

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double-blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Regional Editor

Dr. T. Manichander

Sanjeev Kumar Mishra

Advisory Board

Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Delia Serbescu Spiru Haret University, Bucharest, Romania	Mabel Miao Center for China and Globalization, China
Ecaterina Patrascu Spiru Haret University, Bucharest	Xiaohua Yang University of San Francisco, San Francisco	Ruth Wolf University Walla, Israel
Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Karina Xavier Massachusetts Institute of Technology (MIT), USA	Jie Hao University of Sydney, Australia
Anna Maria Constantinovici AL. I. Cuza University, Romania	May Hongmei Gao Kennesaw State University, USA	Pei-Shan Kao Andrea University of Essex, United Kingdom
Romona Mihaila Spiru Haret University, Romania	Marc Fetscherin Rollins College, USA	Loredana Bosca Spiru Haret University, Romania
	Liu Chen Beijing Foreign Studies University, China	Ilie Pinte Spiru Haret University, Romania
Mahdi Moharrampour Islamic Azad University buinzahra Branch, Qazvin, Iran	Nimita Khanna Director, Isara Institute of Management, New Delhi	Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai
Titus Pop PhD, Partium Christian University, Oradea, Romania	Salve R. N. Department of Sociology, Shivaji University, Kolhapur	Sonal Singh Vikram University, Ujjain
J. K. VIJAYAKUMAR King Abdullah University of Science & Technology, Saudi Arabia.	P. Malyadri Government Degree College, Tandur, A.P.	Jayashree Patil-Dake MBA Department of Badruka College Commerce and Arts Post Graduate Centre (BCCAPGC), Kachiguda, Hyderabad
George - Calin SERITAN Postdoctoral Researcher Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi	S. D. Sindkhedkar PSGVP Mandal's Arts, Science and Commerce College, Shahada [M.S.]	Maj. Dr. S. Bakhtiar Choudhary Director, Hyderabad AP India.
REZA KAFIPOUR Shiraz University of Medical Sciences Shiraz, Iran	Anurag Misra DBS College, Kanpur	AR. SARAVANAKUMARALAGAPPA UNIVERSITY, KARAIKUDI, TN
	C. D. Balaji Panimalar Engineering College, Chennai	V.MAHALAKSHMI Dean, Panimalar Engineering College
Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur	Bhavana vivek patole PhD, Elphinstone college mumbai-32	S.KANNAN Ph.D , Annamalai University
Awadhesh Kumar Shirotriya	Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust), Meerut (U.P.)	Kanwar Dinesh Singh Dept. English, Government Postgraduate College , solan
		More.....



UNDERSTANDING CONSUMER'S MOTIVES REGARDING RETAIL STORE

Navita Rani

Deptt of commerce ,
Govt(PG) college Naraingarh (Ambala),Haryana.

INDIAN RETAIL INDUSTRY

The retail industry India is of late often being hailed as one of the sunrise sector in the economy. At Kearny, the well known international management consultant, recently identified India as the second most attractive retail destination, globally from among thirty emergent markets. It makes India the cause of a good deal of excitement and the cynosure of many foreign eyes.

HISTORY

1980s experienced slow change as India began to open up economy

Textiles sector it companies like Bombay dying, Raymond and Grasim first saw the emergence of the retail chain.

Later titan successful created an organized retailing concept and established a series of showroom for its premium watches.

Te latter half of the 1990s saw a fresh wave of entrant with a shift form manufactures to pure retailer,

e.g. food world, subhiksha etc

Emergence of hyper and super market trying to provide customer with 3v's- value, variety and volume.

SOME OF THE KEY FACTOS DRIVING INDIAN RETAIL

Favourable demographic and phychographic changes in the Indian consumer class.

Rising income

International exposure

Availability of quality retail space

Wider brand choice

Better marketing communication

Currently the country has population of over the billion , 60 of which is under 30 year of age which mean majority of the population is young and working class with higher purchasing power means a higher consumption rate which is in favour of retail sector.

FDI POLICY WITH REGARD TO RETAILING IN INDIA

It will be prudent to look into press note4 of 2006 issued by DIPP and consolidated FDI policy issued in October 2012 which provide the sector specified guidelines for FDI with regarding to conduct of trading activities.

- + FDI upto 100% for cash need carry wholesale trading and export trading allowed under the automatic route
- + FDI upto 51% wit prior government approval for retail trading 'single brand' product, subject to press note 3 (2006 series).
- + FDI is not permitted to multi brand product retailing in India.

BOOM IN THE INDIAN RETAIL SECTOR

While the India real estate market boom with organization retailing, the segment ensure a fluffy growth pad for itself. According to estimations



of KSK- Techno Park, retail consulting and research firm, organized in India will grow three fold injections the next three year, achieving the size of USD 21.5 billion from the current one of the USD 7.5 billion. Given the favourable growth pattern, expanding middle class and easing economic policies. India is ranked as the most attractive emerging market for retail investment, even above Russia and china.

EMPLOYMENT OPPORTUNITIES IN RETAIL

The Indian retail sector offerseconomic opportunities on a massive scale both as global base and a domestic market. This sector yield many positive result like generation more jobs and brining numerous to the consumer at reasonable price. According to Ernst & young's report "THE GRAT INDIAN RETAIL STORE" this sector is expected to create 2 million jobs by 2015. About 4 crore people are employed in retail trade, assuming each person support a family of 5. This implies that about 20 crore people are dependent on this sector.

SHARE OF RETAILING IN EMPLOYMENT ACROSS DIFFERENT COUNTRIES

COUNTRY EMPLOYMENT	PERCENTAGE
INDIA	13
USA	19
POLAND	15
BRAZIL	18
CHINA	10

RECENT TREND RETAILING IN INDIA

- ▶ Retailing in India is witnessed a huge revamping exercise as can be seen in the graph.
- ▶ India is rated the fifth most attractive emerging retail market a potential goldmine.
- ▶ Estimated to US \$200 billion, of which organized retailing (i.e. modern trade) make up 3 percent or US \$6.4 billion.
- ▶ As per report KPMG the annual growth of departmental stores is estimated at 24%
- ▶ Ranked second in a global retail development index of 30 developing countries drawn up by at Kearny.
- ▶ organized retail in India has been largely an urban phenomenon with affluent classes and growing number of double- income households.
- ▶ More successful cities in the south and west of India Reason range from difference in consumer buying behaviour to cost of real estate and taxation laws.
- ▶ It is tool that has been used by retailers ranging from amazon.com to eassyday to radically change buying behaviour across the globe.
- ▶ E- tailing slowing making its presence felt.
- ▶ Companies using their own web portal or tie up with horizontal player like rediff.com and indiatimes.com to offer product on the web.
- ▶ Rural market emerging as a huge opportunity for retailer reflected in the share of the rural market across most categories of consumption.
- ▶ ITC is experimenting with retailing through its e choupal and choupal sagar rurel hypermarkets.
- ▶ HLL is using its project shakti initiative- leveraging women self help group to explore the rural market.

BIG BAZAAR



Type	Hindu undivided family
Industry	Retailing
Founded	2001
Headquarters	Mumbai, Maharashtra India
Products	Hypermarket
Revenues (2014)	Rs 110 billion (US\$ 1.6 billion)
Number of employee	36000 people
Parent	Future group
Division	~215
Slogan	Making India beautiful

Reliance fresh



Type	division
Industry	retail
Founded	Hyderabad, Andhra Pradesh (now in telangana) 29october, 2006
Number of location	700+
Area served	93cities in india
Parent	reliance retail
Slogan	growth through value creation
Websites	www.reliancefreshdirect.com

VISHAL MEGA MART



“Future is thinking beyond horizon” & in order to keep its pace with the modern retail, vishal retail limited is spreading its wings. The group has tied up with HPCL to open corner stores at their at their patrol pump and in addition to the above vishal has come up with an institute to train manpower for the service industry.

Some o the franchisee exclusive business categories are:

Men's fashion, Ladies and Kids, Foot wears Toys and Games, Convenience (FMCG), CDIT and Watches.

EASYDAY MARKET



Type	private company's Subsidiary's retail chain
Industry	retailing
Founded	2008
Head quarter	new Delhi, India
Number of location	220 cities
area served	India
owner	bharti enterprises limited's subsidiary bharti retail limited
website	www.easyday.com

Research methodology

In this chapter we discuss problem, objectives, scope, research design, data collection and limitation of the study.

PROBLEM STATEMENT

The study deal with the understanding customer motives toward retail stores In India. In order to retail its subscribers it is necessary for the organization to study the behavior of the consumers and meet their expectation and preferences. In this scenario, it is necessary to evaluate the different factors that influence the subscriber. So some issues are that are needed to be studied are:-

- Perception of the consumers on the advertisement.
- Buying motives of subscribers.
- Satisfaction level of the subscribers.
- Awareness about the product.
- Major force that influence purchase decision.

OBJECTIVE OF THE STUDY

- To analysis the behavior of customers toward retail stores.
- To know the satisfaction level of the customers toward retail stores.
- To know which factor influence the people and they consider while shopping at the retail stores.
- To know which type of product customers prefer to buy at the retail in India.
- To know about the reason to prefer shop at retail stores rather than general stores.

SCOPE OF THE STUDY

The research is purely based on the survey conducted in Chandigarh and Ambala city and has been focused on retail store customers. The number of respondents is 300. The study cover information about customer preference, perception, and information etc. overall scope of the study would be to enhance the services to the subscribers in the city.

DESCRIPTIVE RESEARCH DESIGN USED IN THIS STUDY

SAMPLE DESIGN

A sample design definite plan for obtaining sample from the given population. It refers to the technique or the procedure and the research would adopt in selecting items of sample. Sample design may as lay down the under of items to be include in the sample i. e. the size of sample. Sample design is determined before data are collected.

- | | |
|------------------|--------------------------|
| Sampling area | - Ambala and Chandigarh |
| Sample size | - 300 |
| Sample technique | - Simple random sampling |

Analysis and Interpretation

This section deals with the actual issue of understanding consumer's motive regarding retail store. It deals with the response of consumers towards various questions asked from customers through questionnaires.

Table:1 which retail store do visit the most ?

Option	Percentage
Big bazaar	63
Reliance fresh	11
Vishal mega mart	16
Easy day	10
Total	100

From the above chart it was found that out of 100 respondent 63% said that they visit big bazaar the most, 11% visit reliance fresh, 16% visit vishal mega mart , 10 visit easy day.

Table:2 How often do you visit these retail stores ?

Option	Percentage
Daily	23
Once a week	17
Fortnightly	22
Once in month	36
More than in month	2
Total	100

The graph indicate that the majority of the respondents 36% mostly visit once in month , 23% visit daily , 17% visit once in a week , 22% visit fortnightly and 2% visit more than in a month.

Table:3 Product prefer to buy from retail store?

Option	Percentage
Beverage	13
Cosmetics	3
Clothing	5
Grocery	41
Electronic items	13
Vegetable fruits	25
Total	100

The graph indicate that the 13% respondent like to buy beverage , 3% prefer cosmetics , 5% prefer clothing , 41% prefer grocery , 13% electronic items and 25% prefer vegetable fruits.

Table:4 Reason for prefer to shop at retail store rather than at a general store?

Option	Percentage
Reasonable prices	9
Large variety	34
Discount / offer	20
Better displays	30
Good quality	7
Total	100

This graph shows that 9% of the respondents prefer to go to retail store instead of general store due to

reasonable prices , 34% prefer due to large variety , 20% prefer due to discounts or offers and 7% due to good quality.

Table:5 Which retail store has better sales and promotional activities?

Option	Percentage
Big bazaar	43
Reliance fresh	32
Vishal mega mart	14
Easy day	11
Total	100

This graph show that big bazaar has the better sales and promotional activities after that reliance fresh , vishal mega mart and last easy day with 11%

Table:6 Which retail store launches more schemes and discounts?

Option	Percentage
Big bazaar	57
Reliance fresh	23
Vishal mega mart	13
Easy day	7
Total	100

This graph shows that big bazaar launches more schemes and discount after that reliance fresh and at last easy day.

Table:7 What types of promotional schemes are offered by retail stores?

Option	Discount	Free gift	Loyalty card	Quantity discount	Any other
Big bazaar	50	10	20	10	10
Reliance fresh	30	40	10	15	5
Vishal mega mart	40	20	10	25	5
Easy day	25	20	20	15	20

This graph that discount are more offered as promotional scheme by big bazaar, free gift by reliance fresh , and discount & loyalty cards by easy day.

Table:8 Which retail store gives better after sale service to you?

Option	Percentage
Big bazaar	47
Reliance fresh	23
Vishal mega mart	18
Easy day	12
Total	100

This graph show that 47% of respondent satisfy with big bazaar after sale service, after that from reliance fresh i. e. 23% and after that from vishal mega mart and at least easyday.

Table:9 Which retail store satisfied you most?

Option	Highly satisfied	Satisfied	Neutral	Dissatisfaction	Highly dissatisfaction
Big bazaar	53	69	43	21	18
Reliance fresh	13	11	27	39	42
Vishal mega mart	23	11	17	25	27
Easy day	11	9	13	15	13

This graph show that respondent are highly satisfied with the big bazaar and highly dissatisfied with the easy day and neutral with the reliance fresh and having equal ratio for satisfied and dissatisfaction in vishal mega mart.

Table: 10What Reasons for the dissatisfaction?

Option	Percentage
High price	38
Less variety	22
Less salesman support	14
Improper quality	10
Return facility	16
Total	100

This graph show that 38% of respondent are dissatisfaction due to high price ,22% due to less variety, 14% due to less salesman support , 10% due to improper quality and 16% due to return facility.

FINDINGS

The findings have been formulated as a result of the response taken from 100 respondents. These finding are as follow:

- These retail store visited by the customer once in a week 23% customers visit the stores more than in a month.
- Regarding the purchase behavior of the customer of Chandigarh, they take into account the quality and price of product while purchasing it. This clearly indicates that the customers are quality and price conscious.
- Consumer prefers to buy grocery items from these stores and cosmetic are the least one being purchased from these stores.
- Retail store are preferred to general stores because of better display of the goods and the ample number of varieties.
- From the 100 respondent majority of them visit to big bazaar and least to easy day.
- From the 100 respondents, it is come to that 9% of the respondent prefer to go to retail store instead of general store due to reasonable prices, 34% prefer due to large variety , 20% prefer due to discount or offer and 7% due to good quality.
- Regarding the purchase behavior of the customer of Chandigarh, they take into account the quantity and brand factor of the product while purchasing it. This clearly indicate that the consumer consider quantity and brand little bit.
- The big bazaar has a better sales and promotional activities after that reliance fresh, vishal mega mart , last easy with 11%.
- Out of various promotional scheme discounts are more offered as promotional scheme by big bazaar. Free gift by reliance fresh and discount & loyalty card by easy day.
- Out of various promotional scheme 40% of respondent attract by discount promotional scheme, after than that 20-20% free gift & quantity discount and at last from loyalty card and other schemes 10-10%
- Most of respondent satisfied from the big bazaar after sale services that from reliance fresh, than vishal mega mart and easy day
- Big bazaar launches more scheme and discount after the reliance fresh and at the last easy day.

- Out of 100 respondent, 38% respondent are dissatisfied due to high price, 22% due to less variety, 14% due to less salesman support, 10% due to improper quality and 16% due to return facility.

CONCLUSION

The retail sector playing a phenomenal throughout the world is increase productivity of consumer goods and service. Most of the organized retailers India is harping of quality service, convenience, satisfaction and assured benefits to lure shopper into store. Retailer should create value for the consumer and must decide suitable vehicle to deliver desired consumer value. Retailer should try to advertise more about these stores to make more people aware about their stores, the best medium for their advertisement is through hoarding and TV. advertisement, retailer 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 point most of the retailers are concerned about growth in number of stores rather than creating value of consumer. In order to success various retailer should focus on retail mix variable physical facility, location, merchandising, pricing, promotion, service and personnel. Consumer focus on retail business and the retailer should serve the consumer better, faster and less cost.

SUGGESTIONS

The retail store companies should more attention through internet. The retail store companies should give more scheme, offer and discount to attract the customer. Reliance fresh should provide more service to the customers, so that customer visits to more the store. Vishal mega mart should give more emphasis on sale and promotional activity to promote the customers. Retail store should launch the weekly schemes, so that customer can visit the store at least once in week, otherwise while researching it was found that mostly customer visit the store once in the month. Easy day launch more scheme and discount, so that customer more visit to the stores. Easy day focus to improve better after sale service, so that dissatisfaction among customer can be decreased.

BIBLIOGRAPHY

BOOKS :-

Philip Kotler- marketing management analysis, planning and control, PHI new Delhi
Kothari, CR – marketing research, Vishva Prakashan, new Delhi
Schiffman, LG – consumer behavior, new Delhi
David A. Aaker – advertising management, PHI new Delhi
Beri GC- marketing research, new Delhi

Websites:-

<https://en.wikipedia.org/wiki/reliancefresh>
<https://en.wikipedia.org/wiki/big/bigbazaar>
<https://en.wikipedia.org/wiki/vishalmegamart>
<https://en.wikipedia.org/wiki/easyday>

Publish Research Article

International Level Multidisciplinary Research Journal

For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Books Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ Directory Of Research Journal Indexing
- ★ International Scientific Journal Consortium Scientific
- ★ OPEN J-GATE

Associated and Indexed, USA

- ✦ DOAJ
- ✦ EBSCO
- ✦ Crossref DOI
- ✦ Index Copernicus
- ✦ Publication Index
- ✦ Academic Journal Database
- ✦ Contemporary Research Index
- ✦ Academic Paper Database
- ✦ Digital Journals Database
- ✦ Current Index to Scholarly Journals
- ✦ Elite Scientific Journal Archive
- ✦ Directory Of Academic Resources
- ✦ Scholar Journal Index
- ✦ Recent Science Index
- ✦ Scientific Resources Database

Review Of Research Journal
258/34 Raviwar Peth Solapur-
413005, Maharashtra
Contact-9595359435

E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com