

CHAPTER I

INTRODUCTION

CONSUMER PREFERENCE TOWARDS ORGANISED RETAILING:

Consumers are off late preferring Organised Retailing because of the convenience, like you can choose between different brands of the same product the consumers also get discounts which is the result of bulk purchases by these big stores, this way people may save more. Also generally they are well stocked, so people don't have to go to many places to buy things.

And also customer can save more time in shopping the products that is required for him; he can get all the items under one single roof with range of products of different brands.

A few more important reasons :

- 1) Standardization of products - Standard brands available at standard prices
- 2) Choices under one roof - Consumers are able to view and feel different brands and products at one go. It also gets them aware of new products and categories
- 3) A non-obtrusive shopping environment - u don't have a shopkeeper whom u have to ask before u can see the product.
- 4) The ambience and environment helps as well.

Consumers prefer these outlets because of the availability of all types of items in one single Retailing outlet with lot of options in selecting a brand of their choice.

So ultimately the consumers will become more loyal and keep on purchasing in these outlets on a regular basis, each and every consumer has its own option of selecting the outlet because of the availability of these many stores(Organised Retailing's), so some choose like for example, Big Bazaar, Spencer's, Total, Spar, Lifestyle, etc.,

Due to the availability of all these outlets the consumers prefer to shop only in these Organised Retailing outlets.

CONSUMER BEHAVIOUR

The average retailer/grocer round the corner in India gives his customers all the benefits of assortment, lot size, home delivery, and credit and order acceptance on telephone also and is difficult to beat in terms of service by any modern retail format. In the case of the local retailer the consumer has to buy standing on one side of the shop and normally outside the shop and shopping does not provide the ambience of a modern retail format.

In urban areas where the consumer is the hard pressed for the time, it is more convent to drive to a major retailer like food world, or Big Bazaar and buy all the goods which a consumer want all under one roof. Most modern retailer formats are the developing in big malls in the cities and these malls also have entertainment and food courts.

It is not just high end customer who prefers these super markets but the urban middle class is using this in large numbers.

Consumer Preference and retail context the management cannot be effective unless it has some understanding the way in which retail consumers make decisions and act in relation to the consumption of retail products. There is need to understand the different ways in which consumers choose and evaluate alternative retail services.

Consumer behavior should be studied because:

- It brings awareness about the needs as well as the purchase motives of the individual.
- It brings awareness about how demographic change may affect retail purchasing.
- It brings awareness about different effects of various promotional tactics.
- It brings awareness bout the complexity and process of purchase decision.

- It brings awareness about the perception of risk for retail purchases.
- It brings awareness about the different market segments based upon purchase behavior.
- It brings awareness as to how the retail managers may improve the chance of business success based upon the understanding what is required as part of retail experience, and how customers react to that experience processes based upon all the retail marketing approaches utilized

It also throws light about:

- ✓ Benefits of studying consumer behavior.
- ✓ The decision making process as part of buying behavior theory.
- ✓ Motivation theory and Maslow's Hierarchy of needs.
- ✓ The content of simple as well as complex consumer behavior model
- ✓ The influence of demographics and family roles on retail purchase behavior.

Needs want and demands function for the purchase in organized retailing?

Motivation	Characteristics
Needs	Basic human requirement the pre exists for warmth, covering and social status.
Wants	Potential to purchase occurs as the individual feels a drive to satisfy those needs-retail marketing attempts to direct needs to a specific wants for the retailer's own channel or service and merchandise.
Demands	Those wants for which the customer is able to pay

Time taken to shop:

There are differences in the type of shopping behavior embarked upon. Shopping expeditions can combine different behavior influences where by

some individuals want predictable set of events as part of complex or functional shopping where as in contrast others want some novelty and interest. In complex shopping the customer will probably contemplate the purchase of a technical product. This will lead to prior research of information or the need to take advice form retail staff as there is normally a higher risk associated with the intended purchase.

Simple account of differences between the functional and leaser shopping occasion needs to be further enlarge by understanding how the leisure shopper is developing their demand patterns for certain styles and fashions.

The retail buying process of the consumers in relation to organized retailing:

- **Need Arousal:**

The buying process is triggered by the emergence of the unsatisfied need. The stimulus for this is a cue and drive.

- **Recognition of the need:**

The main recognition to the need are to replenish the stock of food or a need for new clothes because of forth coming functions or holiday. Retailers can affect the stage using good window displays, advertising and promotion, and stimulating in-store merchandise displays.

- **Level of involvement:**

Involvement will differ based upon the complexity of the product, the individual customer's perceptions and buying situations in which the purchase is to be made.

- **Search for information and identification of alternatives:**

Brands initially come to mind when considering a purchase or referred to as the evoked set friends, shop assistants, merchandised, leaflets, and magazines adverts may provide consideration set. Individual will draw upon actively and passively acquired memory as to which products or stores will satisfied the needs best

- Evaluation of alternatives:

Comparisons were made on attributes based upon the criteria of the potential purchaser. These criteria's could be cost, reputation or performance expectation.

- Decision:

Choices is made as part of the problem solving exercise to select on the basis of the overall balanced of evaluation, with the most favored offer, brand and method of purchase being selected.

- Purchase Action:

It is affected by the available merchandised such as colours, size, type of transaction etc.

- Post Purchase Behavior:

It is the feeling the individual experiences after the completion of the purchase. The post purchase process is related to how well the customers has been satisfied on the basis of there expectations of the product and store.

Consumer behaviour is a rapidly growing dicipline of study. It means more then just how a person buys products. It is a complex and multidiemension process and reflects the totality of consumer's decision with respect to acquisition, consumption and disposal activities. We as consumers, exhibhits very significant differences in our buying behaviour and play an

important role in local, National or international economic condition. One of the very few aspects common to all of us is that we are all consumers and the reason for a business firm to come into being is the presence of consumers who have unfulfilled, or partially fulfilled needs and wants. No matter who we are – urban or rural, male or female, young or old, rich or poor, educated or uneducated, believer or non believer, or whatever- we are all consumers. We consume or use on a regular basis food, shelter, clothing, education, entertainment, brooms, toothbrushes, vehicles, domestic help, health care and other services, necessities, comforts, luxuries and even ideas etc. Organizations realise that their marketing effectiveness in satisfying consumer needs and wants at a profit depends on a deeper understanding of Consumer Behaviour. Our consumption related behaviour influences the development of technology and introduction of new improved products and services.

Definition of Consumer Behaviour

“Consumer Behaviour refers to the action and decision processes of people who purchase goods and services for personal consumption”

James F Engle,

Consumer Behaviour refers to "the mental and emotional process and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants."

Bearden et al. "Marketing principles and perspectives

Factors influencing Consumer Behaviour

- **Internal Factors**
- **External Factors**

Internal Factors(Personal Factors)

A Buyer's decisions are also influenced by personal Characteristics, These include the buyers age and stage in the life cycle, Occupation, economic circumstances, lifestyle, and personality and self-concept

External Factors(Cultural Factor)

Culture, subculture, and social class are particularly important in buying behavior. Culture is the fundamental determinant of persons wants and behaviour. The growing child acquires a set of values, perception, preference, and behaviour through his or her family.

OVERVIEW OF THE INDUSTRY

Retail Industry Profile

The retail sector in Bangalore is witnessing an explosive growth, despite traffic snarls that jam every important junction. There is estimation that the city can accommodate another 50-60 retail units of 30,000- 40,000 sq

ft. "Shanghai with a 15 million population has 120 super and hyper markets. Bangalore with 8 million can easily have more than half of that," he says. Two years ago, with far less traffic, Bangalore had Big Bazaar, Globus, Lifestyle and Westside and some other outlets, accounting for 6 lakh sq ft of retail space. Since then, the 3.5-lakh sq ft Forum Mall, including an 11-screen PVR multiplex, and the 2.3-lakh sq ft Garuda Mall have also come up.

"Bangalore means big money for us as the middle-class population is not only huge but prepared to spend money," says Vishnu Prasad, Pantaloon's retail head for south. Both the Big Bazaars in the city have total sales of around Rs 150 crore, while the Bangalore Central Mall, another Pantaloon retail store catering to the higher income group, mops up an annual sale of Rs 100 crore.

According to estimates, Bangalore will have a retail space of around 4 million sq ft by 2009 it is now less than 2 million sq ft, of which Pantaloon alone has a 25 per cent share. According to Mayank Saxena of Trammell Crow Meghraj, one of India's leading property consultants, developers are getting aggressive in Bangalore because of the potential they see in the retail sector. "Earlier, they were comfortable because IT was the main focus. Now because of the IT boom, the spending power has gone up considerably and this has given a major push to the retail sector expansion in the city," he says. It is a view shared by LG Electronics' Vice-President - Marketing, Girish Rao too.

"Bangaloreans are more aware of technology than others." LG Electronics now looks at Bangalore as one of the top three cities for growth. "There is a huge potential here and it is one of the fastest growing markets in India," Rao says.

Retail business is the largest private industry. Ahead even of finance and engineering, contributing over 8% to the GDP in the west. Over 50 of the fortune 500 and about 25 of the Asian top 200 companies are retailers. Thailand and Indonesia, which were afflicted by the currency turmoil, pepped up the deregulatory measures to attract more FDI in retail business. Japan,

under a prolonged recession and protracted downfall in domestic investment abolished its large scale.

Retail is the second-largest industry in the United States both in number of establishments and number of employees. The U.S. retail industry generates \$3.8 trillion in retail sales annually (\$4.2 trillion if food service sales are included), approximately \$11,993 per capita. The retail sector is also one of the largest worldwide. Wal-Mart is the world's largest retailer and the world's largest company with more than \$312 billion (USD) in sales annually. Wal-Mart employs 1.3 million associates in the United States and more than 400,000 internationally. The second largest retailer in the world is France's Carrefour. Retail trade accounts for about 12.4 percent of all business establishments in the United States. Single-store businesses account for over 95 percent of all U.S. retailers, but generate less than 50 percent of all retail store sales. Gross margin typically runs between 31 and 33 percent of sales for the industry but varies widely by segment.

The retail industry accounts for about 11.6 percent of U.S. employment. Annual retail employment averaged 15.3 million people in 2005. Retail unemployment was 5.4 percent compared to 5.1 percent overall. Employment of non supervisory workers in retail averaged 13.0 million in 2005. Non supervisory retail employees averaged 30.6 hours a week during 2005 with average hourly earnings of \$12.36. Ten year employment projections expect retail to increase 11.0 percent, versus 14.8 percent overall.

The Retailing in India is in the process of getting more organized and professional. India's retail sector is wearing new clothes and with a 3 year compounded growth rate of 46.64 percent, retail is the fastest growing sector in the Indian Economy.

According to the Global consulting group A.T. Kearney India Ltd, 'there are still over 5 million small retail outlets in India which account for nearly 95% of the total retail turnover in the country'. The small retailers in

India continue to be favoured both by the markets and the customers, especially middle class and rural people.

Organised retail is set to grow by leaps and bounds in India, from \$14 billion now to \$30 billion by 2010, a study jointly conducted by FICCI and Ernst & Young reveals.

This study is an attempt to determine the reasons to solve the above mentioned problem.

RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of design of the research project, popularly known as the research design. “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.”

Research design is needed because it facilitates the smooth sailing of the various research operation thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, Time and money.

A good design is often characterized by adjectives like flexible, appropriate, efficient, and economical. Generally, the design which minimizes bias and maximizes the reliability of the data collected and analyzed is considered a good design.

The research design adopted for this research is **descriptive research design**. The reason behind this is, descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group.

Moreover, descriptive research minimizes bias and maximizes reliability of evidence collected.

This Research Design focuses on the customers preference towards Organised Retailing, this research is conducted in the form of personal interviews and questionnaires. And also it focuses on to why is that the customers shop in these outlets.

STATEMENT OF THE PROBLEM:

Consumers are the life and blood of every retail business; consumer normally gets better prices, quality selection and conveniences for their purchases at organized retailing.

As the large number of customers prefer to buy from the Organised Retailing, as they get goods at one roof. Study is conducted to know the reasons for preferring the Organised Retailing.

OBJECTIVES OF THE STUDY:

1. To study consumer preference towards organized retailing.

2. To study the consumer satisfaction towards organized retailing.
3. To know what kind of products they prefer to buy in routine basis.
4. To know the preference and tastes of the customers.
5. To know the amount of satisfaction they get after purchasing.
6. To know which Organised Retailing outlet they prefer.
7. To know the different organized retail outlets available in the Bangalore city.

SCOPE OF THE STUDY:

1. To get the complete knowledge about the Organised Retailing.
2. Study is conducted to assess the presence of Organised Retailing.
3. To study the consumer preference towards Organised Retailing.
4. The scope of this study is to enhance the customer satisfaction after purchasing in Organised Retailing.
5. The study seeks to improve the Organised Retailing according to the suggestions given by the customers.

SAMPLING DESIGN:

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design is determined before data are collected.

The sampling is done according to the different customers. This again covers almost all the Organised Retailing outlets located in Bangalore.

Random Sampling technique is used.

SAMPLE SIZE:

The study is conducted on the sample size of 100 respondents.

SOURCES OF DATA:

1. Books and magazines.
2. Periodicals.
3. Search engines.
4. Customers

RESEARCH TOOLS:

1. Interview
2. Survey
3. Questionnaires.

Plan of analysis:

The data were transformed on to the master data sheet. Tabular columns were prepared, percentages were calculated for each table and graphs were plotted.

LIMITATIONS:

Efforts were made to see that the data collected and analyzed were as accurate as possible. In spite of all precautions taken, certain limitations of the study can be observed.

1. This being an academic study suffers from time and cost consideration.
2. Respondents may be biased in providing the information.
3. Since this study is based on a very small sample it may not show accurate information.
4. Study is limited only to Bangalore city.

INDUSTRY PROFILE

Retail Industry Profile

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INDUSTRY PROFILE

HISTORY:-



Pantaloons Retail (India) Limited, is India's leading retail company with presence across multiple lines of businesses. The company owns and manages multiple retail formats that cater to a wide cross-section of the Indian society and is able to capture almost the entire consumption basket of the Indian consumer. Headquartered in Mumbai, the company operates through 4 million square feet of retail space, has over 140 stores across 32 cities in India and employs over 14,000 people. The company registered. It achieved a turnover of Rs2019 core for FY2006-07.

Pantaloons Retail forayed into modern retail in 1997 with the launching of fashion retail chain, Pantaloons in Kolkata. In 2001, it launched Big Bazaar, a hypermarket chain that combines the look and feel of Indian bazaars, with aspects of modern retail, like choice, convenience and hygiene. This was followed by Food Bazaar, food and grocery chain and launch Central, a first of its kind seamless mall located in the heart of major Indian cities. Some of its other formats include, Collection I (home improvement products), E-Zone (consumer electronics), Depot (books, music, gifts and stationary), all (fashion apparel for plus-size individuals), Shoe Factory (footwear) and Blue Sky (fashion accessories). It has recently launched its retailing venture,

The company has stores in 32 cities across the country, constituting 4 million square feet of retail space. The company caters to the 'Lifestyle' segment through its 28 Pantaloons Stores and 4 Central Malls, as well as its other concepts. In 'Value' retailing it is present through 43 Big Bazaar hypermarkets, 66 Food Bazaars and 6 Fashion Stations, and other delivery formats.

Nature of Business:-

Retail Business

Big Bazaar is a chain of shopping malls in India currently with 29 outlets, owned by the Pantaloon Group. It works on same the economy model as Wal-Mart and has had considerable success in many Indian cities and small towns. The idea was pioneered by entrepreneur Kishore Biyani, the head of Pantaloon Retail India Ltd.

Big Bazaar will help home-makers to get the most out of their monthly budgets and get all their household requirements under one roof." The store, showcases the following — apparel and accessories for the entire family including women's wear, kid's wear, casual wear, men's wear, accessories and fashion jewellery; personal care products; baby care products, stationery, toys, footwear, plastics, home care products, household products, gift articles, flowers, Electronics Bazaar, mobile handsets, Furniture Bazaar, sports accessories, luggage and kitchen equipment.



The Big Bazaar also has a Food Bazaar. All the cooking and kitchen needs of the house wife are available under a single roof. It provides an assorted range of foods, grains, grocery, provisions, spices, dairy products, fresh fruits, vegetables, confectionery, loose dry fruits, namkeen, sweets, farsan, etc. The Food Bazaar will offer additives and preservatives, ready to eat, ready to cook, Chill Station, health food, beverages, baby food, Farm Fresh and Golden Harvest.

With its motto of **“Nobody sells cheaper and better”**, Big Bazaar ensures that all the products are available at the lowest prices. Promising 'more for less', Big Bazaar, offers a wide range of mass-market product lines that are sought by a majority of Indian consumers. It also offers a host of value-added services at the bazaar. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct.

The consumer experiences a new level of standard in price, convenience comfort, quality, and quantity and store service levels. Big Bazaar is not just another hypermarket. It caters to every need of your family. Where Big Bazaar scores over other stores is its value for money proposition for the Indian customers.

At Big Bazaar, you will definitely get the best products at the best prices --that's what we guarantee. With the ever increasing array of private labels, it has opened the doors into the world of fashion and general merchandise including home furnishings, utensils, crockery, cutlery, sports goods and much more at prices that will surprise you. And this is just the beginning. Big Bazaar plans to add much more to complete your shopping experience.

Product and services

All consumer durable goods.

Number of Branches and Locations

1. Ahmedabad (Raipur Gate, Kankaria)
2. Allahabad (Atlantis Mall, Civil Lines)
3. Mumbai (Lower Parel, Mulund, Kandivali, Bhayandar)
4. Bangalore (Koramangala, Double Road, Banashankari, Old Madras Road, Mysore Road , Jayanagar 9th block)
5. Surat (Piplod, Surat-Dumas Road)
6. Kolkata (Baguihati, Hiland Park)
7. Palakkad (City Centre)
8. Ambala
9. Bhubaneswar
10. Nagpur
11. Delhi
12. Durgapur
13. Ghaziabad
14. Gurgaon
15. Hyderabad
17. Thane
18. Chennai
19. Coimbatore
20. Vishakhapatnam
21. Lucknow
22. Mangalore
23. Nasik
24. Panipat
25. Pune



M/s. L.N.B. Textiles Pvt. Ltd., a closely held private limited company, incorporated in 1996 is having its Registered Office at No. 16, Subramaniam Street, Purasawalkam, Chennai – 600 007. The Company is promoted by Shri Laxminarayanan Bisani and his sons Shri. Praful Kumar Bisani & Shri. Ajay Kumar Bisani.

The company is engaged in the business of trading of textiles, viz., readymade garments, sarees, suiting, shirting's, cosmetics and other apparels for all age groups. At present the company has total show room capacity of 1,75,000 sq.ft. covering Purasawalkam and Pondy Bazaar, T. Nagar & Coimbatore. The company operates its business in the brand name of "SKC".

The company was initially engaged in wholesale trading of textiles. After gaining sufficient experience, the company has set up show rooms one after the other during the period from April 1991 to January 2006.

The company has been awarded "The emerging India award in the SME Retail Segment" for the financial year 2005-2006 by CRISIL in association with ICICI & CNBC TV-18.

CORPORATE OFFICE:

L. N. B. TEXTILES PVT.LTD.

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92, Saravana Perumal Street,

Purasawalkam, Chennai - 600 084.

Phone: 044-42079536 / 044-42042201

Fax: 044-42042202

E-mail: info@skc4u.com

Branches of SKC:

1. J. C. Road
2. Hosur Road



Max is a fashion and footwear retailer in the Value segment. It retails its own label clothing for men, women and children, as well as footwear and house ware. Stores are already opened in Indore, Ahmedabad, Bangalore, Delhi, Agra, Hyderabad, Lucknow, Mumbai and Noida.

Max is a fashion and footwear retailer in the Value segment. It retails its own label clothing for men, women and children, as well as footwear and house ware. Max is a division of Lifestyle International Pvt Ltd., which is a part of US \$ 1 billion Landmark Group.

The Max India proposition is:

- Core & contemporary merchandise at value pricing
- Wide range in mid segment-apparel
- Quality retail ambience & service

The Product Mix of Max India consists of:

- **Men & Women,**
- **Ethnic, Inner, & Kids,**
- **Footwear, Accessories & Home Décor**

The Price Segment of Max India falls between Economy & Mid-price. A good shopping experience and a great value at Max translate into making customers 'Look good and Feel good' to the maximum.

List of Branches:

Bangalore

Indore

Ahmedabad

Delhi

Agra

Hyderabad

Lucknow

Mumbai

Noida



Dutch retail giant SPAR has tied up with Landmark Group for hypermarket foray in India. The \$37-billion behemoth has signed a licensing agreement with Max Hypermarkets India, a part of Landmark, to set up big box shops under the SPAR brand.

The first SPAR hypermarket, spread across 70,000 sq ft, has been launched in Bangalore. SPAR International had earlier tried entering India with Mumbai-based Radhakrishna Foodland, but the tie-up fell through. SPAR International is currently present in 34 countries, across different formats — convenience stores, supermarkets and hypermarkets.

“Since Landmark is not present in hypermarket and supermarket formats, our group did not have any expertise. Therefore, we wanted to tie up with an international player, which had expertise in operating a hypermarket,” said Viney Singh, managing director, Max Hypermarkets.

SPAR will handle the merchandising and display for the chain. The hypermarket will also have its own products under the brand SPAR. It is believed that Landmark had earlier explored tie-up options with several global retail giants, including UK’s Tesco.

Max Hypermarket India plans to invest over Rs 200 crore to set up seven SPAR hypermarkets and supermarkets by December 2009 in Karnataka, Tamil Nadu, NCR and Punjab. “Of the seven stores planned, we are primarily setting up hypermarkets. Also, next month we are launching a supermarket in Bangalore. The supermarket will be spread across 25-30,000 sq ft,” said Mr Singh.

Currently Max Hypermarket operates a distribution centres and a food

and vegetable processing unit in Bangalore. The company plans to set up more distribution centres with proposed expansion plans.

Meanwhile, Landmark group, which operates 12 Lifestyle Stores, five Lifestyle Home Centres, one Baby Shop and 10 Max stores in India, plans to invest \$500 million on expansion plans over next three years. This investment includes expansion of its retail, hypermarkets, leisure and hospitality businesses in India. Landmark looking at adding 26 Lifestyle, 10 Home Centres and 50 Max stores in next four years.

Ample shopping space:

- * Parking space
- * Quality products & good offers
- * Freedom to Choose
- * Trollivator: Hassle free trolley drive moving around in different floors
- * Very attractive prices
- * Friendly staff
- * Kids Play area in a reasonable price tag for shopping with kids.

Types of Stores and Their Characteristics:-

Type of Retailer	Service Level	Assortment	Price	Gross Margin
Department Store	Mod Hi-High	Broad	Mod-High	Mod High
Specialty Store	High	Narrow	Mod-High	High
Supermarket	Low	Broad	Moderate	Low
Convenience Store	Low	Med-	Mod High	Mod High
Drugstore	Low-Mod	Medium	Moderate	Low
Full-line Discounter	Mod-Low	Med-Broad	Mod Low	Mod Low
Specialty Discounter	Mod-Low	Med-Broad	Mod Lo-	Mod Low
Warehouse Clubs	Low	Broad	Low-lower	Low
Off-price Retailer	Low	Med-	Low	Low
Restaurant	Low-High	Med-	Low-High	Low-High

ANALYSIS AND INTERPRETATION

TABLE 1: TABLE SHOWING THE KIND OF SHOPPING RESPONDENTS DOES.

Sl. No	Particulars	Respondents	Percentage
1	Stationary	18	18
2	Kitchen Items	4	4
3	Textiles	15	15
4	All three	63	63
Total		100	100%

Analysis and Interpretation:

From the above table it is clear that 18% of the customers shop for the Stationary items. 4% of the customers shop for the Kitchen items, 15% of the customers shop for the Textile items, and remaining 63% of the customers shop for all these items.

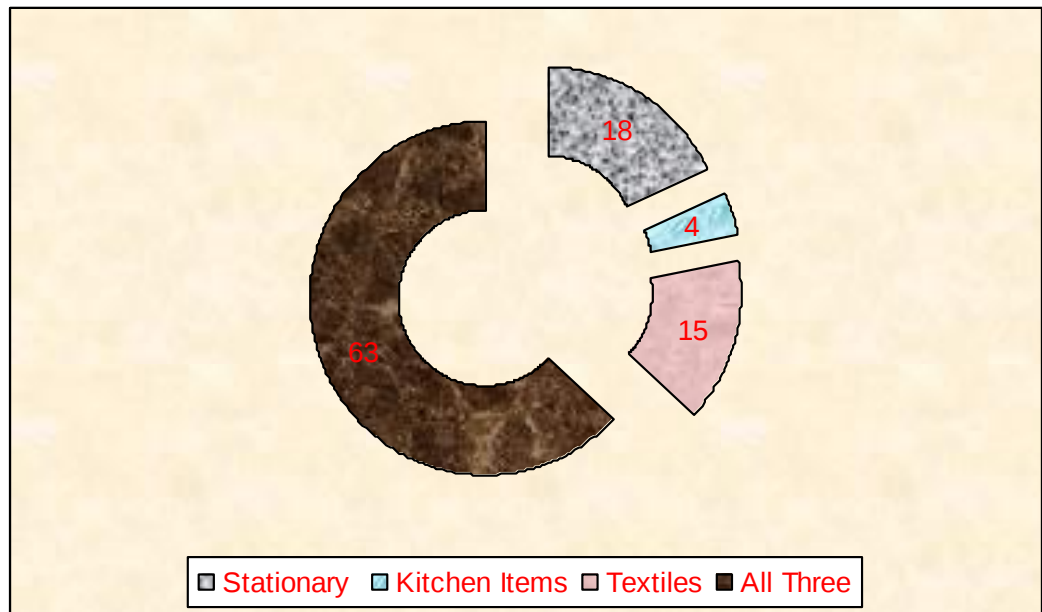


Chart 1: Chart showing the kind of shopping the respondents does.

Inference:

The above chart suggests that majority of the consumers prefer to shop all the three items.

TABLE 2: TABLE SHOWING ABOUT THE OFFERS THAT THEY PREFER WHILE SHOPPING.

Sl. No	Particulars	Respondents	Percentage
1	Discount rate	49	49
2	Good Quality	46	46
3	Mention if others	5	5
Total		100	100%

Analysis and Interpretation:

It is clear from the above table that 49% of the customers prefer because of the Discount rate, 46% prefer for the good quality, and only 5% in others (Will be mentioned in Findings).

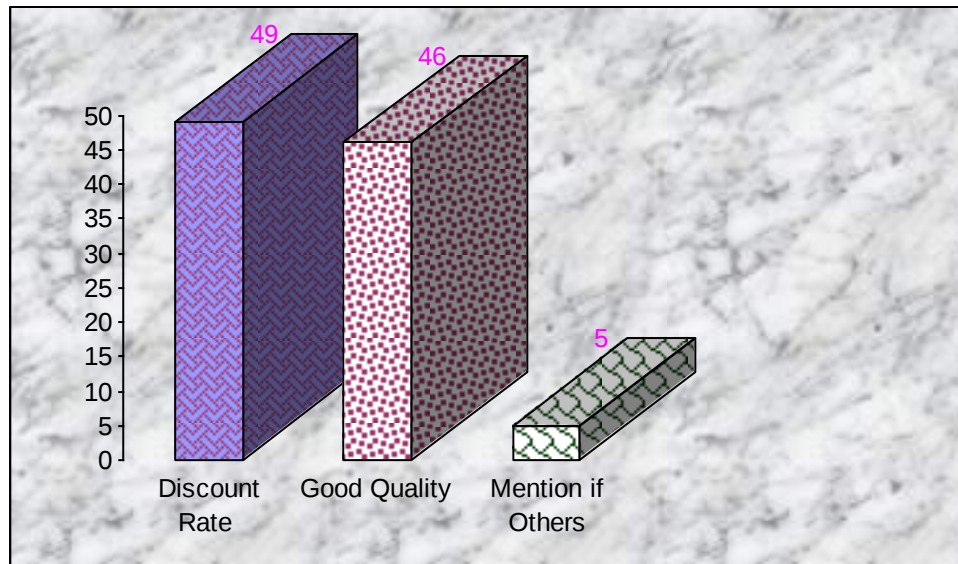


Chart 2: Chart showing about the offers that the customers prefer while shopping.

Inference:

From the above chart it is clear that the customers has lot of things in their mind while shopping, like, they are very much particular about the offers and the quality of the products they purchase.

TABLE 3: TABLE SHOWING THAT HOW OFTEN THEY DO THE SHOPPING.

Sl. No	Particulars	Respondents	Percentage
1	Daily	2	2
2	Alternative days	11	11
3	Weekly	55	55
4	Monthly	32	32
Total		100	100%

Analysis and Interpretation:

From the above table it is clear that the 2% of the customers shop on the daily basis, 11% on the alternative basis, 55% on the weekly basis, and 32% of the customer's Monthly basis.

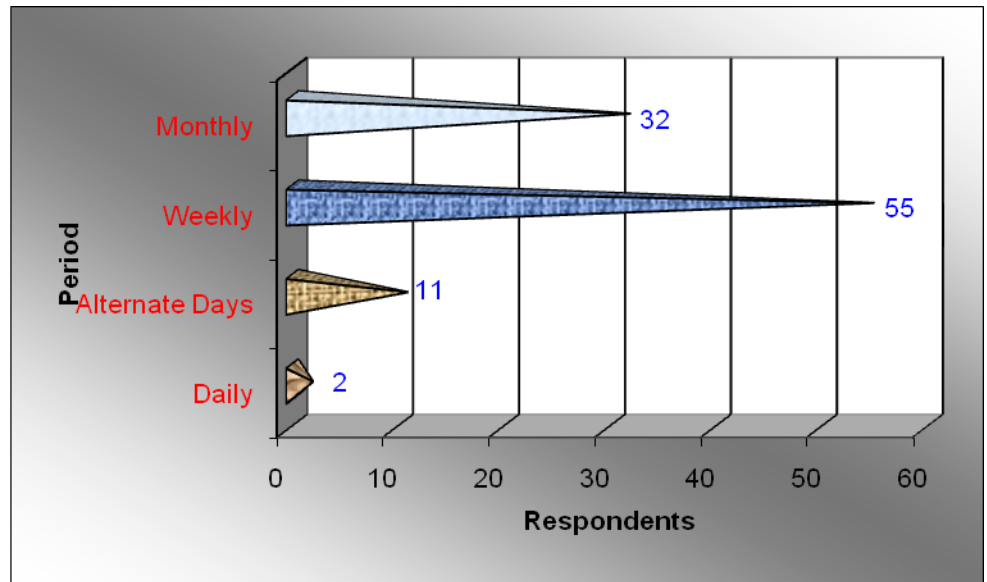


Chart 3: Chart showing about the shopping of the customers.

Inference:

And finally we can say that majority of customers shop on the weekly basis.

TABLE 4: TABLE SHOWING THE RETAIL OUTLET THEY PREFER

Sl. No	Particulars	Respondents	Percentage
1	Organised Retailing	90	90
2	Neighbouring Retails	10	10
Total		100	100%

Analysis and Interpretation:

Thus from the table we can say that 90% of the customers prefer Organised Retailing, and only 10% prefer Neighbouring Retails.

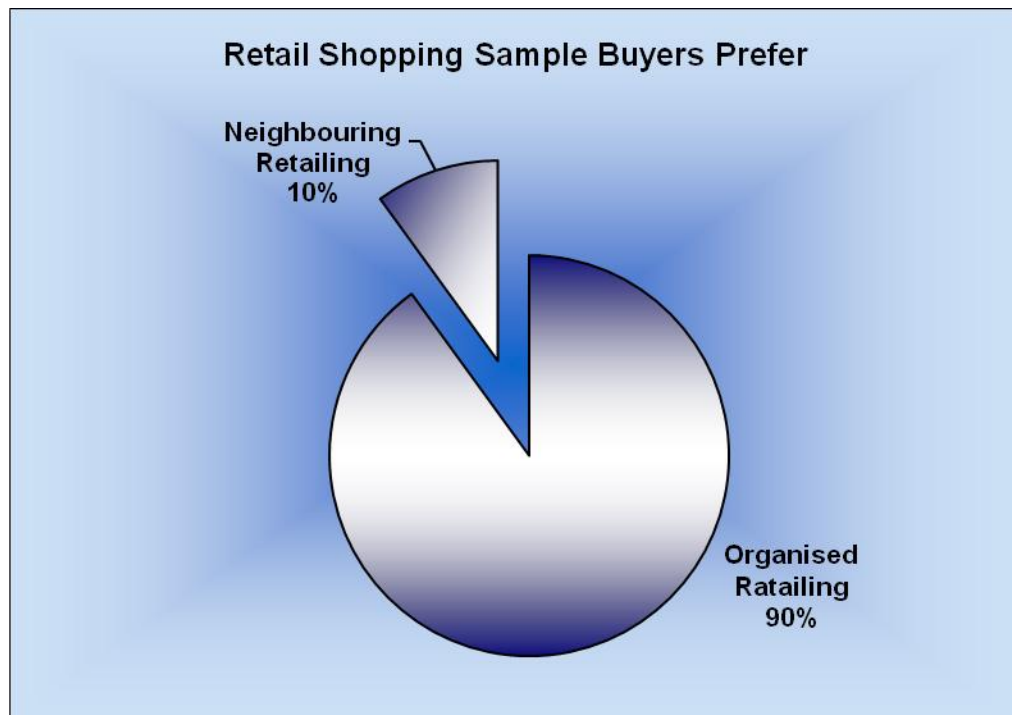


Chart 4: Chart showing the Retail Outlet they prefer:

Inference:

From the above chart it is clear that majority of the people prefer Organised Retailing rather just few people who are edicted to their old cultures and beliefs shop in the Neighbouring Retails.

TABLE 5: TABLE SHOWING THE ORGANISED OUTLET THEY PREFER:

Sl. No	Particulars	Respondents	Percentage
1	Big Bazaar	26	26
2	Spencer's	23	23
3	Nilgiris	10	10
4	Total	16	16
5	Reliance Fresh	10	10
6	Others	7	7
Total		100	100%

Analysis and Interpretation:

From the above table it is cleat that 26% of the customers prefer to shop in Big Bazaar, 23% prefer Spencer's, 10% prefer Nilgiris, 16% prefer Total, 10% prefer Reliance Fresh, and remaining 7% prefer to shop in the outlets like SPAR, Lifestyle etc..

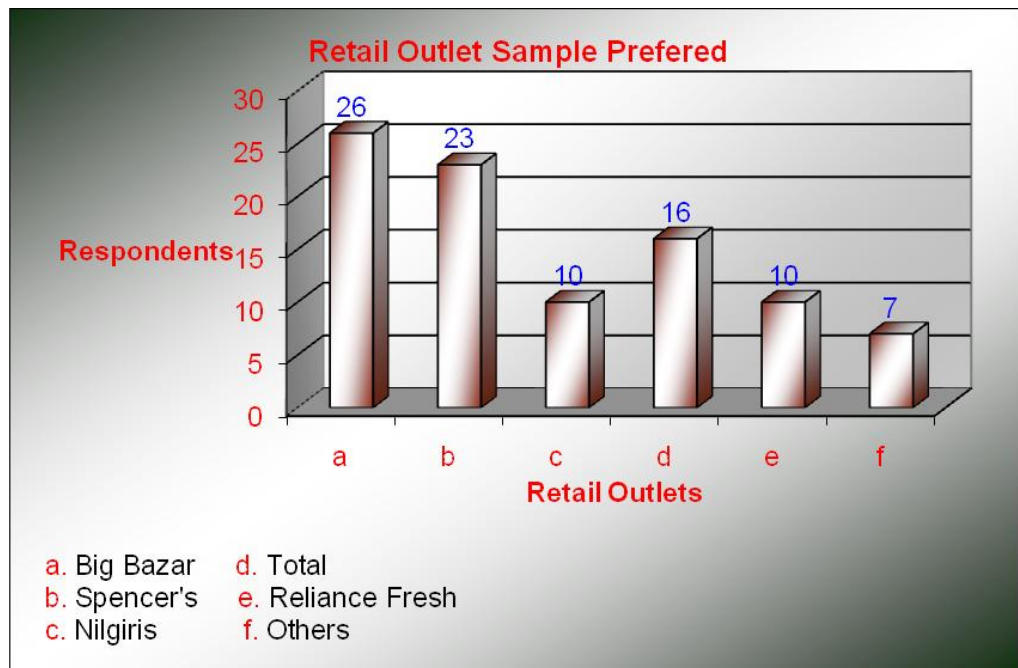


Chart 5: Chart showing the Organised Retail outlet they prefer:

Inference:

From the above chart we can say that how these outlets are working and how the customers are preferring to purchase in these outlets, so by observing from the above table we can say that the market of these Organised Retailing is really booming and has created a brand image in the mind of customers.

TABLE 6: TABLE SHOWING THE MAIN PRODUCTS THEY PREFER TO BUY.

Sl. No	Particulars	Respondents	Percentage
1	Dress	64	64
2	Fruits/Veg	9	9
3	Cosmetics/ Toiletries	22	22
4	Others	5	5
Total		100	100%

Analysis and Interpretation:

From the above table it is clear that 64% of the customers prefer to shop for the Dress items, 9% for the Fruits/Vegetables, 22% for the Cosmetics/Toiletries, and only 5% for others.

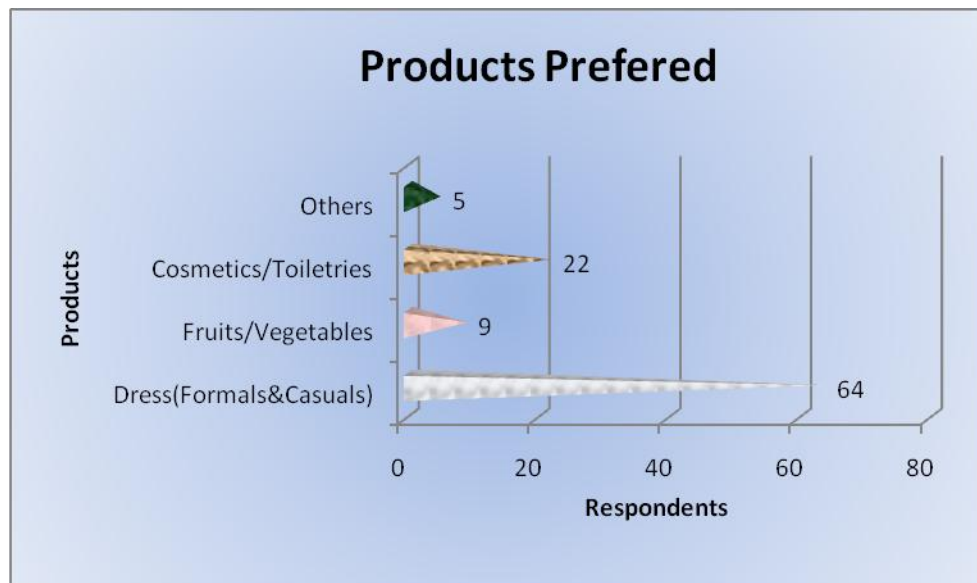


Chart 6: Chart showing the main products they prefer:

Inference:

These are the percentage of products the customers prefer to shop in the Organised Retails. So should be taken care by these outlets to keep these products adequately.

TABLE 7: TABLE SHOWING THAT WHEN THEY ARE PREFERING TO BUY.

Sl. No	Particulars	Respondents	Percentage
1	Festive Season	46	46
2	Specific Days	10	10
3	Weekends	42	42
4	Others	2	2
Total		100	100%

Analysis and Interpretation:

Thus from the above it is clear that 46% of the customers prefer on Festive Season, 10% on any specific days, 42% on the Weekends, and only 2% on any other occasions.



Chart 7: Chart showing that when they are preferring to buy:

Inference:

From the above it is clear that the customers prefer mainly during Festive Seasons and Weekends.

TABLE 8: TABLE SHOWING THE REASONS TO PREFER ORGANISED RETAILING BY THE CUSTOMERS.

Sl. No	Particulars	Respondents	Percentage
1	Convenience	9	9
2	Can save time	25	25
3	Shopping in one roof	39	39
4	Discount rates	13	13
5	Range of Products	14	14
6	Others	0	0
Total		100	100%

Analysis and Interpretation:

From the above table it is clear that 9% of the customers prefer to shop because of the convenience, 25% can save time, 39% for the availability of all items under one roof, 14% for the Range of Products.



Chart 8: Chart showing the reasons that the customers prefer to shop in Organised Retailing:

Inference:

Above chart says that the customers prefer to buy in Organised Retailing because of Convenience, Saving of time, all under one single roof, Discount rates, Range of Products, and some has other choices of their own.

TABLE 9: TABLE SHOWING THE FEEL OF THE CUSTOMERS ABOUT SHOPPING IN ORGANISED RETAILING.

Sl. No	Particulars	Respondents	Percentage
1	Excellent	15	15
2	Good	74	74
3	Average	11	11
4	Bad	0	0
Total		100	100

Analysis and Interpretation:

Hence the customers responded in the following way, 15% of the customers said shopping is Excellent in these outlets, 74% said Good, 11% said Average, and none of them said Bad.



Chart 9: Chart showing the feeling of the customers to shop in Organised Retailing.

Inference:

The customers have their own ideas and views of their shopping and feeling in Organised Retailing, like some expressed in terms of ranking or grading.

**TABLE 10: TABLE SHOWING THE SATISFACTION LEVEL AFTER PURCHASING
IN ORGANISED RETAILING.**

Sl. No	Particulars	Respondents	Percentage
1	Excellent	15	15
2	Good	60	60
3	Average	25	25
4	Bad	0	0
Total		100	100

Analysis and Interpretation:

The satisfaction level of the customers is expressed in terms of, 15% said Excellent, 60% said Good, 25% said Average, and none of them said Bad.



Chart 10: Chart showing the satisfaction level of the customers after purchasing in Organised Retailing:

Inference:

From the above chart it is clear that the satisfaction of the customers after purchasing is really good and there are only few who are not satisfied completely.

TABLE 11: TABLE SHOWING THE POST PURCHASE SERVICE THAT THEY GET:

Sl.No	Particulars	Respondents	Percentage
1	Yes	58	58
2	No	42	42
Total		100	100

Analysis and interpretation:

So it is clear that 58% of the customers say that they get post purchase service, and 42% of the customers say that they don't get the service.

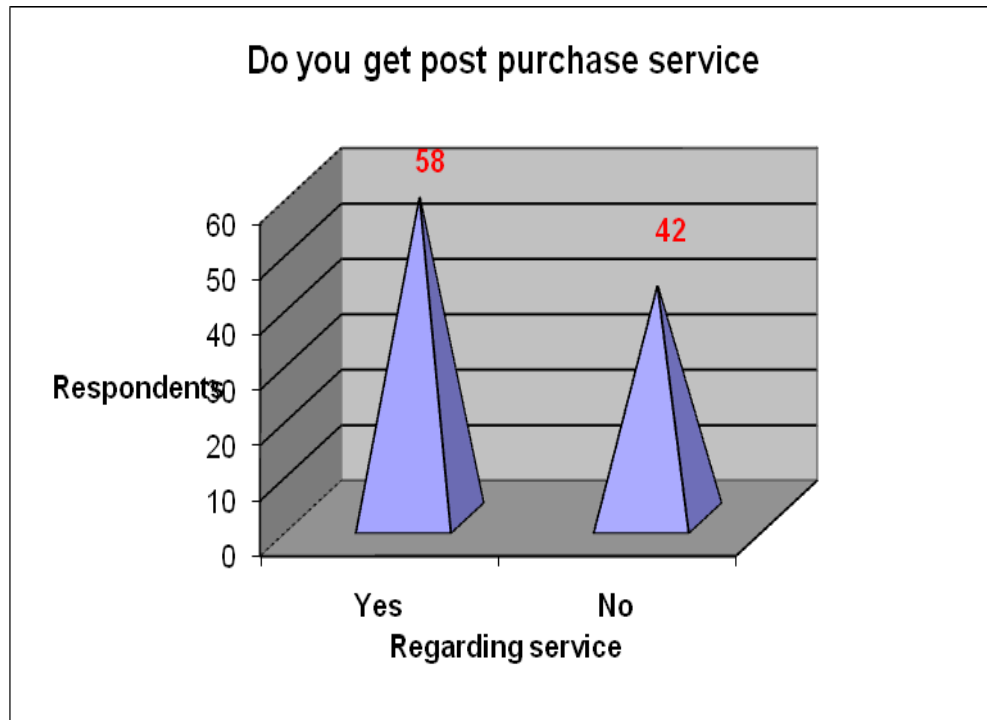


Chart 11: Chart showing the post purchase service that they get:

Inference:

From the above table it is clear that the service given by the Organised Retailers is quite good.

TABLE 12: TABLE SHOWING THE SATISFACTION LEVEL WITH THE SERVICE PROVIDED BY THE ORGANISED RETAILING.

Sl.No	Particulars	Respondents	Percentage
1	Yes	72	72
2	No	28	28
	Total	100	100

Analysis and Interpretation:

72% of the respondents say that they are satisfied with the service, and only 28% of them say that they are not satisfied with the service.

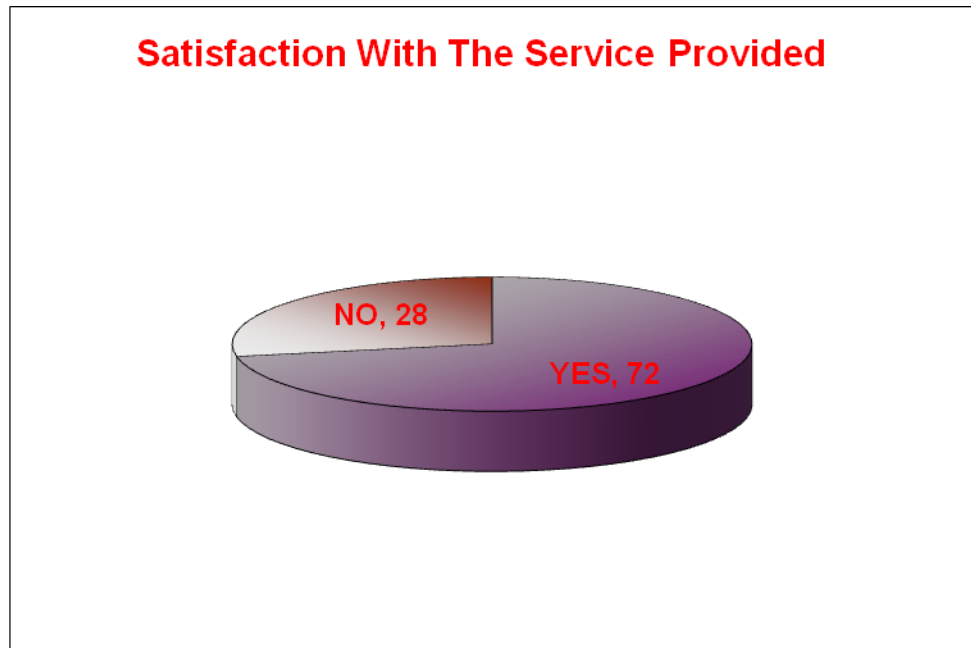


Chart 12: Chart showing the satisfaction with the service provided by the Organised Retailing:

Inference:

It is clear from the above chart that the majority of the customers are happy with the service provided by them, but still there are few who are not satisfied with the service.

TABLE 13: TABLE SHOWING THE RETAILING OUTLET THAT IS NEAR TO THE RESIDENCE OF THE CUSTOMER:

Sl. No	Particulars	Respondents	Percentage
1	Total	15	15
2	Spencer's	16	16
3	Nilgiris	12	12
4	Big Bazaar	29	29
5	Reliance Fresh	12	12
6	More	6	6
7	Spar	5	5
8	Forum	1	1
9	Food World	1	1
10	SKC	1	1
11	No Answers	2	2
Total		100	100%

Analysis and Interpretation:

From the above chart it is clear that almost all the respondents have at least one Organised Retailing outlet, which means that they (Organised Retailing) outlets have reached almost all the parts of the city.

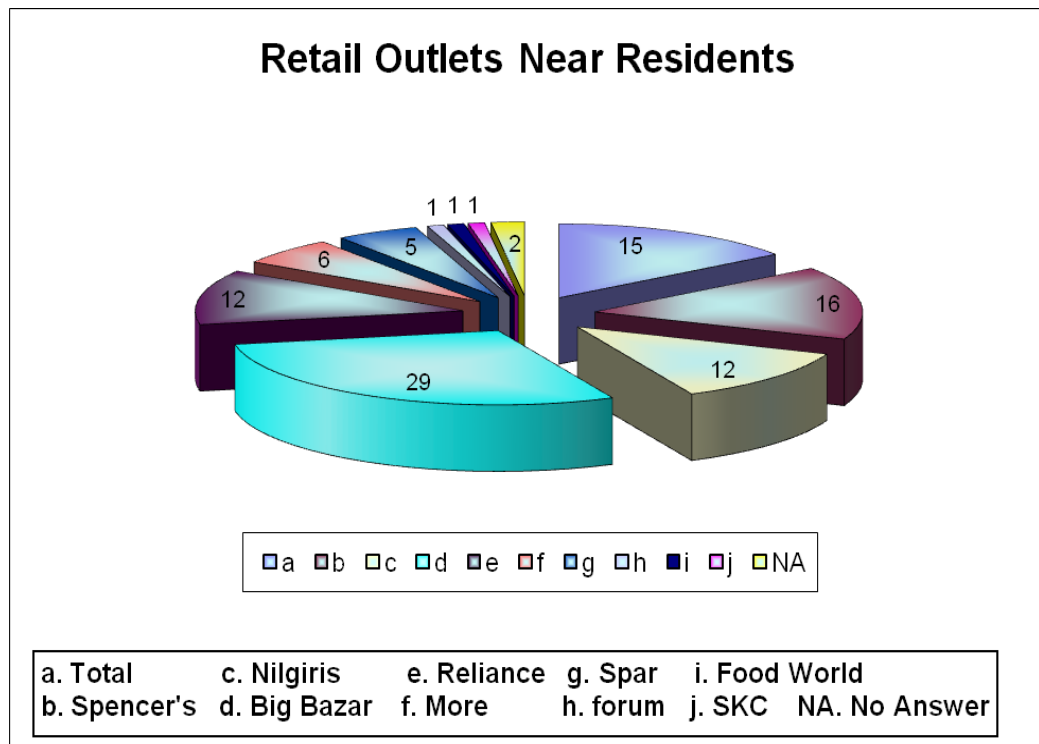


Chart 13: Chart showing the Retail outlets that are near to their residents:

Inference:

From the above chart it is clear that the retailing outlets are very much wide spread and are located in each and every area, and ultimately all the respondents replied that they have Big Bazaar or Total, etc., kind of Organised Retailing outlets which are near to their residence.

TABLE 14: TABLE SHOWING ABOUT INFRASTRUCTURE OF THE OUTLETS:

Sl.No	Particulars	Respondents	Percentage
1	Excellent	12	12
2	Good	83	83
3	Bad	5	5
	Total	100	100

Analysis and Interpretation:

Thus it is clear that 12% of the customers feel that the infrastructure of the Organised Retailing is Excellent, 83% felt Good, and only 5% of them felt Bad about the infrastructure.

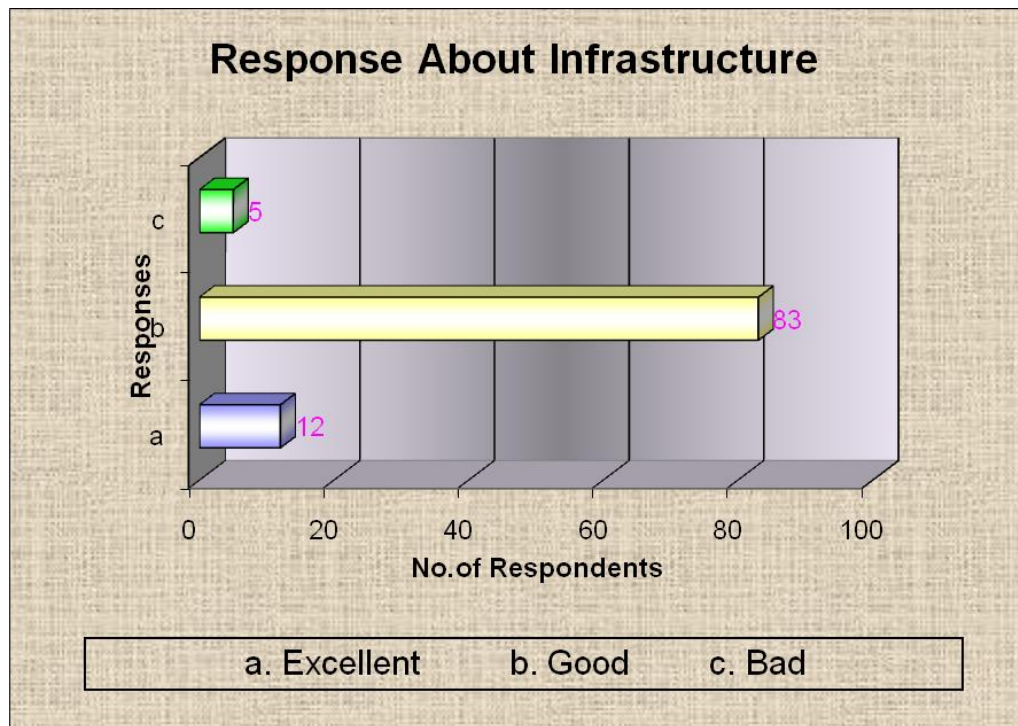


Chart 14: Chart showing about the infrastructure of these outlets:

Inference:

From the above chart it is clear that the people who come to shop in the routine basis feel that the infrastructure of these outlets is Good.

TABLE 15: TABLE SHOWING ABOUT THE SUGGESTIONS FROM THE RESPONDENTS:

Sl. No	Particulars	Respondents	Percentage
1	Parking	13	13
2	Service	10	10
3	Brand	9	9
4	Executive	3	3
5	Quality	3	3
6	Price	3	3
7	Billing	11	11
8	Go Rural	1	1
9	Traffic outside	1	1
10	Working Hours	1	1
11	No Answer	45	45
Total		100	100%

Analysis and interpretation:

13% of them suggested to improve Parking facility, 10% to improve Service, 9% suggested to increase the Branded items, 3% of them said to hire Customer Friendly Executives, 3% said to improve the Quality, 3% said to

Reduce the Price of the Products, 11% suggested to increase the Billing Counters, especially at the weekends, 1% of them suggested to cover the Rural Areas, 1% complained about the Traffic problem because it takes much time to move from Source to Destination, 1% of them suggested to increase the Working Hours of the outlets, and finally there were 45% of the respondents who has no Complaints.

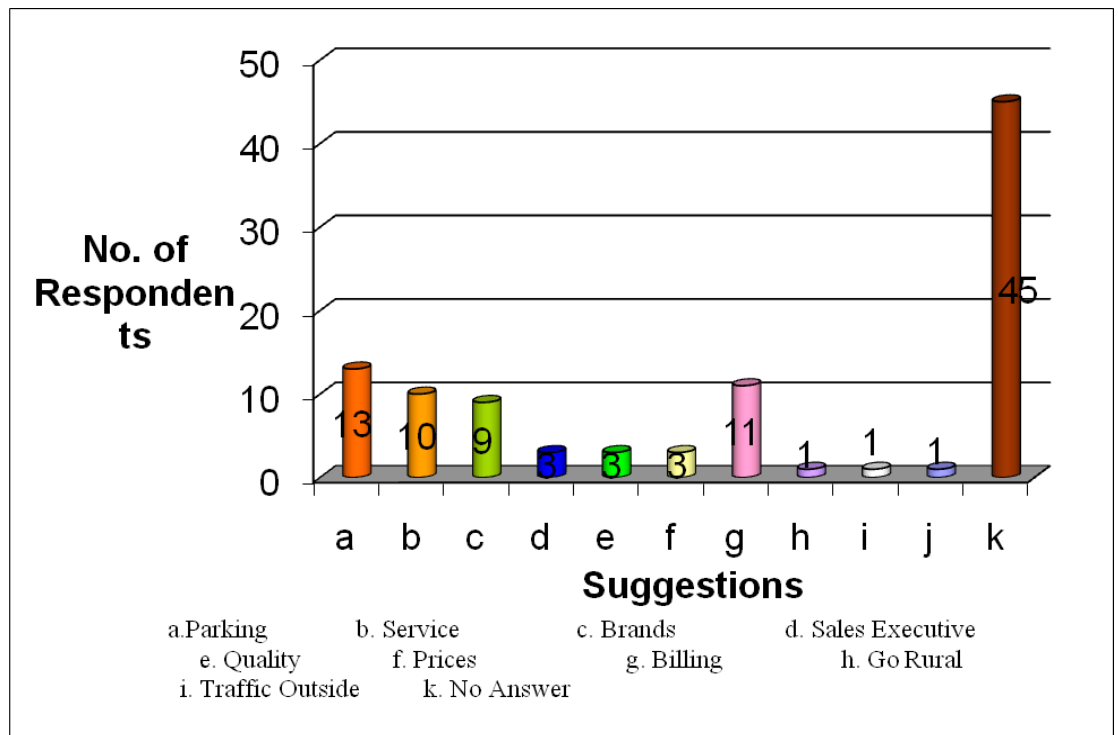


Chart 15: Chart showing the suggestions from the respondents:

Inference:

There were lot of suggestions from different respondents, and the majority of the respondents suggested to improve the Praking facilities, and the next responded to the induction of more Banded items, more particular in casuals, like this many respondents gave their own suggesstions.

FINDINGS:

1. It has been founded that majority of the consumers shop for the items such as Dress (both formals and casuals), Kitchen items, Cosmetics etc.
2. The majority of them who shop for Casual wear, are Students and the immediate next are the Professionals.
3. The customers prefer mainly the Discount rate and the Quality of the products.
4. The majority of the customers shop on the Weekly basis, and next majority were on the monthly basis, and there are very less people who shop on the Alternative days and Daily basis.
5. Majority of the respondents preferred the Organised Retailing. While there were only few who still prefer shopping in Neighbouring Retails.
6. Maximum of the respondents preferred Big Bazaar when compared to other retail outlets.
7. The consumers preferred to shop mainly during the Festive Seasons and Weekends, as they get lot of offers during these days.
8. The consumers shop in Organised Retailing all because of Convenience, Can save time, Range of products, Discount rates.
9. Every consumer has its own ideas and views, like there were many customers who expressed their ideas about these outlets by saying that its really excellent to shop, and few said its no problem its average.
10. There were many customers who complained that they don't get the post purchase service and the service should be provided in the most satisfaction way.
11. The infrastructure seems to be pretty good as the consumers felt it is good but needs to be improved a little more, and few said that its really bad.

12. There were suggestions from the consumers which is to be taken care of that, like many of them complained about the parking problems, service is not good, less choice of brands particularly in the casuals wear, and also less customer friendly sales executives, less billing counters especially at the weekends, and some suggested to go the rural areas, increase the working hours, as almost all the outlets closes after 10pm.

SUGGESTIONS AND RECOMMENDATIONS

As the students and the professionals are in large numbers the retailers should keep in mind that the products they shop and the brand they prefer should be supplied in the most satisfaction manner.

The billing counters should be increased especially at the weekends and during the festive seasons as the customers prefer to shop mainly in these days.

The service should be improved and the quality of the products should also be improved.

Parking facilities should be increased.

More brands should be introduced so that the customers can make their choices

Customer friendly executives should be hired or else give them proper training.

And also try to provide home delivery for the goods purchased by the customers.

CONCLUSION

Making more profit through sales at the outlets is the motto of every retail organization. Organised Retailing outlets are really booming and there are lots of opportunities for them to improve and excel. In order to achieve the said objective, proper positioning of the brand to customers through better services like having better infrastructure facilities of the retail organization for the consumers, availability of different brands under a single roof etc. should be given keeping in mind that their needs and desired wants should be fulfilled by introducing lots of offers and increasing the branded items and try to reach all kinds of customers, like Top level, Middle level, and also upper lower level.

Hence I would like to conclude by saying that if these things are maintained or followed by the Organised Retailing outlets then there is a huge scope and future for them not only for making huge profits but also creating a positive perception of retailing in the minds of the consumers. .

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QUESTIONNAIRE

Name of the Customer:

Gender: Male ☐ Female ☐

Marital status: Married ☐ Single ☐

Age: a) < 20 years ☐ b) 21 to 30 years ☐

 c) 31 to 40 years ☐ d) > 41 years ☐

Occupation:

 a) Business ☐ b) Government Employee ☐

 c) Profession ☐ d) Student ☐

 d) House wife ☐

Monthly Income:

 a) < 10,000 ☐ b) 11,000-15,000 ☐

 c) 16,000-19,000 ☐ d) > 20,000 ☐

1. What kind of shopping you do?

(a) Stationary [], (b) Kitchen Items [], (c) Textiles [], (d) All three [], (e) Mention if others.....

2. What is the main thing you prefer while shopping?

(a) Discount Rate..... (b) Good Quality..... (c)Mention if others.....

3. How often you shop for the items like Fruits&Vegetables, Groceries, Clothes, and Stationary etc..?

(a) Daily { }, (b) Alternate days { }, (c) Weekly { }, (d) Monthly { }

4. What kind of retail outlet you prefer?

(a) Organised Retailing [], (b) Neighboring Retails []

5. If Organised Retailing then

(a) Big Bazaar____, (b) Spencer's____, (c) Nilgiris____, (d), Total____, (e), Reliance Fresh____, (f) Mention if others_____

6. Which are the main products you would prefer to buy?

(a) Dress (Formals & Casuals) [], (b) Fruits/Vegetables [],

(c) Cosmetics/Toiletries [], (d) Mention if others.....

7. When do you prefer to shop in Organised Retailing?

(a) Festive Season { }, (b) Specific Day { }, (c) Weekends { }

(d) Mention if others_____

8. Why do you prefer to buy in Organised Retailing?

(a) Convenience....., (b) Can save the time.....,(c) Shopping under one roof....., (d) Discount rates....., (e) Range of Products....., (f) Mention if others.....

9. How do feel about shopping in Organised Retailing?

(a) Excellent____, (b) Good____, (c) Average____, (d) Bad____

10. What is the satisfaction level you feel after purchasing in Organised Retailing?

(a) Excellent [], (b) Good [], (c) Not Bad [], (d) Bad []

11. Do you get post purchase service?

(a) Yes....., (b) No.....

12. Are you satisfied with the service provided by them?

(a) Yes [], (b) No []

13. Which is the Organised Retailing outlet that is near to your residence?

(a) Please Mention.....

14. How do you feel about the infrastructure of the Organised Retailing?

(a) Excellent____, (b) Good____, (C) Bad____

15. Any suggestions from you in improving these Organised Retailing outlets?
