CHAPTER V
SUMMARY, FINDINGS, RECOMMENDATIONS AND CONCLUSION

SUMMARY

Retail business is a global phenomenon and is multifaceted in nature. Retail industry is generally classified as Organized and Unorganized Retailing. Retailing can be said to be the interface between the producer and the individual consumer, buying for personal consumption. Retail in India is highly fragmented and unorganized. 95 per cent of the retail businesses in India are under unorganized sector. The food retail industry in India dominates the shopping basket. In the overall retail sector, food and grocery is the dominant category with 59.5 per cent share valued at RS 792,000 crores, followed by clothing and accessories with 9.9 per cent share at Rs 131, 300 crores. (Gurusamy et al. 2011). The quantum of annual consumption of retail in four southern states of India- viz. Tamil Nadu, Andhra Pradesh, Karnataka and Kerala constitute US$94 billion per annum. The growth of modern retailing happened in the southern part of India much faster than in any other region.

Consumer behaviour is affected by psychological factors namely, beliefs and attitude, motivation, learning and perception. Out of the factors affecting consumer behaviour, attempt is made to study the consumer perception towards retail outlet. Perception is influenced by the perceiver, the target and the situation. Here the target of the perceiver, that is the consumer, is retail outlet. Marketing Mix is the set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market. (Kotler et al.1999). Etzelet al. (2007:16) explains that the elements of the marketing mix namely; product, place, price and promotion could influence consumers’ perceptions of the business and therefore their selection of a store. Few studies in retailing have brought the importance of people in the outlet. According to Consumer Outlook study (Refer Appendix Table No. 1.2) factors that are considered by consumers in the store can be broadly classified as product, price, place, people and promotion. Hence the researcher has attempted to find whether there exists association between demographic and psychographic factors of consumers and five elements: product, price, place, people
and promotion of marketing mix of outlet in selection of outlet. Considering different studies, the researcher has broadly classified the factors of the outlet that influence consumer perception into product, price, store atmosphere, sales people, service and promotion. Further a study on retail business is all about study of the relationship of consumer satisfaction, loyalty, and profitability, hence attempt is made to evaluate the consumer satisfaction and store loyalty of the consumer towards organized retail outlet, the influence of perception on consumer satisfaction, influence of perception on store loyalty and the relationship that exists among perception, consumer satisfaction and store loyalty.

For the purpose of the study, out of different segments of organized retailing, food and grocery segment is selected. Food and grocery segment occupies the first major portion of unorganized retailing and second major portion in organized retailing. There are different types of retailers in food and grocery organized retailing. Corporate retail chain type of retail outlet is considered for the purpose of the study, as it is found throughout India. Further corporate retail chain types of retail exists in various segments of organized retailing in India. Six corporate chain retail outlets of food and grocery namely: Aditya More, Big Bazaar’s Food Bazaar, Heritage Fresh, Nilgiri’s, Reliance Fresh and Spencers’ Daily are considered for the purpose of the study. The similarity of the six corporate chain stores is their format and they deal with food and grocery products in Chennai. The scope of the study is it will provide organized retailer measures to be taken in the outlet to influence consumer perception that will have an effect on consumer satisfaction and store loyalty.

The study is conducted with objective to study consumer perception towards organized retail outlet, in Chennai District, to study relationship between demographic and psychographic factors of consumers and their influence on importance given marketing mix of organized retail outlet in selection of outlet, to study consumer perception towards organized retail outlet, to study consumer satisfaction towards organized retail outlet, to study store loyalty towards organized retail outlet, to study influence of consumer perception towards consumer satisfaction and store loyalty and to suggest measures to be taken by the organized retail outlet to influence consumer perception.
Various studies are conducted in retailing. From the studies it is revealed that studies have been carried out on different aspects of retailing. Major dimensions studied were consumer behaviour, trends, strategies, visual merchandising, consumer perception, loyalty and consumer satisfaction. Studies on consumer perception explored relationship between perception of innovation by consumers, behavioral intension and satisfaction. Studies also examine consumers’ perception of store and product attributes and customer loyalty. Given the absence of published academic literature and empirical findings relating to perception and its relation with consumer satisfaction and store loyalty in food and grocery retailing in India, the researcher has undertaken to study that area. Many formats of organized retailing are growing out of which corporate chain format has contributed greatly to the food and grocery segment. So same is considered in the study. No such study has been done in Chennai district. To fill this gap, an attempt has been made to conduct the study titled “A Study on Consumer Perception of Organized Retail Outlets” of six corporate chain stores in food and grocery segment in Chennai district with the objective to study consumers’ perception towards organized retail outlets, in Chennai District.

To accomplish the objective research questions and null hypothesis are raised based on the research gap and directions identified through the literature review. The instrument used for the study has three major dimensions. They are perception towards organized retail outlet, consumer satisfaction towards organized retail outlet and store loyalty towards organized retail outlet. A new instrument was constructed to study consumer perception towards organized retail outlet. Based on the review of literature, six factors of outlet were identified as major contributors to consumer perception towards outlet. A one hundred and twenty four sentence pool representing perception towards factors of outlet was created. Reliability test was done on a sample of 60 consumers considering 10 consumers from each of corporate chain outlet; Reliance Fresh, Aditya More, Nilgiri’s’, Heritage Fresh, Spencer’s Daily and Food Bazaar of Big Bazaar considered in the study. Reliability co-efficient was calculated using the Cronbach’s alpha formula for each dimensions of the study. As all dimensions are having reliability value greater than or equal to 0.53, the instrument used for the study i.e. questionnaire is accepted. The scale has been found to have adequate face validity. Chennai was chosen,
since it constitutes many organized retail outlets and also Chennai is the pioneer in adoption of modern retail in India. For the purpose of the study only the corporate retail chain format in food and grocery organized retail segment namely Nilgiris, Reliance Fresh, Heritage Fresh, Aditya More, Spencer’s Daily and Food Bazaar of Big Bazaar are considered. The pilot study was conducted among 60 consumers, in the light of the experience gained; the questionnaire was revised suitably and finalized after a suitable scrutiny. Prior to data collection the instrument was translated into Tamil by a professional translator. The questionnaires were distributed to 150 consumers of each corporate chain in organized retail outlets located in different parts of Chennai by convenience sampling method. Omitting the incomplete responses, 608 responses were considered for the study.

The data collected from 608 consumers of ORO are classified, tabulated and are presented. Here consumer demographic profile, frequency of purchase, time spent at outlet, proximity of outlet and so are described using descriptive analysis. In this research, chi square test is used to ascertain the association between personal factor and the opinion given by them on the marketing mix of the retail outlet while selecting an outlet for purchase. For this purpose demographic and psychographic factors of respondents and marketing mix of outlet are considered. To evaluate whether there will be any difference in the perception, consumer satisfaction and store loyalty, towards organized retail outlet amongst consumers grouped on the basis of demographic and psycho graphic variables mean scores are considered. When consumers are put into two groups Z-test is applied. When the consumers are grouped into more than two groups one way ANOVA is applied. To study the relationship between perception towards factors of outlet and consumer satisfaction and the relationship between perception towards factors of outlet and store loyalty correlation is applied. The relationship that exists among perception towards factors of outlet, consumer satisfaction and store loyalty is represented using Structural Equation Model. Based on the data analysis and interpretation, findings, discussions, key implications and suggestions are recorded in Chapter V.
5.1 FINDINGS

5.1.1. Demographic and psychographic characters of consumers.

1. It is found that, 70 percent of the consumers of organized retail outlets falls under the age group of 20 -30 years. It can be inferred that majority of consumers of organized retail outlet are youngsters.

2. It is observed that, 60 percent of the consumers of organized retail outlets is male.

3. It is interesting to note that, 52 percent of the consumers of organized retail outlets is qualified with under graduate educational qualification.

4. The study reveals that, 35 percent of the consumers of organized retail outlets is business people.

5. The study reveals that, 55 percent of the consumers of organized retail outlets is married.

6. It is found that, 48 percent of consumers of organized retail outlet belongs to income group of above Rs 20,001 per month.

7. It is observed that, the family size of 40 percent of consumers of organized retail outlet is four.

8. The study reveals that, 54 percent of consumers of organized retail outlets is regular in checking their emails.

9. It is interesting to note that, the spending capacity of 32 percent of consumers of organized retail outlet is Rs 1,001 to Rs, 2000 per month at organized retail outlets.

10. The study reveals that, 32 percent of consumers of organized retail outlet shop on monthly basis.

11. It is interesting to note that, in spite of different modes of payment available, 61 percent of consumers make cash payment for their purchase.

12. It is found that, 48 percent of consumers select their purchase outlet which is situated between 1KM to 3Km distance from their residence.

13. It is observed that consumers spend reasonable time in the outlet for purchasing their product. 43 percent of consumers spend 16 to 30 minutes in the organized retail outlet. It shows that consumers do not buy their product in retail outlet not in a hurry.

14. It is found that, 35 percent of consumers purchase 6 to 10 items during their visit.
5.1.2 Findings Pertaining to Objective 2: To study relationship between demographic and psychographic factors of consumers and their influence on importance given marketing mix of organized retail outlet in selection of outlet.

1. Association between age and marketing mix

   i. Consumers grouped on basis of the age do not get influenced by the product.
   ii. Different age group consumers do not get influenced by price.
   iii. Old, middle aged or young consumers do not get influenced by the place of the outlet.
   iv. Old, middle aged or young consumers get influenced by the promotions offered by the outlet.
   v. Consumers belonging to different age group do not get influenced by people of the outlet while selecting an outlet.

2. Association between gender and marketing mix.

   i. Male and female consumers do not get influenced by products.
   ii. Male and female consumers do not get influenced by price.
   iii. Male and female consumers do not get influenced by place of the outlet.
   iv. Male and female consumers do not get influenced by promotions offered by the outlet.
   v. Male and female consumers do not get influenced by people of the outlet.

3. Association between occupation and marketing mix.

   i. Consumers belonging to different occupations do not get influenced by product.
   ii. Different occupation group consumers do not get influenced by price.
   iii. Consumers grouped upon their occupation get influenced by place in selecting the outlet for purchase.
   iv. Consumers belonging to different occupations do not get influenced by promotions.
   v. Consumers belonging to different occupation do not get influenced by people of the outlet.
4. Association between marital status and marketing mix.

i. Married and single consumers get influenced by product while selecting an outlet for purchase.

ii. Married and single consumers do not get influenced by price while selecting an outlet.

iii. Married and single consumers get influenced by place.

iv. Married and single consumers do not get influenced by promotions offered by the outlet.

v. Married and single consumers get influenced by people of the outlet.

5. Association between income and marketing mix.

i. Different income group consumers do not get influenced by products of the outlet.

ii. Different income group consumers do not get influenced by the price.

iii. Different income group consumers do not get influenced by place of the outlet.

iv. Different income group do not get influenced by promotions offered by the outlet.

v. Consumers belonging to different income group do not get influenced by people of the outlet.

6. Association between amounts spent per month in outlet and marketing mix.

i. Groups that spend different amount per month in outlet get influenced by the products provided by the outlet.

ii. Groups that spend different amount per month in outlet do not get influenced by price in selecting the outlet for purchase.

iii. Groups that spend different amount per month in outlet get influenced by place in selecting the outlet for purchase.

iv. Groups that spend different amount per month in outlet do not get influenced by promotion offered by the outlet.

v. Groups that spend different amount per month in outlet do not get influenced by people while selecting an outlet for purchase.
7. Association between proximity and marketing mix.

i. Consumers grouped on the basis of proximity to the outlet do not get influenced by product of the outlet.

ii. Consumers at different proximity while selecting the outlet for purchase get influenced by price.

iii. Consumers at different proximity do not get influenced by place while selecting an outlet for purchase.

iv. Consumers at different proximity do not get influenced by promotions provided by the outlet.

v. Consumers residing at various proximity of the outlet do not get influenced by people of the outlet.

5.1.3 Findings Pertaining to Objective 3 – To study consumer perception towards organized retail outlet.

1. Age group and perception towards outlet

i. The perception of different age group consumers’ towards product and price is different. Different age group of consumers’ level of perception is high towards product and price. Middle aged consumers have higher perception towards product and price than elderly people.

ii. The perception of different age group consumers’ towards store atmosphere is different. Different age group of consumers’ level of perception is high towards store atmosphere. Middle aged consumers have higher perception towards store atmosphere than elderly people.

iii. There is no difference in perception of consumers of different age group towards sales people and service. Different age group of consumers’ level of perception is high towards sales people and service.

iv. There is no difference in perception of consumers of different age group towards promotions. Different age group of consumers’ level of perception is high towards promotions of outlet.
2. Marital status and perception towards outlet

i. Marital status does not play any role in influencing the perception towards product and price. Single and married consumers’ perception towards product and price are high.

ii. Marital status does not play any role in influencing the perception towards store atmosphere. Single and married consumers’ perception towards store atmosphere is high.

iii. Marital status does not play any role in influencing the perception towards sales people and service. Single and married consumers’ perception towards service is high.

iv. Marital status does not play any role in influencing the perception towards promotion. Single and married consumers’ perception towards promotion is high.

3. Occupation and Perception towards outlet

i. There is no difference between consumers grouped on occupation basis towards product and price of outlet. The perception of consumers grouped on occupation basis, towards product and price is high.

ii. There is no difference between consumers grouped on occupation basis towards store atmosphere of outlet. The perception of consumers grouped on occupation basis, towards store atmosphere is high.

iii. There is no difference between consumers grouped on occupation basis towards sales people and service of outlet. The perception of consumers grouped on occupation basis, towards sales people and service is high.

iv. There is no difference between consumers grouped on occupation basis towards promotion of outlet. The perception of consumers grouped on occupation basis, towards promotion is high.

4. Income and Perception towards outlet

i. There is no difference between consumers grouped on income basis towards product and price of outlet. The perception of consumers grouped on income basis, towards product and price is high.
ii. There is no difference between consumers grouped on income basis towards store atmosphere of outlet. The perception of consumers grouped on income basis, towards store atmosphere is high.

iii. There is no difference between consumers grouped on income basis towards sales people and service of outlet. The perception of consumers grouped on income basis, towards sales people and service is high.

iv. There is no difference between consumers grouped on income basis towards promotion of outlet. The perception of consumers grouped on income basis, towards promotion is high.

5. Amount spent on monthly basis and perception towards outlet

i. There is no difference in the perception of consumers grouped on the basis of amount spent monthly towards product and price. The perception of consumers grouped on amount spent per month at outlet basis, towards product and price is high.

ii. There is no difference in the perception of consumers grouped on the basis of amount spent monthly towards store atmosphere. The perception of consumers grouped on amount spent per month at outlet basis, towards store atmosphere is high.

iii. There is no difference in the perception of consumers grouped on the basis of amount spent monthly towards sales people and service. The perception of consumers grouped on amount spent per month at outlet basis, towards sales people and service is high.

iv. There is no difference in the perception of consumers grouped on the basis of amount spent monthly towards promotion. The perception of consumers grouped on amount spent per month at outlet basis, towards promotion is high.

6. Proximity group and perception towards outlet

i. There is no difference in the perception of consumers grouped on the basis of proximity towards product and price. The perception of consumers grouped on proximity basis, towards product and price is high.
ii. There is no difference in the perception of consumers grouped on the basis of proximity towards store atmosphere. The perception of consumers grouped on proximity basis, towards atmosphere is high.

iii. There is no difference in the perception of consumers grouped on the basis of proximity towards sales people and service. The perception of consumers grouped on proximity basis, towards salespeople and service is high.

iv. There is no difference in the perception of consumers grouped on the basis of proximity towards promotions of outlet. The perception of consumers grouped on proximity basis, towards promotions of outlet is high.

5.1.4. Finding Pertaining to Objective 4 – To study Consumer satisfaction towards organized retail outlet.

i. Marital status does not influence consumer satisfaction towards an outlet. Single and married consumers’ satisfaction towards the outlet is high.

ii. There is no difference between age group consumer’s satisfactions towards outlet. Young, middle aged and old consumers’ satisfaction towards the outlet is high.

iii. There is no difference between occupation group consumer’s satisfaction towards the outlet. Different occupation group consumers’ satisfaction towards the outlet is high.

iv. There is no difference between income group consumer’s consumer satisfaction towards the outlet. Different income group of consumers’ consumer satisfaction is high.

v. There is no difference between amount spent per month in outlet group consumer satisfaction towards the outlet. Different amount spent in organized retail outlet group of consumers’ satisfaction is high.

vi. There is no difference between proximity group consumer satisfaction towards outlet. Proximity group of consumers’ satisfaction is high.
5.1.5. Finding Pertaining to Objective 5– To study store loyalty towards organized retail outlet.

i. Marital status does not play any role in influencing store loyalty towards the outlet. Single and married consumers store loyalty towards the outlet is high.

ii. There is no difference between age group consumers’ store loyalty towards outlet. Different age group of consumers’ store loyalty is high.

iii. There is no difference between occupation group consumers’ store loyalty towards the outlet. Different occupation group of consumers’ store loyalty towards the outlet is high. Income group and level of store loyalty does not have any proportionate relationship.

iv. There is difference in store loyalty among consumers grouped based on income. The level of store loyalty and income does not have any proportionate difference. As a whole different income group of consumers’ store loyalty is high.

v. There is no difference between amount spent per month at outlet group consumer’s store loyalty towards the outlet. Different amount spent per month at organized retail outlet group of consumers’ store loyalty is high.

vi. There is difference in store loyalty among respondents grouped based on proximity. Consumers residing closer to the outlet have higher level of store loyalty than the consumer residing at a longer distance. In general proximity group of consumers’ store loyalty is high.

5.1.6. Findings Pertaining to Objective 6 – To study influence of consumer perception towards consumer satisfaction and store loyalty.

i. Consumer satisfaction is positively and significantly correlated with perception towards product and price, store atmosphere, sales people and service and promotion. Especially consumer satisfaction is highly ($r \geq 0.6$) correlated with store atmosphere, sales people and service and promotion. Out of these highly correlated factors sales people and service have more correlation than store atmosphere and promotion. It is obvious that if consumer has positive perception towards sales people and service then consumer will also have high consumer satisfaction towards the outlet.
ii. Change in consumer satisfaction is due to change in perception towards store atmosphere, sales people and service and promotion. Predominantly if sales people and services convince the consumer then the consumer satisfaction towards the organized retail outlet will be high.

iii. The perception towards product and price, store atmosphere, sales people and service and promotion are positively and significantly correlated with store loyalty. Out of the four factors of the outlet store loyalty is correlated more with promotion than other factors. So, it is observed out that store loyalty is influenced by perception towards product and price, store atmosphere, sales people and service and promotion.

iv. Changes in store loyalty are mostly due to change in perception towards product, price and promotion. Predominantly if promotion convinces the consumer then loyalty of consumer towards that organized retail outlet will be high.

5.1.7. Findings from Structural Equation Model: Relationship among consumer perception, consumer satisfaction and store loyalty.

- Consumer satisfaction is influenced more by perception towards sales people and services. If Consumer satisfaction increases by 100 units then store loyalty will increase by 43 units.
- Store loyalty is greatly influenced by perception towards sales people and services.
- Higher perception of consumers towards sales people and service has impact on higher consumer satisfaction. Higher consumer satisfaction leads to consumer delight and higher store loyalty.
- It is inferred that there exists a relationship between perception, consumer satisfaction and store loyalty.
5.2. DISCUSSIONS

5.2.1. Discussions pertaining to study relationship between demographic and psychographic factors of consumers and their influence on importance given marketing mix of organized retail outlet in selection of outlet.

- There exists association between marital status and amount spent per month in outlet with importance given to product of outlet.
- There exists association between proximity with importance given to price of outlet.
- There exists association between occupation, marital status and amount spent per month in outlet with importance given to place of outlet.
- There exists association between ages with importance given to promotion of outlet.
- There exists association between marital status with importance given to people of outlet.

5.2.2. Discussions pertaining to study consumer perception towards organized retail outlet

Out of the six personal factors considered, consumers grouped on basis of age have different perception towards product and price and store atmosphere. It is further observed that middle aged consumers have higher perception towards product and price than elderly people. As for store atmosphere middle aged consumers have higher perception towards store atmosphere than elderly consumers. Other consumers grouped on the basis of marital status, occupation, income, amount spent on monthly basis and proximity do not show difference in perception towards factors of outlet.

5.2.3. Discussions pertaining to study consumer satisfaction towards organized retail outlet

Consumers grouped on the basis of age, marital status, occupation, income, amount spent on monthly basis and proximity have same level of consumer satisfaction towards the outlet on an average. Consumer satisfaction towards the outlet is high among all groups of consumers. Consumer satisfaction towards the
outlet is not influenced by age, marital status, occupation, income, amount spent per month and proximity.

5.2.4. Discussion pertaining to study store loyalty towards organized retail outlet.

Consumer grouped based on age, marital status, occupation and amount spent per month in an outlet have similar store loyalty whereas consumers’ grouped based on income and proximity have different store loyalty. Income group does not have any proportionate relationship with store loyalty. With regard to proximity, consumers staying near the outlet have high level of store loyalty. Retailer needs to open outlets in residential areas to make consumer loyal towards the outlet.

5.2.5. Discussion pertaining to study the influence of consumer perception towards consumer satisfaction and store loyalty.

- If a consumer has positive perception towards sales people and service of an outlet then the consumer will be highly satisfied towards the outlet.
- Change in consumer satisfaction is due to change in perception towards store atmosphere, sales people and service and promotion. Out of that if sales people and services of the outlet convince the consumer then the consumer will be highly satisfied.
- Store loyalty is influenced by perception towards product and price, store atmosphere, sales people and service and promotion.
- Changes in store loyalty are mostly due to change in perception towards product, price and promotion. Out of that if the promotion convinces the consumer, then his/her loyalty towards organized retail outlet will be high.

5.2.6. Discussion from SEM revealing relationship among consumer perception, consumer satisfaction and store loyalty.

It is inferred that there exists relationship between perception, consumer satisfaction and store loyalty. Perception on product, price, store atmosphere, promotion, sales people and services influence consumer satisfaction and store loyalty. Out of these, perception on sales people and service has greater influence on consumer satisfaction and store loyalty.
5.3. CONCLUSION

Food and grocery segment of retailing occupies the major pie of India’s retailing. A consumer visits food and grocery organized retail outlet to fulfill his specific food and grocery product needs. Since it is almost a routine for consumer to purchase the frequent needs, the consumer will look for convenience rather than experience. This research has made an attempt to study the perception of consumers on the factors of the outlet that influence of perception of consumers, their satisfaction and their loyalty. The study has found out that, their level of consumer satisfaction is much influenced by the perception towards sales people and services compared with other factors such as product, price, store atmosphere and promotion. As store loyalty is influenced by consumer satisfaction, store loyalty is also influenced by perception towards sales people and services. Thus it is concluded from the research that if the retailer concentrates and improves the quality of sales people and services it will reflect on the increase in perception of consumer towards the outlet and that will make the consumer satisfied with the outlet making him more loyal towards the outlet. Thus both the consumer and the retailer will be benefited mutually. The recommendations of the research will serve the purpose of providing benefit to consumer and retailer.

5.4. KEY IMPLICATIONS OF THE STUDY

- There exists association between ages with importance given to promotion of outlet.
- There exists association between marital status and amount spent per month in outlet with importance given to product of outlet.
- There exists association between proximity with importance given to price of outlet.
- There exists association between occupation, marital status and amount spent per month in outlet with importance given to place of outlet.
- There exists association between marital statuses with importance given to people of outlet.
• Consumers grouped on basis of age have different perception towards product and price and store atmosphere. It is further observed that middle aged consumers have higher perception towards product and price than elderly people. As for store atmosphere middle aged consumers have higher perception towards store atmosphere than elderly consumers.

• Consumers grouped on the basis of age, marital status, occupation, income, amount spent on monthly basis and proximity have same level of consumer satisfaction towards the outlet on an average. Consumer satisfaction towards the outlet is high among all groups of consumers.

• Consumers’ grouped based on income and proximity have different store loyalty. Income group does not have any proportionate relationship with store loyalty. With regard to proximity, consumers staying near the outlet have high level of store loyalty. Retailer needs to open outlets in residential areas to make consumer loyal towards the outlet.

• If a consumer has positive perception towards sales people and service of an outlet then the consumer will be highly satisfied towards the outlet. If sales people and services of the outlet convince the consumer then the consumer will be highly satisfied.

• Store loyalty is influenced by perception towards product and price, store atmosphere, sales people and service and promotion. Changes in store loyalty are mostly due to change in perception towards product, price and promotion. Out of that if the promotion convinces the consumer, then his/her loyalty towards organized retail outlet will be high.

• There exists relationship between perception, consumer satisfaction and store loyalty. Perception on product, price, store atmosphere, promotion, sales people and services influence consumer satisfaction and store loyalty. Out of these, perception on sales people and service has greater influence on consumer satisfaction and store loyalty.
5.5. RECOMMENDATIONS

In this competitive environment the retailer needs to take extra efforts to obtain the maximum business out of individual consumers. Following suggestions will help the organized retailer capture business in this competitive scenario by improving his perception in favour to retail outlet.

1. Retailer needs to pay more attention to obtain and distribute the **products**. Retailer needs to obtain critical information such as the type of product preferred by consumers, quantity of purchase and substitute products. Another area that requires concentration is product mix. By matching consumer preferences with an assortment of merchandise offered within the store’s categories, the retailer gets an ideal basket size per consumer. The basket size contains the mix of items a consumer buys during a visit. This will help the organized retailer to capture maximum business from individual consumer.

2. **Price** is an important element in the marketing mix as some of the consumers are very price sensitive. Consumer wants fairest price not the cheapest. The retailer needs to make the consumer feel that prices are affordable at the outlet. If pricing is reasonable and exclusive to the identity of the store, offering the right value to the buyer, it will bring in more and more consumers and help the retailer to retain them as well.

3. **People** who serve the organization are the ambassadors or the face of the retail outlet. The retailer must suitably employ and train the sales and billing staff to satisfy the needs of the consumer. Front line store employees need to be well trained to handle different issues starting from enquiry to complaint from the consumers and every issue need to have a procedure to follow, so that the issue is attended in the shortest duration. Excellent delivery standards bring image and positioning for the store.

4. The performance of the sales and service personnel of the outlet should be measured based on consumer satisfaction towards them or the interaction with consumers. This will influence a positive improvement in sales personnel’s service.
5. **Promotions** help the store to achieve its short term as well as long term goals. If promotion runs very effectively, it may prove incremental to the image and positioning of the outlet. Current technology has added various promotional media. Some modern promotional media that can be used by the retailers are

- **Internet marketing strategies** like social media, online video marketing, online public relations, Blogging and e-mail.

- **Mobile** has become essential product among the people. So mobile advertising and instant messaging, Multimedia messaging services, Mobile messaging services, Short messaging services, Enhanced messaging services, etc. also can be used for promotion purpose.

- **Product placements** are more used in promotion of products nowadays; this also can be used to promote organized retail outlets. Product placement is making the brand an integral part of the program so that the product gets noticed. It creates positive influence on the consumers.

- **Ambient media** this is touching customer at all possible points. The ambient media are the communication platform that surrounds us in everyday life from petrol pump advertising to advertising projected on buildings to advertising in theatre tickets and metro tickets, cricket pitches or even pay slips. This will help the retailer to emphasize his brand to the consumer.

6. Consumers need to be segmented and promotional tools must be framed for each segment and that particular promotional communication can be sent to each segment through current technologies, as this is the great advantage of current promotional media.

7. **Visual merchandising** is one of promotional strategy that aims at maximum utilization of store space for the purpose of effective display of the merchandise to create an ambience conducive to enhancing the total sales of the store.

8. By nurturing quality relationship with customers, retail outlet will attract and retain customer ever loyal. **Consumer Relationship Management** practices will help them understand their existing customer and serve them better and thus converting them to loyal customers.
5.6. DIRECTION FOR FUTURE RESEARCH

This research was conducted on one of the psychological factors, that is, perception that affects consumer behaviour. Due to time constraint, the study was restricted to Chennai District. Future research can be extended to India. Future researches can concentrate on other three factors namely, beliefs and attitude, motivation, learning that affect consumer behaviour. The research can be extended to fashion and accessories, footwear, home and office improvement, catering service, telecom, pharmaceutical sector, beauty and wellness, jewellery, time wear, books, music and gifts, entertainment, furniture and furnishing and others segments of retailing. Further research can be conducted to analyze the other means to improve various aspects of retail outlet. This on the other hand will help the growth of organized retailing in India.