CHAPTER – II REVIEW OF LITERATURE

2.1 INTRODUCTION

Review of literature is an indispensable part of research which opens the eyes of researcher to carry out their research in various dimensions. Through the review of earlier studies related to a relevant area in which research is intended to be carried on, the researcher came across the various ways in which the research was started, the path through which such research journeyed and how such research reached its destination. Hence this study was born out of the earlier studies related to consumer behavior in organized supermarket retail stores which were found in various international and national journals and magazines. The review lighted the present study into a meaningful, thought provoking and a brighter one. Further the review of earlier studies has helped this research to have a good shape in analytical terms.

2.2 RELATED REVIEWS

Brennan and Lundsten (2000)\(^8\) in their study titled, “Impact of Large Discount stores on Small vs Towns: Reasons for shopping and retailer strategy,” identified that consumers shop at discount for low prices and large variety and stares for the unique items they cannot find elsewhere. The closure of small shop with a super store nearby would affect the residents of a local neighborhood differently compared to the closure of only shop in a small locality without a superstore nearby and the decline in the number of small shops has different

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implications to the existing customers depending upon the locations and alternative options to shop.

Robert A. Westbrook (2001), in his study titled, “Sources of consumer satisfaction for a large conventional department store”, has found that satisfaction from multiple sources serves to raise overall satisfaction while dissatisfaction from multiple sources corresponding lowers it.

Elizabeth S. Moore, William L, Wilkie and Richard J. Lutz (2002) discussed about the concept of brand equity as an important source of strategic insights for marketers. One potentially valuable source of brand equity - the operation of intergenerational influences - has generally been overlooked in the marketing literature. Inter-generating influences are a real marketplace phenomenon and a factor that merits much closer attention from marketing strategists who are interested in brand equity issues.

Abishek Parekh (2002) in his article titled, “Enter the hyper markets” says that the retail boom is rapidly gaining ground. Companies such as Pantaloons and S Kumar’s are framing up plans to set up hypermarkets in various locations. The calculated stores have begun trusted as “India’s answer to wal-mart and carre-four” where consumers can get “top quality products at rock-bottom prices in a world-class environment”. Hyderabad already hosts Giant, India’s first international standard hypermarket, belonging to the RPG group, which opened its

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11 Abishek Parekh, “Enter the Hypermarket”, Business India, April 15, 2002, P.100.
door. Hypermarket usually competes on price and a wider product range, but they normally, lack product department depth and service components.

Piquet (2002)\textsuperscript{12} in his study titled, “Retail Marketing in Emerging Countries” highlights that, with the second largest retail market, ($202.6 billion) among emerging countries, next only to China ($388.6 billion), India is an attractive destination for global retails. However, India has been ranked only sixth in a global retail development index (recently developed by AT Kearney, Slovak Republic, Hungary, The Russian Federation, Morocco) and of course, China has been rated as more attractive than India. Ten years ago, the top 20 global retailers had operations in 11 countries. Today they are present in 82 countries. India is not on that list yet. However, with once promising South America now losing their original appeal due to market saturation and economic risk, India is a serious contender for FDI (Foreign Direct Investment). But that will depend on whether policy-makers will heed the Chinese success and allow FDI.

Vidya Srinivasan (2002)\textsuperscript{13} in her article titled “What is in store” has highlighted the impact of Liberalization which puts products of various styles and quality on shop shelves, giving consumers new choices, but it has left the seller to live in a protected environment, department stores that form the basis of the organized retail industry have no role models to follow except those set by Macy’s Bloomingdale’s and Marks and Spencer’s in the west, but none of which has adequately fit into the Indian Scenario.

\textsuperscript{12} Tean Piquet, “Potential of Retail Marketing in Emerging Countries”, Business World, August 26, 2002, pp.16-17.

\textsuperscript{13} Vidya Srinivasan, “What is in Store”, Business India, May 2002, P.95.
Mulky and Nargundkar (2003)\(^{14}\) found that the Indian retail sector is largely traditional but stores in modern format are emerging. The contribution of organized retailing in the share of retail sale is currently very small. Based on an analysis of retail developments in countries such as Thailand, Brazil and Greece and some experience in India, it is possible to conclude that modernization of retailing in India would be influenced by some important factors. These factors include economic development, improvements in civic situation, changes in consumer needs, attitudes and behavior, changes in government policies, increased investment in retailing and rise in the power of organized retail. Modern retail will have several implications for managerial practice in manufacturing firms. Firms will need to proactively review their sale structures, brand activities, logistics policy and price structure to cope with pressures from powerful retailers.

Austin Lobo (2003)\(^{15}\) in his article “Keeping in Touch” has expressed that Amul’s products like ice-cream or pizza or cheese or chocolate or the variety of products could easily capture the consumer who operates in department stores. He also points out that the consumer has less time at his disposal than before and would prefer ready to ‘eat’ products rather than the ingredients that go into making a quick meal.

Wong and Sohal (2003)\(^{16}\) compared the relationship between dimensions of service quality and customer loyalty in a retail chain departmental store


\(^{15}\) Austin Lobo, “Keeping in Touch”, Business India, Feb 2003, P.87.

located in a city to that of a country. The results showed that service quality is positively associated with customer loyalty, and that the most significant predictor of customer loyalty in the city retail district is empathy, while the most significant predictor of customer loyalty in the country retail district is tangibles.

Solgaard and Hansen (2003) identified several store attributes that were considered important for the consumer's evaluation of stores. These attributes include merchandise, assortment, merchandise quality, personnel, store layout, accessibility, cleanliness and atmosphere.

Kevin D. Bradford, Anne Stringfellow and Barton A. Weitz (2004) had found that the retailers are becoming involved with networks consisting of multiple firms in order to more effectively perform business activities such as supply chain management. This research develops and tests a framework outlining the effects of conflict in networks and how conflict management can mitigate and exacerbate these effects. A study of 81 simulated networks finds that inter-personal and task conflict have a negative effect on network member satisfaction and desire to be a member of the network. The use of a collaborative conflict management style has a positive effect on satisfaction and desire for continuity, but the effects of accommodative and confrontational styles depend on the level of inter-personal and task conflict present in the network.


Chandroo (2004)\textsuperscript{19} in his article, “Supply Perfect” highlights that, “Lifestyle International” a member of the Dubai based landmark group threw open its 54,000 sq.ft., Department store in Gurgaon. Rivals like Shopper’s stop, Ebony and Westside were already well entrenched in the Gurgaon Market. The store became a crowd magnet from the day it opened. Today, it is the hottest destination in the Gurgaon market. More importantly, lifestyle is working on a new format for secondary metros. While the broad format is likely to be the same in the smaller towns, there will be some changes in the size, product categories and economies of scale, keeping in mind the consumer profile. That could well be the second round of life style’s India success story.

Gupta (2004)\textsuperscript{20}, in his study was based on the data collected from the residents of Ghaziabad, a city with many malls and supermarket, and so was expected to be fashion and brand conscious. The results of the study show that people in Ghaziabad generally prefer to purchase and stock for a month rather than keep purchasing frequently. Department stores and wholesale shops emerge as consumer’s first choice. However different categories of products are purchased from the different types of shops.

Ben Paul B.Gutierrez (2004)\textsuperscript{21} investigated factors influencing planned and impulse purchases in personal care product categories by utilizing a behavioral measure, rather than an attitudinal measure of planned/impulse purchase. Product


category, purchase frequency, brand comparison, and age are significant factors influencing planned and impulse purchases.

Sharma and Kasnuri (2004)\textsuperscript{22} in their study titled, “An application of attribution in decision making and defense against post purchase dissonance – A study of rural consumer behavior” examined the relationship between quality attributions and rational buyer behavior. The study revealed that the difference between perceived quality and actual possessed quality give rise to dissonance. Persisted dissonance leads to attribution of reasons to overcome the ill effects of dissonance. Vendors either maintain silence or suppress the features, which they feel were detrimental to sale. Inadequate information leads to inadequate cognitive support and the corresponding dissonance. There was no uniformity of opinions of consumers concerning the usage of information while judging the quality of the product. Consumers have ranked durability as an important factor for judging quality of cloths, cosmetics and pharmaceutical products and brand name in respect of fertilizers and pesticides.

Alan S. Dunk (2004)\textsuperscript{23} discussed that the increasing importance of life cycle cost analysis to the firms as international competition intensifies and technological change continues. The literature increasingly emphasizes that rapid technological change and shortened life cycles have made product life cycle cost analysis critical to organizations. Although significant benefits are attributed to life


cycle cost analysis, there is little evidence regarding the extent of its application in organizational settings. Moreover, there is scant systematic evidence available with respect to the array of factors that may influence its use. However, a review of the literature suggests that customer profiling, competitive advantage, and quality of information system are three factors potentially impacting the extent to which life cycle cost analysis is used in firms. The results of the study illustrate, first to the degree to which product life cycle cost analysis is used across a random sample of organizations; Secondly, that all three independent variables play a positive role in affecting the extent to which product life cycle costing is used in firms.

Duffy (2005)\textsuperscript{24} in his study titled “The evolution of customer loyalty strategy” revealed that many of the past efforts used by marketers to develop customer loyalty have been ineffective because they have been based on teeters used in the airline industry. These shortcomings will become greater in the future unless marketers change their ways. Corporate scandals have eroded the trust that customers have in marketers and therefore, marketing efforts must be more genuine and easily understood otherwise, customers will develop a specified attitude towards marketers. Their concerns about privacy and identity theft have heightened concerns among customers and made them less willing to openly share information and engage in a relationship with a brand unless there appear to be genuine value and behavior by the company that engender trust and faith.

Subhashini Kaul (2005)\textsuperscript{25} concluded that consumers satisfied with the store’s service quality are most likely to remain loyal. Service quality is being increasingly perceived as a tool to increase value for the consumer as a means of positioning in a competitive environment to ensure consumer satisfaction, retention and patronage. Despite its strategic importance, Indian retailers did not have an appropriate instrument to measure service quality. This study of strategic importance explains that Indian retailers did not have an appropriate instrument to measure service quality. This study examined the Retail Service Quality Scale (RSQS) developed in the U.S. for applicability to Indian retail. This scale had 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.

Abdullah Dasci, Gilbert Laporte (2006)\textsuperscript{26} developed a simple model to determine the location strategies of two retail firms planning to open a number of stores in a geographical market. Firms try to maximize their profit under a leader-follower type competition in which the number of stores is made endogenous by the introduction of fixed costs. A novel methodology is developed in which firms strategies are defined in terms of their location densities. This methodology leads to a model that is solvable analytically and to several results on competitive location strategies. First, it is shown that if the follower decides to enter a market, he enters at least as strongly as the leader. Second, the leader can


effectively deter entry even if he is severely cost-disadvantaged. However, in some cases the leader is better off by allowing the follower to enter the market. Third, the leader may also let the follower enter the market in some situations where he has a cost advantage. It is also shown that in situations where both firms enter the market, their location strategies are quite insensitive to model parameters.

Velitchka D. Kaltcheva and Barton A. Weitz (2006)\textsuperscript{27} developed the conceptual framework which proposes that the consumer’s motivational orientation moderates the effect of the arousal produced by a store environment on the pleasantness of the environment. When consumers have a recreational motivational orientation, high arousal has a positive effect on pleasantness, but when consumers have a task oriented motivational orientation, high arousal decreases pleasantness. In addition, high arousal increases consumer intentions to visit and make purchases in the store for recreationally oriented consumers, but it has a negative impact on shopping behavior for task-oriented consumers. Pleasantness mediates the effect of arousal on shopping behavior.

Peter Kaufman, Satish Jayachandran, and Randall L. Rose (2006)\textsuperscript{28} have written that retailers face considerable risk in introducing new products because of high failure rates. Given the proliferation of new products just apposed against finite shelf space, retail buyers are confronted with a choice problem. To


enhance understanding of this issue, the authors examine the role of buyer - salesperson and firm - firm relationships using data collected in the context of actual new product selection by retail buyers at two large grocery retailers in the United States. The findings indicate that buyer - salesperson and firm - firm relationships have a greater influence on new product acceptance when a new product’s attractiveness is modest than when the new product is very unattractive or very attractive. At modest levels of product attractiveness, the likelihood of new product acceptance can increase by as much as 60% when the buyer has a strong relationship with the salesperson. The paper provides insights into the complex interplay of marketing relationships and product attractiveness in retail buyers’ selection of new products.

Shankar Ganeshan and Barton A Weitz (2006)29 focused on the impact of four staffing policies (promotion from within, promotion through seniority, well-defined career paths, and opportunity for intra-organizational mobility) on the job attitudes and behaviors of retail employees. Staffing policies significantly affect the buyer’s intrinsic motivation and commitment to their firms. Commitment and intrinsic motivation, in turn, have a strong effect on a buyer’s creativity, risk-taking behavior and intention to leave organization.

James Ullmer (2006)30 developed a predictive model to ascertain the suitability of local retail markets to support new business locations as a prerequisite to designing effective development strategies. This paper has

explored the feasibility for the establishment of new retail enterprises in the twenty-three countries of Western North Carolina. This paper has used a unique method involving ZIP codes to identify fifty two distinct markets. The tourist demand index is developed by using visitor information. The number of actual business establishments in a market is compared to the predicted number to determine where markets are saturated and where new business entry is feasible.

Carlos Perstana Barros (2006)\(^\text{31}\) in his study entitled “Efficiency Measurement among Hypermarkets and Supermarkets and the Identification of the efficiency Drivers” surveyed that supermarket and hyper-market retail markets had higher efficiency as compared to other retail formats.

Mehmet Arda (2006)\(^\text{32}\) stated that the importance of supermarkets in the world food economy has radically increased since the early 1990s. Supermarkets are now major sellers and buyers of food items not only in developed but also in developing countries. Urbanization and liberalization of the services sector have been important facilitators of this process.

Balakrishna (2006)\(^\text{33}\) in his study titled, “Consumerism and its manifestations on consumer behaviour” revealed that consumerism has evolved from the tendency to procure more. This has resulted in many positive and negative effects. It is posing new challenges to governments across the world in


protecting the environment. MNCs equipped with new marketing strategies are
targeting their campaigns towards youth and influencing them to consume more.
This excessive consumption coupled with the need to sustain the environment
across the globe gives rise to new concepts like anti-consumerism and ethical
consumerism.

Anu Singh and Kaur Tripat (2006)\textsuperscript{34} explained the strategies adopted
by retailers to keep pace with the changing moods of the shoppers. In the past
few years, there has been a shift in India from individual retail outlets owned
separately and managed distinctively to professionally managed retail stores. The
retail formats commonly analyzed are stores located in the malls. The study
addressed how factors within and outside the stores affect store-level shopping
decisions. The six main indicators on the basis of which retailers decide to go for a
specific type of retail format are: Price, Sales Personnel, Quality of Merchandise,
Assortment of Merchandise, Advertising, Services and other Convenience
Services.

Piyush Kumar Sinha and Sanjay Kumar Kar (2007)\textsuperscript{35}, India’s
retail development is inevitable. Most of the organized retailers in India are
harping on quality, service, convenience, satisfaction and benefits to lure
shoppers into the store. Retailers should create value for the consumer and
must decide suitable vehicle to deliver desired consumer value. No doubt,
that retail format is one of the vehicles to deliver value proposition and it helps to

\textsuperscript{34} LatherAnu Singh and KaurTripat (2006), “Shopping malls: New retail formats keeping pace

Formats in India” IIM Ahmadabad Research and Publication W.P.No.2007.pp 03-04.
position the store in the mind of target shoppers. Retailers certainly need to be innovative 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. Now, most of the retailers are concerned about growth in number of stores rather than creating value for consumer.

Joji Alex N. and Raveendran P.T. (2007)\(^{36}\) discussed that a major area of concern in marketer-consumer relation is the growing influence and utilization of the credit market, an outcome of compulsive buying, which has negatively affected the consumers, leading then to unmanageable debt levels.

Gil, Andres and Salinas (2007)\(^{37}\) their study entitled, “Family as a source of consumer-based brand equity” proved that positive brand information provided by the family has effects on the formation of brand awareness – associations and perceived quality, and this may lead, in turn, to brand loyalty and overall brand equity. The effects of the information provided by the family are higher than those of the marketing variables studied. Results also show that brand loyalty is much closer to the concept of overall brand equity than brand awareness – associations and perceived quality.


Peter Kennings (2007)\textsuperscript{38}, in his study he found an overall positive effect of trust in buying behavior in food retailing. It is also found that general trust has no influence on specific trust and the meaning of specific trust for buying increases when general trust is low.

Sarathy. T. (2007)\textsuperscript{39} carried out a study titled, “A comparative study on brand preference of selected fast moving consumer goods among rural consumer in Erode and Salem Districts”. This study revealed that there is a strong brand preference among rural consumers for the FMCG products. So companies aiming at rural market should invest more money and time to build their brand preference, keeping in mind, low penetration pricing, appropriate strategy, value for money products and to build extensive distribution network.

Ting Zhu, Vishal Singh (2007)\textsuperscript{40} made a research on the importance of geographical differentiation in store location decisions of firms in the retail discount industry. They have used novel data set that includes the store locations and accompanying market conditions for all stores belonging to the Wal-Mart, K-mart, and Target chains. They have also studied the factors that influence the entry and location decisions of these firms. The model involves an incomplete information game between the three players where each firm has private information about its own profitability. A key feature of the modeling approach is that it permits asymmetries across firms in the impact of exogenous market


\textsuperscript{40} Zhu, Ting and Singh, Vishal (2007), Spatial Competition with Endogenous Location Choices: An Application to Discount Retailing. Available at SSRN: http://ssrn.com/abstract=1003313.
characteristics and competitive interaction effects. Variations in the exogenous firm specific characteristics, such as the distances from the market to firms' headquarters and the nearest distribution centers, serve as exclusion restrictions and provide the source for model identification. Parameter estimates of the payoff functions are used to predict the equilibrium market structure under a variety of market conditions that provide insights into the competitive landscape of the industry. Results show that all firms exert a strong negative impact on competitors when they are in close proximity, but the effect decreases with distance to rivals.

Ryan Hamilton, Jiewen Hong and Alexander Chernev (2007)\textsuperscript{41}, examined consumer choice as a function of the perceptual similarity of the options in the decision set. In particular, scenario in which a set of options is extended by adding alternatives that change its perceptual characteristics, increasing the salience of one of the options in the core set. In this context, we document that, contrary to normative predictions, perceptual focus can increase the choice share of one of the core options, even when the added alternatives are dominated by both options in the core set. It further show that the observed effect is a function of consumer’s mode of information processing and is more pronounced in the context of intuitive (System 1) processing than analytic processing.

Singh (2007)\textsuperscript{42}, discussed that production oriented market has been shifting towards consumer oriented market. Traditional consumption pattern has also been facing large-scale changes. The study points out that the degree of brand awareness


of various food products among urban respondents is more in comparison to the rural households. Post-graduate rural and urban respondents have high degree of brand awareness for many food products in comparison to other educational levels of the households. With an increase in income level, the household deviates from basic commodities to protein vitamin rich commodities. Growth rate of modern retailing has increased in recent years because of growth in disposable income levels. Additionally, Indians have begun to prefer shopping at super markets due to higher standard of hygiene and attractive ambience.

Goyal and Singh (2007)\textsuperscript{43} proposed to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. The study applied multivariate statistical tools to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. In addition, the authors analyzed the consumption patterns, impact of hygiene and nutritional values, and rating of various attributes of McDonald's and Nirula's. The results indicated that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. They feel that homemade food is much better than food served at fast food outlets. They attribute the highest value for taste and quality (nutritional values) followed by ambience and hygiene. Three dimensions (service and delivery dimension, product dimension, and quality dimension) of fast food outlets attributes were identified based on factor analysis results. The two fast food outlets ratings differ significantly on the seven attributes. McDonald's scores are higher on all attributes except "variety." Further, consumers

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feel that fast food outlets must provide additional information on nutritional values
and hygiene conditions inside kitchen.

Aggarwal (2007),\textsuperscript{44} found that Indian retail industry stands second in terms
of employment generation after agriculture. The total market in 2005 stood at US$ 225 billion, accounting for about 9-10% of the country’s GDP. The organized
sector accounted for US$ 7.9 billion (about 3.5% of the total revenue). The
catalytic effects of retail on Indian economy highlighted in the study are:
employment generation, growth of real estate, increase in disposable income,
development of retail ancillary market etc. Moreover the growth of organized
retail industry will increase jobs, income level, standard of living, along
with providing better products and better shopping experience. The growth of
retail industry from the most prevalent unorganized sector to an upcoming
organized retail has given a new name to Indian economy and the name is
“experience economy”. Forty-seven percent of India’s population is under the
age of twenty which is predicted to increase to fifty-five percent by 2015.
This younger population will have an immense impact on the growth of the
retail sector in the country. Organized retail has a huge scope because of the vast
market and the growing consciousness of the consumer about product, quality and
service.

Kaur and Singh (2007),\textsuperscript{45} concluded that youth are an important
consuming class and owing to time pressures in dual career families with high

\textsuperscript{44} Aggarwal, V. (2007) “The Era of Retail Revolution: Contribution to Economy” in Research in
Management and Technology, Ed. by Aneet and Ramanjeet Singh, Deep and Deep Publications
Pvt. Ltd., pp 429-442.

\textsuperscript{45} Kaur, P. and Singh, R. (2007) “Uncovering retail shopping motives of Indian youth”, Young
Consumers, Vol. 8, No 2, pp 128-138.
disposable incomes. This study enlightens the important dimensions of motivation for the youth when they shop. The results reveal that young consumers, interestingly, lend to shop not from a utilitarian perspective but from a hedonistic perspective. Their key indulgence includes getting product ideas or meeting friends. They also view shopping as a means of diversion to alleviate depression or break the monotony of daily routine. In addition to this, they also go shopping to have fun or just browse through the outlets.

Arindrajit Dube et al., (2007)46 researched about the effect of Wal-Mart expansion on wages, benefits, and skill-composition of retail workers during the 1990s. They have exploited the spatial pattern of Wal-Mart diffusion, radiating outward from the original store in Benton County, Arkansas, to control for potential endogeneity in store openings using both instrumental variable and control function approaches. Estimates from state and county level data suggest that store openings reduced both the average earnings and health benefits of retail workers. At the county level, a new Wal-Mart is found to reduce retail earnings, on average, by 5 to 9 percent. Moreover, it was found that changes in skill-composition explain only a small part of compensation reduction, indicating that the decline in retail wages reflect a reduction in labor market rents.

Mishra (2007)47, concluded that the Indian market has seen vast changes in political, economic and social environment which has a great impact on consumption. The study was conducted in seven major cities like Delhi, Chennai,

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Kolkata, Hyderabad, Bhubaneswar and Mumbai. These are the metropolitan cities. The study depicts that consumers buy essentially convenience goods with low level of risk from organized outlets and essential products of more involvement from traditional retailers. The hypermarkets, malls and supermarkets are the preferred kind of stores by consumers of organized retailing and these are preferred due to convenience and variety.

Jasola (2007)\(^{48}\) highlights that malls, specialty stores, discount stores, department stores, hypermarkets, supermarkets, convenience stores and multi-brand outlets are the most preferred retail formats in India. In the organized sector, super-markets contribute to 30% of all food and grocery retail sales. The share of modern retail is likely to grow from its current 2% to 15-20% over the next decade. With the growth of malls, multiplexes and hypermarkets, the consumer is being exposed to a new kind of shopping experience and services that redefines the expectations from shopping. The Food and groceries, health and beauty, apparel, jewelry and consumer durables are the fastest growing categories of organized retailing. Currently, the fashion sector in India commands a lion’s share in the organized retail pie. The discount stores emerged as “class-less stores” with consumers of all income levels shopping at these stores. Favorable demographic and psychographic changes relating to India’s consumer class, international exposure, availability of products and brands communication are some of the attributes that are driving the retail in India.

Gerard P., Cachonand A. and GurhanKok (2007)\textsuperscript{49} discussed the assortment planning problem with multiple merchandise categories and basket shopping customers i.e. customers who desire to purchase from multiple categories. They presented a duopoly model in which retailers choose prices and variety level in each category and consumers make their store choice between retail stores and no-purchase alternative based on their utilities from each category.

Malliswari, M (2007)\textsuperscript{50}, her study about “Emerging trends and strategies in Indian retailing” indicates that the demanding ascertain Indian consumer is now sowing the seeds for an exciting retail transformation that he already started bringing in larger interest from international brands /formats. With the advent of these players, the race is on to please the Indian customer and it’s time for the Indian customers to sit back and enjoy the hospitality of being treated like a King.

Ashokan C. (2008)\textsuperscript{51}, in his study of “Profile and perception of retail consumers” analyzed the consumer’s perception towards retail in Palakkad, Kerala. Visiting retail outlets has become a group activity. Most of the shoppers are influenced by as well as accompanied by colleagues, friend and relatives. Majority of the people who visit do not shop at all. The hang around meet friends, do window – shopping and spend time leisurely.


Toyin A. Clotey, David A. Collier and Michael Stodnick (2008)\textsuperscript{52}, highlighted that brand image, product quality and service quality determine customer loyalty. Store managers can improve these drivers of customer loyalty by better training, recognition and reward programs, day-to-day store operations, and job, product, process and store design.

Anna S. Mattila and FochenWirtz (2008)\textsuperscript{53}, suggested that over-stimulation has a positive impact on impulse purchases. Store managers can look at a number of environmental design variables to increase stimulation in their shops. Further, indicated that perceived crowding and employee friendliness jointly influence impulse buying, and hence these two factors need to be considered together in stoic design.

Mishra (2008)\textsuperscript{54}, has strategically analyzed the Indian retail industry. Organized retailing in most economies has typically passed through four distinct phases in its evolution cycle. They are the new retail entrant driving growth, consumer demand organized formats, retailer strengthening backend system and retailers going global. India is currently in the second phase of evolution i.e. consumer demand organized formats. So the success of any retailer depends not only on the model but also on how they customize these models keeping in mind the taste and preferences of Indian consumers.


Srivastava Ruchi (2008)\textsuperscript{55}, described India as the most attractive retail market today with abundance of opportunities. The Indian retail market is growing with a rapid pace of about 25-30\%. This paper provides detailed information about the growth of retailing industry in India. It examines the growing awareness and brand consciousness among people across different classes in India and how the urban and semi-urban retail markets are witnessing significant growth. It also highlights the recent trends in retail industry along with the opportunities available for both the national and international players. It is also prudent to acknowledge the deficiencies and problems as well along with listing out the opportunities that India presents for various types of retailers.

Horst Raff and Nicolas Schmitt (2009)\textsuperscript{56}, investigated the implications for international markets of the existence of retailers/wholesalers with market power. Two main results were shown. First, in the presence of buyer power, trade liberalization may lead to retail market concentration. Due to this concentration, retail prices may be higher and welfare may be lower in free trade than in autarky, thus reversing the standard effects of trade liberalization. Second, the pro-competitive effects of trade liberalization are weaker under buyer power than under seller power.

Alexander Chemev and Ryan Hamilton (2009)\textsuperscript{57}, in their research paper majorly focused on the important decision that retailers always involves in


selecting the number of items constituting their assortments. A key issue in making these decisions is the role of assortment size in determining consumer’s choice of a retailer. The authors address this issue by investigating how consumer choice among retailers offering various-sized assortments is influenced by the attractiveness of the options constituting these assortments. The data show that consumer preference for retailers offering larger assortments tends to decrease as the attractiveness of the options in their assortments increases and can even lead to a reversal of preferences in favour of retailers offering smaller assortments. This research further presents evidence that the relationship between assortment size and option attractiveness is concave, like the marginal impact of assortment size on choice decreases as the attractiveness of the options increases. Data from eight empirical studies offer converging evidence in support of the theoretical predictions.

Dash et al, (2009)\textsuperscript{58}, their study revolves around the opportunities and challenges faced by organized retail players in Bangalore. The results of the study depict that competition faced by the unorganized sector is the biggest challenge for organized retailers. Inefficiency of distribution channels, internal logistical problem and retail shrinkage are other challenges faced by organized retailers. On the other hand, growing middle class, large number of earning youth customers, increase in spending and India’s booming economy are the opportunities for organized and unorganized retailers.

Tendai and Crispen (2009)\textsuperscript{59}, their study investigates the influence of in-store shopping environment on impulsive buying among consumers. The result of the study shows that among poor consumers, economic factors such as cheaper prices, coupons and helpful shop assistants were more likely to influence impulsive buying. On the other hand, factors with an atmospheric effect such as music, fresh scent and ventilation may have only been important in helping to keep consumers longer in shops although they were unlikely to directly influence impulsive buying.

Goyal and Aggarwal (2009)\textsuperscript{60}, their study examines the relative importance of the various products purchased at organized retail outlets and the choice of format, the consumer has when purchasing a product. The results of the study depict that food and grocery; clothing, apparels and accessories; catering services; health and beauty; pharmaceuticals, watches; mobile, accessories and services; books, music and gifts; foot ware and entertainment are the order of importance for various items for organized retailing. The most appropriate retail formats for various items are: food and grocery-supermarket; health and beauty care services-supermarket; clothing and apparels’- mall; books, music and gifts-convenience store and mall; catering services - mall; entertainment - mall; watches - hypermarket; pharmaceuticals-hypermarket; mobile, accessories and services - hypermarket; foot wares - departmental store.


Binta Abubakar Val Clulow (2009)\textsuperscript{61}, investigates the customer rating of importance of several attributes associated with supermarket shopping. The results suggested that since retail format had become very standardized, corporate reputation was rated high and might be a source of sustainable competitive advantage. Accessibility was considered important, as was quality of service, especially the friendliness and efficiency of checkout personnel.

Hemalatha, Sivakumar and Jayakumar (2009)\textsuperscript{62}, suggested that different groups of consumers believe that variegated store attributes are important. Therefore, store attributes appears to be a promising market segmentation criterion. In this sense, their work focused on the store attributes as a possible criterion to segment the shoppers. They started by analysing the importance of consumer segmentation to the retailers. After reviewing the literature of market segmentation, a segmentation analysis of clothing and apparel shoppers in India was performed. First, a hierarchical cluster analysis was carried out, and then k-means cluster analysis was done which identified three meaningfully differentiated customer groups. Further, a classification tree analysis was performed to identify the store attributes that differentiated the clustered groups. Finally, three clusters of Indian shoppers, namely, economic shoppers, convenient shoppers and elegant shoppers were identified. The main conclusions and their implications for retailing management were pointed out.


Muhammad Ali Tinuizi, Kashif-Ur-Rehmanand M. and IqbalSaif (2009)\textsuperscript{63}, investigated the relationship between independent variables which are shopping lifestyle of consumers, fashion involvement of consumers, pre-decision stage and post-decision stage of consumer purchase behaviour with the attitudinal and behavioural aspects of impulse buying behaviour. The pre-decision stage of consumer purchase behaviour is the only variable that resulted in strong association with the impulse buying behaviour. Young people more often get attracted to products displayed on store shelves and have greater tendency of impulse buying behaviour.

Agarwal and Mehrotra (2009)\textsuperscript{64}, found (using Regression, Data Envelopment Analysis and Sensitivity Analysis) how efficiently some of the top organized Indian retail companies have been performing relative to each other over the years. In doing so, they identified factors that help increase the efficiency of a retail company. The study conducted was based on the analysis of data downloaded from Prowess database for five Indian retail companies for the time period 2000 - 2007. The study can be helpful in enabling Indian retail companies gain a competitive advantage in the face of increased competition being faced in the emerging organized retail sector in India. The findings brought forth Advertising and Marketing expenses as the significant performance determining factors to be paid attention to.


Choudhary and Sharma (June 2009)\textsuperscript{65}, conducted a study in Chandigarh Tricity (Chandigarh and its satellite cities of Mohali and Panchkula) keeping in view the dynamically growing organized retail there. The data of 200 retailers for the present research covered the time frame of year 2007 to 2008. After an extensive literature review, it was found that size of retail stores and their location played a significant role in measuring the operational efficiency of retail stores. An empirical analysis was conducted using chi-square test of independence to understand the role and contribution of the type of retail formats on operational efficiency and to examine the impact of location on the same. It was concluded from the data analysis that there is a significant influence of the format of retail stores and location on the operational efficiency. However, the degree of association is not very high.

Jain and Bagdare (2009)\textsuperscript{66}, reviewed the concept of customer experience and identify its major determinants in context of new format retail stores by analyzing customer expectations. The study highlights that as compared to traditional stores, new format stores are pre-engineered retail outlets, characterized by well designed layout, ambience, display, self-service, value added services, technology based operations and many more dimensions with modern outlook and practices. They seem to attract and influence young minds by satisfying both hedonic and utilitarian needs. Customer experience is governed by a range of demographic, psychographic, behavioral, socio-cultural and other environmental factors.

\textsuperscript{65} Choudhary, H., Sharma, V., (2009), "Empirical Study on Operational Efficiency in Retail Stores in Chandigarh Tricity", Indian Journal of Management, Volume 2, Number 3 , May-June 2009

Goyal B.B. and Megha Aggarwal (2009)⁶⁷, highlighted that the retail sector and its environment have experienced radical changes in the last decade. Most of the challenges are due to changing demographics, social, political, business climate and changes in the retail sector including the addition of Wal-Mart, Carrefour, K-Mart, etc. The author examined the relative importance of the various products purchased at organized retail outlets and the choice of format, the consumer has when purchasing a product.

Ranjith P.V. and Rajesh Nair (2009)⁶⁸, discussed service quality is perceived as a tool to increase value for the consumer, as a means of positioning in a competitive environment to ensure consumer satisfaction, retention and patronage. Despite its strategic importance, the Indian retailers do not have an appropriate instrument to measure service quality. The paper discusses use of Retail Service Quality Scale to assess overall service quality levels of retail stores. Personal Interaction, Appearance, Reliability, Problem-solving and policy are five factors which define service quality.

Shilpa Kokatnur (2009)⁶⁹, analyzed the impact of new retail formats on traditional/unorganized retailers strategies. Service and promotion are the major strategies affecting unorganized players. The impact of organized stores differs for different category stores. Service and technology up gradation are the major strategies adopted by small players to retain customers. Traditional retailers need to redesign their business models.

Surajit Ghosh Dastidar and Biplab Datta (2009)\textsuperscript{70}, tried to assess whether the consumer’s demographics have any influence on their exploratory tendencies. The males are more risk taking and innovative than females and younger consumers are more prone to indulge in interpersonal communication about purchases. Education and income have no influence on any of the exploratory tendencies.

Babu P George and Manoj Edward (2009)\textsuperscript{71}, examined how the degree of personal involvement in a purchase decision affects the information needed to reduce cognitive dissonance associated with that purchase. The authors argue that, highly involved individuals, because of their high involvement in purchase decisions, are rigid in their preconceived cognitions that led to the purchase. Consequently, they tend to downplay the new cognition and actively look out for purchase supportive information, rather than changing the old cognition that led to the purchase decision.

Sumeet Gupta, Kavita Jam and Divya Jam (2009)\textsuperscript{72}, discussed that organized retailing is growing at a rapid place in India. Although the Indian market is very large and seems very promising, organized retailers are finding it tough to be profitable while traversing the unknown territories of India. One of the marketing strategies is to focus on retaining the existing customers as they are

\textsuperscript{70} Dastidar Surajit Ghosh and Datta Biplab (2009), Demographic Differences in Consumer Exploratory Tendencies: An Empirical Examination, IIMB Management Review, Vol. 21, No.4, pp. 297-312.


five times more profitable than new ones. In this study, we examine the factors that influence customer’s intention to continue purchasing from an organized retailer. Looking at an example of a supermarket, conclusions can be drawn for these organized retailers to stay in the semi-urban markets of India. The results show that customer’s perceived value is an important indicator of customer continuance intention, as are the loyalty incentives provided by the store. Moreover, convenience is more important for customers in these markets than enjoyment.

Noor Firdoos Jahan et al.,(2010)73, discussed responsible trends namely, changing consumer groups, changing retail formats, technology and developments, FDI trends, private brand trends and e-tailing favorable to the emergence of food and grocery retailing. They have identified large geographic area, real estate infrastructure constraint, supply chain, manpower availability, technology, foreign direct investment, traditional formats as important challenges to be accepted by operators in this sector. They have suggested that the initiative needed to improve food and grocery retailing in India are encouraging FDI, wide range of customer service, new technology adoption and developing skilled staff.

Deepak Devgan and Mandeep Kaur (2010)74, discussed that factors such as rising per capita income, emergence of nuclear families and entry of multinational companies offering huge variety of products have raised the demand of household products. This has been an opportunity for the ushering organized retail sector that is

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growing by leaps and bounds in India. Even in the middle and small cities, the shopping malls have been successful to snatch the customers of small kirana stores at a very pace, hereby, making it imperative to locate the factors that contribute in forming changing attitude of customer’s towards shopping malls.

Sriram, S., Pradeep K. Chintagunta and Manoj K. Agarwal (2010)\textsuperscript{75}, presented a framework of durable goods purchasing behaviour in related technology product categories that incorporates the following aspects unique to technology product purchases. First, it accounts for consumer’s anticipation of declining prices (or increasing quality) over time. Second, the durable nature of their purchases over several products. Third, the forward-looking consumer decision process, as well as the durable nature of technology products, implies that a consumer’s purchase in one category will depend on the anticipated price and quality trajectories of all categories.

Li Jiang and Ravi Anupindi (2010)\textsuperscript{76}, discussed that the system can be balanced by using a search process that is driven by either the customers or the retailers. In a customer-driven search, the customer with unmet demand may search for the product at another location and, if it is available, complete the purchase. In a retailer-driven search, the retailer with unsatisfied demand searches for product and schedules transshipment to fulfill the unmet demand at his location.


Rebecca W. Hamilton, Rebecca K. Ratner and Debora V. Thompson (2010), explains how do consumers decide whether to buy a durable good, and how much they are willing to pay for it? They conclude that relative usage frequency is an important determinant of consumer attitudes and purchase intentions. They also conclude that typical frequency for a product is high may actually reduce consumer’s interest in acquiring the product. They suggested that consumer perceptions of a product’s value are, therefore, a function not only of how often they will use the product themselves but also of whether they believe this is relatively high or low compared to other people.

Kamaladevi B (2010), stressed that to compete successfully in this business era, the retailers must focus on the customer’s buying experience. To manage customer’s experience, retailers should understand what customer experience actually means. Customer experience management is a strategy that focuses the operations and processes of a business around the needs of the individual customers. The goal of customer experience management is to move customers from satisfied to loyal and then loyal to advocate. Focused on the role of macro factors in the retail environment and how they can shape customer experiences and behaviours. Several ways (eg.Brand, Price, Promotion, Supply Chain Management, Location, Advertising, packaging and labeling, Service mix and Atmosphere) to deliver a superior customer experience are identified which

should result in higher customer satisfaction, more frequent shopping visits, larger wallet shares and higher profits.

Chandan A. Chavadi and Shilpa S. Koktanur (2010)\textsuperscript{79}, tried to find out the various factors driving customers towards shopping malls and consumer buying response for promotional tools. The researcher has found four major factors that drive the customers towards the shopping malls. Those major factors are product mix, ambience, services and promotional strategies. Customers consider fast billing, parking facility and long hours of operations as prime services.

Hazra Sandip Ghosh and Srivastava Kailash B.L. (2010)\textsuperscript{80}, concluded that service quality has become vital for service firms to pay attention due to increased competition. Therefore, firms are using service enhancement and are developing a range of techniques to measure service quality improvement. The competition between private and public sector has resulted in an increased need for service providers to identify the gaps in the market in order to improve service provisions to retain customers. Satisfactory service quality is an indispensable competitive strategy. Thus, it is important to explore the perception of service quality and its relationship with customer satisfaction, loyalty and commitment. The researcher concluded that customer value for four dimensions of perceived service quality i.e. assurance-empathy, tangibles, security and reliability. All the


dimensions of service quality tend to have a strong impact on customer satisfaction
depending on the quality performance.

Satish and Raju (2010)\textsuperscript{81}, points out that retail sector are at an inflexion
point where the growth of organized retailing and growth in the consumption by
the Indian population will take a higher growth trajectory. The Indian retail
industry has strong linkages with the economic growth and development of the
economy. The study throws light on the major Indian retailers which highly
contribute to the retail sector in India and these are: Pantaloon is one of the
biggest retailers in India with more than 450 stores across the country. Pantaloon
launched the country's first hypermarket, Big Bazaar, which has the following
retail segments: food and grocery: big bazaar, food bazaar, home solutions:
hometown, furniture, bazaar, collection-I, consumer electronics: e-zone, shoes:
shoe factory, books, music and gifts: depot, health and beauty care: star, sitara, e-
tailing: futurebazaar.com, entertainment: bowling co. Tata Group is another major
player in Indian retail industry with its subsidiary Trent, which operates Westside
and Star India Bazaar. Established in 1998, it also acquired the largest book and
music retailer in India, 'Landmark', in 2005. Trent owns over .04 million sq. ft
retail space across the country. RPG Group is one of the earlier entrants in the
Indian retail market, when it came into food and grocery retailing in 1996 with its
retail Food world stores. Later it also opened the pharmacy and beauty care outlets
'Health and Glow'. Reliance Group is one of the biggest players in Indian retail
industry. With more than 300 Reliance Fresh stores and Reliance Mart, these stores

\textsuperscript{81} Satish, D. and Raju, V. (2010) “The Growth of Indian Retail Industry”, Advances in Management,
are quite popular in the Indian retail market. It is expecting to reach sales of US$ 20.32 billion by 2010. AV Birla Group has a strong presence in Indian apparel retailing. The brands like Louis Phillipe, Allen Solly, Van Heusen and Peter England are quite popular. It is also investing in other segments of retail. It will invest US$ 1800-2030 million by 2010.

Ali et al (2010)\textsuperscript{82}, indicates the purchase behavior of the consumers based on frequency of purchase, monthly expenditure, preferred marketplace, distance to market and food packaging and the impact of socio-demographic profile of consumers (gender, age, education and income) on the purchase decisions for grocery, fruits and vegetables. The results show that vegetables are the most frequently purchased products and most of the consumers shop for vegetables on a daily basis. Similarly, fruits are generally purchased twice a week. On the other hand, grocery products, which are less perishable, are less frequently purchased. The study further reveals that the income level of a consumer is an important factor which affects most of the food purchase decisions. Results indicate that a higher income and educational level of consumers influences their decisions on product and market attributes while gender and age seems to have no significant impact.

Noor Firdoos Jahan et al., (2010)\textsuperscript{83}, discusses responsible trends namely, changing consumer groups, changing retail formats, technology and developments, FDI trends, private brands trends and e-tailing trends favourable to the emergence of food and grocery retailing. They have identified large geographic area, real


estate infrastructure constraint, supply chain, manpower availability, technology, foreign direct investment, traditional formats as important challenges to be accepted by operators in this sector. They have suggested that the initiative needed to improve food and grocery retailing in India are encouraging FDI, wide range of customer service, new technology adoption and developing skilled staff.

Ghosh and Tripathi (2010)\textsuperscript{84}, attempts to analyze purchase pattern of customers towards organized retail outlets in terms of merchandise categories purchased, time spent within the store, number of merchandise purchased on each visit, stores switching behaviour and store attribute. The results of the study depict that the younger generation has greater tendency to visit organized retail outlets. The shoppers which remained within a store for at least two hours considered shopping to be a stress releaser and fun activity. The commonly purchased items from a retail outlet are garments followed by groceries, lifestyle products and household appliances. The study further reveals that customers in tier 2 and tier 3 cities evaluate a store on convenience and merchandise mix, store atmospheric and services.

Ali, Kapoor and Moorthy (2010)\textsuperscript{85}, in their paper, proposed a marketing strategy for a modern food/grocery market based on the consumer preferences and behaviour. A total of 101 households having sufficient purchasing power were personally surveyed with a structured questionnaire. These households were spread across the well-developed Gomtinagar area of Lucknow city. Simple statistical analysis such as descriptive statistical analysis, frequency distribution, cross


tabulation, analysis of variance, and factor analysis to assess the consumer’s preferences for food and grocery products and market attributes were carried out. The preferences of the consumer’s clearly indicate their priority for cleanliness/freshness of food products followed by price, quality, variety, packaging, and non-seasonal availability. The consumer preference of marketplace largely depends on the convenience in purchasing at the marketplace along with the availability of additional services, attraction for children, basic amenities and affordability. The results of this study suggest that most of the food and grocery items are purchased in loose form from the nearby outlets. And, fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature, whereas grocery items are less frequently purchased.

Chakraborty (2010)\textsuperscript{86}, concluded that Indian retail is a booming sector and mainly the organizing retail sector is witnessing a radical change. Indian consumers are looking for product variety. One of the internationalized retail formats is discount store format. Managing this particular retail format in Indian culture needs an understanding of Indian customer’s perception towards the discount store format. Shopping motive is an important functional element to lead the shopper to market place. Shopping motives changes are based on culture, retail format, economic and social environment. The author identified the driving shopping motives of Indian discount store shoppers. A total of 270 were taken as the sample out of which 252 were considered for the final study. Factor analysis extracted three shopping motives, two of which relate 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 can be the key for discount stores for understanding their shoppers.

ArpitaKhare and Sapna Rakesh (2010)\textsuperscript{87}, have highlighted that organized retailing in the form of which malls is poised to develop exponentially in India. Malls are transforming the landscape of Indian retailing and consumer attitudes towards shopping. The upsurge of mall activity poses a question of how much malls are responsible for generating sales and consequently generating profits. The paper was directed at retailers with stores in the malls and describing their opinions about what generates consumer traffic and profits in malls. The retailer’s selection of malls is driven by the business potential offered by malls. The findings of research demonstrate that an assortment of factors is responsible for mall traffic. These may be categorized under entertainment facilities, services, ambience and mall management.

Piyali Ghosh, Vibhuti Tripathi and Anil Kumar (2010)\textsuperscript{88}, have found that the phenomenal growth of retail in India is reflected in the rapid increase in number of supermarkets, departmental stores and hypermarkets in the country. However, this unpredicted growth trend has been challenged by the shadow of the current economic slowdown, which has raised a fear of dip


in consumption and slowdown of growth for Indian organized retailers. At a time when consumer spending is on decline, success will lie with those retailers that can drive customer loyalty by responding to the demands of the consumer. This paper is an attempt to address issues related to store attributes and their relevance in the store selection process. Eleven variables (store attributes) have been identified in this article based on theory and judgment. Factor analysis has yielded three factors: Convenience and Merchandise Mix, Store Atmospherics and Services. The factors identified and recommendations made in the article would be of use to retailers in designing their outlets with store attributes that would meet the expectations of shoppers and thus motivate them towards store patronage decisions.

Mittal, K.C., and Anupama Parashar (2011)\textsuperscript{89}, explained that irrespective of area, people prefer grocery stores to be nearby, product assortment is important for grocery. Ambience of the grocery stores has been perceived differently by people of different areas and prices are equally important for all grocery. Perception and preference towards importance of service was also different across different areas. In the given study, no special is given to the customer perception towards retail stores.

Sharif Menon (2011)\textsuperscript{90}, explained that brand identities were designed to reassure a public anxious about the whole concept of factory produced goods.


Brands have transformed the process of marketing into one of perception building. So, image is now everything. Consumers make buying decisions based around the perception of the brand, rather than the reality of the product. Perception is a fragile thing. India is lucky to have international brands, but the Indian consumer is very choosy in selecting the brands and especially in the consumable sector. The research brings out the importance of taste which is an essential factor for the success of a brand.

Manju Rani Malik (2011)\(^1\) aimed to explore the components of retail customer satisfaction and also investigates the relationship between each of the retail customer satisfaction components and customers satisfaction level. Product characteristics, Price factor, Physical Aspects, Promotional Schemes and Personal interaction of retail customer satisfaction were studied. The study have identified that location, variety of products and reasonable price are the major motivating factors that influence the customers to visit the retail outlets and emphasis on facilities such as parking, physical aspects, availability of variety of branded and non - branded products at reasonable price by the retailer will increase the revenue. There were numerous studies in the area of consumer satisfaction, Consumer expectations on services, comparative study on consumer satisfaction towards organized retailing and many. So this study analyses the consumer attitude that is the basis for consumer satisfaction, towards one of the existing and growing format among the organized retailing that is departmental stores in Coimbatore city.

Chopra, K. (2011)\textsuperscript{92}, as she has mentioned in her paper “Wal-Mart: Can it succeed in India?”, consumers in India select a store for shopping based on traveling time, range of products offered, services offered and their socio-economic background.

Ravilochanan and Shyamala Devi.B (2011)\textsuperscript{93}, this study revealed that consumers look for billing support, good shopping facilities, availability of multi-brands and facility for replacing the defective goods. This would imply that every organized retail shop to be more vigilant to monitor the changing preference of the consumers so that they can continue to maintain their customer base. By offering what the consumers want – products and facilities, these shops can certainly consolidate over period and grow.

Rathod K.L. (2011)\textsuperscript{94}, in his study revealed that the past 4-5 years have seen increasing activity in retailing. Various business houses have already planned for few investments in the coming 2-3 years. Though the retailers will have to face increasingly demanding customers and intensely competitive rivals, more investments will keep flowing in and the share of organized sector will grow rapidly. Organized retailing in India is surely poised for a take off and will provide many opportunities both to existing players as well as new entrants.


Raji Reddy.K. And Osman Bin Salam (2012), their study stated that the convenience and personalized service offered by the unorganized sector holds its future in good stead for the future. Organized retail of late has seen a tremendous boom and is attracting more people to the malls. Interestingly, marketer pressures from India’s burgeoning consumer class and their growing demand have already started to spur agricultural reform and increased investment in India’s “farm to retail” field by the private sector. It seems that India’s growing consumer market might be taking on a life its own.

Shahid Akhter and Iftekhar Equbal (2012), their study revealed that there is very huge potential for the growth of organized retailing in India. By following some of the strategies, it can rise tremendously and can reach each and every nook and corner. A balance should be maintained between brand building and promotion. Non marketing factors like gas prices, weather etc. should be avoided and new schemes should always be launched. The retail industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them.

Shashikant Rai, Vrijendra Singh and Anurika Vaish (2012), their study revealed that the diversity of consumers with the help of assessing some

psychological factors which helps in buying process and view of consumers towards retail business. Many other factors like demographic location, gender, education also plays an important role in customer buying behavior. We can see that price consciousness is very important factor but gender and age are not able to influence it although marital status has an impact over it.

Venu Gopal .K. and Santosh Ranganath.N. (2012)\textsuperscript{98}, their study stated that modern retailing, despite its cost effectiveness, has come to be identified with lifestyles particularly the affluent one, thereby excluding an important and larger segment of consumers. In fact, in order to appeal to all classes of society, organized retail stores would have to identify with different lifestyles and socioeconomic strata and respond to their respective requirements and shopping patterns. To some extent, this trend is already visible with the emergence of stores with an essentially “value for money” image. While insisting on value for money and cost effectiveness, today consumers want a better shopping experience, recreation, friendly interactions and a wide choice of products and services. Retail stores have to live up to these expectations in order to flourish, prosper and grow in the Indian market.

Deepika Jhamb and Ravi Kiran (2012)\textsuperscript{99}, in their study revealed that the changing consumer behavior towards shopping and the significance of retailer strategies are important to know the emerging trends in modern retail formats.


Consumers prefer modern retail formats due to its significant product attributes like improved quality and variety of brands and store attributes which enhance the shopping experience of consumers like good parking facility and trained sales personnel. Strategies of retailers like retention strategies, promotional strategies, image improvement strategies, pricing and competitive strategies are directly contributing to the growth of modern retail formats in India.

Sanjay Manocha and Anoop Pandey (2012)\textsuperscript{100}, their study stated that retailing provides a crucial link between producers and consumers in modern market economy. Retail in India is most dynamic industry and represents a huge opportunity both for domestic and international retailers. Modern retailing is not threat to independent Mom and Pop stores as most of the consumers said that they never stopped visiting kirana stores. They strongly agreed on coexistence of both is requirement of the day. Their frequency of going to kirana stores is reduced its kind of opportunities for reorienting Mom and Pop stores for attracting more customers. So, organized retailing is beneficial for India because it’s not alarming to create conflict with unorganized stores but reshaping unorganized stores into budding/nascent organized stores.

Mamta Jain and Meenal Lodhane Sukhlecha (2012)\textsuperscript{101}, their study revealed that the advantages of allowing unrestrained FDI in the retail sector evidently shows the disadvantages attached to it and the same can be deductible from the examples of successful experiments in countries like Thailand and China.


where too the issue of allowing FDI in the retail sector was first met with incessant protests, but later turned out to be one of the most promising political and economical decisions of their governments and led not only to the commendable rise in the level of employment but also led to the enormous development of their country’s GDP. So FDI in retailing is the need of the hour.

Karuppasamy Pandian.S.P., Elavarasi.R. and Arun Shankar G. (2012)\textsuperscript{102}, they investigated that most of the shoppers were conscious about the close to residents, price, quality of the product, variety of the products, convenience shop timing, ample parking, hospitality, store ambience, product display and demo and high quality fruits and vegetables. Consumers are very much attracted by the store atmosphere and décor and also the convenient location of the store. They are recreational in their shopping.

Gopu.J. and Girija.T. (2012)\textsuperscript{103}, they revealed that organized retailing in India is surely on the edge for a take off and will provide many opportunities both for existing players as well as new entrants. Major spending on food and increasing usage of out of home food consumption represent a significant opportunity for food retailers and food service companies. To be successful, retail management must be well informed about the extent to which shop’s activities contribute towards the overall as well as different dimensions of service quality and attributes. This requires continual measurement and identification of areas that act as cues for consumer expectation and satisfaction.


Dalvi.C.S. and Sayali Pataskar (2012)\textsuperscript{104}, they stated that the Indian retail market is continuously increasing, on the back drop that middle class households purchasing power are rising as there is increase in the total income as well as the change in their tastes and preferences towards modern retail outlets. The retail players to be able to understand the extent in which different factors affect in converting the impulse buyers to compulsive buyers.

Mitul Deliya, Bhavesh Parmar and Patel.K.K. (2012)\textsuperscript{105}, they investigated that both modern and traditional retailers will co-exist in India for some time to come, as both of them have their own competitive advantages. The kirana has a low cost structure, convenient location and customer intimacy. Modern retail offers product width and depth and a better shopping experience. With the Indian economy currently growing approximately 9 percent annually, rising consumption and the low per capita availability of retail space in India. There is room for both modern and traditional retail in India for several generations to come.

2.3 CONCLUSIONS BASED ON THE REVIEW

The above review helps in drawing following conclusions:

1. At global scenario, there is a growing awareness regarding growth patterns of retail formats.

2. Most of the authors are concentrating on understanding consumers responses to different retail formats and marketing strategies.

3. Studies are being conducted to analyze and explain marketing strategies and trends of organized retailers.


4. The researchers are trying to identify the factors that are responsible for changes in approaches of global retail players towards consumers and advancement in developing countries.

5. In India, researches are being conducted to know about emergence of organized retailing and its impact on consumer behaviour.

6. Many researchers are trying to find out implications of organized retailing on local and domestic players, socio-economic changes as they influence the economy and the social structure.

7. Researchers are also being conducted to identify implications of FDI on retailing in India as well as changes in the economic policies of government on retailing as well as marketing environment.

The researcher got insights on how the study needs to be conducted in the given scenario. The opinions, comments and work achieved by others lead the researcher to arrive at conceptual analysis of consumer buying behavior and organized retailing, which is discussed in the next chapter.