

Retailing in India from a Consumer's Perspective.

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Key words

Cultural proximity, Per capita outlets, Market intelligence.

Abstract

In India, as well as many other countries, retailing is often looked upon as a petty merchant activity and a low priority area on policy circles. Organized retailing is looked as a consumerist luxury. But the truth is that retail not only has an economic affect but also a social one.

The retail revolution has set its foot on the Indian soil. It has created serious excitement among the Indian consumers and the entrepreneurs. Statistics reveal that the amount of FDI into the retail sector is huge and is expected to increase more. Every other day there is news of a new company investing in the retail sector in India. The retail stocks have become the darling of the stock market.

This paper reviewed various literatures to understand the factors affecting shopping behavior in organized retail outlets. It investigates the reasons for growth in the organized retail sector. Here an attempt has been made to find the important variables, which affect the consumer's mindset while choosing a retail outlet. There would be several factors but which of these are the most important ones are to be decided. Again the reasons for growth of organized retailing in India have been studied. A comparative analysis has been made between different age groups. It has been done to study the behavior of these groups and their reaction patterns to a set of similar variables.

Introduction

Retailing has been defined as 'business activities involved in selling goods and services to consumers for their personal, family or household use' (Berman and Evans, 2001). The contribution of retailing to the developing nation's GDP has been on a rise. The emergence of organized retailing has brought with it a lot of controversies and has faced stiff resistance from the unorganized players especially in the developing countries. During such a time creating a favourable customer response for these industries has become imperative. The unorganized players have one strong advantage over their organized counterparts that they have build a personal relationship with the customers and therefore they enjoy a relatively higher loyalty. One example is the nearby kirana store which knows its customers quite well and has created a strong relationship with them. In such a condition attracting customers is one of the key issues with any large retailer. In order to attract customers one has to understand the shopping behaviour carefully. Some key questions needs to be answered like what do shoppers look in when it comes to physical infrastructure (lights, location, colour, space etc.), promotion (discounts, advertisement, sales promotion etc), price or service?

In recent years attention has been focused on a simpler shopper typology which has proven to be meaningfully related to shopping behaviour in a variety of situations. This is the recreational/ economic shopper classification. (Bellenger, Robertson and Greenberg 1977).

Those who do not enjoy shopping may be referred as economic or convenience shoppers. Those who enjoy shopping as a leisure activity are called recreational shoppers.

If shopping malls are to meet the challenges inherent in the “Third Retail Revolution” that combines retailing, leisure and urban entertainment (Kooijman, 2002), they must understand the link between shopping preferences and mall design (retail mix, concepts and formats)—in other words, they must become more “customer-centered” (Knee, 2002) and learn to better manage the “total customer experience” (Berry et al., 2002).

Baker and Haytko (2000) in their qualitative study of teen girls and their mall shopping experiences, find that the teens are looking for stores that carry specific merchandise, especially the latest fashions. “Coolness” of the mall is tied to the types of clothes and the merchandise the stores carried (Baker and Haytko, 2000). Tourists, including high scholars, are attracted to unique, contemporary and sophisticated merchandise in stores (Kinley et al., 2002). Shoppers in general are attracted to “novelty” (Wang et al., 2000).

The store choice is an information processing behaviour as any other purchase decision. It is quite similar to brand choice. The only difference between the two is that store choice is influenced by geography whereas brand choice is not (Fotheringham, 1988)). A store is chosen based on the confidence that the customer has regarding the store; about the nature and quality of product and service he will receive. The store choice problem has been studied using the theory of diffusion of innovation by Cunningham (Hisrich et al, 1972). The store choice depends upon the perceived risk attached to the product while making an erroneous purchase (Sinha and Banerjee 2004)

The store choice issue has also been studied by researchers in their study on service quality. Dhabolkar et al. proposed that retail service quality has five dimensions physical aspects (appearance and layout of the physical facilities), reliability (keeping promises and availability of merchandise), personal interaction (service employees inspiring confidence and being courteous/helpful), problem solving (handling of returns and complaints) and policy (convenient hours and parking availability etc) on which it can be measured.

In their analysis of retail strategies Benoun and Helies-Hassid(1995) break down the variables explaining retailers positioning into four heads: the store (set-up, location, architecture, flow system, lighting), the assortment (size, product range, style, brand policy, presentation), pricing policy (overall price levels, price ranges) and services (personnel, business hours, parking lots, after sales service).

In this research study we have tried to find out the factors affecting the selection of a retail store by the shoppers. A comparative analysis has been made between two age groups, one 25-35 and the other 36-45 about their approaches while selecting a retail outlet.

Retail industry: A global overview

Retail has played a major role world over in increasing productivity across a wide range of consumer goods and services .The impact can be best seen in countries like U.S.A., U.K., Mexico, Thailand and more recently China and India. Economies of countries like Singapore, Malaysia, Hong Kong, Sri Lanka and Dubai are also heavily assisted by the retail sector.Retail is the second-largest industry in the United States both in number of establishments and number of employees. It is also one of the largest worldwide. Wal-Mart is the world’s largest retailer and the world’s largest employer with over 1million associates. It displaced oil giant Exxon Mobil as

the world's largest company when it posted \$219 billion in sales for fiscal 2001. The impact of retail business on entrepreneurs can be marked from the Forbes Annual List of Billionaires which has the largest number (45/497) from the retail business (Mulky and Nargundkar, 2003).

But as the global economy shifted in 2007 from relatively strong growth, to deceleration and on to modest recession in early 2008, consumers cut back on their spending and turned to discount retailers in ever increasing numbers, according to a new report, 2009 Global Powers of Retail, from Deloitte Touche Tohmatsu in conjunction with STORES Magazine. Forty four retailers experienced declining sales in 2007, compared with 36 the year before. Furthermore, the number of unprofitable retailers in the Top 250 doubled from seven in 2006, to 14 in fiscal 2007. Wal-Mart Stores, Inc. (Wal-Mart) remained the world's largest retailer ahead of Carrefour Group (Carrefour). Tesco PLC (Tesco) and Metro AG (Metro) both climbed one place as The Home Depot, Inc (Home Depot) suffered its first-ever annual sales decline in 2007 and dropped two places to 5th. A list of the top ten retailers worldwide has been listed below (See appendix, TABLE-I).

During the last two decades some researchers (Davies and Flemmer, 1995; Levitt 1983) have recommended the use of global strategies for business expansion particularly for the retail industries. They have suggested that retailers must be sensitive to local consumers needs and wants otherwise there is a chance of failing in the international market. The importance of cultural proximity was highlighted by Steenkamp & Hofstede (2002). Cultural proximity may reduce risk by making few adjustments to adapt to the local market. For example India is culturally different from Germany so in such a condition a retailer has to understand both the markets carefully before moving from one to the other.

The growth in the retail industry has made store managers and operators to focus on the environmental issues that have an impact on the product evaluation, satisfaction and sales (Bitner 1992). In a shopping environment, consumers not only evaluate merchandise quality but also service quality (Baker et.al, 2002).

Retail Scenario in India

"The great Indian retail story" an Ernst & Young report on the retail sector in India (2006) released recently, says the number of malls across the country is likely to increase with retailers firming up plans to exploit the potential in tier-II cities. The report indicates a shift towards value retailing and an increase in the number of hypermarkets. It also says franchising is the preferred mode of entry route for international retailers. The report lists issues like shortage of talented professionals, the need for agile and adaptive supply chains, fraud and theft and poor infrastructure as challenges for the country.

The retail sector in India is highly fragmented and organized retail in the country is at a very nascent stage. Of the 12 million retail outlets, more than 80% are run by small family business, which use only household labour.

As the corporates – the Reliance, Piramal, Tata, Birla, Raheja, ITC, S.Kumar, RPG Enterprises, and mega retailers- Crosswords, Shopper's Stop, and Pantaloons race to revolutionize the retailing sector, retail as an industry in India is coming alive. Most of the large organizations are showing their keenness to participate for a share of the retail pie.

Retail sales in India is expected to grow at 25-30 % annually and would triple in size from Rs.35, 000 cr in 2004-5 to 1, 09,000 cr by 2010. The market is growing at a steady rate of 11-12

percent and accounts for around 10 percent of the country's GDP and around 8% of the employment. The inherent attractiveness of this segment lures retail giants and investments are likely to sky rocket with an estimate of Rs 20-25 billion in the next 2-3 years, and over Rs 200 billion by end of 2010. Indian retail market is considered to be the second largest in the world in terms of growth potential.

A.T.Kearney Inc. places India 6th on a global retail development index (CII, Retail scenario in India, unlimited opportunity). The country has the highest per capita outlets in the world - 5.5 outlets per 1000 population. In a developing country like India, a large chunk of consumer expenditure is on basic necessities, especially food-related items. Hence, it is not surprising that food, beverages and tobacco accounted for as much as 71% of retail sales in 2002. The share of food-related items had, however, declined over the review period, down from 73% in 1999. This is not unexpected, because with income growth, Indians, like consumers elsewhere, have started spending more on non-food items compared with food products. Sales through supermarkets and department stores are small compared with overall retail sales.

Nevertheless, their sales have grown much more rapidly, at almost a triple rate (about 30% per year during the review period). This high acceleration in sales through modern retail formats is expected to continue during the next few years, with the rapid growth in numbers of such outlets due to consumer demand and business potential. The factors responsible for the development of the retail sector in India can be broadly summarized as follows:

- Rising incomes and improvements in infrastructure are enlarging consumer markets and accelerating the convergence of consumer tastes.
- Liberalization of the Indian economy, which has led to the opening up of the market for consumer goods has helped the MNC brands like Kellogg's, Unilever, Nestle, etc. to make significant inroads into the vast consumer market by offering a wide range of choices to the Indian consumers.
- Shift in consumer demand to foreign brands like McDonalds, Sony, Panasonic, etc. The internet revolution is making the Indian consumer more accessible to the growing influences of domestic and foreign retail chains. Reach of satellite T.V. channels is helping in creating awareness about global products for local markets.

About 47% of India's population is under the age of 20; and this will increase to 55% by 2015. This young population, which is technology-savvy, watch more than 50 TV satellite channels, and display the highest propensity to spend, will immensely contribute to the growth of the retail sector in the country. As India continues to get strongly integrated with the world economy riding the waves of globalization, the retail sector is bound to take big leaps in the years to come. The Indian retail sector is estimated to have a market size of about \$ 180 billion; but the organised sector represents only 2% share of this market. Most of the organised retailing in the country has just started recently, and has been concentrated mainly in the metro cities. India is the last large Asian economy to liberalize its retail sector. In Thailand, more than 40% of all consumer goods are sold through the super markets and departmental stores. A similar phenomenon has swept through all other Asian countries. Organised retailing in India has a huge scope because of the vast market and the growing consciousness of the consumer about product quality and services. A study conducted by Fitch, expects the organized retail industry to continue to grow rapidly, especially through increased levels of penetration in larger towns and metros and also as it begins to spread to smaller cities and B class towns. Fuelling this

growth is the growth in development of the retail-specific properties and malls. According to the estimates available with Fitch, close to 25mn sq. ft. of retail space is being developed and will be available for occupation over the next 36-48 months. Fitch expects organized retail to capture 15%-20% market share by 2010.

A McKinsey report on India says organised retailing would increase the efficiency and productivity of entire gamut of economic activities, and would help in achieving higher GDP growth. At 6%, the share of employment of retail in India is low, even when compared to Brazil (14%), and Poland (12%).

Method of study

The items tapping the theoretical constructs were developed based on an extensive literature review. Some of the items were measured on a five-point scale ranging from (1) very low to (5) very high and some others were categorical in nature. Open-ended questions were avoided. Prior to data collection, the survey instrument was pre-tested for content validity. The questionnaire was sent to ten academicians and ten practitioners from the industry. They were asked to critique the questionnaire for ambiguity, clarity and appropriateness of the items used in the study to measure the subject area. Based on their feedback the questionnaire was modified to enhance its effectiveness.

The final questionnaire was sent to the respondents who were mostly young and ranged between the age group of 25-45. This age group was selected because it was felt that most of the shopping activities was done by this age group. The respondents were mostly those who stayed in the vicinity of the researchers residing place. Some of them were known and others unknown to the researcher. Some other respondents who were selected were my own students who are working in the industry in different capacities. One hundred eighty questionnaires were initially distributed and they were asked to fill them. Those questionnaires were collected after one week. Since the collection was done personally the chances of missing or not receiving the questionnaire was quite less. But still there were some questionnaires, which were not filled properly. There were about twenty-five questionnaires, which were discarded for incomplete information, and another seven was not available due to the non-availability of the respondents. Finally one hundred and forty eight complete questionnaires were used for the analysis purpose. These were properly coded and SPSS package was used for the analysis.

Research questions

Some of the research questions developed to help retailers to understand consumer expectations and perceptions about the retail industries are:

- 1) *Does age, gender, marital status, and educational qualification have any effect on the shopping interest?*
- 2) *What are the major factors affecting the selection of a retail outlet?*
- 3) *What are the major reasons behind the growth of the retail sector in India?*

Data analysis

Majority of the respondents were within the age group of 30-40(72%), 73% were having their own business or were employed with some private organizations. The average income group lied at Rs.10, 000 and the majority of the respondents were at an income level of less than Rs.10, 000. The educational qualification of the respondents was mostly graduates and postgraduates (75%). Almost 50 % of the respondents were married out of which almost 85%

were males. Nearly 90% of those respondents went for shopping and for the rest somebody did it for them. About 72 % of those respondents did shopping frequently or moderately, only 9% went very frequently and there were 19% who went rarely for shopping. 80% of those said shopping was fun for them and the remaining did not enjoy.(See appendix-TABLE-II)

We tried to find out the impact of marital status, gender, income, educational qualification and experience on the frequency of shopping. In order to understand this we conducted a regression analysis. But only experience was found to be significant at 5% significance level. All others were found insignificant. Therefore it suggests that frequency of visiting a retail outlet changes with the kind of experience a customer enjoys in the outlet and other factors such as age, gender, marital status and income have no effect.(See appendix-TABLE-III)

A list of variables was selected which were linked to the choice of a retail outlet. These variables were tested to find their relative importance during selecting an outlet by our respondents. The list of variables with their mean and standard deviation is shown below. A comparative study was done between the two age groups of age 25-35 and 36-45. The first column suggesting the 25-35 age group was kept constant and the other column indicating the 36-45 age group was then compared against it. Only those variables have been highlighted where the change has been significant. For this reason where ever there was a jump above or below five ranks (at least) those variables have been highlighted. Variables ranged from quality of items, connectivity, customer friendliness, security, price offers, image and traffic management etc.

From the table below it was clear that on some issues respondents in both the age groups thought alike. Such as both the groups gave top most importance to quality of items and the lowest importance to having separate sections for men and women. But significant change was seen in variables such as returnable's, payment facilities, vehicle security, tight security, special advantages, medical facilities, ambience, clean parking, center place, washing rooms, discount schemes, carrying goods, traffic management, sitting arrangement, childrens care, advertisement and utility joints. Variables such as return of a defective item, payment facilities, vehicle security, special advantages, medical facilities, washing rooms, children's care, and facility for carrying goods were given more importance by the age group 36-45. On the other hand central location of the store, tight security, overall ambience, clean parking, discount schemes and traffic management within the store was held high by the age group 25-35.(See appendix-TABLE-IV)

After analysing the above descriptive statistics we did a factor analysis in order to bring down the large number of items into a few meaningful factors. Then we did Kaiser-meyer-olkin (KMO) of sampling adequacy and the Bartlett's test of sphericity to check the validity of conducting a factor analysis. The KMO value was at 0.897 and the Bartlett's test showed significance which is satisfactory to suggest the use of factor analysis. Before conducting the factor analysis a reliability study was done and eight variables were dropped such as rush, children's items, home delivery, utility joints, close to joints, clean atmosphere, moving products and nice arrangement.

A principal component analysis with varimax rotation was done for the study. The number of factors extracted was seven, which accounted for sixty two percent of the variance. The first one was a general facilities factor, which comprised of items that closely

related to infrastructure, quality and security. The second factor was safety, which comprised of fire fighting, power, quality of items, handling antisocial elements. The third factor was customer care which comprised of ambience, grievance handling, being courteous to customers etc. The fourth factor was movement of goods which comprised of traffic management, sitting arrangement, safety of items etc. The fifth factor was image which comprised of advertisement, famous, in-shop promotion and exotic items. The sixth factor was special facilities such as discount schemes, medical facilities, and special advantage for loyal customers and provision for returning items. The last factor was service which comprised of central location, offering lower costs and providing a fast response to customers. Based on the eigen values general facilities seemed to be the most important and service to be the least important factor for selecting a retail outlet.

All the above factor loadings ranged from 0.385 to 0.802, which well exceeded the generally recommended minimum value of 0.3. Cronbach's coefficient alpha was used to measure the scale reliability. The coefficients of all the above constructs were all higher than 0.6 (0.6623 to 0.8955). This indicated an acceptable internal consistency reliability of the measurement (Nunnally, 1967). (See appendix -TABLE-V).

Next we conducted a study on the reasons for growth in the retail sector. Here we tried to find out the major reasons as perceived by the respondents for the growth in the retail sector. Initially a descriptive analysis was done and the result is displayed below. According to the study the major reasons for growth in the retail sector are increase in consumer demand followed by availability of products under one roof, availability of innovative products, increase in availability of varieties of products due to globalization and the increase in purchasing power etc (See appendix -TABLE-VI)

After conducting the descriptive analysis a factor analysis was conducted on variables used for the descriptive study. Before that the authenticity of using factor analysis was verified with the help of KMO and Bartlett's test. The KMO score was 0.783 and Bartlett's test showed significance. Then a factor analysis was conducted and four factors evolved in the process. The four factors are fun, easy to operate, lifestyle and financial condition (See appendix -TABLE-VII). All the four factors together explained about sixty two percent of the variance. Based on the Eigen values, fun seems to be the most important factor for growth in retail industries and financial condition seems to be the least important. While checking the reliability one variable 'save money' was dropped to improve the overall reliability.

Conclusion

The retail market in India is going through a tremendous change. The amount of FDI investment in India has been growing in leaps and bounds. The entry of multinationals like Wal-Mart, Tesco and others has revolutionized the scenario.

In this study we found that significant difference exists among the different age groups for selection of a retail outlet. So, retailers have to be careful in selecting their target market. Variables such as quality of items available in store, location and attitude of employees are commonly important with all age groups. Another finding was that previous experience affected the frequency of visits to a retail outlet. But other factors like marital status, educational qualification and occupation of a person did not matter much for selecting and visiting a retail outlet. Therefore retailers should be careful in creating a congenial atmosphere for the customers in order to get repeat sales. The seven factors general facilities, safety, customer care,

movement of goods, image, special facilities and service account for sixty two percent of the variance and the Cronbach's alpha which indicates the internal consistency reliability among the items suggests that there was a higher degree of consistency among the variables. Among these seven factors general facilities was deemed to be the most important and service the least. Similarly from the study conducted to study the reasons for growth of retail in India demand for new innovative products, availability of variety of products under one roof and increase in purchase power seems to be the most important reason whereas less price and saving money seems to be the least important. Four factors evolved from all the variables in growth and interestingly shopping for fun and convenience seems the most important reason. Therefore retailers should give more emphasis to create an enjoyable ambience and not get worried about the price factor since that has been rated as the least important factor by the respondents.

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APPENDIX

TABLE-I
Top 10 Retailers Worldwide

Company	Country of Origin	Rank	2007 Retail Sales (US\$mil)	CAGR 2002-2007
Wal-Mart	US	1	374,526	10.3 percent
Carrefour	France	2	112,604	3.6 percent
Tesco	UK	3	94,740	12.4 percent
Metro	Germany	4	87,586	4.6 percent
Home Depot	US	5	77,349	5.8 percent
The Kroger Co.	US	6	70,235	6.3 percent
Schwarz	Germany	7	69,346	12.6 percent
Target Corporation	US	8	63,367	7.6 percent
Costco Wholesale Corporation	US	9	63,088	10.7 percent
Aldi GmbH & Co. oHG	Germany	10	58,487	4.3 percent

Source: Deloitte Touche Tohmatsu, January 12 2009.

TABLE-II
Respondent profile

	Age	Occupation	Income	Marital Status	Edn. Qualification	Gender	Shopping	Frequency	Experience
N	148	148	148	148	148	148	148	148	148
Mean	2.80	2.08	2.36	1.49	2.39	1.14	1.07	2.60	1.20
Median	3.00	2.00	2.00	1.00	2.00	1.00	1.00	3.00	1.00
Mode	3	2	1	1	2	1	1	2	1
SD	.84	1.05	1.16	.50	.85	.35	.25	.91	.43

TABLE-III
ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.213	7	2.602	3.527	.002
Residual	103.267	140	.738		
Total	121.480	147			

a. Predictors: (Constant), Experience, Income, Occupation, Marital Status, Edn. Qualification, Gender, Age

b. Dependent Variable: Frequency

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.898	.610		3.112	.002
Age	.144	.101	.133	1.423	.157
Occupation	-6.562E-02	.062	-.083	-1.057	.292
Income	-7.315E-02	.066	-.093	-1.111	.268
Marital Status	-5.908E-02	.164	-.033	-.361	.719
Edn. Qualification	2.308E-03	.087	.002	.027	.979
Gender	-9.089E-02	.204	-.036	-.445	.657
Experience	.667	.172	.316	3.889	.000

A Dependent Variable: Frequency

TABLE-IV

Items	Age 25-35	Items	Age 36-45		
	Mean	S.D	Mean	S.D	
Quality of Items (1)	4.46	1.08	Quality of Items (1)	4.72	.74
Well connected (2)	4.36	1.00	Returnable (8)	4.51	1.08
Tight security (3)	4.27	1.04	Well connected (2)	4.41	1.04
Fire fighting (4)	4.27	1.23	Fire fighting (4)	4.39	1.02
Power (5)	4.23	1.06	Payment facilities (10)	4.39	.95
Fast response (6)	4.21	1.20	Power (5)	4.36	.94
Parking facility (7)	4.16	1.07	Parking facility (7)	4.35	.94
Return able (8)	4.13	1.21	All ranges (9)	4.32	.96
All ranges (9)	4.11	1.23	Fast response (6)	4.30	1.07
Payment facilities (10)	4.09	1.32	Vehicle security (19)	4.29	1.04
Center Place (11)	3.98	1.04	Tight security (3)	4.28	1.06
Safety of items (12)	3.98	1.10	Antisocial (16)	4.19	1.18
Nice arrangement (13)	3.96	1.16	Cooperative (14)	4.15	1.15

Cooperative	(14)	3.96	1.26	Safety of items	(12)	4.13	1.06
Ambience	(15)	3.89	1.09	Nice arrangement	(13)	4.09	.94
Antisocial	(16)	3.86	1.12	Clean atmosphere	(20)	4.06	1.22
Clean Parking	(17)	3.84	.99	Price discounts	(18)	4.04	1.05
Price discounts	(18)	3.82	1.19	Special Advantages	(29)	3.95	1.24
Vehicle security	(19)	3.79	1.30	Handicap	(21)	3.95	1.23
Clean atmosphere	(20)	3.70	1.20	Medical facilities	(25)	3.93	1.00
Facilities for handicap and old	(21)	3.68	1.27	Ambience	(15)	3.90	.88
Well directed	(22)	3.68	1.21	Clean Parking	(17)	3.90	1.11
Discount Schemes	(23)	3.66	1.21	Well directed	(22)	3.89	1.21
Moving products	(24)	3.64	1.24	Grievance handling	(27)	3.84	.91
Medical facilities	(25)	3.63	1.33	Center Place	(11)	3.82	1.18
Sitting arrangement	(26)	3.62	1.05	Washing Rooms	(33)	3.79	1.13
Grievance handling	(27)	3.62	1.14	Moving products	(24)	3.76	1.18
Traffic management	(28)	3.50	1.14	Discount Schemes	(23)	3.62	1.27
Special Advantages	(29)	3.50	1.36	Carrying goods	(37)	3.62	1.16
Advertisement	(30)	3.48	1.31	Colour in Design	(32)	3.56	1.08
Utility joints	(31)	3.46	1.17	Lighting	(34)	3.56	1.07
Colour in Design	(32)	3.45	1.26	Famous	(35)	3.50	1.07
Washing Rooms	(33)	3.45	1.31	Traffic management	(28)	3.49	1.19
Lighting	(34)	3.43	1.17	Sitting arrangement	(26)	3.46	1.27
Famous	(35)	3.41	1.28	Children's care	(43)	3.45	1.17
Exotic Items	(36)	3.39	1.06	Advertisement	(30)	3.45	1.04
Carryinggoods	(37)	3.36	1.24	Exotic Items	(36)	3.40	1.03
In shop Promotion	(38)	3.30	1.11	Utility joints	(31)	3.37	1.05
Courteous	(39)	3.30	1.41	In-shop Promotion	(38)	3.34	1.08
Homedelivery	(40)	3.25	1.18	Home delivery	(40)	3.33	1.16
Less cost	(41)	3.20	1.23	Less cost	(41)	3.26	1.29
Close to joints	(42)	3.16	1.25	Courteous	(39)	3.26	1.25
Children's care	(43)	3.09	1.20	Rush	(44)	3.19	1.18
Rush	(44)	3.00	1.26	Close to joints	(42)	2.84	1.26
Separate sections	(45)	2.66	1.39	Separate sections	(45)	2.37	1.44

TABLE-V
Factor analysis for store selection attributes

Selection factors	Factor loadings	Eigen value	% of variance	Reliability
F1: General facilities		13.49	36.46	0.8955
Tight security	0.802			
Parking facility	0.742			
Cooperative	0.596			
Security	0.589			
Well directed	0.577			
Clean parking	0.533			
Washing rooms	0.507			
All ranges	0.504			
Carrying goods	0.456			
Payment facilities	0.450			
Moving products	0.392			
Facilities for handicap				
and old	0.385			
F2: Safety		2.188	5.91	0.8465
Fire fighting	0.723			
Quality of items	0.596			
Power	0.571			
Well connected	0.501			
Antisocial	0.492			
F3: Customer care		1.743	4.711	0.745
Courteous	0.746			
Ambience	0.664			
Colour	0.607			
Grievance handling	0.521			
Product arrangement	0.461			
F4: Movement of goods		1.725	4.661	0.7833
Traffic management	0.692			
Announcement	0.648			
Sitting arrangement	0.592			
Safety of items	0.591			
F5: Image		1.420	3.838	0.7637
Advertisement	0.772			
Famous	0.752			
Inshop promotion	0.562			
Exotic items	0.541			
F6: Special facilities		1.301	3.515	0.7163
Medical facilities	0.686			
Discount schemes	0.679			
Special advantage	0.472			
Returnable	0.469			
F7: Service		1.177	3.182	0.6623
Centre place	0.709			
Less cost	0.703			
Fast response	0.449			

TABLE-VI
Descriptive Statistics

	Mean	Std. Deviation
Demand	4.18	.95
One_roof	4.15	1.11
Innovative products	4.10	1.06
Globalisation	4.07	1.03
Purchasing power	4.01	1.01
Increase income	3.78	1.07
Convenient	3.77	1.08
Enjoying	3.63	1.31
Credit facility	3.58	1.12
Status	3.47	1.23
Recreation	3.43	1.02
Fast pace	3.19	1.32
Price	3.18	1.35
Save money	2.53	1.23

TABLE-VII
Factor analysis for growth attributes

Growth factors	Factor loadings	Eigen value	% of variance	Reliability
F1: Fun		4.214	32.418	0.7172
Convenient	0.711			
Enjoying	0.696			
Recreation	0.692			
Innovative products	0.592			
F2: Easy to operate		1.501	11.544	0.7107
One_roof	0.753			
Demand	0.720			
Globalisation	0.631			
F3: Lifestyle		1.299	9.989	0.6379
Credit facility	0.818			
Status	0.718			
Fast pace	0.575			
F4: Financial condition		1.173	8.378	0.5673
Increasing income	0.711			
Purchasing power	0.570			
Price	-0.533			

