Chapter-6

CONCLUSION, FINDING & SUGGESTION
FINDING:

Out of the total 600 respondents, a majority of the population was consumer of the mega mall retailing outlets.

- Male Respondents were 62.33% and female respondents were 37.67% of the sample.

- Majority of the respondents belong to the age group of 21 to 40 years. Contributing to 53.33% of the sample.

- A big number of sample respondents were at least educated up to graduation and above. Above 30.67% of the sample was salaried class and 10.67% was a housewife. 67.67% of sample was married and they like visit in Mall.

- The average family income of the respondents was between zero to twenty thousand per month and again majority was from small family.

- 91.50% respondents were aware about organized retail outlets. At least going out for consuming the purchase of product in mall in a monthly was preferred by almost half of the sample.

- Out of 600 respondents, 171 respondents were strongly agree for visiting the mall for the purpose of purchase of household items, 193 respondents were visited for purchase of other product, 150 respondents were for leisure time activity.

- Out of 600 respondents, 217 respondents were fully satisfied with the quality of product, 145 respondents were satisfied with services, 175 respondents were like to environment of mall, 134 respondents were like to Price of product, 135 respondents were happy with range of product, 174 respondents were like to sales promotion & discount scheme in retailing outlet & 168 respondents were happy to find out entertainment in retailing outlet.
• Out of 100% respondents were 93.50% respondents were aware about Big Bazar and only 17.83 respondents were aware about Wall Mart.

• Out of 100% respondents 59.67% respondents were like to purchase product in big bazar & only 00.83% respondents were like to purchase in easy day.

• Out of 100% respondents 86.17% respondents were bought the product from retailing outlets.

• 80.50% respondents were purchase the product from Big Bazar.

• Out of 100% 39.50% respondents were purchase the product before this retail out lest at general store which is convenient of them.

• Monthly budget of grocery product were 30 to 40% from this retailing out lest by 185 respondents were purchase food product & soaps & sanitary product.

• The average of purchase product one time visit in retail out lets of Rs. 1000 to 1500.

• 227 Respondents were suggested that our expenditure was reduced when they purchase product from these retailing outlets.

• Out of 600 Respondents 385 respondents were suggested that Quality of product in retailing outlets is very good.

• Out of 600 respondents 335 respondents were satisfied with the range of product.

• Out of 600 respondents 202 respondents were not satisfied with the billing counters in Mall.

• Out of 100% respondents 47.33% respondents suggested that send more retail outlets in India.
SUGGESTIONS

1. The organized retail outlets should improve the quality of Vegetables & fruits they provide to customers.
2. The organized retail outlets should provide the free home delivery facility.
3. The organized retail outlets should increase the no. of billing counters in their outlets.
4. The organized retail outlets should also provide the credit facility to the lower class customers so that they can increase their market share.
5. The organized retail outlets should also provide the mobile van facility in the areas which are far away from the stores.
6. To attract the rural sector customers, mega marts may extend their advertisements offering special sale promotion schemes to the rural areas.
7. The customers are dissatisfied with the safety and parking facilities at the mega marts. Therefore, they should concentrate on developing these aspects properly, besides extending more cash discount and free gifts schemes to attract the customers at a higher level.
8. The mega marts should focus on quality, discount and attractive display of products, as these are very important factors considered by the customers while making purchase decisions.
CONCLUSION

The crux of the study is that most of the customers prefer to purchase from organized retail outlets as compare to unorganized outlets. Also its found that most of the respondents are satisfied with the quality, price and product range of the goods provided by organized retail outlets. In this study it is found that customers want to spend more at organized retail outlets in comparison to other local Kirana stores. During the study it’s also found that customers were happy from the services provided by organized outlets.

This study also revealed that customer prefers the organized retailing over unorganized retailing, due to which the organized retailing become a threat to the local kirana stores & street hawkers.

LIMITATIONS OF THE STUDY:

1) Due to time constraints sample size was restricted to 600 which was very less when compared to entire population.

2) The respondents had replied according to their own perception and experience and therefore personal bias may also possible.

3) The respondents were unable or unwilling to give a complete and accurate response to certain questions.

4) The survey was conducted in specific regions of Vadodra, Surat and Ahmedabad and so result occupied may vary in other regions.