**GLOSSARY**

**Assortment Merchandise** Apparel, furniture, autos, and other products for which the retailer must carry a variety of products in order to give customers a proper selection.

**Atmosphere (Atmospherics)** Reflection of a store's physical characteristics that are used to develop an image and draw customers. The concept is also applicable to non store retailers.

**Attitudes (Opinions)** Positive, neutral, or negative feelings a person has about different topics.

**Augmented Customer Service** Encompasses the actions that enhance the shopping experience and give retailers a competitive advantage.

**Battle of the Brands** The competition between manufacturers and retailers for shelf space and profits, whereby manufacturer, private, and generic brands fight each other for more space and control.

**Benchmarking** Occurs when the retailer sets its own standards and measures performance based on the achievements in its sector, specific competitors, high-performance firms, and/or its own prior actions.

**Buyer** Person responsible for selecting the merchandise to be carried by a retailer and setting a strategy to market that merchandise.

**Category Killer (Power Retailer)** Very large specialty store featuring an enormous selection in its product category and relatively low prices. It draws consumers from wide geographic areas.

**Category Management** Merchandising technique that improves productivity. It focuses on product category results rather than the performance of individual brands or models.

**Central Business District (CBD)** Hub of retailing in a city. It is synonymous with "downtown." The CBD has the greatest density of office buildings and stores.
Chain Retailer that operates multiple outlets (store units) under common ownership. It usually engages in some level of centralized (or coordinated) purchasing and decision making.

Channel of Distribution All of the businesses and people involved in the physical movement and transfer of ownership of goods and services from producer to consumer.

Class Consciousness Extent to which a person desires and pursues social status.

Combination Store Unites supermarket and general merchandise sales in one facility, with general

Consumerism Involves the activities of government, business, and other organizations that protect people from practices infringing on their rights as consumers.

Consumer Loyalty (Frequent Shopper) Programs Reward a retailer's best customers, those with whom it wants long-lasting relationships.

Convenience Store Well-located food-oriented retailer that is open long hours and carries a moderate number of items. It is small, with average to above-average prices and average atmosphere and services.

Culture Distinctive heritage shared by a group of people. It passes on beliefs, norms, and customs.

Customer Service Identifiable, but sometimes intangible, activities undertaken by a retailer in conjunction with the basic goods and services it sells.

Data-Base Management Procedure a retailer uses to gather, integrate, apply, and store information related to specific subject areas. It is a key element in a retail information system.

Demographics Objective, quantifiable, easily identifiable, and measurable population data.

Depth of Assortment The variety in any one goods/service category (product line) with which a retailer is involved.
Efficient Consumer Response (ECR) Form of order processing and fulfillment by which supermarkets are incorporating aspects of QR inventory planning, EDI, and logistics planning.

Electronic Point-of-Sale System Performs all the tasks of a computerized checkout and also verifies check and charge transactions, provides instantaneous sales reports, monitors and changes prices, sends intra- and inter store messages, evaluates personnel and profitability, and stores data.

Everyday Low Pricing (EDLP) Version of customary pricing whereby a retailer strives to sell its goods and services at consistently low prices throughout the selling season.

Factory Outlet Manufacturer-owned store selling its closeouts, discontinued merchandise, irregulars, canceled orders, and, sometimes, in-season, first-quality merchandise.

Food-Based Superstore Retailer that is larger and more diversified than a conventional supermarket but usually smaller and less diversified than a combination store. It caters to consumers' complete grocery needs and offers them the ability to buy fill-in general merchandise.

Franchising Contractual arrangement between a franchisor (a manufacturer, a wholesaler, or a service sponsor) and a retail franchisee, which allows the franchisee to conduct a given form of business under an established name and according to a given pattern of business.

Gray Market Goods Brand-name products bought in foreign markets or goods transshipped from other retailers. They are often sold at low prices by unauthorized dealers.

Huff's Law of Shopper Attraction Delineates trading areas on the basis of the product assortment carried at various shopping locations, travel times from the shopper's home to alternative locations, and the sensitivity of the kind of shopping to travel time.

Impulse Purchases Occur when consumers buy products and/or brands they had not planned to before entering a store, reading a catalog, seeing a TV shopping show, turning to the Web, and so forth.
Logistics Total process of planning, enacting, and coordinating the physical movement of merchandise from supplier to retailer to customer in the most timely, effective, and cost-efficient manner possible.

Megamall Enormous planned shopping center with at least 1-million square feet of retail space, multiple anchor stores, up to several hundred specialty stores, food courts, and entertainment facilities.

Merchandising Activities involved in acquiring particular goods and/or services and making them available at the places, times, and prices and in the quantity to enable a retailer to reach its goals.

Mystery Shoppers People hired by retailers to pose as customers and observe their operations, from sales presentations to how well displays are maintained to service calls.

Neighborhood Business District (NBD) Unplanned shopping area that appeals to the convenience shopping and service needs of a single residential area. The leading retailer is typically a supermarket or a large drugstore, and it is situated on the major street(s) of its residential area.

Outshopping When a person goes out of his or her hometown to shop.

Reference Groups Influence people's thoughts and behavior. They may be classified as aspirational, membership, and dissociative.

Sales Promotion Encompasses the paid communication activities other than advertising, public relations, and personal selling that stimulate consumer purchases and dealer effectiveness.

Scrambled Merchandising Occurs when a retailer adds goods and services that may be unrelated to each other and to the firm's original business.

Social Responsibility Occurs when a retailer acts in society's best interests - as well as its own. The challenge is to balance corporate citizenship with fair profits.
Supermarket  Self-service food store with grocery, meat, and produce departments and minimum annual sales of $2 million. The category includes conventional supermarkets, food-based superstores, combination stores, box (limited-line) stores, and warehouse stores.

Supply Chain  Logistics aspect of a value delivery chain. It comprises all of the parties that participate in the retail logistics process: manufacturers, wholesalers, third-party specialists, and the retailer.

Taxes  The portion of revenues turned over to the federal, state, and / or local government.

Traditional Department Store  Type of department store in which merchandise quality ranges from average to quite good, pricing is moderate to above average, and customer service ranges from medium levels of sales help, credit, delivery, and so forth to high levels of each.

Word of Mouth (WOM)  Occurs when one consumer talks to others.

Yield Management Pricing  Computerized, demand-based, variable pricing technique whereby a retailer (typically a service firm) determines the combination of prices that yield the greatest total revenues for a given period.

Zero-Based Budgeting  Practice followed when a firm starts each new budget from scratch and outlines the expenditures needed to 'reach that period's goals. All costs are justified each time a budget is done.
Dear Sir/Madam,

I am conducting a study on impact of organized retail on unorganized (Food & grocery) outlets in Chennai. I will be happy if you could spend a few minutes of your time to answer following the questions, and I request you to not to leave any question. All information will be used for academic purpose only and kept strictly confidential. Thank you very much for showing interest in participating in this survey.

- Name of retail outlet Existence & Area: ________________________________
- Year & Month of opening of outlet ________________________________________
- Distance from organized retail outlet (in km) & Name ____________________________

**Traditional store - Owner Profile**

- Age (in completed years)  
  (a) Below 20 yrs □ (b) 20-29 □ (c) 30-39 □ (d) 40-49 □ (e) 50-59 □ (f) 60 and above □.
- Highest education level completed  
  a) Primary school/ up to 5th Std  b) Secondary/ up to 10th Std  
  c) Intermediate/up to 12th Std  d) Graduate / PG
- Native Place  
  (a) TN □ (b) Other state □ (c) Name of the district and Distance
- Family Background  
  (a) Agriculture □ (b) Similar trade □ (c) Others
- Total Investment  
  a) Up to 1 Lakh  b) 1-2 Lakhs  c) 2-3 lakhs  d) 3-5 lakhs

**Store type**

- Type of outlet  
  a) Grocery and Veg store □  b) General stores. □
- Size of the store_________ sq.ft.
• Type of location (market) of outlet
  a) Large shopping complexes  □  b) Popular big shopping market  □
  c) Local neighborhood/colony market  □  d) Market popular for special
     products  □  e) Stand-alone shops  f) Roadside/street hawkers
• Shop Premises type  Own  □  Rent □
• Who started this outlet?  a) Self  □  b) Father/grandfather  □
     c) Acquisition/partnership □
• Working Hours Timing ____________________
• Monthly turnover of Business
• Profit Earning after all expenses
  a) Up to ₹7000  b) ₹7001 – 15000  c) ₹15001 – 25000  d) ₹25001 and above.
• Are you accepting credit card for the business transactions
  a) Yes  b) No
• Are you providing home delivery to your customers?
  a) Yes  b) No
• Have you availed bank loan for your business?
  a) Yes  b) No
• What is your opinion about growth of modern store retailing?
  a) It will be a way in future  b) they are only temporary  c) Satisfied with my
     business  d) No effect on my business.
• What is your opinion about making changes in your business?
  a) Willing to change (like modern stores)  b) No resources to change
     c) Don't want to change  d) No idea.
• What is your opinion about your children taking up this business?
  a) Like to take this or same business  b) Like to take any other
     business
• Did you experience any change in your business due to the emergence of
  modern store?
  a) Yes  b) No
• Employment aspect of your shop:
  Family labor__________  Hired Labor__________
• How many walk in customers you get in a day? ________________
• Are you willing to become the franchisee of modern stores?
  a) Yes         b) No

Assessment of Impact of Modern stores on Traditional stores

1. Have you experienced the reduction in the customers over the years 2005 - 2009?
   a) Yes         b) No         c) No opinion

2. If yes, what could be the reasons?
   a) Competition   b) price war  c) big bazaar and Modern stores
   d) no opinion

3. Is there a decrease in business turnover due to the emergence of modern stores?
   a) Yes         b) No         c) No opinion

4. If yes, what are the possible reasons?
   a) Competition   b) price war  c) price increase  d) labour problem
   e) no opinion

5. Whether the business increased over the years 2005 - 2009?
   a) Yes         b) No         c) No opinion

6. Give your opinion about the future prospect of your business?
   a) Business will grow b) Business will not grow  c) Unsure

7. Do you offer credit facility to your customers?
   a) Yes         b) No         c) No opinion

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SHOPPERS PREFERENCES OF ORGANIZED RETAIL OUTLET

(Chain stores having popular names like Reliance fresh, Nilgiris, Spencers, More etc.)

Name of the store  	 Location of the store  

Dear Sir/Madam,

I am conducting a study on consumer's shopping preferences (Food & grocery) in organized retail outlets in Chennai. I will be happy if you could spend a few minutes of your time to answer the following questions, and I request you to not to leave any question. All information will be used for academic purpose only and kept strictly confidential. Thank you for showing interest in participating in this survey.

1. What is the distance of your residence from the outlet?
   a) 0-5 Km  	 b) 6-10  	 c) 11-15  	 d) 15+ 

2. How did you reach the outlet?
   a) By walk  	 b) By two wheeler  	 c) By car  	 d) Others

3. Do you own vehicle? 
   a) Two wheeler  	 b) car

4. How much time you spend for shopping?
   a) 0-30 mins  	 b) 30 - 60 mins  	 c) more than 60 mins  	 d) depends upon the shopping list

5. Your approximate monthly budget on food and grocery alone?
   a) Less than 500  	 b) Rs 501 - 1000  	 c) Rs 1001 -2000  	 d) Rs more than 2000

6. Frequency of shopping in a month?
   a) 1 time  	 b) 2-3 times  	 c) 4-5 times  	 d) more than 6 times

7. Which day you prefer to do your shopping?
   a) Weekdays  	 b) weekends  	 c) If requires

8. Do you gather information before shopping?
   a) Yes  	 b) No

9. Do you prepare shopping list for purchasing?
   a) Yes  	 b) No

10. Do you have a companion for shopping? Yes / No.
    a) Partner  	 b) Children  	 c) Friends

11. Your opinion about shopping? a) shopping with high involvement  	 b) Family obligation  	 c) deriving pleasure in shopping  	 d) least involvement and it is boring affairs

12. How long you have been living in Chennai? a) 0 – 2 yrs  	 b) 3 – 5 yrs  	 c) 5-10 yrs  	 d) 11+ yrs

13. Please mention what you generally buy (Food & Grocery) in a visit to retail outlet:

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Q13(a) Which of the following categories did you buy in this visit?</th>
<th>Q13(c) How much on an average do you spend on this product category in a month? (in rupees)</th>
<th>Q13(d) Do you also buy this product category from unorganized outlets / hawkers?</th>
<th>Q13(e) If yes, of the total amount spent on this category in a month, how much do you spend at unorganized outlets? (in rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Food &amp; Grocery</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>B Staples(Rice, Atta, wheat) (rice/ atta/ wheat).</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>C Other foodgrains/ flours / items [maida/ rava/ suji/ pulses/ dals/ spices/ masalas/ sugar/ salt/ eggs / bread/ milk]</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>No.</td>
<td>Attributes</td>
<td>Strongly disagree</td>
<td>Disagree</td>
<td>Neutral</td>
</tr>
<tr>
<td>-----</td>
<td>------------</td>
<td>------------------</td>
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<td>---------</td>
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<tr>
<td>D</td>
<td>Cooking oil/ghee/vanaspati</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>E</td>
<td>Other packaged foods</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>F</td>
<td>Fruit</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>G</td>
<td>Vegetables</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Rate the following items ranging from strongly agree to strongly disagree (please tick of your choice)

Product Characteristics

| A   | The store has more choices & Brands |  |  |  |  |  |
| B   | Different pack sizes are available |  |  |  |  |  |
| C   | The store provides quality product |  |  |  |  |  |
| D   | Fresh and new stocks |  |  |  |  |  |
| E   | One stop shopping for all grocery needs |  |  |  |  |  |

Store Ambience

| A   | Freedom to choose product / brands |  |  |  |  |  |
| B   | Product display |  |  |  |  |  |
| C   | Convenient store layout |  |  |  |  |  |
| D   | Clean and green store environment |  |  |  |  |  |
| E   | Air conditioned outlet / comfort |  |  |  |  |  |
| F   | Easy to find the product and shop |  |  |  |  |  |
| G   | Store Hygiene |  |  |  |  |  |

Price

| A   | The store is employing varying pricing strategy each day |  |  |  |  |  |
| B   | The price is always cheap & competitive |  |  |  |  |  |
| C   | Are you getting value for money you spent |  |  |  |  |  |

Sales Promotion

| A   | The store always offer discount and freebies |  |  |  |  |  |
| B   | The store has customer loyalty program |  |  |  |  |  |
| C   | The store instantly announce sales promotion offers |  |  |  |  |  |
| D   | The store is providing informative ads |  |  |  |  |  |

Customer Services

| A   | The employees are helpful & friendly |  |  |  |  |  |
| B   | The store provides good shopping entertainment |  |  |  |  |  |
| C   | Time taken for services is minimum |  |  |  |  |  |
| D   | The store accepts different modes of payments |  |  |  |  |  |
| E   | The store has many cash counters to reduce time spent in queue |  |  |  |  |  |
| F   | The store has operation hours convenient to you |  |  |  |  |  |
| G   | The store provides good parking facility |  |  |  |  |  |
| H   | Availability of Home delivery |  |  |  |  |  |
| I   | The store has easy purchase return policy,(in case the goods are defective) |  |  |  |  |  |
| J   | The sales personnel found presentable/ well dressed |  |  |  |  |  |
| K   | The store has good no of billing counters to reduce the queue |  |  |  |  |  |
19. Do you prefer to buy private label brands (Bru – National brand; Narasus – Private label)?
   Reasons for buying: Price □       Product range □ sales promotions □      Quality □
   loyalty to Brand □       size & packaging □      availability □

20. Are you favoring to open much more outlets like this? Your opinion __________________________

Details of the respondent: (please tick of your choice)

a) Name: _______________________ (optional)  b) Sex: Male □  b) Female □
   c) Marital status: Married □  Single □  d) Age: Below 35 □  above 35 □
   e) Family structure:    Nuclear □  Joint Family. □  Household size: __________
   f) Educational qualification:  Graduate □  PG □  Schooling □  others □
   g) Occupation of the chief earner in the family:  IT & ITES □  Government □  Private □
   self employee □  other __________
   h) What is your average monthly household income?
      a) Up to 10000 □  b) 10001 – 30000 □  c) 30001-50000 □
      d) 50001 – 70000 □  e) above 70000 □