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**A STUDY OF CONSUMER BEHAVIOUR IN MALLS VIS-À-VIS MOM-&-POP SHOPS**

A THESIS  
SUBMITTED TO  
SAURASHTRA UNIVERSITY  
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## **CHAPTER – 1**

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## 1.1 Introduction

The face of Indian retailing has witnessed a rapid transformation over the last decade. It was rated the fifth most attractive emerging retail market and ranked second in a Global Retail development Index of 30 developing countries drawn up by *AT Kearney*. This is evident from the fact that shopping mall activity which was earlier only a part of the big cities has started percolating down to smaller cities and towns. There is brisk development of retail space in tier-II cities and towns of India barring the Far East region with the development of 220 new shopping malls by 2008. This has resulted in the Indian consumer being exposed to a variety of retail formats leading to change in consumer buying behavior. The entertainment and curiosity value of the new formats is fast diminishing for the consumer who is no longer satisfied with the blanket proposition offered by them. In order to cater to the increasing complexity in the market place the Indian retailer will need to know his customer and design a unique value proposition for his segment. Segmentation is useful because it goes beyond total scores or averages and helps in identifying and grouping the differences such that they are actionable.<sup>1</sup>

Retailing in India is receiving global recognition and attention and this emerging market is witnessing a significant change in its growth and investment pattern. Some of the highlights of the Indian Retail sector are: The Indian retail industry accounts for 10% of GDP and 8% of employment.

- India is being touted as the next big retail destination with an average three year compounded annual growth rate of 46.64%.
- The Indian economy is poised to take the third position in the world in terms of Purchasing Power Parity by the year 2010.
- The Indian Retail Market is a Rs.1, 200,000 million market as per the Images India Retail Report 2007.
- Organized Retail market is zooming ahead with an annual growth rate of 30%.<sup>2</sup>

The Retail sector is vibrant with growth happening in all related areas – be they malls, hypermarkets or single brand luxury stores, they have dotted the commercial landscape of the metros, and have even percolated to the Tier II and Tier III cities.

It is not just the global players like Wal-Mart, Tesco and Metro group are eyeing to capture a pie of this market but also the domestic corporate behemoths like Reliance, KK Modi, Aditya Birla group, and Bharti group too are at some stage of retail development. Reliance, announced that it will invest \$3.4 billion to become the country's largest modern retailer by establishing a chain of 1,575 stores by March 2007.<sup>3</sup> The last couple of years have been rosy for real estate developers and the retailers are finding suitable retail space in prominent locations. The industry is buoyant about growth and the early starters are in expansion mood. There is increased sophistication in the shopping pattern of consumers, which has resulted in big retail chains coming up in most metros; mini metros and towns being the next target. Consumer taste and preferences are changing leading to radical alteration in lifestyles and spending patterns which in turn is giving rise to new business opportunities. Companies need to be dynamic and proactive while responding to the ever-changing trends in consumer lifestyle and behavior.

Retailing in India is currently estimated to be a USD 200 billion industry, of which organised retailing makes up 3 percent or USD 6.4 billion. By 2010, organised retail is projected to reach USD 23 billion and in terms of market share it is expected to rise by 20 to 25 per cent. The report also predicts a stronger retailer growth than that of GDP in the coming five years.<sup>4</sup>

The generic growth is driven by changing lifestyles and by strong surge in income, which in turn will be supported by favorable demographic patterns. Rapid growth in international quality retail space brings joy to shoppers and shopping malls are becoming increasingly common in large cities, and announced development plans project at least 150 new shopping malls by 2008. The number of department stores is growing at a much faster pace than overall retail, at 24 per cent annually. Supermarkets have been taking an increasing share of general food and grocery trade over the last two decades.<sup>5</sup>

Development of mega malls in India is adding new dimensions to the booming retail sector. Shopping experience in the nation of shopkeepers is changing and changing very fast. **Malls** are fast becoming sought-after entertainment hotspots. From a situation where there were no malls about a decade ago, the country has 300 malls translating to over 100 million sq.ft. is available mall space by the end of 2007. <sup>6</sup>

**Food and Grocery retail** holds the most potential, as almost 99% of it is unorganised. A number of big players are entering the field of organised food retail like Reliance, Aditya Birla Group and the Bharti Group, which has tied up with the world's largest retailer – WalMart. All these major players are expected to show an annual growth rate of 25- 30%. <sup>7</sup>

The Retail boom has also led to the opening of a large number of **single brand outlets** across the country. With big brands and bigger outlets across all segments, from Apparel and Footwear, Watches, Books and Stationary to Jewellery and Consumer Durables, the sweep is indeed broad.

**The Retail Sector** is definitely witnessing a growth phase and everyone wants to make their presence felt in order to take their share of this huge pie. Take a gourmet trip - dig in to sample the depth and breadth of this amazing sector.

## **1.2 Types of Retail Chains**

- A) Food and Beverage
- B) Health and Beauty
- C) Clothing and Footwear
- D) Home Furniture and Household Goods
- E) Consumer Durable Goods
- F) Leisure and Personal Goods

**A) FOOD RETAILERS:**

There are large number and variety of retailers in the food-retailing sector. Traditional types of retailers, who operate small single-outlet businesses mainly using family labour, dominate this sector. Food retailers include Tesco, Food Bazaar, etc.

**B) HEALTH & BEAUTY PRODUCTS:**

With growth consciousness towards good health and staying fit, retail chains specializing in these products have come into the market. Although these retail chains account for only a small share of the total market , their business is expected to grow significantly in the future due to the growing quality consciousness of buyers for these products .

**C) CLOTHING & FOOTWEAR:**

Numerous clothing and footwear shops in shopping centers and markets operate all over the world. Traditional outlets stock a limited range of cheap and popular items; in contrast, modern clothing and footwear stores have modern products and attractive displays to lure customers. However, with rapid urbanization, and changing patterns of consumer tastes and preferences, it is unlikely that the traditional outlets will survive the test of time.

**D) HOME FURNITURE & HOUSEHOLD GOODS:**

Small retailers again dominate this sector. Despite the large size of this market, very few large and modern retailers have established specialized stores for these products. Large retail chains like IKEA have positioned themselves as a one stop shop for all furniture needs.

**E) LEISURE & PERSONAL GOODS:**

Increasing household incomes due to better economic opportunities have encouraged consumer expenditure on leisure and personal goods. There are specialized retailers for each category of products (books, music products, etc.) in this sector. Another prominent



feature of this sector is popularity of franchising agreements between established manufacturers and retailers.<sup>8</sup>

### **1.3 GLOBAL RETAIL INDUSTRY: SOME FACTS**

- Worldwide retail sales are estimated at \$7 trillion (USD).
- The top 200 largest retailers account for 30% of worldwide demand.
- The money spent on household consumption worldwide increased 68% between 1980 and 1998.
- Retail sales are generally driven by people's ability (disposable income) and willingness (consumer confidence) to buy.
- The world's population is poised to expand 50% by 2050. The world is currently 78% poor, 11% middle income and 11% rich.
- Some two-thirds or \$6.6 trillion out of the \$10 trillion American economy is consumer spending. About 40% of that (\$3 trillion) is spending on discretionary products and services.
- Retail turnover in the EU was almost €2,000 billion in 2001 and the sector's better than average growth looks set to continue in the future.
- Retail trade in Europe employs 15% of the European workforce (3 million firms and 13 million workers)
- Time and quality of life are becoming relatively more important than money; 60% of Americans want to simplify their lives.
- In U.S Product performance was found to be the top purchasing criterion, while environmental features were a close second in a survey.<sup>9</sup>

### **1.4 GLOBAL RETAIL CHAINS**

#### **1.4.1 Wal-Mart**

When one thinks of Wal-Mart, one thinks big! It's the world's biggest retailer and also the biggest employer with over 1.8 million full- and part-time workers. It operates Wal-Mart stores along with Sam's Club membership warehouses in the U.S. and 15 foreign countries. Known for its low pricing and wide selection of goods, Wal-Mart has become the undisputed

king of retailing. It is also a feared giant for its sheer size and pricing power. For fiscal 2005, Wal-Mart had record revenues of \$312.4 billion and net income of \$11.2 billion. U.S. sales rose 3.0% in Wal-Mart stores and 5.0% in Sam's Club stores.

Wal-Mart has more than 3,800 stores worldwide. The company has been growing rapidly overseas, especially in China. It now generates 20% revenues internationally. With its growth and dominance, Wal-Mart has become a target of opposition for its low worker pay and sheer size. In response, the company has tried to improve its image and announced a new program to offer health plans to part-time workers. Recently the world's biggest retailer, Wal-Mart, also entered India with a 50:50 JV with Bharti Group. The group aims of holding 15-18 Million Sq. ft. by FY10. It is expected to provide employment to around 60000 people by 2010 and be a major player in retail sector.<sup>10</sup>

#### **1.4.2 Carrefour**

The supermarket of tomorrow, the Carrefour group specializes in large scale distribution and has come a long way since the creation of its first supermarket in 1963. Carrefour is the European leader in distribution, the World's second, owns a number of other brands such as Shopi, Champion, Norte, Dia and ED, and has 11 000 shops in 32 countries, including in China. It is no mere chance that Carrefour today serves more than 2 billion customers. The customer is king and the group is constantly innovating. From the development of ranges of local products to the implementation of supply chain management (product tracking, respect for the environment), it is constantly adapting to its customers' new consumption patterns. The group has also developed a number of other customer services, such as the sale of financial products, theatre and concert tickets, holidays and Internet-selling. The group's long-term aim is to become the supermarket of the future where the customer can find everything they need under one roof.<sup>11</sup>

#### **1.4.3 Tesco**

Tesco operates 923 stores and employs 240,000 people, giving access to a population of 260 million across our nine markets. Over the past five years, the company has expanded from

traditional UK supermarket base into new countries, products and services, including a major non-food business, personal finance and internet shopping. The increasing scale and internationalization of sales and purchasing operations makes a significant contribution to efficiency and profitability, as it has progress towards the long-term goal of becoming a truly international retailer.

Tesco has 702 stores in U.K and is the largest food retailer in the United Kingdom. Tesco continues to increase market share through the policy of cheaper prices, offering better value and providing more choice and convenience for customers. The share of the UK market has grown steadily since the early nineties as a result of customer focused strategy: their market share is now 16.2%. Tesco operates 4 store formats in the United Kingdom.<sup>12</sup>

**Table 1.1 Types of stores of Tesco**

Type	No. of stores
Extras	29
Superstores	450
Metro/high Street	167
Express	56
Total	702

*Source: www.tesco.com*

#### **1.4.4 IKEA**

IKEA is a world wide furnishing company with operations in 42 countries and a total number of 70,000 employees of which 59,000 work in Europe. It is a Swedish based company built on the idea to “offer a wide range of well-designed, functional home furnishing products at prices so low, that as many people as possible will be able to afford them”. It started out in the 1940s by the entrepreneur Ingvar Kamprad, who still has control over the company through the INGKA foundation, situated in the Netherlands. The IKEA group is solely owned by the Foundation through a holding company (INGKA holding B.V). It is therefore not listed on any stock exchange. Originally, IKEA sold pens, wallets, picture frames, table runners, watches, jewelry and nylon stockings or practically anything. Furniture was first

added to the IKEA product range in 1947 and, in 1955, IKEA began to design its own furniture. The company motto is: "Affordable Solutions for Better Living". The bulk of the operations are that of retail business with 165 stores in 22 countries and a total of 75% of the employees in this area. In addition to purchasing from outside suppliers the IKEA group also produces some of its own furniture through the IKEA industrial group, Swedwood.<sup>13</sup>

#### **1.4.5 The Metro Group**

The METRO Group was created in 1996 through the merger of leading retailing companies. The corporate group is composed of high-performance, operationally independent companies and businesses. The group includes:

- Metro Cash & Carry, the world's market leader in cash & carry.
- Real hypermarkets and Extra supermarkets.
- Media Market and Saturn, Europe's leader in consumer electronic retailing.
- Galeria Kaufhof, the system leader in the department store business

Metro Cash & Carry is the global market leader in self-service wholesale and at the same time also the most international retail brand with the highest sales volume at the METRO Group. A mature, efficient and internationally reproducible concept guarantees the successful tapping of new markets. It offers commercial customers a high assortment competence in food and nonfood products at favorable wholesale prices. This makes Metro Cash & Carry the ideal partner for commercial customers in numerous countries of the world. The assortment and service portfolio are geared to meeting the special needs of professionals, mainly from the restaurant and retailing sectors. In India, the company is expected to invest close to Rs. 1800-2000 crore in the next three years to open 15-18 stores in all major cities across the country.<sup>14</sup>

#### **1.4.6 Mc. Donald's**

Mc. Donald's is the leading global foodservice retailer with more than 30,000 local restaurants serving nearly 50 million people in more than 119 countries each day. It is one of the world's most well-known and valuable brands and holds a leading share in the globally

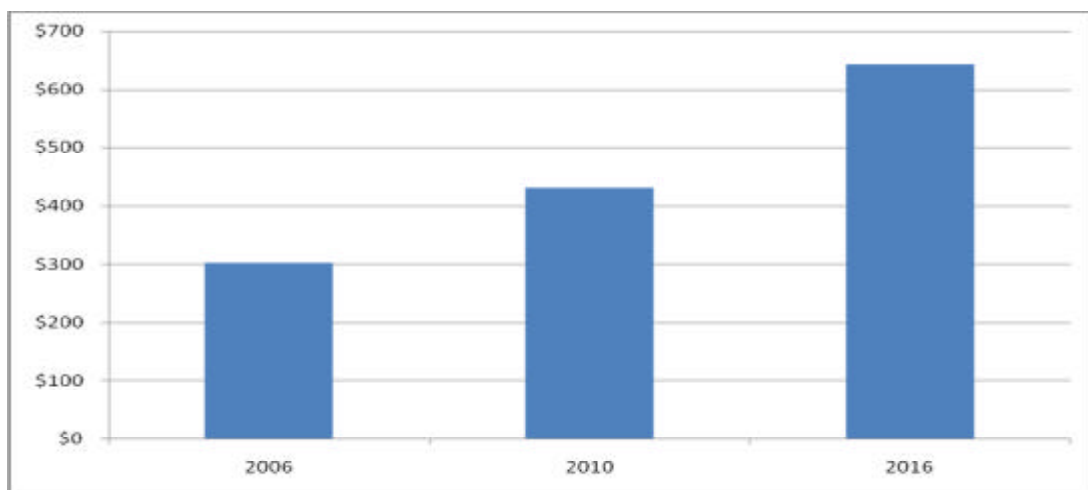
branded quick service restaurant segment of the informal eating-out market in virtually every country in which it does business. McDonald's Corporation operates as a foodservice retailer worldwide .McDonald's was founded in 1948 and is based in Oak Brook, Illinois. Ray Kroc opened the Des Plaines restaurant in 1955. In 1965 McDonald's went public with the company's first offering on the stock exchange.. The company also operates Boston Market and Chipotle Mexican Grill concept restaurants, as well as owns a minority interest in U.K.-based Pret A Manger, a quick-service food concept. As of December 8, 2006, it operated approximately 30,000 restaurants in 100 countries.<sup>15</sup>

## 1.5 RETAIL INDUSTRY IN INDIA

### TRANSFORMING INDIAN RETAIL SECTOR:

India's retail sector is wearing new clothes and with a three-year compounded annual growth rate of 46.64 per cent,<sup>16</sup> Retail is the fastest growing sector in the Indian economy. Traditional markets are making way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Western style malls have begun appearing in metros and second-rung cities alike, introducing the Indian consumer to an unparalleled shopping experience.

**Graph 1.1 Retail Growth in India**



*Retail Growth (in U.S \$)*

*Source: Technopak Estimates*

India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets. While organized retail in India is only four per cent of the total US\$ 302 billion retail industry, it is expected to grow 25 per cent annually, driven by changing lifestyles, strong income growth and favorable demographic patterns. The penetration levels of organized retail are expected to touch 8% by 2010, thereby taking the total organized retail business to around Rs. 1095 billion. Organised retail is expected to grow at 25-30% per annum, with home décor and food & grocery emerging as the fastest growing segments. The proliferation of hypermarkets and supermarkets has led to a growth in food and grocery retail. The other high growth verticals are apparel and durables.<sup>17</sup>

## **1.6 RETAIL CHAINS IN INDIA**

### **1.6.1 Future Group.**

India's leading retailer with a turnover close to INR 11 billion (US\$242 million) for the financial year ended June 2005. The company was incorporated on October 12, 1987, as Men's Wear Private Ltd. It converted into a public limited company in September 1991. The company sold branded garments under the Pantaloon, Bare, and John Miller brands and set up its first Men's wear Pantaloon Shoppe outlet in 1993. Its name was changed to Pantaloon Retail( India) Ltd. in 1999.

#### **Type of Stores**

The Future Group operates through six verticals: Future Retail, Future Capital, Future Brands, Future Space, Future Media and Future Logistics. Today, Future Group has presence across multiple segments including food, fashion and footwear, home solutions and consumer electronics, books and music, wellness and beauty, general merchandise, telecom and IT, E-tailing, leisure and entertainment and financial products and services. The company has entered into a multi-format department stores and hypermarkets. Future Group has effectively blended multiple strategies and thereby, successfully addressed a high share of the customer's basket.

**(a) Lifestyle Segment**

- **Pantaloon:** Private Apparel stores addressing the needs of the family. Its main target customer belongs to SEC A and SEC B in urban India. It offers a wide range of garments, accessories and lifestyle products.
- **Central:** Central are large format malls located in the heart of the city. They have a store space in the range of 125000 square feet to 250000 square feet.
- **Blue Sky:** Blue Sky is a national chain of stores offering a wide selection of branded and private label sunglasses and watches.
- **ALL:** *A Little Larger* houses a wide range of ready-to-wear fashionable clothes and accessories that are otherwise not easily available for plus size customers. ALL brings forth a wide collection of clothing to select from, be it Western wear, Indo-western or Ethnic wear in both Formal and Casual categories.

**(b) Value Segment**

- **Big Bazaar:** Big Bazaar is a large hypermarket with store sizes ranging from 30000 to more than 1,00,000 square feet. It sells food items, utensils, luggage, white goods, electronics, cosmetics, jewellery, pharmaceuticals, grocery items, etc, at a discount. The stores are targeted at the spectrum of population with a high propensity.
- **Food Bazaar:** Food Bazaar replicates the local market to provide the much important 'touch and feel' factor that Indian housewives are used to in a local bazaar. It represents the company's entry into food retail and is targeted across all classes of population.
- **Fashion Station:** Fashion station stores also address the needs of the family. Trendy yet affordable, it offers apparels at affordable prices.

Future Group also operates in other segments such as healthcare and beauty services under the brand names Star & Sitara and Health Village, kidswear under the brand name Gini & Jony, and Depot for books, music and gifts, stationery, etc. The Health Village brand is targetted at the lower and middle income segment. Its sub-brands will include Star & Sitara for its beauty salons, Tulsi for its pharmacy, Turmeric for its beauty stores centers, Roots for its fitness centres, and Elaichi for its health café. The company also plans to launch e-zone, a

portal for e-retailing in the near future as another delivery format. Headquartered in Mumbai, the company operates has over 100 stores across 25 cities in the country. Till date, Future Group has secured about 10 million sq.ft of additional retail space that will be operational by end of 2008.<sup>18</sup>

### **1.6.2 Pyramid Retail Ltd.**

In September 1999, Piramal Enterprises made its foray into retail with the launch of three retail concepts: India's first true shopping mall of international standards, called Crossroads; a lifestyle department store called Piramyd Megastore; and a family entertainment centre known as Jammin. Piramyd Megastore and Jammin are the anchor tenants for Crossroads (recently sold to Pantaloon for INR 4 billion). In 2001, the group entered the business of food & grocery retail with the launch of Piramyd supermarkets in Pune. To expand its pure-play retail operations, Piramyd Retail Ltd. announced an IPO raising INR 1.08 billion. Piramyd's plans include adding 1.75 million sq.ft of retail space in operations and 150 stores across the country in the next five years. Its operations, divided between two formats – department stores (seven Piramyd Megastores) and supermarkets (12 TruMart stores).<sup>19</sup>

### **1.6.3 Vishal Retail**

Vishal Mega Mart, a Delhi-based retailer started with selling primarily clothing and accessories. Today, it operates 32 large stores and clocked sales of INR 2.88 billion last year. Vishal's ambitious retail plans by year 2010 include an IPO, pumping in investments close to INR 12.5 billion and 220 outlets, taking its cumulative retail space to 5 million sq.ft and a sales turnover of INR 50 billion. In the current fiscal the chain plans to invest INR 3 billion and targets sales of over INR 7 billion. Moving away from franchising Vishal now wants to operate only through company-owned outlets. Having already signed 32 deals for real estate acquisition for this year itself, taking its retail space to 1.4 million sq.ft by the year end, the chain, which was hitherto concentrated in north India, now wants to spread all over the country. Eleven of the real estate deals signed include locations in Bangalore and Hyderabad in the south and Ahmedabad, Vadodara, Nashik, Goa and Aurangabad in the west. Out of the 60 new stores planned in the current fiscal, 15 each will come up in the east, west and the north. Five stores would open in the southern region and 10 more will be in the central



region, covering Delhi, Uttar Pradesh and Madhya Pradesh. The group recently launched its first hypermarket in Udaipur. Spread over 25,000 sq ft.<sup>20</sup>

#### **1.6.4 The RPG Group**

The RPG Group was the first to get into the organised retailing business in India and expand beyond the south, the only region where organised retail flourished with retailers like Nilgiri's, Subhiksha, Viveks etc. RPG Retail was also the first to venture into different formats and categories. RPG Enterprises is one of India's largest business groups. It has business interests in retail, technology, entertainment, power and transmission, tyres, life sciences and specialties. The group entered in the retail sector in 1996 by setting up Foodworld Supermarket in collaboration with Dairy stores, Music World and Health & Glow, respectively. In 2001, the company commenced its hypermarket business with the Giant Fascia.

#### **STORES & CATEGORIES:**

Foodworld began as a division of Spencer & Co, a part of the RPG Group, in May 1996, and opened its first supermarket in Chennai. Three years later, in August 1999, Foodworld was hived off as a separate company. A 51-49 per cent joint venture between Spencer & Co and Dairy Farm International (DFI) of the Jardine Matheson Group (a US \$ 4.5 billion retail giant operating in the Asia-Pacific markets) was agreed upon. By early 2005 Foodworld became an INR 3 billion company.

Most of the outlets are in South India. A typical Foodworld store has the following product mix:

- Fruits & Vegetables – 7-10%
- Staples & Commodities - 18-25%
- FMCG products - 40%
- General Merchandise - 8%

In June 2000, the company entered into a JV with DFI to operate cash and carry or discount stores across the country where the later was to invest \$4 million for a 49 per cent stake in

the new company, to be called Great Wholesale Club Ltd (GWCL). However RPG decided to set up a new hypermarket model with the 'Giant' brand and soon DFI decided to break ties with Spencer. Post-split Giant was renamed as Spencer Hypermarket and GWCL announced new formats – Spencer's Hyper (25,000+ sq.ft), Spencer's Super (8,000-15,000 sq.ft), Spencer's Daily (4,000-7,000 sq.ft) and Spencer's Fresh (2,000 sq.ft). The company's hypermarket concentrates on the food and grocery range and it has the following mix:

- Supermarket range – 75-80%
- Extended range - 25-30% (includes thermo wear, daily garments, white goods)

In 1997 RPG launched yet another chain called Music World which by 2003, grew to nearly 170 outlets covering nine cities in India operating in three different formats – Music World Destination (14 stores of about 4,000 sq.ft. each), Music World Express (29 outlets of about 300 - 600 sq.ft) and Music World Unplugged. The main competitor of Music world is Planet M, which belongs to the Bennett & Coleman Group.

**Music World runs 3 Types of stores:**

- Destination stores: Main stores with an area of over 4000 square feet.
- Express stores : These are 300-600 square feet stores.
- Unplugged : These are small gondolas, which operate in department and large stores.

Health & Glow: In 1997, a similar JV came into existence as RPG Guardian Private Limited to launch the country's first retail chain 'Health & Glow' in the pharmacy and beauty care segment. The chain is spread across major cities of the south and is also present in Pune. Dairy Farm International now owns this chain. With its existing stores Spencer's Hyper, Spencer's Super, Spencer's Daily and Spencer's Fresh formats and MusicWorld outlets, covering about six lakh sq.ft of retail space, RPG Retail is expected to register a turnover of INR 4.5 billion.<sup>21</sup>

## 1.7 LEVELS IN RETAIL:

### Organized retail operates at three levels:

**Level 1:** Includes specialty stores dealing in Food & grocery, Households and FMCG, Apparel, Footwear, Beauty Products, Fashion Accessories, Electronics and accessories, Consumer durables, Furniture and home décor and jewellery.

**Level 2:** Includes a department store, a supermarket or a hypermarket catering to 2-3 categories of retail mentioned in level 1.

**Level 3:** Includes a ‘Mall’ which includes a departmental store, hypermarkets & specialty stores.

**Table 1.2 PLAYERS OPERATING AT DIFFERENT LEVELS**

	Level 1	Level 2	Level 3
Pantaloon	Food Bazaar Pantaloon	Big Bazaar	Central
RPG	Foodworld Music World	Spencer’s Hypermart	
Tata – Trent	WestSide	Star India Bazaar	
Piramal Group		Piramyd	

Source: <http://www.researchandmarkets.com/reports/579542/>

There is significant development in retail landscape not only in the metros but also in the smaller cities. Even ITC went one step ahead to revolutionize rural retail by developing ‘Choupal Sagar’ a rural mall. On one hand there are groups of visionary corporate working constantly to improve upon urban shopping experience and on the other hand some companies are trying to infuse innovative retail experience into the rural set up.

### **1.8 Growth of Retail Industry in India**

According to the KPMG report the annual growth of departmental stores has been estimated at 24 per cent, which is faster than overall retail, and super markets have taken an increased share of the general food and grocery trade over the last two decades. Specialized retailers are developing rapidly in segments such as consumer durable and white goods, books, music, lifestyle goods, household furnishing, health care and beauty care. Organized retail will require over 220 million sq. ft. space against 40 million square feet of now. One should not be surprised why the retail boom is about to happen in India with about 11 retail shops for every 1,000 persons. India has the highest shop density in the world. That's one shop for every 20-25 families. American arguably the biggest spender in the world has to do with just 4 shops per 1000 persons. Singapore, the shopper's paradise has similar density. England (rather, UK), once scathingly referred to as a nation of shopkeepers by Napoleon is only marginally better- nearly 5 shops for every 1,000 persons. The high number of shops in India is because most of them are in the unorganized sector, e.g., paan wala, kirana stores, subji wala, fruit wala and so on.<sup>22</sup>

On their part, the consumers have started spending more and more of their increasing disposable incomes. In the last few years' Indian retail especially in the organized segment has gone from strength to strength. According to a study by Deloitte Haskins and Sells, organized retail has increased its share from 5 per cent of total retail sales in 2006 to 8 percent in 2007. The fastest growing segments have been the wholesale cash and carry stores (150 percent) followed by supermarkets (100 percent) and hypermarkets (75-80 percent). Further, it estimates the organized segment to account for 25 percent of total sales by 2011.<sup>23</sup>

No doubt, India has many shops but the small entry of big retail would consolidate the sector into fewer but bigger shops. The only constraint in retailing is change and with the pace of development retailing appears to be accelerating. The traditional forms of independent owned small business and cooperatives have lost significant market share. In developing economics, the retail sector is now characterized by large scale multiple chains run by powerful and sophisticated organizations like Super Bazars and Kendriya Bhandar in New Delhi, Sarkari Bhandar in Mumbai, Spencer Plaza, and Niligiries etc. The first half of the 20th century saw

the arrival and growth of large retail giants. The new group of discounts stores redefined value and varieties with low price and wide inventories. Though the arrival of super markets in India was a bit late but they are fast becoming a rage amongst enthusiasts.

In a short span of two years, retailing has exploded on the Indian firmament as a humungous business opportunity. The rapid expansion of super markets in India started from mega cities of Bangalore, Chennai and Hyderabad, the southern part of the county. Nevertheless, in recent years, new retail stores/supermarkets are being opened at a frenetic pace in different small cities and towns throughout the country. The major players in the Indian Retail Sector are Pantaloon Retail (India), Shopper's Stop, Lifestyle, Reliance Retail, Aditya Birla Retail, Bharti Retail, RPG Group, Tata's Trent, Vishal Mart, Discount chain Subhiksha, Ebony Retail. Many mores are also eyeing at retail operations business by establishing retail chain across India with massive investments in the year to come.

### **1.9 Retail Space Development**

Through the 1990s, organised retail in India added just 1 million sq. ft of space a year. Then, from 2001, the pace quickened dramatically. In 2003 alone, 10 million sq. ft was added by this fledgling industry. Now the story is completely different and the mall boom is all set to alter the competitive dynamics. Over 130 to 180 million sq ft of new mall space are estimated to come up in the country in the next 3-5 years. Nearly 70% of the total new mall space coming up in FY07 and FY08 will be in the major cities reducing catchment areas for existing retailers. Key retail location like Mumbai (up 203% to 15mn), Delhi (up 527% to 23.2mn), Bangalore (up 128% to 4.1mn), Hyderabad (up 163% to 5.3mn), and Pune (up 188% to 23.2mn) are all seeing a mall construction boom and this space availability shall lower the barriers to entry. <sup>24</sup>

Presently, there are 220 retail stores in the country with promoters and organizers who are optimistic and positive that the retail sales depot may help in containing the soaring prices. Retail sector of Indian economy is undergoing a paradigm shift. This sector has grown

substantially and rapidly during the past few years and liberalized policies indicate its even faster growth.

India, known as Nation of Shopkeepers, has the highest shop density in the world- one retail outlet for around 90 persons. Retail industry, which is US\$300 billion in 2006, is likely to reach 427 billion US dollars by 2010 and to 637 billion US dollars by 2015. Merely 3 per cent of retail in India is organized. Visible retail revolution is on and within a short span of two years; retailing has exploded on the Indian firmament as a humungous business opportunity.<sup>25</sup>

With over 13 million retail stores, India has more retailers than any other country in the world. Yet, these retailers are tiny. The typical traditional Indian *urban* retail store has only 30 to 50 square meters, literally a hole in the wall. Stores in semiurban and rural areas are even tinier than this. To maximize the use of space, merchandise is stacked along all available walls and floor space. The retailer leaves barely enough space for a stool or cushion on which s/he can sit. Like the kiosks found in European cities, a counter is put up as a barrier between the shoppers and the merchandise.<sup>26</sup>

In the urban centers, these traditional retail stores are being supplemented by large malls. Some of the malls are being created in traditional shopping locations, by aggressive land use strategies of private developers, while others are appearing in outlying areas near intercity highways.

Like a forest fire starting at the edges, the retail change in India is hot and fast spreading at the visible urban edges. From "serviced retailing," where the customer approaches the retailer and asks for specific items which the retailer fetches from behind the counter, urban Indian consumers are suddenly encountering "self service" models of retailing. In the major cities, every few months major shopping centers, branches of large-format retailers or new types of mega-store formats hitherto not found in India are opening up. Again, using the analogy of a newly triggered forest fire, it is too early to tell whether large swaths of the forest would be

up in flames or just a few edges would be consumed by the new-retail inferno. It remains to be seen whether the "mall of India" would remain an urban phenomenon or spread widely throughout the country.

### 1.10 Growth of organised Retail in India

**Table 1.3 Emergence of Organised Retail in India**

Table 1 Journey of Organised Retail in India		
Year	Growth	Function
2000	First Phase	Entry, Growth, Expansion, Top Line Focus
2005	Second Phase	Range, Portfolio & formal options
2008	Third Phase	End-to-End Supply Chain Management, Backend Operation, Technology, Process
2011	Fourth Phase	M&A, Shake out, High Investment.
*Source: Ernst & Young		

India as a country has the most unorganized retail market. "Kirana stores" the traditional retail outlets work with an age old set up of a shop in the front & house at the back. More than 99% retailers function in less than 500Sq.Ft of area. The producers distribute goods through C & F agents to Distributors & Wholesalers. Retailers happen to source the merchandise from Wholesalers & reach to end-users. The merchandise price gets inflated to a great extent till it reaches from Manufacturer to End-user. Selling prices are largely not controlled by Manufacturers.<sup>27</sup>

The vibrant change in the market that has occurred in the past decade has made retailing probably the hottest area to venture into. There is an elementary budge stirring in the market. In India Retail Industry has undergone with two different phases and in recent past it is changing at faster speed form traditional Informal retailing sector to modern Formal and Organized Retailing sector.

**Informal Retailing Sector**, consisting of typically small retailers who most of times organize the things through sole proprietorship type of organizations. Due to their small size and lack of capital investment they were mainly suffering from inefficient supply chain management and approximately no monitoring of labor laws. Even from the government's point of view,

there was enough tax evasion as the tax enforcing mechanism could never be applied over then due to their complex structure.

**Formal Retailing Sector**, consist of large retailers, who generally made available all the consumer goods at one center. They are managed by corporate houses and involves huge capital intake with them. As they are 'organized' there is absolute opportunity of application of tax mechanism and it also involves high level of labor usage monitoring. Some leading corporate houses dealing with retail market are:

TATA: - Tata Trent, RPG Group: - Food World, Health and Grow etc., ITC: - Wills Life Style, RAHEJAS: - Shoppers Stop, HIRANADANI (HAIKO) & DLF: - DT Cinemas. There are different formats adopted by the corporate bodies such as:-

- \* Dedicated Brand Outlets: - Nike, Reebok, Zodiac etc.
- \* Multi Brand Outlets: - Vijay Sales, Viveks's etc.
- \* Outlets of Manufacturer's/ Exporters: - Pantaloon, Bata, Weekender and Globus etc.
- \* Modern Format Retailers
- \* Traditional Format Retailers

### **1.11 Emergence of Malls in India**

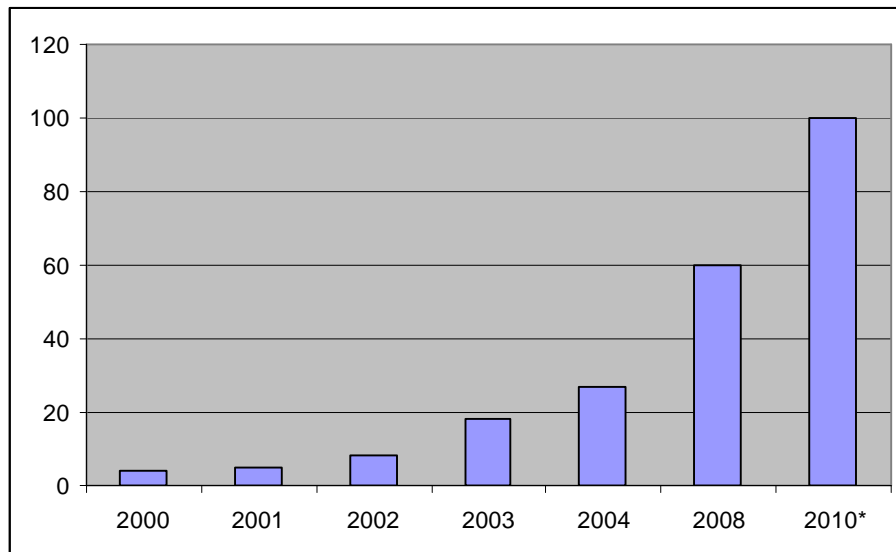
Mall development is phenomenal in India. The mall mania is spreading fast and entering even the second tier cities in India. Real estate developers are jumping very fast to take this further from Metro cities to smaller cities and corporate houses like ITC and Sriram group are making steady progress to make this phenomena feasible in rural market also. There is no denying that the top notch cities like Mumbai, Delhi, Bangalore, Hyderabad, Kolkata, Chennai and Pune are leading the way but the second tier cities like Ludhiana, Chandigarh, Nagapur and Surat are catching the eye of all retailers. Retail developers are in such a mood that they may over ride the requirement in a specific city.



Large format malls are increasingly getting prominent with adequate retail space allocated to leisure and entertainment. Some states like Punjab have lifted entertainment tax on multiplexes till 2009. This boosted the confidence of the mall developers to accommodate entertainment players like PVR, Waves, Adlab and Fun Republic in large malls. A study conducted by Knight Frank India indicates that by 2007, approximately 75 million sq ft of mall space would be available in India. Of this, Mumbai, Pune, NCR (including Gurgaon, Noida, Greater Noida, Faridabad & Ghaziabad), Bangalore & Hyderabad will have a 74% share. The balance 26% will be made up by the cities like Kolkata, Chennai, Ahmedabad, Jaipur, Nagpur, Lucknow, Indore, Ludhiana & Chandigarh. With such quantum of new format retail space in the pipeline, innovation, striking the right tenant mix, effective mall management and provision of ample parking space are components that will decide the future success of mall developments.<sup>28</sup>

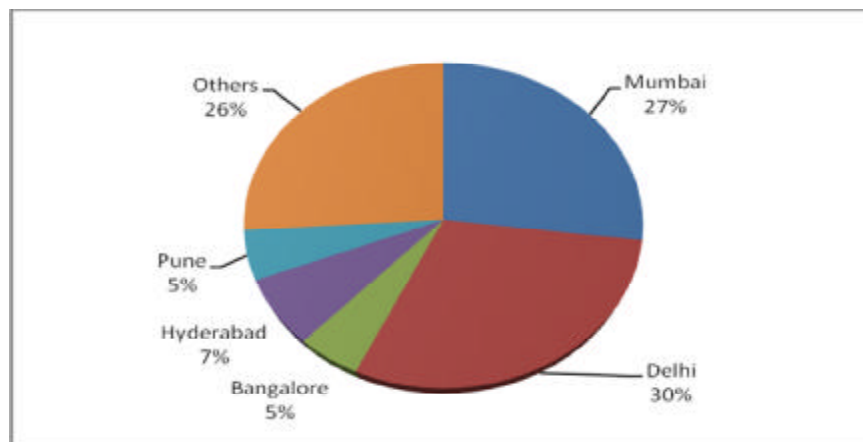
Factors such as availability of physical space, population densities, city planning, and socio-economic parameters have driven the Indian market to evolve, to a certain extent, its own definition of a 'mall'. For example, while a mall in USA is 400,000 to 1 million sq.ft. in size, an Indian version can be anywhere between 80,000 sq.ft. and 500,000 sq.ft. In this year(2007), an estimated 50 million square feet of quality retail space will be available across India and 40 per cent are concentrated in the smaller cities. Smaller cities like Pune, Ahmedabad, Lucknow, Ludhiana, Jaipur, Chandigarh and Indore, are also expected to see a formidable growth in the growth of malls in the near future.<sup>29</sup>

**Graph 1.2 Growth in area: Indian Mall Scene : (In Million Sq. Ft.)**



*Source: India Retail Biz\* Expected*

**Graph 1.3 MALL SPACE DISTRIBUTION BY THE YEAR END 2007:**



*Source: www.kpmg.com, 2006*

Retail chains being in expansion drive are busy hunting for space. The total operational retail space is 100 million sq. ft. by '08 with about 500 malls across the country. Reliance expects to take its retail format to 784 cities and towns and plans to have around 100 million sq. ft. by FY10. Major players like Pantaloon, Shopper's Stop, Provogue all are hunting for spaces and will be occupying more spaces in the years to come.<sup>30</sup>

**Table 1.4 Space Occupied By Retailers**

	As on Dec '06 (In Mn. Sq. Ft.)	Estimated by FY10 (in Mn. Sq. Ft.)
Pantaloon	3.4	30*
Shopper' Stop	1.06	5-6
Trent	0.6	1.5-2
Reliance	NA	100
Bharti	NA	100
Aditya Birla Group	NA	12-15
Provogue	NA	12-15
Max Retail	0.1	1.5
Brand house (S Kumars)	0.053	0.2
Spencers (RPG)	0.5	1

Source: *Economics Times (ET)*

However, availability of land, rising rentals costs and high property tax could come in the way of retailers' mega plan.

**Table 1.5 HIGH PROPERTY TAXES:**

Kolkata	Bangalore	Chennai	Delhi	Gurgoan	Navi Mumbai
18.9	6.28	7.75	5.76	3.21	3

All Figures are Property Tax in Rs./sq.ft./month

Source: *CII Report on Retail Scenario In India*

### 1.12 Drivers of Malls in India

On one hand favorable demographic and psychographic changes in the Indian consumer class, rising income, international exposure, availability of quality retail space, wider brand choice and better marketing communication are some of the factors driving Indian retail. On the other side a lot depends on the preparedness of Indian retailers in terms of having suitable formats, scalable business model, appropriate technology and relevant organization capability for the success.

Currently the country has a population of over one billion, 60% of which is under 30 years of age. This means majority of the population is young and working class with higher purchasing power. The low median age of population means a higher current consumption rate which augurs well for the retail sector. Consumer spending in India has grown at over 12 percent since mid-1990s and 64 per cent of Indian GDP is accounted for by private

consumption. Over the last decade, the average Indian spending has gone up from INR 5,745 in 1992-93 to INR 16,457 in 2003-04 and is expected to grow around its trend rate of 12%.<sup>31</sup>

Rising incomes and a young population makes an amazing recipe for growth. According to recent data from India's Marketing Whitebook by Businessworld (*provided in KPMG's report on Consumer Markets in India*), India has around 208 million households. Of these, slightly more than six million are 'affluent' – that is, with a household income in excess of INR 215,000 (US\$ 4,943) per year. Another 75 million households are 'well off', earning between INR 45,000 (US\$ 1,034) and INR 215,000 (US\$ 4,943) per year. In the past, the organized consumer goods sector concentrated almost exclusively on the 'affluent' category, which forms the backbone of the Indian market. However, the 'well off' class with their increased spending power is becoming a target audience for organized retailers, distributors and consumer goods manufacturers. In addition, organized retailing in small-town India is growing at 50-60 percent per year (as compared to 35-40 percent in the larger cities). According to recent studies conducted by the National Council of Applied Economic Research (NCAER), rural India is home to 720 million consumers across 627,000 villages. As urban markets are starting to get saturated, most companies are looking at the rural market to help in their company's growth.

Increased urbanization and growth of small towns throughout the country coupled with increased income level, diversified food habits, growth of working women outside home, willingness and capacity to pay for better quality and need for convenience drive demand for processed, ready to cook or ready to eat, convenience foods, packaged and, preferably branded. The rapid expansion of super markets in India started from mega cities of Bangalore, Chennai and Hyderabad, the southern part of the country.

Nevertheless, in recent years, new retail stores/supermarkets are being opened at a frenetic pace in different small cities and towns throughout the country. The country is quickly readying to face profound changes in the retail landscape. It is only the beginning and the best is yet to come.

The special characteristics of retail business and the emergence of major retailers in the market have led to specific forms of channel services. Prior to consumption, the retail product has to be both available and accessible. This requires a supply chain distributor system, that is, the channel used to bring items to the place of sale, or the means by which a retail supplier gains access to the potential buyers of the product. More recently the efficiencies of supply chain management have made major differences to the effectiveness of retailers and their overall profitability. With the ever growing size and dispersal of retail operations, controlling merchandise as part of store operations has been of paramount importance. This goes beyond an administration system, modern supply chain management can achieve competitive advantage through shorter times for restoring, reduced inventory size and costs, improved management information and greater overall controls. Supply chain management requires a holistic view of such activities and an innovative approach to the organization in order to meet customer needs with the greatest efficiency.<sup>32</sup>

Some of the key factors that are providing this thrust are as follows:

- Booming service sector – bringing in a new consumer class with a greater exposure to overseas markets.
- Rise in the disposable incomes of this class of consumers along with their aspirations.
- Over the last year salaries have increased by approximately 15-20 percent.
- The growth of the Indian middle class from its current share of 22 percent to 32 percent of the total population by 2010.
- Greater availability of quality retail space with formats such as department stores, hypermarkets, supermarkets and specialty stores finding more and more acceptance

### **1.13 Problems for Malls in India**

Indian retailing, however, is facing several challenges. Property and real estate issues, capital availability, legal framework, human resources, supply chain development and management, and logistics are amongst the prominent ones. The foremost challenge facing the organized retail industry in India is competition from the unorganized sector. Traditional retailing, with

12 million outlets, was established in India centuries ago. It has low cost structure, is mostly owner-operated, and has negligible real estate and labor costs and little or no taxes to pay. Consumer familiarity that runs from generation to generation is one big advantage for the traditional retailing sector.

#### **1.14 Challenges of Retailing in India**

The retail industry in India has to face many obstacles before becoming a truly flourishing industry

- Competition from unorganized sector.
- In retail sector, Automatic approval is not allowed for foreign investment.
- Taxation, which favors small retail businesses.
- Developed supply chain and integrated IT management is absent in retail sector.
- Lack of trained work force.
- Low skill level for retailing management.
- Intrinsic complexity of retailing- rapid price changes, threat of product obsolescence and low margins.
- Organized retail sector has to pay huge taxes, which is negligible for small retail business.

In contrast, players in the organized sector have big expenses to meet, and yet have to keep prices low enough to be able to compete with the traditional sector. High costs for the organized sector arise from: higher labor costs, social security to employees, high quality real estate, much bigger premises, comfort facilities such as air conditioning, back-up power supply, taxes etc. Organized retailing also has to cope with the middle class psychology that the bigger and brighter a sales outlet is, the more expensive it will be.

Currently, heated debate is on whether or not; Foreign Direct Investment (FDI) in retailing is desirable. FDI is not allowed in retailing. It is permissible in a single brand and in franchising and commission agent services. Foreign Investment Promotion Board (FIPB) on a case by case basis approves the FDI proposal in the wholesale trade services. The government allows

foreign investment in retail segments where small domestic players do not operate. FDI in retail is set to get a leg up and government has marketed out sports goods, electronic and building equipment as some of the sectors that may be opened up with a 51 per cent cap on FDI. The government is likely to allow FDI at both the front and back ends. The government is also considering permit multi-brand retail in such areas. However, the question, whether the government allow FDI in these segments through the automatic route or through the FIPB is yet to be decided.

FDI in retailing will expedite the process of development of modern format India, bring in technical know-how, reduce inefficiency in the supply chain, increase productivity, help achieve international quality standards and improve the quality of employment and services offered to the consumers. Many reputed foreign retailers with deep pockets and deeper market knowledge are waiting in the wings to enter the country. Restriction on FDI may constrain the growth of organized retailing. Restriction of FDI in food retailing is due to the apprehension that entry of multinationals will displace millions of workers in the unorganized retailing, which needs thorough examination.

Mall Management has emerged as the single most differentiating factor in today's scenario. The need of malls to differentiate themselves is a sure way of emerging as a winner. Right from the tenant mix, ensuring of creation of right ambience, cleanliness that creates customer satisfaction, managing various income stream for developer, the role of mall-management is complex and dynamic. Shopping malls around the country have been experiencing difficulty in recent years. People are spending less time in malls due to changing preferences and new shopping alternatives. Some of the weaknesses of the malls are market opportunities for downtowns and community business districts. Consumers are finding it more difficult to shop at the regional shopping mall, instead, shoppers want to run out at lunch or make a quick shop on their way from work. Convenience was the most important reason why they choose to shop at a certain store. Consumers are growing interested in new, more convenient and less time-consuming ways of shopping. Home shopping and electronic shopping address the time constraint problem facing the consumers. Safety has become a concern to shoppers

and owners. With the advent of information and communication technology (ICTs), the Indian consumer is now more aware of what the market place, both national and international, has to offer. India has steadily transitioned from a state managed economy to a market economy. Economic growth and liberalization have increased the amount of disposable income. The growth of the urban middle class, which demands value for money, has led to lot of changes on the retail front. The past few years have also seen a large increase in the number of youth to earn early. Roughly, there has been 20 per cent increase in the number of people between 15 to 19years age group who started earning, largely due to the expansion in opportunities for the urban youth in the business process outsourcing industry and the software sector. The expenditure of Indian households on health services, education, domestic appliances and food has undergone a substantial change.

The share of food in the total private consumption expenditure has fallen from 51.3 per cent in 1993 -94 to 41 per cent in 2005-06. The Increase in the number of working women, especially in urban India, has fuelled the growth of retail format like supermarkets, convenience shops and products like ready to eat meals. While the spending power has increased, the demand is now for quality merchandise and a certain level of service. Increase in disposable income, changes in consumption pattern, coupled with knowledge of market has enabled the retail market in India to expand to both vertically and horizontally. Dependency ratio a proportion of non-working population, is set to decline in the coming few years, and about 60 million people will be joining the ranks of the “the consuming age class” of 15-64. To help the retail sector, there is also the ascent of urbanization (from 27.8 in 1998 to 31.8 in 2008). Furthermore; companies continue to invest more in direct mail, like catalogs, which also siphon off business from traditional malls.<sup>33</sup>

According to Stan Eichelbaum of Marketing Development Inc. in Cincinnati, some of the mall’s vulnerabilities are also the strengths of downtowns. According to Eichelbaum, malls are aesthetically boring, do not offer street front exposure, are limited in terms of events they can host, do not offer parking that is convenient to the shopkeepers destination and have retail –mix problems due to the rise of category killers. Downtowns have a distinct advantage



in each of these areas. Eichelbaum recommends that downtowns take advantage of their competitive strength in these areas by providing specialty retail, parking, safety, cleanliness, Street level activity, management, marketing and a blend of worker and residential population. Majority of upcoming mall developments remain fragmented and sub-optimally planned. Many developers also encountered financial problems due to carrying too much debt. As these centers aged, many lenders turned down their requests for financing mall refurbishment, leaving the mall in an even more vulnerable position. In near future there is likelihood of a shakeout within shopping mall business. Emergence of few large, dominant and relatively more professionally managed national/regional and a host of specialty/ niche local players likely. With globalization of the real estate sector, shopping malls of International scale and quality would soon emerge. At present the general practice with all the mall developers is that they have a service division within their group which manages their entire properties residential, commercial or retail. Each mall has a mall manager with a team of assistants handling different aspects of the job.<sup>34</sup>

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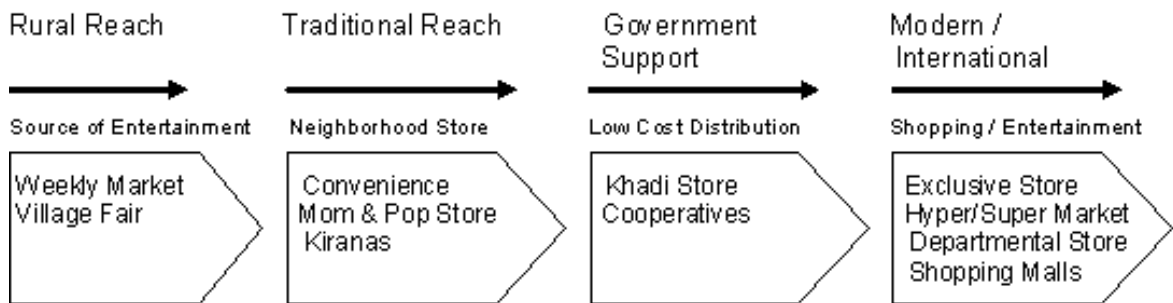
## **CHAPTER – 2**

### **Conceptual framework of Retailing**

- 2.1 Genesis of Malls in India
- 2.2 Key factors for Emergence of Malls in India
- 2.3 Factors that hamper the growth of Malls in India
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## 2.1 Genesis of Malls in India

Malls as we understand, is a form of organized retailing. They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof. Before going into the details of emergence of malls, let's see how the Indian retail sector has evolved over the years and how the concepts of malls came into being.



Source: [www.managementparadise.com](http://www.managementparadise.com), July 2007.

The era of rural retail industry could be categorized into two formats: weekly markets and village fairs. Primarily, weekly formats catered to the daily necessities of villagers. Village fairs were larger in size with a wide variety of goods sold from food, clothing, cosmetics and small consumer durables. The traditional era saw the emergence of the neighborhood 'Kirana' store to cater to the convenience of the Indian consumers. The era of government support saw indigenous franchise model of store chains run by Khadi & Village Industries Commission.

The KVIC has a countrywide chain of 7000 plus stores in India. This period also witnessed the emergence of shopping centers with car parking facility. The modern era has a host of small and large formats with exclusive outlets showcasing a complete range of products.

The department stores and shopping malls targeting to provide a complete destination experience for all segments of the society. The hyper and super markets are consistently trying to provide the customer with the 3 Vs (Value, Variety & Volume).<sup>35</sup>

Over the last three years, this sector has witnessed an exorbitant growth due to the establishment of numerous international quality formats to suit the Indian purchase behavior,

the improvement in retail processes, the development of retail specific properties and the emergence of both domestic and international organizations has witnessed the emergence of malls.

The story of great Indian mall boom started from the emergence of Gurgaon, a sleepy little suburb of Delhi. In a development that surprised many town planners, Gurgaon transformed itself overnight by first housing the headquarters of many multinational corporations and banks, and then calling itself the "shopping-mall capital of India".

Each mall in Gurgaon is about 300,000 square feet in size, with every leading retailer, or, to use a trade parlance, "anchor", occupying anything between 60,000-80,000 square feet. It is not just the north of the country that is seeing a furious construction of malls. Visakhapatnam, a fast-growing city in the southern state of Andhra Pradesh, is witnessing a huge demand for shopping malls. The biggest of them, CMR Shopping Mall, occupies 60,000 square feet over five floors. The throngs of buyers who visit the mall are working class and office employees of the numerous public and private sector outfits that are based in Visakhapatnam.<sup>36</sup>

Similarly, Ahmedabad in western India is slowly becoming a magnet for shopping malls. More than half a dozen malls have sprung up in Ahmedabad, known as a fading city of dying textile mills until a few years back. The biggest of them, aptly called Super Mall, occupies a gargantuan 90,000 square feet and has 200 shops in its folds.<sup>37</sup>

But the biggest mall-construction activity in India is taking place, as expected, in Mumbai, the country's financial and business capital. In all, 25 malls are under construction, each measuring anything between 90,000 and 600,000 square feet. A hefty Rs. 4 billion (US \$87 million) is being pumped into these projects by 20 investors. About a dozen malls are already up and running in the up-market south side of the city, as well as the downmarket distant suburbs. The anchors that first pull the crowds here - and at other malls all over the country -

are as varied as they come. There are the US and European chains such as McDonald's, Lacoste, Pizza Hut, Benetton, Subway, Marks & Spencer and Mango.<sup>38</sup>

Their success has spawned the emergence of successful Indian chains such as Pantaloon, Globus, Shoppers' Stop, Giant, Lifestyle and Big Bazaar. Stores named after popular branded merchandise also act as effective anchors. These include the likes of Tommy Hilfiger, Swatch, Arrow, Louis Vuitton and Nike.

Foreign mall operators cannot enter India as foreign companies are not allowed to own real estate in India. Companies like Nike, McDonald's and Reebok sell at mall outlets through their Indian subsidiaries or franchisees. McDonald's, for example, has appointed two master franchisees in India, and these in turn have appointed numerous sub-franchisees all over the country. A sub-franchisee, therefore, could open a McDonald's outlet either as a stand-alone store or as one of the many stores in a mall.

Making the job easier for the anchors is a gradual change in the Indian economy from a socialistic to a capitalistic one. This has led to a rise in the numbers of middle-class consumers, their wallets stuffed with more disposable income. According to one estimate, over the past three years, consumer spending has increased at a respectable rate of 12% per annum.<sup>39</sup>

Another reason for the ongoing boom in mall activity is the opportunity to retailers for a greater accessibility to real estate at affordable prices. Part of this is due to easier availability of bank and institutional finance. And in places such as Mumbai, the freeing up of much-needed real estate. This has happened with the many closed textile mills in the central part of the city now being allowed to exploit their real estate for other commercial purposes. Investors are attracted by the 14% returns in the malls business, compared to 11% in the office segment and 6% in the residential segment.<sup>40</sup>

For the young crowd, malls have become areas in which to "hang out", to catch up with

friends in stores like Cafe Coffee Day and Barista, each vying to be the Starbucks of India. There's also an entertainment factor, with more and more of the youngsters beginning to see shopping as an enjoyable pass time. Many of these are working women; the goods in the malls are now not only enticing but attainable as well.

## **2.2 Key Factors of Emergence of Malls**

- Increased purchasing power
- Changing consumption patterns
- Young Indian consumers
- More available retail stores
- Easier financing
- Improved logistics and better infrastructure
- Emergence of more Tier-2 cities across countries

## **2.3 Factors that Hamper this Emerging Trend**

- The taxations and legislative systems
- Too many malls at the same location
- Barriers to FDI
- Supply chain bottlenecks
- Availability of talent
- Customers preferences
- Lack of industry status

## **2.4 Different Types of Retail formats in India**

Numbers of retailers are in a mode of experimentation and trying several formats which are essentially representation of retailing concepts to fit into the consumer mind space. Apart from geography even rural and urban divide poses different kind of challenge to the retailer. Pantaloon Retail India is experimenting with several retail formats to cater to a wide segment of consumers in the market. Some of the new formats are Fashion Station (popular fashion),



Blue Sky (fashion accessories), aLL (fashion apparel for plus-size individuals), Collection i (home furnishings), Depot (books & music) and E-Zone (Consumer electronics).<sup>41</sup>

The retailer is trying to segment the market with the help of format. The retailer developed another new format in the form of Wholesale Club to sell a segment of consumer who purchase on bulk and look out for discounts and offers. The new format is going to be kind of wholesale club which is likely to be located close to Food Bazaar. Consumers who are interested to purchase on bulk can take benefit from this format. Similarly the Land mark group also operates multiple formats such as hypermarket (Max), departmental store (Lifestyle), Shoemart and Funcity (*Family entertainment centre which offers excellent opportunity for kid to learn and have fun.*) etc. Such experimentation and identification of an appropriate format for the local conditions would separate winners from losers in India, possibly implying multiple formats could be the reality in the long.<sup>42</sup>

Large format Malls are increasingly getting prominent with adequate retail space allocated to leisure and entertainment. Some states like Punjab have lifted entertainment tax on multiplexes till 2009. This boosted the confidence of the mall developers to accommodate entertainment players like PVR, Waves, Adlab and Fun Republic in large malls. A study conducted by Knight Frank India indicates that by 2007, approximately 75 million sq ft of mall space would be available in India. Of this, Mumbai, Pune, NCR (including Gurgaon, Noida, Greater Noida, Faridabad & Ghaziabad), Bangalore & Hyderabad will have a 74% share. The balance 26% will be made up by the cities like Kolkata, Chennai, Ahmedabad, Jaipur, Nagpur, Lucknow, Indore, Ludhiana & Chandigarh. With such quantum of new format retail space in the pipeline, innovation, striking the right tenant mix, effective mall management and provision of ample parking space are components that will decide the future success of mall developments.

#### **2.4.1 Department Store**

A department store offers an extensive assortment (width and depth) of goods and services that are organized into separate departments for the purpose of efficient buying, assortment, promotion and above all ease of shopping for the consumer. Such a format provides the

greatest selection of any general merchandise and very often serves as the anchor store in shopping mall or shopping centre. In India, the number of department stores is less compared to other retail formats such as supermarkets and discount stores. Shoppers' Stop is the first one to open a department store in the early 1990s and currently operates 19 stores in 10 different cities in India.<sup>43</sup>

The store strongly focuses on lifestyle retailing and mainly divides into five departments such as apparel, accessories, home décor, gift ideas and other services. Shopper's Stop is getting stronger and stronger year after year. It attracts more than 12 million shoppers every year with a conversion rate of 38 per cent. In the end of FY2000 this retailer had 5 stores and is in the process of reaching 39 stores with retail space of 2,502,747 sq ft by FY08. Another operator Lifestyle India began operations in 1998 with its first store in Chennai in 1999 and in March 2006 it opened one of the largest department stores in the same city. The store spreads over 75,000 sq. ft and store provides customers a great shopping experience with three floors of apparel, footwear, products for children, household furniture and decor, health and beauty products.<sup>44</sup>

#### **2.4.2 Hypermarket**

Hypermarkets have emerged as the biggest crowd pullers due to the fact that regular repeat purchases are a norm at such outlets. Hypermarkets not only offer consumers the most extensive merchandise mix, product and brand choices under one roof, but also create superior value for money advantages of hypermarket shopping. With product categories on offer ranging from fresh produce and FMCG products to electronics, value apparels, house ware, do it yourself (DIY) and outdoor products, the hypermarkets are becoming popular formats in India.. Number of players operating hypermarket format are increasing day by day. One of the leading players in this format is Pantaloon Retail India Limited which operates 32 Big Bazaars in twenty cities. In early 2006, the K. Raheja Corp (C.L. Raheja Group) has introduced its value retail concept Hypercity which is the country's largest hypermarket at 118000 sq ft. Hypercity carries product range varies from Foods, Homeware, Home Entertainment, Hi-Tech, Appliances, Furniture, Sports, Toys & Clothing. Hypercity Retail plans to open 55 hypermarkets by 2015. Reports in media indicate that Reliance is set

to open its hyper market format called 'Reliance Mart' in Ahmedabad in December 2006 in 1.5 lakh sq ft of space. As the market is expanding and consumers are in a mood to accept changes, hypermarkets are getting overwhelming response from consumer. Currently there are about 40 odd hypermarkets in India but this format holds a great potential for growth. Hypermarkets can offer whole lot of benefits to consumer.<sup>45</sup>

As all hypermarkets use food and grocery as crowd puller, the price plays major role. Apart from price, other things retailers need to worry about are offering right product mix at right price and right place. Ideally, a 40:60 mix of food to non-food should yield a blended gross margin of around 18-19 per cent. Hypermarkets will be successful if the retailers understand the shopper better and design product offering tailor made for specific segment of consumer. Retailers have to use efficient sourcing and merchandising process to bring down cost of operation. The most important one is to phase out inefficiencies from the supply chain and pass on a part of that benefit to consumer. Another way of improving margin is to increase percentage of private label or store brand.

### **2.4.3 Supermarket**

Unlike western countries where supermarkets are prominently visible, in our country this is lacking. The supermarkets largely concentrate on selling food related products and are considerably smaller in size compared to hypermarkets. Their value proposition is also different from the hypermarkets. The supermarkets offer relatively less assortments but focus on specific product categories. They do not play the game on price rather use convenience and affordability as their salient features. In India this role is played by the provision stores and sweet shops. Interestingly the fresh vegetables and fruits are sold on the foot path and in open markets. Traditionally consumers feel conservative to buy fruits and vegetables from air conditioned supermarkets. They prefer to buy either from the local mobile vegetable sellers or from the nearest *sabji* market. Probably that works as deterrent factor for the growth of supermarkets in India. But the situation is changing and slowly supermarket operators are coming to their own.

A super market normally sells grocery, fresh, cut vegetables, fruits, frozen foods, toiletries, cosmetics, small utensils, cutlery, stationery and Gift items. In India Food World, Food Bazaar, Nilgiri (30 plus stores), and One more retailer Reliance Retail is on the move and this retailer opened its Reliance Fresh-a super market chain with 11 stores in Hyderabad in November 2006 and is planning to enter 70 more cities within 2 years. Fabmall a part of Trinetra Super Retail Limited is also expanding. By June 2006 Fabmall had 28 super markets in some cities and the retailer is planning to open 25 outlets in Kerala by March 2007. Subhiksha is one of the leading super market operators, who largely operates in the southern part of India is expanding to western India. <sup>46</sup>

Food Bazaar operates in major cities in India with a floor space ranging from 6,000 sq ft to 16,000 square feet and the format sells both food and non-food items. The non-food items contribute about 22 per cent of total sales and rest is contributed by the food related items. A Food Store stocks an average of 7,000 stock keeping units (SKUs) and over 50,000 articles. The SKU's are divided into the broad categories - staples, fresh produce and branded foods, home & personal care products. Staples include groceries like rice, wheat, dal, spices and oils. Fresh produce comprise of fruits and vegetables, which are sold loose through the concessionaire arrangement. Along with national brands and local brands the store keeps private labels in some product categories such as utensil cleaners, preservatives and bakery products. For example in utensil cleaner category private label gives the highest margin about 25 per cent and commands a share of 50 per cent in the store. The private labels offer flexibility to both the retailer and the consumer on price front. The objective of the store is to offer variety at affordable price in each category. Food Bazaar is made the transition from a just grocery retailer to developing emotional bonding with shoppers by providing some value added services to the shoppers. Some of these initiatives include:

*Live chakki:* which allows customers to buy fresh wheat and have it grinded there at the store

*Fresh Juice counter:* This provides customer to have fresh juices.

*Live dairy:* This provides customers with fresh milk and milk products.

*Live kitchen:* Customers have the option of buying vegetables, getting them chopped, cooked fully or partly. Soups, salads and sandwiches are also available. <sup>47</sup>

#### **2.4.4 Convenience Stores**

A Convenience store offers location advantage for the shoppers and provides ease of shopping and customized service to the shoppers. It charges average to above average prices, depending on the product category and carries a moderate number of stock keeping units (SKUs). Normally it remains open for long hours and shoppers use it for buying fill-in merchandize and emergency purchases.<sup>48</sup>

In India, Convenience stores occupied 23 thousand sq. meter of retail space with sales of about Rs 1347 million in 2005 and are expected occupy 85 thousand square meter of selling space by 2010. During the same period, sales is expected to touch Rs 5271 million and number of outlets are likely to grow from 510 to 2434. Twenty Four Seven a new format of convenience store is operational in Delhi from June 2005. Twenty Four Seven's portfolio comprises 3,500 stock keeping units (SKUs) of branded fast-moving consumer goods and another 3,500 SKUs of prescription and over-the-counter drugs besides 300 private labels products across food, focusing on staples such as pulses and rice. The promoter of this format, the Modi group, plans to set up 500 convenience stores in Delhi and Mumbai by 2007.<sup>49</sup>

#### **2.4.5 Discounters**

Wal-Mart, the largest retailer in the world is a discounter. Practically the discounters offer several advantages such as lower price, wider assortment and quality assurance. The discounters like Wal-Mart and Aldi were able to quickly build scale and pass on benefits to the consumer. However, in the long run success depends on the operational efficiency and consistent value delivery to the consumer. The same retailer Wal-Mart struggles in Asian countries like China but extremely successful in USA. It is believed that the average Indian consumer is highly price-sensitive and looks for savings in term of money in her grocery purchase. So price-value equation is a critical component in most of the grocery purchases. Despite this, there is hardly any national level discount chain operating in India. But retailers such as Aldi and Lidl are extremely successful in Europe. Due to regulatory issues no such retailers are allowed to sale their products directly to consumer. But they can sell in a cash and carry format which is exclusively B2B context. If these retailers are allowed to operate in

India through their retailer stores they may find it extremely difficult in the early stages because of lack of experience in the grocery retailing in this market. Unlike the western markets where retailers largely depend on private labels to offer price advantage, here the concept of private label is very early stage. Some of the food retailers like Foodworld and Adani sell private labels but they are not discounters. Soft discounters are present in India, although their influence on grocery retailing in 2005 was very minimal with a value share at less than half a percentage point. The absence of strong discounters and the lack of local retailer's initiatives in discounters have several reasons. Unlike most Western countries, Indian retailers are mainly small stores and do not have much bargaining power with manufacturers in order to negotiate terms. Due to low economies of scale, retailers are unable to offer significant discounts on their own.<sup>50</sup>

Consequently, the presence of discounters is much smaller than that of supermarkets. According to Euromonitor (2006) report, in India there are 410 discount stores with 63 thousand sq, meter selling space and by 2010 that figure is going to be 555 discount retail outlets with 85 thousand selling space. Subhiksha, the Chennai based discount retail chain is going national. By July 2006 the retail chain had around 150 stores and planning to open 350 more by March 2007. The National Capital Region (NCR) is going to get a fair share of 145 stores. Apart from the NCR the retail chain is actively looking at markets in Maharashtra, Gujarat, Andhra Pradesh and Karnataka. The retail chain already started operation in Ahmedabad but the stores are largely selling fruits and vegetables at this point of time. They claim that they sell at a lower price compared to other places in the local market.<sup>51</sup>

#### **2.4.6 Branded Store**

The major apparel brands in India are Madura Garments, Zodiac, Raymonds, Colour Plus and Arvind Mills. Some of branded apparel stores prominent in India are Madura Garments (140 stores), Weekender (75 stores), Benetton (100 stores), Grasim (110 exclusive showrooms), Madura Garments (40 stores), Wills Life style (40 stores), Lee (59 stores), Newport (500 stores), Wrangler (37 stores), John Players (80 stores) and Raymond. Raymond a nation wide retail chain has 260 Raymond shops deals in fabrics, apparels and accessories. In addition to that its distribution network includes 20 exclusive Park Avenue

Parx stores, and 1,000 multi-brand outlets. These specialty stores sell the well known brands like Park Avenue, Parx, Manzoni and Be. Park Avenue is an up-market brand, while Parx and Manzoni are targeted at the casual wear and the premium ranges respectively. 'Be:' is especially a brand for women's wear. Similarly BK Birla's Century Textile plans to increase its number of outlets from 60 currently to 100 by next year.

International brands like Tommy Hilfinger are also present in India through franchise arrangements with Arvind Murjani Brand Private Limited (AMBPL) and its first store was opened at Banjara Hills, Hyderabad. The 3,840 sq ft store retails wide variety of products such as men's denim wear & sports wear, women's sportswear, junior jeans and accessories like handbags, belts and watches. Apart from the new store in Hyderabad, Tommy Hilfinger is also available in its exclusive stores in New Delhi, Gurgaon, Chandigarh, Bangalore and Mumbai.<sup>52</sup>

There is no major Indian retailer in the sports and foot wear category. Reebok (85 stores) is the market leader here in India and there is no clear-cut winner in the second place. In fact, this segment is dominated mainly by foreign labels – Levis, Lee Cooper, United Colors of Benetton, Lacoste, Adidas (76 stores), Nike (62 stores), and Woodland (58 stores), etc. Indian labels are few and far between – Proline is the best-known Indian brand and the other brands are more local in nature. The other Indian retailer which is making some sort of impact is Wills Sports with 29 stores across different cities in India.

#### **2.4.7 Category Killer**

The category killer concept originated in the U.S. due to abundance of cheap land and the dominant car culture. Category Killer is a kind of discount specialty store that offers less variety but deep assortment of merchandise. By offering a deep assortment in a category at comparative low prices, category specialist can be able to "kill" that specific category of merchandise for other retailers. Generally such kind of retailers uses a self service approach. They use their buying power to negotiate low prices, excellent terms and assured supply

when items are scarce. In India this kind of retail stores are not prevalent at this point of time. But there is scope for such kind of format. In India, Mega-Mart is one sort of category killer which sells apparel products.

#### **2.4.8 Dollar Stores**

Dollar stores have their roots in America's homey five-and-dimes, the general stores that offered a range of products at low prices. But modern dollar-store retailers are having more sophisticated operations; leveraging their growing buying power to strike special deals with vendors and continuously striving for unique advantage of both convenience and price. Some chains sell all their goods at \$1 or less. Others offer selected items at higher prices. Most sell a combination of paper products, health and beauty supplies, cleaning products, paper and stationery, household goods, toys, food and sometimes clothing. Both private-label and brand-name goods fill the shelves. They are looking for employing technology to manage large distribution networks. US based My Dollar Store started operation in Mumbai through master franchise arrangements with Sankalp Retail Value. The store opened with a floor space of about 4,000 sq ft of space in Nirmal Lifestyle and offers wide range of products ranging from shampoos-to-juice-toys. In September 2005, Mallz99 chain of dollar stores has also started operation in Malviya Nagar, South Delhi and the retailer has a plan to open 200 stores (both franchised & company owned) in India by 2009.<sup>53</sup>

The store offers over 1000 imported products that are priced at INR 99. Major product categories sold at the store are cleaning, health & beauty, hardware, plastic ware, kitchenware, candles, flowers, household items, home-décor, automobile, stationery, disposables, party supplies, fashion jewelry, glassware, chocolate & confectionary, gifts, toys, products for pets, melamine ware, novelties, socks and fashion accessories. For keeping the store attractive for shoppers the store adds new products on a weekly basis. Mulund boasts of three dollar shops on SL Road, and one in Mulund (E) near the station. Royal Shoppe on SL Road offers everything from crockery to towels, shoes, curios, lamps, etc. Royal Shoppe now offers goods ranging from Rs 29 to over Rs 1,699.<sup>54</sup>



#### **2.4.9 Retail Development in Rural India**

Chennai based market research firm Francis Kanoi estimated the size of the rural market to be INR 1, 08,000 crore annually. During the survey in 2002 the firm took into account four categories - FMCG, durables, agri-inputs, and two- and four-wheelers for their estimation. Rural incomes are growing steadily as well. NCAER shows while the number of middle-class households (with annual income between Rs 45,000 and Rs 2.15 lakh) is at 16.4 million in urban India, the figure stands at 16.3 million in the rural areas, data from. Largely this rural market is untapped and there is huge opportunity for retailers. Therefore, in recent times rural retailing is witnessing explorations by both corporate houses and entrepreneurs – ITC's Choupal Sagar, HLL's project Shakthi and Mahamaza are some of the models being tried out. At this juncture there is no conclusive evidence of winning rural retail formats available. However, corporate forays into rural retail are expected to bring more experimentation and innovation in term of retail format. The Godrej Adhaar, the rural retail initiative of Godrej Agrovet Ltd operates a chain of 18 stores providing a host of services to farmers and their families and is planning to set up at least 1,000 stores across rural India in the next five years. Apart from Godrej Adhar and Choupal Sagar other formats operating successfully in the rural area are, M & M Shubh Labh stores, Escorts rural stores, Tata Kisan Sansar, and Warnabazaar, Maharashtra (annual sale Rs 40 crore).<sup>55</sup>

#### ***DSCL Haryali Kisan Bazaar***

Hariyali stores keep wide range of product assortments such as fertilizers, pesticides, farm implements, seeds, animal feed and irrigation equipment among other agriculture-related products. They also have officers who offer free advices to farmers regarding best agriculture practices. Offering insurance and financial services to farmers is part of the business. So far, 22 "Hariyali" Stores have been operational in different states across North India. Farmer response has been extremely encouraging. A centre is attracting 150 - 200 farmers a day. Hariyali Kisaan Bazaar has plans to rapidly scale up the operations & create a national footprint covering all the major agricultural markets of the country.<sup>56</sup>

### ***Mahindra & Mahindra Shubh Labh***

This is the rural initiative taken by Mahindra & Mahindra group to provide complete package of products and services related to farm productivity. One of the basic objectives is to establish market linkage and optimize farm produce supply chain. There are about 36 franchised Shubh Labh store established in ten states in India.<sup>57</sup>

#### **2.4.10 Internet Retailing**

The importance of internet retailing is growing all over the world. Some internet retailers such as ebay and rediff.com are providing a platform to vendors to sell their products online and they do not take the responsibility of delivering the product to buyer. They provide virtual shopping space to the vendors.

On the other hand online retailers like amazon.com and walmart.com have to maintain their warehouse to stock products and take the responsibility of delivering products to the buyer. So, most of the brick and mortar stores are entering into online retailing as they have physical infrastructure and they can use that to capture additional consumer wallet. All the big retailers like Target, Sears and Kmart are operating online shop and some manufactures also operate online. For example Apple Inc. operates through apple.com and Dell Inc. sells its products online through dell.com.<sup>58</sup>

In India internet retailing is growing by 29% CAGR and Euromonitor report estimates that the a CAGR 48 per cent and in value term it going to touch INR 27 billion by 2010 from INR 4 billion in 2005. The report also predicts that the contribution of internet retailing to non-store retailing to is likely to be 46 per cent by 2010. In 2005 LG Ezbuy was the major internet retailer in value terms with a commanding share of close to 23 per cent. Other major players in terms of value share are Times Internet (indiatimes.com), Yahoo Web services (yahoo.com), India Online (Rediff.com), Fabmall and Sify.com. Fabmall online store offers about three million stock keeping units and attracts about 10,000 visitors per day and on average ships over 20,000 orders per month. Fabmall sells major product categories jewellery, Electronics, Books, Movies, Music and Gifts.<sup>59</sup>

#### **2.4.11 Beyond Format**

Retailers need to think about shoppers not just about formats as understanding the shoppers' dynamic holds key to such a business. Retailers must understand what value shopper is looking for and how the retailers can deliver that desired value to the customer. However, most retailers look for what they are offering and how shoppers can fit into retailer's scheme of offerings. In the long run such strategies may not be viable. Sam Walton and Jack Welch share a same line of thinking that consumer is the source of competitive advantage and one of leading UK based retailers Tesco Inc. has shown how understanding consumer can be a source of redefining business and gaining sustainable advantage. The retailer operates four different retail formats namely Express (546), Super store (446), Metro (160) and Extra (100) to cater consumer need. The Group also has an additional 527 stores under the One Stop fascia. All the formats are profitable and each format is tailor made to fulfill customer need. It is the value offering which makes Tesco so popular and profitable. Similarly in India Pantaloon Retail runs several formats and for value retailing Big Bazaar is receiving exceptional response from the consumer.<sup>60</sup>

Retailing in India is completely different from western countries for that matter even from Asian counter parts. Studies show that upgraded Kirans are growing at the same rate as organized retailers. Even though the format remains the same, the value delivery has changed. In the changing retailing environment understanding the psyche of consumer is critical to business.

Aggregate level picture may mislead, so individual level understanding is desirable. Finally, it is not the format gives business sustainability rather it is one of the vehicles to deliver value to the consumer. Some of the Kirana store owner view there is no competition from the big retailers because they know their customer better. Even some Kirana stores go one step ahead to define their target segment by residents of the nearest society or colony. Similarly DSCL Haryali Kisan Bazaar targets 15-20 villages for generating business.<sup>61</sup>

## **2.5 Genesis of Consumers Behaviour**

Consumer behavior is a study of how individuals make decisions to spend their available resources (time, money and effort) on consumption of related items (What, why, when, where and how they buy and use such products and services). Also we need to understand, why consumers make the purchases that they make? What are the factors that influence consumer purchases? What are the changing factors in our society that guide such purchase behavior.<sup>62</sup>

Behavior occurs either for the individual, or in the context of a group (e.g., friends influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).

Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased

Consumption. Since many environmental problems result from product disposal is also an area of interest. Consumer behavior involves services and ideas as well as tangible products. The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

## **2.6 Application of Consumer Behavior**

**There are four main applications of consumer behavior:**

- The most obvious is for *marketing strategy*—i.e., for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are usually initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, we learn that (1) companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success

and (2) it is important to please initial customers, since they will in turn influence many subsequent customers' brand choices.

- A second application is *public policy*. In the 1980s, Accutane, a near miracle cure for acne, was introduced. Unfortunately, Accutane resulted in severe birth defects if taken by pregnant women. Although physicians were instructed to warn their female patients of this, a number still became pregnant while taking the drug. To get consumers' attention, the Federal Drug Administration (FDA) took the step of requiring that very graphic pictures of deformed babies be shown on the medicine containers.
- *Social marketing* involves getting ideas across to consumers rather than selling something. Marty Fishbein, a marketing professor, went on sabbatical to work for the Centers for Disease Control trying to reduce the incidence of transmission of diseases through illegal drug use. The best solution, obviously, would be if we could get illegal drug users to stop. This, however, was deemed to be infeasible. It was also determined that the practice of sharing needles was too ingrained in the drug culture to be stopped. As a result, using knowledge of consumer attitudes, Dr. Fishbein created a campaign that encouraged the cleaning of needles in bleach before sharing them, a goal that was believed to be more realistic.<sup>63</sup>
- As a final benefit, studying consumer behavior should make us better consumers. Common sense suggests, for example, that if you buy a 64 liquid ounce bottle of laundry detergent, you should pay less per ounce than if you bought two 32 ounce bottles. In practice, however, you often pay a size *premium* by buying the larger quantity. In other words, in this case, knowing this fact will sensitize you to the need to check the unit cost labels to determine if you are *really* getting a bargain.<sup>64</sup>

## **2.7 Stages of Consumer decision making:**

### **The 5 stages of consumer decision process are:**

- 1) Problem Recognition / Awareness of Need: In this stage we identify the difference between the desired state and the actual condition. They are based on consumer's

perception of what their actual state is and where they want to be. If you see a commercial for a Retail discount offer of Buy One – Get One (BOGO) in respect of some apparels brands, it will automatically stimulates your recognition that you need those.

- 2) Information search: It is based on two form of evaluation, Internal Information and External Information. The sources of external information are memory, cognition and experiences. The sources of external information are Friends, Peer and relatives (which includes Viral / Bush fire Marketing), Advertising, PR, Event marketing, Catalogues, comparison-shopping; public sources etc. In case of impulse buying emotions block such internal computing.
- 3) Evaluation of Alternatives: You need to establish criteria for evaluation, identify features and attributes you want to buy. You need to give rank or weightage, then find evaluative alternatives or resume a fresh search. The Expectancy Value model of attitude formation provides us how consumer evaluates products and services by combining their beliefs, attitudes, and attribute-based fascinations in respect to a brand. The customers fail to recognize the importance of alternative evaluations at this point of time in the case of impulse.
- 4) Purchase decision—In this stage the customer choose products from the buying alternatives (evoke set) but during impulse purchase decision take place even before problem recognition.<sup>65</sup>
- 5) Post-Purchase Evaluation—The outcome can be either of two Satisfaction or Dissatisfaction and in case of dissatisfaction this stage is followed by evaluation of alternatives. Most of the dissatisfied impulse behavior is followed by a post mortem.<sup>66</sup>

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as:

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);

- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome.
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer.
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.<sup>67</sup>

Men shop very differently from women. They are more focused. For instance, when a man wants trousers, he finds a pair in his size, goes straight to the cashier without browsing through the rest of the merchandise or trying anything on. Much the same way he'd buy a case of beer.

Women, on the other hand, can spend hours browsing. One can see the real charm of shopping on their face – with the men being dragged, or bound to be get dragged. In any case, they had very little options. Whenever their partner's stops somewhere to buy pretty swanky stuffs they try to become furtive or excuse themselves for a visit to the washroom.<sup>68</sup>

## **2.8 Influence of Perception on consumer decision making**

Our perception is an approximation of reality. Our brain attempts to make sense out of the stimuli to which we are exposed. For example, when we “see” a friend three hundred feet away at his or her correct height; however, our perception is sometimes “off”—for example, certain shapes of ice cream containers look like they contain more than rectangular ones with the same volume.

**Factors in percpetion.** Several sequential factors influence our perception. *Exposure* involves the extent to which we encounter a stimulus. For example, we are exposed to numerous commercial messages while driving on the freeway: bill boards, radio advertisements, bumper stickers on cars, and signs and banners placed at shopping malls that we pass. Most of this exposure is random—we don't plan to seek it out. However, if we are shopping for a car, we may deliberately seek out advertisements and “tune in” when dealer advertisements come on the radio.

Exposure is not enough to significantly impact the individual—at least not based on a single trial (certain advertisements, or commercial exposures such as the “Swoosh” logo, are based on extensive repetition rather than much conscious attention). In order for stimuli to be consciously processed, *attention* is needed. Attention is actually a matter of degree—our attention may be quite high when we read directions for getting an income tax refund, but low when commercials come on during a television program. Note, however, that even when attention is low, it may be instantly escalated—for example, if an advertisement for a product in which we are interested comes on.<sup>69</sup>

*Interpretation* involves making sense out of the stimulus. For example, when we see a red can, we may categorize it as a Coke.

*Weber’s Law* suggests that consumers’ ability to detect changes in stimulus intensity appear to be strongly related to the intensity of that stimulus to begin with. That is, if you hold an object weighing one pound in your hand, you are likely to notice it when that weight is doubled to two pounds. However, if you are holding twenty pounds, you are unlikely to detect the addition of one pound—a change that you easily detected when the initial weight was one pound. You may be able to eliminate one ounce from a ten ounce container, but you cannot as easily get away with reducing a three ounce container to two (instead, you must accomplish that gradually—e.g., (3.0--> 2.7 --> 2.5 --> 2.3 --> 2.15 --> 2.00).

Several factors influence the extent to which stimuli will be noticed. One obvious issue is *relevance*. Consumers, when they have a choice, are also more likely to attend to *pleasant* stimuli (but when the consumer can’t escape, very unpleasant stimuli are also likely to get attention— thus, many very irritating advertisements are remarkably effective). One of the most important factors, however, is repetition. Consumers often do not give much attention to a stimuli— particularly a low priority one such as an advertisement—at any one time, but if it is seen over and over again, the cumulative impact will be greater.

*Surprising* stimuli are likely to get more attention—survival instinct requires us to give more attention to something unknown that may require action. A greater *contrast* (difference



between the stimulus and its surroundings) as well as greater *prominence* (e.g., greater size, center placement) also tend to increase likelihood of processing.

*Subliminal stimuli.* Back in the 1960s, it was reported that on selected evenings, movie goers in a theater had been exposed to isolated frames with the words “Drink Coca Cola” and “Eat Popcorn” imbedded into the movie. These frames went by so fast that people did not consciously notice them, but it was reported that on nights with frames present, Coke and popcorn sales were significantly higher than on days they were left off. This led Congress to ban the use of subliminal advertising. First of all, there is a question as to whether this experiment ever took place or whether this information was simply made up. Secondly, no one has been able to replicate these findings. There is research to show that people will start to giggle with embarrassment when they are briefly exposed to “dirty” words in an experimental machine.<sup>70</sup>

## **2.9 Consumer Trend in India**

India is currently having the largest young population in the world and 54 per cent of India’s population is below 25 years of age and 80 per cent are below 45 years. As per India’s Marketing Whitebook (2006) by Businessworld, India has around 192 million households. Of these only a little over six million are ‘affluent’ – that is, with household income in excess of INR215, 000. Another 75 million households are in the category of ‘well off’ immediately below the affluent, earning between INR45,000 and INR215,000. This is a sizable proportion which offers excellent opportunity for organized retailers to serve.<sup>71</sup>

AC Nielsen’s Retail and Shopper Trends 2004 Report made the following observations on shopper’s behaviour in India:

(1) Indian shoppers spend an average of INR2500 on food, groceries and personal care items every month and (2) Convenience stores are booming in most markets, as the number of such stores exceeds 80,000. According to the report, 48 per cent of shoppers in India admit that they ‘love to try new things’, making them the most novelty seeking shoppers around the region and total average monthly expenditure is only \$50, of this, \$21 is spent on fresh food,

comprising 42 per cent of the entire monthly spend. Indians also appear to spend more on groceries and personal care items.<sup>72</sup>

Business communities believe that sizable disposable income in India is concentrated in the urban areas and well off and affluent classes; income distribution is unequal compared to other Asian economies. In fact, the 20 million middle class home in rural India equal the number in urban India and thus have the same purchasing power. Therefore, there is significant and considerable opportunity for organized retailers in the rural areas. There is no denying that the rural market holds immense promise for the organized retail but companies ponder over how to serve that market profitably.

Unlike the urban market, it is less developed in terms of infrastructure and facilities. More than any thing else, the larger issue is to find out a suitable business model and retail format to fit local taste and preference. Of course cost of doing business in rural market would be lesser compared to urban market but reaching out to the mass is a concern. It is not impossible but a bit more difficult. For example the most successful and the largest incorporation Wal-Mart started in the rural market where as competition started in the urban market. This retailer has proved that it is important to understand how do you operate your business model rather than where you do it.<sup>73</sup>

Given the increasing urban exposure of rural India, the urban and the rural upper-income groups can form an interesting continuum market, giving it a scale of 23 million households, or 115 million consumers. In 2006-07, the consuming class would be about 60 million households, or 300 million consumers.

NCAER data shows that for 1998-99, for a basket of 22 FMCG products it tracks, a total of over Rs 91,500 crore was spent. Of this, 37% was spent by the two lowest-income groups in rural India, and only about 20% by the top two income groups in urban areas. This is, perhaps, the best and only statement of the structure and potential of the Indian market. Hence, marketers have to worry about purchasing power of consumer not where he is living. For example there are nearly 42,000 rural haats, average number of sales outlets per haat is 300 and average sales per outlet is INR 900 and average foot fall in a haat is about 4,500. In

rural India there are 50 million Kisan Credit Card (KCC) holders and in 2002-03, LIC sold 50 percent of its policies in rural India.<sup>74</sup>

### **2.10 Concept of VISUAL MERCHANDISING**

Visual Merchandising (VM) is the art of presentation, which puts the merchandise in focus. It educates the customers, creates desire and finally augments the selling process. Visual Merchandising is first and foremost a strategic activity that requires planning and analysis.

#### **VM helps in:**

- Educating the customers about the product/service in an effective and creative way. Establishing a creative medium to present merchandise in 3D environment, thereby enabling long lasting impact and recall value.
- Setting the company apart in an exclusive position.
- Establishing linkage between fashion, product design and marketing by keeping the product in prime focus.
- Combining the creative, technical and operational aspects of a product and the business.
- Drawing the attention of the customer to enable him to take purchase decision within shortest possible time, and thus augmenting the selling process.<sup>75</sup>

### **2.11 WHY VM IS IMPORTANT?**

Today's successful retailers make the most profitable use of every square foot of space in the store and in the warehouse. Since this space is so costly, you must take a strategic approach to its use. Floor patterns, location of merchandise, levels of inventory and appropriate displays are all key factors in the proper use of space. Misuse of space can be as detrimental to your success as poor buying or careless hiring. It is very important for every store to create a suitable atmosphere and appealing presentations in order to trigger the consumer's buying decision. In a world where you can find identical merchandise in more than one store, layout and presentation become key differentiating factors.

## **2.12 ISSUES & CHALLENGES in VM:**

### **(a)Strategic Approach:**

Unfortunately, the days of running a traditional "MOM and POP" operation, lacking any real business sophistication, are long gone. A haphazard approach to store layout generates less than desired results. You must squeeze every ounce of potential out of your store to make it a winner. How you present your store is a very strategic part of your business. In order to position every item in its proper location, you must have a far more detailed plan than the usual *"It was the only place left available, so that's where it ended up!"* Give your best-selling merchandise the most favorable display areas in your store.

**1) Impulse Items:** These are the unplanned purchases customers make on a shopping trip. Items with high impulse success get great locations in the store. The cash desk area is a prime location for these products.

**2) Related Merchandise:** Even though it may be in separate departments, products near each other if they are coordinating or complementary items. This will make them more visible to the customer and make shopping easier. Cross merchandising works.

**3) Seasonal Stock:** Some stores designate an area of the floor for merchandise that is on hand for only a short time. This creates an efficient changeover of that area when a new season arrives. In most stores, seasonal stock requires high visibility.<sup>76</sup>

**4) Department size:** In order to help customers find them, smaller departments typically get better positions in the store than larger departments. Placing a small department in a poor visibility area is like putting the "kiss of death" on that department.

**5) New Departments:** If you're testing a new department or line of merchandise, give it the best chance possible to succeed by placing it in a prime selling area. Keep in mind, though, that within a short period of time it will need to earn the right to maintain a position in your "hot zones".

The objective of any VM expert is to provide an experience which apart from creating Visual appeal also maximizes his/her experience. Creating a five sensual approach is tough but when implemented properly can boost the sales of the store and thus generate more footfalls apart from creating repetitive and loyal customers. Creating a sensual experience in your store by paying attention not only to sight, but also to smell, touch and sound. Pay attention to how your store smells. One can trigger emotional responses in customers that cause them to relax, energize, reminisce, and (hopefully) buy something. It can also add texture to the environment. Customers tend to stay longer in environments with appropriate music and if they stay longer, they typically buy more. A relaxed and fun work place will also increase the productivity and morale levels of your employees.<sup>77</sup>

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## **CHAPTER - 3**

### **Survey of Existing Literature**

For the survey of existing literature, the research papers published in Journals, Reference books, Magazine, internet, government report etc. were referred, as the basis for understanding as well as for exploring possible research gaps as the starting point. The observation and findings presented in this section are based on this literature review.

**Sonal Kureshi, Vandana Sood, Abraham Koshy (2007)** conducted a research study on “Comprehensive Analysis of Exclusive Brand Store Customer in Indian Market”. The objective of the research was (a) to provide insight about the profile of the consumers of exclusive brand store, based on their demographic and psychographic characteristics (b) to find out differences if any between the ‘Browser’ and ‘Purposive’ customers and (c) to examine the differences that emerge and draw implications for the retailer.

The findings of the research are as follows: 73.9 percent of the customers who visited the store were males. Three-fourths males belonged to the age group of 21-30. This clearly indicated that there was an under representation of women customers and people in the age group of above 40 years. Majority of the customers coming to the store were students (33%) and young executives working in the private sector belonging to affluent households with income above 4.5 lakhs.

The customers were grouped into, “purposive” (The respondent who had come to the store on that day with the intention to buy for self/family member/friend), “browser” (The respondent who had come to the store on that day without the intention to buy), “purposive patrons” (Customers who had revisited the store after a year with the intention to buy). Out of the total sample 68.5% of the customers coming to the store were purposive while the rest indicated the reason for visit to be either to browse and/or window shop. Majority of the customers (74.6%) were found to be patrons and were revisiting the store within a year. 75% of the patrons had come back with intention to buy and these were classified as purposive patrons. The non patrons were asked to specify their intention to revisit and it was found that 33% indicated that they would definitely revisit while the same percent were unsure of revisit.<sup>78</sup>

**Table 3.1 Sample of Demographics characteristics of the Group**

<b>Groups Demographics</b>	<b>Purposive (%)</b>	<b>Browser (%)</b>	<b>Purposive Patron (%)</b>	<b>Total Sample (%)</b>
Male	72.2	74.7	75%	73.9
Young Adults	81	75.8	87.5	82.3
SEC A1	49.4	42.5	50.2	46.9
SEC A2	10.4	12.6	9.6	11.8
Affluent	36.3	31.00	35.1	33.4

*Source: Research paper at IIMA*

The findings revealed that half the customers (48.4%) gathered information about such type of outlets from word of mouth while 36.2% used print media. Out of the five sources of information 54.9 % of the customers said that information received through word of mouth was most trusted by them. Various chi-square tests were performed to see if this preference for information source and the trust in the source of information differed amongst different groups of customers. Findings indicated that there was no significant difference across the purposive, browsers, patrons and non-patrons on this variable. No significant correlation was found between sources of information used and any of the demographic variables studied. The reason for visit to the store also showed no significant correlation with any demographic variable.

The differences were examined for significance using chi-square and by comparing means using t-test. Purposive, browser and purposive patrons showed significant differences across number of statements on fashion, image consciousness, health, fitness, entertainment and shopping orientation. The purposive patrons were more fashion conscious than health and fitness conscious. The browsers were lower on fashion but higher on health and fitness consciousness than the patrons, purposive and purposive patrons.<sup>79</sup>

**Piyush Kumar Sinha & Sanjay Kumar Kar (2007)** conducted research study to identify and classify the different formats of retailing in India. The study classifies the different formats of retailing in different categories and also explains the growth of each category and motivation of retailers to expand into specific category. Some of the findings of the study include:

Most of the organized retailers in India are harping on quality, service, convenience, satisfaction and assured benefits to lure shoppers into the store. Retailers are not creating value for the consumer and also unable to decide suitable vehicle to deliver desired consumer value. No doubt that retail format is one of the vehicles to deliver value proposition and also it helps to position the store in the mind of target shoppers. Probably in a growing market no one finds difficulty in pulling customer into store but that may not be sufficient to operate profitably.

Retailers are unable to find out what matches consumer requirement and offer better than competition. Retailers certainly lack innovation in designing the value proposition and deciding the format to deliver that to the consumer. It is not all about deciding the format but all about serving the consumer better, faster and at less cost. Retailers can use their store as an indicator of what they stand for and what value they offer. Retailers have to out think consumer in providing service and value. At this juncture, most of the retailers are concerned about growth in number of stores rather than creating value for consumer.

Some companies like Pantaloon Retail has gone one step ahead to start e-tailing format along with brick and mortar formats. The most important issue in e-tailing is credibility and trustworthiness of the supplier. If Pantaloon Retail India gets the same credibility and trust it is able to find from current customer base it is highly probable that the new format is going to be successful. Again some of the product categories books are highly successful on internet as those categories require less feel and touch. Our conclusion is that consumer is the focus of retail business and the retailers should serve the consumer better, faster and at less cost.<sup>80</sup>

There has been an observational research conducted by **Nikhilesh Dholakia & Piyush Kumar Sinha**. (2005) some of the observations by the author include the following:

Customers tend to come to the stores with a choice set. This set varies according to the extent of planning that the customer undertakes before reaching the store. With more planning, this choice set narrows. While buying from the traditional format (serviced) stores, the customers carry lists. These lists, in many cases, mention the brand name of the product. Generally, the

retailer simply fetches the sought brands and collects them on the counter, ready for tallying and payment. Only in case of non-availability of the sought brand, the serviced-store retailer may mention alternative brands. In some cases, retailers—presumably motivated by incentives offered by brand marketers—suggest newly launched brands to the customer. Such suggestions from the retailer are more likely to be proffered to customers who are "regulars" in terms of patronizing the store.

Even in case of the new format stores, the customers carry lists. They keep looking at the list so as not to miss any item. Unlike the serviced store, however, a large number of customers in the new format stores browse and consider several brands before choosing. In some cases, they do change the brands that they had on their lists. The open display of products leads to expansion of their consideration sets. Many of them also buy more than their lists after browsing through the displayed merchandise.

In the traditional serviced store, since customers do not have access to the merchandise, they generally refrain from browsing and getting the touch and feel of the products. In most cases they window shop. They scan the store, but most of them do not ask the retailers to bring forth alternative brands to the counter for examination. Customers in traditional stores do not touch the merchandise, even though some of it is displayed on the counters.

In the new format stores, a large proportion of shoppers come with another person accompanying them. There is also a tendency to shop with the family. This leads to situations where a lot of discussion happens at the store. Shoppers discuss about the merchandise and their choices in a low hushed voice, conscious that others do not hear the conversation. Sometimes when they realize that the store is very quiet, they stop discussing—fearful that it would be easy for other shoppers and store personnel to eavesdrop. In stores where there is either no place to sit or the discussion relates to "sensitive" price or other personal choice factors, such as gifting for a close relative, shoppers step out of the store. They sort out the issue through a less inhibited discussion outside, and then walk back into the store to buy. In many of these animated discussions, the salesperson is also consulted, especially about

possibility of returning the merchandise if not found suitable. With the widening availability of mobile phones, some shoppers make telephone calls to their family members for advice and to obtain "remote approvals."

The accompanying person provides encouragement to try more items. They become the "approvers," especially in case of apparels and shoes. This is irrespective of the gender of the shopper or the accompanying person. In case of younger shoppers, the discussion is mainly about the store; its lighting, merchandise or other facilities. We have also observed that compared to men, women are more open (less inhibited) in discussing their purchases at the stores.

In Ahmedabad—the largest city of Gujarat—for many years, there was just one "partial self-service" grocery store. All attempts to establish additional large self service supermarkets had not succeeded. It was traditional for Gujarati families (and still is for many) to buy cereals, grains, pulses (lentils), and cooking oil once a year and keep stocks at their homes. The dry desert-like climate facilitates long-term storage without spoilage. In the post-harvest months when the supplies are strong and prices are low, traditional grocers assist such bulk buying behavior by making home deliveries of bulk items. Such bulk purchases constituted more than 60% of the total grocery purchase of most Gujarati households. The remaining 40% purchases of "filler items" represented too small a market for large format, self-service supermarket-style grocery store to survive on.

Retail change accelerated as the city witnessed migration from other states. Many came from tropical regions of India where spoilage is quick and long-term food storage is not an option. These immigrant customers were accustomed to buying most of their requirements monthly, or even on a weekly or daily basis. As these immigrant customers started settling in Ahmedabad, the new format supermarket style stores started flourishing. These immigrant customers came to the store with families. They bought beyond their pre-planned lists as well as on impulse. They visited the stores even for casual purchases.<sup>2</sup> Of course, as the new retails formats became available, many Gujarati households also started emulating these new

retail behaviors. We find that in parts of Ahmedabad that do not have such migrants, the retail canvas is still dotted with old format stores.

In most cases of new format supermarket style retailing, the husbands tend to be mere cart pushers and move along like zombies. They simply follow their wives. If the husbands impulsively pick something, the wives question them; and in many cases, the husbands put the merchandise back on to the shelf. When the merchandise is part of the list that the wives are carrying, and the husband picks the item, it generates a nod of approval from the wife. This is witnessed in categories such as biscuits/cookies, toothpastes, pickles, snacks, plastic ware and other peripheral items. Of course, husbands do sometimes inquire if the family needed items that the wives may have missed while browsing. While wives fill the cart, payments in most cases are made by the husbands. The task of dealing with the cashier is seen as an activity appropriate for the male in the household.

In the very affluent families, these patterns exhibit variations. Rather than the husband, the cart pusher may be the maid or the driver (chauffer). Of course, in such cases, almost all the picking and paying is done by "madam," the housewife-employer. While not yet much evident in Ahmedabad, in bigger metropolitan areas such as Delhi or Mumbai, there are some observed cases of maids coming to shop on their own, using lists provided by the employer. To command appropriate respect from the store help, the maids "dress up" in such situations.

There has not been significant effort by research scholars and marketers to study the consumer behavior pattern in Malls and to differentiate the same with behavior pattern in traditional Mom-&-Pop shops. If the research has been conducted it is not being made available to the other researchers.<sup>81</sup>

**Dr. Gursharan Singh Kainth & Mr. Divakar Joshi (2008)** studied the Perception of Customer & Retailers towards Malls in Jaladhar in Punjab. The study was undertaken to learn about people's knowledge, beliefs, preferences & satisfaction. The locale of the study was The Malls in Jalandhar region of Punjab. The sampling method used is non-probability

convenience sampling. A sample of 200 customers' and 50 retailers was selected through convenience random sampling..

Little more than one half of (52.5 per cent) respondent-consumers visited Malls/Stores once a month, 28 per cent twice a month and 12.5 per cent visited the Mall/Store thrice a month. Only 7 per cent visited more often. Newspapers (37.5 per cent) were the major source of information about Shopping at Mall/Store. 32 per cent of consumers came to know about Malls/Store through Television. Remaining 22 per cent consumers rely mainly on their friends and relatives.

One fourth of consumers purchase clothes at Malls, and Men's wear each, 19 per cent grocery items. 15 per cent consumers were in favour of buying Ladies wears, 5 per cent favour of Kids Wear & Toy, 16 per cent consumers were in favour of buying daily use items and only 2.5 per cent consumers purchased cosmetics. Nearly one-third consumers on an average spent Rs. 5,000 to Rs. 10,000 on shopping at Malls; 22.5per cent consumers spent less than Rs. 5,000; 21per cent consumers spent between Rs. 20,000 to Rs. 30,000; 16 per cent consumers spent between Rs. 10,000 to Rs. 20,000; 6.2 per cent consumers spend on an average between Rs. 30,000 to Rs. 50,000 and merely 3per cent consumers spent Rs. 50,000 & above. Furthermore 55 per cent consumers were satisfied with the prices of products & services at the malls. 29% consumers were not satisfied with the prices at the malls. 16 % consumers were not able to express themselves about the product and prices at the shopping malls. 93% consumers agreed that professional Mall Management & Wide range of cheaper products have persuaded them to spend more time and money at Mall. <sup>82</sup>

**Sanjeev Verma (2007)** studied Consumer Preferences for Retail Store Selection in Mumbai. The study was undertaken to understand the factors affecting consumer preferences for retail store selection and developing marketing strategies towards meeting the needs and wants of consumers. This study examines the linkage between consumer preferences and the importance of some salient store attributes.<sup>83</sup>



**Roopampreet Kaur, Gagandeep Banga, Babita Kumar, Sandeep Kapur, S.K. Singla (2008)** in his paper titled “Visual Merchandise and Store Design Strategies of Specialty Retail Stores” In this study the author has studied visual merchandise and store design strategies followed by Specialty Retail Stores. Specialty apparel stores from Ludhiana and Chandigarh were selected for the survey. Twenty specialty apparel stores were selected on judgment basis, ten from each city. The author found that Colour and season is the main theme of the display window design but the display window is not changed frequently. Lighting is mainly used for illumination rather than for creating an atmosphere conducive for buying.<sup>84</sup>

**C S Venkata Ratnam (2007)** have detailed changing consumer behavior in retail trade in India in his paper entitled “Changing Consumer Behaviour and Emerging Challenges to the Retail Trade In India” The author has highlighted that sustained and rapid growth of China and India, which together provide home to over a fifth of the humanity, are creating a tremendous surge in consumerism on a scale which is unprecedented. Both the countries are attractive destinations for investment and production as well as sales and marketing. Yet, EIU Survey on corporate priorities for 2007 and beyond suggest that more than a quarter of the CEOs believe that lack of customer insight is a barrier to growth in the emerging economies: “Although the differences between the developed and developing worlds are eroding, the survey done by the author makes it clear that they are still very distinct business landscapes. In the developed markets, executives point to high labour costs and saturated markets as the critical challenges. Innovation is a priority – respondents primarily look to drive revenue growth by selling new products to existing customers. In emerging markets, by contrast, the headaches are quite different. Labour costs are low and markets are largely untapped. Executives are focused instead on managing shortages of local talent and plan to grow mainly by selling existing products to new customers”.<sup>85</sup>

**Asif Zameer (2007)** in his paper has discussed MALL MANAGEMENT and has concluded that Mall Management has emerged as the single most differentiating factor in today’s scenario where the numbers of malls are multiplying. The need of the malls to differentiate themselves is a sure way of emerging winner and this positioning is ensured through mall-

management. Mall-management is all about differentiating mall from the rest, getting maximum footfalls, converting the footfalls to purchase and keeping the footfalls and the tenants happy and satisfied. It strives to provide an entire consumer spend basket to make the mall a happening destination besides also creating and maintaining the adequate infrastructure. Right from the tenant mix, ensuring the creation of right ambience, cleanliness that creates customer satisfaction, managing various income-streams for the developer, the role of mall-management is complex and dynamic. The author feels that one of the key functions of mall-management is Event Management.<sup>86</sup>

**A M Sakkthivel (2007)** conducted a study on “Strategic Placement of Organized Retail Formats in Potential Markets – A Critical Analysis” the study covered different retail formats and their locations for reaching the target market. The study concluded that the majority of the new retail formats are concentrated in tier 1 cities, the new retail formats are increasingly expanding their operations in tier 2 and smaller cities also. Categorization of potential markets and mapping of the retail formats are key success factors for the organised retail formats in India.<sup>87</sup>

**S. Ramesh Kumar, Rajeev Ravi, Jeevish Jain (2007)** study and explored the relationship between Point of Purchase and Shopping Behavior in An Emerging Market-The Indian Context. The author concluded that Point of Purchase (POP) materials are used both by kirana shops and by organized supermarket retail outlets. This study investigates the impact of POP materials on kirana shop purchases and the purchases of consumers from supermarkets. The author feels that POP material has large impact on the purchase of FMCG purchases. Also the POP material makes consumer try the product and increases the consideration set of the consumers.<sup>88</sup>

**Abhishek Anand (2008)** in his case study titled “Formats vs. feeling (organized vs. Mom & Pop Stores) observed the process and functioning of the both organized and unorganized retailing. The organized retailers have been trying to improve the customer relationship by emulating Mom and Pop Stores. The stores intentionally make the setting of a wholesale market than a sophisticated shop. The retailers need to give their customers a more

personalized shopping experience. The retailers should continue to benefit from the cost advantage and the variety they offer to the customers. The Retail stores are bound to impact some of the Mom and Pop stores in the long run. The extent of effect will be decided by the strategies of the organized retailers and Mom and Pop stores in the coming future. But in the battle between Retail stores and Mom and Pop stores the customers are definitely going to benefit.<sup>89</sup>

**Ms. Shelja Jose Kuruvilla (2007)** in his article titled “Malls vs Kiranas- Challenges and Strategic options” he has studied that the size of retail industry in India is about \$350 billion and is expected to grow at 13% p.a. Organized retailing is only 2-3% at present, but it is projected to grow at more than 30% p.a. and it is also estimated to reach an astounding INR 1000 billion by 2010. Rising income level, young population with high disposable income, availability of brands and merchandise, media proliferation, the impact of globalization, saturation in international markets, positive indicators of the economy and the changing mindset of the consumers are the major drivers quoted behind this retail boom. But what about the Kiranas. With the help of a consumer study, this paper attempts to understand patterns & reasons for switching shopping habits, an attempt is also made to suggest options available to develop and strengthen competencies to enable them to survive and flourish in the coming decades.<sup>90</sup>

**Ms. Shelja Jose Kuruvilla (2008)** in his case study has briefly touched on HR practices in Malls in Mumbai. The Author has suggested that Malls in India literally have a blank sheet of paper on which to create a new HR function. In order to design this new function, it will be important to understand what is critical to the successful operation of a mall and use this information to the mall's approach to HR. This case study was constructed by author based on interviews with practicing mall managers, retailers and secondary data , tries to understand the challenges faced by mall management in fulfilling the HR function when areas as cleaning and security have been contracted out.<sup>91</sup>

**Surbhi Khosla (2009)** in his paper entitled “Understanding Retail Sector in India: A Journey from Ancient to Modern Era” has highlighted the different formats of retailing in

India and also narrated the recent trends in retailing in India. The author holds the view regarding the large formats retail outlets that the entertainment factor being very high have a more chance of being successful than the other formats and outlets.<sup>92</sup>

**Subhashini Kaul (Ms.) & Abhishek (2007)** in their paper titled “Consumerism and Mindless Consumption Sustaining the New Age Urban Indian’s Identity.” highlighted the critical factors that contribute to a negative impact on consumer identity. Key factors impacting the ‘New Age’ Urban Indian’s identity were discussed in the paper and mechanisms suggested at business firm levels to sustain and arrest this damage. Paper identified that multiple social identities are a reality. In the new millennium, every consumer has to realize her multiple role(s) and the roles’ salience in an integrated manner. While business firms value her as a consumer of their product, targeting her myopically by blindly appealing to her values to increase product appeal and brand-consumer relationship embeddedness will have a detrimental effect. The author suggested that the firms as well as individuals need to make suitable adjustments to ensure that while the quest for improved living conditions and fulfillment continues; the process of development helps build a new identity rather than erode individual self-concept.<sup>93</sup>

**Dr. Manoj K Trivedi (2008)** in his paper entitled “From Traditional Markets to Shopping Malls... A paradigm shift” holds the view regarding of the fast approaching retail boom scenario that it is likely to happen sooner than later. The author discussed the impact of the same on the Indian Traditional retail outlets with its likely positive and negative impact. The author concludes that where the organized sector poses a cut-throat competition for the kiranas the fact still remains that India being a country with diversified social classes there is a scope for both to survive. The emergence of a developed retail sector will pose a competition rather than a threat to the traditional stores which would help these stores change their outlook and ways of working.<sup>94</sup>

**J.A.F. Nicholls (1997)** in his article has mention about the situational dimensions affecting purchasing behavior of Hispanic customers in a mall at some distance from their neighborhoods. The Hispanic shopper (which would also include a large segment of

immigrants) makes the (shopping) trip worthwhile by travelling with companions, consummating a purchase while at the mall, and buying food or beverage during the visit. The Hispanic shopper also spends more time at the mall and visits more stores while there.<sup>95</sup>

**Kay M. Palan (2000)** in his paper outlined gender identity, of consumer behavior studies in the marketing literature that have examined gender identity. Based on the literature review, the paper evaluates whether gender identity research is still warranted, and proposes specific research questions to guide future research. The author is of the view that it is very essential to understand the complex and changeable nature of personality traits associated with gender categories.<sup>96</sup>

**Nidhi Katare (2007)** attempted to look at the structure of Retail Marketing in India. According to her retail marketing is most dynamic and exciting areas of growth in global economy. The author suggest that to beat the competition, stand out in a saturated marketplace and succeed despite tightening margins, savvy retailers has to focus on customer-centric service, personalization and loyalty programs to attract and retain customers.<sup>97</sup>

**Prof. Kavita Sharma (2008)** attempted to look at Shoplifting in Malls in Ahmedabad in her paper titled “Shoplifting... A Biggest Challenge for Retailers.” The paper discusses the types of shoplifters. Why people shoplift & also some of the Shoplifting techniques. The article also suggest some of the measures for retailers like training and educating the employees and raising Physical security measures to raise the deterrence level.<sup>98</sup>

**Surbhi Khosla (2006)** in her article briefly discussed about the retail sector in India and its journey. The article mentions in the chronological order the evolution of different retail formats in India and also major retailers in different formats. The article also discussed the recent trends in the formats and future scope of the different formats of retailing.<sup>99</sup>

**Lalitya Vir Srivastava (2009)** conducted a joint study with ASSOCHAM to identify the opportunity for the retail outlets at the shopping Malls. The study highlighted major advantages to retail outlets to be setup in the shopping malls and also the strategies and tactics being adopted by the mall developers to attract the retail stores.<sup>100</sup>

**Amit Singla & Anil Kumar Goyal (2009)** provided excellent description on the Indian retails Industry in their paper entitled “The Retail Industry: From Myth to Malls.” The paper discusses in detail the Growth Drivers for retail industry, Investment Opportunities in different sectors of retailing with High Growth Potential and Fastest Growing Formats. After analyzing the retail industry, author concluded that the organized retail has opportunities to grow in India in spite of the kirana stores. The organized retail is attracting more and more Indian as well as foreign players of the retail industry. As the study shows that a major portion of the organized retail will be developed in small cities and towns, this opportunity has not been encashed by kirana stores and they are unable to meet the requirements of the customers.<sup>101</sup>

**L. Dhamayanthi & S. Pradeep Kumar (2009)** indicated the importance of allowing FDI in Retailing. The paper has high lightened the factors for not allowing the FDI in retail sector but at the same time has quoted the example of China which was able to achieve the great result by allowing 100% FDI in the sector. The paper discusses India’s current position in the sector and implication if the sector is opened for FDI. The paper concludes with strong argument that FDI should be allowed in the Retail.<sup>102</sup>

**Prakash Chandra Dash (2007)** studied and explores the opportunities, challenges and strategies of Indian retail sectors. The paper discusses the challenges like merchandising mix, retail differentiation, supply chain management and also competition from supplier's brand in the Indian perspective.<sup>103</sup>

The survey of literature reveals that there is an urgent need to undertake a systematic study of consumer behaviour in Malls in India with special reference to Gujarat understand its behaviour, perception, shopping experience in context of ongoing debate of malls v/s mom-&-pop shops. The present study is aimed to fulfill this requirement.

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## **CHAPTER - 4**

### **RESEARCH METHODOLOGY**

- 4.1 Rationale of the Study
- 4.2 Statement of problem
- 4.3 Comprehensive Objectives of the Study
- 4.4 Broader Hypothesis of the Study
- 4.5 Research Design
- 4.6 Research Methodology
  - 4.6.1 Sampling Element
  - 4.6.2 Sampling technique
  - 4.6.3 Sample size
  - 4.6.4 Sampling unit
  - 4.6.5 Data source
  - 4.6.6 Data preparation
  - 4.6.7 Analysis and Interpretation of Data
- 4.7 Limitation of the Study
- 4.8 Outline of the Thesis

#### **4.1 Rationale of the Study**

Over the last 3-4 years, the Indian consumer market has seen a significant growth in the number of modern-day shopping centers, popularly known as 'Malls'. Rapid advances witnessed by India in areas like education, communication; information technology and transportation have created a sense of freedom in the minds of people. Consumers are seeking convenience at their door step for regular purchases, but are willing to travel to exclusive destination for valuable items. With Indian consumers maturing to self service formats they are relatively less price sensitive than in past. There is also a rise in double income households, a decrease in average size of family and higher media exposure. With the rise in disposable income level, the consumer is willing to spend on personal needs an indulgence, leading to a propensity to consume rather than save.

Urban Indian shoppers are witnessing a rapid change in the shopping options available to them. From "Serviced Retailing", where the customer approaches the retailer and asked for specific item which the retailer fetches from behind the counter, the urban Indian consumers are suddenly encountering "Self Service" models of retailing. It remains to be seen whether the malls of India would remain an urban phenomenon or spread widely throughout the country.

The retail boom in India is likely to push up the number of malls in the country but uncertainty remains about the success of these malls. "In India, only 10-12 per cent of the malls have been able to create satisfactory footfalls and have been successful," said Mr Susil Dungarwal, a Mumbai-based real estate and retail analyst. Industry experts have attributed issues such as inadequate planning, improper zoning, poor tenant mix and accessibility as major reasons behind the poor performance. Currently, the Indian retail industry is valued at \$330 billion of which organised retail is about two to three per cent (about \$7.5-8 billion).<sup>104</sup>

Therefore there is a need to study behavior of consumers in large shopping malls which can be helpful in designing appropriate marketing strategy for satisfying consumer needs and wants. Many researchers have been conducted in developed countries like USA and UK in

this regard. However a comprehensive empirical study is lacking in India. This study attempts to fill this void.

#### **4.2 Statement of the Problem**

Understanding of consumer behavior is essence for survival of any business organization. In changing cultural, demographic, political and economic environment the consumers taste and preferences are changing drastically and suddenly the existing business model gets outdated. In last 3-4 years the Malls and traditional retailers in India have experienced great problems related to improving their top line and bottom line which has threatened the profile and identity of the retail market in India. It is felt that there is a need of understanding the behavior of consumer in a retail establishment and go to the extent of fulfilling the needs and wants in more effective and efficient way. The survey of literature reveals that there is an urgent need to undertake a systematic study of consumer behaviour in Malls in India with special reference to Gujarat understand its behaviour, perception, shopping experience in context of ongoing debate of malls v/s mom-&-pop shops. The present study is aimed to fulfill this requirement. This is a study of understanding consumer behavior in Malls as well as in traditional stores more popularly known as mom-&-pop shops. Therefore statement of the problem under the study that has been selected is: ***“A STUDY OF CONSUMER BEHAVIOUR IN MALLS VIS-À-VIS MOM & POP SHOPS”***

#### **4.3 Comprehensive Objectives of the Study:**

The main objectives of the study is to identify the consumer behavior in Malls and compare the same with the traditional retail stores more popularly known as Mom-&-Pop stores in India.

The study incorporates some of the specific objectives:

- 1) To study the consumer behaviour at Malls vis-à-vis Mom-&-Pop store (Traditional retail).
- 2) To evaluate the consumer buying tactics, shopping priority and experience in shopping during their visit at Malls.

- 3) To study the visual merchandise at the mall and hence identify the effectiveness of POPs & display units.
- 4) To suggest the tactics of marketing promotion at the malls.

#### **4.4 Broader Hypothesis of the Study:**

To accomplish the objectives of the study, the following null hypothesis have been developed for empirical testing:

- H.1 There is no significant difference between consumer behavior in Malls and Mom-&-Pop shops.
- H.2 There is no significant difference among consumers in buying tactics & shopping priority between Malls and Mom-&-Pop shops.
- H.3 There is no significant difference in shopping experience in Malls and Mom-&-Pop shops.
- H.4 There is no difference in availability of visual merchandise at Malls and at Mom-&-Pop shops.
- H.5 There is no difference in effectiveness of POPs (Point of purchase Advertisement) at Malls and at Mom-&-Pop shops.

#### **4.5 Research Design:**

A research design is a framework or blue print for conducting the research project. It details the procedure necessary for obtaining the information needed to structure and /or solve research problem. A research design lays the foundation for conducting the project.<sup>105</sup> The cross-sectional descriptive research design is used for conducting this research work because this design enables the researcher to study the problem at given point of time of the population of interest. To identify the problem, to develop and approach to the problem & to formulate an appropriate research design, primary & secondary data has been used. To

collect information for the study from consumers, primary research is used. The several strategic locations in Malls and at mom-&-pop shops were identified and primary data were collected from respondents directly during the shopping trip using structured questionnaire and observation method.

## **4.6 Research Methodology**

### **4.6.1 Sampling Element**

The study is carried out in urban part (Metro and Non- metro towns) of western India especially in Gujarat. This includes cities like Ahmedabad, Rajkot, Jamnagar, Baroda & VV Nagar. The consumers visiting Malls & mom-&-pop shops in these cities were the target respondents.

### **4.6.2 Sampling Technique**

The researcher has applied multistage sampling and convenient sampling technique which is carried out in various stages. Here Non-Probability convenient Random sampling technique based on judgment of surveyor has been used for the purpose of data collection. The population elements have been selected on the basis of researcher own judgment, the sample have been selected taking into consideration following factors.

- Respondents should be aware of English to certain extent and should be visiting the Malls regularly.
- The respondents should have purchased something from the mall on that particular day and should have sufficient purchasing power of buying from the malls.
- The respondents should be at ease and should have sufficient time for filling the questionnaire of the surveyor.
- The extent to which they pay attention to the visual merchandise and display units

#### **4.6.3 Sample Size**

The sample size of 500 respondents was selected from different location in different cities of Gujarat. All the respondents were administered both the questionnaire the visit about the malls and mom-&-pop shops

#### **4.6.4 Sampling Unit**

The urban consumers shopping at different mall are the primary unit of analysis. The behavior of these consumers is observed and data is collected through questionnaire method. The individual & family regularly visiting the Malls and mom-&-pop shops for purchase were considered as a sampling unit for the research work. In many cases house wife is the key decision maker and hence she has been selected one of the target respondents for the collection of data.

#### **4.6.5 Data Source**

Secondary data has been collected from library of IIMA, Mudra Institute of Communication (MICA), Ahmedabad. Center for Retailing of IIMA, Library of Saurashtra University, various Journals, Magazines, proceedings of seminars and conferences, Internet etc.

Structured questionnaire was used as instrument for collecting the primary data looking into the nature of study the questionnaire mainly contented questions which were closed ended. The response were recorded and measured by using nominal scale and likert scale. To collect qualitative information certain observation were made and data collected were noted. The data collected thus was both qualitative and quantitative in nature. The questionnaire was pre-tested before final use. Some senior professionals associated with retailing also evaluated the questionnaire.

#### **4.6.6 Data Preparation**

Data preparation begins with preliminary check of all the questionnaire for its completeness. The collected data was edited, coded, tabulated, grouped and organized according to the requirement of the study and then entered into SPSS (Statistical package for social sciences) for analysis.

#### **4.6.7 Analysis and Interpretation of Data**

For analyzing the hypothesis, parametric as well as non-parametric test have been used in this research. Chi-square test is used to test the statistical significance of observed association in a cross tabulation and to analyze the data because Pearson Chi-Square is the most common test for significance of relationship between categorical variable. Along with Chi-square Phi Correlation Coefficients used wherever required for measuring the strength of association between the two variables.

#### **4.7 Limitation of the Study**

All efforts have been made to ensure that the research is design and conducted to optimize the ability to achieve the research objective. However there are some constrains that do not validate the research but made to be acknowledge.

1. This study is restricted to the state of Gujarat only.
2. This evaluation is based on primary data generated through questionnaire and collected from the respondents shopping at different Malls and mom-&-pop shops and as such its findings depend on accuracy of data.
3. The sample consists of more than 500 urban Indian consumers from different cities of Gujarat State. The sample is selected conveniently and in single phase so as the opinion suggested by the executives is situation based. Also study is limited to the consumers who come to Malls and does not delve the respondents who do not come to mall.
4. As the primary data and observational method of research has its own limitations and based on the respondent the study is limited to Gujarat state only and it cannot be applicable to the consumers of the other states of India or at International Level.
5. The study is based on the response of the customer who is highly subjective in nature and hence generalization made may not be totally true.
6. During the course of personal interview the subjective nature of interviewers might also have influence upon the response-received for the present study.

7. Certain issues in the study concentrate on both perceptions and attitude of respondents.
8. The major tool which is used for evaluation, is 5 point, scale known as likert scale and nominal scale and thus it has its own limitations.
9. Consistent data from secondary sources was available for last six years only, moreover the data were processed to four years on an average basis wherever required.
10. Researcher being an outsider, external analyst obviously has no access to the internal information therefore it is hard to characterize inside view of the Malls in the study.

#### **4.8 Outline of the Thesis**

##### **Chapter 1 - Overview & Introduction**

This chapter will cover overview of organized retail Industry in India – the emergence of Mall - it's history and development - Problem & prospect for Malls in India – government policy towards Malls etc.

##### **Chapter 2 - Conceptual framework**

This chapter will include introduction and concept of Malls in India – different types and variety of Malls – the business model of Malls in India – the overview of consumer behaviour – the behavior of consumer at Malls – the concept of visual merchandise – the use & rationale behind the visual merchandise in Mall – the concept of Impulse purchase behaviour – and any all other relevant information which will required for research purpose.

##### **Chapter 3 - Review of literature**

This chapter will include the review of existing literature available from several journals, magazines, website and published data from several research agencies.

##### **Chapter 4 - Research Methodology**

The chapter will include comprehensive objectives of the study and hypothesis of the study. This chapter will also include the methodology adopted for the research – it will include the



universe of the study – sampling design – sampling unit - Classification of samples – period of study – Data collection and analysis tools adopted for the study etc. This chapter will include limitations and several sources of information used for the purpose of the study.

#### **Chapter 5 - An Analysis and Interpretation of Data of consumer behaviour at Malls**

The various statistical tools will be adopted for the data analysis and findings will be represented in form of charts and graphs.

#### **Chapter 6 - An Analysis and Interpretation of Data of consumer behaviour at Mom-&-Pop Shops**

The various statistical tools will be adopted for the data analysis and findings will be represented in form of charts and graphs.

#### **Chapter 7 - Summary of findings & Suggestions**

This chapter highlights general criteria, summary of findings and suggestions of the study. Also suggested path for the improvement and future areas for research.

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## **CHAPTER - 5**

### **Analysis & Interpretation of Data**

- 5.1 Analysis of consumer's profile visiting the Malls
- 5.2 Analysis of consumer's perception towards Malls
- 5.3 Analysis of consumer's shopping experience at Malls

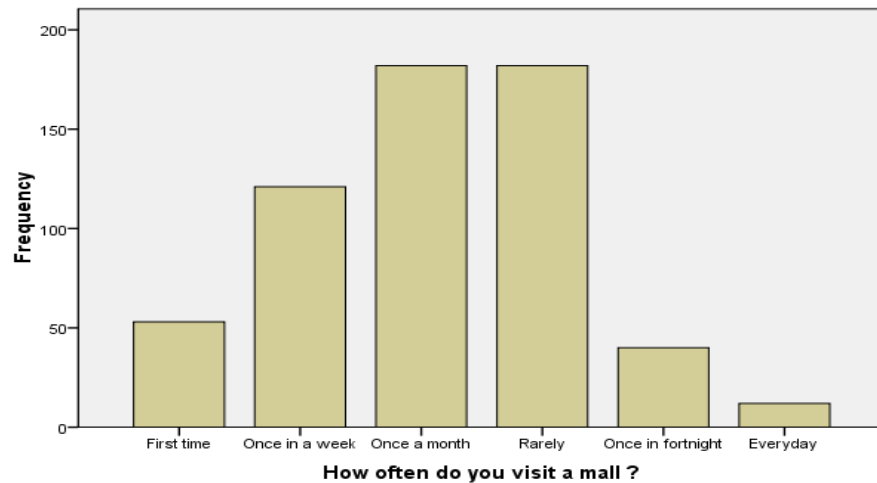
## 5.1 Analysis of consumer's profile visiting the Malls

### 5.1.1 How often do you visit Mall?

**Table 5.1 Frequency of visit to Malls**

		Frequency	Percent	Cumulative Percent
	First time	53	9.0	9.0
	Once in a week	121	20.4	29.5
	Once a month	182	30.7	60.3
	Rarely	182	30.7	91.2
	Once in fortnight	40	6.8	98.0
	Everyday	12	2.0	100.0
	Total	590	99.7	
Total		592	100.0	

**How often do you visit a mall ?**



The above graph indicates that 30.7 % of respondent visit the mall once in a month and at the same time 30.7 % of respondent rarely visit the mall.

### 5.1.2 What made you come to the Mall?

**Table 5.2 Influence of coming to Mall**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Heard from friends	166	28.0	28.6	28.6
	Impulse	41	6.9	7.1	35.7
	Advertisements	218	36.8	37.6	73.3
	Promotion	38	6.4	6.6	79.8
	Relatives	117	19.8	20.2	100.0
	Total	580	98.0	100.0	
	No Response	12	2.0		
<b>Total</b>		<b>592</b>	<b>100.0</b>		

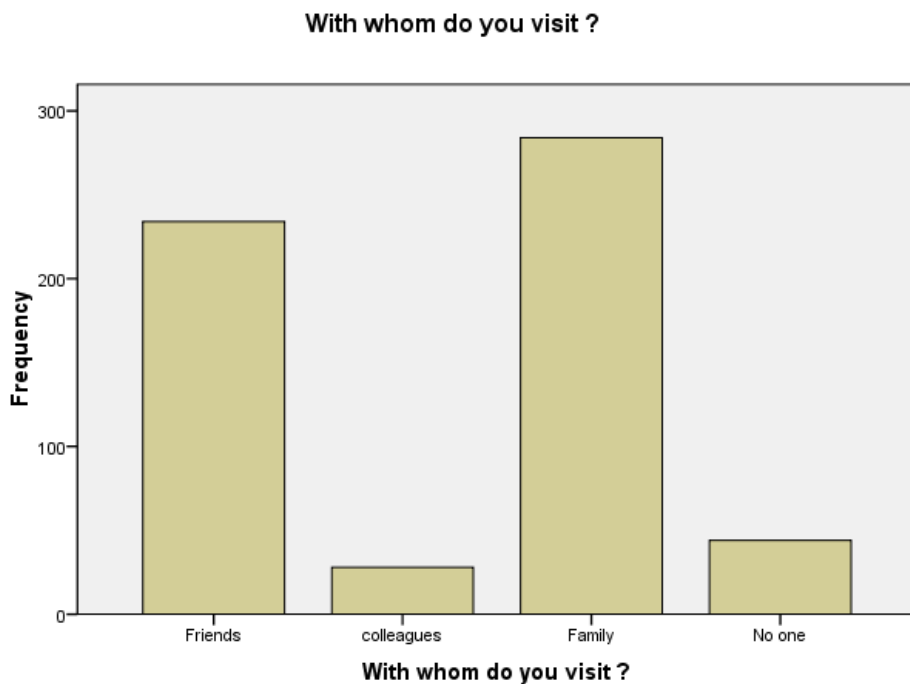


The analysis of data indicates that 36.8 % of respondent came to the mall through the medim of Advertisements and 20% of respondent came through the word of mouth from their friends.

### 5.1.3 With whom do you visit?

**Table 5.3 with whom they visit Mall**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Friends	234	39.5	39.7	39.7
	Colleagues	28	4.7	4.7	44.4
	Family	284	48.0	48.1	92.5
	No one	44	7.4	7.5	100.0
	Total	590	99.7	100.0	
	No response	2	.3		
Total		592	100.0		



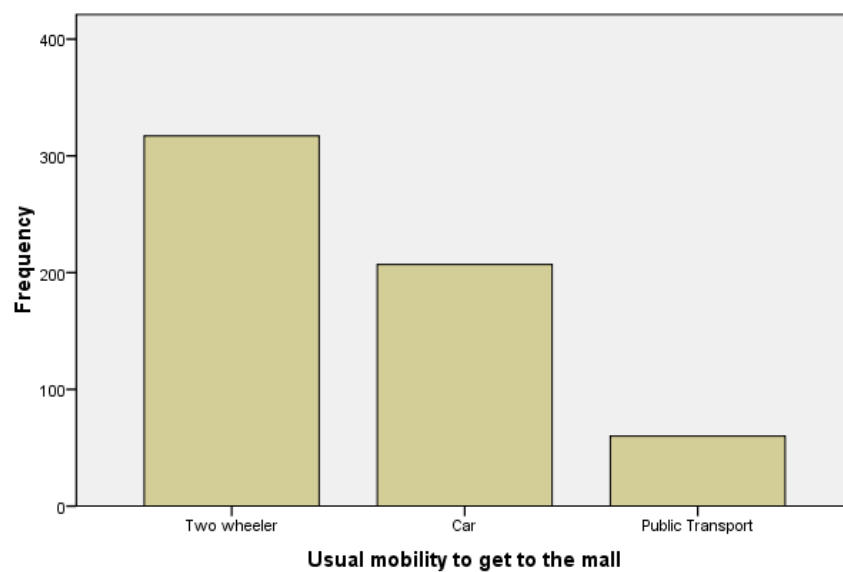
Looking to the graph it indicates that 48 % of respondent visit the mall with their family members and at the same time 39.5 % of respondent visit the mall with their friends.

### 5.1.4 Usual mobility to get to the mall

**Table 6.1 Mobility of Going to Mall**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Two wheeler	317	53.5	54.3	54.3
	Car	207	35.0	36.1	89.7
	Public Transport	60	10.1	10.3	100.0
	Total	584	98.6	100.0	
Total	No response	8	1.4		
		592	100.0		

**Usual mobility to get to the mall**



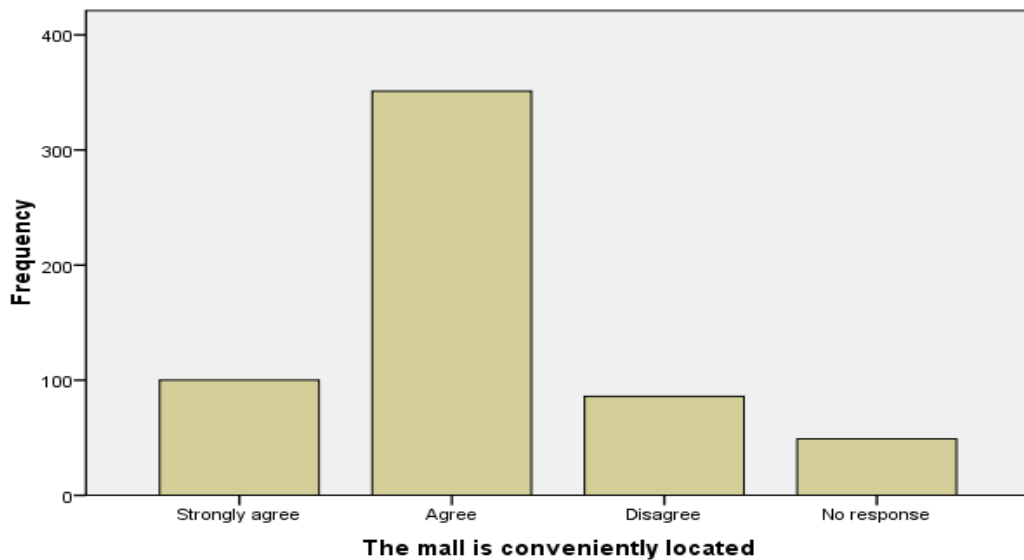
The result of the analysis of usual mobility to get to the mall presents in the above graphs and it indicates that 53.5 % of respondent visit the mall on their two wheelers and 35% of respondent visit the mall by car.

### 5.1.5 The mall is conveniently located

**Table 6.2 Showing convenience of location of Mall**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly agree	100	16.9	17.1	17.1
	Agree	351	59.3	59.9	77.0
	Disagree	86	14.5	14.7	91.6
	No response	49	8.3	8.4	100.0
	Total	586	99.0	100.0	
	No response	6	1.0		
Total		592	100.0		

**The mall is conveniently located**



The above graph indicates that 59.3 % of respondent Agree that the mall is conveniently located and 16.9 % of respondent are strongly agree that the location of the mall is most convenient.

### 5.1.6 Parking space is hassle free

**Table 6.3 Opinion about parking space available in Malls**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly agree	107	18.1	18.4	18.4
	Agree	373	63.0	64.1	82.5
	Disagree	102	17.2	17.5	100.0
	Total	582	98.3	100.0	
	No response	10	1.7		
Total		592	100.0		



The above table and graph indicates that 63% of respondents are of opinion that the parking space in malls are hassle free and 18.1% of respondents are strongly agree with the same.

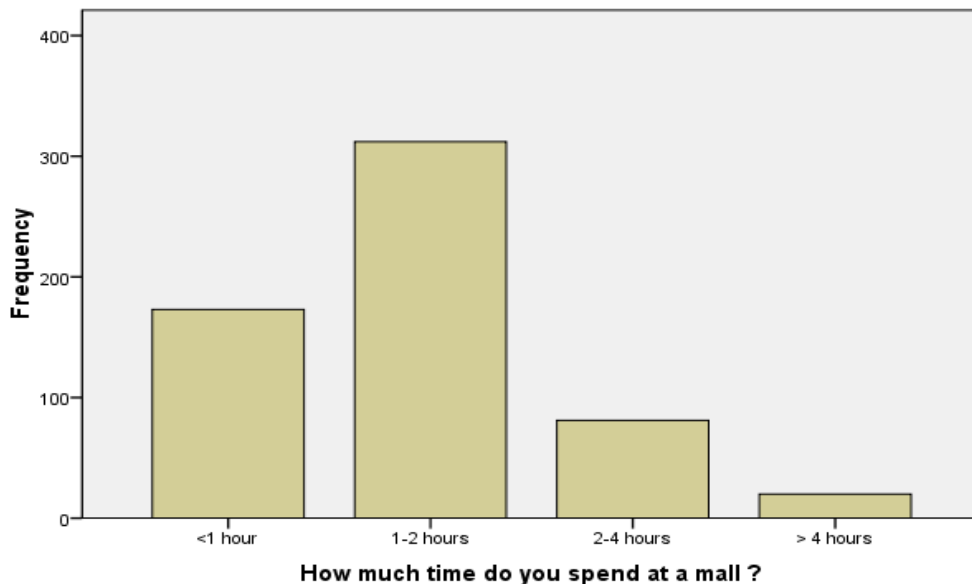


### 5.1.7 How much time do you spend at a mall?

**Table 5.7 Time Spent at Malls**

		Frequency	Percent	Valid Percent	Cumulative Percent
	<1 hour	173	29.2	29.5	29.5
	1-2 hours	312	52.7	53.2	82.8
	2-4 hours	81	13.7	13.8	96.6
	> 4 hours	20	3.4	3.4	100.0
	Total	586	99.0	100.0	
	No response	6	1.0		
<b>Total</b>		<b>592</b>	<b>100.0</b>		

**How much time do you spend at a mall ?**



It is clear from above graph that 52.7% of respondent spend 1-2 hours in the mall, while 29.2% of respondent spend less than 1 hour in the mall.

### 5.1.8 You visit a mall mostly for?

**Table 5.8 Purpose for visiting malls**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Shopping	353	59.6	60.0	60.0
	Window shopping/hang out	142	24.0	24.1	84.2
	Shopping/window shop and hang out	93	15.7	15.8	100.0
	Total	588	99.3	100.0	
	No reponse	4	.7		
<b>Total</b>		<b>592</b>	<b>100.0</b>		



It reveals from above graph that 59.6% of respondent visit the mall mostly for shopping , while 24% respondent visit it for window shopping only.

### 5.1.9 Did you purchase anything today?

**Table 5.9 Purchase tendency at Malls**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	332	56.1	56.5	56.5
	No	256	43.2	43.5	100.0
	Total	588	99.3	100.0	
	No response	4	.7		
Total		592	100.0		

**Did you purchase anything today ?**



The result of the data analysis of question presents in the above table and it indicates that 56.1% of respondent purchased something from the mall and 43.2% of respondent don't buy anything on that particular day.

**5.1.10 How did the products price compare to your expectations?**

**Table 5.10 Comparison of Price & Expectations**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Poor	56	9.5	9.5	9.5
	Fair	302	51.0	51.2	60.7
	Good	172	29.1	29.2	89.8
	Very good	37	6.2	6.3	96.1
	No response	23	3.9	3.9	100.0
	Total	590	99.7	100.0	
	No response	2	.3		
Total		592	100.0		

**How did the products price compare to your expectations ?**



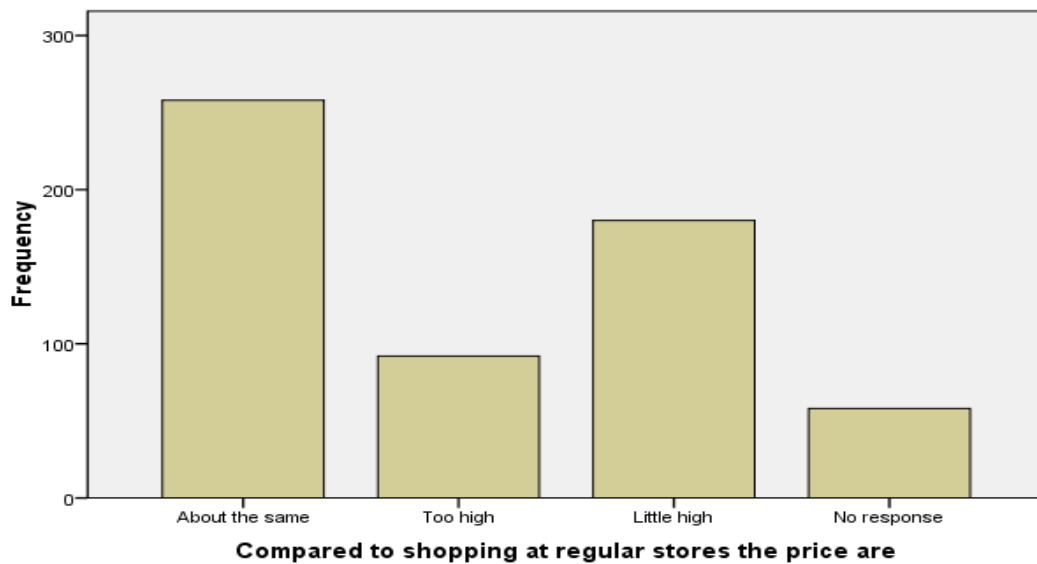
The above graph indicates that 51% of the respondents feels that price of the product is as per the expectations whereas only 9.5% of the respondents feel that price is high as per their expectations.

**5.1.11 Compared to shopping at regular stores the prices are**

**Table 5.11 Comparison of price at Mall & Regular stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
	About the same	258	43.6	43.9	43.9
	Too high	92	16.2	16.3	59.5
	Little high	180	30.4	30.6	90.1
	No response	58	9.8	9.9	100.0
	Total	588	99.3	100.0	
	No response	4	.7		
Total		592	100.0		

**Compared to shopping at regular stores the price are**



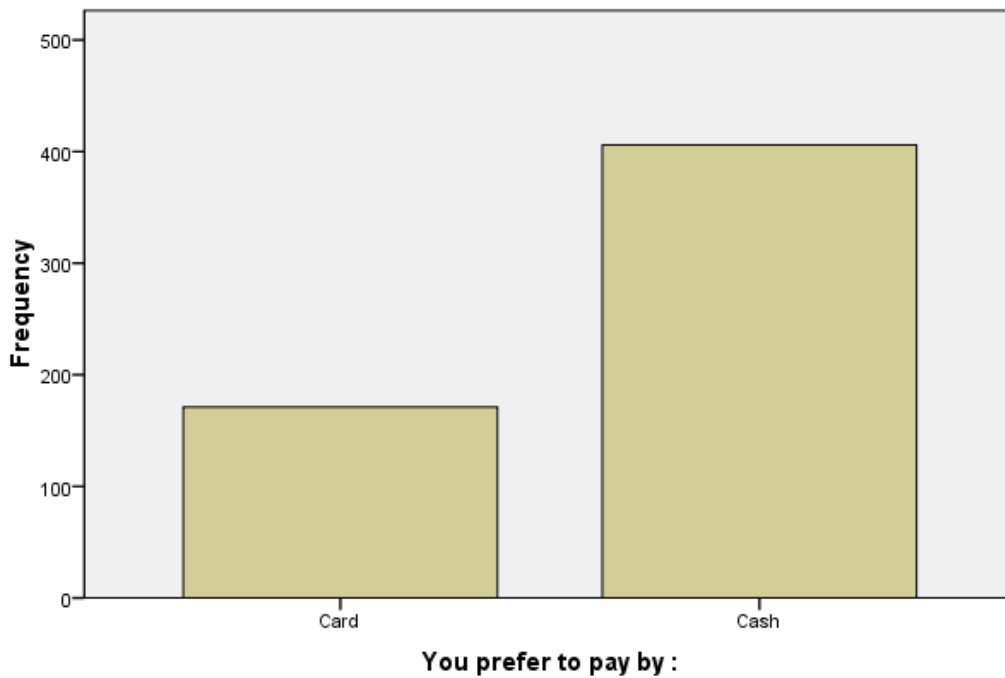
The analysis of questionnaire questions graph indicates that in comparison with the regular stores 43.5% of respondent feels that the prices are about same , and at the same time 30.4% of respondent feels that the prices are little high.

### 5.1.12 You prefer to pay by

**Table 5.12 Methods of payment at Malls**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Card	171	28.9	29.6	29.6
	Cash	406	68.6	70.4	100.0
	Total	577	97.5	100.0	
Total	No response	15	2.5		
		592	100.0		

**You prefer to pay by :**



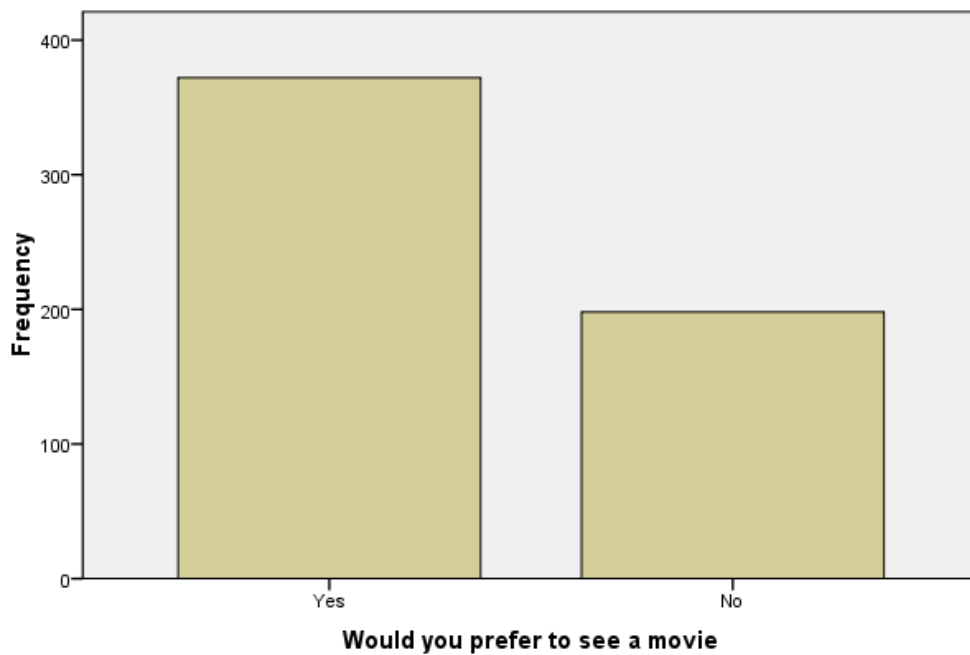
The result of questions of payment preference by customer presents in the above table. The analysis of data indicates that 68.6% of respondent prefer to pay by cash, while 28.9% of respondent prefer topay by card.

### 5.1.13 Would you prefer to see a movie?

**Table 5.1.13 Preference of Movie at Malls**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	372	62.8	65.3	65.3
	No	198	33.4	34.7	100.0
	Total	570	96.3	100.0	
	No response	22	3.7		
Total		592	100.0		

**Would you prefer to see a movie**



The above graph indicates that 62.8% of respondent prefer to see movie, and 33.4% of respondent don't prefer to see movie in the mall.

**5.2 Analysis of Consumer Perceptions towards Mall (Hypothesis testing for perception towards Mall)**

**5.2.1 Ho 1:- There is no significant relationship between age of the respondents and perception towards mall atmosphere & décor. (Table 5.2.1)**

		Mall atmosphere and décor are appealing				Total
		strongly agree	Agree	disagree	no response	
Age	< 26	41	106	6	5	158
	26-34	63	185	8	2	258
	35-45	33	90	6	6	135
	45 >	7	22	2	2	33
Total		144	403	22	15	584

The cross tabulation shows that only 22 respondents (3.767%) of respondents disagree that Mall atmosphere & décor are appealing, 185 (71%) respondents in the age group of 26 to 34 agree & 63 (24.41%) respondents in the same age group strongly agree that Malls atmosphere and décor are appealing. Thus we can say that majority of the respondents agree or strongly agree that Mall are appealing.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.559 <sup>a</sup>	9	0.479
Likelihood Ratio	8.946	9	0.442
Linear-by-Linear Association	1.426	1	0.232
N of Valid Cases	584		



In a Chi-square test for a 95% confidence level, if the significance level is greater than or equal to 0.05, it signifies that there is no systematic association between two variables in cross tabulation and if the significance level is less than 0.05, then it signifies that there is a systematic association between the selected variables.<sup>106</sup>

From the chi-square test table we see that a significance level of 0.479 has been achieved. This means the chi-square test is not showing a systematic association between the above two variables even at 50% confidence level. Hence null hypothesis is accepted and we conclude that at 95% confidence level, there is no systematic association between the age of the respondents and perception towards mall atmosphere & décor being Appealing. Thus perception is same among all age groups that Mall atmosphere & décor are appealing.

**5.2.2 Ho 2 :- There is no significant relationship between Occupation of the respondents and perception towards mall atmosphere & décor.**

**(Table 5.2.2)**

		Mall atmosphere and décor are appealing				Total
		strongly agree	agree	Disagree	no response	
Occupation	Service	27	58	2	3	90
	Business	11	15	2	1	29
	Student	8	13	0	0	21
	House wife	3	6	3	0	12
	Professional	93	307	14	11	425
Total		142	399	21	15	577

The cross tabulation shows that only 21 respondents (3.64%) of respondents disagree that Mall atmosphere & décor are appealing, 307 (72.23%) respondents occupied as professionals & 93 (21.88%) respondents in the same category strongly agree that Malls atmosphere and décor are appealing. Thus we can say that majority of the respondents agree or strongly agree that Mall are appealing.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.348 <sup>a</sup>	12	.007
Likelihood Ratio	19.898	12	.069
Linear-by-Linear Association	2.341	1	.126
N of Valid Cases	577		

From the chi-square output table we see that significance level of 7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 93% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between Occupation & perception towards Mall atmosphere & décor being appealing. In the above case no systematic association exist between two variables and hence test for strength of association (Phi correlation coefficient, Cramer's V & contingency coefficient) are not required.

**5.2.3 Ho 3:- There is no significant relationship between gender of the respondents and perception towards mall atmosphere & décor.**

**(Table 5.2.3)**

		Mall atmosphere and décor are appealing				Total
		strongly agree	agree	Disagree	no response	
Gender	male	105	270	7	8	390
	female	39	133	15	7	194
Total		144	403	22	15	584

The cross tabulation shows that only 22 respondents (3.767%) of respondents disagree that Mall atmosphere & décor are appealing, 270 (69.23%) male respondents & 133 (68.56%) female respondents agree that Malls atmosphere and décor are appealing. Thus we can say

that majority of the respondents agree or strongly agree that Mall atmosphere & décor are appealing.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.798 <sup>a</sup>	3	.001
Likelihood Ratio	14.893	3	.002
Linear-by-Linear Association	8.995	1	.003
N of Valid Cases	584		

From the chi-square output table we see that significance level of 1% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 99% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between gender of respondents & perception towards Mall atmosphere & décor being appealing.

**5.2.4 Ho 4:- There is no significant relationship between Income of the respondents and perception towards mall atmosphere & décor. (Table 5.2.4)**

		Mall atmosphere and décor are appealing				Total
		strongly agree	agree	disagree	no response	
Income Group	less than 1 lacs	41	140	4	5	190
	between 1 to 3 lacs	68	165	8	8	249
	between 3 to 5 lacs	20	65	7	2	94
	more than 5 lacs	7	17	1	0	25
Total		136	387	20	15	558

The cross tabulation shows that only 20 respondents (3.4%) of respondents disagree that Mall atmosphere & décor are appealing, 165 (66.26%) respondents in the income group between 1 to 3 lacs & 140 (73.68%) respondents in the income group less than 1 lacs agree that Malls atmosphere and décor are appealing. Thus we can say that majority of the respondents agree or strongly agree that Mall are appealing.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.077 <sup>a</sup>	9	.430
Likelihood Ratio	9.009	9	.436
Linear-by-Linear Association	.009	1	.926
N of Valid Cases	558		

From the chi-square output table we see that significance level of 43% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 55% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between income & perception towards Mall atmosphere & décor being appealing.

**5.2.5 Ho 5:- There is no significant relationship between marital status of the respondents and perception towards mall atmosphere & décor.**

**(Table 5.2.5)**

		Mall atmosphere and décor are appealing				Total
		strongly agree	agree	disagree	no response	
Marital Group	Married	87	261	15	12	375
	Unmarried	57	142	7	3	209
Total		144	403	22	15	584

The cross tabulation shows that only 22 respondents (3.767%) of respondents disagree that Mall atmosphere & décor are appealing, 261(69.6%) married respondents & 142 (67.94%) unmarried respondents agree that Malls atmosphere and décor are appealing. Thus we can say that majority of the respondents agree or strongly agree that Malls are appealing.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.734 <sup>a</sup>	3	.434
Likelihood Ratio	2.882	3	.410
Linear-by-Linear Association	2.519	1	.112
N of Valid Cases	584		

From the chi-square output table we see that significance level of 43.4% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 55% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between marital status of respondents & perception towards Mall atmosphere & décor being appealing.

**5.2.6 Ho 6:- There is no significant relationship between age of the respondents and perception towards food courts serving all types of food.**

**(Table 5.2.6)**

		The food courts serve all kind of food				Total
		strongly agree	Agree	disagree	no response	
Age	< 26	19	69	58	12	158
	26-34	23	139	67	29	258
	35-45	12	56	48	19	135
	45 >	2	21	6	4	33
Total		56	285	179	64	584

The cross tabulation shows that 179 (30.65%) of respondents disagree that food courts in Malls serve all types of food, 139 (53.875%) respondents in the age group of 26 to 34 agree & 69 (43.67%) respondents in the age group of less than 26 agree that food courts in Malls serve all types of food. Thus we can say that majority of the respondents agree or strongly agree that food courts in Mall serve all types of food.

Chi-Square Tests				
	Value	Df	Asymp. Sig. (2-sided)	Sig.
Pearson Chi-Square	16.138 <sup>a</sup>	9	.064	
Likelihood Ratio	16.392	9	.059	
Linear-by-Linear Association	.984	1	.321	
N of Valid Cases	584			

From the chi-square output table we see that significance level of 64% has been achieved. This means that chi-square table is not showing systematic association between the above

two variables at 45% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between Age of respondents & perception towards food courts in Mall serve all kinds of food.

**5.2.7 Ho 7:- There is no significant relationship between occupation of the respondents and perception towards food courts serving all types of food.**

**(Table 5.2.7)**

		The food courts serve all kind of food				Total
		strongly agree	Agree	Disagree	no response	
Occupation	Service	7	43	33	6	89
	Business	4	12	11	2	29
	Student	4	11	4	2	21
	House wife	3	4	3	2	12
	Professional	38	208	128	52	426
Total		56	278	179	64	577

The cross tabulation shows that only 179 respondents (31.02%) of respondents disagree that food courts in Mall serve all kinds of food, 43 (48.31%) service class & 208 (48.82%) professional respondents agree that food courts in Malls serve all types of food. Thus we can say that majority of the respondents agree or strongly agree that food courts in Mall serve all kinds of food.

<b>Chi-Square Tests</b>				
	Value	Df	Asymp. (2-sided)	Sig.
Pearson Chi-Square	12.382 <sup>a</sup>	12	.416	
Likelihood Ratio	11.467	12	.489	

Linear-by-Linear Association	.411	1	.521
N of Valid Cases	577		

From the chi-square output table we see that significance level of 41.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at even at 58% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between occupation of respondents & perception towards food courts in Mall serve all kinds of food.

**5.2.8 Ho 8:- There is no significant relationship between gender of the respondents and perception towards food courts serving all types of food.**

**(Table 5.2.8)**

		The food courts serve all kind of food				Total
		strongly agree	agree	disagree	no response	
Gender	male	39	194	118	37	388
	female	17	91	61	27	196
Total		56	285	179	64	584

The cross tabulation shows that only 118 (30.42%) male respondents disagree that food courts in Malls serve all kinds of food, 194 (50%) male respondents agree & 91 (46.42%) female respondents agree that food courts in Malls serve all kinds of food. Thus we can say that majority of the respondents agree or strongly agree that food courts in Mall serve all kinds of food.



Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.755 <sup>a</sup>	3	.431
Likelihood Ratio	2.688	3	.442
Linear-by-Linear Association	2.213	1	.137
N of Valid Cases	584		

From the chi-square output table we see that significance level of 43.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 55% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between gender of respondents & perception towards food courts in Mall serve all kinds of food.

**5.2.9 Ho 9:- There is no significant relationship between Income of the respondents and gender towards food courts serving all types of food.**

**(Table 5.2.9)**

		The food courts serve all kind of food				Total
		strongly agree	agree	disagree	no response	
Income Group	less than 1 lacs	11	108	61	8	188
	between 1 to 3 lacs	23	128	63	37	251
	between 3 to 5 lacs	12	29	41	12	94
	more than 5 lacs	4	10	7	4	25

		The food courts serve all kind of food				Total
		strongly agree	agree	disagree	no response	
Income Group	less than 1 lacs	11	108	61	8	188
	between 1 to 3 lacs	23	128	63	37	251
	between 3 to 5 lacs	12	29	41	12	94
	more than 5 lacs	4	10	7	4	25
Total		50	275	172	61	558

The cross tabulation shows that only 128 (50.99%) respondents in the income group of between 1 to 3 lacs & 108 (57.44%) in the income group of less than 1 lacs agree that food courts in Malls serve all kinds of food. Whereas 63 (25.09%) in the income group between 1 to 3 lacs and 61 (32.44%) in the income group less than 1 lacs disagree and hence are unsatisfied with the variety of foods available in the Malls. Thus we can say that majority of the respondents agree or strongly agree that food courts in Malls serve satisfactory variety of foods.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.309 <sup>a</sup>	9	.000
Likelihood Ratio	36.585	9	.000
Linear-by-Linear Association	3.266	1	.071
N of Valid Cases	558		

From the chi-square output table we see that significance level of 0% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 100% level of confidence. Hence Null hypothesis is rejected and at 95% level of

confidence we conclude that there is significant relationship between income of respondents & perception towards food courts in Mall serve all kinds of food.

**5.2.10 Ho 10:- There is no significant relationship between marital status of the respondents and perception towards food courts serving all types of food.**

**(Table 5.2.10)**

		The food courts serve all kind of food				Total
		strongly agree	Agree	Disagree	no response	
Marital Group	married	30	183	117	47	377
	unmarried	26	102	62	17	207
Total		56	285	179	64	584

The cross tabulation shows that only 117 (34.71) male respondents and 62 (29.95%) of female respondents disagree that there is sufficient variety of food in Malls, whereas 183 (48.54%) married respondents and 102 (49.27%) of unmarried respondents are satisfied with the variety of foods available in Malls. Thus we can say that majority of the respondents agree or strongly agree that that food courts in Malls serve satisfactory variety of foods.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.225 <sup>a</sup>	3	.156
Likelihood Ratio	5.222	3	.156
Linear-by-Linear Association	4.097	1	.043
N of Valid Cases	584		

From the chi-square output table we see that significance level of 16.3% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 84% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between Martial status of respondents & perception towards food courts in Mall serve all kinds of food.

**5.2.11 Ho 11:- There is no significant relationship between age of the respondents and perception towards quality of merchandise.**

**(Table 5.2.11)**

		The merchandise sold is of good quality				Total
		strongly agree	agree	disagree	no response	
Age	< 26	20	77	48	12	157
	26-34	38	124	77	21	260
	35-45	20	77	27	10	134
	45 >	4	19	10	0	33
Total		82	297	162	43	584

The cross tabulation shows that only 77 (29.61%) respondents in the age group of 26-34 years & 48 (30.57%) respondents in the age group of less than 26 years feel that merchandise sold is not good in quality. The perception may be due to assortment of goods in Malls. The majority of the respondents 124 (46.61%) in the age group of 26 – 34 years & 77 (57.46%) in the age group of 35-46 and equal number of respondents in the age group of less than 26 years feel that merchandise sold is good quality. The perception may be due to packing and handling of goods in Malls.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.742 <sup>a</sup>	9	.461
Likelihood Ratio	11.399	9	.249
Linear-by-Linear Association	2.395	1	.122
N of Valid Cases	584		

From the chi-square output table we see that significance level of 46.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 55% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between Age of respondents & perception towards quality of merchandise.

**5.2.12 Ho 12:-There is no significant relationship between occupation of the respondents and perception towards quality of merchandise.**

**(Table 5.2.12)**

		The merchandise sold is of good quality				Total
		strongly agree	agree	Disagree	no response	
Occupation	Service	17	43	21	9	90
	Business	5	14	6	4	29
	Student	2	8	10	0	20
	House wife	2	3	6	1	12
	Professional	55	223	119	29	426
Total		81	291	162	43	577

The cross tabulation shows that 119(27.94%) professional & 21(23.33%) service class respondents disagree that goods sold are of high quality. They perceive the quality of goods as at par and not necessary of high quality. Whereas 223 professional & 43 services class respondents feel that goods sold are of high quality. The perception is due to brand image of the mall and also several soft factors like arrangement of goods, packaging and courtesy of floor staff members.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.385 <sup>a</sup>	12	.206
Likelihood Ratio	16.105	12	.186
Linear-by-Linear Association	.064	1	.801
N of Valid Cases	577		

From the chi-square output table we see that significance level of 20.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 79% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between occupation of respondents & perception towards quality of merchandise.

**5.2.13 Ho 13:- There is no significant relationship between gender of the respondents and perception towards quality of merchandise.**

**(Table 5.2.13)**

	The merchandise sold is of good quality				Total
	strongly agree	agree	disagree	no response	

Gender	male	55	204	98	31	388
	female	27	93	64	12	196
Total		82	297	162	43	584

The cross tabulation shows that only 98 male respondents and 64 female respondents disagree that merchandise sold is good in quality. They perceive the quality to be at par and not necessarily high. Whereas 204 male and 93 female respondents agree that the goods sold at malls are high in quality. The perception is due to brand image of the mall and also several soft factors like arrangement of goods, packaging and courtesy of floor staff members.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.872 <sup>a</sup>	3	.276
Likelihood Ratio	3.834	3	.280
Linear-by-Linear Association	.339	1	.560
N of Valid Cases	584		

From the chi-square output table we see that significance level of 27.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 72% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between gender of respondents & perception towards quality of merchandise.

**5.2.14 Ho 14:-There is no significant relationship between Income of the respondents and perception towards quality of merchandise.**

**(Table 5.2.14)**

		The merchandise sold is good quality				Total
		strongly agree	agree	disagree	no response	
Income Group	less than 1 lacs	19	82	72	17	190
	between 1 to 3 lacs	29	155	46	20	250
	between 3 to 5 lacs	24	42	25	3	94
	more than 5 lacs	7	6	10	2	25
Total		79	285	153	42	559

The cross tabulation shows that only 72 respondents in the income group of less than 1 lacs, 46 respondents in the income group of between 1 to 3 lacs disagree that good sold are high in quality. Whereas 155 respondents in the income group of between 1 to 3 lacs and 82 respondents in the income group less than 1 lacs agree that quality of goods is high. The perception is due to brand image of the mall and also several soft factors like arrangement of goods, packaging and courtesy of floor staff members.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.472 <sup>a</sup>	9	.000
Likelihood Ratio	46.586	9	.000
Linear-by-Linear Association	11.601	1	.001
N of Valid Cases	559		

From the chi-square output table we see that significance level of 0% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 100% level of confidence. Hence Null hypothesis is rejected and at 95% level of



confidence we conclude that there is significant relationship between Income of respondents & perception towards quality of merchandise.

**5.2.15 Ho 15 :- There is no significant relationship between martial status of the respondents and perception towards quality of merchandise.**

**(Table 5.2.15)**

		The merchandise sold is of good quality				Total
		strongly agree	agree	Disagree	no response	
Marital Group	married	50	192	105	29	376
	unmarried	32	105	57	14	208
Total		82	297	162	43	584

The cross tabulation indicates that 105 married respondents and 57 unmarried respondents perceive the quality of goods to be at par whereas 192 married and 105 unmarried respondents perceive the quality of goods to be high. 50 married and 32 unmarried respondents perceive the quality of good to be very high.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.613 <sup>a</sup>	3	.893
Likelihood Ratio	.610	3	.894
Linear-by-Linear Association	.443	1	.506
N of Valid Cases	584		

From the chi-square output table we see that significance level of 89.3% has been achieved. This means that chi-square table is not showing systematic association between the above

two variables at 10% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between marital status of respondents & perception towards quality of merchandise.

**5.2.16 Ho 16: - There is no significant relationship between age of the respondents and perception towards monetary value of merchandise.**

**(Table 5.2.16)**

		The merchandise sold is good value for money				Total
		strongly agree	agree	disagree	no response	
Age	< 26	15	78	50	15	158
	26-34	35	134	77	14	260
	35-45	15	76	32	12	135
	45 >	6	18	9	0	33
Total		71	306	168	41	586

The cross tabulation shows that 168 respondents perceive that merchandise not worth the price it charges. Whereas 134 respondents in the age group of 26-34 perceive the goods to be worth of price and good bargain for money. Again 35 respondents in the age group of 26-34 perceive the goods to be very good bargain for money. Hence 377 (64.33%) of the respondents perceive the goods sold at malls is good value for money.

<b>Chi-Square Tests</b>				
	Value	Df	Asymp. (2-sided)	Sig.
Pearson Chi-Square	10.259 <sup>a</sup>	9	.330	
Likelihood Ratio	12.433	9	.190	
Linear-by-Linear Association	3.859	1	.049	

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.259 <sup>a</sup>	9	.330
Likelihood Ratio	12.433	9	.190
Linear-by-Linear Association	3.859	1	.049
N of Valid Cases	586		

From the chi-square output table we see that significance level of 33% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 67% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between Age of respondents & perception towards merchandise being good value for money.

**5.2.17 Ho 17:- There is no significant relationship between occupation of the respondents and perception towards monetary value of merchandise.**

(Table 5.2.17)

		The merchandise sold is good value for money				Total
		Strongly agree	Agree	disagree	no response	
Occupation	Service	14	50	19	7	90
	Business	5	11	9	4	29
	Student	2	8	9	2	21
	House wife	2	3	5	2	12
	Professional	46	229	126	26	427
Total		69	301	168	41	579

The cross tabulation shows that 126 professionals & 19 service class respondents perceive the quality of goods not a good value for money. Where as 229 professionals, 50 service class and 11 business class respondents perceive the goods sold at malls to be good value for money.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.789 <sup>a</sup>	12	.253
Likelihood Ratio	14.323	12	.281
Linear-by-Linear Association	.300	1	.584
N of Valid Cases	579		

From the chi-square output table we see that significance level of 25.3% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 74% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between occupation of respondents & perception towards merchandise being good value for money.

**5.2.18 Ho 18:- There is no significant relationship between gender of the respondents and perception towards monetary value of merchandise.**

**(Table 5.2.18)**

		The merchandise sold is good value for money				Total
		strongly agree	agree	disagree	no response	
Gender	male	47	203	109	31	390
	female	24	103	59	10	196
Total		71	306	168	41	586

The cross tabulation shows that only 109 male respondents & 59 female respondents perceive the goods sold at Malls as Not a good value for money. Whereas 203 male respondents and 103 female respondents perceive the goods to be good bargain for money.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.732 <sup>a</sup>	3	.630
Likelihood Ratio	1.814	3	.612
Linear-by-Linear Association	.305	1	.581
N of Valid Cases	586		

From the chi-square output table we see that significance level of 63% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 37% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between gender of respondents & perception towards merchandise being good value for money.

**5.2.19 Ho 19:- There is no significant relationship between Income of the respondents and perception towards monetary value of merchandise.**

(Table 5.2.19)

		The merchandise sold is good value for money				Total
		strongly agree	agree	Disagree	no response	
Income Group	less than 1 lacs	17	89	73	11	190
	between 1 to 3 lacs	29	146	57	19	251
	between 3 to 5 lacs	17	51	19	7	94
	more than 5 lacs	4	12	7	2	25

		The merchandise sold is good value for money				Total
		strongly agree	agree	Disagree	no response	
Income Group	less than 1 lacs	17	89	73	11	190
	between 1 to 3 lacs	29	146	57	19	251
	between 3 to 5 lacs	17	51	19	7	94
	more than 5 lacs	4	12	7	2	25
Total		67	298	156	39	560

The cross tabulation shows that 146 respondents in the income group of between 1 to 3 lacs perceive the merchandise as good value for money. 73 respondents in the income group of less than 1 lacs perceive the merchandise as not a good bargain for money. Respondents in lower income group are conscious in spending and hence do not consider goods in Malls as bargain offer.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.068 <sup>a</sup>	9	.017
Likelihood Ratio	19.381	9	.022
Linear-by-Linear Association	5.249	1	.022
N of Valid Cases	560		

From the chi-square output table we see that significance level of 17% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 83% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between income of respondents & perception towards merchandise being good value for money.

**5.2.20 Ho 20:- There is no significant relationship between marital status of the respondents and perception towards monetary value of merchandise.**

**(Table 5.2.20)**

		The merchandise sold is good value for money				Total
		strongly agree	agree	disagree	no response	
Marital Group	married	45	199	109	24	377
	unmarried	26	107	59	17	209
Total		71	306	168	41	586

The cross tabulation shows that 107 of unmarried respondents perceive the goods at malls to be good value for money whereas a portion of married respondents 109 do not perceive the goods to be good value for money.

Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	.716 <sup>a</sup>	3	.870	
Likelihood Ratio	.703	3	.872	
Linear-by-Linear Association	.125	1	.724	
N of Valid Cases	586			

From the chi-square output table we see that significance level of 87% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 13% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between marital status of respondents & perception towards merchandise being good value for money.

**5.2.21 Ho 21:- There is no significant relationship between age of the respondents and perception towards price of the merchandise.**

**(Table 5.2.21)**

		I am very satisfied with the price				Total
		strongly agree	Agree	disagree	no response	
Age	< 26	18	90	36	12	156
	26-34	28	158	59	15	260
	35-45	17	90	22	6	135
	45 >	5	21	5	2	33
Total		68	359	122	35	584

The cross tabulation shows that only 36 respondents in the age group of less than 26 years are unsatisfied with the price. 158 respondents in the age group of 26-34 years are satisfied with the price. 427 respondents are satisfied with the price of the goods they bought.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.286 <sup>a</sup>	9	.781
Likelihood Ratio	6.385	9	.771
Linear-by-Linear Association	3.227	1	.072
N of Valid Cases	584		

From the chi-square output table we see that significance level of 78.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 21% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between Age of respondents & perception towards satisfaction of the price of the goods.



**5.2.22 Ho 22: - There is no significant relationship between occupation of the respondents and perception towards price of the merchandise.**

**(Table 5.2.22)**

		I am very satisfied with the price				Total
		Strongly agree	Agree	disagree	no response	
Occupation	Service	10	56	18	6	90
	Business	6	15	6	2	29
	Student	3	11	5	2	21
	House wife	1	4	6	1	12
	Professional	48	267	86	24	425
Total		68	353	121	35	577

The cross tabulation shows that 6 (50%) of the housewife are unsatisfied with the price of goods. 86 (20%) respondents in the professional category are also unsatisfied with the price. Whereas 267 professionals are satisfied and 48 professionals are highly satisfied with the price of the goods they bought. 56 service class respondents are satisfied with the price of the goods.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.499 <sup>a</sup>	12	.572
Likelihood Ration	9.049	12	.699
Linear-by-Linear Association	.025	1	.875
N of Valid Cases	577		

From the chi-square output table we see that significance level of 57.2% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 45% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between occupation of respondents & perception towards satisfaction of the price of the goods.

**5.2.23 Ho 23:- There is no significant relationship between gender of the respondents and perception towards price of the merchandise.**

**(Table 5.2.23)**

		I am very satisfied with the price				Total
		strongly agree	agree	disagree	no response	
Gender	male	47	230	87	24	388
	female	21	129	35	11	196
Total		68	359	122	35	584

The cross tabulation shows that only 87 male respondents and 35 female respondents are unsatisfied with the price of the goods. Whereas 230 male and 129 female respondents are satisfied with the price of goods they bought.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.495 <sup>a</sup>	3	.476
Likelihood Ratio	2.524	3	.471
Linear-by-Linear Association	.465	1	.495
N of Valid Cases	584		

From the chi-square output table we see that significance level of 47.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 55% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between gender of respondents & perception towards satisfaction of the price of the goods.

**5.2.24 Ho 24:- There is no significant relationship between Income of the respondents and perception towards price of the merchandise.**

**(Table 5.2.24)**

		I am very satisfied with the price				Total
		strongly agree	agree	disagree	no response	
Income Group	less than 1 lacs	14	117	46	11	188
	between 1 to 3 lacs	32	162	40	17	251
	between 3 to 5 lacs	15	49	25	5	94
	more than 5 lacs	4	16	5	0	25
Total		65	344	116	33	558

The cross tabulation shows that 46 respondents in the income group of less than 1 lacs are dissatisfied with the price of the merchandise. 162 respondents in the income group of between 1 to 3 lacs are satisfied with the price of merchandise and 49 respondents in the income group of between 3 to 5 lacs are satisfied with the price. 65 respondents in different income groups are highly satisfied with the price of merchandise.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.219 <sup>a</sup>	9	.115
Likelihood Ratio	16.032	9	.066

Linear-by-Linear Association	2.646	1	.104
N of Valid Cases	558		

From the chi-square output table we see that significance level of 11.5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 88% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between income of respondents & perception towards quality of merchandise.

**5.2.25 Ho 25:- There is no significant relationship between marital status of the respondents and perception towards price of the merchandise**

**(Table 5.2.25)**

		I am very satisfied with the price				Total
		Strongly agree	Agree	disagree	no response	
Marital Group	married	44	238	76	19	377
	unmarried	24	121	46	16	207
Total		68	359	122	35	584

The cross tabulation shows that only 238 respondents and 44 respondent in the married group are satisfied and highly satisfied respectively with the price of the merchandise.122 respondents in the different group are dissatisfied with this.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.361 <sup>a</sup>	3	.501
Likelihood Ratio	2.307	3	.511

Linear-by-Linear Association	1.451	1	.228
N of Valid Cases	584		

From the chi-square output table we see that significance level of 50.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 49% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between marital status of respondents & perception towards quality of merchandise.

**5.2.26 Ho 26:- There is no significant relationship between age of the respondents and perception towards satisfaction of merchandise bought.**

**(Table 5.2.26)**

		I am very satisfied with the merchandise bought				Total
		strongly agree	agree	Disagree	No response	
Age	< 26	18	108	14	18	158
	26-34	22	188	31	16	257
	35-45	15	98	16	6	135
	45 >	5	24	3	0	32
Total		60	418	64	40	582

The cross tabulation shows that 64 respondent in the different age group are dissatisfied with the prices of the merchandising. 188 respondents in the age group of 26-34 are satisfied with the price of the merchandise. 60 respondents in the different age group are highly satisfied with the price of the merchandise.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.585 <sup>a</sup>	9	.238
Likelihood Ratio	13.134	9	.157
Linear-by-Linear Association	4.274	1	.039
N of Valid Cases	582		

From the chi-square output table we see that significance level of 23.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 75% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between age of respondents & being satisfied with the merchandise bought.

**Ho 27:- There is no significant relationship between occupation of the respondents and perception towards satisfaction of merchandise bought.**

**(Table 5.2.27)**

		I am very satisfied with the merchandise bought				Total
		Strongly agree	agree	disagree	no response	
Occupation	Service	12	53	11	12	88
	Business	2	20	7	0	29
	Student	1	14	3	3	21
	House wife	2	7	2	1	12
	Professional	42	318	41	24	425
Total		59	412	64	40	575

The cross tabulation shows that 64 respondent in the different occupational group are dissatisfied with the prices of the merchandising. 318 respondents in the professional group are satisfied with the price of the merchandise. 42 respondents in the professional group are highly satisfied with the price of the merchandise.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.333 <sup>a</sup>	12	.046
Likelihood Ratio	20.786	12	.054
Linear-by-Linear Association	4.296	1	.038
N of Valid Cases	575		

From the chi-square output table we see that significance level of 46% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 43% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between occupation of respondents & being satisfied with the merchandise bought.

**5.2.2 Ho-28:- There is no significant relationship between gender of the respondents and perception towards satisfaction of merchandise bought.**

**(Table 5.2.28)**

		I am very satisfied with the appealing				Total
		strongly agree	agree	disagree	no response	
Gender	male	42	269	47	30	388
	female	18	149	17	10	194
Total		60	418	64	40	582

The cross tabulation shows that 47 respondent in the male group are dissatisfied with the prices of the merchandising. 269 respondents in male the group are satisfied with the price of the merchandise. 60 respondents in different the group are highly satisfied with the price of the merchandise.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.876 <sup>a</sup>	3	.275
Likelihood Ratio	3.986	3	.263
Linear-by-Linear Association	1.338	1	.247
N of Valid Cases	582		

From the chi-square output table we see that significance level of 27.5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 72% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between gender of respondents & being satisfied with the merchandise bought.

**5.2.29 Ho-29:- There is no significant relationship between Income of the respondents and perception towards satisfaction of merchandise bought.**

**(Table 5.2.29)**

		I am very satisfied with the appealing				Total
		strongly agree	agree	disagree	no response	
Income Group	less than 1 lacs	16	142	10	21	189
	between 1 to 3 lacs	26	174	35	14	249



	between 3 to 5 lacs	12	68	11	3	94
	more than 5 lacs	2	19	3	0	24
Total		56	403	59	38	556

The cross tabulation shows that 35 respondent in the income group between 1 to 3 lacs are dissatisfy with the prices of merchandising. 174 respondents in the income group between 1 to 3 lacs are are satisfied with the price of the merchandise. 56 respondents in the different income group are highly satisfied with the price of the merchandise.

**5.2.30 Ho-30:- There is no significant relationship between martial status of the respondents and perception towards satisfaction of merchandise bought.**

(Table: 5.2.30)

		I am very satisfied with the appealing				Total
		strongly agree	agree	disagree	no response	
Marital Group	married	36	271	52	17	376
	unmarried	24	147	12	23	206
Total		60	418	64	40	582

The cross tabulation shows that 52 respondent in the married group are dissatisfy with the prices of merchandising. 271 respondents in the married group are satisfied with the price of the merchandise. 60 respondents in the different marital group are highly satisfied with the price of the merchandise.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.867 <sup>a</sup>	3	.001
Likelihood Ratio	17.229	3	.001

Linear-by-Linear Association	.293	1	.589
N of Valid Cases	582		

From the chi-square output table we see that significance level of 1% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 99% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is significant relationship between marital status of respondents & being satisfied with the merchandise bought. Unmarried respondents are more satisfied with merchandise bought than married respondents.

**5.2.31 Ho-31:- There is no significant relationship between age of the respondents and perception towards ease of navigation.**

**(Table 5.2.31)**

		Locating any particular shop in the Mall				Total
		strongly agree	agree	disagree	no response	
Age	< 26	21	105	20	12	158
	26-34	44	184	17	12	257
	35-45	30	79	22	4	135
	45 >	7	22	2	2	33
Total		102	390	61	30	583

The cross tabulation shows that 61 respondent in the different age group are finding it difficult of locating particular item in mall. 184 respondents in the age group of 26-34 are finding it easy of locating particular item in mall. 102 respondents in the different age group are finding it very easy of locating particular item in mall

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.497 <sup>a</sup>	9	.030
Likelihood Ratio	18.495	9	.030
Linear-by-Linear Association	3.406	1	.065
N of Valid Cases	583		

From the chi-square output table we see that significance level of 30% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 70% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between age of respondents & navigating in mall.

**5.2.32 Ho-32:- There is no significant relationship between occupation of the respondents and perception towards ease of navigation.**

(Table 5.2.32)

		Locating any particular shop in the easy				Total
		strongly agree	agree	disagree	No response	
Occupation	Service	18	53	9	8	88
	Business	9	16	4	0	29
	Student	2	16	2	1	21
	House wife	4	2	3	3	12
	Professional	68	300	40	18	426
Total		101	387	58	30	576

The cross tabulation shows that 40 respondent in the professional group are finding it difficult of locating particular item in mall. 300 respondents in the professional group are

finding it easy of locating particular item in mall. 101 respondents in the different occupational group are finding it very easy of locating particular item in mall

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.393 <sup>a</sup>	12	.002
Likelihood Ratio	27.563	12	.006
Linear-by-Linear Association	.085	1	.770
N of Valid Cases	576		

From the chi-square output table we see that significance level of 2% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 98% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is significant relationship between occupation of respondents & ease of navigating in Malls. Housewives experience some difficulty in navigating in malls whereas professionals & business class respondents experience no difficulty in navigating in Malls.

**5.2.33 Ho-33 :- There is no significant relationship between gender of the respondents and perception towards ease of navigation..**

**(Table 5.2.33)**

		Locating any particular shop in the mall is easy				Total
		Strongly agree	agree	Disagree	no response	
Gender	male	68	269	33	19	389
	female	34	121	28	11	194
Total		102	390	61	30	583

The cross tabulation shows that 33 respondent in the male group are finding it difficult of locating particular item in mall. 390 respondents in the different group are finding it easy of locating particular item in mall. 68 respondents in the male group are finding it very easy of locating particular item in mall

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.124 <sup>a</sup>	3	.143
Likelihood Ratio	5.222	3	.156
Linear-by-Linear Association	1.491	1	.222
N of Valid Cases	583		

From the chi-square output table we see that significance level of 14.3% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 85% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between gender of respondents & ease of navigating in Malls.

**5.2.34 Ho-34:- There is no significant relationship between Income of the respondents and perception towards ease of navigation.**

(Table 5.2.34)

		Locating any particular shop in the mall is easy				Total
		strongly agree	agree	disagree	no response	
Income Group	less than 1 lacs	29	125	24	11	189

	between 1 to 3 lacs	46	171	19	13	249
	between 3 to 5 lacs	20	60	11	3	94
	more than 5 lacs	5	16	4	0	25
Total		100	372	58	27	557

The cross tabulation shows that 24 respondent in the income group of less than 1 lacs are finding it difficult of locating particular item in mall. 171 respondents in the income group between 1 to 3 lacs are finding it easy of locating particular item in mall. 46 respondents in the income group between1 to 3 lacs are finding it very easy of locating particular item in mall.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.571 <sup>a</sup>	9	.578
Likelihood Ratio	8.852	9	.451
Linear-by-Linear Association	2.439	1	.118
N of Valid Cases	557		

From the chi-square output table we see that significance level of 57.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 45% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between income of respondents & ease of navigating in Malls.

**5.2.35 Ho-35:- There is no significant relationship between martial status of the respondents and perception towards ease of navigation.**

**(Table 5.2.35)**

		Locating any particular shop in the mall easy				Total
		strongly agree	agree	disagree	no response	
Marital Group	married	70	248	38	20	376
	unmarried	32	142	23	10	207
Total		102	390	61	30	583

The cross tabulation shows that 38 respondent in the married group are finding it difficult of locating particular item in mall. 248 respondents in the married group are finding it easy of locating particular item in mall. 70 respondents in the married group are finding it very easy of locating particular item in mall

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.902 <sup>a</sup>	9	.026
Likelihood Ratio	21.077	9	.012
Linear-by-Linear Association	2.883	1	.090
N of Valid Cases	556		

From the chi-square output table we see that significance level of 26% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 74% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between martial status of respondents & ease of navigating in Malls.

**5.2.36 Ho 36:- There is no significant relationship between age of the respondents and perception towards customer service.**

(Table 5.2.36)

		I am satisfied with the Customer service				Total
		strongly agree	agree	disagree	no response	
Age	< 26	37	85	21	15	158
	26-34	55	167	23	15	260
	35-45	28	87	14	6	135
	45 >	10	19	3	1	33
Total		130	358	61	37	586

The cross tabulation shows that 23 respondents in the age group of 26-34 years are unsatisfied with the customer services. 167 respondents in the age group of 26-34 years are satisfied with the customer service. 130 respondents in the different age group are highly satisfied with the customer service.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.340 <sup>a</sup>	9	.407
Likelihood Ratio	9.107	9	.427
Linear-by-Linear Association	2.844	1	.092
N of Valid Cases	586		

From the chi-square output table we see that significance level of 40.7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 38% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between age of respondents & satisfaction with customer service.



**5.2.37 Ho-37:- There is no significant relationship between occupation of the respondents and perception towards customer service.**

**(Table 5.2.37)**

		I am satisfied with the Customer				Total
		strongly agree	agree	disagree	no response	
Occupation	Service	21	52	9	8	90
	Business	8	15	3	3	29
	Student	2	10	7	2	21
	House wife	3	5	1	3	12
	Professional	94	273	39	21	427
Total		128	355	59	37	579

The cross tabulation shows that 23 respondents in the professional group are unsatisfied with the customer services. 52 respondents in the service group are satisfied with the customer service. 94 respondents in the professional group are highly satisfied with the customer service.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.915 <sup>a</sup>	12	.011
Likelihood Ratio	19.410	12	.079
Linear-by-Linear Association	1.702	1	.192
N of Valid Cases	579		

From the chi-square output table we see that significance level of 1.1% has been achieved. This means that chi-square table is showing systematic association between the above two

variables at 98% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is significant relationship between occupation of respondents & satisfaction with customer service. Students are largely dissatisfied with the customer service, while professionals highly satisfied with the customer service. Service class, business man and housewives are moderately satisfied with the customer services at malls.

**5.2.38 Ho-38:- There is no significant relationship between gender of the respondents and perception towards customer service.**

**(Table 5.2.38)**

		I am satisfied with the Customer				Total
		strongly agree	agree	disagree	no response	
Gender	male	88	240	37	25	390
	female	42	118	24	12	196
Total		130	358	61	37	586

The cross tabulation shows that 37 respondents in the male group are unsatisfied with the customer services. 240 respondents in the male group are satisfied with the customer service. 130 respondents in the different group are highly satisfied with the customer service.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.084 <sup>a</sup>	3	.781
Likelihood Ratio	1.060	3	.787
Linear-by-Linear Association	.248	1	.619

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.084 <sup>a</sup>	3	.781
Likelihood Ratio	1.060	3	.787
Linear-by-Linear Association	.248	1	.619
N of Valid Cases	586		

From the chi-square output table we see that significance level of 78.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 22% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between gender of respondents & satisfaction with customer service.

**5.2.39 Ho-39:- There is no significant relationship between Income of the respondents and perception towards customer service.**

**(Table 5.2.39)**

		I am satisfied with the Customer				Total
		strongly agree	agree	disagree	no response	
Income Group	less than 1 lacs	36	123	18	13	190
	between 1 to 3 lacs	59	151	24	17	251
	between 3 to 5 lacs	23	54	12	5	94
	more than 5 lacs	7	16	2	0	25
Total		125	344	56	35	560

The cross tabulation shows that 24 respondents in the income group between 1 to 3 lacs are unsatisfied with the customer services. 151 respondents in the income group between 1 to 3 lacs are satisfied with the customer service. 125 respondents in the different income group are highly satisfied with the customer service.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.185 <sup>a</sup>	9	.818
Likelihood Ratio	6.716	9	.667
Linear-by-Linear Association	1.639	1	.200
N of Valid Cases	560		

From the chi-square output table we see that significance level of 81.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 19% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between income of respondents & satisfaction with customer service.

**5.2.40 Ho-40:- There is no significant relationship between marital status of the respondents and perception towards customer service.**

**(Table 5.2.40)**

		I am satisfied with the Customer service				Total
		strongly agree	agree	Disagree	no response	
Marital Group	married	85	238	35	19	377
	unmarried	45	120	26	18	209

		I am satisfied with the Customer service				Total
		strongly agree	agree	Disagree	no response	
Marital Group	married	85	238	35	19	377
	unmarried	45	120	26	18	209
Total		130	358	61	37	586

The cross tabulation shows that 35 respondents in the married group are unsatisfied with the customer services. 238 respondents in the married group are satisfied with the customer service. 130 respondents in the different marital group are highly satisfied with the customer service.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.786 <sup>a</sup>	3	.188
Likelihood Ratio	4.654	3	.199
Linear-by-Linear Association	2.972	1	.085
N of Valid Cases	586		

From the chi-square output table we see that significance level of 18.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 81% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between marital status of respondents & satisfaction with customer service.

## Hypothesis testing for shopping experience at Mall

**5.3.1 Ho 1:- There is no significant relationship between age of the respondents and pattern of shopping in Mall against mom-pop stores.**

**(Table 5.3.1)**

		I shopped in the mall using the same approach as I use when shopping in a Small (Kirana) Store					Total
		definitely true	True	neutral	false	definitely false	
Age	< 26	60	33	37	18	6	154
	26-34	132	35	39	19	29	254
	35-45	71	30	17	5	6	129
	45 >	18	8	3	3	1	33
Total		281	106	96	45	42	570

The cross tabulation shows that only 87 (15.26%) respondents feel that their pattern of shopping in Malls is different than mom-&-pop stores. Whereas 132 (51.96%) respondents in the age group of 26-34 feel that their pattern of shopping in Malls is same as kirana stores. Also 96 (16.82%) respondents were unsure and about their shopping pattern. Respondents use same approach for shopping in malls as mom-&-pop stores. They have a mental list with them and purchase as per the list.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.783 <sup>a</sup>	12	.001
Likelihood Ratio	34.296	12	.001
Linear-by-Linear Association	7.507	1	.006

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.783 <sup>a</sup>	12	.001
Likelihood Ratio	34.296	12	.001
Linear-by-Linear Association	7.507	1	.006
N of Valid Cases	570		

In a Chi-square test for a 95% confidence level, if the significance level is greater than or equal to 0.05, it signifies that there is no systematic association between two variables in cross tabulation and if the significance level is less than 0.05, then it signifies that there is a systematic association between the selected variables.

From the chi-square test table we see that a significance level of 0.001 has been achieved. This means the chi-square test is showing a systematic association between the above two variables even at 99% confidence level. Hence null hypothesis is accepted and we conclude that at 95% confidence level, there is systematic association between the age of the respondents and pattern of shopping at Malls as against mom-&-pop stores. Persons in different age group having different shopping pattern in malls as against mom-&-pop stores.

**5.3.2 Ho 2:- There is no significant relationship between Occupation of the respondents and pattern of shopping in Mall against mom-pop stores.**

**(Table 5.3.2)**

	I shopped in the mall using the same approach as I use when shopping in a Small (Kirana) Store					Total
	Definitely true	true	neutral	false	definitely false	

Occupation	Service	22	17	24	11	15	89
	Business	9	7	5	3	3	27
	Student	6	3	9	2	0	20
	House wife	3	2	1	4	2	12
	Professional	239	76	54	25	22	416
Total		279	105	93	45	42	564

The cross tabulation shows that 26 (29.21%) respondents in the service class differ in terms of shopping at malls as against mom-&-pop stores. 239 (57.45%), 76 (18.26%) professionals have almost similar approach to shopping in malls as against mom-&-pop stores. Businessman, housewives and students also have a similar approach to shopping in malls as in mom-&-pop stores.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	71.995 <sup>a</sup>	16	.000
Likelihood Ratio	65.187	16	.000
Linear-by-Linear Association	43.368	1	.000
N of Valid Cases	564		

From the chi-square output table we see that significance level of 0% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 100% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is significant relationship between Occupation & pattern of shopping at malls against mom-&-pop stores. Service class respondents have different pattern of shopping at different places whereas professionals and business class persons have similar pattern of shopping at both the places.



**5.3.3 Ho 3:- There is no significant relationship between gender of the respondents and pattern of shopping in Mall against mom-pop stores.**

**(Table 5.3.3)**

		I shopped in the mall using the same approach as I use when shopping in a Small (Kirana) Store					Total
		definitely true	true	neutral	False	definitely false	
Gender	Male	184	80	60	25	27	376
	female	97	26	36	20	15	194
Total		281	106	96	45	42	570

The cross tabulation shows that 35 (18.04%) female respondents and 52 (13.82%) male respondents have different pattern of shopping at malls against mom-&-pop stores. 264 (70.21%) male respondents and 123 (63.40%) female respondents have similar pattern of shopping in malls against mom-&-pop stores.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.034 <sup>a</sup>	4	.134
Likelihood Ratio	7.182	4	.127
Linear-by-Linear Association	.862	1	.353
N of Valid Cases	570		

From the chi-square output table we see that significance level of 13.4% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 86% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & pattern of shopping at malls against mom-&-pop stores.

**5.3.4 Ho 4:- There is no significant relationship between Income of the respondents and pattern of shopping in Mall against mom-pop stores.**

**(Table 5.3.4)**

		I shopped in the mall using the same approach as I use when shopping in a Small (Kirana) Store					Total
		definitely true	true	neutral	false	definitely false	
Income Group	less than 1 lacs	87	37	33	13	12	182
	Between 1 to 3 lacs	130	44	34	18	21	247
	Between 3 to 5 lacs	44	18	17	10	4	93
	more than 5 lacs	12	4	4	0	3	23
Total		273	103	88	41	40	545

The cross tabulation shows that 21 (8.50%) & 18 (7.28%) respondents in the income group of between 1 to 3 lacs shop differently in malls against mom-&-pop stores. 130 (52.63%) respondents in the income group between 1 to 3 lacs and 44 (47.31%) respondents in the income group of between 3 to 5 lacs have similar approach towards shopping in malls as in mom-&-pop stores.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.512 <sup>a</sup>	12	.744
Likelihood Ratio	10.103	12	.607
Linear-by-Linear Association	.000	1	.989
N of Valid Cases	545		

From the chi-square output table we see that significance level of 74.4% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 15% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between income of respondents & pattern of shopping at malls against mom-&-pop stores.

**5.3.5 Ho-5 There is no significant relationship between marital status of the respondents and pattern of shopping in Mall against mom-pop stores.**

**(Table 5.3.5)**

		I shopped in the mall using the same approach as I use when shopping in a Small (Kirana) Store					Total
		definitely true	true	Neutral	False	definitely false	
Marital Group	Married	195	67	56	20	26	364
	unmarried	86	39	40	25	16	206
Total		281	106	96	45	42	570

The cross tabulation shows that 25 (12.13%) & 16 (7.76%) unmarried respondents have different pattern of shopping in malls & mom-&-pop stores. 195 (53.57%) & 67 (18.40%) married respondents have similar pattern of shopping in malls & mom-&-pop stores.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.440 <sup>a</sup>	4	.014
Likelihood Ratio	12.160	4	.016
Linear-by-Linear Association	7.713	1	.005
N of Valid Cases	570		

From the chi-square output table we see that significance level of 1.4% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 98% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between marital status of respondents & pattern of shopping at malls against mom-&-pop stores.

**5.3.6 Ho-6:- There is no significant relationship between age of the respondents and pleasure in shopping at Malls.**

**(Table 5.3.6)**

		I usually find great pleasure in shopping at Malls.					Total
		definitely true	True	neutral	false	definitely false	
Age	< 26	40	58	30	11	13	152
	26-34	101	66	46	15	24	252
	35-45	57	35	25	5	11	133
	45 >	20	6	3	1	3	33
Total		218	165	104	32	51	570

The cross tabulation shows that 101 (40.07%) respondents in the age group of 26-34 have great pleasure in shopping at malls. 58 (38.15%) respondents in the age group of less than 26 years experience pleasure in shopping at malls. 57 (42.85%) respondents in the age group of 35-45 finds great pleasure in shopping at Malls. 20 (60.60%) respondents in age group of more than 45 years also experience great pleasure in shopping at malls. Whereas only 51 (8.94%) & 32 (6.31%) respondents do not enjoy shopping at Malls. As age of the respondents increases the pleasure of shopping experience increases.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.571 <sup>a</sup>	12	.043
Likelihood Ratio	21.878	12	.039
Linear-by-Linear Association	6.361	1	.017
N of Valid Cases	570		

From the chi-square output table we see that significance level of 4.3% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 95% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between Age of respondents & Pleasure of shopping at malls against mom-&-pop stores.

**5.3.7 Ho-7:- There is no significant relationship between occupation of the respondents and pleasure in shopping at Malls.**

**(Table 5.3.7)**

	I usually find great pleasure in shopping at Malls.	Total
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		definitely true	true	neutral	false	Definitely false	
Occupation	Service	29	19	21	8	12	89
	Business	3	5	11	3	5	27
	Student	2	8	6	2	2	20
	House wife	2	3	3	2	2	12
	Professional	181	128	62	17	28	416
Total		217	163	103	32	49	564

The cross tabulation shows that 181 (43.5%) professional strongly agree that they find great pleasure in shopping at Malls. Whereas 128 (30.77%) professional agree for the same. Only 12 (13.5%) respondents from the service background do not find any pleasure in shopping at Malls. In all majority of the respondents (67%) strongly agree and agree that they find great pleasure in shopping at Malls.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.216 <sup>a</sup>	16	.000
Likelihood Ratio	47.954	16	.000
Linear-by-Linear Association	22.954	1	.000
N of Valid Cases	564		

From the chi-square output table we see that significance level of 0% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 100% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between occupation of respondents & Pleasure of shopping at malls against mom-&-pop stores.

**5.3.8 Ho- 8:- There is no significant relationship between gender of the respondents and pleasure in shopping at Malls.**

**(Table 5.3.8)**

		I usually find great pleasure in shopping at Malls.					Total
		definitely true	true	neutral	false	definitely false	
Gender	male	144	104	76	19	33	376
	female	74	61	28	13	18	194
Total		218	165	104	32	51	570

The cross tabulation shows that 19 (5.05%) male respondents do not enjoy shopping at Malls. 74 (38.14%) & 61 (31.44%) female respondents' finds great pleasure and enjoy shopping at malls respectively. 144 (38.29%) male respondents feels shopping at malls a great pleasure while 104 (27.65%) male respondents enjoy the pleasure of shopping at malls.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.632 <sup>a</sup>	4	.458
Likelihood Ratio	3.700	4	.448
Linear-by-Linear Association	.006	1	.941

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.632 <sup>a</sup>	4	.458
Likelihood Ratio	3.700	4	.448
Linear-by-Linear Association	.006	1	.941
N of Valid Cases	570		

From the chi-square output table we see that significance level of 45.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 54% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & Pleasure of shopping at malls against mom-&-pop stores.

**5.3.9 Ho-9 :- There is no significant relationship between Income of the respondents and pleasure in shopping at Malls.**

**(Table 5.3.9)**

		I usually find great pleasure in shopping at Malls.					Total
		definitely true	true	neutral	False	definitely false	
Income Group	less than 1 lacs	62	69	21	8	22	182
	between 1 to 3 lacs	106	69	41	15	16	247
	between 3 to 5 lacs	33	18	26	8	8	93
	more than 5 lacs	13	2	8	0	0	23
Total		214	158	96	31	46	545



The cross tabulation shows that 26 (27.9%) of the respondents in the income group of between 3 to 5 lacs are neutral to enjoyment in malls. 62 (34.06%) & 69 (37.91%) respondents in the income group of less than 1 lacs finds great pleasure in shopping at malls. Higher income group segment enjoy less shopping whereas lower income group segment enjoy the pleasure of shopping at Malls.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.203 <sup>a</sup>	12	.000
Likelihood Ratio	40.919	12	.000
Linear-by-Linear Association	.238	1	.626
N of Valid Cases	545		

From the chi-square output table we see that significance level of 0% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 100% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between Income of respondents & Pleasure of shopping at malls against mom-&-pop stores.

**5.3.10 Ho-10:- There is no significant relationship between martial status of the respondents and pleasure in shopping at Malls.**

**(Table 5.3.10)**

	I usually find great pleasure in shopping at Malls.					Total
	definitely true	True	neutra l	False	definitely false	

Marital Group	married	151	102	63	19	29	364
	unmarried	67	63	41	13	22	206
Total		218	165	104	32	51	570

The cross tabulation shows that 48 (13.18%) married respondents do not enjoy shopping at malls, 63 (30.58%) unmarried respondents enjoy shopping trip at malls and 67 (32.52%) unmarried respondents finds great pleasure in shopping at malls.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.905 <sup>a</sup>	4	.297
Likelihood Ratio	4.935	4	.294
Linear-by-Linear Association	4.022	1	.045
N of Valid Cases	570		

From the chi-square output table we see that significance level of 29.7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 70% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & Pleasure of shopping at malls.

**5.3.11 Ho-11:- There is no significant relationship between age of the respondents and shopping stress.**

(Table 5.3.11)

	I felt under pressure in Mall to complete the shopping trip on time.	Total
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		definitely true	True	neutral	false	definitely false	
Age	< 26	13	18	42	51	28	152
	26-34	26	33	38	74	81	252
	35-45	18	15	15	44	41	133
	45 >	7	0	6	14	6	33
Total		64	66	101	183	156	570

The cross tabulation shows that respondents in the age group of 26-34 years – 26 (10.31%) respondents experience high and 33 (13.09%) respondents experience medium shopping stress in malls. Respondents in the age group of 35-45 18 (13.53%) respondents experience high shopping stress and 42 (27.63%) respondents are indifferent to stress of shopping in Malls. Respondents in the age group of less than 26 years 51 (33.55%) have no shopping stress and 28 (18.42%) strongly disagree with the stress of shopping in malls.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.560 <sup>a</sup>	12	.002
Likelihood Ratio	34.580	12	.001
Linear-by-Linear Association	.177	1	.674
N of Valid Cases	570		

From the chi-square output table we see that significance level of 2% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 98% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between Age of respondents & shopping stress at malls.

**5.3.12 Ho-12:- There is no significant relationship between occupation of the respondents and shopping stress.**

**(Table 5.3.12)**

		I felt under pressure in Mall to complete the shopping trip on time.					Total
		Definitely true	true	neutral	False	definitely false	
Occupation	Service	6	15	20	23	24	88
	Business	4	6	5	8	4	27
	Student	0	2	9	5	4	20
	House wife	2	2	3	3	2	12
	Professional	50	40	62	144	121	417
Total		62	65	99	183	155	564

The cross tabulation shows that housewife 4 (33%) experience the stress in shopping at malls, professional 90 respondents (21.58%) do experience shopping stress. 20 (22.72%) respondent in the service group are neutral about the experience of stress. 47 (53.40%) respondent in the service group are not experiencing the stress.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.493 <sup>a</sup>	16	.028
Likelihood Ratio	27.863	16	.033

Linear-by-Linear Association	1.419	1	.233
N of Valid Cases	564		

From the chi-square output table we see that significance level of 2.8% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 97% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between occupation of respondents & shopping stress at malls.

**5.3.13 Ho-13 :- There is no significant relationship between gender of the respondents and shopping stress.**

**(Table 5.3.13)**

		I felt under pressure in Mall to complete the shopping trip on time.					Total
		definitely true	true	neutral	False	definitely false	
Gender	male	38	42	65	136	94	375
	female	26	24	36	47	62	195
Total		64	66	101	183	156	570

The cross tabulation shows that 80 (21.33%) male respondent experience the stress in shopping at malls. 101 (17.71%) respondents in the different gender group are neutral about the experience of stress. 230 (61.33%) male respondents are not experiencing the stress.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.433 <sup>a</sup>	4	.051
Likelihood Ratio	9.640	4	.047
Linear-by-Linear Association	.291	1	.590
N of Valid Cases	570		

From the chi-square output table we see that significance level of 5.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 94% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Gender of respondents & shopping stress at malls.

**5.3.14 Ho-14 :- There is no significant relationship between Income of the respondents and shopping stress.**

**(Table 5.3.14)**

		I felt under pressure in Mall to complete the shopping trip on time.					Total
		definitely true	true	Neutral	false	definitely false	
Income Group	less than 1 lacs	16	18	31	84	35	184
	between 1 to 3 lacs	38	32	36	61	78	245
	between 3 to 5 lacs	7	13	17	27	29	93
	more than 5 lacs	1	0	9	8	5	23

		I felt under pressure in Mall to complete the shopping trip on time.					Total
		definitely true	true	Neutral	false	definitely false	
Income Group	less than 1 lacs	16	18	31	84	35	184
	between 1 to 3 lacs	38	32	36	61	78	245
	between 3 to 5 lacs	7	13	17	27	29	93
	more than 5 lacs	1	0	9	8	5	23
Total		62	63	93	180	147	545

The cross tabulation shows that 125 (22.93%) respondent in the different income group experience the stress in shopping at malls. 36 (14.69%) respondents in the income group between 1 to 3 lacs are neutral about the experience of stress. 139 (56.73%) respondents in the income group between 1 to 3 lacs are not experiencing the stress.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.177 <sup>a</sup>	12	.000
Likelihood Ratio	41.172	12	.000
Linear-by-Linear Association	.151	1	.698
N of Valid Cases	545		

From the chi-square output table we see that significance level of 0% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 100% level of confidence. Hence Null hypothesis is rejected and at 95% level of

confidence we conclude that there is a significant relationship between Income of respondents & shopping stress at malls.

**5.3.15 Ho:15- There is no significant relationship between marital status of the respondents and shopping stress.**

**(Table 5.3.15)**

		I felt under pressure in Mall to complete the shopping trip on time.					Total
		definitely true	true	Neutral	false	definitely false	
Marital Group	married	52	45	51	114	104	366
	unmarried	12	21	50	69	52	204
Total		64	66	101	183	156	570

The cross tabulation shows that 97 (26.50%) married respondent experience the stress in shopping at malls. 50 (24.50%) unmarried respondents are neutral about the experience of stress. 218 (59.56%) married respondents are not experiencing the stress.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.508 <sup>a</sup>	4	.002
Likelihood Ratio	18.060	4	.001
Linear-by-Linear Association	1.841	1	.175
N of Valid Cases	570		



From the chi-square output table we see that significance level of 2% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 98% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between marital status of respondents & shopping stress at malls.

**5.3.16 Ho-16:- There is no significant relationship between age of the respondents and dilemma in decision making at Malls.**

**(Table 5.3.16)**

		I had trouble selecting an item once I had found it in the mall.					Total
		Definitely true	true	neutral	false	definitely false	
Age	< 26	19	23	32	42	36	152
	26-34	35	30	49	66	74	254
	35-45	25	11	21	37	39	133
	45 >	7	6	2	13	5	33
Total		86	70	104	158	154	572

The cross tabulation shows that 65 (26.29%) respondent in the age group of 26-34 has difficulty in making purchase decision after selecting the item. 32 (21.05%) respondents in the age group of less than 26 are neutral in making purchase decision after selecting the item. 140 (55.11%) respondents in the age group of 26-34 find it easy in making purchase decision after selecting the item

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.333 <sup>a</sup>	12	.209
Likelihood Ratio	16.575	12	.166
Linear-by-Linear Association	.163	1	.686
N of Valid Cases	572		

From the chi-square output table we see that significance level of 2.09% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 97% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between age of respondents & dilemma in decision making at malls.

**5.3.17 Ho-17:- There is no significant relationship between Occupation of the respondents and dilemma in decision making at Malls.**

**(Table 5.3.17)**

		I had trouble selecting an item once I had found it in the mall.					Total
		definitely true	true	neutral	false	definitely false	
Occupation	Service	13	13	23	19	22	90
	Business	5	6	6	6	4	27
	Student	4	7	6	3	0	20

	House wife	1	2	5	1	2	11
	Professional	60	42	62	129	125	418
Total		83	70	102	158	153	566

The cross tabulation shows that 26 (28.88%) respondent in the service group has difficulty in making purchase decision after selecting the item. 6 (30%) respondents in the student group are neutral in making purchase decision after selecting the item. 254 (60.76%) respondents in the professional group find it easy in making purchase decision after selecting the item

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.818 <sup>a</sup>	16	.001
Likelihood Ratio	41.415	16	.000
Linear-by-Linear Association	6.687	1	.010
N of Valid Cases	566		

From the chi-square output table we see that significance level of 1% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 99% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between Occupation of respondents & dilemma in decision making at malls.

**5.3.18 Ho-18:- There is no significant relationship between gender of the respondents and dilemma in decision making at Malls.**

**(Table 5.3.18)**

		I had trouble selecting an item once I had found it in the mall.					Total
		definitely true	True	neutral	False	definitely false	
Gender	male	57	47	69	110	95	378
	female	29	23	35	48	59	194
Total		86	70	104	158	154	572

The cross tabulation shows that 104 (27.51%) male respondent has difficulty in making purchase decision after selecting the item. 35 (18.04%) female respondents are neutral in making purchase decision after selecting the item. 205 (35.83%) male respondents find it easy in making purchase decision after selecting the item.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.249 <sup>a</sup>	4	.690
Likelihood Ratio	2.240	4	.692
Linear-by-Linear Association	.330	1	.566
N of Valid Cases	572		

From the chi-square output table we see that significance level of 69% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 30% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & dilemma in decision making at malls.

**5.3.19 Ho-19:- There is no significant relationship between Income of the respondents and dilemma in decision making at Malls.**

**(Table 5.3.19)**

		I had trouble selecting an item once I had found it in the mall.					Total
		definitely true	true	neutral	False	definitely false	
Income Group	less than 1 lacs	27	19	36	64	40	186
	between 1 to 3 lacs	46	37	32	53	79	247
	between 3 to 5 lacs	10	6	23	26	28	93
	more than 5 lacs	1	2	7	6	7	23
Total		84	64	98	149	154	549

The cross tabulation shows that 46 (24.73%) respondent in the income group of less than 1 lacs has difficulty in making purchase decision after selecting the item. 23 (24.73%) respondents in the income group between 3 to 5 lacs are neutral in making purchase decision after selecting the item. 132 (53.44%) respondents income group between 1 to 3 lacs in the find it easy in making purchase decision after selecting the item.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.963 <sup>a</sup>	12	.004
Likelihood Ratio	29.823	12	.003
Linear-by-Linear Association	1.830	1	.176
N of Valid Cases	549		

From the chi-square output table we see that significance level of 4% has been achieved. This means that chi-square table is showing systematic association between the above two

variables at 96% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between income of respondents & dilemma in decision making at malls.

**5.3.20 Ho-20:- There is no significant relationship between marital status of the respondents and dilemma in decision making at Malls.**

**(Table 5.3.20)**

		I had trouble selecting an item once I had found it in the mall.					Total
		definitely true	true	Neutral	false	Definitely false	
Marital Group	Married	65	41	58	99	103	366
	unmarried	21	29	46	59	51	206
Total		86	70	104	158	154	572

The cross tabulation shows that 106 (28.96%) respondent in the married group has difficulty in making purchase decision after selecting the item. 46(22.33%) respondents in the unmarried group are neutral in making purchase decision after selecting the item. 202 (55.19%) respondents in the married group find it easy in making purchase decision after selecting the item

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.637 <sup>a</sup>	4	.047
Likelihood Ratio	9.857	4	.043
Linear-by-Linear Association	.343	1	.558
N of Valid Cases	572		

From the chi-square output table we see that significance level of 4.7% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 95% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between marital status of respondents & dilemma in decision making at malls.

**5.3.21 Ho-21 :- There is no significant relationship between age of the respondents and preference towards malls against mom-&-pop shops.**

**(Table 5.3.21)**

		In the future, I could see using Mall instead of kirana shop.					Total
		definitely true	True	neutral	False	definitely false	
Age	< 26	30	46	41	25	9	151
	26-34	76	83	43	30	22	254
	35-45	43	40	16	12	22	133
	45 >	15	6	4	4	3	32
Total		164	175	104	71	56	570

The cross tabulation shows that 159 (62.59%) respondent in the age group of 26-34 years have preference of shopping in mall over mom-&-pop shop. 41(27.15%) respondents in the age group of less than 26 have neutral preference of shopping in mall over mom-&-pop shop. 34 (26.26%) respondents in the age group of 35-45 have preference towards mom-&-pop shop over shopping in mall.

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.682 <sup>a</sup>	12	.001
Likelihood Ratio	31.705	12	.002
Linear-by-Linear Association	1.621	1	.203
N of Valid Cases	570		

From the chi-square output table we see that significance level of 1% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 99% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between age of respondents & preference towards malls against mom-&-pop shops.

**5.3.22 Ho-22:- There is no significant relationship between occupations of the respondent's preference towards malls against mom-&-pop shops.**

(Table 5.3.22)

		In the future, I could see using Mall instead of kirana shop.					Total
		definitely true	true	Neutral	false	definitely false	
Occupation	Service	25	22	18	16	8	89
	Business	4	9	10	1	3	27
	Student	2	5	9	3	0	19
	House wife	2	1	2	4	3	12
	Professional	131	138	62	47	39	417
Total		164	175	101	71	53	564



The cross tabulation shows that 269 (64.50%) respondent in the professional group have preference of shopping in mall over mom-&-pop shop. 18 (20.22%) respondents in service group have neutral preference of shopping in mall over mom-&-pop shop. 24 (26.96%) respondents in the service group have preference towards mom-&-pop shop over shopping in mall.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.204 <sup>a</sup>	16	.001
Likelihood Ratio	38.208	16	.001
Linear-by-Linear Association	3.254	1	.071
N of Valid Cases	564		

From the chi-square output table we see that significance level of 1% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 99% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between occupation of respondents & preference towards malls against mom-&-pop shops.

**5.3.23 Ho-23:- There is no significant relationship between gender of the respondents and preference towards malls against mom-&-pop shops.**

**(Table 5.3.23)**

		In the future, I could see using Mall instead of kirana shop.					Total
		definitely true	True	neutral	False	definitely false	
Gender	male	108	121	70	47	30	376

	female	56	54	34	24	26	194
Total		164	175	104	71	56	570

The cross tabulation shows that 229 (60.90%) male respondent have preference of shopping in mall over mom-&-pop shop. 104 (18.24%) respondents in different group have neutral preference of shopping in mall over mom-&-pop shop. 50 (25.77%) female respondents have preference towards mom-&-pop shop over shopping in mall.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.705 <sup>a</sup>	4	.319
Likelihood Ratio	4.547	4	.337
Linear-by-Linear Association	1.680	1	.195
N of Valid Cases	570		

From the chi-square output table we see that significance level of 31.9% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 69% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Gender of respondents & preference towards malls against mom-&-pop shops.

**5.3.24 Ho-24:- There is no significant relationship between Income of the respondents and preference towards malls against mom-&-pop shops.**

(Table 5.3.24)

						In the future, I could see using Mall instead of kirana shop.				
						definitely true	true	Neutral	False	definitely false

Income Group	less than 1 lacs	35	71	38	27	14	185
	between 1 to 3 lacs	90	63	40	23	29	245
	between 3 to 5 lacs	29	26	18	12	8	93
	more than 5 lacs	6	12	1	1	3	23
Total		160	172	97	63	54	546

The cross tabulation shows that 153 (62.44%) respondent in the income group between 1 to 3 lacs have preference of shopping in mall over mom-&-pop shop. 38 (20.54%) respondents in the income group of less than 1 lacs have neutral preference of shopping in mall over mom-&-pop shop. 41 (22.16%) respondents in the income group of less than 1 lacs have preference towards mom-&-pop shop over shopping in mall.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.037 <sup>a</sup>	12	.003
Likelihood Ratio	31.447	12	.002
Linear-by-Linear Association	1.590	1	.207
N of Valid Cases	546		

From the chi-square output table we see that significance level of 3% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 97% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between income of respondents & preference towards malls against mom-&-pop shops.

**5.3.25 Ho-25:- There is no significant relationship between marital status of the respondents and preference towards malls against mom-&-pop shops.**

(Table 5.3.25)

		In the future, I could see using Mall instead of kirana shop.					Total
		definitely true	True	Neutra	false	definitely false	
Marital Group	Married	116	110	53	43	45	367
	unmarried	48	65	51	28	11	203
Total		164	175	104	71	56	570

The cross tabulation shows that 226 (61.58%) respondent in the married group have preference of shopping in mall over mom-&-pop shop. 51 (25.12%) respondents in the married group have neutral preference of shopping in mall over mom-&-pop shop. 88 (23.97%) respondents in the married group have preference towards mom-&-pop shop over shopping in mall.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.914 <sup>a</sup>	4	.001
Likelihood Ratio	18.285	4	.001
Linear-by-Linear Association	.040	1	.841
N of Valid Cases	570		

From the chi-square output table we see that significance level of 1% has been achieved. This means that chi-square table is showing systematic association between the above two

variables at 99% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between marital status of respondents & preference towards malls against mom-&-pop shops.

**5.3.26 Ho-26:- There is no significant relationship between age of the respondents and window shopping at Malls.**

**(Table 5.3.26)**

		I love to browse when shopping					Total
		Definitely true	True	neutral	false	definitely false	
Age	< 26	25	57	40	20	11	153
	26-34	84	73	64	23	8	252
	35-45	38	40	40	6	7	131
	45 >	9	11	7	1	4	32
Total		156	181	151	50	30	568

The cross tabulation shows that 82 respondents(53.59%) in the age group less than 26 years have a strong liking towards window shopping. 157 respondents(62.03%) in the age group of 26 to 34 years have a strong liking towards window shopping. Moreover, 20 (62.5%) have a strong liking towards window shopping. 87 respondents(34.5%) have negative feelings towards window shopping in the age group of 26 to 34 years. Out of total respondents, 30 (5%) disagree to the concept of window shopping.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.902 <sup>a</sup>	12	.008
Likelihood Ratio	27.719	12	.006

Linear-by-Linear Association	3.524	1	.060
N of Valid Cases	568		

From the chi-square output table we see that significance level of 8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 92% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Age of respondents & window shopping in malls.

**5.3.27 Ho-27:- There is no significant relationship between occupation of the respondents and window shopping at Malls.**

**(Table 5.3.27)**

		I love to browse when shopping					Total
		Definitely true	true	Neutral	false	definitely false	
Occupation	Service	22	25	25	9	8	89
	Business	4	6	9	6	2	27
	Student	3	5	9	2	0	19
	House wife	2	2	5	0	2	11
	Professional	122	143	102	31	18	416
Total		153	181	150	48	30	562

The cross tabulation shows that in professional category, 265 respondents (63.7%) have a liking towards window shopping in the malls. In the housewife category, 4 respondents (36.36%) have a strong liking towards window shopping in the mall. In the business category, 8 respondents (29.62%) disagree to window shopping. Out of the total respondents,

150 respondents ((26.62%) are neutral about the liking towards window shopping in the malls.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.608 <sup>a</sup>	16	.035
Likelihood Ratio	25.976	16	.054
Linear-by-Linear Association	8.550	1	.003
N of Valid Cases	562		

From the chi-square output table we see that significance level of 3.5% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 96% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between occupation of respondents & window shopping malls.

**5.3.28 Ho-28:- There is no significant relationship between gender of the respondents and window shopping at Malls.**

**(Table 5.3.28)**

		I love to browse when shopping					Total
		definitely true	True	neutral	False	definitely false	
Gender	Male	98	124	100	36	17	375
	Female	58	57	51	14	13	193
Total		156	181	151	50	30	568

The cross tabulation shows that in the male category, 222 respondents (58.7%) have strong preference towards window shopping. In the female category, 115 respondents (59.58%) have strong preference towards window shopping. 151 respondents (26.5%) out of the total have neutral attitude towards window shopping. 30 respondents (5.228%) have negative attitude towards window shopping.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.181 <sup>a</sup>	4	.528
Likelihood Ratio	3.161	4	.531
Linear-by-Linear Association	.051	1	.822
N of Valid Cases	568		

From the chi-square output table we see that significance level of 52.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 47% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & browsing in malls.

**5.3.29 Ho-29 :- There is no significant relationship between Income of the respondents and window shopping at Malls.**

(Table 5.3.29)

		I love to browse when shopping					Total
		definitely true	True	neutral	false	definitely false	
Income Group	less than 1 lacs	34	81	41	16	12	184



	between 1 to 3 lacs	78	72	65	21	10	246
	between 3 to 5 lacs	32	17	28	9	5	91
	More than 5 lacs	10	4	6	2	1	23
Total		154	174	140	48	28	544

The cross tabulation shows that 115 respondents (62.5) having income less than 1 lacs have strong preference towards window shopping. Moreover, 246 respondents (60.9%) having income between 1 to 3 lacs have preference towards window shopping. Only 14 respondents having income more the 5 lacs are interested in window shopping. Out of the total respondents, 28 respondents, (5.14) have negative attitude towards window shopping. Whereas 140 (25.74%) have neutral attitude towards window shopping.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.358 <sup>a</sup>	12	.003
Likelihood Ratio	30.142	12	.003
Linear-by-Linear Association	1.433	1	.231
N of Valid Cases	544		

From the chi-square output table we see that significance level of 3% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 97% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between income of respondents & window shopping in malls.

**5.3.30 Ho-30:- There is no significant relationship between marital status of the respondents and window shopping at Malls.**

(Table 5.3.30)

		I love to browse when shopping					Total
		definitely true	true	neutral	false	definitely false	
Marital Group	Married	111	110	95	24	23	363
	Unmarried	45	71	56	26	7	205
Total		156	181	151	50	30	568

The cross tabulation shows that in married category, 221 respondents (60.88%) have preference towards window shopping. In the unmarried category, 116 respondents (56.58%) have preference towards window shopping in the malls. 151 respondents out of the total are neutral about their preference towards window shopping in the malls. Whereas 30 respondents(5.21%) have negative attitude towards window shopping in the malls.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.990 <sup>a</sup>	4	.017
Likelihood Ratio	12.016	4	.017
Linear-by-Linear Association	1.793	1	.181
N of Valid Cases	568		

From the chi-square output table we see that significance level of 1.7% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 98% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between marital of respondents & window shopping in malls.

**5.3.31 Ho 31: There is no significant relationship between age of the respondents and impulse buying behaviour.**

**(Table 5.3.31)**

		When I shop, I tend to impulse buy.					Total
		definitely true	true	neutral	False	definitely false	
Age	< 26	12	57	46	26	11	152
	26-34	57	68	72	40	16	253
	35-45	27	40	34	20	9	130
	45 >	8	8	7	6	4	33
Total		104	173	159	92	40	568

The cross tabulation shows that 69(45.39%) respondents having age less than 26 years, tend to have impulse purchase when they shop. 125 respondents (48.85) having age between 26 to 35 years purchase impulse when they shop. Only 16 respondents in the age group greater than 45 years, tend to have impulse purchase when they shop. 159 respondents (27.99%) have neutral attitude towards impulse purchase when they shop.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.129 <sup>a</sup>	12	.085
Likelihood Ratio	21.087	12	.049
Linear-by-Linear Association	1.299	1	.254
N of Valid Cases	568		

From the chi-square output table we see that significance level of 8.5% has been achieved. This means that chi-square table is not showing systematic association between the above

two variables at 91% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between age of respondents & impulse buying at malls.

**5.3.32 Ho 32: There is no significant relationship between occupation of the respondents and impulse buying behaviour.**

**(Table 5.3.32)**

		When I shop, I tend to impulse buy.					Total
		definitely true	true	neutra l	False	definitely false	
Occupation	Service	20	21	32	8	8	89
	Business	2	9	11	2	2	26
	Student	2	6	5	7	0	20
	House wife	0	5	5	1	1	12
	Professional	80	132	105	71	27	415
Total		104	173	158	89	38	562

The cross tabulation shows that in the service category, 41 respondents (46.06%) have impulse buying behaviour when they shop. In the business category, 11 respondents (42.03%) have strong impulse buying behaviour when they tend to shop. In the house wife category only 5 respondents tend to having impulse buying behaviour when they shop. In the professional category, 212 respondents (51.08%) tend to have impulse buying behaviour while they shop in the malls. 158 respondents (28.11%) tend to have neutral attitude towards impulse buying behaviour in the malls when they shop.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	24.926 <sup>a</sup>	16	.071
Likelihood Ratio	28.246	16	.030
Linear-by-Linear Association	.054	1	.816
N of Valid Cases	562		

From the chi-square output table we see that significance level of 7.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 92% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between occupation of respondents & impulse buying at malls.

**5.3.33 Ho 33: There is no significant relationship between gender of the respondents and impulse buying behaviour.**

**(Table 5.3.33)**

		When I shop, I tend to impulse buy.					Total
		definitely true	True	neutral	false	definitely false	
Gender	Male	72	114	105	58	24	373
	Female	32	59	54	34	16	195
Total		104	173	159	92	40	568

The cross tabulation shows that in the male category, 186 respondents (49.86%) tend make impulsive purchase when they shop in the malls. In the female category, 91 respondents (46.67%) tend to have impulsive purchases when they shop. Out of the total respondents, 159(26.5%) have neutral attitude towards impulsive buying behaviour when they shop. 40 respondents (7.04%) have negative attitude towards the impulsive buying behaviour.

**5.3.34 Ho 34: There is no significant relationship between Income of the respondents and impulse buying behavior.**

**(Table 5.3.34)**

		When I shop, I tend to impulse buy.					Total
		definitely true	true	neutral	false	definiety false	
Income Group	less than 1 lacs	29	71	37	33	14	184
	between 1 to 3 lacs	44	70	76	35	20	245
	between 3 to 5 lacs	18	25	28	16	4	91
	more than 5 lacs	10	2	9	2	0	23
Total		101	168	150	86	38	543

The cross tabulation shows that 100(54.34%) respondents having income less than 1 lacs have tendency to make impulsive purchase when they shop. 114 respondents (46.5%) in the category of income between 1 to 3 lacs tend to make impulsive purchase when they shop. Only 12 respondents (52.17%) in having income more than 5 lacs tend to make impulsive purchases when they shop. 38 respondents out of total, are negative about tend impulsive purchases when they tend to shop. 150 respondents(27.62%) have neutral attitude towards impulsive purchase when they shop.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.603 <sup>a</sup>	12	.006
Likelihood Ratio	28.846	12	.004

Linear-by-Linear Association	1.491	1	.222
N of Valid Cases	543		

From the chi-square output table we see that significance level of 0.6% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 99% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between income of respondents & impulse buying at malls.

**5.3.35 Ho 35: There is no significant relationship between marital status of the respondents and impulse buying behaviour.**

**(Table 5.3.35)**

		When I shop, I tend to impulse buy.					Total
		definitely true	True	neutral	false	definitely false	
Marital Group	Married	70	104	105	57	28	364
	unmarried	34	69	54	35	12	204
Total		104	173	159	92	40	568

The cross tabulation shows that in the married category, 174 respondents (47.80%) tend to have impulsive buying behaviour when they shop. In the unmarried category, 103 respondents (50.49%) tend to have impulsive buying behaviour when they shop. Out of the total respondents, 159 (27.99%) tend to have a neutral attitude towards impulsive purchase when they tend to shop. Whereas, 40 respondents (7.04%) have negativity towards impulsive purchase when they shop.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.706 <sup>a</sup>	4	.608
Likelihood Ratio	2.713	4	.607
Linear-by-Linear Association	.049	1	.825
N of Valid Cases	568		

From the chi-square output table we see that significance level of 60.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 39% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & impulse buying at malls.

#### Reference:

<sup>106</sup> Nargundkar Rajendra, Marketing Research, Text & Cases (New Delhi: TMH Pub. Co. Ltd. 2<sup>nd</sup> edition), p.201



## **CHAPTER - 6**

### **Analysis & Interpretation of Data of Consumer behavior at Mom-&-Pop shops**

**6.1 Analysis of Consumer's perception towards Mom-&-Pop shops**

**6.2 Analysis of Consumer's shopping experience at Mom-&-Pop shops**

**6.3 Analysis of Visual Merchandise at Malls & Mom-&-Pop shops**

## 6.1 Hypothesis testing for perception towards Mom-&-pop shops

**6.1.1 Ho 1:- There is no significant relationship between age of the respondents and availability of desired items at mom-&-pop shops.**

**(Table 6.1.1)**

		I usually get all the items of my choice at Mom-&-Pop shops		Total
		Agree	disagree	
Age	< 26	100	62	162
	26-34	174	88	262
	35-45	82	53	135
	45 >	18	15	33
Total		374	218	592

The cross tabulation shows that only 218 respondents don't get items of their choice at Mom-&-Pop shops. 62 respondents in the age group of less than 26 years do not find items of their choice in mom-&-pop shops. 53 respondents in the age group of 35-45 also do not find items of their choice at these shops. Whereas 174 respondents in the age group of 26-34 do find items of their choice at mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.726 <sup>a</sup>	3	.436
Likelihood Ratio	2.710	3	.438
Linear-by-Linear Association	.443	1	.505
N of Valid Cases	592		

In a Chi-square test for a 95% confidence level, if the significance level is greater than or equal to 0.05, it signifies that there is no systematic association between two variables in cross tabulation and if the significance level is less than 0.05, then it signifies that there is a systematic association between the selected variables.

From the chi-square test table we see that a significance level of 0.436 has been achieved. This means the chi-square test is not showing a systematic association between the above two variables even at 52% confidence level. Hence null hypothesis is accepted and we conclude that at 95% confidence level, there is no systematic association between the age of the respondents and perception towards availability of items of their choice at Mom-&Pop shops.

**6.1.2 Ho 2:- There is no significant relationship between Occupation of the respondents and availability of desired items at mom-&pop shops.**

**(Table 6.1.2)**

		I usually get all the items of my choice at Mom-&Pop shops		Total
		agree	disagree	
Occupation	Service	52	39	91
	Business	22	7	29
	Student	12	9	21
	House wife	10	3	13
	Professional	275	156	431
Total		371	214	585

The cross tabulation shows that in the professional category 156 respondents do not find items of their choice at mom-&pop shops and 275 respondents do find items of their choice at shops. In the service class category 39 respondents disagree on availability of items at

shops whereas 52 service class respondents agree on availability of items at mom-&-pop shops.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.887 <sup>a</sup>	4	.299
Likelihood Ratio	5.049	4	.282
Linear-by-Linear Association	.520	1	.471
N of Valid Cases	585		

From the chi-square output table we see that significance level of 29.9% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 70% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Occupation of respondents & perception towards availability of items of their choice at Mom-&-Pop shops.

**6.1.3 Ho 3:- There is no significant relationship between gender of the respondents and availability of desired items at mom-&-pop shops.**

**(Table 6.1.3)**

		I usually get all the items of my choice at Mom-&-Pop shops		Total
		agree	Disagree	
Gender	male	247	147	394
	female	127	71	198
Total		374	218	592

The cross tabulation shows that 147 male & 71 female respondents disagree on availability of desired items at Malls. Whereas 247 male & 127 female respondents agree that they get items of their choice at mom-&-pop shops.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	.119 <sup>a</sup>	1	.730	
Continuity Correction <sup>b</sup>	.065	1	.799	
Likelihood Ratio	.119	1	.730	
N of Valid Cases <sup>b</sup>	592			

From the chi-square output table we see that significance level of 73% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 26% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & perception towards availability of items of their choice at Mom-&-Pop shops.

**6.1.4 Ho-4 :- There is no significant relationship between Income of the respondents and availability of desired items at mom-&-pop shops.**

**(Table 6.1.4)**

		I usually get all the items of my		Total
		Agree	disagree	
Income Group	less than 1 lacs	125	68	193
	between 1 to 3 lacs	159	94	253
	between 3 to 5 lacs	62	33	95
	more than 5 lacs	14	11	25
Total		360	206	566

The cross tabulation shows that in the income group of between 1 to 3 lacs, 159 & 94 respondents agree and disagree respectively with the availability of items of their choice at mom-&-pop shops. Whereas 125 & 68 respondents in the category of less than 1 lacs agree and disagree with the availability of items of their choice at mom-&-pop shops respectively.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.913 <sup>a</sup>	3	.822
Likelihood Ratio	.899	3	.826
Linear-by-Linear Association	.224	1	.636
N of Valid Cases	566		

From the chi-square output table we see that significance level of 82.2% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 77% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & perception towards availability of items of their choice at Mom-&-Pop shops

**6.1.5 Ho-5 :- There is no significant relationship between martial status of the respondents and availability of desired items at mom-&-pop shops.**

**(Table 6.1.5)**

		I usually get all the items of my		Total
		Agree	disagree	
Marital Group	married	236	147	383
	unmarried	138	71	209
Total		374	218	592

The cross tabulation shows that 236 & 147 married respondents agree and disagree respectively on availability of items of their choice at mom-&-pop shops. Whereas 138 & 71 unmarried respondents agree and disagree respectively on availability of items of their choice at mom-&-pop shops.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.130 <sup>a</sup>	1	.288
Continuity Correction <sup>b</sup>	.949	1	.330
Likelihood Ratio	1.137	1	.286
N of Valid Cases <sup>b</sup>	592		

From the chi-square output table we see that significance level of 28.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 71% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Martial status respondents & perception towards availability of items of their choice at Mom-&-Pop shops

**6.1.6 Ho-6 :- There is no significant relationship between age of the respondents and perception towards quality of merchandise at mom-&-pop shops.**

**(Table 6.1.6)**

		The items sold at the this stores are good quality			Total
		strongly agree	agree	Disagree	
Age	< 26	29	128	5	162
	26-34	43	212	7	262
	35-45	17	103	15	135
	45 >	5	24	4	33

		The items sold at the this stores are good quality			Total
		strongly agree	agree	Disagree	
Age	< 26	29	128	5	162
	26-34	43	212	7	262
	35-45	17	103	15	135
	45 >	5	24	4	33
Total		94	467	31	592

The cross tabulation shows that 128 & 29 respondents in age group of less than 26 years perceive that items sold at mom-&-pop shops are to high & very high in quality respectively. 212 respondents in the category of 26-34 years perceive the quality of goods to be high. Whereas in the category of 35-45 103 respondents agree that items sold at mom-&-pop shops are high in quality

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.410 <sup>a</sup>	6	.005
Likelihood Ratio	16.438	6	.012
Linear-by-Linear Association	6.833	1	.009
N of Valid Cases	592		

From the chi-square output table we see that significance level of 5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 95% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between age of respondents & perception towards quality of merchandise available at Mom-&-Pop shops.



**6.1.7 Ho-7 :- There is no significant relationship between occupation of the respondents and perception towards quality of merchandise at mom-&-pop shops.**

**(Table 6.1.7)**

		The items sold at the this stores			Total
		strongly agree	agree	disagree	
Occupation	Service	13	74	4	91
	Business	5	22	2	29
	Student	6	14	1	21
	House wife	2	11	0	13
	Professional	68	341	22	431
Total		94	462	29	585

The cross tabulation shows that in professional category, 341 and 68 respondents perceive that the quality of merchandise at mom-&-pop shops is of high and very high quality respectively. In service category, 74 respondents agree that the quality of merchandise is higher at mom-&-pop shops. In student's category, 14 students perceive that the merchandise quality is higher in mom-&-pop shops. But only 29 respondents out of total do not perceive high quality of merchandise at mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.772 <sup>a</sup>	8	.877
Likelihood Ratio	4.035	8	.854

Linear-by-Linear Association	.002	1	.962
N of Valid Cases	585		

From the chi-square output table we see that significance level of 87.7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 12% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between occupation of respondents & perception towards quality of merchandise available at Mom-&Pop shops.

**6.1.8 Ho-8 :- There is no significant relationship between gender of the respondents and perception towards quality of merchandise at mom-&pop shops.**

**(Table 6.1.8)**

		The items sold at the this stores			Total
		strongly agree	agree	disagree	
Gender	Male	65	308	21	394
	female	29	159	10	198
Total		94	467	31	592

The cross tabulation shows that 308 male and 159 female respondents perceive that quality of merchandise at mom-&pop shops is high whereas only 94 respondents perceive the very high quality of merchandise at mom-&pop shops. Out of total number of respondents, 31 do not perceive high quality of merchandise at mom-&pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.380 <sup>a</sup>	2	.827
Likelihood Ratio	.384	2	.825

Linear-by-Linear Association	.163	1	.687
N of Valid Cases	592		

From the chi-square output table we see that significance level of 82.7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 12% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & perception towards quality of merchandise available at Mom-&Pop shops.

**6.1.9 Ho-9 :- There is no significant relationship between Income of the respondents and perception towards quality of merchandise at mom-&pop shops.**

**(Table 6.1.9)**

		The items sold at the this stores			Total
		strongly agree	agree	Disagree	
Income Group	less than 1 lacs	29	153	11	193
	between 1 to 3 lacs	41	196	16	253
	between 3 to 5 lacs	17	76	2	95
	more than 5 lacs	3	20	2	25
Total		90	445	31	566

The cross tabulation shows that 196 respondents having income between 1 to 3 lacs give consent that the quality of merchandise is high at mom-&pop shops. 153 respondents having income less than 1lacs agree that the quality of merchandise is high at mom-&pop shops. Moreover only 3 respondents having income more than 5 lacs strongly perceive that the quality of merchandise is of very high quality at mom-&pop shops. Out of 95 respondents in income group between 3 to 5 lacs, 2 respondents perceive the low quality of the merchandise at mom-&pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.278 <sup>a</sup>	6	.773
Likelihood Ratio	3.850	6	.697
Linear-by-Linear Association	.205	1	.650
N of Valid Cases	566		

From the chi-square output table we see that significance level of 77.3% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 22% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between income of respondents & perception towards quality of merchandise available at Mom-&Pop shops.

**6.1.10 Ho-10:- There is no significant relationship between martial status of the respondents and perception towards perception towards quality of merchandise at mom-&pop shops.**

**(Table 6.1.10)**

		The items sold at the this stores			Total
		strongly agree	agree	disagree	
Marital Group	married	58	298	27	383
	unmarried	36	169	4	209
Total		94	467	31	592

The cross tabulation suggests that 298 married and 169 unmarried respondents consent to the high quality of merchandise at mom-&-pop shops respectively. 36 unmarried respondents present their very high perception towards quality of merchandise at mom-&-pop shops. Moreover, only 31 respondents out of total 592 respondents, disagree towards the high quality of merchandise at mom-&-pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.339 <sup>a</sup>	2	.025
Likelihood Ratio	8.527	2	.014
Linear-by-Linear Association	3.518	1	.061
N of Valid Cases	592		

From the chi-square output table we see that significance level of 2.5% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 87.5% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a significant relationship between marital status of respondents & perception towards quality of merchandise available at Mom-&-Pop shops.

**6.1.11 Ho-11:- There is no significant relationship between age of the respondents and perception towards price of merchandise.**

**(Table 6.1.11)**

		The items sold at the stores are reasonably priced			Total
		strongly agree	agree	disagree	
Age	< 26	64	82	16	162

	26-34	106	132	24	262
	35-45	42	75	18	135
	45 >	8	21	4	33
Total		220	310	62	592

The cross tabulation shows that in the category of 26-34 years 132 & 106 respondents are perceive the price of merchandise to be reasonable and quite high respectively. In the category of less than 26 years 64 & 82 respondents are satisfied & highly satisfied with the price of merchandise. 62 respondents were dissatisfied with the price of the merchandise available at mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.798 <sup>a</sup>	6	.340
Likelihood Ratio	6.938	6	.327
Linear-by-Linear Association	4.030	1	.045
N of Valid Cases	592		

From the chi-square output table we see that significance level of 34% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 66% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Age of respondents & perception towards price of merchandise available at Mom-&-Pop shops.

**6.1.12 Ho-12 :- There is no significant relationship between occupation of the respondents and perception towards price of merchandise.**

**(Table 6.1.12)**

		The items sold at the stores are			Total
		strongly agree	agree	Disagree	
Occupation	Service	38	48	5	91
	Business	10	12	7	29
	Student	8	11	2	21
	House wife	5	8	0	13
	Professional	157	226	48	431
Total		218	305	62	585

The cross tabulation presents that in professional category, 157 and 226 respondents are highly satisfied and satisfied about the price of merchandise at mom-&-pop shops respectively. In house wife category, no respondents show negativity about the price of merchandise at mom-&-pop shops. In service category, only 5 respondents are not satisfied by the price of merchandise at mom-&-pop shops. Out of total 585 respondents, only 62 are not satisfied by the price of merchandise at mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.293 <sup>a</sup>	8	.245
Likelihood Ratio	10.827	8	.212
Linear-by-Linear Association	.947	1	.330
N of Valid Cases	585		

From the chi-square output table we see that significance level of 24.5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 75% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between

Occupation of respondents & perception towards price of merchandise available at Mom-&-Pop shops.

**6.1.13 Ho-13:- There is no significant relationship between gender of the respondents and perception towards price of merchandise.**

**(Table 6.1.13)**

		The items sold at the stores are			Total
		strongly agree	agree	disagree	
Gender	male	140	212	42	394
	female	80	98	20	198
Total		220	310	62	592

The cross tabulation suggest that 212 male and 98 female are contented by the pricing of merchandise at mom-&-pop shops. 140 male and 80 female respondents are highly contented towards pricing of merchandise at mom-&-pop shops. Only 62 respondents out of total are not contented by the pricing of the merchandise at mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.349 <sup>a</sup>	2	.510
Likelihood Ratio	1.342	2	.511
Linear-by-Linear Association	.957	1	.328
N of Valid Cases	592		



From the chi-square output table we see that significance level of 51% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 49% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & perception towards price of merchandise available at Mom-&-Pop shops.

**6.1.14 Ho-14:- There is no significant relationship between Income of the respondents and perception towards price of merchandise.**

**(Table 6.1.14)**

		The items sold at the stores are			Total
		strongly agree	agree	disagree	
Income Group	less than 1 lacs	74	98	21	193
	between 1 to 3 lacs	96	131	26	253
	between 3 to 5 lacs	33	53	9	95
	more than 5 lacs	9	12	4	25
Total		212	294	60	566

The cross tabulation shows that in the category of respondents having income less than 1 lacs, 74 and 98 respondents are highly satisfied and satisfied about the prices of merchandise in the mom-&-pop shops. 131 respondents in the income range of 1 to 3 lacs are satisfied by the prices of merchandise in the shops. Out of the total respondents, 60 respondents are dissatisfied by the price of the merchandise of mom-&-pop shops.

<b>Chi-Square Tests</b>
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	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.496 <sup>a</sup>	6	.960
Likelihood Ratio	1.407	6	.965
Linear-by-Linear Association	.238	1	.626
N of Valid Cases	566		

From the chi-square output table we see that significance level of 96% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 4% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & perception towards price of merchandise available at Mom-&-Pop shops.

**6.1.15 Ho-15:- There is no significant relationship between marital status of the respondents and perception towards price of merchandise.**

**(Table 6.1.15)**

		The items sold at the stores are			Total
		strongly agree	agree	Disagree	
Marital Group	married	140	201	42	383
	unmarried	80	109	20	209
Total		220	310	62	592

The cross tabulation suggests that 140 and 201 married respondents perceive that the prices of merchandise at mom-&-pop shops are highly satisfactory and satisfactory respectively. Moreover 80 and 109 unmarried respondents also perceive that the prices of the merchandise

at mom-&-pop shops are highly satisfactory and satisfactory respectively. Out of the total respondents, 62 respondents are not satisfied by the prices of the merchandise.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.363 <sup>a</sup>	2	.834
Likelihood Ratio	.366	2	.833
Linear-by-Linear Association	.324	1	.569
N of Valid Cases	592		

From the chi-square output table we see that significance level of 83.4% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 16% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & perception towards price of merchandise available at Mom-&-Pop shops.

**6.1.16 Ho-16:- There is no significant relationship between age of the respondents and perception towards response & advice of shopkeeper.**

**(Table 6.1.16)**

		I am satisfied with the response / advice of shopkeeper			Total
		strongly agree	agree	disagree	
Age	< 26	43	86	33	162

	26-34	68	145	49	262
	35-45	38	64	33	135
	45 >	7	17	9	33
Total		156	312	124	592

The cross tabulation shows that 124 respondents disagree with the advice given by shopkeeper in making the purchase decision. In the category of less than 26 years 43 respondents and 86 respondents strongly agree and agree respectively with the advice given by shopkeeper. In the category of 26-34 years 68 & 145 respondents strongly agree and agree with the advice given by shopkeeper in making the purchase decision.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.667 <sup>a</sup>	6	.722
Likelihood Ratio	3.635	6	.726
Linear-by-Linear Association	.615	1	.433
N of Valid Cases	592		

From the chi-square output table we see that significance level of 72.2% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 27% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between age of respondents & satisfied by the response/advice of shopkeeper at Mom-&-Pop shops.

**6.1.17 Ho-17:- There is no significant relationship between occupation of the respondents and perception towards response & advice of shopkeeper.**

**(Table 6.1.17)**

		I am satisfied with the response /			Total
		Strongly agree	agree	Disagree	
Occupation	Service	20	54	17	91
	Business	13	10	6	29
	Student	8	7	6	21
	House wife	2	9	2	13
	Professional	113	227	91	431
Total		156	307	122	585

The cross tabulation suggest that in professional category, 113 and 227 respondents strongly concur and concur towards the response and advice of the shopkeeper respectively, whereas 91 do not concur with the response and advise of the shopkeeper. In service category, 54 respondents are perceived by the response and advice of the shopkeeper, whereas only 17 respondents in business category do not concur to the response and advice of the shopkeeper. In student category, 6 respondents do not concur to the response and advice of the shopkeeper.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.796 <sup>a</sup>	8	.161
Likelihood Ratio	11.556	8	.172
Linear-by-Linear Association	.089	1	.766

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.796 <sup>a</sup>	8	.161
Likelihood Ratio	11.556	8	.172
Linear-by-Linear Association	.089	1	.766
N of Valid Cases	585		

From the chi-square output table we see that significance level of 16.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 85% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between occupation of respondents & satisfied by the response/advice of shopkeeper at Mom-&-Pop shops.

**6.1.18 Ho-18:- There is no significant relationship between gender of the respondents and perception towards response & advice of shopkeeper.**

**(Table 6.1.18)**

		I am satisfied with the response /			Total
		strongly agree	agree	disagree	
Gender	male	106	200	88	394
	female	50	112	36	198
Total		156	312	124	592

The cross tabulation suggest that 106 and 200 male are highly satisfied and satisfied by the response and advice of the shopkeeper respectively. Similarly, 50 and 112 female are highly satisfied and satisfied by the response and advice of the shopkeeper respectively. Out of 592 respondents, 124 are not satisfied by the response and advice of the shopkeeper.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.064 <sup>a</sup>	2	.356
Likelihood Ratio	2.081	2	.353
Linear-by-Linear Association	.175	1	.676
N of Valid Cases	592		

From the chi-square output table we see that significance level of 36.3% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 64% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between genders of respondents & satisfied by the response/advice of shopkeeper at Mom-&-Pop shops.

**6.1.19 Ho-19:- There is no significant relationship between Income of the respondents and perception towards response & advice of shopkeeper.**

**(Table 6.1.19)**

		I am satisfied with the response /			Total
		strongly agree	agree	Disagree	
Income Group	less than 1 lacs	54	99	40	193
	between 1 to 3 lacs	62	139	52	253
	between 3 to 5 lacs	27	50	18	95
	more than 5 lacs	4	13	8	25
Total		147	301	118	566

The cross tabulation shows that 54 and 99 respondents with income group less than 1 lac are highly consented and consented towards the response and advice of the shopkeeper respectively. 139 respondents between incomes of 1 to 3 lacs rupees are consented by the response and advice of the shopkeeper. In income group of 3 to 5 lacs rupees, 18 respondents are not consented by the response and advice of shopkeeper. With respondents having income more than 5 lacs rupees, 8 respondents are not consented by the response and advice of the shop keeper.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.642 <sup>a</sup>	6	.725
Likelihood Ratio	3.579	6	.733
Linear-by-Linear Association	.620	1	.431
N of Valid Cases	566		

From the chi-square output table we see that significance level of 72.5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 27% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & satisfied by the response/advice of shopkeeper at Mom-&-Pop shops

**6.1.20 Ho-20:- There is no significant relationship between marital status of the respondents and perception towards response & advice of shopkeeper.**

**(Table 6.1.20)**

	I am satisfied with the response /			Total
	strongly agree	agree	disagree	



Marital Group	married	95	203	85	383
	unmarried	61	109	39	209
Total		156	312	124	592

The cross tabulation shows that 95 and 203 married respondents are highly satisfied and satisfied towards the response and advice of the shopkeeper respectively. For unmarried respondents, 39 respondents are not satisfied by the response and advice of the shopkeeper.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.810 <sup>a</sup>	2	.405
Likelihood Ratio	1.810	2	.405
Linear-by-Linear Association	1.799	1	.180
N of Valid Cases	592		

From the chi-square output table we see that significance level of 40.5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 59% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & satisfied by the response/advice of shopkeeper at Mom-&-Pop shops.

**6.1.21 Ho-21:- There is no significant relationship between age of the respondents and perception towards assortment of merchandise in shop.**

(Table 6.1.21)

	Locating any particular item in the shop is easy	Total
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		Agree	disagree	no response	
Age	< 26	48	93	21	162
	26-34	86	151	25	262
	35-45	41	80	14	135
	45 >	11	20	2	33
Total		186	344	62	592

The cross tabulation shows that 62 respondents did not pay attention to arrangement of the merchandise at the shop. They would depend on shopkeeper to give them item of their choice. In the category of less than 26 years 48 & 93 respondents agree and disagree with the ease of navigation in mom-&-pop shop. In the category of 26-34 years 151 respondents disagree with the ease of navigation in shop. Whereas in the category of 35-45 years 41 & 80 respondents agree & disagree respectively with the ease of navigation in mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.296 <sup>a</sup>	6	.891
Likelihood Ratio	2.346	6	.885
Linear-by-Linear Association	.603	1	.437
N of Valid Cases	592		

From the chi-square output table we see that significance level of 89.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 10% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Age of respondents & visual navigation at Mom-&-Pop shops.

**6.1.22 Ho-22:- There is no significant relationship between occupation of the respondents and perception towards assortment of merchandise in shop.**

**(Table 6.1.22)**

		Locating any particular item in the			Total
		agree	disagree	no response	
Occupation	Service	28	55	8	91
	Business	11	14	4	29
	Student	4	14	3	21
	House wife	4	8	1	13
	Professional	137	248	46	431
Total		184	339	62	585

The cross tabulation shows that in service category, 28 respondents pay attention to the assortment of merchandise in the shop, whereas it does not matter for 55 respondents in the same category. In the student category, 14 respondents are not affected by the assortment factor of merchandise in the mom-&-pop shops. In professional category, 137 respondents, pay attention to assortment in the shop whereas 248 respondents do not pay attention to the assortment factor in the mom-&-pop shops. Out of the total respondents, 62 respondents were not concerned about the assortment of merchandise in the shop.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.262 <sup>a</sup>	8	.917
Likelihood Ratio	3.400	8	.907

Linear-by-Linear Association	.000	1	.983
N of Valid Cases	585		

From the chi-square output table we see that significance level of 91.7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 8% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Occupation of respondents & satisfied by the response/advice of shopkeeper at Mom-&-Pop shops

**6.1.23 Ho-23:- There is no significant relationship between gender of the respondents and perception towards assortment of merchandise in shop.**

**(Table 6.1.23)**

		Locating any particular item in the			Total
		Agree	disagree	no response	
Gender	male	119	231	44	394
	female	67	113	18	198
Total		186	344	62	592

The cross tabulation shows that 119 male agree towards the need of assortment of merchandise in the shop whereas 231 male respondents do not pay attention to the assortment factor in the shop. Similarly 67 female agree towards the need of assortment of merchandise in the shop whereas 113 female respondents do not pay attention to the assortment factor in the shop. In total 62 respondents are not concerned about the assortment factor of merchandise in the shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.152 <sup>a</sup>	2	.562
Likelihood Ratio	1.159	2	.560
Linear-by-Linear Association	1.144	1	.285
N of Valid Cases	592		

From the chi-square output table we see that significance level of 56.2% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 43% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & satisfied by the response/advice of shopkeeper at Mom-&-Pop shops

**6.1.24 Ho-24:- There is no significant relationship between Income of the respondents and perception towards assortment of merchandise in shop.**

**(Table 6.1.24)**

		Locating any particular item in the			Total
		agree	disagree	no response	
Income Group	less than 1 lacs	57	120	16	193
	between 1 to 3 lacs	83	144	26	253
	between 3 to 5 lacs	32	50	13	95
	more than 5 lacs	6	17	2	25
Total		178	331	57	566

The cross tabulation shows that 57 and 120 respondents in income group less than 1 lacs are satisfied and dissatisfied by the assortment of the shop respectively. Income group between 3-5 shows that 32 respondents are satisfied and 50 students are dissatisfied by the assortment of the shop. 57 respondents presented no opinion on the assortment factor of merchandise of the shop.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.421 <sup>a</sup>	6	.620
Likelihood Ratio	4.374	6	.626
Linear-by-Linear Association	.098	1	.754
N of Valid Cases	566		

From the chi-square output table we see that significance level of 62% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 37% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Incomes of respondents & satisfied by the response/advice of shopkeeper at Mom-&-Pop shops

**6.1.25 Ho-25:- There is no significant relationship between marital status of the respondents and perception towards assortment of merchandise in shop.**

**(Table 6.1.25)**

		Locating any particular item in the			Total
		agree	disagree	no response	
Marital Group	married	123	229	31	383
	unmarried	63	115	31	209
Total		186	344	62	592

The cross tabulations shows that 123 married and 63 unmarried respondents pay attention and are satisfied by the assortment of merchandise of the mom and pop shops respectively. There are 229 married and 115 unmarried respondents who do not pay attention to the assortment of merchandise of the shop. There are 62 respondents are unaware about the assortment of merchandise in the shop.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.559 <sup>a</sup>	2	.038
Likelihood Ratio	6.303	2	.043
Linear-by-Linear Association	2.730	1	.098
N of Valid Cases	592		

From the chi-square output table we see that significance level of 3.8% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 96% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between marital status of respondents & satisfied by the response/advice of shopkeeper at Mom-&Pop shops. Married respondents are highly dissatisfied with the shop keeper advice and response than unmarried respondents.

**6.1.26 Ho-26:- There is no significant relationship between age of the respondents and perception towards customer service.**

**(Table 6.1.26)**

		I am satisfied with the Customer			Total
		strongly agree	agree	disagree	
Age	< 26	29	113	20	162
	26-34	45	185	32	262
	35-45	17	87	31	135
	45 >	3	20	10	33
Total		94	405	93	592

The cross tabulation that 185 respondents with age group between 26 - 34 are satisfied by the customer service of the mom-&-pop shops. 87 respondents between age group between 35 to 45 are satisfied by the customer service of the mom-&-pop shops. Only 3 respondents having age greater than 45 are highly satisfied by the customer service of the mom-&-pop shops. Out of the total respondents, 93 are not satisfied by the customer service of the mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.303 <sup>a</sup>	6	.016
Likelihood Ratio	14.571	6	.024
Linear-by-Linear Association	10.182	1	.001
N of Valid Cases	592		



From the chi-square output table we see that significance level of 1.6% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 98% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a no significant relationship between age of respondents & perception towards customer services at Mom-&-Pop shops.

**6.1.27 Ho-27:- There is no significant relationship between occupation of the respondents and perception towards customer service.**

**(Table 6.1.27)**

		I am satisfied with the Customer			Total
		strongly agree	agree	disagree	
Occupation	Service	14	66	11	91
	Business	5	15	9	29
	Student	7	11	3	21
	House wife	1	11	1	13
	Professional	67	297	67	431
Total		94	400	91	585

The cross tabulation shows that in service class category, 66 respondents are consented by the customer service of the mom-&-pop shops. In the housewife category only 1 respondent is highly consented for customer service provided by the shops. In the professional category, 67 and 297 are highly consented and consented towards the customer service of the mom-&-pop shops. Out of the total respondents, 91 respondents are not consented by the services provided by the mom-&-pop shops.

<b>Chi-Square Tests</b>
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	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.007 <sup>a</sup>	8	.112
Likelihood Ratio	11.519	8	.174
Linear-by-Linear Association	.067	1	.796
N of Valid Cases	585		

From the chi-square output table we see that significance level of 11.2% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 88% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between occupation of respondents & perception towards customer service at Mom-&-Pop shops

**6.1.28 Ho-28:- There is no significant relationship between gender of the respondents and perception towards customer service.**

**(Table 6.1.28)**

		I am satisfied with the Customer service			Total
		strongly agree	agree	disagree	
Gender	male	64	268	62	394
	female	30	137	31	198
Total		94	405	93	592

The cross tabulation shows that in male category, 64 and 268 are highly consented and consented by the customer services provided by the shops respectively. In the female category, 30 and 137 respondents are highly consented and consented towards the customer

service provided by the shops. Out of the total respondents, 93 respondents are not consented by the consented by the services of the mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.126 <sup>a</sup>	2	.939
Likelihood Ratio	.127	2	.939
Linear-by-Linear Association	.043	1	.836
N of Valid Cases	592		

From the chi-square output table we see that significance level of 93.9% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 6% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Gender of respondents & perception towards customer service at Mom-&-Pop shops.

**6.1.29 Ho-29:- There is no significant relationship between Income of the respondents and perception towards customer service.**

**(Table 6.1.29)**

		I am satisfied with the Customer			Total
		Strongly agree	agree	disagree	
Income Group	less than 1 lacs	34	128	31	193
	between 1 to 3 lacs	35	176	42	253
	between 3 to 5 lacs	17	67	11	95
	more than 5 lacs	2	18	5	25

		I am satisfied with the Customer			Total
		Strongly agree	agree	disagree	
Income Group	less than 1 lacs	34	128	31	193
	between 1 to 3 lacs	35	176	42	253
	between 3 to 5 lacs	17	67	11	95
	more than 5 lacs	2	18	5	25
Total		88	389	89	566

The cross tabulation shows that 34 and 128 respondents with income less than 1 lacs are highly satisfied and satisfied by the customer service of the shops respectively. Only 2 respondents with income more than 5 lacs are highly satisfied by the customer service of the mom-&-pop shops. 176 respondents having income between 1 to 3 lacs, are satisfied by the customer service of the shops. 89 out of the total respondents are not satisfied by the customer service of the mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.000 <sup>a</sup>	6	.677
Likelihood Ratio	4.262	6	.641
Linear-by-Linear Association	.079	1	.778
N of Valid Cases	566		

From the chi-square output table we see that significance level of 67.7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 34% level of confidence. Hence Null hypothesis is accepted and at 95%

level of confidence we conclude that there is a no significant relationship between Income of respondents & perception towards customer service at Mom-&-Pop shops.

**6.1.30 Ho-30:- There is no significant relationship between marital status of the respondents and perception towards customer service.**

**(Table 6.1.30)**

		I am satisfied with the Customer			Total
		strongly agree	agree	disagree	
Marital Group	married	53	258	72	383
	unmarried	41	147	21	209
Total		94	405	93	592

The cross tabulation shows that 53 married and 41 unmarried respondents are highly satisfied by the customer service of the mom-&-pop shops. Similarly 58 married and 147 unmarried respondents are satisfied by the customer service of the shops. 93 out of the total respondents are dissatisfied by the customer service of mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.610 <sup>a</sup>	2	.008
Likelihood Ratio	10.018	2	.007
Linear-by-Linear Association	9.022	1	.003
N of Valid Cases	592		

From the chi-square output table we see that significance level of 0.8% has been achieved. This means that chi-square table is showing systematic association between the above two variables even at 99% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a significant relationship between marital status of respondents & perception towards customer service at Mom-&Pop shops.

## 6.2 Hypothesis testing for shopping experience at Mom-&Pop Shops

**6.2.1 Ho 1:- There is no significant relationship between age of the respondents and interaction & social talk at mom-&pop shop.**

(Table 6.2.1)

		Shopping at the stand alone shop is usually a good time for interaction & social talk.					Total
		definitely true	true	neutral	false	definitely false	
Age	< 26	23	68	60	6	5	162
	26-34	43	118	83	11	7	262
	35-45	22	52	35	11	15	135
	45 >	5	12	9	3	4	33
Total		93	250	187	31	31	592

The cross tabulation shows that 62 respondents disagree with that they would like to indulge in interaction and social talk while shopping at mom-&pop shops. In the category of 26-34 years 43 & 118 respondents strongly agree and agree that would like to indulge in interaction and social talk while shopping at mom-&pop shops. Whereas 187 respondents were unsure about the same.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.337 <sup>a</sup>	12	.012
Likelihood Ratio	23.282	12	.025
Linear-by-Linear Association	4.555	1	.033
N of Valid Cases	592		

In a Chi-square test for a 95% confidence level, if the significance level is greater than or equal to 0.05, it signifies that there is no systematic association between two variables in cross tabulation and if the significance level is less than 0.05, then it signifies that there is a systematic association between the selected variables.

From the chi-square test table we see that a significance level of 0.012 has been achieved. This means the chi-square test is showing a systematic association between the above two variables even at 99% confidence level. Hence null hypothesis is accepted and we conclude that at 95% confidence level, there is systematic association between the age of the respondents and interaction & social talk at Mom-&-Pop shops. Persons in different age group having different view about interaction & social talk at Mom-&-Pop shops.

**6.2.2 Ho-2:- There is no significant relationship between occupation of the respondents and interaction & social talk at mom-&-pop shop.** (

**Table 6.2.2)**

Shopping at the stand alone shop is usually a good time for interaction & social talk.					
definitely true	true	neutral	false	definitely false	Total

Occupation	Service	14	45	26	2	4	91
	Business	3	8	10	6	2	29
	Student	5	7	8	0	1	21
	House wife	1	7	5	0	0	13
	Professional	69	181	136	23	22	431
Total		92	248	185	31	29	585

The cross tabulation shows that in the professional category 23 & 22 respondents disagree and strongly disagree that they would like to indulge in any sort of interaction and social talk while shopping at mom-&-pop shops. All housewife would like to interact with the shopkeeper. In the service category 14 & 45 respondents strongly agree and agree that would indulge in social talk while shopping at mom-&-pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.537 <sup>a</sup>	16	.100
Likelihood Ratio	21.105	16	.175
Linear-by-Linear Association	.030	1	.862
N of Valid Cases	585		

From the chi-square output table we see that significance level of 10% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 90% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Occupation of respondents & interaction & social talk at mom-&-pop stores.

**6.2.3 Ho-3 :- There is no significant relationship between gender of the respondents and interaction & social talk at mom-&-pop shop.**



(Table 6.2.3)

		Shopping at the stand alone shop is usually a good time for interaction & social talk.					Total
		definitely true	true	neutral	false	definitely false	
Gender	male	63	161	129	20	21	394
	female	30	89	58	11	10	198
Total		93	250	187	31	31	592

The cross tabulation shows that 41 male and 22 female respondents disagree and strongly disagree that would indulge in social talk at shops. Whereas 63 & 161 male respondents and 30 & 89 female respondents strongly agree and agree that they would like to indulge in social talk while shopping in mom-&-pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.154 <sup>a</sup>	4	.886
Likelihood Ratio	1.155	4	.886
Linear-by-Linear Association	.083	1	.773
N of Valid Cases	592		

From the chi-square output table we see that significance level of 88.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 19% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Gender of respondents & interaction & social talk at mom-&-pop stores

**6.2.4 Ho- 4:- There is no significant relationship between Income of the respondents and interaction & social talk at mom-&-pop shop.**

(Table 6.2.4)

		Shopping at the stand alone shop is usually a good time for interaction & social talk.					Total
		definitely true	true	neutral	false	definitely false	
Income Group	less than 1 lacs	32	77	62	11	11	193
	between 1 to 3 lacs	36	110	76	15	16	253
	between 3 to 5 lacs	17	42	31	3	2	95
	more than 5 lacs	6	11	5	1	2	25
Total		91	240	174	30	31	566

The cross tabulation shows that in the income group of less than 1 lacs 32 & 77 respondents strongly agree and agree that shopping at mom-&-pop shops is nice time for interaction and social talk. 62 respondents in the same category where indifferent and 22 respondents disagree with the same. In the income group of between 1 to 3 lacs 36 & 110 respondents strongly agree and agree with the statement. As the income group of the respondents increases the persons would like to indulge in more social talk and interaction.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.152 <sup>a</sup>	12	.847
Likelihood Ratio	7.868	12	.795
Linear-by-Linear Association	1.624	1	.202
N of Valid Cases	566		

From the chi-square output table we see that significance level of 84.7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 15% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & interaction & social talk at mom-&-pop stores.

**6.2.5 Ho-5:- There is no significant relationship between martial status of the respondents and interaction & social talk at mom-&-pop shop.**

**(Table 6.2.5)**

		Shopping at the stand alone shop is usually a good time for interaction & social talk.					Total
		definitely true	true	neutral	false	definitely false	
Marital Group	married	59	167	105	25	27	383
	unmarried	34	83	82	6	4	209
Total		93	250	187	31	31	592

The cross tabulation shows that 59 & 167 married respondents strongly agree and agree respectively in social talk while shopping at mom-&-pop shops. 187 respondents are indifferent and 34 and 83 unmarried respondents strongly agree and agree with the same. We can drive that married respondents would like to indulge in more social talk that unmarried respondents.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.792 <sup>a</sup>	4	.002
Likelihood Ratio	18.162	4	.001

Linear-by-Linear Association	1.913	1	.167
N of Valid Cases	592		

From the chi-square output table we see that significance level of 0.2% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 99.8% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & interaction & social talk at mom-&-pop stores

**6.2.6 Ho- 6:- There is no significant relationship between age of the respondents and shopping stress.**

**(Table 6.2.6)**

		I felt under pressure in shops to complete the shopping because of unorganized items.					Total
		definitely true	True	neutral	false	definitely false	
Age	< 26	19	9	62	47	6	143
	26-34	32	14	88	89	15	238
	35-45	11	5	52	44	8	120
	45 >	1	3	15	8	2	29
Total		63	31	217	188	31	530

The cross tabulation shows that 94 respondents felt the shopping stress while shopping at mom-&-pop shops. 217 respondents were indifferent to the same. 89 & 15 respondents in age group of 26-34 years disagree and strongly disagree respectively regarding any kind of shopping stress while purchasing at items at mom-&-pop shops. 52 respondents in the age group of 35-45 years did not experience any stress while shopping at mom-&-pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.969 <sup>a</sup>	12	.706
Likelihood Ratio	9.630	12	.648
Linear-by-Linear Association	2.021	1	.155
N of Valid Cases	530		

From the chi-square output table we see that significance level of 70.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 29% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Age of respondents & difficulty in selecting the item due to unorganized nature of shop.

**6.2.7 Ho-7:- There is no significant relationship between occupation of the respondents and shopping stress.**

**(Table 6.2.7)**

		I felt under pressure in shops to complete the shopping because of unorganized items.					Total
		definitely true	true	neutral	false	definitely false	
Occupation	Service	10	5	31	34	5	85
	Business	4	1	9	6	1	21
	Student	4	2	5	6	2	19
	House wife	1	1	6	4	1	13
	Professional	44	22	161	136	22	385

		I felt under pressure in shops to complete the shopping because of unorganized items.					Total
		definitely true	true	neutral	false	definitely false	
Occupation	Service	10	5	31	34	5	85
	Business	4	1	9	6	1	21
	Student	4	2	5	6	2	19
	House wife	1	1	6	4	1	13
	Professional	44	22	161	136	22	385
Total		63	31	212	186	31	523

The cross tabulation shows that 44 & 22 respondents in the professional category strongly agree and agree that they felt shopping stress while shopping at mom-&-pop shops. In the service class respondents 34 respondents disagree with any sort of stress while shopping. 212 respondents across all category where indifferent to shopping stress at mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.628 <sup>a</sup>	16	.980
Likelihood Ratio	6.186	16	.986
Linear-by-Linear Association	.007	1	.936
N of Valid Cases	523		

From the chi-square output table we see that significance level of 98% has been achieved. This means that chi-square table is not showing systematic association between the above

two variables even at 2% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Occupation of respondents & difficulty in selecting the item due to unorganized nature of shop.

**6.2.8 Ho- 8:- There is no significant relationship between gender of the respondents and shopping stress.**

**(Table 6.2.8)**

		I felt under pressure in shops to complete the shopping because of unorganized items.					Total
		definitely true	true	neutral	False	definitely false	
Gender	Male	43	21	141	124	23	352
	female	20	10	76	64	8	178
Total		63	31	217	188	31	530

The cross tabulation shows that 147 males and 72 female respondents disagree and strongly disagree that they felt shopping stress while shopping at mom-&-pop shops. Whereas, 43 & 21 males and 20 & 10 female respondents agree and strongly agree that they felt shopping stress while shopping at mom-&-pop shop. 217 respondents were indifferent to shopping at mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.180 <sup>a</sup>	4	.881
Likelihood Ratio	1.218	4	.875

Linear-by-Linear Association	.012	1	.914
N of Valid Cases	530		

From the chi-square output table we see that significance level of 88.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 12% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & difficulty in selecting the item due to unorganized nature of shop.

**6.2.9 Ho-9 :- There is no significant relationship between Income of the respondents and shopping stress.**

**(Table 6.2.9)**

		I felt under pressure in shops to complete the shopping because of unorganized items.					Total
		definitely true	true	neutral	False	definitely false	
Income Group	less than 1 lacs	24	9	72	57	13	175
	between 1 to 3 lacs	24	11	98	80	11	224
	between 3 to 5 lacs	9	6	31	34	6	86
	more than 5 lacs	1	2	11	8	1	23
Total		58	28	212	179	31	508

The cross tabulation shows that in the income group of less than 1 lacs 24 & 9 respondents strongly agree and agree that shopping at mom-&-pop shops is stressful. 72 respondents in the same category where indifferent and 70 respondents disagree with the same. In the income group of between 1 to 3 lacs 24 & 11 respondents strongly agree and agree with the statement whereas 98 were neutral and 91 disagree with the statement. In total, 210



respondents disagree and strongly disagree with the statement that shopping at mom-&-pop shop is stressful while 86 respondents agree and strongly agree to the same and 212 respondents were indifferent.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.102 <sup>a</sup>	12	.911
Likelihood Ratio	6.312	12	.900
Linear-by-Linear Association	.700	1	.403
N of Valid Cases	508		

From the chi-square output table we see that significance level of 91.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 9% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & difficulty in selecting the item due to unorganized nature of shop.

**6.2.10 Ho-10 :- There is no significant relationship between martial status of the respondents and shopping stress.**

**(Table 6.2.10)**

		I felt under pressure in shops to complete the shopping because of unorganized items.					Total
		definitely true	true	neutral	false	definitely false	
Marital Group	married	37	20	141	123	23	344
	unmarried	26	11	76	65	8	186
Total		63	31	217	188	31	530

The cross tabulation shows that 37 & 20 married respondents strongly agree and agree that the shopping at mom-&-pop shop is stressful, while 141 married respondent were indifferent and 123 & 23 disagree and strongly disagree for the same. Out of unmarried respondents, 26 & 11 strongly agree and agree while 76 were indifferent and 65 & 8 disagree and strongly disagree to the stressful shopping at mom-&-pop shops. Thus, married find shopping at mom-&-pop shop more stressful then unmarried.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.254 <sup>a</sup>	4	.689
Likelihood Ratio	2.289	4	.683
Linear-by-Linear Association	1.622	1	.203
N of Valid Cases	530		

From the chi-square output table we see that significance level of 68.9% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 71% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & difficulty in selecting the item due to unorganized nature of shop.

**6.2.11 Ho-11 :- There is no significant relationship between age of the respondents and influence of shopkeeper on purchase decision.**

**(Table 6.2.11)**

	I usually listen to the advice of shopkeeper in deciding about the particular brand.					Total
	definitely true	true	neutral	false	definitely false	

Age	< 26	61	47	38	9	7	162
	26-34	104	60	69	14	15	262
	35-45	47	38	38	5	7	135
	45 >	7	11	10	3	2	33
Total		219	156	155	31	31	592

The cross tabulation shows that in the age group of 26 -34 years 104 & 60 respondents strongly agree and agree respectively to the advice given by shopkeeper in making the final purchase decision. Only 92 respondents disagree to the advice of the shopkeeper. 61 & 47 respondents in the age group of less than 26 years are influenced by the advice of the shopkeeper in making the final purchase decision.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.202 <sup>a</sup>	12	.769
Likelihood Ratio	8.503	12	.745
Linear-by-Linear Association	1.635	1	.201
N of Valid Cases	592		

From the chi-square output table we see that significance level of 76.9% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 23% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Age of respondents & Influence of shopkeeper on purchase decision.

**6.2.12 Ho-12 :- There is no significant relationship between occupation of the respondents and influence of shopkeeper on purchase decision.**

**(Table 6.2.12)**

		I usually listen to the advice of shopkeeper in deciding about the particular brand.					Total
		definitely true	true	neutral	false	definitely false	
Occupation	Service	36	24	20	5	6	91
	Business	11	9	7	1	1	29
	Student	10	4	4	2	1	21
	House wife	5	3	4	1	0	13
	Professional	156	115	116	22	22	431
Total		218	155	151	31	30	585

The cross tabulation shows that 36 & 24 respondents in the service class strongly agree and agree that they listen to the advice given by the shopkeeper for making final decision while 20 were indifferent and 5 & 6 disagree and strongly disagree to the statement. Out of the respondents in the Profession 156 & 115 strongly agree and agree that they listen to the advice given by the shop keeper while 116 were indifferent and 22 respondents respectively disagree and strongly disagree to the statement. In total, 218 & 155 respondents strongly agree and agree that they listen to the advice of shopkeeper while 151 were indifferent and 61 disagree and strongly disagree to the same. Thus, it can be said that maximum respondents listen to the advice given by the shopkeeper.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.137 <sup>a</sup>	16	.995

Likelihood Ratio	5.710	16	.991
Linear-by-Linear Association	.215	1	.643
N of Valid Cases	585		

From the chi-square output table we see that significance level of 99.5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 1% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Occupation of respondents & Influence of shopkeeper on purchase decision.

**6.2.13 Ho-13 :- There is no significant relationship between gender of the respondents and influence of shopkeeper on purchase decision.**

**(Table 6.2.13)**

		I usually listen to the advice of shopkeeper in deciding about the particular brand.					Total
		definitely true	true	Neutral	false	definitely false	
Gender	male	152	95	108	21	18	394
	female	67	61	47	10	13	198
Total		219	156	155	31	31	592

The cross tabulation shows that 152 & 95 male respondents strongly agree and agree that they listen to the advice given by the shopkeeper for making final decision while 108 male respondents were indifferent and 21 & 18 male respondents disagree and strongly disagree for the same. Among the female respondents, 67 & 61 strongly agree and agree that they listen to the advice given by the shopkeeper, 47 were indifferent and 10 & 13 disagree and strongly disagree to the statement that they listen to the advice given by the shopkeeper for making final decision.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.746 <sup>a</sup>	4	.314
Likelihood Ratio	4.679	4	.322
Linear-by-Linear Association	.431	1	.511
N of Valid Cases	592		

From the chi-square output table we see that significance level of 31.4% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 69% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Gender of respondents & Influence of shopkeeper on purchase decision.

**6.2.14 Ho-14 :- There is no significant relationship between Income of the respondents and influence of shopkeeper on purchase decision.**

**(Table 6.2.14)**

		I usually listen to the advice of shopkeeper in deciding about the particular brand.					Total
		definitely true	true	neutral	false	Definitely false	
Income Group	less than 1 lacs	73	51	51	9	9	193
	between 1 to 3 lacs	89	73	66	11	14	253
	between 3 to 5 lacs	37	23	24	6	5	95

	more than 5 lacs	9	4	8	2	2	25
Total		208	151	149	28	30	566

The cross tabulation shows that in the income group of less than 1 lacs, 73 & 51 respondents strongly agree and agree that they listen to the advice given by the shopkeeper in making final decision while 51 were indifferent and 9 respondents respectively disagree and strongly disagree for the same. In the income group of 1 – 3 lacs, 89 & 73 respondents strongly agree and agree that they listen to the advice given by the shopkeeper, 66 were indifferent and 11 & 14 respondents disagree and strongly disagree for the same. In total, 208 & 151 respondents strongly agree and agree to the statement, 149 were indifferent and 28 & 30 disagree and strongly disagree to the statement. Thus, maximum respondents listen to the advice given by the shopkeeper in making their final decision.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.015 <sup>a</sup>	12	.983
Likelihood Ratio	4.034	12	.983
Linear-by-Linear Association	.544	1	.461
N of Valid Cases	566		

From the chi-square output table we see that significance level of 98.3% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 2% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & Influence of shopkeeper on purchase decision.

**6.2.15 Ho-15 :- There is no significant relationship between marital status of the respondents and influence of shopkeeper on purchase decision.**

**(Table 6.2.15)**

		I usually listen to the advice of shopkeeper in deciding about the particular brand.					Total
		definitely true	true	neutral	false	definitely false	
Marital Group	married	135	108	101	20	19	383
	unmarried	84	48	54	11	12	209
Total		219	156	155	31	31	592

The cross tabulation shows that 135 & 108 married respondents strongly agree and agree that they listen to the advice given by the shopkeeper in making their final decision, while 101 were indifferent and 20 & 19 married respondents disagree and strongly disagree to the statement. Among the unmarried respondents, 84 & 48 strongly agree and disagree that they listen to the advice given by the shopkeeper, 54 were indifferent and 11 & 12 respondents disagree and strongly disagree that they listen to the advice given by the shopkeeper for making their final decision.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.470 <sup>a</sup>	4	.650
Likelihood Ratio	2.488	4	.647
Linear-by-Linear Association	.098	1	.755
N of Valid Cases	592		



From the chi-square output table we see that significance level of 65% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 35% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & Influence of shopkeeper on purchase decision.

**6.2.16 Ho-16 :- There is no significant relationship between age of the respondents and impulse buying behavior.**

**(Table 6.2.16)**

		I tend to impulse buy while waiting in a shop.				Total
		definitely true	true	neutral	false	
Age	< 26	15	31	65	51	162
	26-34	30	62	112	58	262
	35-45	14	27	58	36	135
	45 >	3	5	14	11	33
Total		62	125	249	156	592

The cross tabulation shows that in the age group of 26-34 years, 30 & 62 respondents tend to impulse buy while waiting at shop. In the age group of less than 26 years, 46 respondents tend to impulse buy while waiting for delivery of items at mom-&-pop shops. Only 156 respondents deny the impulse buying at mom-&-pop shops. Whereas 249 respondents tend to impulse buy sometimes and were unsure of their impulse buying behavior.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.471 <sup>a</sup>	9	.692

Likelihood Ratio	6.479	9	.691
Linear-by-Linear Association	.022	1	.881
N of Valid Cases	592		

From the chi-square output table we see that significance level of 69.2% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 30% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Age of respondents & impulse purchase buying behavior at mom-&-pop shops.

**6.2.17 Ho-17 :- There is no significant relationship between occupation of the respondents and impulse buying behaviour.**

**(Table 6.2.17)**

		I tend to impulse buy while waiting in a shop.				Total
		definitely true	true	neutral	False	
Occupation	Service	10	19	40	22	91
	Business	3	5	14	7	29
	Student	3	6	6	6	21
	House wife	2	3	5	3	13
	Professional	44	91	181	115	431
Total		62	124	246	153	585

The cross tabulation shows that in the professional category, 153 respondents deny impulse buying behavior and 246 respondents impulse buy sometimes and were unsure of their impulse buying behavior. Again among the service class respondents 22 denied and 40 respondents were unsure of the impulse buying behavior. The data is skewed negatively and

hence there is less of impulse buying behavior at mom-&-pop shops. Some portion of impulse buying behavior is observed in professional category of respondents.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.022 <sup>a</sup>	12	.995
Likelihood Ratio	3.031	12	.995
Linear-by-Linear Association	.159	1	.690
N of Valid Cases	585		

From the chi-square output table we see that significance level of 99.5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 0.5% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Occupation of respondents & impulse purchase buying behavior at mom-&-pop shops.

**6.2.18 Ho - 18:- There is no significant relationship between gender of the respondents and impulse buying behaviour.**

**(Table 6.2.18)**

		I tend to impulse buy while waiting in a shop.				Total
		definitely true	true	neutral	false	
Gender	male	47	81	166	100	394
	female	15	44	83	56	198
Total		62	125	249	156	592

The cross tabulation shows that 47 & 81 male respondents strongly agree and agree that they tend to impulse buy while waiting in a shop, 166 were indifferent and 100 deny to the

statement. Out of the female respondents, 15 & 44 strongly agree and agree that they tend to impulse buy, 83 were indifferent and 56 denied to the statement.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.980 <sup>a</sup>	3	.395
Likelihood Ratio	3.110	3	.375
Linear-by-Linear Association	1.497	1	.221
N of Valid Cases	592		

From the chi-square output table we see that significance level of 39.5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 60% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Gender of respondents & impulse purchase buying behavior at mom-&-pop shops.

**6.2.19 Ho-19:- There is no significant relationship between Income of the respondents and impulse buying behavior.**

(Table 6.2.19)

		I tend to impulse buy while waiting in a shop.				Total
		definitely true	true	neutral	False	
Income Group	less than 1 lacs	23	38	85	47	193
	between 1 to 3 lacs	25	48	104	76	253
	between 3 to 5 lacs	10	27	34	24	95
	more than 5 lacs	2	3	16	4	25
Total		60	116	239	151	566

The cross tabulation shows that in the income group of less than 1 lac, 23 & 38 strongly agree and agree that they tend to impulse buy while waiting in a shop, 85 were indifferent and 47 deny for the same. Out of respondents having income group between 1 – 3 lacs 25 & 48 respondents strongly agree and agree that they tend to impulse buy while waiting, 104 were indifferent and 76 deny that they tend to impulse buy while waiting. In total, 60 & 116 respondents strongly agree and agree tend to impulse buy while waiting in a shop, 239 were indifferent and 151 denied for the same.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.306 <sup>a</sup>	9	.255
Likelihood Ratio	10.973	9	.278
Linear-by-Linear Association	.002	1	.966
N of Valid Cases	566		

From the chi-square output table we see that significance level of 26.2% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 74% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & impulse purchase buying behavior at mom-&-pop shops.

**6.2.20 Ho-20:- There is no significant relationship between martial status of the respondents and impulse buying behaviour.**

**(Table 6.2.20)**

		I tend to impulse buy while waiting in a shop.				Total
		definitely true	true	neutral	false	
Marital Group	married	44	72	166	101	383

	unmarried	18	53	83	55	209
Total		62	125	249	156	592

The cross tabulation shows that 44 & 72 married respondents strongly agree and agree that they tend to impulse buy while waiting, 166 were indifferent and 101 deny that they tend to impulse buy while waiting in a shop. Out of the unmarried respondents, 18 & 53 strongly agree and agree that they tend to impulse buy while waiting, 83 were indifferent and 55 deny that they tend to impulse buy while waiting.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.247 <sup>a</sup>	3	.236
Likelihood Ratio	4.213	3	.239
Linear-by-Linear Association	.012	1	.914
N of Valid Cases	592		

From the chi-square output table we see that significance level of 23.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 72% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & impulse purchase buying behavior at mom-&-pop shops.

**6.2.21 Ho 21:- There is no significant relationship between age of the respondents and checking the contents of the item before making the purchase decision.**

(Table 6.2.21)

	I used to check the contents of the item before making a purchase					
	definitely true	true	neutral	false	definitely false	Total

Age	< 26	81	30	29	9	13	162
	26-34	145	43	48	14	12	262
	35-45	73	15	37	5	5	135
	45 >	13	6	10	3	1	33
Total		312	94	124	31	31	592

The cross tabulation shows that in the age group of 26-34 years, 145 & 43 respondents strongly agree and agree that they check the contents of the item before making a purchase decision. In the age group of less than 26 years, 111 respondents agree to have checked the contents of the items before making the purchase decision. Whereas 92 respondents deny to have checked the contents of the item before making the purchase decision and would rely largely on brand value or advice of the shopkeeper before making the purchase decision. Respondents in the older age group do not check the contents whereas respondents in younger age group do make sure to check the contents of the item before making the purchase decision.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.291 <sup>a</sup>	12	.226
Likelihood Ratio	14.942	12	.245
Linear-by-Linear Association	.006	1	.941
N of Valid Cases	592		

From the chi-square output table we see that significance level of 22.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 78% level of confidence. Hence Null hypothesis is accepted and at 95%

level of confidence we conclude that there is a no significant relationship between Age of respondents & Checking the contents of the item before buying at mom-&-pop shops.

**6.2.22 Ho 22:- There is no significant relationship between occupation of the respondents and checking the contents of the item before making the purchase decision.**

**(Table 6.2.22)**

		I used to check the contents of the item before making a purchase					Total
		definitely true	true	neutral	false	definitely false	
Occupation	Service	51	10	20	5	5	91
	Business	17	5	5	1	1	29
	Student	12	4	3	2	0	21
	House wife	5	3	3	1	1	13
	Professional	225	71	89	22	24	431
Total		310	93	120	31	31	585

The cross tabulation shows that in the professional category of respondents 225 & 71 respondents strongly agree and agree to check the contents of the items, in the service class category of the respondents 51 & 10 respondents have strongly agreed and agree to have checked the contents before making the purchase decision. 120 respondents in various category of professionals were unsure whether they have checked the contents before making the purchase decision.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.293 <sup>a</sup>	16	.985



Likelihood Ratio	7.491	16	.963
Linear-by-Linear Association	.241	1	.623
N of Valid Cases	585		

From the chi-square output table we see that significance level of 98.5% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 1% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Occupation of respondents & checking the contents of the item before buying at mom-&-pop shops.

**6.2.23 Ho 23:- There is no significant relationship between gender of the respondents and checking the contents of the item before making the purchase decision.**

**(Table 6.2.23)**

		I used to check the contents of the item before making a purchase					Total
		definitely true	true	neutral	false	definitely false	
Gender	Male	212	64	80	21	17	394
	Female	100	30	44	10	14	198
Total		312	94	124	31	31	592

The cross tabulation shows that 212 & 64 male respondents strongly agree and agree that they check contents of the item before making a purchase, while 80 were indifferent and 21 & 17 disagree and strongly disagree with the statement. Out of the female respondents, 100 & 30 strongly agree and agree that they check the contents of the item, 44 were indifferent and 10 & 14 disagree and strongly disagree for checking contents of the item before making a purchase.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.534 <sup>a</sup>	4	.639
Likelihood Ratio	2.449	4	.654
Linear-by-Linear Association	1.555	1	.212
N of Valid Cases	592		

From the chi-square output table we see that significance level of 63.9% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 36% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Gender of respondents & Checking the contents of the item before buying at mom-&-pop shops.

**6.2.24 Ho 24:- There is no significant relationship between occupation of the respondents and checking the contents of the item before making the purchase decision.**

**(Table 6.2.24)**

		I used to check the contents of the item before making a purchase					Total
		definitely true	true	neutral	false	Definitely false	
Income Group	less than 1 lacs	103	33	36	9	12	193
	between 1 to 3 lacs	128	37	63	11	14	253
	between 3 to 5 lacs	53	14	17	6	5	95
	more than 5 lacs	11	6	6	2	0	25

		I used to check the contents of the item before making a purchase					Total
		definitely true	true	neutral	false	Definitely false	
Income Group	less than 1 lacs	103	33	36	9	12	193
	between 1 to 3 lacs	128	37	63	11	14	253
	between 3 to 5 lacs	53	14	17	6	5	95
	more than 5 lacs	11	6	6	2	0	25
Total		295	90	122	28	31	566

The cross tabulation shows that in the income group of less than 1 lacs, 103 & 33 respondents strongly agree and agree that they check contents of the item before making a purchase, 36 were indifferent and 9 & 12 respondents disagree and strongly disagree with the statement. In the income group of 1 – 3 lacs, 128 & 37 respondents strongly agree and agree that they check contents of the item, 63 respondents were indifferent and 11 & 14 disagree and strongly disagree that they check contents of the item before making a purchase. In total, 295 & 90 respondents strongly agree and agree that they check contents of the item, 122 were indifferent and 28 & 31 disagree and strongly disagree to the same.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.624 <sup>a</sup>	12	.814
Likelihood Ratio	8.774	12	.722
Linear-by-Linear Association	.000	1	.999
N of Valid Cases	566		

From the chi-square output table we see that significance level of 81.4% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 18% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & Checking the contents of the item before buying at mom-&-pop shops.

**6.2.25 Ho 25:- There is no significant relationship between marital status of the respondents and checking the contents of the item before making the purchase decision.**

**(Table 6.2.25)**

		I used to check the contents of the item before making a purchase					Total
		Definitely true	True	Neutral	false	definitely false	
Marital Group	Married	201	55	88	20	19	383
	unmarried	111	39	36	11	12	209
Total		312	94	124	31	31	592

The cross tabulation shows that 201 & 55 married respondents strongly agree and agree that they check the contents of the item before making a purchase, while 88 respondents were indifferent and 20 & 19 disagree and strongly disagree for the same. Out of unmarried respondents, 111 & 39 strongly agree and agree that they check the contents of the item before making a purchase, 124 were indifferent and 31 respectively disagree and strongly disagree to the statement. Overall, maximum respondents check the contents of the item before making a purchase.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.878 <sup>a</sup>	4	.423
Likelihood Ratio	3.906	4	.419

Linear-by-Linear Association	.149	1	.699
N of Valid Cases	592		

From the chi-square output table we see that significance level of 22.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 78% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & checking the contents of the item before buying at mom-&-pop shops.

**6.2.26 Ho 26:- There is no significant relationship between age of the respondents and effectiveness of POPs displayed at Mom-&-Pop shops.**

**(Table 6.2.26)**

		I use to pay attention to advertisement displayed in the shop.				Total
		definitely true	True	neutral	definitely false	
Age	< 26	5	54	97	6	162
	26-34	7	84	156	15	262
	35-45	15	39	73	8	135
	45 >	4	10	17	2	33
Total		31	187	343	31	592

The cross tabulation shows that in the age group of less than 26 years, 97 respondents were unsure about having paid attention to the POPs displayed at the mom-&-pop shops. 54 respondents in the same age group did paid attention to these POPs. In the age group of 26-34 years the 84 respondents paid attention whereas 156 respondents were unsure of having paid attention to any kind POPs at these shops. The respondents in the older age group did

not pay any attention to the POPs whereas respondents in the younger age group did pay attention. Total 343 respondents in the different age group were unsure of having seen any POPs at shops. The POPs are ineffective at mom-&-pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.925 <sup>a</sup>	9	.026
Likelihood Ratio	16.990	9	.049
Linear-by-Linear Association	1.026	1	.311
N of Valid Cases	592		

From the chi-square output table we see that significance level of 2.6% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 97% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between Age of respondents & Effectiveness of POPs at mom-&-pop shops.

**6.2.27 Ho 27:- There is no significant relationship between occupation of the respondents and effectiveness of POPs displayed at Mom-&-Pop shops.**

**(Table 6.2.27)**

		I use to pay attention to advertisement displayed in the shop.				Total
		definitely true	true	Neutral	definitely false	
Occupation	Service	4	30	52	5	91
	Business	2	5	21	1	29
	Student	1	7	11	2	21

	House wife	0	4	8	1	13
	Professional	22	140	247	22	431
Total		29	186	339	31	585

The cross tabulation shows that in the professional category 247 respondents sometimes paid attention to POPs but largely unsure of having seen any POPs. Similarly in other category of service class, Business man, & housewives respondent too were largely unsure of having paid attention to any POPs at mom-&-pop shops. 140 respondents in the professional category agreed to have paid attention to the POPs at mom-&-pop shops. Similarly among service class employees 34 respondents agreed to have paid attention in mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.300 <sup>a</sup>	12	.947
Likelihood Ratio	6.109	12	.910
Linear-by-Linear Association	.177	1	.674
N of Valid Cases	585		

From the chi-square output table we see that significance level of 94.7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 7% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Occupation of respondents & Effectiveness of POPs at mom-&-pop shops.

**6.2.28 Ho 28:- There is no significant relationship between gender of the respondents and effectiveness of POPs displayed at Mom-&-Pop shops.**

**(Table 6.2.28)**

		I use to pay attention to advertisement displayed in the shop.				Total
		definitely true	True	Neutral	definitely false	
Gender	male	21	117	233	23	394
	female	10	70	110	8	198
Total		31	187	343	31	592

The cross tabulation shows that 23 male respondents were unsure of paying attention to POPs at mom-&-pop shop while 233 respondents have sometimes paid attention to POPs and 21 & 117 male respondents strongly agree and agree that they pay attention to the POPs in mom-&-pop shops. Among the female respondents, 8 were unsure of paying attention, 110 have sometimes paid attention and 10 & 70 strongly agree and agree that they have paid attention to POPs at mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.460 <sup>a</sup>	3	.483
Likelihood Ratio	2.475	3	.480
Linear-by-Linear Association	1.566	1	.211
N of Valid Cases	592		



From the chi-square output table we see that significance level of 48.3% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 51% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & Effectiveness of POPs at mom-&-pop shops.

**6.2.29 Ho 29:- There is no significant relationship between Income of the respondents and effectives of POPs displayed at Mom-&-Pop shops.**

**(Table 6.2.29)**

		I use to pay attention to advertisement displayed in the shop.				Total
		definitely true	True	Neutra	definitely false	
Income Group	less than 1 lacs	11	57	112	13	193
	between 1 to 3 lacs	16	79	147	11	253
	between 3 to 5 lacs	2	35	52	6	95
	more than 5 lacs	2	8	14	1	25
Total		31	179	325	31	566

The cross tabulation shows that in the income group of less than 1 lac 13 respondents were unsure of paying attention, 112 were sometimes paid attention and 11 & 57 respondents have paid attention to POPs at mom-&-pop shops. In the income group of 1 – 3 lacs, 11 respondents were unsure of paying attention, 147 have sometimes paid while 16 & 79 respondents strongly agree and agree that they pay attention to the POPs at mom-&-pop shops. In total, 325 respondents have sometimes paid attention, 31 were unsure and 31 & 179 respondents strongly agree and agree that they pay attention to the POPs at mom-&-pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.240 <sup>a</sup>	9	.813
Likelihood Ratio	5.775	9	.762
Linear-by-Linear Association	.335	1	.563
N of Valid Cases	566		

From the chi-square output table we see that significance level of 81.3% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 19% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & Effectiveness of POPs at mom-&-pop shops.

**6.2.30 Ho 30:- There is no significant relationship between marital status of the respondents and effectiveness of POPs displayed at Mom-&-Pop shops.**

**(Table 6.2.30)**

		I use to pay attention to advertisement displayed in the shop.				Total
		definitely true	true	Neutral	definitely false	
Marital Group	married	27	119	214	23	383
	unmarried	4	68	129	8	209
Total		31	187	343	31	592

The cross tabulation shows that 27 & 119 married respondents strongly agree and agree that they pay attention to the POPs at mom-&-pop shops, while 214 have sometimes paid attention and 23 were unsure of paying attention to the POPs at mom-&-pop shops. Out of the unmarried respondents, 4 & 68 respondents strongly agree and agree that they pay attention to the POPs at mom-&-pop shops, 129 have sometimes paid and 8 respondents were unsure of paying attention.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.925 <sup>a</sup>	3	.030
Likelihood Ratio	10.172	3	.017
Linear-by-Linear Association	.421	1	.516
N of Valid Cases	592		

From the chi-square output table we see that significance level of 3% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 97% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a significant relationship between marital status of respondents & Effectiveness of POPs at mom-&-pop shops.

**6.2.31 Ho 31:- There is no significant relationship between age of the respondents and trouble reading the price tags at Mom-&-Pop shops.**

(Table 6.2.31)

		I had trouble reading the price tag and labels in the shop.					Total
		definitely true	True	neutral	false	definitely false	
Age	< 26	9	61	35	51	6	162

	26-34	15	94	58	80	15	262
	35-45	6	51	25	45	8	135
	45 >	1	12	7	11	2	33
Total		31	218	125	187	31	592

The cross tabulation shows that in the age group of 26-34 years, 15 & 94 respondents strongly agree and agree that they had difficulty in reading labels and price tag at mom-&-pop shops. Similarly in age group of less than 26 years, 61 respondents agreed that they face the same difficulty. 218 respondents in all agreed with the difficulty in reading the price tag & labels in the shop. Whereas in the category of 35-45 years 45 respondents did not face any difficulty in reading the price tags of the merchandise at mom-&-pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.594 <sup>a</sup>	12	.998
Likelihood Ratio	2.742	12	.997
Linear-by-Linear Association	.693	1	.405
N of Valid Cases	592		

From the chi-square output table we see that significance level of 99.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 1% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Age of respondents & difficulty in reading price tag of labels in the mom-&-pop shops.

**6.2.32 Ho 32:- There is no significant relationship between occupation of the respondents and trouble reading the price tags at Mom-&-Pop shops.**

(Table 6.2.32)

		I had trouble reading the price tag and labels in the shop.					Total
		definitely true	true	neutral	false	definitely false	
Occupation	Service	5	32	24	25	5	91
	Business	2	11	4	11	1	29
	Student	1	11	3	4	2	21
	House wife	1	3	3	5	1	13
	Professional	22	158	89	140	22	431
Total		31	215	123	185	31	585

The cross tabulation shows that out of the respondents into the profession, 140 & 22 disagree and strongly disagree that they face difficulty in reading the price tag and labels in the mom-&-pop shops, 89 were indifferent and 22 & 158 strongly agree and agree that they face difficulty in reading the price tags and labels. In the service class, 25 & 5 disagree and strongly disagree, while 24 respondents were indifferent and 5 & 32 respondents strongly agree and agree that they face difficulty in reading the price tags and labels in the mom-&-pop shops. In total, 123 respondents were indifferent, while 31 & 215 respondents strongly agree and agree and 185 & 31 disagree and strongly disagree to the statement.

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.205 <sup>a</sup>	16	.943
Likelihood Ratio	8.216	16	.942

Linear-by-Linear Association	.169	1	.681
N of Valid Cases	585		

From the chi-square output table we see that significance level of 94.3% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 6% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Occupation of respondents & difficulty in reading price tag of labels in the mom-&-pop shops.

**6.2.33 Ho 33:- There is no significant relationship between gender of the respondents and trouble reading the price tags at Mom-&-Pop shops.**

**(Table 6.2.33)**

		I had trouble reading the price tag and labels in the shop.					Total
		definitely true	True	neutral	false	definitely false	
Gender	male	24	144	85	118	23	394
	female	7	74	40	69	8	198
Total		31	218	125	187	31	592

The cross tabulation shows that 118 & 23 male respondents disagree and strongly disagree that they face difficulty in reading the price tags and labels in the mom-&-pop shops, while 85 were indifferent and 24 & 144 strongly agree and agree to the statement. Out of the female respondents, 69 & 8 disagree and strongly disagree, 125 were indifferent and 31 & 218 strongly agree and agree that they face difficulty in reading the price tags and labels in the mom-&-pop shops.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	3.600 <sup>a</sup>	4	.463
Likelihood Ratio	3.737	4	.443
Linear-by-Linear Association	.374	1	.541
N of Valid Cases	592		

From the chi-square output table we see that significance level of 99.8% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 1% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between gender of respondents & difficulty in reading price tag of labels in the mom-&-pop shops.

**6.2.34 Ho 34:- There is no significant relationship between age of the respondents and trouble reading the price tags at Mom-&-Pop shops.**

**(Table 6.2.34)**

		I had trouble reading the price tag and labels in the shop.					Total
		definitely true	true	neutra l	False	definitely false	
Income Group	less than 1 lacs	10	68	47	55	13	193
	between 1 to 3 lacs	14	93	47	88	11	253
	between 3 to 5 lacs	4	34	16	35	6	95
	more than 5 lacs	1	12	8	3	1	25
Total		29	207	118	181	31	566

The cross tabulation shows that in the income group of less than 1 lac, 55 & 13 respondents disagree and strongly disagree that they face difficulty in reading the price tags and labels in

the mom-&-pop shops, 47 were neutral and 10 & 68 strongly agree and agree that they face difficulty in reading the price tags and labels in the mom-&-pop shops. In the income group of 1 – 3 lacs, 47 were indifferent, 14 & 93 strongly agree and agree while 88 & 11 disagree and strongly disagree to the statement. In total, 118 respondents were indifferent, 181 & 31 disagree and strongly disagree to the statement while 29 & 207 strongly agree and agree to the statement that they face difficulty in reading price tags and labels in the mom-&-pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.837 <sup>a</sup>	12	.459
Likelihood Ratio	12.553	12	.402
Linear-by-Linear Association	.145	1	.703
N of Valid Cases	566		

From the chi-square output table we see that significance level of 45.9% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 54% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & difficulty in reading price tag of labels in the mom-&-pop shops.

**6.2.35 Ho 35:- There is no significant relationship between marital status of the respondents and trouble reading the price tags at Mom-&-Pop shops.**

**(Table 6.2.35)**

		I had trouble reading the price tag and labels in the shop.					Total
		definitely true	True	Neutral	false	definitely false	
Marital Group	married	21	135	83	121	23	383



	unmarried	10	83	42	66	8	209
Total		31	218	125	187	31	592

The cross tabulation shows that 121 & 23 married respondents disagree and strongly disagree that they face difficulty in reading price tags and labels in mom-&-pop shops, 83 were indifferent and 21 & 135 strongly agree and agree to the statement. Out of the unmarried respondents, 66 & 8 disagree and strongly disagree, 42 were indifferent and 10 & 83 strongly agree and agree to that they face difficulty in reading the price tags and labels in the mom-&-pop shops.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.241 <sup>a</sup>	4	.692
Likelihood Ratio	2.299	4	.681
Linear-by-Linear Association	.679	1	.410
N of Valid Cases	592		

From the chi-square output table we see that significance level of 69.2% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 30% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & difficulty in reading price tag of labels in the mom-&-pop shops.

### 6.3 Hypothesis testing for Visual Merchandise at Malls

#### 6.3.1 There is no significant difference between age of the respondents and attention paid to visual merchandise displayed at Malls.

(Table 6.3.1)

		I use to pay attention to the advertisement, posters & banners				Total
		definitely true	true	neutral	false	
Age	< 26	80	31	29	20	160
	26-34	140	56	40	24	260
	35-45	81	25	17	12	135
	45 >	17	12	2	2	33
Total		318	124	88	58	588

The cross tabulation shows that 140 (53.84%) respondents in the age group of 26-34 years strongly agree to have paid attention to the visual merchandise displayed at Malls. Whereas 80 (50%) respondents in the age group of less than 26 years pay proper attention to the visual merchandise. In all 318 (54.08%) & 124 (21.08%) respondents strongly agree and agree that they have seen the different advertisement displayed at different arena in Malls. Only 58 (10%) of the respondents did not pay any attention to the posters & banners displayed. This shows that visual merchandise has high visibility in Malls.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.933 <sup>a</sup>	9	.280
Likelihood Ratio	10.754	9	.293
Linear-by-Linear Association	4.165	1	.041
N of Valid Cases	588		

From the chi-square output table we see that significance level of 28.0% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 72% level of confidence. Hence Null hypothesis is accepted and at 95%

level of confidence we conclude that there is a no significant relationship between Age of respondents & attention paid to visual merchandise.

**6.3.2 There is no significant difference between Occupation of the respondents and attention paid to visual merchandise displayed at Malls.**

**(Table 6.3.2)**

		I use to pay attention to the advertisement, posters & banners				Total
		definitely true	true	neutral	false	
Occupation	Service	42	13	21	15	91
	Business	14	6	6	3	29
	Student	8	7	5	1	21
	House wife	6	2	3	1	12
	Professional	243	96	51	38	428
Total		313	124	86	58	581

The cross tabulation shows that 243 (56.77%) professionals strongly agree to have paid attention to the visual merchandise displayed at Malls. Whereas 42 (46.15%) service class respondents pay proper attention to the visual merchandise. In all 313 (54.08%) & 124 (21.08%) respondents strongly agree and agree that they have seen the different advertisement displayed at different arena in Malls. Only 58 (10%) of the respondents did not pay any attention to the posters & banners displayed. This shows that visual merchandise has high visibility in Malls.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.029 <sup>a</sup>	12	.050
Likelihood Ratio	19.942	12	.068
Linear-by-Linear Association	10.554	1	.001
N of Valid Cases	581		

From the chi-square output table we see that significance level of 5.0% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 95% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between Occupation of respondents & attention paid to visual merchandise. Students and businessman are neutral to the visual merchandise whereas professionals and service class respondents pay proper attention to the visual merchandise displayed.

**6.3.3 There is no significant difference between gender of the respondents and attention paid to visual merchandise displayed at Malls.**

**(Table 6.3.3)**

		I use to pay attention to the advertisement, posters & banners				Total
		definitely true	true	neutral	false	
Gender	male	202	89	60	41	392
	female	116	35	28	17	196
Total		318	124	88	58	588

The cross tabulation shows that 202 (51.5 %) and 89 (22.7 %) males strongly agree and agree respectively to have paid attention to the visual merchandise displayed at Malls. Whereas 60

(15.30%) & 41 (10.5%) males respondents were neutral and disagree respectively for having paid attention to advertisement. Whereas 116 (59.18) & 35 (18%) female respondents strongly agree and agree respectively for having paid attention to the advertisement. This shows that female paid more attention to the ads than males.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.384 <sup>a</sup>	3	.336
Likelihood Ratio	3.415	3	.332
Linear-by-Linear Association	1.867	1	.172
N of Valid Cases	588		

From the chi-square table significance level of 33.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 66% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Gender of respondents & attention paid to visual merchandise.

**6.3.4 There is no significant difference between Income of the respondents and attention paid to visual merchandise displayed at Malls.**

**(Table 6.3.4)**

		I use to pay attention to the advertisement, posters & banners				Total
		definitely true	true	neutral	False	
Income Group	less than 1 lacs	94	44	31	24	193

	between 1 to 3 lacs	153	52	27	20	252
	between 3 to 5 lacs	53	16	18	8	95
	more than 5 lacs	9	5	6	4	24
Total		309	117	82	56	564

The cross tabulation shows that 153 (60.71%) & 52 (20.63%) respondents in the Income group of between 1 to 3 lacs strongly agree & Agree respectively to have paid attention to the visual merchandise displayed in the different arena of the Malls. Whereas 31 (16%) & 24 (12.5%) respondents in the age group of less than 1 lacs did not paid any attention to the visual merchandise displayed in the Malls. In all 309 (54.88%) and 117 (20.75%) of the respondents in the different Income group has paid attention to the visual merchandise displayed in the Malls.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.800 <sup>a</sup>	9	.097
Likelihood Ratio	14.616	9	.102
Linear-by-Linear Association	.044	1	.834
N of Valid Cases	564		

From the chi-square table significance level of 9.7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 90% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Income of respondents & attention paid to visual merchandise.

**6.3.5 There is no significant difference between Marital status of the respondents and attention paid to visual merchandise displayed at Malls.**

**(Table 6.3.5)**

		I use to pay attention to the advertisement, posters & banners				Total
		definitely true	true	neutral	False	
Marital Group	Married	216	81	48	34	379
	Unmarried	102	43	40	24	209
Total		318	124	88	58	588

The cross tabulation shows that 216 married respondents and 102 unmarried respondents strongly agree that they have seen advertisement displayed in Malls whereas only 58 respondents in both the category disagree to have paid attention to the visual merchandise displayed in Malls.

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.345 <sup>a</sup>	3	.096
Likelihood Ratio	6.229	3	.101
Linear-by-Linear Association	4.976	1	.026
N of Valid Cases	588		

From the chi-square table significance level of 9.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at

90% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Martial status of respondents & attention paid to visual merchandise.

**6.3.6 There is no significant difference between age of the respondents and effectiveness of visual merchandise displayed at Malls.**

**(Table 6.3.6)**

		I would prefer to see brand of merchandised displayed in malls				Total
		definitely true	true	neutral	false	
Age	< 26	81	35	26	19	161
	26-34	141	60	35	24	260
	35-45	84	24	15	12	135
	45 >	18	12	1	2	33
Total		324	131	77	57	589

The cross tabulation shows that 141(54.23%) & 60 (23%) respondents in the age group of 26-34 years strongly agree and agree to have seen the brand influenced by the advertisement. Whereas overall 324 (55%) and 131 (22.24%) respondents in various age group have strongly agreed and agreed to have been influenced by the advertisement.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.697 <sup>a</sup>	9	.231
Likelihood Ratio	12.393	9	.192
Linear-by-Linear Association	4.668	1	.031
N of Valid Cases	589		



From the chi-square table significance level of 23.1% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 77% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Age of respondents & influenced by the visual merchandise.

**6.3.7 There is no significant difference between occupation of the respondents and effectiveness of visual merchandise displayed at Malls.**

**(Table 6.3.7)**

		I would prefer to see brand of merchandise displayed in malls				Total
		definitely true	true	Neutral	False	
Occupation	Service	42	13	21	15	91
	Business	14	6	6	3	29
	Student	8	7	5	1	21
	House wife	6	2	3	1	12
	Professional	249	103	40	37	429
Total		319	131	75	57	582

The cross tabulation shows that 249 (58%) & 103(24%) professionals and 42(46.15%) & 13(14.28%) service class respondents strongly agree and agree respectively of being influenced in their purchase decision by visual merchandise. Whereas on 57 (9.7%) respondents disagree to have been influenced by the visual merchandise displayed in the mall. Hence majority of the respondents 319 (54.81%) & 131(22.5%) strongly agree and

agree respectively of being influenced by the advertisement displayed in the Malls in their purchase decision.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.463 <sup>a</sup>	12	.003
Likelihood Ratio	27.519	12	.007
Linear-by-Linear Association	13.929	1	.000
N of Valid Cases	582		

From the chi-square table significance level of 3% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 97% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between Occupation of respondents & being influence by the visual merchandise. Student and businessman are less influenced by visual merchandise than professionals, service class and housewives.

**6.3.8 There is no significant difference between gender of the respondents and effectiveness of visual merchandise displayed at Malls.**

**(Table 6.3.8)**

		I would prefer to see brand of merchandise displayed in malls				Total
		definitely true	True	neutral	False	
Gender	male	205	94	53	40	392

	female	119	37	24	17	197
Total		324	131	77	57	589

The cross tabulation shows that 205 (52.3%) & 94 (23.97%) males have strongly agreed and agreed to have been influenced by the visual merchandise displayed in the Malls. Whereas 119 (60.4%) & 37 (18.78%) female respondents have strongly agreed and agreed to have been influenced by the visual merchandise displayed in the Malls in making their purchase decision.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.676 <sup>a</sup>	3	.299
Likelihood Ratio	3.707	3	.295
Linear-by-Linear Association	2.042	1	.153
N of Valid Cases	589		

From the chi-square table significance level of 29.9% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 71% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between Gender of respondents & being influenced by the visual merchandise.

**6.3.9 There is no significant difference between income of the respondents and effectiveness of visual merchandise displayed at Malls.**

**(Table 6.3.9)**

		I would prefer to see brand of merchandised displayed in malls				Total
		definitely true	true	neutral	false	
Income Group	less than 1 lacs	98	48	24	23	193
	between 1 to 3 lacs	154	55	23	20	252
	between 3 to 5 lacs	53	16	18	8	95
	more than 5 lacs	9	5	6	4	24
Total		314	124	71	55	564

The cross tabulation shows that 154 (61.1%) and 55 (21.83%) respondents in the income group of between 1 to 3 lacs have been strongly and moderately influenced by the visual merchandise displayed in the Malls respectively. In all 314 (56.37%) & 124 (21.98%) respondents in all the income groups have strongly agreed and agreed to have been influenced by the visual merchandise displayed in the Malls in making their purchase decision.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.004 <sup>a</sup>	9	.049
Likelihood Ratio	16.224	9	.062
Linear-by-Linear Association	.134	1	.714
N of Valid Cases	564		

From the chi-square table significance level of 4.9% has been achieved. This means that chi-square table is showing systematic association between the above two variables at 95.1% level of confidence. Hence Null hypothesis is rejected and at 95% level of confidence we conclude that there is a significant relationship between Income of respondents & being influenced by the visual merchandise.

**6.3.10 There is no significant difference between Marital of the respondents and effectiveness of visual merchandise displayed at Malls.**

**(Table 6.3.10)**

		I would prefer to see brand of merchandised displayed in malls				Total
		definitely true	true	neutral	False	
Marital Group	married	220	85	41	34	380
	unmarried	104	46	36	23	209
Total		324	131	77	57	589

The cross tabulation shows that 220 (57.9%) & 85 (22.37%) married respondents strongly agree and agree to have been influenced by the visual merchandise displayed in making their purchase decision. Whereas 104 (49.76%) and 46 (22%) unmarried respondents strongly agree and agree to have been influenced by the same. In all only 57 respondents disagree to have been influenced by the visual merchandise displayed in malls in making the purchase decision.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.491 <sup>a</sup>	3	.090
Likelihood Ratio	6.349	3	.096

Linear-by-Linear Association	4.621	1	.032
N of Valid Cases	589		

From the chi-square table significance level of 9% has been achieved. This means that chi-square table is not showing systematic association between the above two variables even at 91% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is a no significant relationship between marital status of respondents & being influenced by the visual merchandise in making their purchase decision.

## **CHAPTER - 7**

### **SUMMARY, FINDINGS AND SUGGESTIONS**

- 7.1 Major findings of consumer behavior in Malls
- 7.2 Major findings of consumer perception towards Malls
- 7.3 Major findings of consumers shopping experience in Malls
- 7.4 Major findings of consumer perception towards Mom-&-pop stores
- 7.5 Major findings of consumer shopping experience in mom-&-pop stores
- 7.6 Conclusion
- 7.7 Suggestions

Like a voyager, who after finishing his voyage, reaches to destination and glances back to see the distance that he has covered for identifying the important landmarks he came across. This chapter shows the study of important aspects and summing up of the key observations is presented in this chapter.

On basis of explicit or implicit beliefs, all marketing strategies and tactics are presented in consumer behaviour. Decisions based on explicit assumptions and sound theory and research are more likely to be successful than decisions based only on implicit perception. Thus, knowledge of consumer behaviour in different formats of shopping malls can be an important competitive advantage. While designing marketing strategies we must study consumer behaviour for different issues in marketing to reduce the odds of bad decisions to the greater extent.

The shopping practices change over a period of time across different sections of consumers. The 'retail segments' of marketing have undergone a sea change with the advent of new technologies and consumer philosophies. Thus consumer behaviour has been regarded as a dynamic process

The liberalization of Indian economy has brought in tremendous opportunities and challenges for retail sector. The consumers now have more power than ever before as they have more information access than ever before. So now Marketers offer more services and products than ever before. Hence through this study consumer behaviour in malls vis-à-vis mom and a pop shop in selected cities of Gujarat is studied and the important findings of the study are presented below.

### **7.1 Major Findings of Consumer Behavior in Malls:**

- 30.7 % of respondents visit the mall once in a month and at the same time 30.7 % of respondents rarely visit the mall.
- 20% of respondents visit the mall through the word of mouth from their friends and 36.8 % of respondents visited the mall through the medium of advertisements.



- 48 % of respondents visited the mall with their family members and at the same time 39.5 % of respondents visited it with their friends.
- 16.9 % of respondents strongly agree that the location of the mall is most convenient and 59.3 % of respondents agreed that the mall has conveniently location.
- 52.7% of respondents spend 1-2 hours in the mall for shopping while 29.2% of respondents spend less than 1 hour in the mall.
- Out of the total respondents, 59.6% of respondents visit the mall mostly for shopping, while 24% respondents visit it for window shopping only.
- On basis of price expectation, 51% of the respondents feels that price of the product was as per their expectations whereas only 9.5% of the respondents feel that price is higher than their expectations.
- In comparison with the regular stores 43.5% of respondents feels that the prices are almost the same, and at the same time 30.4% of respondents felt that the prices are little high.
- Considering the payment criteria, 68.6% of respondent prefer to pay by cash, while 28.9% of respondent prefer to pay by debit/credit card.

## **7.2 Major findings of consumer perception towards Malls vis-à-vis Mom-&Pop stores**

- The research does not show any systematic involvement between the age of the respondents and perception towards mall atmosphere & décor being attractive to the respondents. Thus perception is same among all age groups that Mall atmosphere & décor is attractive to the respondents..
- The research shows that there exists no significant relationship between Occupation of consumers & perception towards Mall atmosphere & décor being appealing.
- This research showed significant relationship between gender of respondents & perception towards mall atmosphere & décor being appealing.
- There does not exists any significant association between income & perception towards Mall atmosphere & décor being appealing.

- The cross tabulation presents that only 98 male respondents and 64 female respondents disagree that merchandise sold in malls is good in quality. They identify the quality to be at par and not necessarily high. Whereas 204 male and 93 female respondents concur that the goods sold at malls are high in quality. The factors for this perception are due to brand image of the mall and also several malleable factors like arrangement of goods, packaging and courtesy of floor staff members.
- The research shows that there is a significant relationship between Income of respondents & perception towards quality of merchandise.
- For satisfaction of price of the respondents, it is concluded that 50% of the housewives are unsatisfied with the price of goods.i.e.6 house wives and 20% respondents in the professional category i.e. 86 are also unsatisfied with the price. Whereas 267 professionals are satisfied and 48 professionals are highly satisfied with the price of the goods they bought. 56 service class respondents are satisfied with the price of the goods.
- The research shows that there exists no significant relationship has been found between gender of respondents & perception towards satisfaction of the price of the goods.
- No significant relationship between marital status of respondents & perception towards quality of merchandise has been found in the research.
- For deriving customer service conclusion, the cross tabulation shows that 37 respondents in the male group are discontented with the customer services. 240 respondents in the male group are contented with the customer service. 130 respondents in the different group are highly contented with the customer service.
- No significant relationship between gender of respondents & satisfaction with customer service has been found in the research
- The cross tabulation about customer service shows that 238 respondents in the married group are contented with the customer service.35 respondents in the married group are discontented with the customer services. 130 respondents in the different marital group are highly satisfied with the customer service.
- 51.96% respondents i.e. 132 respondents in the age group of 26-34 feel that their pattern of shopping in Malls is same as kirana stores whereas 15.26% respondents i.e.

87 respondents feel that their pattern of shopping in Malls is different than mom-&-pop stores. Also 16.82% respondents i.e. 96 respondents were uncertain about their shopping pattern. Respondents use same approach for shopping in malls as mom-&-pop stores. They have a predecided mental list with them and purchase as per the list.

### **7.3 Major findings of consumers shopping experience in Malls**

- From the research systematic association it has been observed between the age of the respondents and pattern of shopping at Malls is against mom-&-pop stores.
- 29.21% i.e. 26 respondents in the service class differ in terms of shopping at malls as against mom-&-pop stores. 18.26% i.e. 76 respondents in professionals category have almost similar approach to shopping in malls as against mom-&-pop stores.
- From the research it is clear that there is no significant relationship between gender of respondents & pattern of shopping at malls against mom-&-pop stores has been observed.
- 52.63% i.e. 130 respondents in the income group between 1 to 3 lacs and 47.31% i.e. 44 respondents in the income group of between 3 to 5 lacs have parallel approach towards shopping in malls as in mom-&-pop stores. 21 (8.50%) & 18 (7.28%) respondents in the income group of between 1 to 3 lacs shop differently in malls against mom-&-pop stores.
- 12.13% i.e. 25 married respondents & 7.76% i.e. 16 unmarried respondents have diverse pattern of shopping in malls & mom-&-pop stores. 18.40% i.e. 67 married respondents and 53.57% i.e. 195 unmarried respondents have similar pattern of shopping in malls & mom-&-pop stores.
- From the research it has been observed that significant relationship exists between Age of respondents & Pleasure of shopping at malls against mom-&-pop stores.
- The research shows that higher income group segment enjoy less shopping whereas lower income group segment enjoy the pleasure of shopping at Malls. 195 (53.57%) & 26 (27.9%) of the respondents in the income group of between 3 to 5 lacs are neutral to enjoyment in malls. 62 (34.06%) & 69 (37.91%) respondents in the income group of less than 1 lacs find great pleasure in shopping at malls.

- The research shows that there arise significant relationship ed between Income of respondents & Pleasure of shopping at malls against mom-&-pop stores.
- On basis of stress experience while shopping, it could be inferred that 4 house wives experience the stress in shopping at malls i.e. 33%, 90 professional respondents do experience shopping stress.i.e. 21.58% .20 respondents in the service group are neutral about the experience of stress. I.e. 22.72%. 53.40% respondents in the service group are not experiencing the stress. i.e. 22.72%

#### **7.4 Major findings from Consumer's perception towards Mom-&-Pop shops:**

- The research shows that 218 respondents don't get items of their choice at Mom-&-Pop shops. 62 respondents in the age group of less than 26 years do not find items of their choice in mom-&-pop shops. 53 respondents in the age group of 35-45 also do not find items of their choice at these shops. Whereas 174 respondents in the age group of 26-34 do find items of their choice at mom-&-pop shops.
- The research presents that there is no systematic association has been found between the age of the respondents and perception towards availability of items of their choice at Mom-&-Pop shops.
- The cross tabulation shows that 247 male & 127 female respondents agree that they get items of their choice at mom-&-pop shops. Whereas 147 male & 71 female respondents disagree on availability of desired items at Malls.
- It has been also observed that no significant relationship exists between gender of respondents & perception towards availability of items of their choice at Mom-&-Pop shops.
- On basis of availability of items of their choice at mom-&-pop shops we conclude, the income group of between 1 to 3 lacs, 159 & 94 respondents agree and disagree respectively with the availability of items of their choice at mom-&-pop shops. Whereas 125 & 68 respondents in the category of less than 1 lacs agree and disagree with the availability of items of their choice at mom-&-pop shops.
- There arise no significant relationship between age of respondents & perception towards quality of merchandise available at Mom-&-Pop shops has been observed.

- More over no significant relationship has been observed between occupation of respondents & perception towards quality of merchandise available at Mom-&Pop shops.
- From the cross tabulation about quality of merchandise at mom-&pop shops presents that 298 married and 169 unmarried respondents consent to the high quality of merchandise at mom-&pop shops respectively. 36 unmarried respondents present their very high perception towards quality of merchandise at mom-&pop shops. Moreover, only 31 respondents out of total 592 respondents, disagree towards the high quality of merchandise at mom-&pop shops.
- The research shows that there arise no significant relationship between age of respondents & perception towards price of merchandise available at Mom-&Pop shops has been observed.
- More over no significant relationship has been found between Age of respondents & visual navigation at Mom-&Pop shops.
- From the cross tabulation about services provided by the mom-&pop shops, it has been clear that in service class category, 66 respondents are consented by the customer service of the mom-&pop shops. In the housewife category only 1 respondent is highly consented for customer service provided by the shops. In the professional category, 67 and 297 are highly consented and consented towards the customer service of the mom-&pop shops. Out of the total respondents, 91 respondents are not consented by the services provided by the mom-&pop shops.
- No significant relationship has been observed between Gender of respondents & perception towards customer service at Mom-&Pop shops.
- From the cross tabulation about customer service of the mom-&pop shops it can be inferred that 34 and 128 respondents with income less than 1 lacs are highly satisfied and satisfied by the customer service of the shops respectively. Only 2 respondents with income more than 5 lacs are highly satisfied by the customer service of the mom-&pop shops. 176 respondents having income between 1 to 3 lacs, are satisfied by the customer service of the shops. 89 out of the total respondents are not satisfied by the customer service of the mom-&pop shops.

- The research shows that there is no significant relationship between Income of respondents & perception towards customer service at Mom-&-Pop shops.
- About customer service of mom-&-pop shops by marital class, the analysis shows that 53 married and 41 unmarried respondents are highly satisfied by the customer service of the mom-&-pop shops. Similarly 58 married and 147 unmarried respondents are satisfied by the customer service of the shops. 93 out of the total respondents are dissatisfied by the customer service of mom-&-pop shops.
- However existence of significant relationship has been observed between marital status of respondents & perception towards customer service at Mom-&-Pop shops.

### **7.5 Major findings from Consumer's shopping experience at Mom-&-Pop shops**

- From the cross tabulation one can observe that 62 respondents disagree with that they would like to indulge in interaction and social talk while shopping at mom-&-pop shops. In the category of 26-34 years 43 & 118 respondents strongly agree and agree that would like to indulge in interaction and social talk while shopping at mom-&-pop shops. Whereas 187 respondents were unsure about the same.
- The research shows that there exists no significant relationship has been observed between Gender of respondents & interaction & social talk at mom-&-pop stores.
- It is also observed that there exists no significant relationship has been observed between Income of respondents & interaction & social talk at mom-&-pop stores.
- About stress experience while shopping, The cross tabulation shows that 94 respondents felt the shopping stress while shopping at mom-&-pop shops. 217 respondents were indifferent to the same. 89 & 15 respondents in age group of 26-34 years disagree and strongly disagree respectively regarding any kind of shopping stress while purchasing at items at mom-&-pop shops. 52 respondents in the age group of 35-45 years did not experience any stress while shopping at mom-&-pop shops.

- The research shows that there is no significant relationship has been observed between occupation of respondents & difficulty in selecting the item due to unorganized nature of shop.
- More over it is also observed that there is no significant relationship has been observed between gender of respondents & difficulty in selecting the item due to unorganized nature of shop.
- It is also presented that no significant relationship has been observed between Occupation of respondents & Influence of shopkeeper on purchase decision.
- Even no significant relationship has been observed between Income of respondents & Influence of shopkeeper on purchase decision.
- From the cross tabulation about impulse buying behavior, it has been observed that in the age group of 26-34 years, 30 & 62 respondents tend to impulse buy while waiting at shop. In the age group of less than 26 years, 46 respondents tend to impulse buy while waiting for delivery of items at mom-&-pop shops. Only 156 respondents deny the impulse buying at mom-&-pop shops. Whereas 249 respondents tend to impulse buy sometimes and were unsure of their impulse buying behavior.
- However existence of significant relationship has been observed between Age of respondents & Effectiveness of POPs at mom-&-pop shops.
- For analysis of attention at POS, The cross tabulation shows that 23 male respondents were unsure of paying attention to POPs at mom-&-pop shop while 233 respondents have sometimes paid attention to POPs and 21 & 117 male respondents strongly agree and agree that they pay attention to the POPs in mom-&-pop shops. Among the female respondents, 8 were unsure of paying attention, 110 have sometimes paid attention and 10 & 70 strongly agree and agree that they have paid attention to POPs at mom-&-pop shops.
- More over no significant relationship has been observed between gender of respondents & Effectiveness of POPs at mom-&-pop shops.
- The cross tabulation about difficulty in reading the price tags and labels in the mom-&-pop it is inferred that 121 & 23 married respondents disagree and strongly disagree that they face difficulty in reading price tags and labels in mom-&-pop shops, 83

were indifferent and 21 & 135 strongly agree and agree to the statement. Out of the unmarried respondents, 66 & 8 disagree and strongly disagree, 42 were indifferent and 10 & 83 strongly agree and agree to that they face difficulty in reading the price tags and labels in the mom-&-pop shops.

- There does not exist significant relationship has been observed between marital status of respondents & difficulty in reading price tag of labels in the mom-&-pop shops

## **7.6 Conclusions:**

Most economically developed cultures are legitimately referring retailing to as consumption societies. Retailing in India is receiving global appreciation and attention and this emerging market is witnessing a significant change in its growth and investment pattern. Most individuals in these societies spend more time engaged in consumption than in any other activity, including work or sleep. Like a forest fire starting at the edges, the retail change in India is hot and fast spreading at the visible urban boundaries. Urban Indian consumers are suddenly encountering "self service" models of retailing, from "serviced retailing," where the customer approaches the retailer and asks for specific items, which the retailer fetches from behind the counter.

In Order to devise appropriate plans and strategies and take advantage of the opportunities of growth to its fullest on one side and on the other enable the Indian consumers get best shopping experience in such kind of malls and organized stores, it is important to understand the consumer behavior in different formats of organized retailing will help the different stakeholders of this industry. Factually thousands of firms are spending millions of rupees to sway consumers in every market place through the medium of ads, packaging, product features, sales pitches and store environment. But it is clear that every strategy formulated for attracting customers may have different implications. Hence this research has made it possible to understand the comparative consumer behavior at greater depth specifically with reference to behavior in malls and in mom and popshops.



### **7.7 Suggestions:**

In the light of above discussion, following recommendations are made.

#### **Suggestions for Malls:**

- The Mall should target immigrants coming to the city. This will be the ideal segment for the malls as it would be a proper place for them to shop for their monthly and all their requirements.
- Organised retailers should give more customized shopping experience to the customers and to benefit from the cost advantage and variety to be offered from the customers.
- In order to attract low-level income groups as a regular customer of malls, shopping Malls should keep the prices reasonable and competitive. The consumer should be convinced that prices at the malls are at par with the local retailer.
- The pricing objectives of the company should be retaining back customers and capturing more share of market which can be done by if Companies adopt market penetration policy to capture the market.
- As consumer would prefer to see movie a in a mall. The mall management should host multiplex in a mall as it provides an ideal experience of entertainment and shopping.
- In these days business can only survive if companies share good share in market and if they keep their customers satisfied. Advertising is assuming much importance now. Companies should maximize their advertisement especially in interiors of cities and main Roads, like Bill Boards, Posters etc, and T.V. as an Advertisement media is also very effective and companies should focus their attention on it.
- To achieve success, Shopping malls should go for active sales promotion and awareness amongst the local residents of city. The sales people of the companies should regularly visit their respective retailers of Malls/Stores in order to get their feedback and Market Information.
- Shopping Malls should give adequate advertising support to the retailers. Shopping Malls should provide the companies special cabinets, stands, hoardings, glow boards

and banners etc. of different companies brand for advertisement purpose. The promotion campaign should be intensified round the year, particularly during festival seasons.

- During boom periods for Mall owners, companies should offer a variety of promotion schemes like price offer, free gifts, quantity discount to fetch maximum sales.
- To gain Market share, logistics efficiency is a key factor for success. So companies should try to make its distribution very effective and improve its reach by increasing the number of Malls and opening more malls surrounding the cities, so that more and more small towns can be covered.
- The companies should increase the retailer's margin to avoid complain of low profit margins of the retailers. Companies should offer good incentive schemes to Mall owners to motivate them.
- There should be various policies regarding changes made like replacement of expired stock made more liberal and flexible, Retailers should provide adequate feedback to the companies. This helps the companies in formulating appropriate marketing strategies according to the Market conditions.
- Qualified staff should be recruited to provide excellent professional management. Retailers should suggest and recommend the product brands to the customer by in Mall and out of mall campaigning.
- In order to attract more and more new customers, Mall owners should store adequate quality product in their mall.
- For promoting the products and services in their Malls/Stores, Mall owners should use modern methods of promotion.

**Suggestions for Mom-&-Pop Shops:**

- The best way ahead for Mom and Pop stores is to learn from the organized retailers and try to incorporate features which are feasible.
- First of all they need to improve the processes. Careful inventory management needs to be done by these stores to reduce losses.

- Also the stores need to improve their display of goods so as to have an aesthetic appeal to the customers and also provide suppliers with a chance to promote their products.
- The stores can come together and form consortia for helping each other. For instance a group of 150 mom-and-pop shops in the city of Rajkot has hired Technopak, the retail consultancy to help them survive. These stores want to build a joint purchasing organization and computerize their operations.
- Mom and Pop store should be looking to develop themselves as a specialty store. This will help them to focus on a single line of products and as a result in improving the processes. Also the consumers will have more choice than that in the retail outlets where only popular brands are available. But feasibility needs to be studied before venturing into a specialty store business.
- Finally the Mom and Pop stores should keep on leveraging the customer relationship the store has developed.

## **ANNEXURE**

- **Questionnaire**
  - **Malls**
  - **Mom-&Pop shops**
- **Bibliography**

## QUESTIONNAIRE

### For Visitors visiting Malls

Q.1 How often do you visit a mall?

- a) First time  b) Once in a week  c) Once a month   
d) Rarely  e) Once in fortnight  f) Everyday

Q.2 What made you come to the mall ?

- a) Heard from friends  b) Impulse   
c) Advertisements  d) Promotion  e) Relatives

Q.3 With whom do you visit ?

- a) Friends  b) colleagues   
c) Family  d) No one

Q.4 Usual mobility to get to the mall

- a) Two wheeler  b) Car  c) Public Transport

Q.5 The mall is conveniently located

- a) Strongly agree  b) Agree   
c) Disagree  d) No response

Q.6 Parking space is hassle free

- a) Strongly agree  b) Agree  c) Disagree

Q.7 How much time do you spend at a mall ?

- a) <1 hour b) 1-2 hours  
c) 2-4 hours d) > 4 hours

Q.8 You visit a mall mostly for ?

- a) Shopping  b) Window shopping/hang out   
c) Shopping/window shop and hang out

Q.9 Did you purchase anything today ?

- a) Yes  b) No.

- Q.10 How did the products price compare to your expectations ?
- a) Poor  b) Fair  c) good
- d) Very good  e) No response
- Q.11 Compared to shopping at regular stores the price are
- a) About the same  b) Too high
- c) Little high  d) No response
- Q.12 You prefer to pay by :
- a) Card  b) Cash
- Q.13. Would you prefer to see a movie in a mall?
- a) Yes  b) No.
- |   | Strongly<br>Agree        | Agree                    | Disagree                 | No<br>Response           |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| Q.14 Mall atmosphere and décor are appealing                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q.15 The food courts serve all kind of food that I might look for | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q.16 The merchandise sold is of highest quality                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q.17 The merchandise sold is good value for money                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q.18 I am very satisfied with the price for what I bought         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q.19 I am very satisfied with the merchandise I bought            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q.20 Locating any particular shop in the mall is easier           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q.21 I am satisfied with the lighting arrangement                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q.22 I am satisfied with the Customer service                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

### The Shopping Experience at Malls

Please respond to the following statements by circling one of the numbers, 1-5, where 1 means “definitely true”, 5 means “definitely false”, and 3 means “neutral”.

- |   | 1 ----- | 2 ----- | 3 ----- | 4 ----- | 5          |
|---|---------|---------|---------|---------|------------|
| definitely  |         |         |         |         | definitely |
| True  |         |         |         |         | False      |
| 1. I shopped in the mall using the same approach as I use when shopping in a Small (Kirana) Store | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 2. I usually find great pleasure in shopping at Malls.  | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 3. It was easy to learn how to navigate through the mall.   | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 4. I felt under pressure in Mall to complete the shopping trip on time.                           | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 5. I had trouble selecting an item once I had found it in the mall.                               | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 6. In the future, I could see using Mall instead of kirana shop.                                  | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 7. I love to browse when shopping   | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 8. The task of navigating in the mall distracted me from the task of shopping                     | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 9. The items on the shopping list were easy for me to find in the mall                            | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 10. I used the signs in the mall to identify which aisles to travel down                          | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 11. When I shop, I tend to impulse buy.   | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |
| 12. I had trouble reading the labels on the items in the mall.                                    | 1 ----  | 2 ----  | 3 ----  | 4 ----  | 5          |

## QUESTIONNAIRE

### For visitors visiting Mom-&-Pop stores (Proprietor Shops)

		Strongly Agree	Agree	Disagree	No Response
Q.1	I usually get all the items of my choice at the stand alone shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q.2	The items sold at the this stores are of good quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q.3	The items sold at the stores are reasonably priced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q.4	The merchandise sold is good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q.5	I am very satisfied with the quality of items what I bought	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q.6	I am satisfied with the response / advice of the shopkeeper in a shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q.7	Locating any particular item in the shop is easier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q.8	I am comfortable with the arrangement of items in a shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q.9	I am satisfied with the Customer service offered by the shopkeeper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## The Shopping Experience at the Mom-&-Pop shops

Please respond to the following statements by circling one of the numbers, 1-5, where 1 means “definitely true”, 5 means “definitely false”, and 3 means “neutral”.

- |  | 1          | 2    | 3 | 4    | 5          |      |   |      |   |
|--|------------|------|---|------|------------|------|---|------|---|
|  | definitely |      |   |      | definitely |      |   |      |   |
|  | True       |      |   |      | False      |      |   |      |   |
| 10. I shopped in the kirana shop using the same approach as I use when shopping in a Mall. | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 11. Shopping at the stand alone shop is usually a good time for interaction & social talk. | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 12. It was easy to find an item in shops.  | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 13. I felt under pressure in shops to complete the shopping because of unorganized items.  | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 14. I usually listen to the advice of shopkeeper in deciding about the particular brand.   | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 15. In the future, I will prefer to buy from Mall instead of standalone shop.              | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 16. I tend to impulse buy while waiting in a shop.   | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 17. The task of locating an item in shop usually distracted me from the task of shopping   | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 18. The items on the shopping list were easy for me to find in the mall                    | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 19. I used to check the contents of the item before making a purchase                      | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 20. I use to pay attention to advertisement displayed in the shop.                         | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |
| 21. I had trouble reading the price tag and labels in the shop.                            | 1          | ---- | 2 | ---- | 3          | ---- | 4 | ---- | 5 |

Name : \_\_\_\_\_ Age : \_\_\_\_\_

Occupation : \_\_\_\_\_ Sex : \_\_\_\_\_

- Income Level :
- (A) Less than 1 Lac per annum
  - (B) Between 1 to 3 Lacs per annum
  - (C) Between 3 to 5 Lacs per annum
  - (D) More than 5 Lacs per annum

- Marital Status :
- (A) Married
  - (B) Un Married

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## DECLARATION

I declare that the conceptual framework of the thesis has been developed based on the detailed literature review as shown in the bibliographical references. I have quoted several statistical, notes, opinions and other information directly from various books, journals, periodical and other reference material with clear mention of the source of information in the references, analysis and interpretation in this thesis are my own and original creation.

Moreover I also declare that for the work done in the thesis, entitled “*A STUDY OF CONSUMER BEHAVIOUR IN MALLS VIS-À-VIS MOM- &-POP SHOPS*” is a record of independent research work carried out by me under the supervision and guidance of Dr. Pratapsinh L. Chauhan, Dean, Professor and Head of the Department of Business Management (MBA Program), Saurashtra University, Rajkot.

This work has not been previously submitted for the award of any diploma, degree, associate ship or other similar title.

Place:

Date:

Ajay D. Shah

## CERTIFICATE

This is to certify that thesis titled “A STUDY OF CONSUMER BEHAVIOUR IN MALLS VIS-À-VIS MOM-&-POP SHOPS” submitted by Mr. Ajay D. Shah for the Award of Degree of Doctor of Philosophy in Management under the faculty of Management is based on research work carried out by him under my guidance and supervision. To best of my knowledge and belief it has not been submitted for any other degree or diploma and the thesis represents independent work on the part of the candidate.

Dr. Pratapsinh L. Chauhan

Research Supervisor

Date:

## PREFACE

Over the last 3-4 years, the Indian consumer market has seen a significant growth in the number of modern-day shopping centers, popularly known as 'Malls'. Rapid advances witnessed by India in areas like education, communication; information technology and transportation have created a sense of freedom in the minds of people. Consumers are seeking convenience at their door step for regular purchases, but are willing to travel to exclusive destination for valuable items. With Indian consumers maturing to self service formats they are relatively less price sensitive than in past. With the rise in disposable income level, the consumer is willing to spend on personal needs an indulgence, leading to a propensity to consume rather than save.

Urban Indian shoppers are witnessing a rapid change in the shopping options available to them. From "Serviced Retailing", where the customer approaches the retailer and asked for specific item which the retailer fetches from behind the counter, the urban Indian consumers are suddenly encountering "Self Service" models of retailing. It remains to be seen whether the malls of India would remain an urban phenomenon or spread widely throughout the country.

The retail boom in India is likely to push up the number of malls in the country but uncertainty remains about the success of these malls. Therefore there is a need to study behavior of consumers in large shopping malls which can be helpful in designing appropriate marketing strategy for satisfying consumer needs and wants. Thus the present work is small attempt to the same.

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Date:

Place:

Ajay D. Shah

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### LIST OF ABBREVIATIONS:

1. Asymp. Sig. – Asymptotic significant value in Chi Square Test
2. POP – Point of Purchase