Chapter 6: Conclusion

6.1 Introduction to chapter

The chapter begins with detailed conclusion of the study based on the result and findings discussed in the previous chapter. In the conclusion, the relationship between independents variables and propensity to outshop has been concluded in a detailed manner. The chapter proceeds with the suggestions to the rural and urban retailers. Finally chapter ends with empirical and theoretical contribution of the present study.

6.2 Conclusion

Present study has drawn several interesting findings. Back to back factor analysis on shopping area attribute and psychographics resulted into 8 factors/variables namely Fashion & entertainment component, Product assortment, Fine dine facility, spacious location, Store attractiveness, Time & food consciousness, Innovative & fun seeker, Fashion Conscious. From the multiple regressions it can be concluded that there is a positive and significant relationship between need for uniqueness found for overall sample, rural sample and for urban sample. It means that for rural and urban consumers, need for uniqueness is the important parameter while going for outshopping.

From the result of the study, it can be concluded that product assortment is not important factor for rural as well as urban consumers in terms of outshopping. From this, it can be understood that consumers do not consider product assortment as a means of outshopping. Whereas rural consumers look at fine dine facility to be important factor which has positive impact on outshopping. On the other side, no relationship could be established between fine dine facility and propensity to outshop for urban consumers. In this regard, spacious location is not an important factor for determining propensity to outshop for rural and urban consumers. On the contrary, positive and significant relationship can be found between innovative and fun seeking behaviour with propensity to outshop among rural and urban consumers. from the result, it also can be concluded
that almost all the demographics namely age, gender, occupation, income, vehicle ownership, tenure of present residence and information seeking found to be significantly related to propensity to outshop among rural and urban consumers.

In terms of product specific outshopping, it can be concluded that there is a significant difference between urban and rural consumers for product categories namely groceries, furniture, sporting goods, men’s clothes, jewelry and women’s fancy dress in terms of outshopping. Rural consumers prefer to outshop for groceries and furniture. The reason is that they are now more mobile as well have limited choices at their local village. Another aspect is the visible growth in rural area and showing status to all force them to try new items for house. In fact, involvement is high as they purchase furniture rarely and are having hidden wish to be looked alike urban consumers force them shop outside for search of better option.

On the contrary, urban would like to go for outshopping more for sports goods, men’s clothing, and women’s fancy items than rural consumers. Even urban customers go for outshop of women fancy items suggested that they are more conscious about their image in society and appearance. Women fancy item is such a product which every female love to try new and new options. Customers from urban area are more prone to up gradation of fashion and are also interested to adopt latest trends. Under this light, urban consumers’ preference for women fancy item seems too visible in terms of outshopping. Therefore, retailers must target urbanites offering product trials of fashion and beauty care products. Even they do like to shop children’s cloth. Due to proliferation of media and the children’s copying behaviour, they need novelty in their clothing’s matching latest fashions.

Even it also can be concluded that for almost all 15 product categories, rural and urban consumers usually prefer to go for outshopping even after availability at their local place.
6.3 Suggestions to the retailers

Present study become important from retail managerial aspect, for out-of-town retailers, local retailers and practitioners of retail shopping industry as a whole.

6.3.1 Suggestions to attract rural consumers

To attract rural consumers, rural retailers should focus on need for uniqueness, fashion & entertainment component, fine dine facility, store attractiveness, time & food consciousness aspect of an individual, innovative & fun seeking behaviour of an individual, consumers with the age of 25-35, female, businessman and housewives, income group of 30,000 per month and four wheel owner. Rural retailers should concentrate on groceries and furniture items to penetrate the market whereas other product categories to increase overall market share.

6.3.2 Suggestions to attract urban consumers

To attract urban consumers, retailers should concentrate on need for uniqueness, innovative & fun seeking behaviour, consumers with the age of 25-35, female, businessman and housewives, income group of 30,000 per month and four wheel owners. Rural retailers should penetrate by focusing on men’s clothes and women’s fancy dress as well as urban consumers can target other product categories to generate market share.

6.4 Contribution of the study

This section presents the contribution of the study in the manner as discussed and desired in previous chapters. Contribution of the study has been divided into three parts:
6.4.1 **Empirical Contribution**

Study helps to establish the significance of various variables identified from literature in Indian case. It can be seen that variables like “innovativeness”, “uniqueness” “fashion and entertainment component”, “fun seeker individual”, “young age group”, “and middle income group”, “four wheel owners” have been found significant in Indian context, out of it few are already exist in western literature. Further study introduces a new method of carrying out studies in the field of outshopping by using mixed method approach.

6.4.2 **Theoretical Contribution**

Study helps to identify and establish the relevance of the area specific outshopping and at a same time product specific outshopping. This goes against the continuum based studies done till date in literature without giving importance to product specific outshopping. Further study introduces shopping area attributes in determining outshopping behaviour. Study gives a comprehensive model for outshopping specific to Indian conditions along with its variants for rural and urban consumers.

6.5 **Summary**

The chapter presents conclusion based on the findings presented in chapter 5. Along with this, the chapter tries to capture the empirical and conceptual contribution to the existing knowledge in the area of outshopping. The chapter also includes the suggestions to the rural retailers and urban retailers by providing interesting insights from the study.