CHAPTER -3
REVIEW OF LITERATURE

3.1 Introduction
The topic of present research is related with retail industry and its impact on various groups or sections of economy. The term retail has its own origin and occupies an eminent position in the economics of all modern societies. In the 21st Century, we are witnessing a series of changes in retailing including the deployment of world and powerful icons like Walmart, Markson’s & Spencer. There is a turbulent change because of interruptions of applications of internet to retailing. Market stability is the king of the past as technology advances and business have to spread out to add value to their services. There are many contemporary changes that are happening in and around the economy which are responsible for changes in the retailing as an economic activity. The present studies deals with current scenario in retailing sector, understand customer satisfaction in the study area, identity factors responsible for changing organized retailing, find attitude towards traditional retailing, find out customer buying pattern of retailing and draw comparison between Retailing in Nanded And Aurangabad cities.
3.2 Purpose of Review

The purposes of the present review of literature are enlisted as follows:

1) To know what are the observations of experts, marketers and researchers regarding development of organized retailing and its impact on customers, organized and unorganized retailers.

2) To understand the general trends of organized v/s unorganized retail industry in India.

3) To find out if there is any change in customer attitude and perception regarding organized retailing and how are they responding to organized retailers.

4) To find the factors influencing buying pattern of customer from an organized retail outlets.

5) To study customer satisfaction

6) To identify what are the areas of improvement in modern organized retailing.

The researcher has made this review in a particular chronological order, comprising of the review of various books regarding retailing and research material at national and international level.
3.3 Research Review
The researcher has made this review in a particular chronological order, comprising of the review of various books regarding retailing and research material at national and international level.

3.3.1 Demographic Profile
Demographic profile such as age, gender, marital status, income, female working status, education, occupation and family size wield enormous influence on choice of retail format in grocery retailing.

Zeithaml (1985) conducted a field study to examine the effects of five demographic variables (gender, female working status, age, income, marital status) on supermarket shopping variables (e.g. shopping time, number of supermarkets visited weekly, amount of money spent).

Stone (1995) compared the demographic profiles of supermarket shoppers and warehouse club shoppers, finding that warehouse club members were younger, more educated, and had higher incomes. Forsythe and Bailey (1996) found that age, marital status, occupational status, and shopping enjoyment affect the amount of time spent shopping.

Fox et al., (2004) examined the effect of demographics on format choice across three formats: grocery stores, mass merchandisers, and drug stores and the findings indicated that household size, income, and level of education influence consumers’ format choices.

With respect to gender, shopping is considered as a gendered activity. Available research on shopping behaviour seems to suggest it is women who go shopping for food and grocery products and that shopping is categorized as “female typed” task (South and Spitze, 1994).
With respect to education, it was found to be a component of patronage in some studies (Shim & Bickle, 1994; Kopp, et al, 1989). Education is related to social class, because it is closely correlated with occupation, but there are behavioural implications for education that go beyond this relationship and also affect consumer information processing and decision making (Williams, 2002, p.252).

With respect to occupation, the values, attitudes and motives that arise from greater levels of occupational self-direction underlie behaviour beyond the workplace, extending to all phases of existence, including buying behaviour (Williams, 2002, p.253). Results were also inconclusive on the importance of occupation as a component of patronage (Bellenger & Korgaonkar, 1980; Kopp, et al., 1989; Shim & Kotsiopoulos, 1993; Shim & Bickle, 1994).

With respect to Household income, previous research supports the view that a household’s income has a major effect on its consumption. Research also supports the assertion that relative class income is important determinant of buying behaviour for retail store selection (Dawson et al., 1990). In addition the higher income will result in a shopping basket comprising of goods of better quality (Bawa and Ghosh, 1999) and is also expected to have a wider variety of assortment in the consumption. Thus the aggregate shopping is expected to grow with the income levels and also diversify in terms of the objects of consumption. With a higher income level, the impulse shopping will be less drain on the resources and is also expected to increase.

In addition to, high-income households will have a higher opportunity cost for time and should be less willing to spend time on shopping trips for utilitarian consumption. Thus the frequency of shopping trips is expected to be negatively related to household income.
(Bawa and Ghosh, 1999). This would however, be moderated by increase in consumption and inducing need for hedonic shopping (in addition to utilitarian) and impulse purchases on non-shopping trips. Bawa and Ghosh, (1999) found that higher income households tend to shop more frequently; similar result was also found by Leszczyc and Timmermans (1997). An increase in the income will increase the need for experiential shopping thus affecting the format choice. The retail format choice will also get affected by moderating the affect of location, as higher income might reduce the cost and increase the ease of transportation. It has also been observed that high-income households are more likely to display stores witching behaviour (Leszczyc and Timmermans, 1997).

The size of the family unit has been positively associated with the degree of store loyalty (Mason, 1996; McGoldrick and Andre, 1997; Eastetal., 1997). Family size and composition implies the total number of members in a family and the distribution between adults and children. Larger families’ will have higher levels of consumption and will buy larger quantities of products/services to satisfy the consumption. They will also require a wider variety of products, and therefore are likely to get stocked out more frequently than smaller families (Bawa and Ghosh, 1999). It is thus likely that larger families will have larger basket sizes and larger number of shopping trips. The previous research supports that household size has a positive effect on the likelihood of a shopping trip (Leszczyc, Sinha, and Timmermans, 2000).

Similarly Bawa and Ghosh, (1999), found that the size of the family was positively associated with the frequency of shopping trips and the basket size.
Furthermore, McGoldrick and Andre (1997) have observed a higher degree of loyalty from married, as compared to single, individuals and, in a similar line East et al., (1997) found that single person households present the lowest levels of loyalty. The presence of children in the household, whether of school-age or younger, has also been positively associated with store loyalty (e.g. Mason, 1996; East et al., 1997; McGoldrick and Andre, 1997).

From the above literature review it is be drawn conclusion that demographic profile of the customer is to be studied.

3.3.2 Customer Satisfaction in Retailing

Nurahayu Iswati Ishak (2007) in this research paper, ‘Customers’ satisfaction towards service quality of retail stores’ examined the perception of service quality of retail stores and their satisfaction among 211 respondents from supermarkets, hypermarkets and across these sub-dimensions: Physical Aspect, Reliability, Personal Interaction, Problem Solving and Policy. The study investigated differences in service quality of retail stores in demographic variables: age, gender and monthly income. It was found that the overall service quality of retail stores was good. Across the sub-dimensions of service quality of retail stores, the respondents’ level of perception and satisfaction was found good. A significant difference was found between service quality of retail stores (overall) and age. No significant difference was found between retail service quality dimensions and gender and monthly income of respondents. Since the results of the study showed that customers’ perception was related to their satisfaction on
Seyed Au Aroghchi (2007) in this research paper, ‘Service Quality, Customer Satisfaction, Customer Experience and Behavioral Intention in Iranian Retail Store described that customer experience has an important role in retail stores. And the quality of services and customer experience strongly affect the customer satisfaction and customer’s intention to repurchase. He pointed out that role of service quality in the success of retail business can’t be denied. This thesis threw the light on the nature of the service quality construct and its relationship with customer satisfaction, customer experience and behavioral intention. Findings demonstrated that service quality was represented by four dimensions of the hand-woven carpet industry. The best predictor of overall service quality found tangibility, reliability, responsiveness and knowledge of Employee. Moreover, strong relation found between customer experience and service quality, customer satisfaction, behavioral intention.

Vaisirali Agarwal (2007) in this research paper, ‘Role of Retailers in Reducing Inventory and Improving Customer Satisfaction: An Empirical study of Customer Non-Durables’ suggested that the key to survive in this challenging scenario is to focus on reducing cost with improving customer satisfaction besides revenue increasing methods and one such measure available to them is effective supply chain management. She added that marketers usually use the marketing mix to satisfy their customer’s needs regarding various attributes but at the same time, they have to identify the amount of resource (inventory) they require to maintain in their supply chain. Empirical data gathered in a survey among retailers in Delhi and Muradabad and analyzed by using correlation coefficient, found that there was chances that brands unavailable in the store could be loose its customers. It was suggested that retailers should maintain proper level of stock
in their supply chain to eliminate the chance of non-availability of products which results in loss of customers.

**Alisa Nilawan (2008)** in this research paper ‘examined the customers’ satisfaction with Metro Mall at Sukhumvit station and explored the level of customers’ satisfaction toward the existing services of Metro Mall at Sukhumvit station. The finding of the study suggested that the customers considered food & beverage shops, reasonable price compared with the product quality, modern decoration and location of mall, word of mouth and discount coupon available and prompt and attentive services of sales persons were the main factors influence customers on visiting Metro Mall at Sukhumvit station. The findings also showed that the overall customers’ satisfaction level toward the existence service and performance of Metro Mall was at satisfied level, especially in term of standard quality of products, interior design, speed of service, cleanliness, uniform of salesperson, productivity and quality, shop discount, and reasonable price when compared with the products quality and quantity.

**Budiarto Subroto and Freddy Seven Putra (2008)** in this research paper, ‘The Influence of Retailing Mix and Service Quality towards Customer Satisfaction and Their impact to Behavioral Intentions’ highlighted that besides service quality which can influence customer satisfaction, there are some other basic things to build a success in retail business, especially in hypermarket and one of them is by understanding more deeply the concept of retailing mix. This study attempted to understand customer’s perception concerning retailing mix performance and service quality and its influence towards behavioural intentions. Findings of this study pointed out that most customers had the perception in regards to the overall retailing mix, and it could be considered well
implemented such as strategic location, having various products, high established standard, setting up the price that was suitable with product quality and the advertisement which gave benefit to the customer. Likewise, the service quality was also well delivered to the customers, producing customer satisfaction which consequently affected the future behavioral intentions.

**Du Plessis and Rosseau (1999)** explain that price’s effect on customer behavior is more direct and immediate and that customers’ perception of price, whether high, low or fair, could have a strong influence on their purchase intentions and, ultimately, their satisfaction.

According to **Chen-Yu and Hong (2002)**, consumers spend their funds in such a way as to maximize satisfaction, which is also the desired outcome of a marketing strategy. Satisfaction not only reinforces the resolution or intent to repurchase, but also store loyalty.

**Pita Castelo, Jose, Dr., (2000)** says that customer loyalty, customer satisfaction/dissatisfaction (CS/D) and Service Quality (SQ) are some of the most substantial concepts in marketing. Financial services and especially retail shops have unique characteristics which make them operationally different from manufacturing business or other services. The main objective of this research is an empirical test, for the first time, of the relationship between CS/D and SQ, and the impact of a new variable (usage rate) on customer loyalty in the context of retail shop.

**Bloemer and De Ruyter (1998)** postulated a relationship between store image, store choice, customer satisfaction and store loyalty and found that satisfaction is the result of a
conscious evaluation of store image. The positive evaluation of store image leads to store commitment, which, in turn, leads to store loyalty. There is, however, some form of latent satisfaction which occurs unconsciously, and this is the result of implicit store choice. Thus, store image has a direct, positive effect on store loyalty, as well as an indirect positive effect on store loyalty through satisfaction. Bloemer and De Ruyter (1998) found a positive relationship between the three factors and that the effect of store image is mediated by satisfaction. Chang and Tu (2005) also found a significant direct and indirect relationship between store image and store loyalty, mediated by customer satisfaction.

According to Kim and Jin (2001), customers’ satisfaction and the intention to repurchase result from the customers’ emotional experience during the purchase stage and, hence, from the appraisal of the store’s image. Atmospheric variables influence customers’ satisfaction regardless of shopping orientation; some variables do, however, contribute to satisfaction for specific consumer segments.

According to Jacoby and Mazursky (1984), consumers depend heavily on pictures of store interiors for information during the shopping experience. Customer satisfaction is therefore reached through a positive evaluation of the desired store image. It can therefore be deduced that needs satisfaction and shopping satisfaction lead to store choice, which underscores why stores strive toward the needs and goal satisfaction of consumers.

From the above literature review it is be drawn conclusion that Customer Satisfaction in Retailing of customer is to be studied.
3.3.3 Customer attitude towards modern retailing

The changing consumption patterns trigger changes in shopping styles of customers and also the factors that drive people into stores which is being emphasized by Mishra, S. Mridula (2007) who explore the way organized retail has dramatically changed not only the Indian traditional retailing structure by also the consumption behaviour (Mitchell & Boustani, 1994). In terms of purchasing a particular product, a customer is aware of some risks such as finance, psychology, performance, and time.

Nisha Rathore (2012), in this article, research find attitude towards the rational retailing, Thus, in India it is quite skeptical that the organized retail will be ever able to overcome the unorganized retail completely. The values, cultures and beliefs of the customers prompt them to go the same retail shop where they can get the product required, at low price and with least waiting time for billing.

Chetthamrongchai and Davies (2000) that segmentation based on time-orientation and shopping motivation can provide a clearer picture of customer behavior than by using socio-demographic variables, shopping attitudes alone.

Vignali, Gomez and Vranesevic (2001) elaborate the influence of age, education level and work status on buying behavior in their paper “The influence of customer behavior within the Spanish food retail industry”. As for main shopping, the majority of Barcelona residents (the study was done at Barcelona) purchase processed products in hypermarkets (due to variety and shopping expediency) and supermarkets (for convenience and price). On the other hand, fresh products (for quality, personal treatment and habit) are usually
purchased in traditional shops. It is followed by the open market (for reasons of variety and prices).

**Hansen and Solgaard (2004)** this research focused on several keen findings related to the current study. In this researcher identified a single variable that affected on choice of retail format. Further researcher found, price and location influence to retail formats. But quantity and service are not affect on retail formats.

Research done by **Sinha and Banerjee (2004)** on “Store Choice Behavior in an evolving Market” gives deeper insight into Indian shopper behavior. The analysis is based on seven constructs 43 variables. The seven constructs are proximity, merchandise, ambience, service, patronized and others (two constructs together). The 43 variables are grouped under the seven constructs.

**Shroff (2005)** remarked that few successful international ideas of modern retailing have failed in India and the issues in failure are store location, traffic and parking, mall width, customer facilities, convenience and innovation, clustering, landscape, lighting, exterior design, special features, investment and returns. The author also remarked that there are some challenges on front for India such as local traditions, FDI constraints, Strict government policies, whether protection, family entertainment, land constraints, etc. besides some of significant opportunities: Increase in spending power, more people in the age group of 15-25, emergence of middle class, and willingness to enjoy international brand merchandise.

**Taneja (2005)** concluded that there is rapid series of change in the Retail environment and the Indian customer is caught in the wind of change. With the evolvement of middle
class and the retail sector, the needs of modern customer have changed and the customers are exposed to new kind of shopping experience and services. The paper has introduced a few success parameters in positioning, product, image and marketing and CRM. The parameters includes patience, compromise, adaptability, International product portfolio, International Image, customer intimacy, sense of belonging ness to name a few.

**Dr. Burculiter (2006)** highlighted, in the article entitled, ‘High School Girls ‘Shopping Mall expectations: A Study’ that with increasing competition deeper understanding of customer expectations, experiences, and perceptions regarding mall image has become much more essential. Shopping mall image is critical for patronage decision hence loyalty. In this study, researcher identified image attributes of participants’ ideal shopping mall, shopping motives and expectations of high school girls. It was found that participants mostly adopt malls for entertainment purpose. For this reason, for malls trying to attract adolescent girls, the variety and quality of entertainment and special events were crucial. The participants of this study perceived the shopping malls a place that met their social needs. On the other hand, some of participants claimed that if the malls did not renew it they might be bored because of repeated visit. It was suggested that the shopping malls should diversified entertainment venues such as opening a dance clubs in the mall and differentiate them from others, they might attract more adolescents.

**Feroz Ahmed (2007)** in the article entitled, ‘Customers Attitude towards Modernized Shopping Center vs. Traditional Shopping Center- a Case Study at Khulna City’ explained that traditional shopping centers and modernized shopping centers have two different approaches; they have significant difference in style and facilities. In this case study he explored the reasons behind the shopping attitudes of the customers in choosing
modernized shopping centers. It was found that class difference of the customers play a significant role in selecting shopping centers. Availability of goods, price of commodities, reputation or image of the shopping center also has influence in selecting shopping center.

Arpita Khare and Sapna Rakesh (2010) have highlighted that organized retailing in the form of malls is poised to develop exponentially in India. Malls are transforming the landscape of Indian retailing and customers’ attitudes towards shopping. The upsurge of mall activity poses a question of how much malls are responsible for generating sales and consequently generating profits. The paper was directed at retailers with stores in the malls and describing their opinions about what generates customer traffic and profits in malls. The retailers’ selection of malls is driven by the business potential offered by malls. The findings of research demonstrate that an assortment of factors is responsible for mall traffic. These may be categorized under entertainment facilities, services, ambience and mall management.

Unfortunately, Indian organized retailers being new in the organized retailing are less aware about the customer behavior and factors, which influence Customer Preference of organized retailing. Study was conducted to know how the factors affecting organized retailing differentiate between favourable and unfavorable attitude towards organized retailing. Discriminate analysis is done to find out which factor (store brand image, quality of merchandise, discount and special offer, merchandise assortment, shopping convenience, and physical facilities) are relatively better in discriminating between two groups (favourable attitude-unfavorable attitude). (Tomaret al 2014).
A study was conducted to know the preference of customers in Jalandhar towards organized retail sector. Study was conducted to assess the important factors influencing the customers’ buying decision towards organized retail stores in Jalandhar, using the direct survey method. (Pandey et al 2015)

There are different categories of customers which need to be considered. The number of working in India is increasing day by day and hence their attitude towards organized cannot be ignored which prompted to study their attitude towards organized retailing in India. Exploratory research was conducted; survey on 150 working women of Agra, Gwalior and National Capital Region was undertaken. The survey was conducted at the various organized retail outlets. It was found that organized retailers should work up on the delivery channels to increase the frequency of visit of working women. (Tomar et al 2013) Customer loyalty is a very important aspect for retailers. Success will lie with those retailers that can drive customer loyalty by responding to their demands. Store attributes play an important role to customer preference towards the store.
3.3.4 Customer buying pattern of retailing.

Rajesh Shinde (2007), in his study of customer behaviour in connection with buying the fast moving customer goods (FMCG) product. He has shown that buying pattern to be more accurate the factors are considered by a customer during purchasing largely depends on the nature of goods and many other correlated factors associated with buying intention.

D'Andrea & Stengel et al (2006) in their study found that in spite of being “poor,” emerging customers have a substantial purchasing power as a group. They work with a very specific set of products, categories and store format needs that distinguish them from other customers. These distinct needs imply that it is not “just a matter of money and time” for them to change their purchasing patterns over to the “modern trade”.

The changing consumption patterns trigger changes in shopping styles of customers and also the factors that drive people into stores which is being emphasized by Mishra, S. Mridula (2007) who explore the way organized retail has dramatically changed not only the Indian traditional retailing structure by also the consumption behaviour (Mitchell & Boustani, (1994). In terms of purchasing a particular product, a customer is aware of some risks such as finance, psychology, performance, and time.

Tauber (1972) advanced the idea that shoppers were often motivated by a number of personal and social factors unrelated to the actual need to buy products. He proposed that people shop not just to purchase goods, but to learn about new trends, to make themselves feel better, to gain acceptance with their peers, and simply to divert themselves from life’s daily routine. He identified 11 hidden motives that drive people to
the stores and often lead to ‘impulse buys’ among consumers who initially were not planning on buying anything at all.

The commitment of time and effort to the shopping activities is directly related to the number (and duration) of shopping trips made by a household member (Dholakia, 1999, p.158). The shopping context is a major determinant of household shopping frequency—groceries is purchased more frequently than clothing or gifts. Shopping frequency is also likely to be directly influenced by the individual’s shopping responsibility and his/her sex. Kahn and Schmittlein (1989) classified consumers in two segments, “Quicks” and “Regulars” by employing the amount of money spent as an exogenous variable, they found that “regulars” made grocery shopping trips mainly in week intervals. Similarly, assuming that consumers are heterogeneous in terms of their trip regularity, Kim and Park (1997) found clear difference between “random” and “routine” shoppers in terms of several demographics and purchase behaviour characteristics. The routine shoppers are identified to have higher opportunity costs, which make it difficult for them to visit grocery stores more often and/or to switch stores. However, they spend more money for a given shopping trip, which implies the importance of segmenting shoppers by their shopping trip regularity.

Frequency of shopping at a particular outlet is closely linked with store image because image formations result in predispositions that generally guide patronage (Granbois, 1981). Past research has shown that shopping trips and expenditures at a shopping area were found to be significantly affected by shopping area image (Wee, 1986). Consumers form impressions about stores and these impressions have a significant impact on store patronage or frequency of shopping at a particular store. The probability that a consumer
will shop at a given store increases as the individual's perceptions of the store become more positive.

In general, consumers patronize stores whose image is congruent with their self-perceptions and unconscious needs. Thus, store specific attitudes (e.g. store image) and general attitudes toward the type of store influence shopping behaviour (e.g. shopping frequency).
3.3.5 Factors responsible for changing organized retailing

Taubert (1972) customers were motivated by personal and social factors. Customers not only purchase goods but also learn about new trends. Author identifies eleven motives for impulse buying which was not in planning to purchase products.

Mattson (1982) store choices as depend on the time pressure occur during the shopping time, apart from this gift-verses self-shopping also influence the store choice. Behavior of shopping regarding store choice has many similarities with brand choice and other factors.

Rees (1992) has observed that the factors infusing customer behaviour concerning to the buying of food items is rather complex and one should take in to account factors like flavour, texture, appearance etc.

Ragavan (1994) has pointed out that regular availability, quality of the commodity, cost price, weighing and billing, accessibility and range of merchandising as the factors in the order of importance which influences purchase of vegetables by respondents from modern retail outlets.

Hugar & Vijay Kumar (1996) has researched that the features like gender and education level of customers have a significant effect on quantity and frequency of purchase. Price had a significant influence in the lower income group segment however this was not the case with people from higher income groups.
**Lumpkin (1985)** concluded that, age of shopper is affect on the price-conscious. Young shopping always think on what price is for particular product at one store and another store. Young shopper compared prices with other store. But this is happened in only with young shopper but not in case of elder shopping, can say those who have more income, they are not bothering about prices, author also suggested that due the time constraint not able compared price with other store.

**Zeithaml (1985)** author studied to inspect the effects of demographic variables on mall shopping factors (e.g. shopping time, number of supermarkets visited weekly, amount of money spent). The studied in US on grocery customers to find how demographic factors influence to the shopper to shop from the modern retail. This study has focused on family units, family status, number of working person in family and gender of shoppers effect on shopping factors.

**McGoldrick and Betts (1995)** research is on ‘Customer behavior and the retail sales’ in UK. The researcher find out key issue i.e. motive for sale and behavioral response to sale. The researchers identify eight factors and use factor analysis to explain 63% of the variance.

**Mueller and Broderick (1995)** in this research paper “East European retailing: a customer perspective” describe the findings of an extensive customer survey carried out in 1993 in Bulgaria. In this empirical study concluded that customer satisfaction food retailing’s system. The researcher is described comparisons to cross-cultural support. This analysis is helpful domestic as well as international retailers. This study focused on frequency of shopping and distance to from customer’s home. Conclusion is like that the majority of shopper are shop those who are nearby retail store.
Smith and Burns (1996) in their research paper, Atmospherics and retail environment find the relation between the merchandising strategies employed for price and grocery store. This study provides information about, the merchandising policies used in warehouse grocery store and ability of customer. Customer’s expectation is less to low-price. It is further found out about merchandising policies used in the development of retail store.

John B. Clark and Hojong Hwang (2000) in this study paper, ‘International comparative Analysis of Customer Satisfaction with Discount Stores’ stressed on the importance of international comparative study on customer satisfaction for the multinational firms which entered or intend to enter in global retail market as well as domestic firms which are already doing business in the market, to assess performance and mapping retail strategy. According to the results of two multiple regression analysis, the determinants variable to predict total customer satisfaction were almost same in both countries. The main motivation to visit discount store channel laid on the low price and convenience of location as the meaning of discount stores implied. Service factor was relatively less important than merchandise factor. Customers were mainly affected by merchandise value and location and advertisement factor. It was suggested that a greater insight into these factors would help retailers in developing appropriate marketing strategy.

E. ThamaraiSelvan and N. Vallikkannu (2006) In the article entitled, ‘Customer and Prospects Analysis for Departmental Stores’ explained that knowledge of shopping behaviour enable the retailers in offering superior value to customers which results in loyalty. This study was basically about purchasing behaviour of the customers and factors influencing the purchase. Customers analysed were 100 female respondents from the age
group of 26 to 40 as they were the decision maker for the majority of purchases. Finding demonstrated that homemakers shop more in the weekends than in weekdays. They found the prices to be moderate. The majority of purchases were for groceries and POP did not influence the customers to a great extent. Pester power played a very vital role in the purchasing ability of the customer. The varieties of products were found to be less in most of the departmental stores. Only the regular customers bought branded products. In some of the department stores, the small outlet owners also purchased for further resale of the products.

Hunter (2006) in his study concluded and suggested that desire (i.e. motivation), intention, and positive anticipated emotions intervene between shopping center image and frequency of shopping center visits. Positive anticipated emotions are not emotions felt while shopping but are the expected emotional consequences of achieving a goal.

Paswan & Vahie (2006) in their study concluded that store atmosphere and store quality positively influence the perception of private label brand’s quality, whereas the congruence between national brands and store image (NBSI) has negative influence on PLB’s quality.

Surajit Ghost Dastidar & Biplab Datta (2009) tried to assess whether the customers’ demographics have any influence on their exploratory tendencies. The males are more risk taking/innovative than females and younger customers are more prone to indulge in interpersonal communication about purchases. Education & income have no influence on any of the exploratory tendencies.
Dr. KanagaluruSai Kumar, (2010) have discussed about strategies for durable product in unorganized retail conduct that, the retailers’ perceptions towards various strategies have been studied to determine a solution to overcome the threat from the organized retailers. The results of factor analysis technique shows that product strategies is the most important factor followed by price strategies, distribution strategies and promotion strategies. Therefore the unorganized small retailers must give utmost importance to these factors to overcome the competition faced by them as all these strategies contribute to the positive perceptions of retailers towards effective sustainability in the market. t-Test has been used to study the relation of perception of retailers and the location of the respondents. The results of t-test show that, there is no significant relationship between retailer strategies and location of retailers. Factors mean score values indicate that convenient timings of operation of retail stores recorded the lowest response amongst other factors followed by home delivery of products. The reason for the poorest response may be due to non-possibility to maintain the stores as per the convenient timings of customers and absence of proper delivery system as the small retailers cannot afford to maintain them due to the involvement of high capital requirements. The analysis of this research paper and the results obtained will provide a strong base to the marketing authorities on various factors to be taken into consideration, to minimize the impact of organized retailers and to focus attention on the strategies for the effective management of the same. Though much study has been undertaken to understand and analyze the customer behavior, only a few studies were conducted to in order to understand customer buying behavior in organized retailing.
Dr. Divya Rana and Dr. Amal Mohammed Sheikh Damanhouri (2013) in the paper author use which are importance for that factor are as: Complete Range of Products, Better Product Quality, Variety of Products, Discounts/less prices and Promotional Schemes, Better Ambience (Air-conditioned, outlets), Services (home delivery, credit card facility etc.), Easy Approachability, Behavior of the Staff, Easy Payment Process.

Deepak Devgan & Mandeep Kaur (2010) discussed that factors such as rising per capita income, emergence of nuclear families and entry of multinational companies offering huge variety of products have raised the demand of household products. This has been an opportunity for the ushering organized retail sector that is growing by leaps and bounds in India. Even in the middle and small cities, the shopping malls have been successful to snatch the customers of small kirana stores at a very pace, hereby, making it imperative to locate the factors that contribute in forming changing attitude of customers’ towards shopping malls.

Mr. Manmath Raut and Dr Saroj Kumar Dash (2010), an author, studied factors that Influence Buying Behavior in Organized Retailing conclude that, low level prices, high quality, high ethical standards and environmentally friendly products. It was followed by variables such as prompt complaint handling, skilful and professional salesmen, affordability of products, safe mode of payment, better layout of the store, honest dealings by the store, prompt service, early opening of the store and least billing errors. At last, Service not only refers to the in- house services like exchange of products, assisting customers and so on. It also refers to easy accessibility to the store, proximity of store to the residence, credit facility by the store, less traffic in the approach road, free
home delivery at the earliest, reducing the lengthy queues at the ticket counter, effective complaint handling system and error free billing. Each and every activity of the store should lead to satisfaction of the customer or even to a higher degree called customer delight. There are factors that define satisfaction like low level prices, high quality, high ethical standards and environmentally friendly products, prompt complaint handling, skilful and professional salesmen, safe mode of payment, better layout of the store, honest dealings by the store, prompt service, early opening of the store and least billing errors. Retailers should consider all these factors to increase the level of satisfaction among the customers.

**Anand and BS Hundal (2008)** undertook a study on “Perceptions of consumers towards Promotional schemes for durables” in Punjab. This study was conducted to gain insight into the perceptions of rural and urban consumers about various promotional measures adopted by durable goods manufacturing companies. Sample size 600. The major findings are though both the groups seem to have considered all the factors as important in sales promotion, a minute observation states that urban respondents have assigned high priority for these schemes: instalment purchase (4.370), off-season discount (4.346) free gift (08). The suggestion is all the promotional measures has to be enforced to capitalize the opportunities in this highly growing Indian market.

**DS Chundawat and Seema Gupta (2003)** undertook a study entitled “Family Roles and social influences in Buying Decision-making” The objectives of this study are: The roles performed by family members in buying decision making, variations in roles by product or service in the decision making, Impact of social factors in buying decision making, Dealers understanding of the role played by family members and social influences in
purchase decision making. The finding indicates that there is no variation by product in
the source of information considered reliable by consumers. The decision maker in the
family is husband, followed by father and then wife does payment and it remains a male
dominated activity. However, children greatly play a dominant role in purchase of
television. 52%. 32% and 27% consumers feel that children influenced the demand for
purchase of television, refrigerator, and washing machine Thus it is concluded that an
understanding of who are the initiators, influencers, deciders, buyers and users for
purchasing the various consumer durable products.
3.3.6 Buying Behaviour in retailing

Consumer behaviour essentially refers to how and why people make the purchase decisions they normally do. Marketers strive to understand this behaviour so they can better formulate appropriate marketing stimuli that will result in increased sales and brand loyalty. The science of evaluating and influencing consumer behavior is foremost in determining which marketing efforts will be used and when. There is two principal ways to evaluate the motivation behind consumer purchases. These are by direction (what they want) and intensity (how much they want it). Direction refers to what the customer wants from a product. Marketers need to understand the principal motivation behind each type of product to correctly target potential customers. The other way to evaluate consumer behavior, intensity, refers to whether a customer's interest in a product is compelling enough that they will go out and make the purchase. Good marketing can create that kind of intensity.

Consumers adjust purchasing behaviour based on their individual needs and interpersonal factors. In order to understand these influences, researchers’ try to ascertain what happens inside consumers' minds and to identify physical and social exterior influences on purchase decisions.

On some levels, consumer choice can appear to be quite random. However, each decision that is made has some meaning behind it, even if that choice does not always appear to be rational. Purchase decisions depend on personal emotions; social situations, goals, and values. People buy to satisfy all types of needs, not just for utilitarian purposes. These needs may be physical or biological, for safety and security, for love and affiliation, to obtain prestige and esteem, or for self-fulfilment (Abraham Maslow, 1940). Prestige is
another intangible need, and those concerned with status will pay for it. Some equate the type of need to be met with certain classes of goods. Personality traits and characteristics are also important to establish how consumers meet their needs.

According to the study conducted Susan Powell Mantel, product attributes (qualities such as price, size, nutritional value, durability, etc.) are often compared disproportionately, i.e., one is the more focal subject of comparison, thus eliciting more consideration when the consumer decides which brand is the "best." The order of brand presentation in these cases is particularly important. Purchase decisions are not always made on the basis of an "attribute-by-attribute" comparison (attribute-based processing).

Consumers also make decisions based on an overall evaluation of their impressions, intuition, and knowledge based on past experience, or attitude based processing. Learned attitudes also influence these decisions.

There is time and effort associated with each of these strategies, though attribute-based processing requires significantly more effort on the consumer's part. To dedicate the time required for an attribute-by-attribute comparison, consumers need the combination of motivation and the time or opportunity to use such a strategy.

Other contributing factors were discussed in Mantel's study, such as personality differences and each individual's "need for cognition." Need for cognition reflects to what extent individuals "engage in and enjoy thinking."
People with a high need for cognition tend to evaluate more and make more optimal in-store purchase decisions. This is in part because they do not react to displays and in-store promotions unless significant price reductions are offered. Low-need cognition people react easily when a product is put on promotion regardless of the discount offered.

Schiffman and Kanuk (1997) mentioned that many early theories concerning consumer behavior were based on economic theory, on the notion that individuals act rationally to maximize their benefits (satisfactions) in the purchase of goods and services. Solomon, 1996 observed that a consumer is generally thought of as a person who identifies a need or desire, makes a purchase, and then disposes of the product during the three stages in the consumption process.

Andreason (1965) proposed one of the earliest comprehensive models of consumer behavior. The model recognizes the importance of information in the consumer decision-making process. It also emphasizes the importance of consumer attitudes although it fails to consider attitudes in relation to repeat purchase behavior Sheth (1983) identified three antecedents for shopping preference among an evoked set of alternative outlets: shopping motives, shopping options; and choice calculus. According to him shopping motives are made up of consumers’ wants and needs and are influenced by personal values as well as product related characteristics

Sherrell (1989) referred that consumers receive pleasure in addition to merchandise as outcomes of a shopping trip.

Gruen (1973) endorse the current “malltainment” trend that has malls providing large areas focused on entertaining consumers while they are in the facility.
Taylor and Cosenza (2002) analyzed, how younger consumers perceive malls as a place to shop and socialize.

Westbrook and Black 1985 have noted that shopping pleasures include the opportunity for social interactions with friends, family or even strangers that one encounters on site.


Wakefield and Baker, (1998) observed that mall amenities are features provided to make the shopping trip more comfortable and enjoyable.

Sirgy and Samli, (1985) observed that the factor on shopping complex/mall loyalty refers to the tendency to shop in a specific shopping mall or surrounding areas

Spiggle and Sewall (1987) emphasized that the factors influencing shopping centre selection, can be grouped as: consumer characteristics, consumer psychological states and outlet characteristics.

East et al, (1994) observed that most people exhibit habits about when they do their main trip to the supermarket and have a usual day and a usual time of day to shop. Customers have favourite day and time of shopping and a study found that the favourite day for grocery shopping is Friday, followed by Saturday and Thursday; and the favourite time of the day for grocery shopping is 10 am -12 pm.

Chetthamrongchai and Davies, (2000) opined that segmentation based on time-orientation and shopping motivation can provide a clearer picture of consumer behavior than by using socio-demographic variables or shopping attitudes alone.
Kim and Park, (1997) described that 70 per cent of shoppers visit grocery stores with random intervals and 30 per cent with relatively fixed intervals and there are clear differences between these "random " and "routine"; while the "routine" shoppers are identified to have higher opportunity costs which make it difficult for them to visit grocery stores more often and/or to switch. Stores although, they spend more dollars for a given shopping trip.

Block and Morwitz, (1999) observed that consumers list approximately 40% of the items purchased, and 80% of the items written on shopping lists were actually purchased. Thomas and Garland, 1993 opined that written shopping lists significantly reduce average expenditure; the presence of children accompanying the shopper significantly increases expenditure and time spent in store; hence supermarket retailers can encourage customers to spend more time in store, and to shop with someone else, thereby increasing average expenditure.

Miranda et al, 2005 observed that overall satisfaction with a store does not significantly influence customers' loyalty to that store and shoppers' intention to remain loyal to their “primary store” was in fact influenced by several other contextual factors: frequent-buyer reward schemes, travel distance, preference for an in-store delicatessen, size of the average grocery bill, store signage and the level of sale assistance.

Stephen Byers, 2000 observed that active consumers who are prepared to check and shop around to ensure they get a good deal are a key driving force in helping to create truly competitive markets.

Kotler and Armstrong (2008) state that consumer purchases are influenced strongly by cultural, social, personal, and psychological characteristics which marketers must take
into account. Subcultures that include nationalities, religions, racial groups, and geographic regions (having a shared value system based upon common life experiences and situations) play an important role in consumers’ behaviour, especially in their preferences for purchase. Likewise, other socio-demographic variables such as family income, age and life cycle stage, education, occupation, are also important.

Seiders and Tigert, (2000) observed in a grocery shopping study in Victoria (Texas, US), the most important reasons for choosing a particular store among primary shoppers (purchasing most often from the store), convenient location, variety/assortment, low/good prices, familiarity, and ‘nice’ store emerged as the top five reasons, commanding a preference of 79% of a total of 777 respondents. The other attributes – such as friendly service, cleanliness, fast service/checkout, best/good value – acquired a lower preference (21%). A similar study, extended to the four markets in the region after the entry of hypermarkets (supercenters), suggested that a large number of consumers changed their preference structure, putting price and assortment before convenience in their store choice criteria (Seiders and Tigert, 2000). This indicates that consumer preferences may differ in different places and for different retail formats. Consumer preferences in Oman certainly provide an open room for investigation.
3.4. Conclusions Based on the Review

The above review of theories and article helps to researcher drawing conclusion:

i. Demographic factor of customer is important for the study.

ii. Customer satisfaction is the base for growth of modern retailing.

iii. Customers attitude are continuously changing their test preferences and habit.

iv. Increasing awareness about the pattern of retail formats at global scenario.

v. The researchers always try to identify the factors responsible for changes to unorganized retail to organized retail.

vi. From the review it is concluded to known need of organized retail during fast lifestyle.

vii. From the review it understands that many researchers tried to find out implications of organized retailing on local and domestic players.