### List of Tables

| Table 1.1 | Details of the retail outlets controlled by government in Kerala state for supplying essential goods. | 12 |
| Table 1.2 | Cronbach’ Alpha Value of Factor Variables | 29 |
| Table 1.3 | Details of samples collected for the study | 32 |
| Table 3.1 | Responsibilities of retailers to customer interface | 80 |
| Table 3.2 | Ten top global retailers of 2011, their country of origin, sales, net income and the dominant form | 111 |
| Table 3.3 | Major organized (chain stores) food and grocery retailers in India | 115 |
| Table 3.4 | Prevalent organized chain retailers functioning in Kerala | 117 |
| Table 3.5 | Trend of average monthly consumer expenditure per person in India and Kerala | 121 |
| Table 3.6 | Profile of PDS in Kerala- an overview from 2004-05 to 2009-10 | 128 |
| Table 3.7 | Details of outlets of SUPPLYCO (as on 31-03-2012) | 131 |
| Table 3.8 | Sales and profits of Kerala State Civil Supplies Corporation | 133 |
| Table 3.9 | Details of Consumer Co-operatives in India - 2009-10 | 138 |
| Table 3.10 | Primary Co-operative Consumer Stores in Kerala 2009-10 in Kerala | 139 |
| Table 3.11 | Progress of Primary Consumer Co-operative Stores in Kerala 2002-03 to 2009-10 | 140 |
| Table 3.12 | Details of Wholesale Co-operative Consumer Societies in Kerala (2009-10) | 141 |
| Table 3.13 | State controlled institutional set up for the distribution of essential commodities in Kerala (as on 31-3-2012) | 145 |
| Table 4.1 | The primary level co-operatives in India (2009-10) | 153 |
| Table 4.2 | Share of Co-operatives in National Economy | 154 |
| Table 4.3 | Progress of State Co-operative Consumers’ Federations in India | 156 |
| Table 4.4 | List of Primary Co-operatives functioning under the Registrar of Co-operatives in Kerala State as on 31-03-2010 | 159 |
| Table 4.5 | Units of the CONSUMERFED - Growth from 2001 to 2013 | 166 |
| Table 4.6 | Members of the Federation and their share capital contribution | 167 |
| Table 4.7 | Share capital and other particulars of CONSUMERFED from the year 2005-06 to 2011-12 | 168 |
Table 4.8  Trend in the number of employees of CONSUMERFED from 2004 to 2012
Table 4.9  Growth of the number of Triveni stores and their sales from 2003-04 to 2011-12
Table 4.10 Details of special Triveni markets operated by CONSUMERFED from 2006 to 2012
Table 4.11 Position of Festival Subsidy – Receivable and Received
Table 4.12 Growth of sales turnover of CONSUMERFED from 2002-03 to 2011-12
Table 4.13 Trend of unit-wise sales of the CONSUMERFED from 2002-03 to 2011-12
Table 4.14 Trend of Net - Operating Results of CONSUMERFED from 2002-03 to 2010-11
Table 4.15 Gross Profit Ratios of CONSUMERFED (2003-04 to 2010-11)
Table 4.16 Operating Profit Ratios of CONSUMERFED from 2003-04 to 2010-11
Table 4.17 Net Profit Ratios of CONSUMERFED from 2003-04 to 2010-11
Table 4.18 Return on Total Assets of CONSUMERFED from 2003-04 to 2010-11
Table 4.19 Return on Capital employed of CONSUMERFED from 2003-04 to 2010-11
Table 4.20 Current Ratios of CONSUMERFED for the period from 2003-04 to 2010-11
Table 4.21 Solvency Ratios of CONSUMERFED from 2003-04 to 2010-11
Table 4.22 Debt Equity Ratios of CONSUMERFED (2003-04 to 2010-11)
Table 4.23 Interest Coverage Ratios of CONSUMERFED from 2003-04 to 2010-11
Table 4.24 Inventory Turnover Ratio of CONSUMERFED from 2003-04 to 2010-11
Table 4.25 Fixed Assets Turnover Ratios of CONSUMERFED from 2003-04 to 2010-11
Table 4.26 Operating Cost Ratios of CONSUMERFED from 2003-04 to 2010-11
Table 5.1  Region - wise gender classification of customers of Triveni Supermarkets
Table 5.2 Gender of customers and their residential area

Table 5.3 Education level of customers.

Table 5.4 Occupation of customers of Triveni Supermarkets (Region-wise)

Table 5.5 Age wise classification of customers of Triveni supermarkets.

Table 5.6 Family size of customers of Triveni Supermarkets.

Table 5.7 Monthly income of the customers of Triveni Supermarkets

Table 5.8 Store preference of Triveni customers for essential goods and their region

Table 5.9 Chi-square test for the region of customers and their store preference

Table 5.10 Store preference of Triveni customers for the purchase of essential goods and residential area

Table 5.11 Chi-square test for residential area of customers and their store preference

Table 5.12 Type of stores preferred and monthly income of customers

Table 5.13 Chi-square test for monthly income of customers of Triveni Supermarket

Table 5.14 Region-wise duration of customer relationship with Triveni Supermarkets.

Table 5.15 Chi-square test for the region of customers and their duration of relationship with Triveni supermarkets.

Table 5.16 Shows the relationship between the residential area of customers and the duration of their relationship with Triveni Stores.

Table 5.17 Chi-square test for association between residential area of customers and duration of relationship with Triveni Stores

Table 5.18 Monthly income of customers of Triveni Stores and their relationship with the store.

Table 5.19 Chi-square test for assessing the association between the income of customers and the duration of relationship

Table 5.20 Region-wise description of the type of goods bought by customers from Triveni stores

Table 5.21 Chi-Square Tests for merchandise preferences and regions

Table 5.22 Family size and type of goods purchases from Triveni Stores.
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.23</td>
<td>Chi-Square Tests for association between type of goods purchased and family size</td>
<td>258</td>
</tr>
<tr>
<td>5.24</td>
<td>Residential area of customers of Triveni Stores and type of goods purchased by them</td>
<td>259</td>
</tr>
<tr>
<td>5.25</td>
<td>Chi-Square Tests for merchandise preference and residential area of Triveni customers</td>
<td>260</td>
</tr>
<tr>
<td>5.26</td>
<td>Frequency of customer visit in Triveni stores according to regions</td>
<td>262</td>
</tr>
<tr>
<td>5.27</td>
<td>Income level of customers and frequency of their visit for purchase at Triveni Stores</td>
<td>263</td>
</tr>
<tr>
<td>5.28</td>
<td>Chi-Square test for monthly income of customers of Triveni stores and frequency of their visit</td>
<td>264</td>
</tr>
<tr>
<td>5.29</td>
<td>Region-wise customer opinion on assortment of essential goods in Triveni Stores</td>
<td>267</td>
</tr>
<tr>
<td>5.30</td>
<td>Shows the opinion of customers of Triveni on the assortment and supply of goods on the basis of the residential areas of customers</td>
<td>269</td>
</tr>
<tr>
<td>5.31</td>
<td>Assortment of goods in Triveni Stores: Opinion on income basis</td>
<td>270</td>
</tr>
<tr>
<td>5.32</td>
<td>Reasons for customer switch over from Triveni Stores – Region-wise analysis</td>
<td>272</td>
</tr>
<tr>
<td>5.33</td>
<td>Reasons for customer switch over from Triveni Stores and their residential area</td>
<td>274</td>
</tr>
<tr>
<td>5.34</td>
<td>Consumers’ opinion on price of goods in Triveni Supermarkets</td>
<td>277</td>
</tr>
<tr>
<td>5.35</td>
<td>Price of goods in Triveni Stores – customer rating</td>
<td>278</td>
</tr>
<tr>
<td>5.36</td>
<td>Quality of goods in Triveni Supermarkets – customer rating</td>
<td>280</td>
</tr>
<tr>
<td>5.37</td>
<td>Customer preference of retailers in the purchase of food grains</td>
<td>282</td>
</tr>
<tr>
<td>5.38</td>
<td>Customer preference of retailers in the purchase of provisions and groceries</td>
<td>283</td>
</tr>
<tr>
<td>5.39</td>
<td>Customer preference of retailers for the purchase of Personal and Home care items</td>
<td>284</td>
</tr>
<tr>
<td>5.40</td>
<td>Customer preference of retailers for the purchase of biscuits and other packed bakery items</td>
<td>285</td>
</tr>
<tr>
<td>5.41</td>
<td>Customer preference of retailers for the purchase of convenience goods such as baby food, nuts, malt-food, etc.</td>
<td>286</td>
</tr>
<tr>
<td>5.42</td>
<td>Stimulus Coordinates of factors that provide knowledge on Triveni stores</td>
<td>287</td>
</tr>
</tbody>
</table>
Table 5.52 Consumer opinion on the relevance of retail stores of the Federation.--------------------------------------------------------------- 290
Table 5.43 Consumer opinion on the role of Triveni Stores in holding price levels of essentials-------------------------------------------------- 292
Table 5.44 Retail prices of essential products at Triveni Stores and general market- a comparison (subsidized rates during festival seasons-2011 & 2012) ----------------------------------------------- 294
Table 5.45 Consumer opinion on the role of special Triveni Stores in holding the price levels of essential goods---------------------------------- 295
Table 5.46 Opinion of customers’ on the supply of sufficient number of goods in regulating price levels of essentials ------------------------- 297
Table 5.47 Consumer opinion on the comparative cost- effectiveness of Triveni with other government controlled retailers---------------- 299
Table 5.48 Consumer opinion on strengthening the PDS by CONSUMERFED retail outlets. --------------------------------------------- 302
Table 5.49 Descriptive statistics on measures to be framed to regulate the price level changes of essential goods and to strengthen CONSUMERFED outlets------------------------------------------------------------- 304
Table 5.50 Iteration history for the 2 dimensional solutions (in squared distances)--------------------------------------------------------- 306
Table 5.51 Stimulus Coordinates for measures to be implemented by the Federation------------------------------------------------------- 306
Table 5.52 Binomial Test to evaluate customer opinion on competency of Triveni stores----------------------------------------------- 310
Table 5.53 Customer ranking of factors influencing selection of a supermarket-------------------------------------------------------- 311
Table 6.1 Level of Customer Satisfaction on Selected Variables of Triveni Supermarkets--------------------------------------------------- 322
Table 6.2 Retail Factor Analysis: Level of Customer Satisfaction of Triveni Supermarkets at Retail Factor Level Variables. ---------------- 326
Table 6.2.1 Comparative Level of Customer Satisfaction of Triveni Supermarkets at Factor Variable Level-------------------------------------- 329
Table 6.3 Estimated Regional Means: QUALITY AND ATTRACTIVENESS OF GOODS-------------------------------------------------------- 331
Table 6.4 Estimated Area wise Means: QUALITY AND ATTRACTIVENESS OF GOODS-------------------------------------------------------- 331
Table 6.5. Estimated Means of Income Groups: Quality and Attractiveness of Goods

Table 6.6. Three way ANOVA for factor variable ‘Quality and Attractiveness of Goods’

Table 6.7 Post Hoc Test-Regions of customers of Triveni supermarkets

Table 6.8. Estimated Regional Means of ‘Assortment of Goods’

Table 6.9. Estimated Means on the basis of Residential Area of customers

Table 6.10 Estimated Means on the basis of monthly income of customers

Table 6.11 Three way ANOVA- for factor variable ‘Assortment of Goods’

Table 6.12 Post Hoc Test-Region of Customers ‘Assortment of Goods’

Table 6.13 Post Hoc Test: Area of Customers ‘Assortment of Goods’

Table 6.14 Estimated Means- Region of Customers ‘Service and Staff Dedication’

Table 6.15 Estimated Means - Residential Areas of Customers ‘Service and Staff Dedication’

Table 6.16 Estimated means of income groups of customers of Triveni stores ‘Service and Staff Dedication’

Table 6.17 Three way ANOVA for factor variable ‘Service and Staff Dedication’

Table 6.18 Post Hoc Test for Region of Customers: Factor Variable ‘Service and Staff Dedication’

Table 6.19 Post Hoc Test for Residential Area of Customers of Triveni stores: Factor Variable ‘Service and Staff Dedication’

Table 6.20 Estimated Means of Region of Customers: Factor Variable - Price of Goods

Table 6.21 Estimated Means of Residential Area of Customers : Factor variable - Price of Goods

Table 6.22 Estimated Means of Monthly Income of Customers – factor variable: Price of Goods

Table 6.23 Three way ANOVA for Factor Variable ‘Price of Goods’

Table 6.24 Post Hoc Tests – Price of Goods

Table 6.25. Estimated Marginal Means of the Regions of Customers of Triveni Stores ‘Promotion and Customer Education’

Table 6.26 Estimated Marginal Means on Residential Areas of Customers of Triveni Stores ‘Promotion and Customer Education’
Table 6.27 Estimated Marginal Means on Monthly Income of Customers of Triveni Stores

Table 6.28 Three way ANOVA for factor variable ‘Promotion and Customer Education’

Table 6.29 Post Hoc Test for Region of customers: Dependent variable – Promotion and Customer Education.

Table 6.30 Post Hoc Test - Residential Area of Customers of Triveni stores: Dep. Vari. Promotion and Customer Education Method- Lsd

Table 6.31 Post Hoc Test –Income of customers of Triveni stores: Dep.Var: Promotion and Customer Education Lsd

Table 6.32 Estimated regional means of customers of Triveni supermarkets ‘Clealiness and Infrastructure’

Table 6.33 Estimated means of residential areas of customers of Triveni Supermarkets ‘Clealiness and Infrastructure’

Table 6.34 Estimated means on the basis of monthly income of customers ‘Clealiness and Infrastructure’

Table 6.35 Three way ANOVA for ‘Clealiness and Infrastructure’

Table 6.36 Post Hoc Test for Region of customers Dep. Var: Clealiness and Infrastructure

Table 6.37 Post Hoc Test – Residential Area of customers of Triveni Supermarkets Dep.Var: Clealiness and Infrastructure

Table 7.1 KMO and Bartlett's Test

Table 7.2 Correlation Matrix of variables used for comparative retail factor analysis

Table 7.3 Communalities extracted for the retail variables of Private Supermarkets

Table 7.4 Total Variance Explained for retail variables of Private Supermarkets

Table 7.5 Rotated Component Matrix for the retail variables of Private Supermarkets

Table 7.6 List of Retail Variables Loaded in Retail Factors

Table 7.7 Descriptive of Retail Factor Variables of Private Supermarkets

Table 7.8 ANOVA table : Region-Wise Variations of Retail Factor Variables of Private Supermarkets

Table 7.9 Descriptive of retail factor variables of Triveni Supermarkets
Table 7.10 ANOVA table: Region-wise Variations of Retail Factor Variables of Triveni Supermarkets

Table 7.11 Descriptives of retail factor variables of Margin-Free Markets

Table 7.12 ANOVA table for testing region-wise variations of factor retail variables of Margin-Free Markets.

Table 7.13 Group Statistics of Retail Factor Variables for the comparison of three types of supermarkets

Table 7.14 Mauchly's Test of Sphericity

Table 7.15 Multivariate Test for Within-Subjects Main Effect

Table 7.16 Region-wise means and standard deviations of retail factor variables of the retail outlets.

Table 7.17 Multivariate Test for Between-Subjects Main Effects for Region

Table 7.18 Tests of Hypotheses for Between Subjects Effects for Region

Table 7.19 Customers’ income level descriptive of retail factor variables of retail outlets

Table 7.20 Multivariate Test for Between-Subjects Main Effects (income level)

Table 7.21 Tests of Hypotheses for Between Subjects Interaction Effects (Monthly Income)

Table 7.22 Area-wise means and std. deviations of retail factor variables of retail outlets

Table 7.23 Multivariate test for between-subjects main effects Residential area of Customers

Table 7.24 Tests of Hypotheses for Between-Subjects Interaction Effects for Area