the selection of one of these alternatives”. In simple words, he stresses the deduction of choices among many based on evaluation and the criteria selected for evaluation is a key. The store choice decisions, dynamic by nature, can be conceptualized as a problem of deciding where and when to shop. As pointed out by Westbrook and Black (1985), the choice of store is likely to be the outcome of a more general process where a number of activities are considered simultaneously. In particular, a store may be visited because it is nearer to some other facility that has to be visited and not because it offers a favorable combination of store attributes by itself.

Traditionally, in consumer choice modeling, it has been assumed that individuals, whether they are selecting a brand or a store, evaluate each alternative in terms of the utility or benefit to be derived from and select the alternative yielding maximum utility. In addition to this, Van der Waerden et al. (1998) has considered the aspect of destination and defined as, “The behavior is resulting in a choice of a shopping destination (shopping centre or individual store)”.

Considering the trade area, consumers spend their money outside or within the trade area i.e. form local retailers. The consumer shopping within and outside the trade area classifies the shopping behaviour as following:
1.8 Inshopping behaviour

From past literature, many studies have been carried out to explore this concept more precisely. Under this light, Samli, Riecken and Yavas (1983) have defined inshopping as, “shopping behaviour occurring within the consumer trade area”. In more simple words, inshopping, consumer prefers to shop from local retailers situated in same trade area. In clarifying this concept, Mullis and Kim (2010) added the community as a variable and defined as consumers who patronize local stores within the community.

In this changing retail environment, small retailers are struggling to survive and thus researchers are stressing the characteristics or motivations of consumers who choose to inshop. This will enable retailers to understand what drives consumer to inshop and influence their retail marketing strategies. And if consumer leaves the local community, then their spending flow to outside the rural community, this indicates the emergence of new phenomena coined as “outshopping behaviour”.

1.9 Outshopping behaviour

The word “outshopping” means consumer readiness to spend beyond their local market. This general conceptualization follows the Jarratt (2000) early explorations. She defined as “when a consumer travels outside their local community to shopl. In the early explorations follows Herrmann and Beik (1968, p. 47), outshoppers are defined as, “those who shopped outside a five-mile radius of the downtown area one or more times during the previous year”. This indicates the distance from the local trade area and frequency of shopping trips are the important parameters for defining the outshopping behaviour. The definition of outshopping has many variations in the literature. Riecken and Yavas (1988) stress the number of buying trips and defined outshoppers as, “individuals who had four or more buying trips out-of-town for the purpose of shopping and had bought merchandise during those trips”. Apart from this, Samli et al. (1983) defined outshoppers as, “those who shop outside the local community
more than the average resident”.

There has been variation in the definition of “outshopping”. The idea of outshopping can be clarified more by understanding the characteristics of outshoppers. Outshoppers are those who had shopped outside a five-mile radius of the downtown area one or more times during the previous year (Herrmann and Beik, 1968) to individuals who had made four or more buying trips out-of-town for the purpose of shopping and had bought merchandise during those trips (Riecken and Yavas, 1988). “Outshopping” is defined as the consumer shopping outside of his or her local community for goods or services (LaForge et al., 1984).

The underlying factors of consumer outshopping patterns have drawn various attentions, both from scholars and practitioners. Outshopping behaviour is of specific concern to retailers as they recognize competitive forces coming not only from within their regional trading community, but also from larger, distant regional or urban trading communities (Polonsky and Jarratt 1991b). Increased urbanization has resulted in a wider choice of retail shopping areas for many communities, as evidenced by the growth of regional shopping malls and the decreasing viability of community shopping centers.

1.10 Need for studying Outshopping in India

As there is a structural change prevails into Indian market, it becomes necessary to study outshopping in India with respect to Gujarat. In India, the study on outshopping behaviour is untouched area till the date. Movement of people from one retail trade area to another in search of better options and deals has been studied across the world owing to its large impact on trade flow. Outshopping is a significant retailing phenomenon, not only because of its managerial implications to retailers but also because of its influence on urban planning. Residents in such smaller communities often engage in considerable amounts of outshopping by doing a significant amount of their purchasing activities in other, typically larger, communities. In fact, it is not uncommon for smaller communities
to lose up to one-half of their potential retail sales to larger neighboring communities through outshopping (Hozier and Stem 1985; Samli, Riecken and Yavas 1983).

Outshopping, or the process of shopping outside of the primary trading area in which one resides, has received a considerable amount of attention by both practitioners and researchers. Such attention appears to be warranted. Outshopping has been shown to have the potential to exert a significant impact on the health of the retailing industry and the overall economic vitality of a community. Although outshopping has been the direct or indirect target of research for some time in the area of regional economics (e.g., Hoover 1937), it has only been relatively recently that this phenomenon has gained attention among researchers in marketing and retailing. This attention has developed in response to two environmental changes facing retailers in the post- World War II era: (1) development of large discount-oriented stores; and (2) improvements in the transportation system which has resulted in increased personal mobility. As a consequence of these environmental changes, circumstances became favorable for the formation of large shopping complexes in many larger communities. These large shopping complexes, in turn, possessed the ability to draw consumers from large geographic areas, often including the residents of surrounding smaller communities.

1.11 Significance of the study

An understanding of consumer outshopping behaviour forms the very core of managerial decision-making. Based on this knowledge, the retailer develops a strategy consisting of location, facilities, assortments, prices and promotional policies. Of particular interest to many retailers, especially those located in smaller trading areas, is the study of patronage patterns between markets. The phenomenon of consumer outshopping may have major impact on retail strategy as well as long run implication for economic viability of geographic market area itself. For these reason, marketing researchers have concerned themselves with investigating outshopping behaviour.
In India, it has been noted that the differences in terms of regions, cities and in rural as well as urban markets due to economic and social development (Ramachandran, 1989) and this act as a motivation for people to move to other place in search of better option. Even the market structure in India is not perfect. Hence the requirement of customers remains unfulfilled. According to Ramachandran (1989), rural people visits 100 times to places outside their own local area. Further, increasing incomes in rural as well as urban areas and effect of pay rise due to 6th pay commission make people to look for good option in terms of better assortments.

1.12 Flow of the Thesis

This section provides an overview of the structure scheme of the dissertation.

1. The first chapter provides introduction, retailing and retail environment, global retailing, retailing in India, retail attractiveness of India, introduction to outshopping, need of the study, significance of the study and end with cauterization.

2. The second chapter deals with literature relevant to store choice behaviour, consumer patronage behaviour, inshopping, outshopping behaviour defining, outshopping typology, determinants of outshopping, proposed model for the study and ends with conceptual & empirical gaps.

3. The third chapter describes the research methodology covering research questions, formulation of hypotheses, research design, sampling design, survey instrument, measurement variables, diagnostic tests including reliability and validity, procedure for data collection and methods of data analysis.

4. Chapter four provides descriptive statistical results and analysis relating to the characteristics of the sample, measurement of key constructs, item analysis, and factor analysis to identify the factors, Multiple Regression, and ANOVA.
5. Chapter five provides discussions of statistical results, conclusions, suggestions, limitations and directions for future research are provided and deriving implications for academia as well as retail managers. Finally chapter 6 deals with the conclusion part of whole research.

1.13 Summary

This chapter has given brief idea about whole study. It presented retailing sector from different perspective (world & Indian). Even chapter discussed two main related context to outshopping literature are consumers ‘patronage and store choice behaviour. Further chapter gives clear idea why it is imperative to study outshopping in Indian context even after presence of only single study on outshopping which was done at northern part of India. The chapter finishes with significance of the study.
1.14 References


IGRIER (2005), FDÍ in Retail Sector: India, Academic Foundation, New Delhi.


