List of Figures

Figure 1.1 Essential Goods Retailers in Kerala -------------------------------------------10
Figure 3.1 Elements in retailing concept -----------------------------------------------83
Figure 3.2 Relationship between loyalty and satisfaction. -----------------------------86
Figure 3.3 Elements of Retail Strategy-----------------------------------------------90
Figure 3.4 The service quality delivery mode ----------------------------------------94
Figure 3.5 Model of buyer behaviour-----------------------------------------------100
Figure 3.6 Simple model of Purchase process. ----------------------------------------101
Figure 3.7 Types of Retailers, ------------------------------------------------------105
Figure 3.8 and 3.9: Comparison between the MPCE of India and Kerala from 1970-71 to 2009-10. -----------------------------------------------122
Figure 3.10 Growth of turnover of SUPPLYCO (2004-05 to 2010-11) -------------- 133
Figure 3.11 Trend of net working results of SUPPLYCO (2004-05 to 2010-11) ------ 133
Figure 4.1: Organizational Structure of the CONSUMERFED------------------------ 170
Figure 4.2: Growth of sales of Triveni stores (Triveni division of CONSUMERFED only) -----------------------------------------------176
Figure 4.3: Growth of Triveni stores in number.-------------------------------------- 177
Figure 4.4: Trend of sales turnover per store --------------------------------------177
Figure 4.5: Trend in sales of CONSUMERFED (source: annual records of CONSUMERFED)-----------------------------------------------192
Figure 4.6: Trend of net results of the Federation from 2002-03 to 2010-11 ------ 194
Figure 7.1 Comparative analysis of mean score of three retail outlets on Retail factor ‘Service’ -----------------------------------------------383
Figure 7.2 Comparative analysis of mean score of retail outlets on Retail factor ‘Availability and Ambience’ -----------------------------------------------384
Figure 7.3 Comparative analysis of mean scores of retail outlets on Retail factor ‘Facilities’.-----------------------------------------------385
Figure 7.4 Comparative analysis of mean score of retail outlets on Retail factor ‘Quality of Goods’ -----------------------------------------------386
Figure 7.5 Comparative analysis of mean score of retail outlets on Retail factor ‘Price of Goods’ -----------------------------------------------387
Figure 7.6 Comparative analysis of mean score of retail outlets on Retail factor ‘Discounts’ -----------------------------------------------387
Figure 7.7. Means of ‘SERVICE’ - region -----------------------------------------------395
Figure 7.8. Means of Availability and Ambience - region ------------------------------------------ 395
Figure 7.9 Means of Facilities - region ---------------------------------------------------------- 396
Figure 7.10 Means of Quality of goods - region ---------------------------------------------------- 396
Figure 7.11 Means of Quality of goods - region ------------------------------------------------------ 397
Figure 7.12 Means of Discount - region ------------------------------------------------------------- 397
Figure 7.13 Retail Factor 'Service' - income ----------------------------------------------------------- 401
Figure 7.14 Retail Factor 'Availability and Ambience' - income ---------------------------------------- 401
Figure 7.15 Retail factor 'Quality of goods' - income ----------------------------------------------- 402
Figure 7.16 Retail Factor 'Facility' - income --------------------------------------------------------- 402
Figure 7.17 Retail factor 'Price of goods' - income ----------------------------------------------- 403
Figure 7.18 Retail factor 'Discount' - income ---------------------------------------------------------- 403
Figure 7.19 Means of Factor 'Service' - area -------------------------------------------------------- 408
Figure 7.20 Means of Factor 'Availability and Ambiance' - area ----------------------------------------- 408
Figure 7.21 Means of factor 'Facilities' - area -------------------------------------------------------- 409
Figure 7.22 Means of factor 'Quality of Goods' - area ----------------------------------------------- 409
Figure 7.23 Means of Factor 'Price of goods' - area -------------------------------------------------- 410
Figure 7.24 Means of Factor 'Discount' - area ---------------------------------------------------------- 410