
EXECUTIVE SUMMARY

Retail industry is one of the fastest growing industries in India. Indian retail industry has shown a very significant improvement in the quality and has risen to the international standards which are reflected by the huge increase in multi national companies entering in India. Earlier the industry is mostly dominated by few major players viz; Pantaloon, RPG group, K Raheja group etc. Still the organized retail industry holds 2% of the entire market and it is expected to grow over 20 percent per annum over the last 5 years, organized retailing is projected to reach 10% by 2010.

The project “Identifying the factors influencing retail loyalty with special reference to fashion/lifestyle” was undertaken which includes a survey to study the customer’s loyalty towards retail outlets. Thus a survey was conducted with a sample size of 150 respondents in Bangalore region. Direct structured questionnaire were used to achieve the following primary objective “To identify the factors influencing retail loyalty with special reference to fashion/lifestyle”.

On collecting the information from different respondents the following important findings were found:

1.17% of the respondents strongly agree that they prioritize being loyal with their retail outlet for their purchasing activities followed by 38% of them agree, 18% of them neither agree nor disagree, 22% of them disagree & 5% strongly disagree.

2.16% of the respondents strongly agree that they prefer location for being loyal with their retail outlets for their purchase activities followed by 33% of them agree, 25% of them neither agree nor disagree, 19% of them disagree & 7% strongly disagree.

3.26% of the respondents strongly agree that they prefer range for being loyal with their retail outlets for their purchase activities followed by 40% of them agree, 20% of them neither agree nor disagree, 10% of them disagree & 4% strongly disagree.

4.32% of the respondents strongly agree that they prefer price for being loyal with their retail outlets for their purchase activities followed by 34% of them agree, 20% of them neither agree nor disagree, 11% of them disagree & 3% strongly disagree.

5.20% of the respondents strongly agree that they prefer service for being loyal with their retail outlets for their purchase activities followed by 41% of them agree, 19% of them neither agree nor disagree, 7% of them disagree & 3% strongly disagree.

I would like to suggest that, retailers should be more focused on the two major factors i.e., price and range. These factors help the retailer to retain their existing customers & also to attract new customers.

INTRODUCTION TO MARKETING:

Man is a social animal. He has many desires, needs and wants. All his actions and activities are directed towards one ultimate purpose as objectives i.e. the satisfaction of these wants. Wants are satisfied by the use of goods and services. Hence goods and services must be moved from producers and brought into the hands of ultimate consumers; otherwise, production of goods and services has no meaning. This movement of journey of goods involves lot of hurdles like lack of advertisements, finance problems. In short we can say that all the activities, which are involved in the physical transfer and ownership of goods, from part and heart of marketing.

MARKET

The term 'market' is derived from a Latin word 'MARCATUS' meaning 'to trade'. In common parlance 'Market' means a place or locality where things are bought and sold, where buyers and sellers personally meet to effect these purchases and sales.

However for the students of marketing it means much more. In a broader sense, it is the whole of any region in which the buyers and the sellers are brought into contact

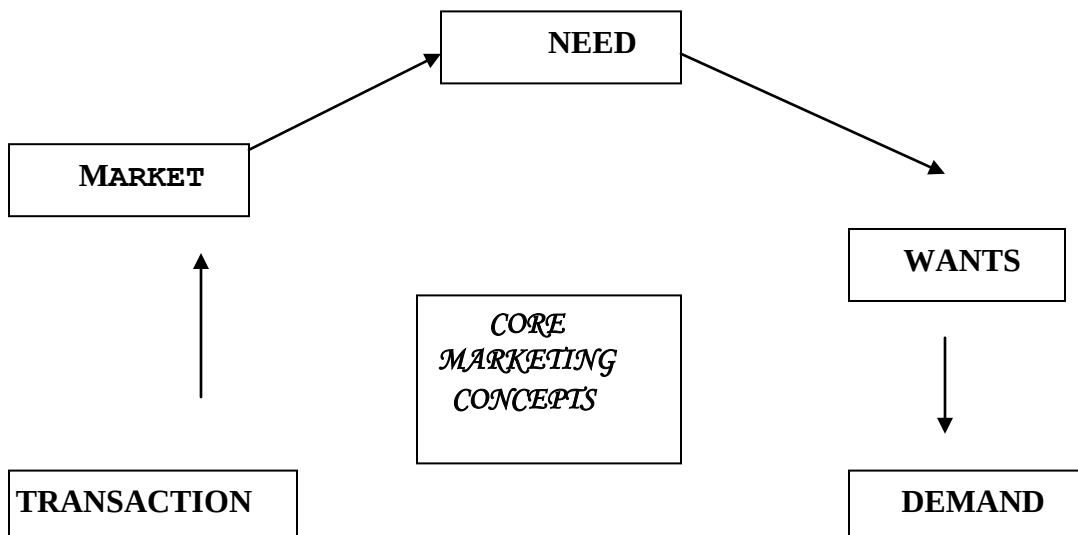
With one another and by means of which the prices of the goods tend to be equalized easily and quickly.

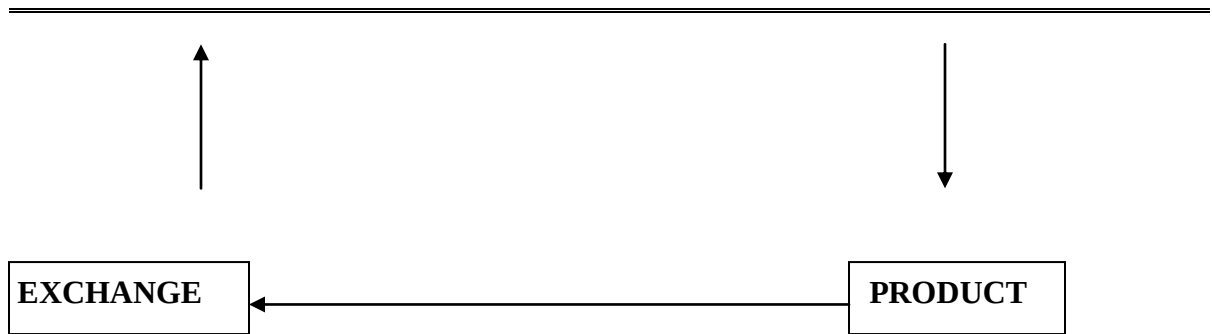
Hence market can be defined as the atmosphere or a region in which forces of demand and supply operate directly or by means of any kind of communication to bring about transfer in title of goods. 'Market' is an arrangement providing an opportunity to exchange goods.

MARKETING

MARKETING is defined as" the process of discovering and translating consumer needs and wants into product and services specification and in turn helping to make it possible for more and more consumers to enjoy more and more of these products and services.

In the definition below, terms such a needs, wants, demands, products, exchange, transaction and markets are emphasized





NEEDS

A human need is a state of felt deprivation. When a need is not satisfied a person will do one of two things, look for an object that will satisfy it or try to reduce the need.

WANTS

Wants are described in terms of objects that will satisfy needs. It is the form taken by human needs as they are shared by cultural and individual personality.

DEMAND

Wants are unlimited. People choose products that provide the most satisfaction for their money. Wants backed by buying power becomes demands.

PRODUCTS

A product is anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a need or want.

The concept of product is not limited to physical objects. Anything capable of satisfying a need can be called a product. In addition to goods and services, products include persons, places, organizations, activities and ideas. A consumer decides what entertains to watch on television, which place to go on vacation, which idea to support. To a consumer, these are all products, if at times the substitute terms as “satisfy”, “resource”, or “offer”. All describe something of value to someone.

EXCHANGE, TRANSACTIONS AND RELATIONSHIPS

Exchange under marketing is said to be an act of obtaining a desired object from someone by offering something in return. People don't have to prey on others or depend on donations, nor must they possess skills to produce every necessity for them. They can concentrate on making things that they are good at making and trade them for needed items made by others.

A transaction consists of a tradeoff of values between two parties. It is the basic unit of exchange, whereas exchange is a process. Marketing transactions consist of actions taken to obtain a desired response from a target audience towards some product, service idea or other object.

Relationship marketing is a process of creating, maintaining and enhancing strong value-laden relationships with customers.

VALUE, COST AND SATISFACTION

When a consumer wants to buy a product for satisfying his needs he assesses various products and forms and estimates the capacity of each product to satisfy his set of needs. Therefore value is the consumer's estimate of the products' overall capacity to satisfy his needs.

Cost is an important factor, which comes into picture when the consumer has made his product choice depending upon which product satisfies his need the most. After choosing the

ideal product he has to determine whether the satisfaction he derives from the product is worth. There the definition supporting the above view is as follows,

“Marketing is a total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services to present potential customers”.

-WILLIAM J STATON

MARKETING RESEARCH

Market research involves perdition of the unknown market circumstances with numerous variables (controllable variables such as over all services, speed of processing EMI, LTV and uncontrollable variables such as client perception, client satisfaction, and market potential economy of the country Government regulation etc...) that guide the company towards the path of success with out coming across any unforeseen calamity. In order to measure these factors, marketing research involves collecting relevant information to a specific marketing problem facing the company; towards this end any company involved in marketing needs has attached to its market function a market research department.

Market research in company involves four steps

1. The researcher with the help of marketing manager carefully defining the problem and setting the research objectives.
2. Developing the research plan for collecting the data from
 - Primary sources
 - Secondary sources
3. Implementation of the market research plan by collecting, processing and analyzing information obtained as above.
4. Interpretation and reporting the cue finding with the help of statistics and operational methods.

‘Marketing research is a systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation.’

Basically, research is search of facts, therefore marketing research is said to be moving “away from simple surveys to action oriented, design oriented, problem solving research”. Reflecting this change in orientation, marketing research may be defined as the scientific and controlled process of gathering non-routine marketing information helping management to solve marketing problems. Marketing research is concerned with all the factors, which have a direct impact upon the marketing of products and services i.e., problems relating to product, price promotion and distribution of the 4 P’s of marketing mix. It is the study of any part of the total marketing process. It concentrates on the study of product planning and development, pricing policies, effectiveness of personal selling, advertisement strategies, market competition and the entire area of buyer behavior and attitudes in the market place.

Marketing research is “the beginning and the end” of marketing management, in a dynamic economy. Marketing research is a tool for planning control cycle and acts as the investigate arm of marketing manager.

Marketing research covers:

1. Market research
2. Sales research
3. Product research
4. Advertising and promotion research
5. Research on sale methods and policies
6. Distribution research including the dealer research

Marketing concept emphasizes on customer orientation, marketing plans are integrated and programs built around customer needs and desires and designated to produce customer orientation. It also emphasizes the role of accomplishing the twin objective of customer satisfaction and profitability. Thus, marketing research has grown along with the expanded role of marketing of business decision-making.

CONSUMER BEHAVIOUR

The term consumer behavior refers to the behavior that consumer's display in searching for purchasing; using, evaluating and disposing of products and services that they expect will satisfy their needs. It is the study of how individuals make decisions to spend their available resources (time, money and effort) on consumption related items. The role of the consumers has undergone a severe change from the days when the consumer had to accept whatever the producer produces. Consumer purchases a commodity as dictated by their mental and economic forces. So now a day the producer has to consider these two forces before manufacturing the product.

FACTORS INFLUENCING CONSUMER BEHAVIOUR

1. CULTURAL FACTORS

a) **CULTURE:** culture is a society's personality. It exists to satisfy the needs of the people within a society. It offers order, direction, and guidance in all places by providing "tried and true" methods.

b) **SUB CULTURE:** It is defined as a distinct cultural group that exists as an identifiable segment within a larger, more complex society. Each culture consists of smaller sub cultures that promise specific identification and socialization for its members. The four sub cultures are:

- Nationality group like India, Pakistan etc
 - Religion group like Hindu, Muslim, Christian etc
 - Racial group like blacks, whites, etc
 - Geographical area such as Orissa, Punjab, etc
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c) SOCIAL CLASS: Social class is defined as the division of members of a society into hierarchy of distinct status, class, etc so that the member of each class have relatively same status and members of all other classes have either more or less status.

2) **SOCIAL FACTORS**

- d) **REFERENCE GROUPS:** A person's reference group consists of all the groups that have a direct or indirect influence on his attitudes and behavior. Groups, which have a direct influence on the person, are the primary groups. Which include his family, friends, neighbors, etc, and secondary groups include factors such as religion, profession, etc. then there is aspirations groups in which the person does not belong but aspires to join.
- e) **ROLES AND STATUS:** A person participates in many groups throughout his life. Like family, clubs, organizations, etc. a person's position in these groups can be defined in terms of roles and status. A role consists of the activities a person is expected to perform according to the people around him or her.
- f) **FAMILY:** a family can exert considerable influence in shaping the pattern of consumption and indicating decision-making roles. The members of the family play different roles such as influencers, deciders, gatekeepers and users in the buying process.

3) **PERSONAL FACTORS**

A buyer's decision is also influenced by his or her personal characteristics, notably the buyer's age, occupation, lifestyle, personality and self-concept.

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- a) **AGE:** people change the goods and services they buy over their lifetime as their tastes change according to their age.
 - b) **OCCUPATION:** A consumer's consumption pattern is also influenced by his or her occupation. Marketers try to identify the occupational groups and specialize in produce products needed by a particular occupational group.
 - c) **LIFE STYLE:** life style portrays the whole person interacting with his or her environment. It specifies factors such as shared benefits, attitudes, activities and behaviors that tend to distinguish the members of each class from the members of all other social class.
 - d) **PERSONALITY AND SELF CONCEPT:** people's economic condition consists of their disposable income, savings and assets, borrowing power and attitudes towards spending versus saving. Therefore marketers of costly goods pay serious attention towards trends in personal income, saving and interest rates.

4) **PSYCHOLOGICAL FACTORS**

- a) **MOTIVATION:** a person has many needs at a time, some needs are bioorganic and some are psychogenic. Bioorganic are recognition, esteem or belongingness and love. Most of the needs are intense enough to motivate the person to act immediately. A need becomes a motive or drive when it is aroused to sufficient level of intensity, a motive or drive is a need that is sufficiently pressing to drive the person to act. Satisfying the need reduces the felt tension.
 - b) **PERCEPTION:** A motivated person is always ready to act. Now the motivated persons act is influenced by his perception of the situation. Two persons in the same motivated state and objective act differently because they perceive the situation differently. Therefore perception can be defined as the process by which an individual
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selects, organizes and interprets information input to create a meaningful picture of the world.

- c) **LEARNING:** people learn what they act. Most human behavior is learned. Learning theory says that a person's learning is produced through the interplay of drive, stimuli, cues, responses and reinforcement. The practical importance of learning theory for marketers is that a new company can enter the market by appealing to the sense drive that competitors appeal to and providing similar eye configuration because buyers are more likely to transfer loyalty to similar brands than to dissimilar brands.
- d) **BELIEFS AND ATTITUDES:** people acquire the beliefs and attitudes through acting and learning. These in turn influence their buying behaviors. A belief is a disciplined thought that a person holds about something. These beliefs make up products and brand images and people act on their images. An attitude describes a person's enduring favorable feeling and action tendencies towards some object or idea. Attitudes are very difficult to change and a company would be well advised to fit its products into existing attitudes rather than to try to change them.
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BUYER BEHAVIOUR

Buyer behavior has been defined as an all psychological, social and physical behavior of potential customers as being aware of, evaluate, purchase and tell others about products and services. It is therefore, the act of individuals directly involved in obtaining and using products and services and sequences of decisions process that precedes their acts.

BUYER DECISION PROCESS

A buyer is the one who buys the products. A decision process of a buyer is the selection of an action from two or more alternative choices.

The marketers have gone beyond the various influences on buyers and develop an understanding of how consumers actually make their buying decisions.

THE BUYING ROLES

- 1) **INITIATOR:** is a person who first suggests the idea of buying a particular product or services.
 - 2) **INFLUENCER:** is a person whose vies or advice carries weight age in making the final decision.
 - 3) **DECIDER:** is a person who ultimately determines the buying decision.
 - 4) **BUYER:** is a person who makes the actual purchase of a product or service.
 - 5) **USER:** is a parson who consumes or uses the purchased product or service.
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TYPES OF BUYING BEHAVIOUR

There are various types of buying behaviors. They are classified under 4 heads.

- 1) **COMPLEX BUYING BEHAVIOUR:** consumer goes through complex buying behavior when they are aware of the significant differences existing among various brands. Consumer becomes highly involved in a purchase when it is expensive and bought infrequently, risky and highly self-expressive.
- 2) **DISSONANCE BUYING BEHAVIOUR:** In this type of buying behavior the consumer is highly involved in a purchase but sees some little difference in the various brands. The high involvement is again based on the fact that the purchase is expensive, infrequent and risky. In this case, the buyer will shop around to learn what is available but will fairly quick brand differences be not pronounced.
- 3) **HABITUAL BYING BEHAVIOUR:** many products are under the condition of low consumer involvement and the absence of few brand differences.
- 4) **VARIETY SEEKING BUYING BEHAVIOUR:** some buying situations are not characterized by low consumer involvement but significant brand differences. Here consumers are often observed to do a lot of brand switching.

The consumers have some belief, they choose brand without much evaluation and evaluate it during consumption but the next time the consumer may search for another brand or wish for the sake of variety rather than dissatisfaction.

RETAIL LOYALTY:

All businesses that sell goods & services fall under the umbrella of retailing, but there are several directions we can take from here. To begin with, there are departmental stores, discount stores, specialty stores & even seasonal stores. Retailing is a vibrant part of our changing society & a major source of employment.

‘Heart or mind’?-Today’s marketer irrespective of his competence & with so called marketing intelligence, is not sure which of these two forces – heart or mind is influencing a buyer.

Is any customer loyal these days? Sometimes you can not figure out what went wrong. You might not have done anything wrong. May be you might have not done anything “right enough”.

May be providing merely good service, or good value, is no longer enough to guarantee that a customer will purchase & send new customers your way. To become loyal, customer must get something that is unique, something that makes them feel special. They want to have trusting relationships with companies that are flexible enough to address their specific needs.

LOYALTY

In simple words it is called as being faithful to a particular store or brand.

Loyalty, as a general term, signifies a person’s devotion or sentiment of attachment to a particular object, which may be another person or group of persons, an ideal, a duty, or a cause. It expresses itself in both thought and action and strives for the identification of the interests of the loyal person with those of the object.

STATEMENT OF THE PROBLEM

It is important to know the retail loyalty of the customers with special reference towards fashion / Lifestyle. It is very essential to understand the minds of the customers & to understand why & how they make a particular purchase decision. While change is always a part of humans life, where in every firm & its products stand distinctively in its factors like range, availability, location, price, promotion, service etc.

All these above factors influence a customer visiting a retail outlet for making a purchase. It is important that one retail outlet provides range of different products under one roof with competitive forces involved with it, where customers are considered as kings & are no longer suppressed by the monopolistic acts of a single seller. Today's customer bargains for his right & considers the above mentioned factors before selecting & further building a loyalty towards a retail outlet.

All the factors shall be thoroughly studied with special reference towards retail loyalty among customers. Since not much empirical research has been conducted by retail organizations on this subject.

OBJECTIVES

1. To identify factors contributing towards retail loyalty among customers.
 2. To identify whether location of a retail outlet helps in building a loyalty among customers towards a retail outlet.
 3. To identify whether range or availability of a brand helps in building a loyalty among customers towards a retail outlet.
 4. To identify whether price & promotion plays an important role in building a loyalty among customers towards a retail outlet.
 5. To identify whether customers lay emphasis on the personalized services of retail outlets in building a loyalty towards them.
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SCOPE OF THE STUDY

The study aims to cover the factors contributing towards a loyalty decision of one's own preferred outlet to other retail outlets, which not only helps in understanding the requirements of the customers, but also to identify the requisite services in a particular outlet required to attract & sustain customers which helps in building a loyalty towards the retail outlet.

It also aims at inculcating a habit of loyalty among customers by providing them the personalized services in a retail outlet & by valuing the customers strong relationship & by keeping them update from all the promotional activities.

Organized retail stores are characterized by large, professionally managed format stores providing goods & services that appeal to the broad customer group, which otherwise was earlier appealed to the small targeted customer group.

Because of the depth of reaching to the customers a number of organized companies are entering into the market. However, in spite of the momentum that the retail segment is experiencing, it is still very nascent & unorganized.

The area of the study is Bangalore & includes only departmental & lifestyle stores.

METHODOLOGY OF DATA COLLECTION

Research Methodology is a systematic way of solving any research problem. It is a science of analyzing how research is done scientifically. It includes the various steps that are generally adopted by a researcher in studying the research problem. Research methodology deals with the data collection, sampling plan, research instrument, scheme of presentation and plan of analysis.

DATA COLLECTION METHOD:

In a broader sense we can say that two types of data are available to the researcher. They are as follows:

1. Primary data
2. Secondary data

Primary data: A structured questionnaire was prepared for the collection of primary data

Secondary data: Secondary data are collected from internet, journals and materials provided by the company.

SAMPLING PLAN:

Sampling Unit: Bangalore

Sampling size: 150 Units

The sampling procedure adopted in this study is non-probability convenience sampling; the chance of any particular unit in the population being selected is unknown. The sample units chosen are primarily on the basis of convenience.

The study proposes to take up 5 retail organizations operating as departmental stores or lifestyle stores with chain of stores operated within the country.

In each of the proposed sample units, 30 respondents will be considered to know the factors influencing the retail loyalty with special reference towards fashion apparel.

Here convenient sampling will be used to pick the sample units & respondents therein. Thus, altogether the study proposes to have 5 sample units & 150 respondents.

Research Instrument:

To elicit the primary data of the proposed study, questionnaires with structured questions for the respondents shall be considered.

PLAN OF ANALYSIS:

The collected data will be analyzed with the help of statistical tools & techniques. Parametric techniques such as averages will be used. Wherever possible to make the presentation effective, tables, charts & diagrams will be used.

LIMITATIONS OF THE STUDY

The proposed study faces few limitations:

1. The outcome of the study depends entirely on the fairness of information supplied by the respondents.
2. In course of time, the findings of the study may become obsolete in view of changes in the customers expectations towards retail outlets.
3. The area of the study is restricted to only Bangalore city, with the assumption that all humans are uniform in their thinking.
4. The interpretation of the study may differ from the actual study; because of only mean being used as a parametric technique in the analysis of the study

INTRODUCTION TO RETAIL

Overview

India is witnessing an unprecedented consumption boom. The economy is growing between 7 and 9 percent and the resulting improvements in income dynamics along with factors like favorable demographics and spending patterns are driving the consumption demand.

Indian Retail Industry is ranked among the ten largest retail markets in the world. The attitudinal shift of the Indian consumer in terms of “Choice Preference”, “Value for Money” and the emergence of organized retail formats has transformed the face of Retailing in India. The Indian retail industry is currently estimated to be a US\$ 200 billion industry and organized Retailing comprises of 2 per cent (or) US\$6.4 Billion of the retail industry. With a growth over 20 percent per annum over the last 5 years, organized retailing is projected to reach US\$ 23 Billion by 2010.

The Indian retail industry though predominantly fragmented through the owner -run " Mom and Pop outlets" has been witnessing the emergence of a few medium sized Indian Retail chains, namely Pantaloon Retail, RPG Retail, Shoppers Stop, Westside (Tata Group) and Lifestyle International.

Given the attractiveness of the Indian retail sector, foreign retailers like Wal-Mart, Carrefour SA, Europe's largest retailer and Tesco Plc, the UK's largest retailer, were keen to enter this growing market, despite the Indian retail sector being closed to foreign direct investment (FDI). In February 2006, the Indian Government had announced its decision to allow FDI of upto 51% in single brand retailing. Wal-Mart had said that India was high on its priority and that it was closely monitoring the Government's policy on FDI in the retail sector.

In the last few years, Indians have gone through a dramatic transformation in lifestyle by moving from traditional spending on food, groceries and clothing to lifestyle categories that deliver better quality and taste. Modern retailing satisfies rising demand for such goods and services with many players entering the bandwagon in an attempt to tap greater opportunities.

According to the 'Global Retail Development Index (GRDI) 2006' by the management consulting firm 'A.T. Kearney', India has retained it's topmost position in the annual study of retail investment attractiveness among 30 emerging markets.

Retail growth in the coming five years is expected to be stronger than GDP growth, driven by changing lifestyles and by strong income growth, which in turn will be supported by favorable demographic patterns and the extent to which organized retailers succeed in reaching lower down the income scale to reach potential consumers towards the bottom of the consumer pyramid. Growing consumer credit will also help in boosting consumer demand.

The Growth Drivers:

The Indian Retail growth can be attributed to the several factors including

- **Demography Dynamics:** Approximately 60 per cent of Indian population below 30 years of age.
 - **Double Incomes:** Increasing instances of Double Incomes in most families coupled with the rise in spending power.
 - **Plastic Revolution:** Increasing use of credit cards for categories relating to Apparel, Consumer Durable Goods, Food and Grocery etc.
 - **Urbanization:** increased urbanization has led to higher customer density areas thus enabling retailers to use lesser number of stores to target the same number of customers. Aggregation of demand that occurs due to urbanization helps a retailer in reaping the economies of scale.
 - **Sectors with High Growth Potential:** Certain segments that promise a high growth are
 - Food and Grocery (91 per cent)
 - Clothing (55 per cent)
 - Furniture and Fixtures (27 per cent)
 - Pharmacy (27 per cent)
 - Durables, Footwear & Leather, Watch & Jewellery (18 per cent).
 - **Fastest Growing Formats:** Some of the formats that offer good growth potential are:
 - Specialty and Super Market (45 per cent)
 - Hyper Market (36 per cent)
 - Discount stores (27 per cent)
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- Department Stores (24 per cent)
 - Convenience Stores and E-Retailing (9 per cent)

The structure of retailing will also develop rapidly. Shopping malls are becoming increasingly common in large cities, and announced development plans project at least 150 new shopping malls by 2009. The number of department stores is growing much faster than overall retail, at an annual 24%. Supermarkets have been taking an increasing share of general food and grocery trade over the last two decades.

However, Distribution continues to improve, but it still remains a major inefficiency. Poor quality of infrastructure, coupled with poor quality of the distribution sector, results in logistics costs that are very high as a proportion of GDP, and inventories, which have to be maintained at an unusually high level. Distribution and marketing is a huge cost in Indian consumer markets. It's a lot easier to cut manufacturing costs than it is to cut distribution and marketing costs.

Retail Trends and Counter Trends

While attitudes, perceptions and behavior continually evolve into trends and as individuals, the nation and the world adjust to change, some trends become cultural characteristics.

"A social trend becomes a part of a culture when it lasts five to eight years or more – bargain hunting.

An emerging and strengthening trend is the search for meaning in a technological, rapidly moving, pressure-filled society – and the sense of dissonance that results.

Understanding the consumer is the first step in creating products that are on target and it is essential to developing relevant products that help people express their emotions and strengthen relationships.

“It is essential to stay close to consumers to learn what is influencing the thoughts and feelings they want to express”.

Current & future trends in Retail sector

The retailing environment in India has evolved tremendously over the last 10 years, and the beginning of this evolution can be traced roughly to the early years of the liberalisation process. Fresh formats, ideas and players have sometimes supplanted, but mostly come to coexist with, traditional operators. Every shop has not quite become a store, and the new has hardly overwhelmed the old, but all have had to change in some manner to cope with the emerging realities of retailing.

The churn in the country's retail sector has ushered in the multi-brand, all-under-one-roof concept as well as the speciality store catering to niche products and consumers. In between these two extremes is a whole smorgasbord of entrepreneurs. Retailing in India is still far from the finished article, but being a nascent industry makes for exciting possibilities. For now, at least, the contest for retailing turf is primarily between the organised and unorganised sectors.

In the organised sector, companies are moving from using advertising as the sole vehicle for building brands to employing other methods to attract customers. Meanwhile, more and more manufacturers are setting up dedicated outlets that focus on creating a distinct store identity by using layout, display and lighting to enhance their appeal and offer the complete shopping experience. That's what Titan, Tanishq and Westside are doing to profitable effect.

A recent study of the retail segment in India, states that fashion and food will be the key growth areas within the retailing sector, accounting for 85 per cent of business. Titan, Tanishq and Westside are primed to cash in.

Customer Loyalty: Retail DOs & DON'Ts

TWELVE DO'S TO ENHANCE LOYALTY

- Put Your Products up for Review
- Be a Bank
- Evolve
- Be Reliable
- Ride on Famous Names
- Be First Thought of
- Sell
- Be Convenient
- Offer a Range of Price Points
- Value for Money
- Remove Risk
- Fun

TEN DON'TS, WHICH FUEL PROMISCUITY

- Out of Stock (of Advertised Lines)
 - Lies
 - Traffic Jams
 - Overpriced
 - Mistrust
 - Invisible Staff
 - Inferior Quality
 - Cluttered
 - Shy Price Marking
 - Junk on Sale
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The Emergence of Organized Retail Format in India

India is likely to have over 300 shopping malls by 2008, up from 26 operational malls in 2003, as developers are rushing to encash the booming retail business that is transforming the way Indians have been shopping so far. The shopping mall phenomenon, however, is not likely to be restricted only to metros as malls are also coming up in non-metro cities and larger towns across the country. Nearly a decade after the first signs of organized retail format evolution, India is expecting to develop over 60 million sq ft of quality retail real estate space in 2008. The total mall space in six A-Grade cities-Delhi(including Gurgaon & Noida), Mumbai, Bangalore, Hyderabad, Chennai, and Kolkata is expected to increase to over 35.2 million by 2005. It is also expected to increase in 7 non metro cities- Pune, Jaipur, Chandigarh, Indore, Ludhiana, and Lucknow -in the duration, and the grand total comes to about 28 million sq ft by 2008.

According to leading retail magazine images the national capital region will account for over 40% of the 26.2 million sq ft of the total mall space expected to come up in 6 metros and 7 non metros by 2005.while gurgaon currently dominates the organized retail real estate segment in the city,the next 2 years will see localization of the mall segment with all prominent locations of delhi slated to have atleast 1 major mall.the financial capital of the country,mumbai is also expected to offer the 2nd highest quantum of mall space with close to 4.8 million sq ft,schedule to be operational by 2005-2006.ahmedabad and lucknow are expected to have over 1 million sq ft of mall space by 2005.cities like jaipur,chandigarh and ludhiana are also attracting attention from developers and retailers.

- Sectors with High Growth Potential: Certain segments that promise a high growth are
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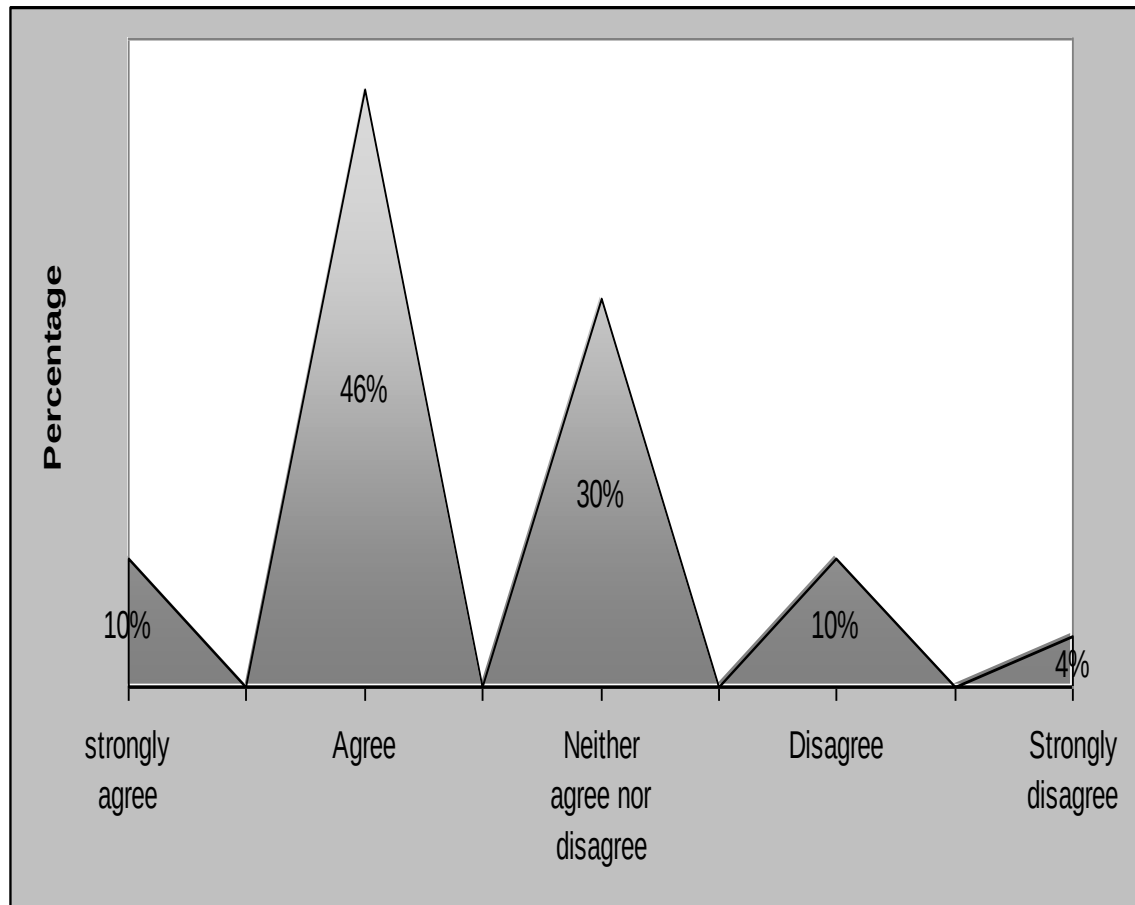
TABLE NO.1

Table showing whether customers visit a retail outlet because of its attractiveness.

Ratings	Respondents	Percentage
Strongly agree	15	10
Agree	69	46
Neither agree nor disagree	45	30
Disagree	15	10
Strongly disagree	06	04
Total	150	100

CHART NO.1

Chart showing whether customers visit a retail outlet because of its attractiveness.



ANALYSIS:

The table indicates that 10% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 46% of them agree, 30% of them neither agree nor disagree, 10% of them disagree & 4% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they visit a retail outlet because of its attractiveness with a healthy sign of 46%.

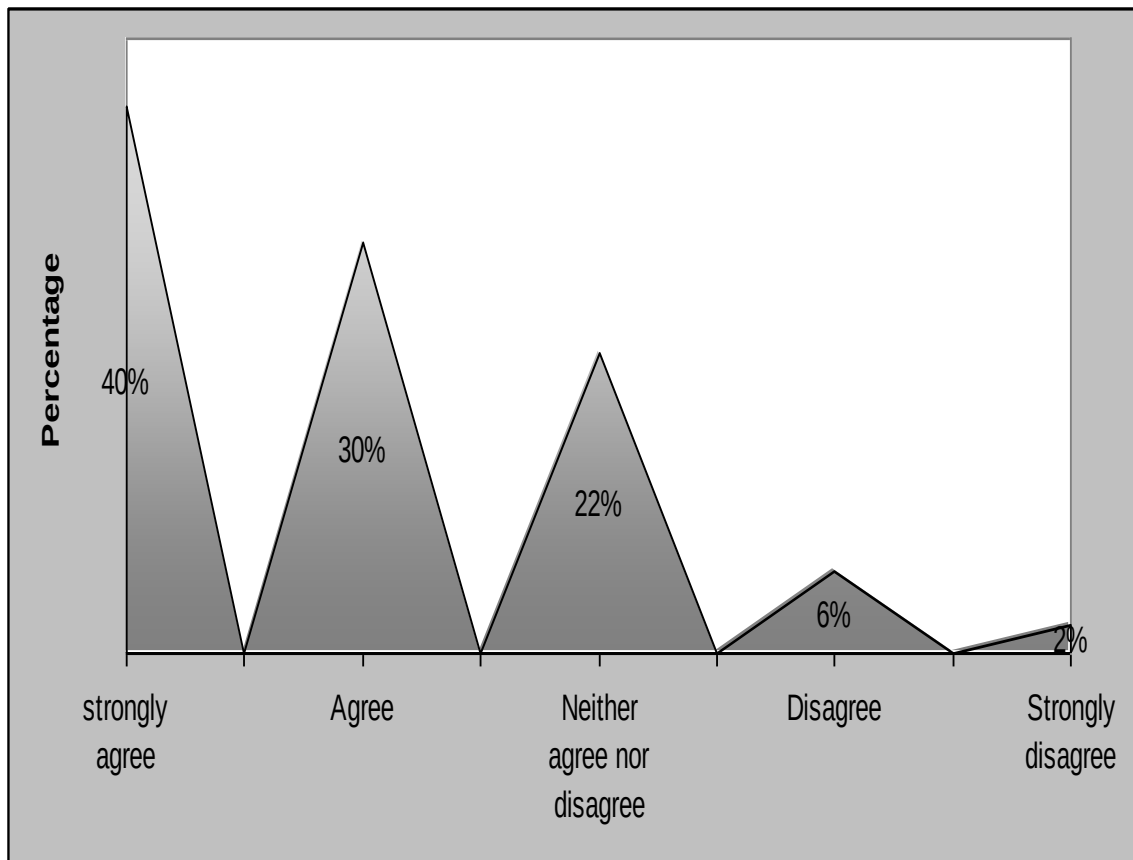
TABLE NO.2

Table showing whether customer visits a retail outlet because of the convenience of the location.

Ratings	Respondents	Percentage
Strongly agree	60	40
Agree	45	30
Neither agree nor disagree	33	22
Disagree	09	06
Strongly disagree	03	02
Total	150	100

CHART NO.2

Chart showing whether customer visits a retail outlet because of the convenience of the location.



ANALYSIS:

The table indicates that 40% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 30% of them agree, 22% of them neither agree nor disagree, 6% of them disagree & 2% strongly disagree.

INTERPRETATION:

Majority of the respondents strongly agree that they visit a retail outlet because of the convenience of the location.

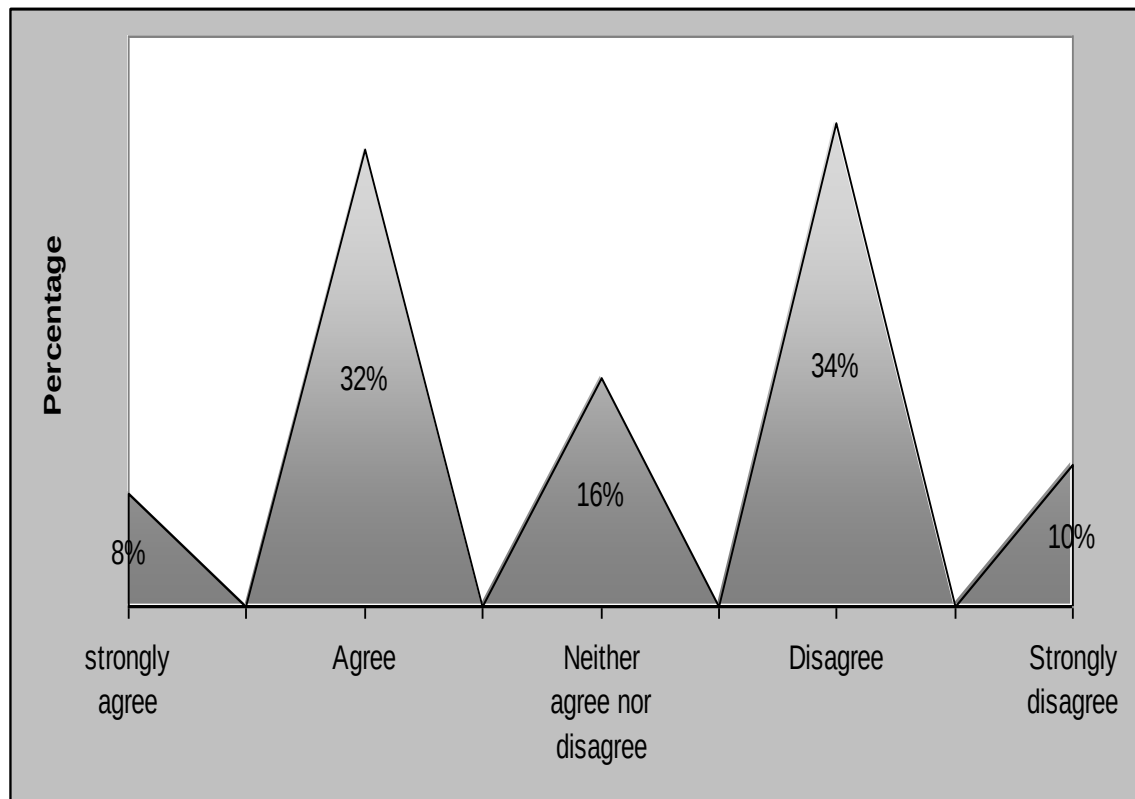
TABLE NO.3

Table showing whether customers visits a retail outlet because of the good parking facility available.

Ratings	Respondents	Percentage
Strongly agree	12	08
Agree	48	32
Neither agree nor disagree	24	16
Disagree	51	34
Strongly disagree	15	10
Total	150	100

CHART NO.3

Chart showing whether customers visits a retail outlet because of the good parking facility available.



ANALYSIS:

The table indicates that 8% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 32% of them agree, 16% of them neither agree nor disagree, 34% of them disagree & 10% strongly disagree.

INTERPRETATION:

Majority of the respondents disagree that they visit a retail outlet because of good parking facility available

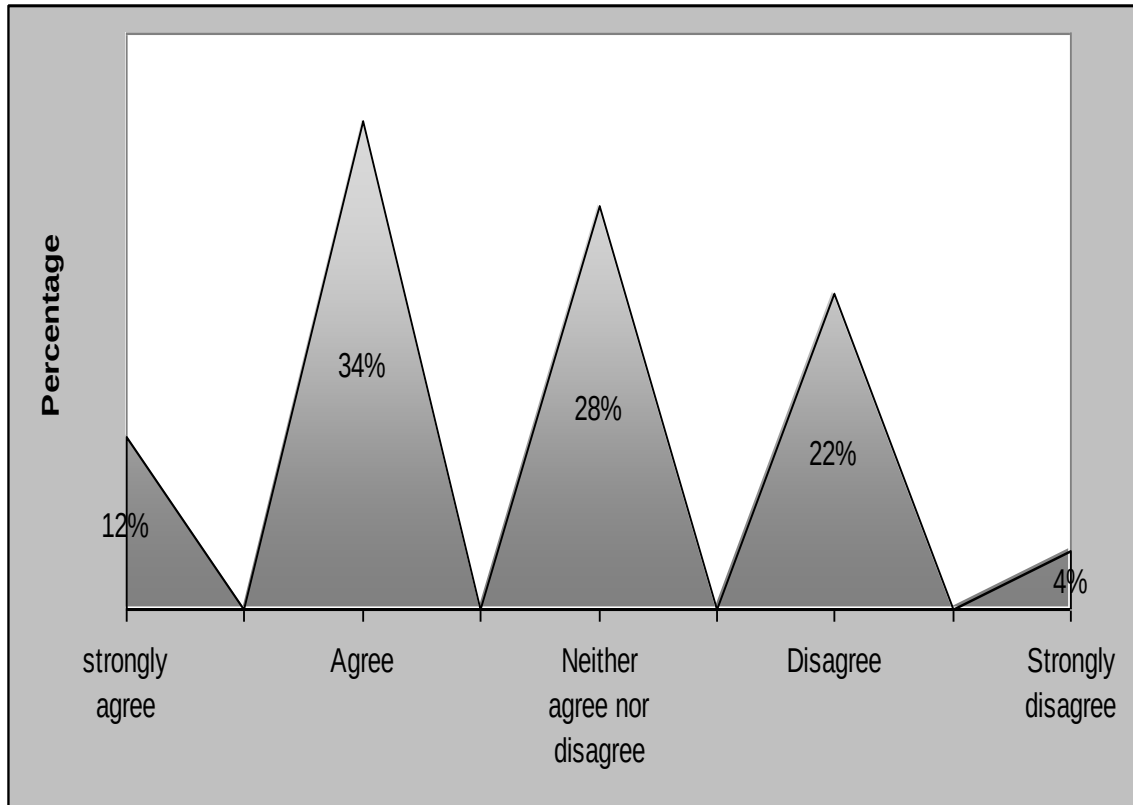
TABLE NO.4

Table showing whether customers visit a retail outlet because it is spacious & luxurious.

Ratings	Respondents	Percentage
Strongly agree	18	12
Agree	51	34
Neither agree nor disagree	42	28
Disagree	33	22
Strongly disagree	06	04
Total	150	100

CHART NO.4

Chart showing whether customers visit a retail outlet because it is spacious & luxurious.



ANALYSIS:

The table indicates that 12% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 34% of them agree, 28% of them neither agree nor disagree, 22% of them disagree & 4% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they visit a retail outlet because it is spacious & luxurious.

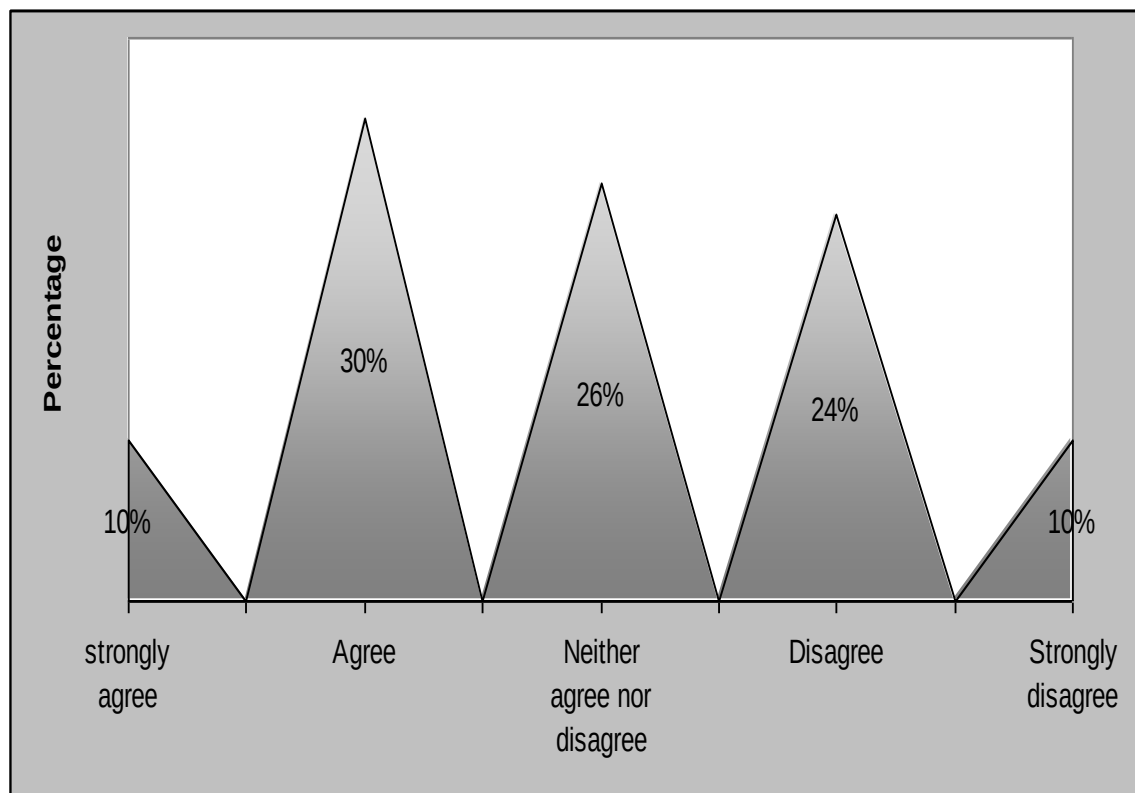
TABLE NO.5

Table showing whether customers visit a retail outlet because it advertises widely.

Ratings	Respondents	Percentage
Strongly agree	15	10
Agree	45	30
Neither agree nor disagree	39	26
Disagree	36	24
Strongly disagree	15	10
Total	150	100

CHART NO.5

Chart showing whether customers visit a retail outlet because it advertises widely.



ANALYSIS:

The table indicates that 10% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 30% of them agree, 26% of them neither agree nor disagree, 24% of them disagree & 10% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they visit a retail outlet because it advertises widely.

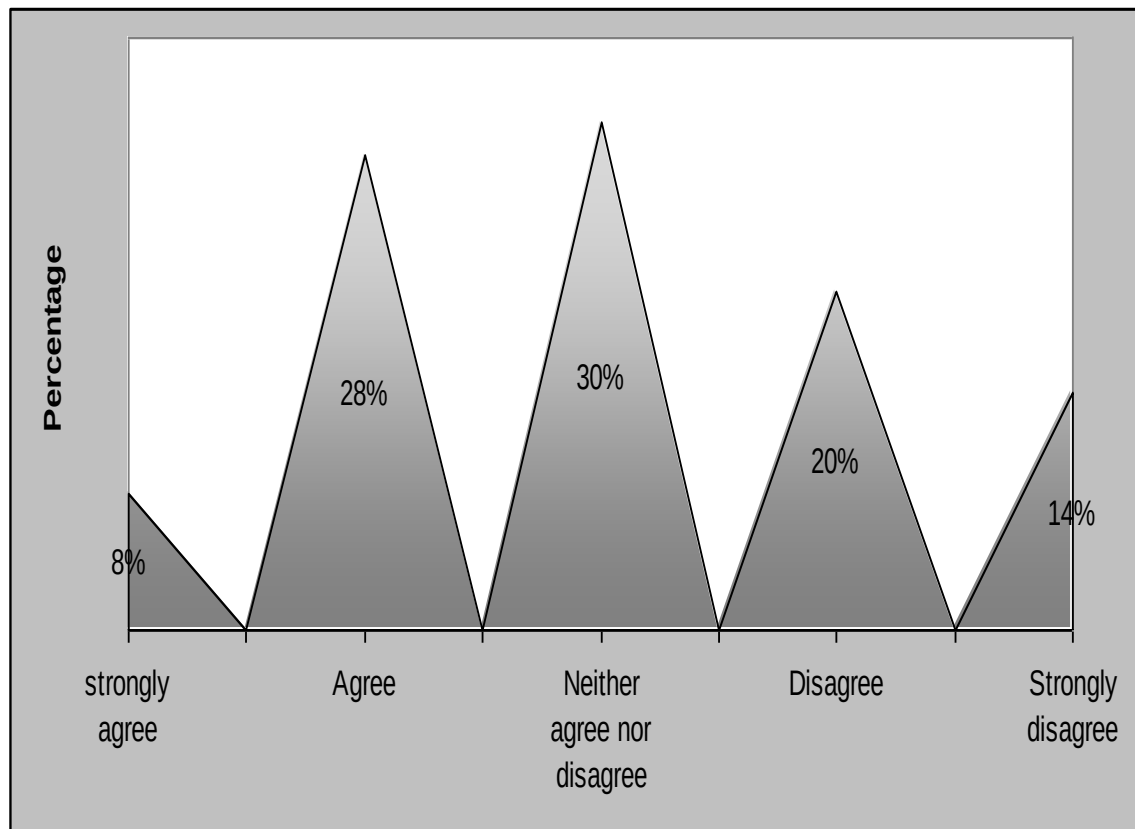
TABLE NO.6

Table showing whether customers visit a retail outlet because it is exclusive.

Ratings	Respondents	Percentage
Strongly agree	12	08
Agree	42	28
Neither agree nor disagree	45	30
Disagree	30	20
Strongly disagree	21	14
Total	150	100

CHART NO.6

Chart showing whether customers visit a retail outlet because it is exclusive.



ANALYSIS:

The table indicates that 8% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 28% of them agree, 30% of them neither agree nor disagree, 20% of them disagree & 14% strongly disagree.

INTERPRETATION:

Majority of the respondents neither agree nor disagree that they visit a retail outlet because it is exclusive.

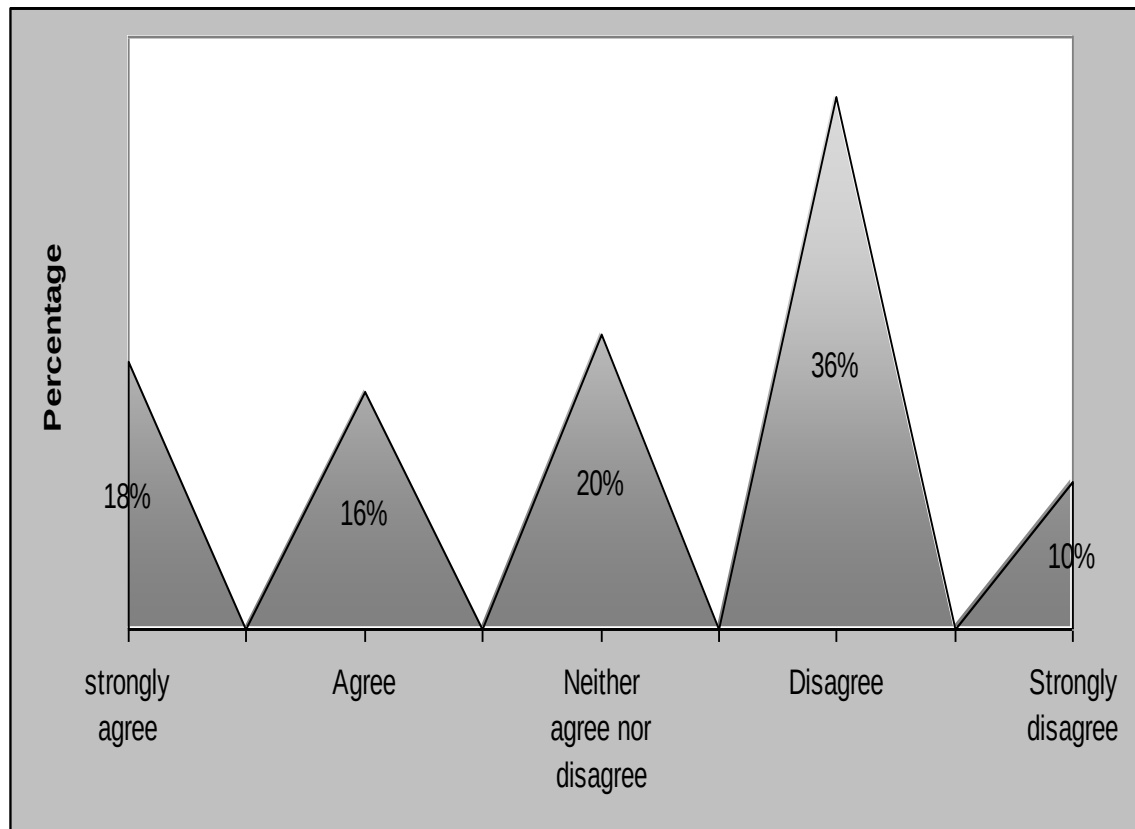
TABLE NO.7

Table showing whether customers like to visit a new outlet all the time for their purchase

Ratings	Respondents	Percentage
Strongly agree	27	18
Agree	24	16
Neither agree nor disagree	30	20
Disagree	54	36
Strongly disagree	15	10
Total	150	100

CHART NO.7

Chart showing whether customers like to visit a new outlet all the time for their purchase



ANALYSIS:

The table indicates that 18% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 16% of them agree, 20% of them neither agree nor disagree, 36% of them disagree & 10% strongly disagree.

INTERPRETATION:

Majority of the respondents disagree that they visit a new retail outlet all the time for their purchase.

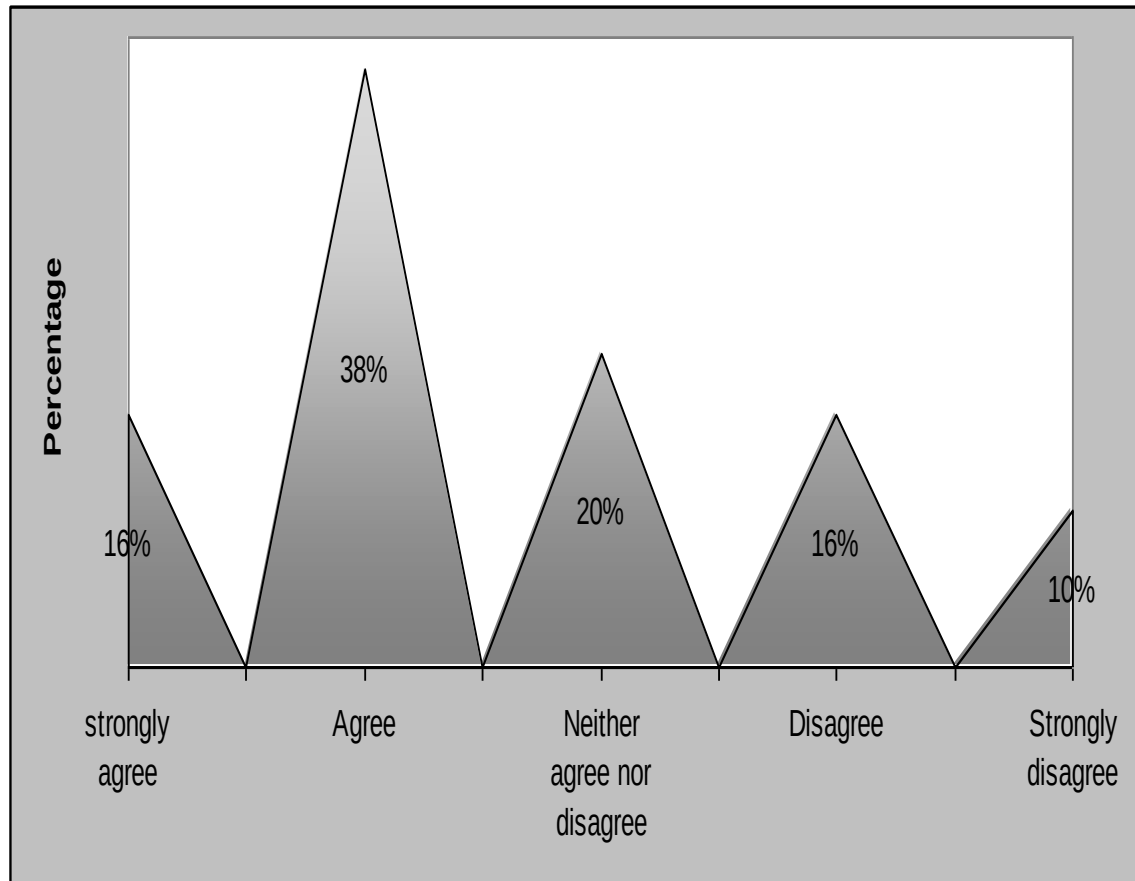
TABLE NO.8

Table showing whether customers visit the same retail outlet time & again.

Ratings	Respondents	Percentage
Strongly agree	24	16
Agree	57	38
Neither agree nor disagree	30	20
Disagree	24	16
Strongly disagree	15	10
Total	150	100

CHART NO.8

Chart showing whether customers visit the same retail outlet time & again.



ANALYSIS:

The table indicates that 16% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 38% of them agree, 20% of them neither agree nor disagree, 16% of them disagree & 10% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they visit the same retail outlet time & again.

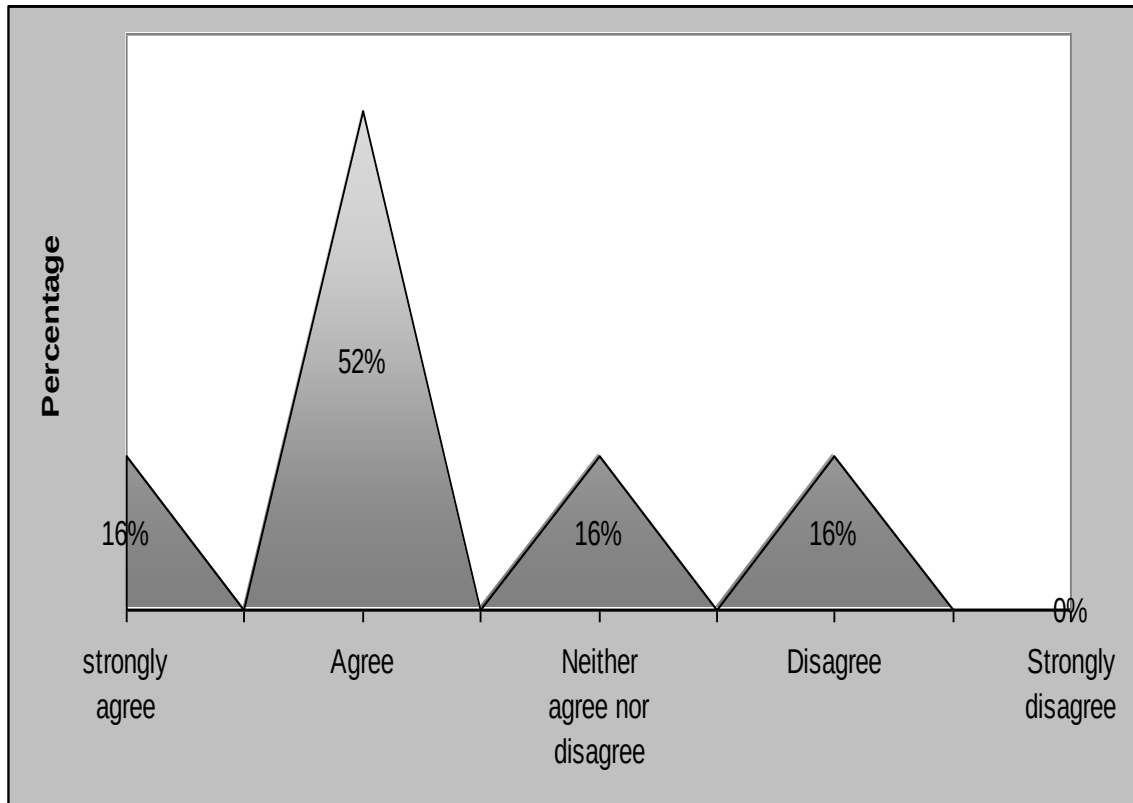
TABLE NO.9

Table showing whether customers are generally comfortable with retail outlets which they have already visited.

Ratings	Respondents	Percentage
Strongly agree	24	16
Agree	78	52
Neither agree nor disagree	24	16
Disagree	24	16
Strongly disagree	00	00
Total	150	100

CHART NO.9

Chart showing whether customers are generally comfortable with retail outlets which they have already visited.



ANALYSIS:

The table indicates that 16% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 52% of them agree, 16% of them neither agree nor disagree, 16% of them disagree & 0% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they are generally comfortable with retail outlets which they have already visited.

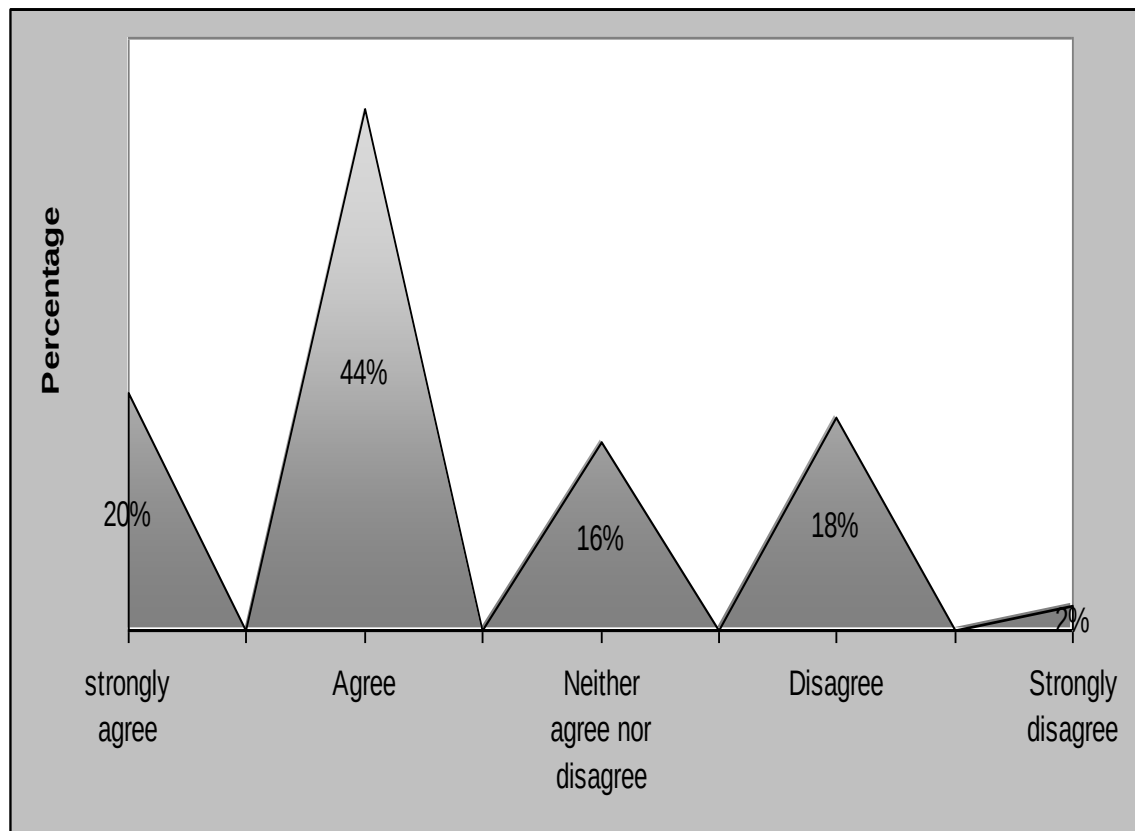
TABLE NO.10

Table showing whether customers try a new brand which is launched in the market.

Ratings	Respondents	Percentage
Strongly agree	30	20
Agree	66	44
Neither agree nor disagree	24	16
Disagree	27	18
Strongly disagree	03	02
Total	150	100

CHART NO.10

Chart showing whether customers try a new brand which is launched in the market.



ANALYSIS:

The table indicates that 20% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 44% of them agree, 16% of them neither agree nor disagree, 18% of them disagree & 2% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they try a new brand which is launched in the market.

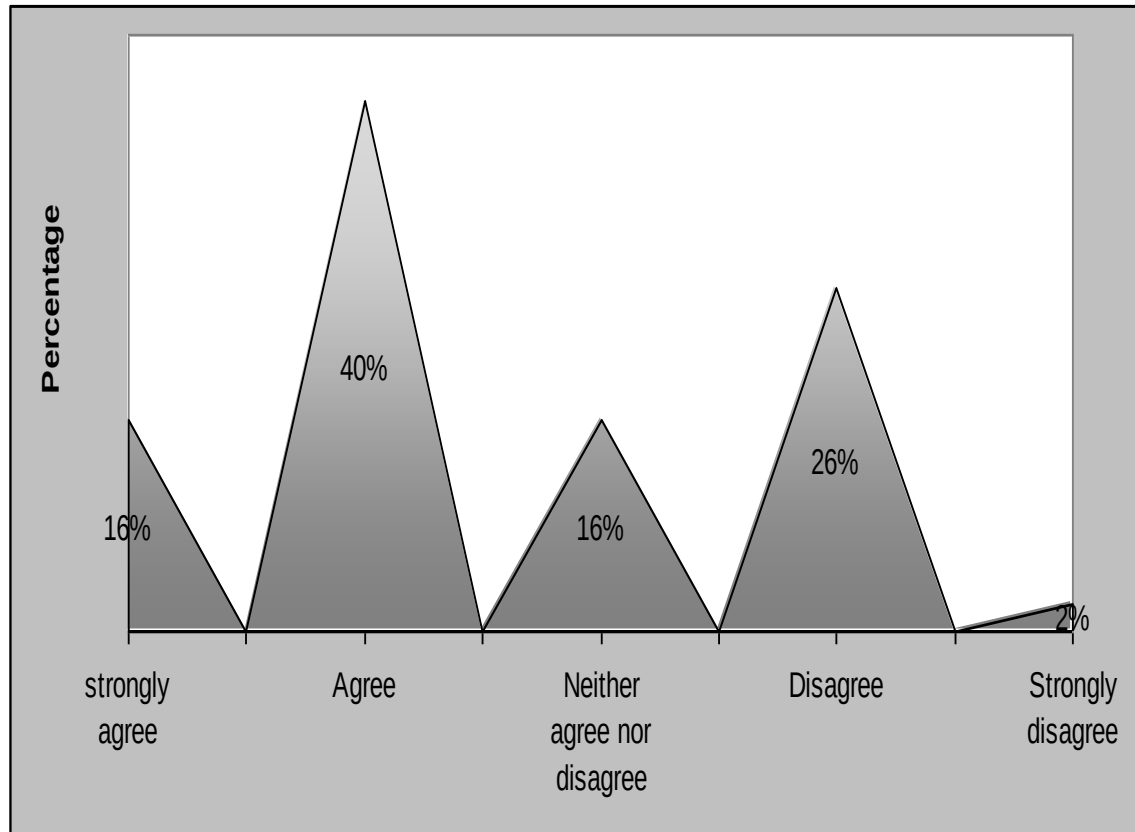
TABLE NO.11

Table showing whether consumers buy the same brand time & again.

Ratings	Respondents	Percentage
Strongly agree	24	16
Agree	60	40
Neither agree nor disagree	24	16
Disagree	39	26
Strongly disagree	03	02
Total	150	100

CHART NO.11

Chart showing whether consumers buy the same brand time & again.



ANALYSIS:

The table indicates that 16% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 40% of them agree, 16% of them neither agree nor disagree, 26% of them disagree & 2% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they buy the same brand repeatedly.

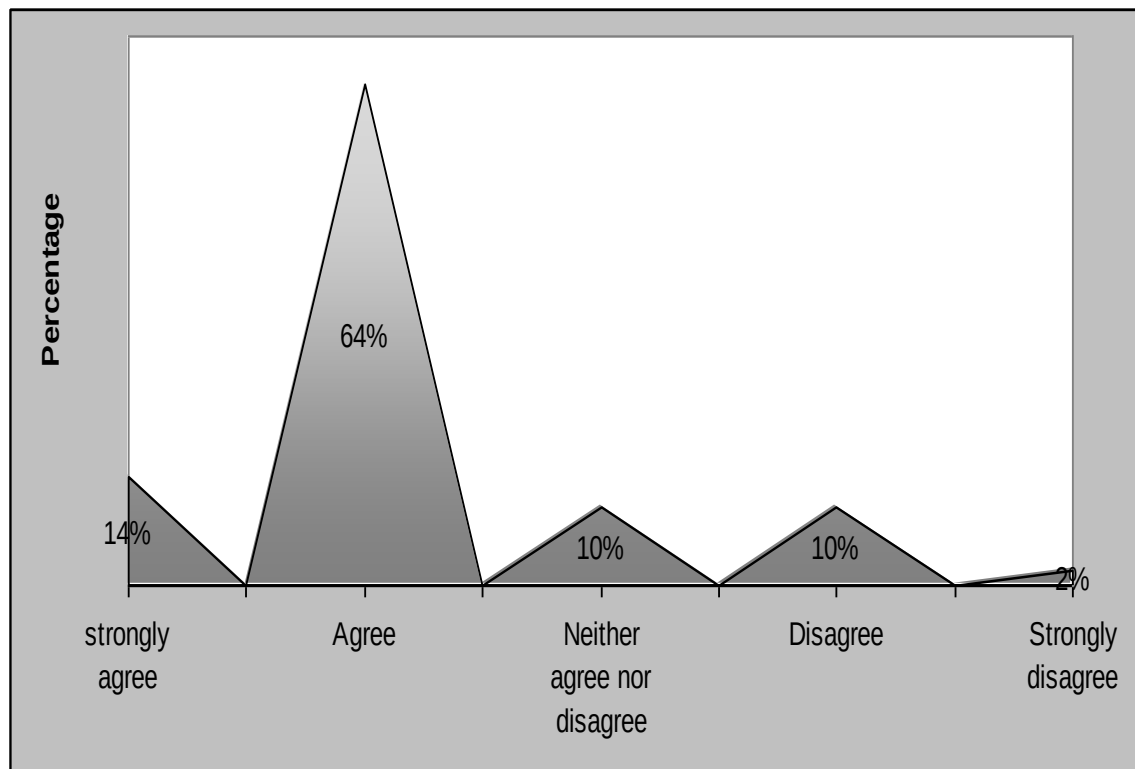
TABLE NO.12

The table showing whether respondents switch to other brands when their favourite brand is not available on the store.

Ratings	Respondents	Percentage
Strongly agree	21	14
Agree	96	64
Neither agree nor disagree	15	10
Disagree	15	10
Strongly disagree	03	02
Total	150	100

CHART NO.12

Chart showing whether respondents switch to other brands when their favourite brand is not available on the store.



ANALYSIS:

The table indicates that 14% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 64% of them agree, 10% of them neither agree nor disagree, 10% of them disagree & 2% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they switch to other brands when their favorite brand is not available on the store

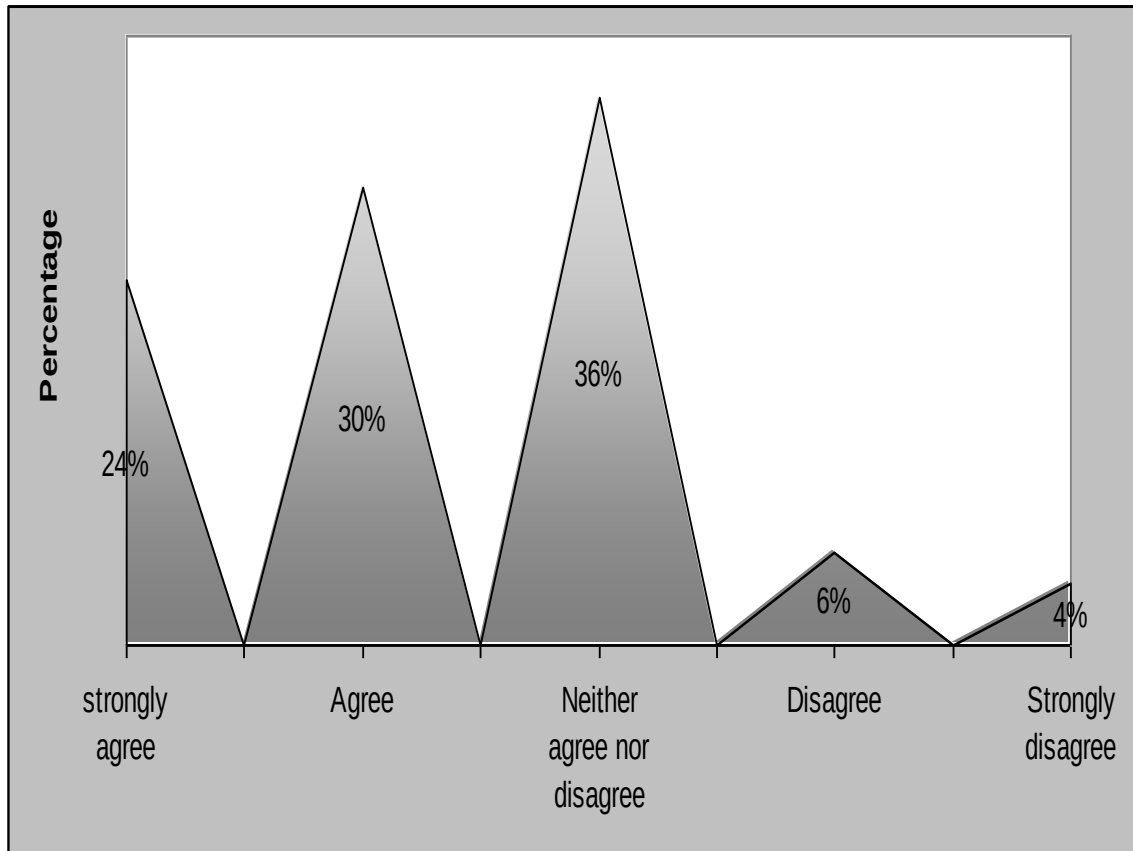
TABLE NO.13:

The table showing whether brand image is important to consumers while choosing clothing material.

Ratings	Respondents	Percentage
Strongly agree	36	24
Agree	45	30
Neither agree nor disagree	54	36
Disagree	09	06
Strongly disagree	06	04
Total	150	100

CHART NO.13

Chart showing whether brand image is important to consumers while choosing clothing material.



ANALYSIS:

The table indicates that 24% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 30% of them agree, 36% of them neither agree nor disagree, 6% of them disagree & 4% strongly disagree.

INTERPRETATION:

Majority of the respondents neither agree nor disagree with the above statement.

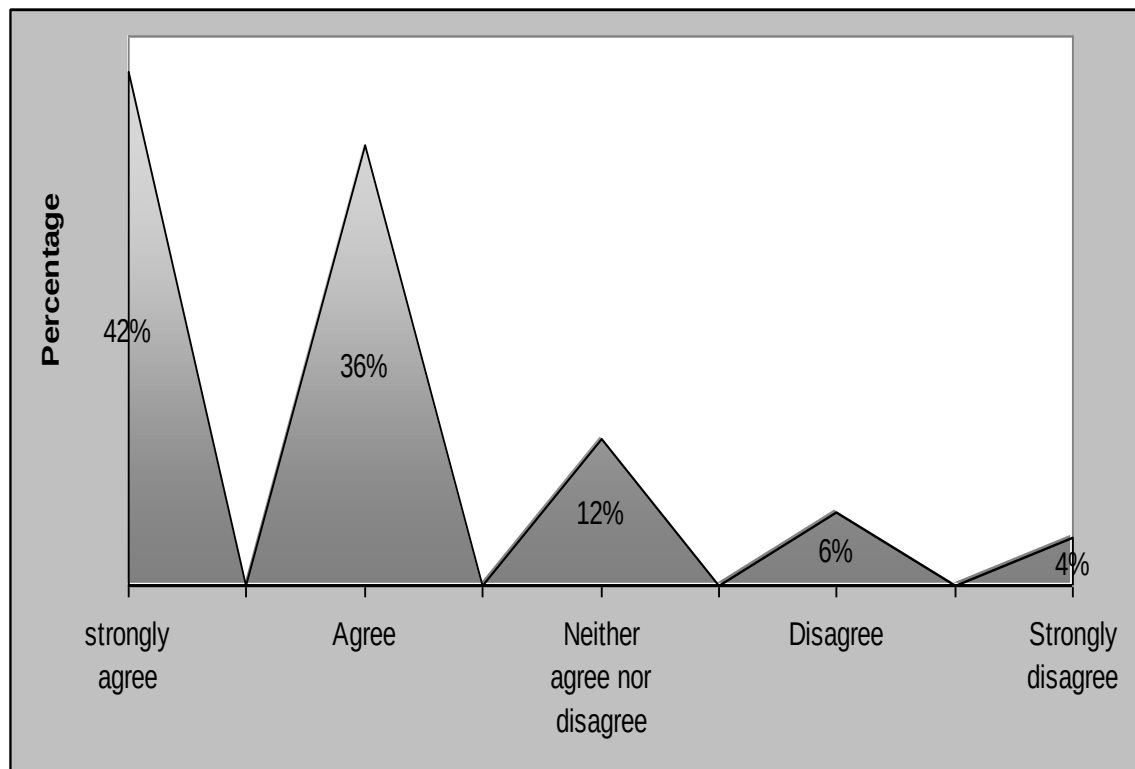
TABLE NO.14:

The table showing whether respondents take into consideration the quality of a particular brand while purchasing.

Ratings	Respondents	Percentage
Strongly agree	63	42
Agree	54	36
Neither agree nor disagree	18	12
Disagree	09	06
Strongly disagree	06	04
Total	150	100

CHART NO.14

Chart showing whether respondents take into consideration the quality of a particular brand while purchasing.



ANALYSIS:

The table indicates that 42% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 36% of them agree, 12% of them neither agree nor disagree, 6% of them disagree & 4% strongly disagree.

INTERPRETATION:

Majority of the respondents strongly agree that they consider the quality of a particular brand while purchasing.

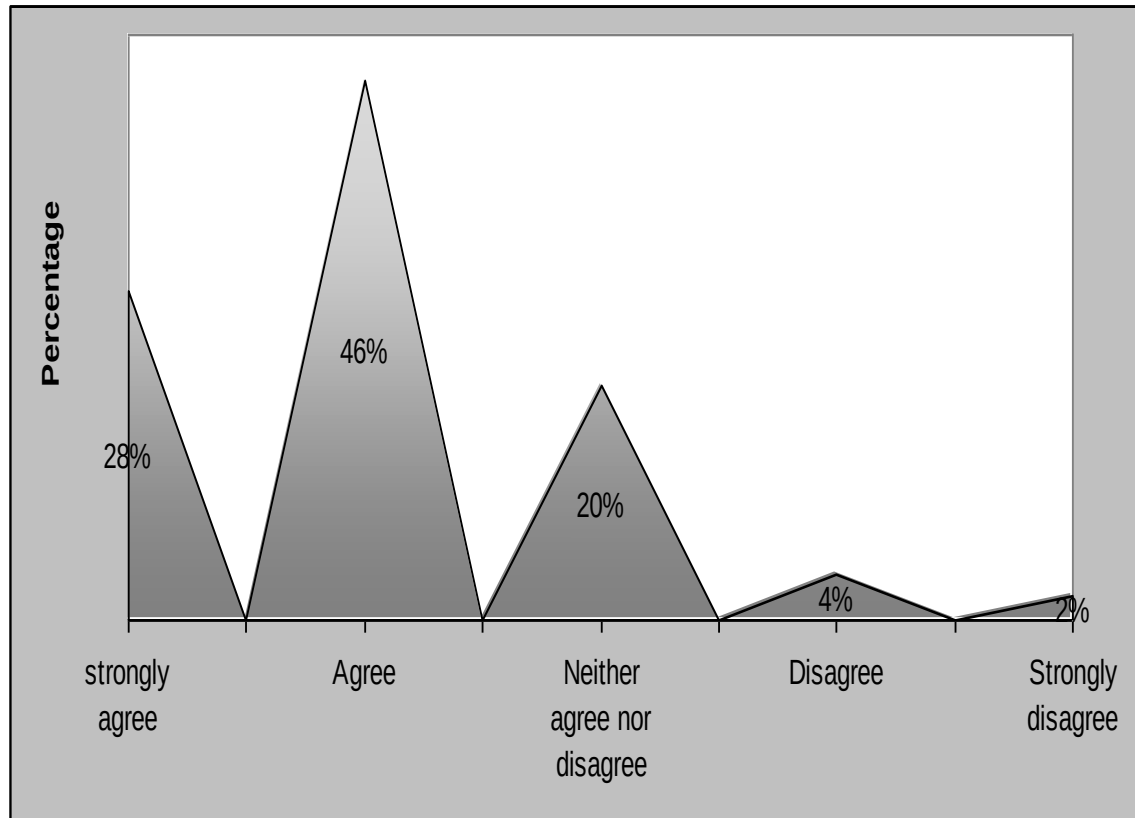
TABLE NO.15:

The table showing whether respondents consider style & design before buying the clothing material.

Ratings	Respondents	Percentage
Strongly agree	42	28
Agree	69	46
Neither agree nor disagree	30	20
Disagree	06	04
Strongly disagree	03	02
Total	150	100

CHART NO.15

Chart showing whether respondents consider style & design before buying the clothing material.



ANALYSIS:

The table indicates that 28% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 46% of them agree, 20% of them neither agree nor disagree, 4% of them disagree & 2% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they consider style & design before buying the clothing material.

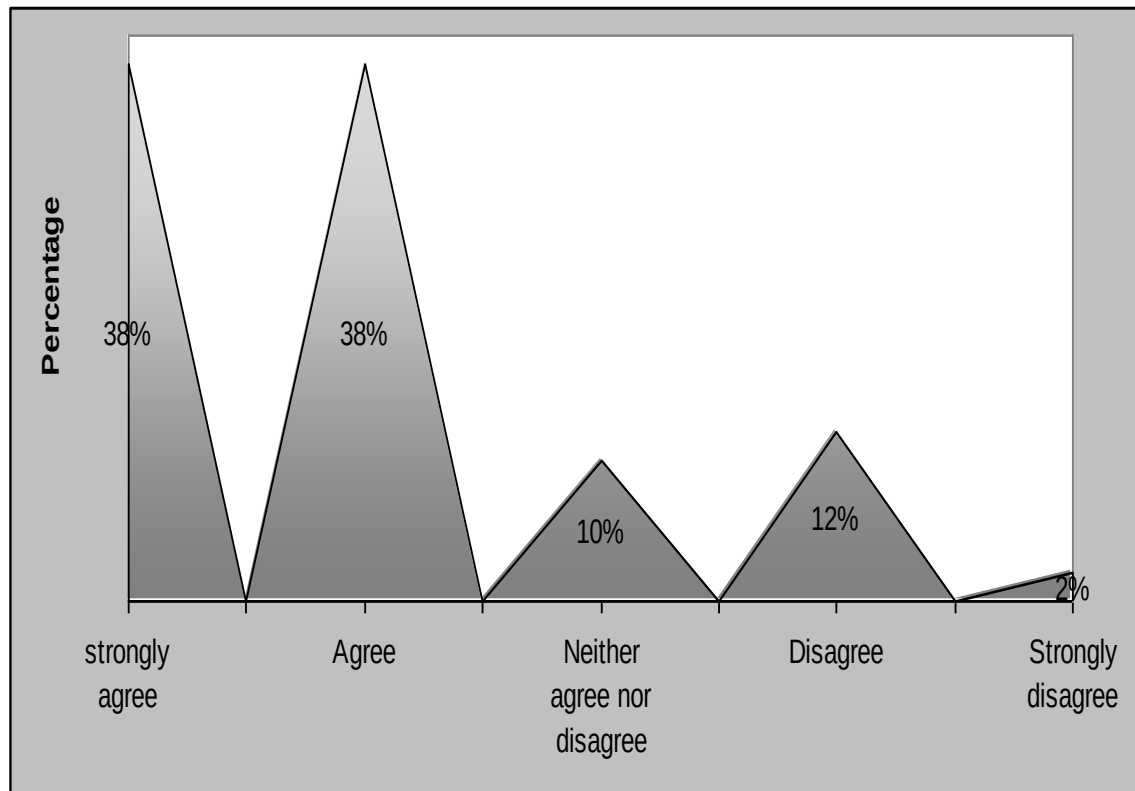
TABLE NO.16

The table showing whether respondents consider colour of the clothing material before making a purchase decision.

Ratings	Respondents	Percentage
Strongly agree	57	38
Agree	57	38
Neither agree nor disagree	15	10
Disagree	18	12
Strongly disagree	03	02
Total	150	100

CHART NO.16

Chart showing whether respondents consider colour of the clothing material before making a purchase decision.



ANALYSIS:

The table indicates that 38% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 38% of them agree, 10% of them neither agree nor disagree, 12% of them disagree & 2% strongly disagree.

INTERPRETATION:

Majority of the respondents are tied up with both strongly agree & agree with the above statement.

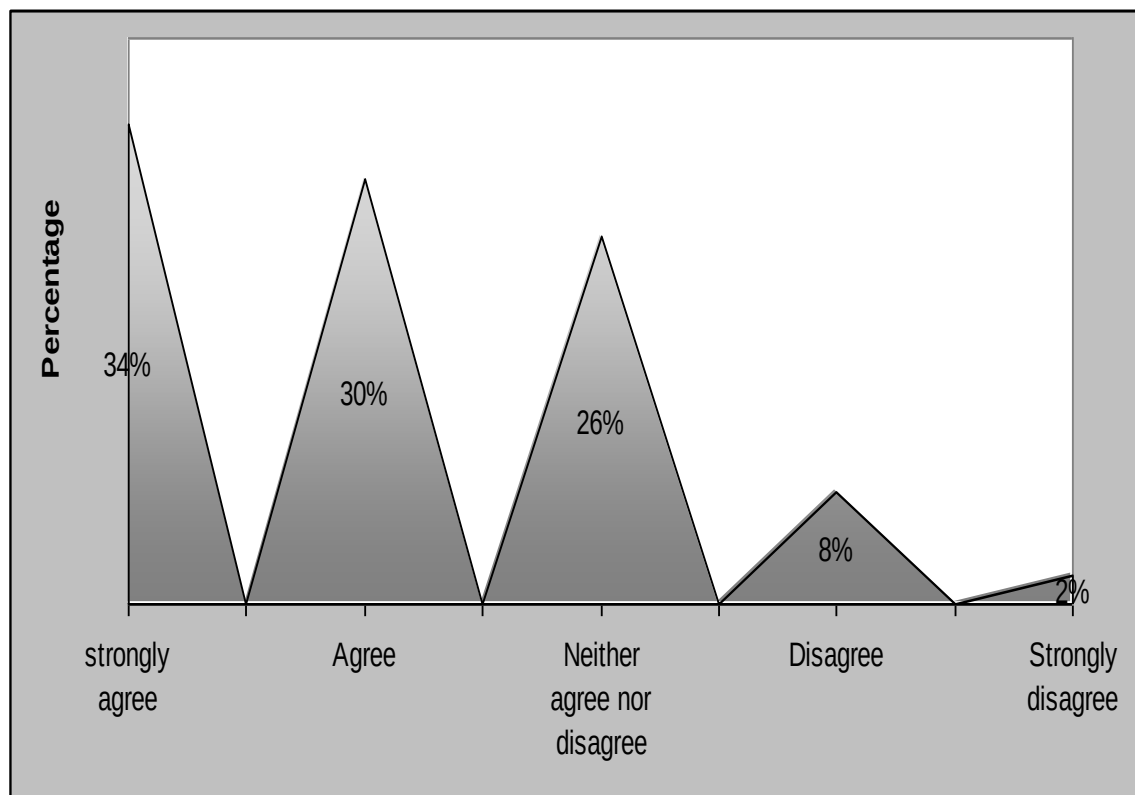
TABLE NO.17:

The table showing whether respondents pay attention to information on discounts while purchasing.

Ratings	Respondents	Percentage
Strongly agree	51	34
Agree	45	30
Neither agree nor disagree	39	26
Disagree	12	08
Strongly disagree	03	02
Total	150	100

CHART NO.17

Chart showing whether respondents pay attention to information on discounts while purchasing.



ANALYSIS:

The table indicates that 34% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 30% of them agree, 26% of them neither agree nor disagree, 8% of them disagree & 2% strongly disagree.

INTERPRETATION:

Majority of the respondents strongly agree with the above statement.

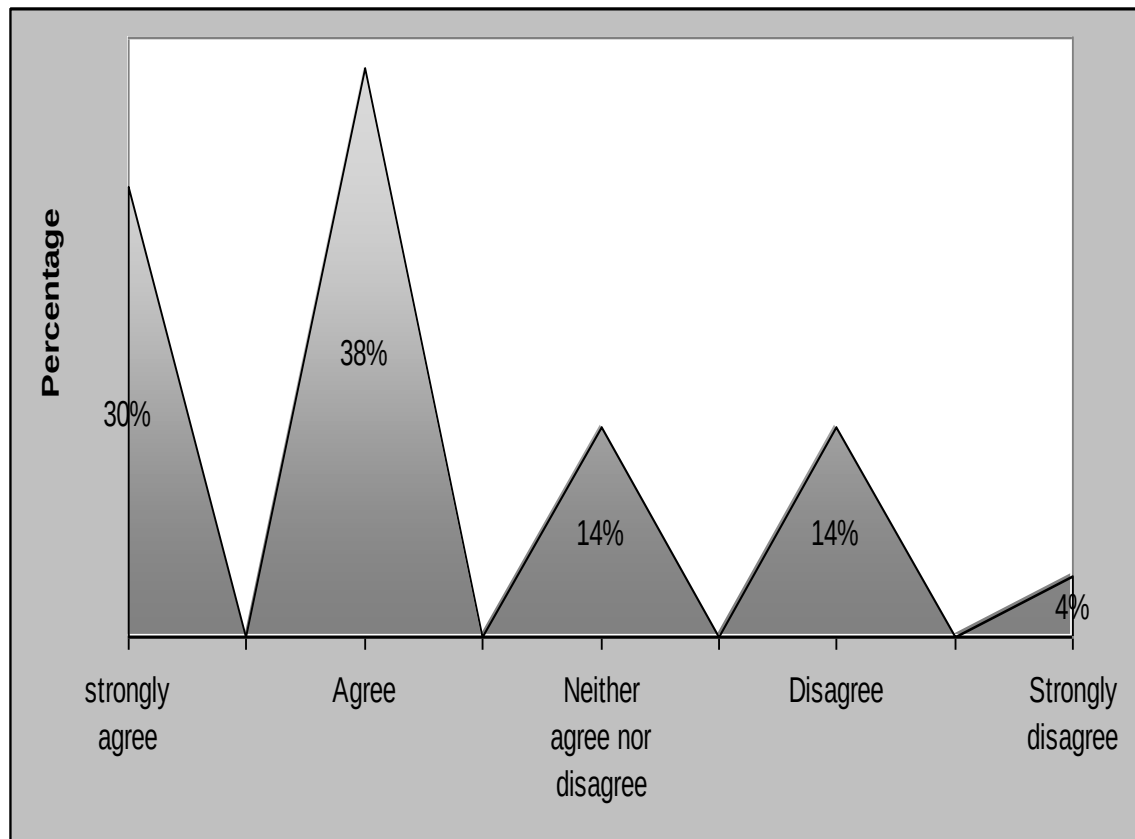
TABLE NO.18:

The table showing whether respondents pay attention towards price while purchasing

Ratings	Respondents	Percentage
Strongly agree	45	30
Agree	57	38
Neither agree nor disagree	21	14
Disagree	21	14
Strongly disagree	06	04
Total	150	100

CHART NO.18

Chart showing whether respondents pay attention towards price while purchasing



ANALYSIS:

The table indicates that 30% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 38% of them agree, 14% of them neither agree nor disagree, 14% of them disagree & 4% strongly disagree.

INTERPRETATION:

Majority of the respondents agree with the above statement.

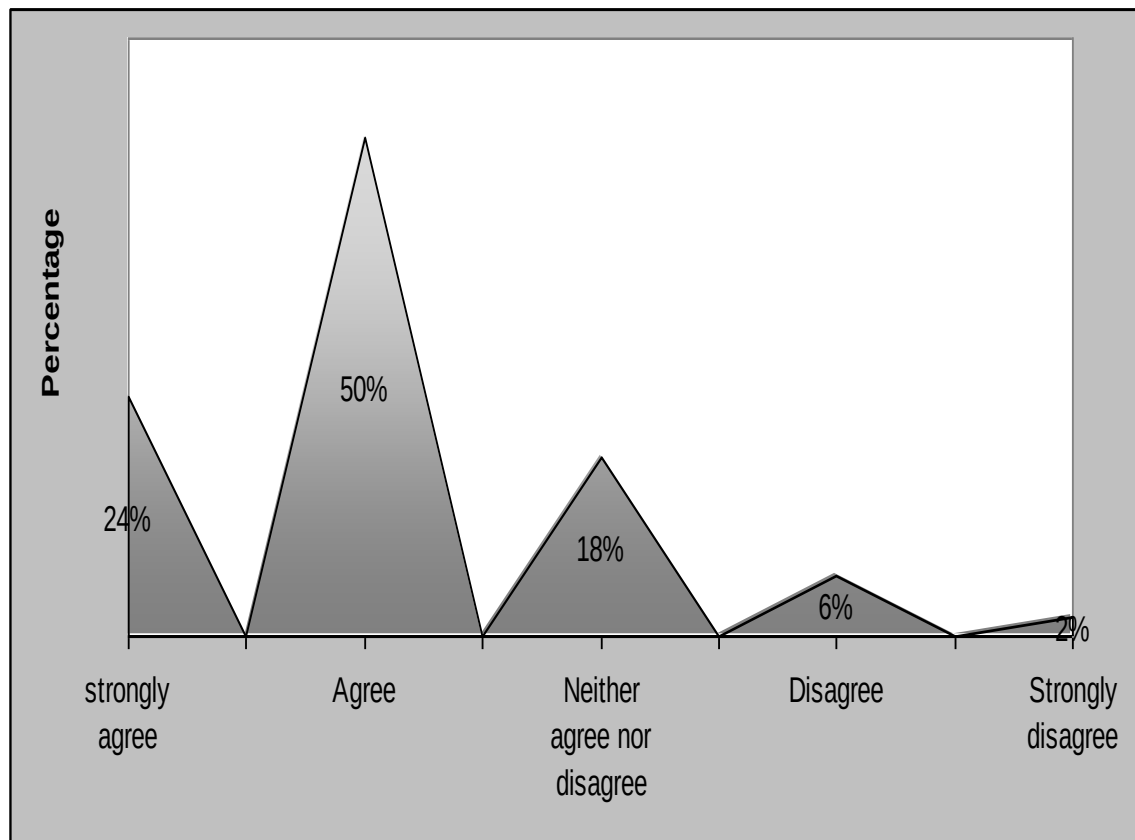
TABLE NO.19:

The table showing whether respondents prefer personalized services to be given when they are at the store to purchase.

Ratings	Respondents	Percentage
Strongly agree	36	24
Agree	75	50
Neither agree nor disagree	27	18
Disagree	09	06
Strongly disagree	03	02
Total	150	100

CHART NO.19

Chart showing whether respondents prefer personalized services to be given when they are at the store to purchase.



ANALYSIS:

The table indicates that 24% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 50% of them agree, 18% of them neither agree nor disagree, 6% of them disagree & 2% strongly disagree.

INTERPRETATION:

Majority of the respondents agree with the above statement.

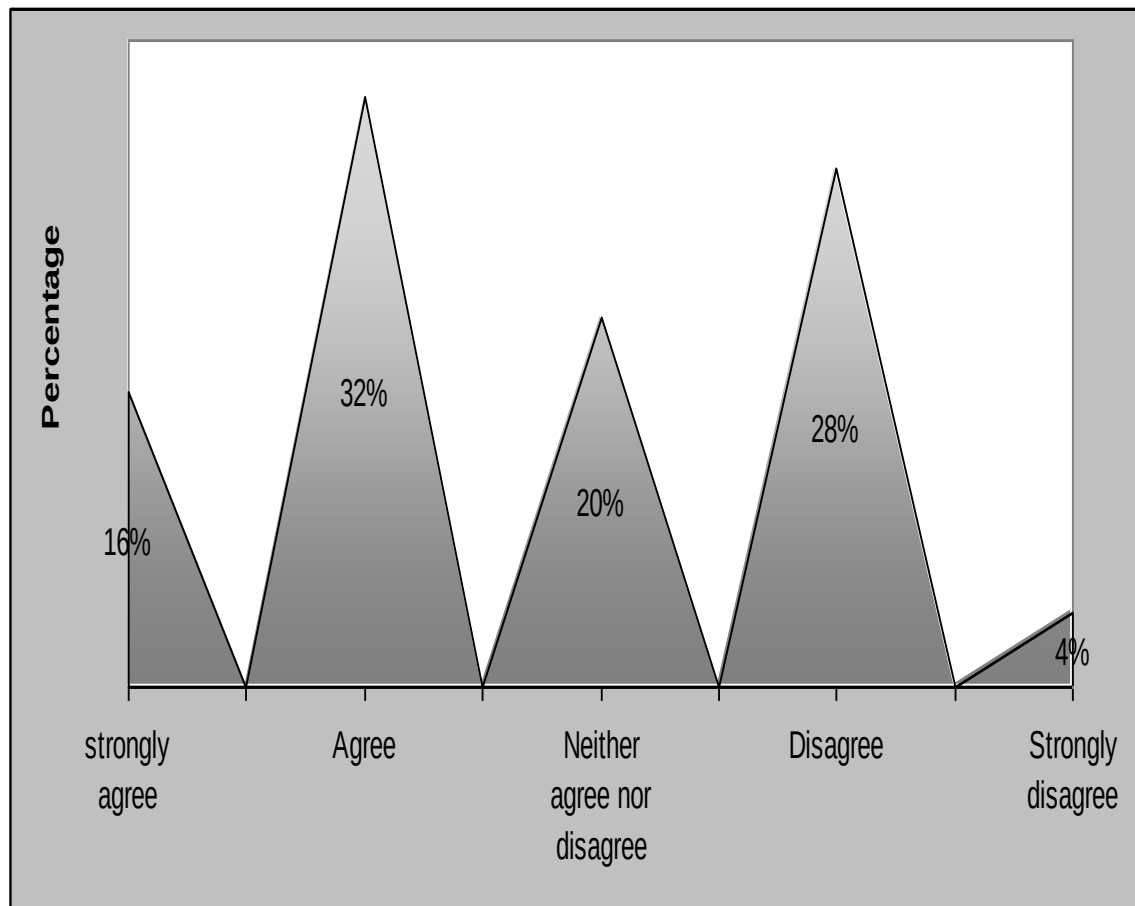
TABLE NO. 20:

The table showing whether the respondents visit a retail outlet because of the service it offers.

Ratings	Respondents	Percentage
Strongly agree	24	16
Agree	48	32
Neither agree nor disagree	30	20
Disagree	42	28
Strongly disagree	06	04
Total	150	100

CHART NO.20

Chart showing whether the respondents visit a retail outlet because of the service it offers.



ANALYSIS:

The table indicates that 16% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 32% of them agree, 20% of them neither agree nor disagree, 28% of them disagree & 4% strongly disagree.

INTERPRETATION:

Majority of the respondents agree with the above statement.

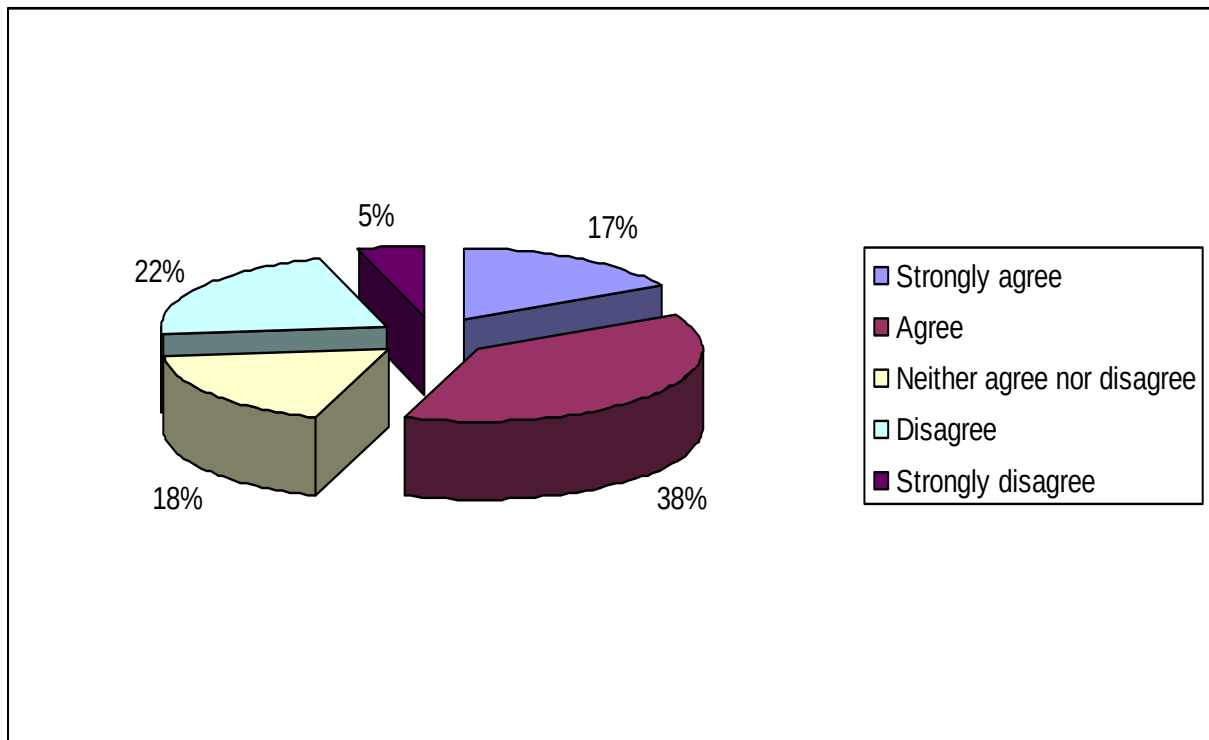
TABLE NO.21

Table showing whether customer's prioritize being loyal with their retail outlet for their purchasing activities.

Ratings	Respondents	Percentage
Strongly agree	26	17
Agree	57	38
Neither agree nor disagree	27	18
Disagree	33	22
Strongly disagree	07	05
Total	150	100

CHART NO.21

Chart showing whether customer's prioritize being loyal with their retail outlet for their purchasing activities.



ANALYSIS:

The table indicates that 17% of the respondents strongly agree that they prioritize being loyal with their retail outlet for their purchasing activities followed by 38% of them agree, 18% of them neither agree nor disagree, 22% of them disagree & 5% strongly disagree.

INTERPRETATION:

Majority of the respondents agree that they prioritize for being loyal with their retail outlet for their purchasing activities.

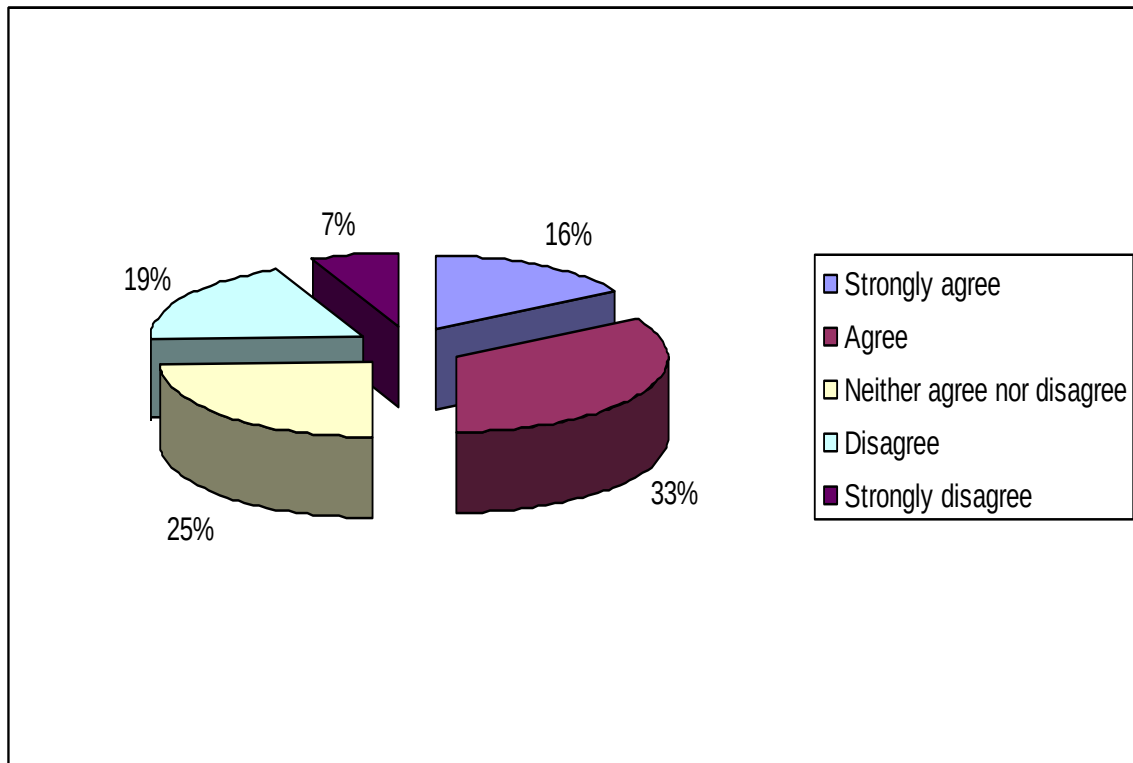
TABLE NO.22

The table showing whether customer's prefer location for being loyal with their retail outlets for their purchase activities.

Ratings	Respondents	Percentage
Strongly agree	24	16
Agree	51	33
Neither agree nor disagree	37	25
Disagree	28	19
Strongly disagree	10	07
Total	150	100

CHART NO.22

Chart showing whether customer's prefer location for being loyal with their retail outlets for their purchase activities.



ANALYSIS:

The table indicates that 16% of the respondents strongly agree that they prefer location for being loyal with their retail outlets for their purchase activities followed by 33% of them agree, 25% of them neither agree nor disagree, 19% of them disagree & 7% strongly disagree.

INTERPRETATION:

Majority of the customer's agree that location is important for being loyal with their retail outlets.

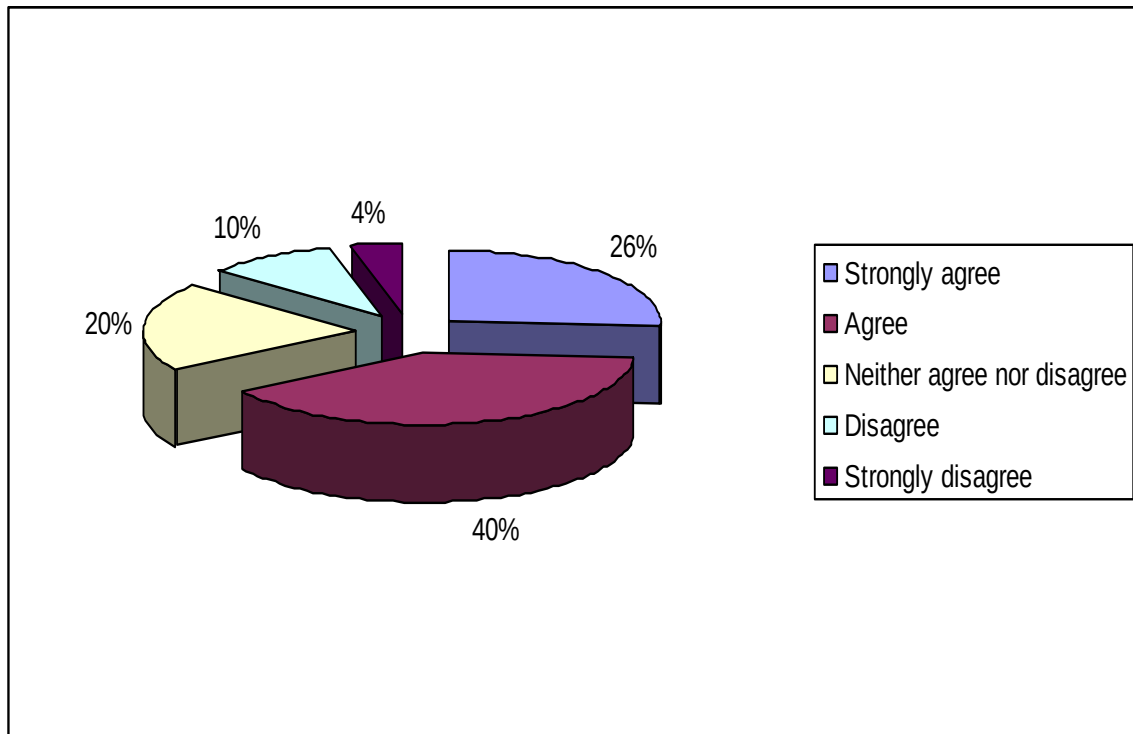
TABLE NO.23

The table showing whether customer's prefer range for being loyal with their retail outlets for their purchase activities.

Ratings	Respondents	Percentage
Strongly agree	39	26
Agree	60	40
Neither agree nor disagree	30	20
Disagree	15	10
Strongly disagree	06	04
Total	150	100

CHART NO.23

Chart showing whether customer's prefer range for being loyal with their retail outlets for their purchase activities.



ANALYSIS:

The table indicates that 26% of the respondents strongly agree that they prefer range for being loyal with their retail outlets for their purchase activities followed by 40% of them agree, 20% of them neither agree nor disagree, 10% of them disagree & 4% strongly disagree.

INTERPRETATION:

Majority of the customer's agree that range is important for being loyal with their retail outlets.

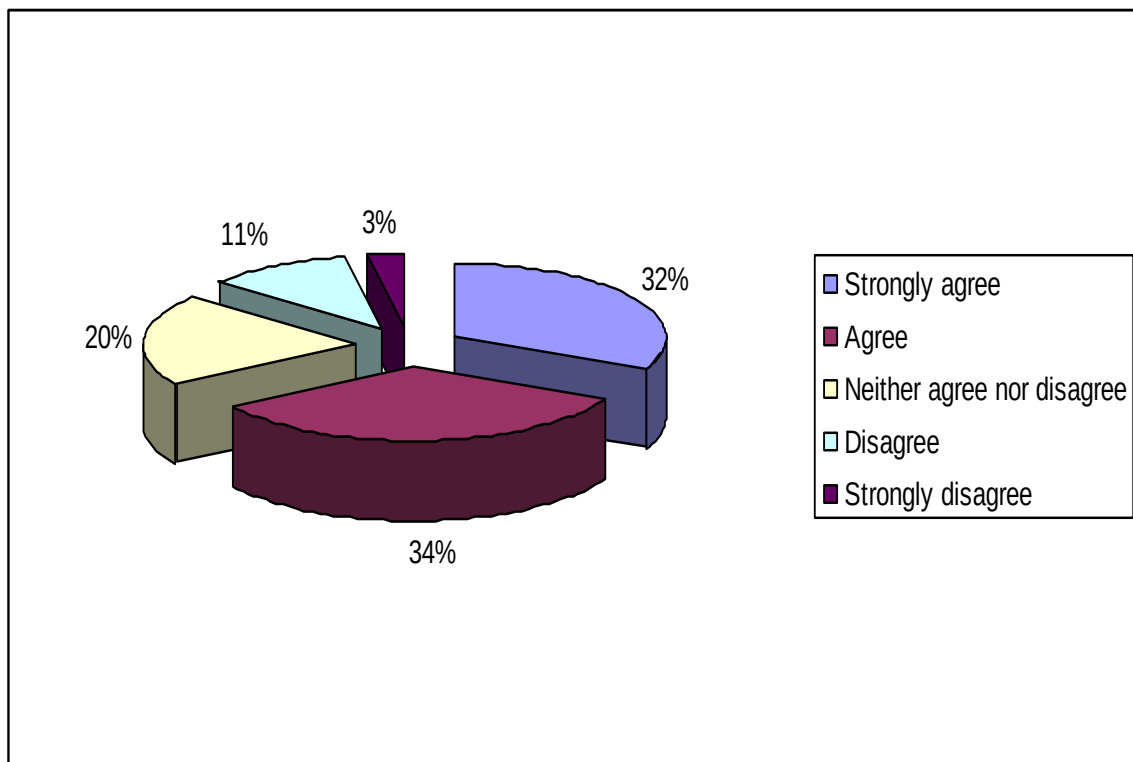
TABLE NO.24

The table showing whether customer's prefer price for being loyal with their retail outlets for their purchase activities.

Ratings	Respondents	Percentage
Strongly agree	48	32
Agree	51	34
Neither agree nor disagree	30	20
Disagree	17	11
Strongly disagree	04	03
Total	150	100

CHART NO.24

Chart showing whether customer's prefer price for being loyal with their retail outlets for their purchase activities.



ANALYSIS:

The table indicates that 32% of the respondents strongly agree that they prefer price for being loyal with their retail outlets for their purchase activities followed by 34% of them agree, 20% of them neither agree nor disagree, 11% of them disagree & 3% strongly disagree.

INTERPRETATION:

Majority of the customer's agree that price is important for being loyal with their retail outlet

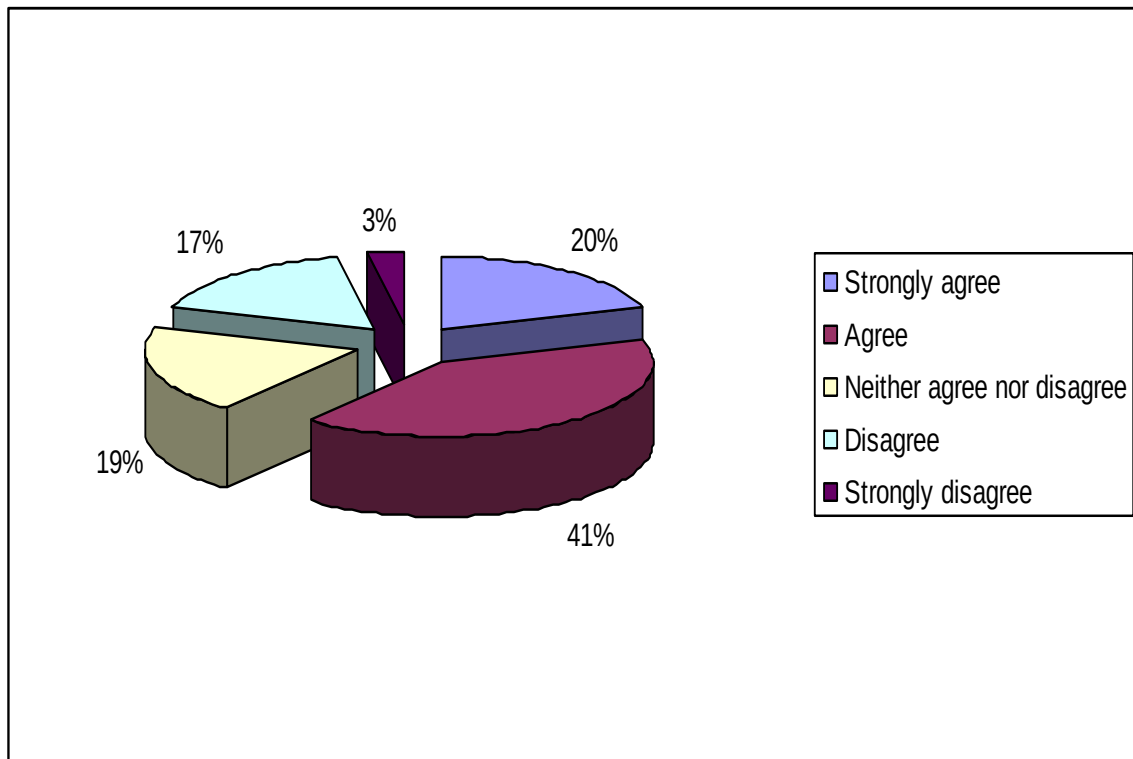
TABLE NO.25

The table showing whether customer's prefer service for being loyal with their retail outlets for their purchase activities.

Ratings	Respondents	Percentage
Strongly agree	30	20
Agree	61	41
Neither agree nor disagree	29	19
Disagree	26	17
Strongly disagree	04	03
Total	150	100

CHART NO.25

Chart showing whether customer's prefer service for being loyal with their retail outlets for their purchase activities.



ANALYSIS:

The table indicates that 20% of the respondents strongly agree that they prefer service for being loyal with their retail outlets for their purchase activities followed by 41% of them agree, 19% of them neither agree nor disagree, 7% of them disagree & 3% strongly disagree.

INTERPRETATION:

The above table indicates that majority of the customer's agree that service is important for being loyal with their retail outlets.

FINDINGS

- The first table indicates that 10% of the respondents strongly agree that they visit a retail outlet because of its attractiveness followed by 46% of them agree, 30% of them neither agree nor disagree, 10% of them disagree & 4% strongly disagree.
 - The second table indicates that 40% of the respondents strongly agree that they visit a retail outlet because the convenience of location followed by 30% of them agree, 22% of them neither agree nor disagree, 6% of them disagree & 2% strongly disagree.
 - The third table indicates that 8% of the respondents strongly agree that they visit a retail outlet because the good parking facility available followed by 32% of them agree, 16% of them neither agree nor disagree, 34% of them disagree & 10% strongly disagree.
 - The fourth table indicates that 12% of the respondents strongly agree that they visit a retail outlet because it is spacious & luxurious followed by 34% of them agree, 28% of them neither agree nor disagree, 22% of them disagree & 4% strongly disagree.
 - The fifth table indicates that 10% of the respondents strongly agree that they visit a retail outlet because that advertises widely followed by 30% of them agree, 26% of them neither agree nor disagree, 24% of them disagree & 10% strongly disagree.
 - The sixth table indicates that 8% of the respondents strongly agree that they visit a retail outlet, if it is exclusive followed by 28% of them agree, 30% of them neither agree nor disagree, 20% of them disagree & 14% strongly disagree.
 - The seventh table indicates that 18% of the respondents strongly agree that they visit a new outlet all the time for their purchase followed by 16% of them agree, 20% of them neither agree nor disagree, 36% of them disagree & 10% strongly disagree.
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- The eighth table indicates that 16% of the respondents strongly agree that they visit the same retail outlet time & again followed by 38% of them agree, 20% of them neither agree nor disagree, 16% of them disagree & 10% strongly disagree.
 - The ninth table indicates that 16% of the respondents strongly agree that they are generally comfortable with retail outlets which they have already visited followed by 52% of them agree, 16% of them neither agree nor disagree, 16% of them disagree & 0% strongly disagree.
 - The tenth table indicates that 20% of the respondents strongly agree that they try a new brand which is launched in the market followed by 44% of them agree, 16% of them neither agree nor disagree, 18% of them disagree & 2% strongly disagree.
 - The eleventh table indicates that 16% of the respondents strongly agree that they buy the same brand time & again followed by 40% of them agree, 16% of them neither agree nor disagree, 26% of them disagree & 2% strongly disagree.
 - The twelfth table indicates that 14% of the respondents strongly agree that they switch to other brands when their favourite brand is not available on the store followed by 64% of them agree, 10% of them neither agree nor disagree, 10% of them disagree & 2% strongly disagree.
 - The thirteenth table indicates that 24% of the respondents strongly agree that they brand image is important to consumers while choosing clothing material followed by 30% of them agree, 36% of them neither agree nor disagree, 6% of them disagree & 4% strongly disagree.
 - The fourteenth table indicates that 42% of the respondents strongly agree that they take into consideration the quality of a particular brand while purchasing followed by 36% of them agree, 12% of them neither agree nor disagree, 6% of them disagree & 4% strongly disagree.
 - The fifteenth table indicates that 28% of the respondents strongly agree that they consider style & design before buying the clothing material followed by 46% of them agree, 20% of them neither agree nor disagree, 4% of them disagree & 2% strongly disagree.
 - The sixteenth table indicates that 38% of the respondents strongly agree that they consider colour of the clothing material before making a purchase decision
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followed by 38% of them agree, 10% of them neither agree nor disagree, 12% of them disagree & 2% strongly disagree.

- The seventeenth table indicates that 34% of the respondents strongly agree that they pay attention to information on discounts while purchasing followed by 30% of them agree, 26% of them neither agree nor disagree, 8% of them disagree & 2% strongly disagree.
 - The eighteenth table indicates that 30% of the respondents strongly agree that they pay attention towards price while purchasing followed by 38% of them agree, 14% of them neither agree nor disagree, 14% of them disagree & 4% strongly disagree.
 - The nineteenth table indicates that 24% of the respondents strongly agree that they prefer personalized services to be given when they are at the store to purchase followed by 50% of them agree, 18% of them neither agree nor disagree, 6% of them disagree & 2% strongly disagree.
 - The twentieth table indicates that 16% of the respondents strongly agree that they visit a retail outlet because of the service it offers followed by 32% of them agree, 20% of them neither agree nor disagree, 28% of them disagree & 4% strongly disagree.
 - The twenty first table indicates that 17% of the respondents strongly agree that they prioritize being loyal with their retail outlet for their purchasing activities followed by 38% of them agree, 18% of them neither agree nor disagree, 22% of them disagree & 5% strongly disagree.
 - The twenty second table indicates that 16% of the respondents strongly agree that they prefer location for being loyal with their retail outlets for their purchase activities followed by 33% of them agree, 25% of them neither agree nor disagree, 19% of them disagree & 7% strongly disagree.
 - The twenty third table indicates that 26% of the respondents strongly agree that they prefer range for being loyal with their retail outlets for their purchase activities followed by 40% of them agree, 20% of them neither agree nor disagree, 10% of them disagree & 4% strongly disagree.
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- The twenty fourth table indicates that 32% of the respondents strongly agree that they prefer price for being loyal with their retail outlets for their purchase activities followed by 34% of them agree, 20% of them neither agree nor disagree, 11% of them disagree & 3% strongly disagree.
 - The twenty fifth table indicates that 20% of the respondents strongly agree that they prefer service for being loyal with their retail outlets for their purchase activities followed by 41% of them agree, 19% of them neither agree nor disagree, 7% of them disagree & 3% strongly disagree.

From the above findings it helps the researcher to judge customer's retail loyalty with special reference towards fashion & lifestyle. It also gives a clear picture of the major factors influencing customer's retail loyalty. It helps the researcher to draw better conclusions from the findings given.

SUGGESTIONS & RECOMMENDATIONS

After studying the various tables & graphs I have the following suggestions to be made.

- The retailers should find out who are their loyal customers who stick to their stores & do not switch to other retail outlets.
 - As per my findings its found out that price & range are the two important factors for making customers loyal in their purchase decisions, so it is required that the retailers should concentrate more on these factors to retain & attract customers.
 - The retailers should store & maintain large variety of brands to retain & attract customers.
 - The retailers should provide more discounts to get more business out of their regular customers & it will also help them to attract new customers to develop more business.
 - The retailers can have more discount stores for their price sensitive customers & may have exclusive international brands at different outlets for their niche segment that are not price sensitive.
 - The retailers should come out with more & more multi brand retail outlets.
 - In order to enter new markets for their retail outlets, they must give more preference to price & range for developing more business. As it is found that the customers give emphasis on large variety of brands at a lower price.
 - The retailers should purchase their products in bulk & must also look out for lesser distribution channels in order to enjoy the cost benefits.
 - The retailers must aim for better customer satisfaction by considering all the factors pertaining to customer retail loyalty like location, price, range & service.
 - The retailers should bifurcate the price conservative & non conservative customers & must serve them as per their nature of thoughts i.e. to have discount stores for price conservative customers & luxurious & exclusive stores for non price conservative customers.
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- The retailers must also consider service as the major factor for their customers who look to seek better service when they visit a retail outlet because in coming days the retailers will focus on this, as they can not cut further prices on their products.
 - The retailers must also consider location as the major factor for their customers who look to seek convenient & spacious place when they visit a retail outlet because in coming days the retailers will not have any avenues than to attract customers with just better price, range & service. They must give value additions to their customers with well sophisticated & more to do outlets
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CONCLUSION:

The study was essentially carried out to fulfill the M.B.A requirement & was conducted to find out the factors influencing customer's retail loyalty with special reference towards fashion & lifestyle apparel. It also helps the researcher to acquire & learn more knowledge about retail loyalty.

A questionnaire was prepared to gather data from 5 retail outlets out of which 150 respondents were selected who visited the stores. The data gathered was tabulated & analyzed. Important findings were obtained from the analyzed data.

As per the findings, I found out that many customers are not loyal with the retail outlets which they visit for their purchase activities but instead they usually switch to other different retail outlets for their purchase activities.

Any customer who is currently loyal with any retail outlet, it is purely because of the wide range & effective price followed in the retail outlet vis-à-vis as per the findings.

Questionnaire

Name: _____

Sex: 0 Male
0 Female

Age: 0 <20
0 20-30
0 30-40
0 40-50
0 >50

	Strongly agree	Agree	Neither Agree Nor disagree	Disagree	Strongly Disagree
1. I visit a retail outlet because of its attractiveness.					
2. I visit a retail outlet because of the convenience of location.					
3. I visit a retail outlet because of the good parking facility available.					
4. I visit a retail outlet because it is spacious & luxurious.					
5. I visit a retail outlet because that advertises widely.					
6. I visit a retail outlet, if it is exclusive.					
7. I like to visit new shop all the time for my purchase.					
8. I go to the same shop again & again.					
9. I am generally comfortable with retail outlets I have already visited.					

10. I try a new brand, which is launched in the market.					
11. I often buy the same brand.					
12. I try others brands when my favorite brand is not available					
13. Brand image is important to me, while choosing clothing material					
14. I take into consideration, the quality of a particular brand while purchasing					
15. I consider style & design before buying the clothing material to influence my purchase decision					
16. I consider color of the clothing material to influence my purchase decision					
17. I pay attention to information on discounts while purchasing					
18. I pay attention to price while purchasing					
19. While purchasing at a retail outlet, I prefer personalized service					
20. I visit a retail outlet because of the service it offers					

Thank you for your participation!

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