Chapter 3
Review of Literature
REVIEW OF LITERATURE

Review of literature is the effective evaluation of selected literature on a research topic. It is an essential part of the research process. It provides a background to the study being proposed. Review of literature describes, compares, contrasts and evaluates the major theories, arguments, themes, methodologies, and approaches in the scholarly literature on a research subject. It also connects compares and contrasts these arguments, themes and methodologies etc., with the concerns of a proposed piece of research. The literature review is not an annotated bibliography or a summary of the sources listed one by one or just a descriptive summary of the historical background to the research subject.

According to Tauber (1972), Malls attract shoppers by offering an opportunity to learn new trends i.e. Exploration. Infact, customers perceive the process of accumulating information by exploring various products or stores (both new and old) as a sense of benefit (Wakefield and Baker, 1998). Consumers always look for new and upgraded product and their desire for variety can only be met through the process of exploration. So, it is of utmost importance to the mall management to offer a variety of products and alternatives for an improved mall performance (Kaufmann, 1996).

K.G. Hemalatha, Lakshmi Jagannathan and K. Ravichandran (2009) studied Shopping Behaviour in Malls in Globalised Economies. The objective of the study was to investigate the motivational reasons for people going for shopping. This research investigated the relationship between the older generation Y consumers and the motivational factor for visiting malls. The most important factor for visiting malls is social shopping. Most of the older generation Y consumer goes shopping with friends and family for the purpose of socializing. Idea shopping is the second significant motivational factor for visiting malls by generation Y consumer. They go shopping to keep up with trends, to keep up with new fashions, to see all the new products available and to experience new things. Role shopping is the third significant factor, which reflects the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers’ feelings and moods, and the excitement and intrinsic joy felt by
shoppers when finding the perfect gift for others. Fourth important factor is the adventure shopping. Adventure shopping, refers to shopping for stimulation, adventure, and the feeling of being in another world. A significant number of respondents reported that they go shopping for the sheer excitement and adventure of the shopping trip. These informants often described the shopping experience in terms of adventure, thrills, stimulation, excitement, and entering a different universe of exciting sights, smells, and sounds. The last factor is the gratification shopping. Gratification shopping, involves shopping for stress relief, shopping to alleviate a negative mood, and shopping as a special treat to oneself.

**Piyush Kumar Sinha & Sanjay Kumar Kar (2007)** conducted research study to identify and classify the different formats of retailing in India. The study classifies the different formats of retailing in different categories and also explains the growth of each category and motivation of retailers to expand into specific category. Some of the findings of the study include:

Most of the organized retailers in India are harping on quality, service, convenience, satisfaction and assured benefits to lure shoppers into the store. Retailers are not creating value for the consumer and also unable to decide suitable vehicle to deliver desired consumer value. No doubt that retail format is one of the vehicles to deliver value proposition and also it helps to position the store in the mind of target shoppers. Probably in a growing market no one finds difficulty in pulling customer into store but that may not be sufficient to operate profitably.

Retailers are unable to find out what matches consumer requirement and offer better than competition. Retailers certainly lack innovation in designing the value proposition and deciding the format to deliver that to the consumer. It is not all about deciding the format but all about serving the consumer better, faster and at less cost. Retailers can use their store as an indicator of what they stand for and what value they offer. Retailers have to out think consumer in providing service and value. At this juncture, most of the retailers are concerned about growth in number of stores rather than creating value for consumer.

**Verma and Madan (2011)** in a study conducted in Indian context highlighted that retailers are offering newer service dimensions to create unique shopping experiences for the customers.
However, whether consumers are able to perceive newer service dimensions and getting affected for store patronage in new store formats or not, remains to be found out. They emphasized the fact that Indian retail environment is going through a sea change due to the introduction of new formats and opening up of retail industry, it becomes important to understand the store image perceptions of consumers here. The study attempted to find out the key factors that are perceived as important to Indian consumer in evaluation of a retail format.

**Jayawardhena (2011)** in a study conducted in Central India, tested a conceptual model of the effects of customer and service orientation (SO) behaviours of individual retail employees on individual customers’ perceptions of service encounter quality (SEQ), service quality (SQ), value, satisfaction, and behavioural intentions (BI). The sample was customers of a supermarket in central India, and they completed questionnaires following mall intercept. To test the hypotheses, structural equation modelling was employed. They found that service and customer orientation (CO) behaviours are positively related to SEQ and SQ; SEQ is positively related to SQ and customer satisfaction; SQ is positively related to value perceptions and customer satisfaction; and customer satisfaction is positively related to retail customers’ BI. However the study found that value is not related to customer satisfaction.

**Krishnamoorthy, Gunasekaran Hemalatha and Kuthalingam Ravichandran (2009)** researched Mall Visit Behaviour Of Older Generation –Y Consumers. The objective of this research was to investigate the relationship between hedonic motivations for visiting malls and demographic factors of older generation Y consumers. It would help retailers to examine current and potential patrons, thereby providing guidance for store design and marketing communications strategy. Shopping offers an individual an opportunity to socialize, it often result in meeting up with old friends or new acquaintances. Shoppers driven by a larger set of motivations may pay attention to a larger set of retail attributes (e.g., merchandise displays, in-store promotions), and thereby have a larger number of inputs in the decision-making process. In addition, the importance of different motivations may vary with regards to the degree of the shopper’s product involvement and the particular shopping situation. How the motivations vary with regards to gender, education, frequency of visits, amount spent and the specific shopping
context is also an interesting question. Social shopping is a most important motivational factor among others. So retailers have to construct communication strategy appealing to social shoppers.

**Tim Flannery (2011)** studied ‘The gap between consumer attitudes and purchase behaviour of FMCG products’. This research explored purchase behaviour across four retail FMCG product categories. The aim was to understand what drives consumers towards a more mindful purchase and why purchase behaviour does not appear to match the level of concern that consumers show towards the product category. While attitudes towards products and brands with quality features were in general very positive, awareness was much lower with only 55.4% of respondents aware of such products and brands. Unexpectedly, even those respondents who were more concerned about how their purchases affected their own individual situation still had positive attitudes towards purchasing quality products from organized retail.

**Marešová Petra (2012)** did a research on title ‘Research of the Behavior of Consumers in the Organised Retail Market in the Czech Republic’. The purpose of this article was to familiarize with research aim, goal of which is to map out consumer behavior in the choice of organized retail purchase. As consumer behavior specification is also taken into account their classifying that can influence potential irrational behavior elements and help to clarify studied dilemma more (e.g. income brackets, age or other demographic information). The results of the research project showed that most consumers under the influence of certain factors act irrationally. These factors include media coverage of the discounts, offers, etc. The findings also highlighted that income factor of consumers and their gender plays a vital role in their decision making process at organized retail.

**Ali, Kapoor and Janakiraman (2010)** in a study conducted on households of Gomtinagar area of Lucknow city analyzed a marketing strategy for a modern Food and Grocery market based on consumer preferences and behaviour. The researchers personally surveyed a total of 101 households having sufficient purchasing power using structured questionnaire. The results indicated that preferences of the consumers were their priority for cleanliness and freshness of
food products followed by price, quality, variety, packaging, and availability of non-seasonal fruits and vegetables. It was found that the consumers' preferences of marketplace largely depend on the convenience in purchasing at the marketplace along with the availability of additional services, attraction for children, basic amenities, and affordability. Results also suggested that most of the Food and Grocery items are purchased in loose form from the nearby outlets, whereas fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature. However, grocery items are less frequently purchased.

Hemalatha, Ravichandran and Lakshmi (2010) found that there is a dearth of tested instruments which could measure customer-perceived service quality of a retail store in the Indian context. In order to understand the driving factors of a typical Indian retail customer, the key objective of their study was to empirically test the service quality dimensions. The study also carried out the gap analysis and identified the areas for improvements in retail service quality.

Chakraborty (2010) in a study conducted in Hyderabad, India identified the driving shopping motives of Indian consumer for Discount store formats. Factor analysis extracted three shopping motives, two of which related to hedonic shopping motive and one to utilitarian. The factors were named as diversion, socialization and utilitarian. Other three dimensions of the study were store attributes, shopping outcomes, and shopping perceived cost. Under each dimension, factors related to Discount store were identified. The identified factors could be the key for discount stores for understanding their shoppers.

Researches done by Tauber (1972); Wakefield and Baker (1998) have found that the opportunity of socialization is an important factor related shopping experience. In addition to this, Loudon and Bitta (1993) have highlighted that most of the people prefer to shop at location where employees’ behavior towards them are cordial and courteous. Teens (even families) in particular have shown a great tendency of visiting and recreating at shopping malls because of the economic cost of entry.

Dr. Gursharan Singh Kainth & Mr. Divakar Joshi (2008) studied the Perception of Customer & Retailers towards Malls in Jaladhar in Punjab. The study was undertaken to learn about
people’s knowledge, beliefs, preferences & satisfaction. The locale of the study was The Malls in Jalandhar region of Punjab. The sampling method used is non-probability convenience sampling. A sample of 200 customers’ and 50 retailers was selected through convenience random sampling.

Little more than one half of (52.5 per cent) respondent-consumers visited Malls/Stores once a month, 28 per cent twice a month and 12.5 per cent visited the Mall/Store thrice a month. Only 7 per cent visited more often. Newspapers (37.5 per cent) were the major source of information about Shopping at Mall/Store. 32 per cent of consumers came to know about Malls/Store through Television. Remaining 22 per cent consumers rely mainly on their friends and relatives.

One fourth of consumers purchase clothes at Malls, and Men’s wear each, 19 per cent grocery items. 15 per cent consumers were in favour of buying Ladies wears, 5 per cent favour of Kids Wear & Toy, 16 per cent consumers were in favour of buying daily use items and only 2.5 per cent consumers purchased cosmetics. Nearly one-third consumers on an average spent Rs. 5,000 to Rs. 10,000 on shopping at Malls; 22.5 per cent consumers spent less than Rs. 5,000; 21 per cent consumers spent between Rs. 20,000 to Rs. 30,000; 16 per cent consumers spent between Rs. 10,000 to Rs. 20,000; 5.5 per cent consumers spend on an average between Rs. 30,000 to Rs. 50,000 and merely 3 per cent consumers spent Rs. 50,000 & above. Furthermore 55 per cent consumers were satisfied with the prices of products & services at the malls. 29% consumers were not satisfied with the prices at the malls. 16 % consumers were not able to express themselves about the product and prices at the shopping malls. 93% consumers agreed that professional Mall Management & Wide range of cheaper products have persuaded them to spend more time and money at Mall.

The survey of literature revels that there is an urgent need to undertake a systematic study of consumer behaviour in Malls in India with special reference to Gujarat understand its behaviour, perception, shopping experience in context of ongoing debate of malls v/s mom-&-pop shops. The present study is aimed to fulfill this requirement.
Mansi Batra Patney (2010) studied Indian consumers and their mall patronage: Application of cultural-self and the theory of planned behavior to patronage intentions. This study investigated Indian consumers’ motivations and intentions to patronize contemporary retail formats, such as shopping malls. The study attempts to explain the effect of cultural-self on Indian consumers’ shopping attitudes and subjective norms in addition to motivations on the intentions to patronize malls in India. Indian male consumers will demonstrate higher utilitarian shopping motivations than female consumers. Research also suggests that women spend twice as long in a shop as men and that the typical browser or window-shopper is a woman. On the other hand, men see shopping as a mission and tend to go straight for what they want in a purposeful way.

Lee and Green (1990) contend that in countries such as South Korea, social influences play an important role in determining consumers’ shopping motivations. Informal norms and networks are important in people’s decision-making processes in Korean culture, because many consumer decisions are made under heavy influence from the group within which they are interacting. Such groups include partners, extended family, neighbors, friends, coworkers, and even people in the overall society.

Dr. Monika Sethi & Sanjay Mishra (2012) studied impact of Organised Retailing on Consumers of Bhilai & Raipur. The purpose of study is to understand the behavior of and benefits to consumers in shopping at retail outlets. Consumers have definitely gained from organized retail on multiple counts. Organised retail is relatively more beneficial to the consumers at large. The study indicates importance of low-income group and their spending. However, high-income group is also beneficial from organized retail segments.

Rupesh Gupta & Prerna Garg (2012) analysed consumer Behaviour and Relationship Management in retail sector. The article highlighted the relationship of consumer behavior and customer relationship management. The study concluded that CRM is widely implemented strategy for managing a company’s interaction with customers, clients and sales prospects. CRM will mostly result into repetitive consumer purchases and a loyal customer segment for a firm.
**Dr. Vinod B. Patel (2011)** did a research study on Customer Satisfaction: A Comparative Study among Selected Cities of Gujarat State. Study was focused on analyzing importance of quality to retain customers in retail segment. Quality is not the competitive weapon but it is an essential requirement in retail sector. There is a positive relationship between high service quality and customer satisfaction. These customers spread their satisfaction by positive word-of-mouth which influences non-existent customers’ desires to engage with the organization and work as free promotional agents.

**Rupesh Kumar, Tiwari & Anish Abraham (2010)** did a research on topic ‘Understanding the Consumer Behavior Towards Shopping Malls In Raipur City’. As more and more malls are coming up in the Raipur city, competition in this domain will soon intensify and become fierce. It is of utmost importance to mall management to understand the needs/desires of the targeted customers and deliver their offerings accordingly so that they can get not only the maximum wallet shares of the customers but also their mind shares. Malls are fast becoming a place for socializing and recreation (apart from shopping), and customers have set high expectations from the malls. They see malls as a one stop destination for various purposes like dining, watching movies, hanging out, meeting new/old friends and shopping. Aesthetics were valued high by the Raipur customers, items related to the aesthetics like interior design, décor and lightning of the malls were observed to have received high acceptance from the respondents. Customers of Raipur also gave high acceptance to dimensions like Exploration, Convenience and Social. The customers preferred one stop shopping, wide product assortment and a place for recreation with friends and acquaintances.

**Dr. R. Ganapathi & M. Hariharan (2012)** at Tamil Nadu researched on Retailing in India: Opportunities, Growth & Challenges; examined the growth, awareness and brand knowledge among the people with different economic background in India and significant growth in urban & semi urban retail markets. They observed the industry and concluded that India has got lot of opportunities in terms of SME segment, rural market, different business models and more importantly 96% unorganized market of the country.

At the individual level, research suggests that individualism and collectivism may not represent separate cultural dimensions (*Triandis & Gelfand, 1998*). Both individualism and collectivism
can exist within the same culture (Sinha & Tripathi, 1994; Triandis, 1994), and a person may possess both individualistic and collectivistic tendencies (Sinha & Tripathi, 1994; Triandis, 1989, 1994). Different situations may cause a person to exhibit individualistic or collectivistic aspects of the self (Trafimow, Triandis, & Goto, 1991). Thus, a person may believe in personal initiative and independence yet also value group harmony and sharing (Trafimow et al., 1991).

Operating hours and time taken to reach the outlet are one of the main criteria which the consumers look for while selecting a shopping outlet (Kaufman, 1996). As evident from the theory of retail location, Consumers give higher preference to shopping outlet which is nearby their homes. Loudon and Bitta (1993) also discovered that consumers seek high convenience; they despise spending time and effort finding parking space, department or a particular product; they also found that convenience is also an important criterion for customers who are either visiting or making purchase in a mall very infrequently. Also, according to Kaufmann (1996), consumers are getting more and more inclined towards a “one stop destination” for their complete shopping desire, thereby complementing the theory of emergence of the mall culture.

Malls, because of their exciting, lavish and sophisticated environments proffer a sense of relief and break to the customers from the same monotonous and routine rituals of job and personal works. Underhill (1999 and 2005) explained that many modern malls have started to offer a myriad level of sensory stimulus. A trip to shopping malls can provide an individual/family a very economic means of entertainment, leisure and recreation with a great deal of effortless planning.

WILSON T. D. (1999) studied Models in Information Behaviour Research. The study presented an outline of models of information seeking and other aspects of information behaviour, showing the relationship between communication and information behaviour in general with information seeking and information searching in information retrieval systems. It is suggested that these models address issues at various levels of information behaviour and that they can be related by envisaging a ‘nesting’ of models. It is also suggested that, within both information seeking
research and information searching research, alternative models address similar issues in related ways and that the models are complementary rather than conflicting.

**David T. Kollat, James F. Engel, and Roger D. Blackwell (1970)** studied Problems in Consumer Behavior Research this article supplements other critical valuations of consumer research by discussing several issues and problems that impede the development of a consumer behavior research tradition. Most of the problems discussed are attributable to the complexity and infancy of consumer research and the fact that research to date has been conducted relatively independently by researchers in various universities, businesses, and governmental agencies. The issues raised here and others that have undoubtedly been overlooked are of sufficient importance to deserve further discussion and debate. If they are resolved, or even if some significant progress toward their resolution is made, a significant stride will be taken toward the development of a consumer behavior research tradition.

**Anurag Sharma (2010)** researched Consumer Shopping Behaviour at Big Bazaar. The study aimed at identifying and analyzing the shopping behavior of customers at Big Bazaar. The research targeted the shoppers at Big Bazaar at Pune and collected the data via questionnaire and observation. Most of the respondents concluded that they would visit Big Bazaar and take a spontaneous decision for making their purchases. The findings included that people in Pune visited malls with likeliness of getting refreshed. Entertainment and refreshment were also the motive to visit Big Bazaar. The brand perception of big Bazaar is that Big Bazaar is cost effective in most of the product categories as compared to counterpart like Reliance Mart.

**Harleen Kaur (2011)** studied Customer Service With Reference To Big Bazaar at New Delhi. Objectives of the study were to study satisfaction level of customers with regard of big bazaar and find out the buying behavior of the customers coming in to Big Bazaar. There was much more diversification in marketing campaign of Big Bazaar. And to retain customers they use many loyalty programs & IT techniques. Big bazaar, a part of future group is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big bazaar with over 140 outlets in different part of India is present in both the metro cities as well as in small towns.
Big bazaar can attract more customers by different variety and assortments. They can improve customer satisfaction by providing home delivery services.

According to Assael (1987), shopping behavior is the most unique for behavior which the consumers exhibit. Gifts, clothing, groceries, gifts and household items are some of the most common type of shopping which consumers indulge in a highly frequent manner. But according to Dholakia (1999), occasion and motives are also some crucial points which influence the consumers shopping behavior. For example, for some consumers, shopping is all about getting the best deal out of bargaining, for some (especially teenagers or the young crowd) shopping is a means of getting acquainted and interact more with others in a social context and for some it is a way of breaking out from the regular monotonous professional and personal routine (Reid and Brown, 1996).

Ms. Anjani Jha (2009) at Ranchi did a study on topic Reliance Retail Store Operation to identify the Reliance marketing strategy in Ranchi. She found that Reliance Fresh is not able to make an advertisement properly as compare to big bazaar or other retail store which is its competitor. So company should make a proper team to let the people aware about their schemes and offers being given by reliance fresh. Company should increase the number of counter so that it may minimize the quiet of the customers. Company should acquire more and more skilled people so that it may satisfy their customer in all areas. Reliance Fresh was not successful against its competitors as they have not paid due attention to the marketing strategies. After all business is all about profit and retailer wants some profit and margins.

Solomon (1994), proposed five types of shoppers which he identified from his study on customers of western countries. The following are the five types: The economic shopper: A balanced and more coherent kind of customer who tries to get the best deal so as to utilize his/her money efficiently and effectively. The personalized shopper: Customer who will only shop at a store with which he/ she has formed a strong attachment. The ethical shopper: Customer is very conscious and concerned about the local stores and will prefer them over the big retail giants.
Murthy R. S. (2008) researched Consumer Behaviour in Giant Retailing Business: An Empirical Study to find out the consumer buying behavior in malls and unorganized retail outlets. It also focused to identify retailing strategies for marketers. The major highlight was that concepts of consumer retention, customer relationship management, customization, etc are very important for retailers to be successful. The research concluded that social functions are important for customers. Retailers having proper marketing strategies were able to sell even at premium pricing. In many cases it is advisable to bring down the prices, launch offers and give price-off (best deals).

Dr. Sachindra kumar Gupta (2012) did an in-depth research on the topic ‘Predicting Consumer Behavior in Retail Industry with Special Reference to Meerut’. Research objective was to study factors influencing customers’ decision to visit shopping malls with special reference to Meerut shoppers. It also aimed to study the growth prospects of organized retail stores in Meerut. The conclusion was that Meerut people prefer to have more malls in the city, but they perceive the prices of the products available in malls higher as compare to the local shops. The most important factor which influences customers’ decision to purchase from malls is variety of products available under one roof.

Anna Watson & Patrick Schomaker (Marketing Intelligence & Planning, 2002) studied Consumer Attitude towards Utility Products: A Consumer Behaviour Perspective. The authors argued that their empirical analysis had defended the validity of the use of an investment model, and the associated argument that the switching decision was based upon: the cost of the decision; the perceived benefits of any such decision; and a customer’s relative assessment of other factors.

Brunner and Mason (1968) investigated the importance of driving time upon the preferences of consumers towards regional shopping centers. They expressed that although it is recognized that population, purchasing power, population density, newspaper circulation, and other factors are influential in determining the shopping habits of consumers, a factor which is generally overlooked is the driving time required to reach the center. In this study, it was established that
the driving time required to reach a center is highly influential in determining consumer shopping center preferences.

*Vaughn and Hansotia (1977)* opined that merchandise and convenience seem to be the two underlying dimensions which consistently appear every time. Merchandise quality, merchandise variety, atmosphere of shopping area, availability of sale items and ease of shopping comparisons are all component parts of this underlying dimension.

*Mittal (2009)* compared the consumer evaluation of store attributes for grocery and apparel retail segment. The author emphasized that the retail format which represents the right mix of various store dimensions, will eventually depend upon the interplay between various store attributes. This study used a research instrument developed by the author in an earlier study for the comparative analysis. A very significant pointer from this research was that while there is some commonality of attributes between retail sectors, the precise importance and mix is, arguably, determined more by the motivation of the customer behind each specific shopping excursion. The grocery and apparel store attributes dimensions that had emerged from this study proved that the factors were different in terms of their composition and importance.

*Martínez-Ruiz, Jiménez-Zarco, Barba-Sánchez, and Izquierdo-Yusta (2009)* in a study on Spanish consumers, identified the factors whose perception had the greatest influence on customer satisfaction. The authors analyzed a database of 422 Spanish consumers who purchased from different types of self service grocery stores in a representative Spanish city. The findings revealed that among consumers who exhibited a low propensity to buy store brands, perceptions of the quality image, as well as perceptions of service and convenience, had positive and significant influences on the maximum level of customer satisfaction. However, for those consumers who were not prone to buying store brands, only the perception of services and convenience influenced their maximum level of satisfaction. This research found the features which could help retailers focus their strategies on appropriate consumer targets and thus attain a sustainable competitive advantage through their differentiation.
Kumar (1983) in his extensive research found ‘shelf exposure’, ‘exposure to others buying’ and ‘window display’ as major in–store influences in hypermarkets. His study revealed that males (47%) are more susceptible to shelf display influence than females (39%). He cited ‘retail environment’ (25%) as the second major in–store influence and ‘exposure to others buying’ (21%) as the third major influencing factor resulting in buying behaviour.

Sinha, Mathew and Kansal (2005) found that format choice is a cognitive process. According to them, like any other purchasing decision, format choice is also information processing behaviour. They emphasized that a store is chosen based on the confidence that the customer has about the nature and quality of product and service the consumer will receive. In Indian scenario, formats had been found to be influencing the choice of store as well as orientation of the shoppers. Their study analyzed the various factors influencing decision making process of customers in choosing a store format. A full-profile procedure was used for the Conjoint Analysis in this study. The study also helped identifying the important factor set which affects consumer format choice decisions.

Roy (1994) in his study considered several characteristics of shoppers – such as functional shopping motivation, deal proneness, recreational shopping motivation, age, income and family size, to be a significant influence on mall shopping frequency.

White (2008) in his paper has elaborated that the customer and their lifestyles have changed, and with that, shopping centers are changing to continue to attract consumers. Entertainment centers, entertainment and destination venues, once of little significance to shopping centers and malls, are now growing in importance as an essential part of the mix, since in order to attract today’s consumer, goods alone don’t work.

Baker, Grewal and Parasuraman (2002) proposed a comprehensive store choice model that included (1) three types of store environment cues (social, design, and ambient) as exogenous constructs, (2) various store choice criteria (including shopping experience costs that had not been included in store choice models) as mediating constructs, and (3) store patronage intentions
as the endogenous construct. They empirically examined the extent to which environmental cues influence consumers’ assessments of a store on various store choice criteria and how those assessments, in turn, influence patronage intentions.

Shenoy, Nayak and Kumar (2011) attempted to understand the competition prevalent amongst the Indian retailers and proposed a model for choice of retail format. The results showed that Hypermarkets would prove to be lucrative in the years to come.

Minten, Reardon and Sutradhar (2009) in a detailed case study of Delhi, emphasized that modern retail is shown to emerge quickly, offering more labelled and branded food products and more choice than traditional markets. The authors highlighted that modern retail is at its mere incipience in India selling basic foods mostly at the same or lower prices than traditional retail and might thus become an important contributor to improved urban food security.

Sengupta (2008) captured the history of the evolution of modern Food and Grocery retail in India. He focused on the time period from 1971 to 2001. The research was primarily exploratory in nature. Primary research included depth interviews, focus groups and survey through questionnaire with organized retailers, unorganized retailers, consumers, fast-moving consumer goods manufacturers, channel members, and opinion-leaders. The study found that emergence of modern retail in India is not just a result of increasing consumer buying power but manufacturers and unorganized retailers also have an important role to play in this process at the macro-level. The study emphasized that at the micro-level, the trigger for growth of organized retail come from diverse angles like entrepreneurial desire to provide better service to consumers, social desire to provide relief to the masses in the form of lower prices, desire to capitalize on emerging business opportunities provided by the changing business environment etc.

Prasad and Aryasri (2011) made a detailed study on the effect of shoppers’ demographic, geographic, and psychographic dimensions in terms of format choice behavior in the fast growing Indian Food and Grocery retailing. They adopted descriptive research design by applying mall intercept survey method using structured questionnaire for data collection. Both descriptive (mean and standard deviation) and inferential statistical tools like factor analysis and multivariate analysis was used to analyze the data collected from 1,040 food and grocery retail
customers from upgraded neighbourhood kirana stores, Convenience stores, Supermarkets, and Hypermarkets in conjoint cities of Secunderabad and Hyderabad in Andhra Pradesh in India. The study found that shoppers’ age, gender, occupation, education, monthly household income, family size, and distance travelled to store have significant association with retail format choice decisions. The choice decisions were also varied among shoppers’ demographic attributes.

**Tripathi and Sinha (2008)** in Indian context, argued for incorporating both the shopper attributes and the store formats in store choice. They found that shopper attributes can be captured through the demographic variables, as they can be objectively measured, and they also captured a considerable amount of attitudinal and behavioural variables. The study attempted to link store choice, format choice and consumer demographic variables, through a hierarchical logistic choice model in which the consumers first choose a store format and then a particular store within that format. They developed a nested logit model and the variables predicting the choice probabilities were identified.

**Kamath (2009)** in a study conducted in context of Mangalore city of India, found that consumer satisfaction and loyalty being closely related, the marketing strategies of retailers must focus on customer retention. The authors emphasized that working out strategies in this direction required a thorough understanding of the preferences of the consumers on the attributes that are considered of much significance. They attempted to analyze the consumer’s preferences of the specific attributes of retail store in Mangalore city. Factor analysis had been used in identifying the main factors. These factors included shopping experience and ease, entertainment and gaming facilities, promotion, discounts and low prices, add-on facilities and services, variety of products, and other factors for shopping convenience.

**Kaul (2007)** in a study conducted in the city of Banglore, examined the applicability of Retail Service Quality Scale (RSQS) developed in the US in India. RSQS has five dimensions and six sub-dimensions and has been found appropriate in a variety of settings — across different countries such as South Africa and Singapore and across a variety of store types such as Supermarkets, Department stores, and Hyper stores. 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. Data using a survey questionnaire from 144 adult shoppers at large format apparel stores indicated that the RSQS dimensions and sub-dimensions were not clearly identifiable. The study found that the dimension of ‘Physical Appearance’ is the only one that is relatively clear. All other dimensions were found to be ill-defined. The dimension of ‘Problem-Solving’ was found to be hazy and all the remaining dimensions of RSQS comprised one factor. The study concluded that RSQS has limited diagnostic application and is inappropriate for application in Indian retail. Pre-test interviews of shoppers indicated that several service aspects mentioned by shoppers during interviews are not included in RSQS.

Bhatnagar and Ratchford (2004) developed a general model of retail format choice for non-durable goods. They proposed that using one common model, it is possible to isolate the states under which patronizing Supermarkets, Convenience stores, and Food Warehouses would be optimal. The optimality of the different formats was found to depend on membership fees, travel costs, consumption rates, perishability of products, inventory holding costs of consumers, and cost structures of retailers. They developed several hypotheses regarding format choice by consumers. They tested the hypotheses on self-reports of shopping behaviour in hypothetical situations.

Paulins & Geistfeld (2003), Consumer perceptions of retail store attributes for a set of particular stores were examined to determine their effect on store preference. Respondents’ rated 13 stores. Four variables were found to affect store preference using forward stepwise logistic regression: type of clothing desired in stock, outside store appearance, shopping hours and advertising. Significance of the effect of store attributes on store preference varied by store type. In addition, associations between customer perception of store attributes, education and age were observed. Implications for researchers and practitioners are discussed.

Faye S. McIntyre and Daniel F. Lynch (2003) in the article entitled, ‘An Exploratory Examination of Gender Bias and Customer Satisfaction in the Retail Sector’ suggested that inequities in customer treatment could affect attitudes towards the selling firm and overall
satisfaction, leading to loss of customer base and lower profitability. According to them a greater understanding of gender bias and some of its underlying causes in the salesperson/customer relationship could lead to an increase in the efficiency and productivity (and therefore, profitability) of daily retail operations. Based on ANOVA test, findings of this study confirmed that significant difference in the determinants of customer satisfaction exist between male and female buyers. Wait time and salesperson’s product knowledge were both significant determinants of customer satisfaction for women, but were not significant for men.

**Deneen (2005)** author remarked that customized retailing has evolved beyond breaking a retailer’s store base into a few store types and suggested that the retailers must find ways to appeal to specific market segments. Their product mix must be relevant to the local climate and culture besides pricing. The retailers are shifting from mass marketing to target specific groups of consumers and becoming innovative increasingly.

**E. Thamarai Selvan and N. Vallikkannu (2006),** In the article entitled, ‘Customer and Prospects Analysis for Departmental Stores’ explained that knowledge of shopping behaviour enable the retailers in offering superior value to customers which results in loyalty. This study was basically about purchasing behaviour of the customers and factors influencing the purchase. Customers analyzed were 100 female respondents from the age group of 26 to 40 as they were the decision maker for the majority of purchases. Finding demonstrated that homemakers shop more in the weekends than in weekdays. They found the prices to be moderate. The majority of purchases were for groceries and POP did not influence the customers to a great extent. Pester power played a very vital role in the purchasing ability of the customer. The varieties of products were found to be less in most of the departmental stores. Only the regular consumers bought branded products. In some of the department stores, the small outlet owners also purchased for further resale of the products.

**Jackson & Kirkup (2006)** in their study on “Inequalities in Retail choice: exploring consumer experiences in suburban neighborhood” conducted in Protsmouth has identified significant differences in experiences of choice both between and with in neighborhood. They also find dissatisfaction with the small local store which shows that choice is very different from provision, and conceptualizes how consumer s’circumstances, situation and individual
characteristics can significantly reduce a broad theoretical provision of food stores to a limited set of perceived real choices.

A. Sreejith and Dr. Jagathy Raj (2007), in the article entitled, ‘Organized Retail Market Boom and the Indian Society’ highlighted that organized retailing in India is the example of its open economy. It affects every single Indian and every sector of Indian society. This article gave a glimpse of the slow evolution of retail market over the years in India and its contribution for economic growth. This article addressed its ability to manipulate consumption pattern of society, increased customer satisfaction and likely change in the market shares of the different type of sellers.

Nurahayu Iswati Ishak (2007), In the article entitled, ‘A study on. customers’ satisfaction towards service quality of retail stores’ examined the perception of service quality of retail stores and their satisfaction among 211 respondents from supermarkets, hypermarkets and across these sub-dimensions: Physical Aspect, Reliability, Personal Interaction, Problem Solving and Policy. The study also investigated differences in service quality of retails stores in demographic variables: age, gender and monthly income. It was found that the overall service quality of retail stores was good. Across the sub-dimensions of service quality of retail stores, the respondents’ level of perception and satisfaction was found good. A significant difference was found between service quality of retail stores (overall) and age. No significant difference was found between retail service quality dimensions and gender and monthly income of respondents. Since the results of the study showed that customers’ perception was related to their satisfaction on service quality of retail stores in terms of physical aspect, reliability, personal interaction, problem solving and policy, therefore, retailers need to stress on these related aspects in providing their services.

Budiarto Subroto and Freddy Seven Putra (2008), in the article entitled, ‘The Influence of Retailing Mix and Service Quality towards Customer Satisfaction and Their impact to Behavioral Intentions’ highlighted that besides service quality which can influence customer satisfaction, there are some other basic things to build a success in retail business, especially in hypermarket and one of them is by understanding more deeply the concept of retailing mix. This study attempted to understand customer’s perception concerning retailing mix performance and
service quality and its influence towards behavioural intentions. Findings of this study pointed out that most customers had the perception in regards to the overall retailing mix, and it could be considered well implemented such as strategic location, having various products, high established standard, setting up the price that was suitable with product quality and the advertisement which gave benefit to the customer. Likewise, the service quality was also well delivered to the customers, producing customer satisfaction which consequently affected the future behavioral intentions.

**Toyin A. Clottey, David A. Collier and Michael Stodnick (2008),** in the article entitled, ‘Drivers of Customer Loyalty in a Retail Store Environment’ analyzed the determinants of customer loyalty for a large U.S. retailer based on a survey of 972 customers. An ordered logistic regression was used to estimate the proportion of a retailer’s customer who was willing to recommend the retailer’s products to other based on survey results. Findings of the study pointed out that service quality, product quality and brand image drive customer loyalty as measured by a customer’s willingness to recommend the retailer’s products to other people. The results suggested that service management managers could improve these drivers of customer loyalty by better training, recognition and reward programs, day-to-day operations and job, product, process and store design. This study also provided additional statistical evidence to support the theory that brand image, product quality and service quality determine customer’s loyalty.

**Mihir Dash and Sam Chandy (2009),** In the article entitled, ‘A Study on the Challenges and Opportunities faced by Organized Retail Players in Bangalore’ explored the opportunities and challenges faced by organized retail players in Bangalore. They found that organized retailers see competition from the unorganized sector as their biggest challenges, followed by competition between organized retailers and the inefficiency of distribution channels, internal logistical problem and retail shrinkage, while unorganized retailers see organized retailing as their major challenge, followed by cost of operation, logistical problem, competition between other kirana retailers and inefficient distribution channels. It was also found that organized retailers see Bangalore’s growing middle class as their greatest opportunity followed by large number of earning youth customers, Bangalore having people from all over India, proportionate increase in
spending with earnings and India’s booming economy. This study found that the major challenges as well as opportunities of organized and unorganized retail are almost the same.