ISSN 2278-8808 SJIF 2014 = 4.889
An International Peer Reviewed & Referred
SCHOLARLY RESEARCH JOURNAL
FOR INTERDISCIPLINARY STUDIES

RETAILING AND CUSTOMER'S PERCEPTION

Sujay Madhukar Khadilkar, Ph. D.

(B.E (Elect), M.B.A.) Asso. Professor, KIT's IMER, Kolhapur (MAH)

Objectives –

To study the various parameters of customer's perception and attitude

To study customer's opinion about sales promotion strategies used by retailers

Role of customer's Perception and attitude in grocery retailing –

Perception is the process by which organisms interpret and organize sensation to produce a meaningful experience of the world. Sensation usually refers to the immediate, relatively unprocessed result of stimulation of sensory receptors in the eyes, ears, nose, tongue, or skin. The study of consumers helps firms and organizations to improve their marketing strategies by understanding various facets of perception in grocery retail trade. S.A. Chunnavalas states that the first step of customer learning is to understand the product and the need of the customers. Author describes about responsiveness of marketing and further author further states that market segmentation plays equally important role in preparation of customers learning process. Role of customer perception is important in learning process. It is defined as process of selection, organization and interpretation of stimuli into meaningful and coherent picture in the world. Author describe about subliminal perception i.e. people perceive stimuli without being aware of them it may be weak and behalf. Author also states about perceptual selection which is combination of contrast in form of package, design, advertising and media. Perceptual interpretation revolves around stereotyping, physical appearance, first impression etc. Author lastly describes perceptual grouping through different laws i.e. law of proximity, law of similarity, law of closure.

Elements of perception

Further, she narrates elements of perception .These elements are product or service and then organization and interpretation of these elements into events. Author describes perception as mental process as well as cognitive and thinking process. Author states that consumers have a number of perceptions of images, perception of quality, and perception of the price. Author suja Nayar further mentions that attitudes have usually been associated with notion of liking and disliking. Author defines the Attitude as inner expression or feeling that reflects when the person is favorably or unfavorably predisposed to the product or brand .Author further defines the attitude as a learned orientation or disposition, toward an object or situation, which provides a tendency to respond favorably or unfavorably to the object or alternative solution.

Customer's perception about proximity ,enjoyment facilities and overall environment

Author Arif sniekh and kaneez Fatima in the book with title Retail management state that customer perception is the process by which customer understands the world and events. Authors state that consumer learning occurs from a complex interaction between stimuli, cues responses and reinforcement. The Authors further describe that perception of the customers depend upon various elements such as "proximity, ambience, enjoyment. "

Author Michael R. Solemon describes perception as sensory system. Which includes the parameters such as signets, sound, smell, taste, temperature and sensory reception, Eyes, Ears, Nose, Mouth, Skin which deal about exposures attention and interpretation.

Author Stephan Robbins and Seema Sanghi state that perception is a process by which individuals organize and interpreted their sensory impressions in order to give meaning to their environment. Authors state that that perception differ from our perceptions of inanimate objects such as desks and machines or building because we make inferences about the action of people that we don't make about inanimate Objects. Author further mentions that the intensity- a loud noise, strong odor or bright light and space affect customer's perception. Secondly author state that size of the shopping place affects the perception. Author mentions that there are three components o perception like emotional, informational and behavioral. The emotional component involves the persons feeling, which affects positive natural or negative emotions. Informational component consists of the belief and information the individual has about the object. The behavioral component consist of persons tendencies to behave in particular way towards products and services.

S.A. Chunnavalla states that Attitude consists of three components, i.e. Cognitive component i.e. belief component, an affective component and conceive or action tendency component. Cognitive component means smell, occasion, brightness and presence. Affective component revolves around emotions and enjoyment, happiness, sadness and amazement .Cognitive component revolves around beauty, moonlighting etc.

Author Georg Bekh and Michel Belan state that attitudes are important to marketers because they theoretically summarize consumer's evaluation of an object. Authors describe about the multi attribute attitude model .Authors describe the attitude as brand.

Authors further state that attitude change is possible by changing the belief and their strengths and changing the perceptions of beliefs rating for competing board. Thirdly, adding new attribute. Fourthly author states that many times the comparison with existing brands is done so as to change the attitude of the consumers.

According to the author P. Solman, the functional theory at attitude was developed by Psychologist and explains how attitudes facilitate social behavior. The author describes ABC model of attitudes which states that affect, behavior and cognition are three steps of building attitude. "Author describe about intensions and behavior which is the part of the fishbone model".

Authors Jogdisn n Sheth, Atul Parvariyar and G.Shanesh in the book of title "Customers relationship Management" states that customer's perception and preferences can be improved and changed on the basis of relationship between the retailers and customers. Authors describe about contact, involvement, intimacy, deterioration repair and dissolution as a part of exit. Further personalization and customization described as two pillars of generating the preferences and perception. Authors further states that relationship with customers can be measured by using a parameters like responsiveness, capability, confidence communication channel ,tangibility and top management Author further states that loyalty has to ,measured. The inputs at the customer's loyalty can be the perception, preference and attitude.

In Paper title - "Consumer Demographics, store attributes, retail format choice in the grocery market" By Jasen Carpenter and Marqurite Moore in International journal of Retailing and Distribution Management Vol 34 2006 No.6 Author describes about general grocery consumers who used to choice the retail formats in US. The random sample was used for research and sample size was 454. The results pertaining to various retailers are gathered and informed individually. Research Paper secondly, describes various factors which affects customer preferences about the outlets. Thirdly, author focuses upon cross shopping and retail format choice. Pretesting for the research was carried out on 2 shoppers. Article suggests that future research needs to be carried out in situations under which customers.

Customer's perception about pricing strategies, bargaining power and discounts offered by retailors:

In Paper with title: **"**How Does Assortment Affect Grocery Store Choice :" professor Richard A. Brisesch, and Pradeep K. Chintagunta, Edward J. Fox in Indian journal of Marketing January 2008 **,** describes the impact of product assortment, along with convenience prices and feature advertising on store choice, we add assortments as predictor, specify a very general structure for heterogeneity and estimate store choice and category needs models simultaneously using house hold level marketing basket data. Lastly, the author through its findings makes the comment that number of brands offered in retail assortments has a positive effect on stores choice for most households, while the number of brands offered in retail assortment has positive effect on store choice for most households while number of stock keeping units (SKUs) per brand and proportion of SKUs sold at a store that are unique to that store have a negative effect on store choice for most households. Secondly research paper put forth the findings that heterogeneity in the response to assortment affects than to either convenience or price . Retail assortment has the third rank after location and low pricing. (Arnold, Mg and Tigert 1978), (Arnold Roth and Tigert 1981), (Arnold Oum and Tigert 1983). The foundational theory of stores choice suggests that the probability of choosing retail outlet is to its size but inversely related to its distance from the shoppers home (Reilly 1931, Hutt 1964 and Brown 1984). The size of the outlet, a proxy for product selection, is the product of number of categories offered and number of items within each category. Because most grocery stores carry the same categories differences in product selection across stores depend almost entirely in category assortment. Author states that there is there is scope for further research in assessment of further research in understanding importance of merchandising.

In Paper: "Shopping Orientation in the Evolving Indian Market" by Piyush Kumar Sinha in Vikalpa Vol 28 No.2 April June 2003 ,writes with that research done by Stone (1954) where survey had been conducted on women departmental store shoppers. The paper categorizes shoppers into four types. They are Economic shoppers, personalizing shoppers, Ethical shoppers and Apathetic shoppers. On some lines, paper takes the reference of research conducted by Chicago Tribune (Brown and Reid, 1955) where the categorization of shoppers is making like Dependant shoppers, compulsive shoppers, and individualistic shoppers (14). Researcher also finds that 31% of the shoppers are recreational shoppers (14).Paper takes the review of the research paper written by Ezel and Motes (1985) in which the author finds that men and women are having similar attitude with regard to grocery shopping. Lesser and Huges (1986) found 11 types of shoppers. The largest group of customers (19%) prefers service. 15% shoppers are inactive and 13% are active ones. This research paper deals with store orientation reliability analysis consisting of 37 statements and then the 13 factors are decided for further analysis. The thirteen factors considered for the study are Gratification derived, Information search during purchase, Post purchase behavior, pre purchase preparation, composite, experience sharing, managing stress, information seeking, Exploring, Relaxed after shopping loyal, bargain seeking, Go and grab, Price seeking. Author founds that Indian customers shopping comes out as entertainment. Indian customers have emotional value than functional value out of shopping. Indian consumer discuss about their visit to the others in shopping so the handling of the customers needs to be given paramount importance .The author states Indian customers like to bargain.

Customer's attitude towards merchandisinng, pricing and stock outs

In research Paper with title: "Understanding consumers attitude towards retail store in stock out situations" By Leela Rani and Sonal Kumar Veloy Udhan emerald May- 2007, in Asia Pacific journal of marketing and logistics, 2008 Volume 2 number 3. Author states that how customers attitude towards retail stores gets affected by situations, store and product characteristics variables when they face out of stock situations. In recent years, the more emphasis is given on measuring customer's attitude towards retail store. The attitude measurement becomes more significant under stock out situation for particular products. There is complete lack of understanding about consumers attitudes towards out of stock situations. It is more important to understand attitude than behavior for two reasons. Firstly attitude affects behavior and secondly attitude serves as on important measure for effectiveness of retailer strategies. For example, retailer will lose revenue in out of stock opinion. Grocery manufacturers at America (2002) identified stock out as on obstacle in meeting shopper's satisfaction objectives. Attitudes are functions of indirect experience (Fazio and Zanna 1981; Eagly and Chaiken, 1993). Article forms the framework for furthering research in analyzing importance of customer's attitude.

Author states about the variables, such as specific time constraint, shopping trip, store loyalty, shopping attitude, shopping frequency. Author has found that consumer's store attitude gets the substantially and positively affected and favorable for price perception and available stock.

Consumer often revisit store to purchase out of stock item due to price reasons. Research paper used survey questionnaire method for data collection exit interviews are conducted at storefront with consumers who were asked to imagine stock out situation.

Author suggests tha there is needed to review the pricing strategies for further research.

Data presentation of customers shopping from both types of retail trades – Organized (Hypermarkets) and Unorganized (Small Grocery Shops) –

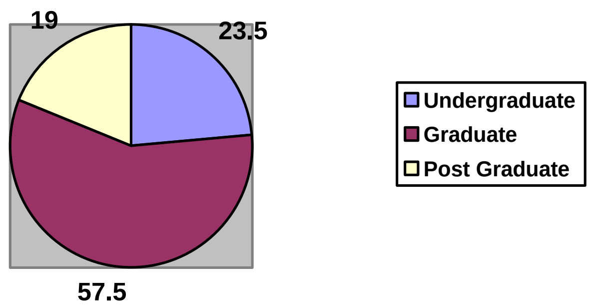
Data Presentation of Customers shopping only from Small Grocery Shops –

Table - Title - Education wise distribution of the respondents

Table shows the level of education of the selected sample. i.e. customers shopping from unorganized retailers only.

Sr. no.	Education	Response in figure	% of response
1.	Under Graduate	470	23.5
2.	Graduate	1150	57.5
3.	Post Graduate	380	19.0
	Total	2000	100.0

Graph 7.8 - Pie chart Graph showing education wise distributions of respondents



Description

From the table, it can be analyzed that 57.5% of the respondent shopping only from small grocery shoppers are graduates while 23.5% of the respondents are undergraduates. Only 19% of the respondents are highly qualified i.e. post graduates.

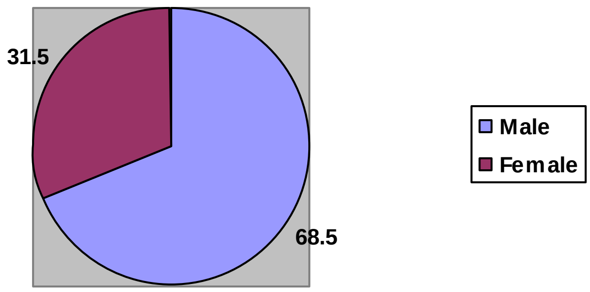
Thus it is clear that Very few respondents from highly qualified category visits the small grocery shop keepers.

Table – Gender wise distribution of the respondents.

Table shows the gender of the selected sample i.e. customers shopping from organized and unorganized retailers

Sr. no.	Gender	Response in figure	% of response
1.	Male	1370	68.5
2.	Female(Housewives 38, Working 25)	630 (380+250)	31.5 (19+12.5)
3.	Total	2000	100

Graph - Pie chart Graph showing gender wise distributions of the respondents



Description-

From the table it can be interpreted that 68.5% of the respondents are males who shops from small grocery shop keepers while 31.5% of the respondents are female in this category of the shoppers.

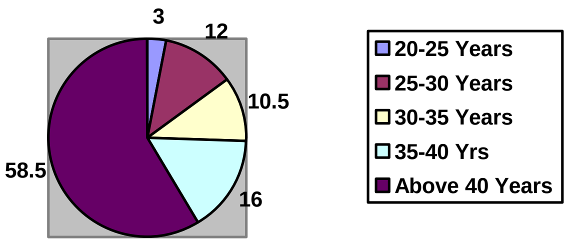
The male shoppers are the major customers of the small grocery shop keepers. Female category of the shoppers is dominated by housewives.

Table - Age wise distribution of the respondents

Table indicates the age wise distribution of the respondents in the various age groups varying from the age of 20 to 40 with the class interval of 5 years.

Sr. no.	Age	Response in figure	% of response
1.	20-25 yrs	60	03.0
2.	25-30 yrs.	240	12.0
3.	30-35 yrs.	210	10.5
4.	35-40 yrs.	320	16.0
5.	Above 40 yrs.	1170	58.5
	Total	2000	100.0

. **Graph 7.10 – Pie chart Graph showing age wise distributions of respondents**



Description-

From the table, it can be interpreted that 10.5% of the respondents shopping from small grocery shop keepers falls in the category of the age group in between 30 to 35 year. While 12% of the respondents fall in the category of 25 to 30 years of age4 group only 16% of the respondents falls in the category of the age group of 35 to 40 years. 58.5% of the respondents fall in the category of the age group of 40 and above years. Only 3% of the customers are in the age in the age group of 20to 25 years.

Thus majority of the customers shopping in small grocery shop keepers are having the age above 40 years.

Table - Occupation wise distribution of the respondents

Table describes the occupation wise distribution of the respondents. The categories like service, business, retired, housewife, farmers and others are selected.

Sr. no.	Occupation	Response in figure	% of response
1.	Service	1100	55.0
2.	Business	470	23.5
3.	Student	60	03.0
4.	Retired	50	02.5
6.	Housewife	320	16.0
7.	Farmer	000	00.0
8.	Other (please specify)	000	00.0
	Total	2000	100.0

Graph – Pie chart showing occupation wise distributions of the respondents

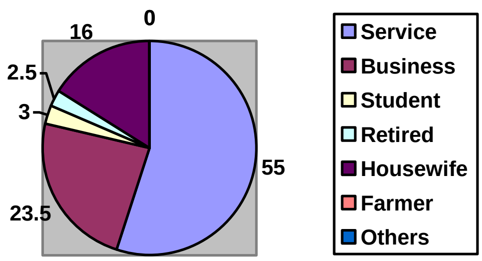
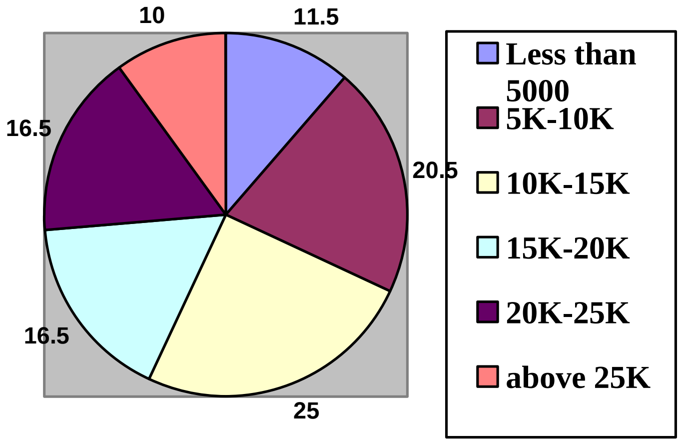


Table - Income wise distribution of the respondents

Table shows income wise distribution of the respondents shopping from both types of retailers. The income levels from less than 5000 to the maximum income group of 25K and more are selected at the income level with class interval of 5K.

Sr. no.	Income	Response in figure	% of response
1.	less than 5000	230	11.5
2.	5000-10000	410	20.5
3.	10000-15000	500	25.0
4.	15000-20000	330	16.5
5.	20000-25000	330	16.5
6.	Above 25000	200	10.0
	Total	2000	100.0

Graph – Graph showing income wise distribution of respondents



Description

From the table it can be analyzed that 25% of the respondents shopping from only small grocery shop keepers falls in the income group of 10000-15000. 5% of the respondents fall in the income group of 5000 to 10000. 12% of the respondents fall in the category of income group less than 5000 Rs.

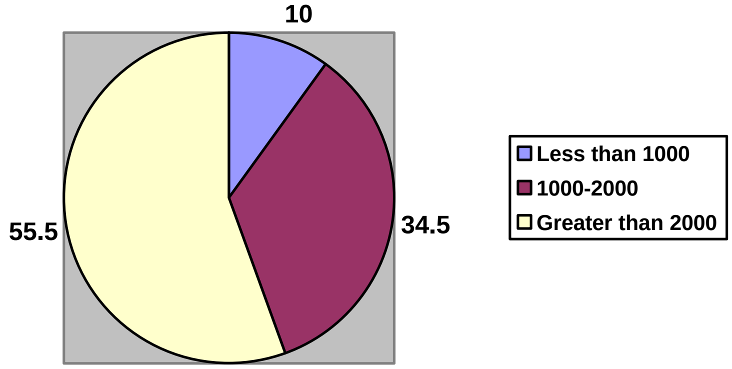
Only 17.5% of the respondents i.e. higher income group customers does the shopping from small grocery shop keepers.

Low income groups i.e. Income from 0 to 15000 Rs are the main customers of small grocery shop keepers. Only 10% of the customers who are considered as high income group customers are regular shoppers of the small grocery shop keepers.

Table - Table showing spending patterns of the respondent's shopping from small grocery shop keepers.

Sr. no.	Amt. spend on shopping the grocery	Response in figure	% of response
1.	Less than 1000	1060	53
2.	1000-2000	640	32
3.	Greater than 2000	300	15
	Total	2000	100.0

Graph - Pie chart showing spending patterns of the respondent's small grocery shop keepers.



Description

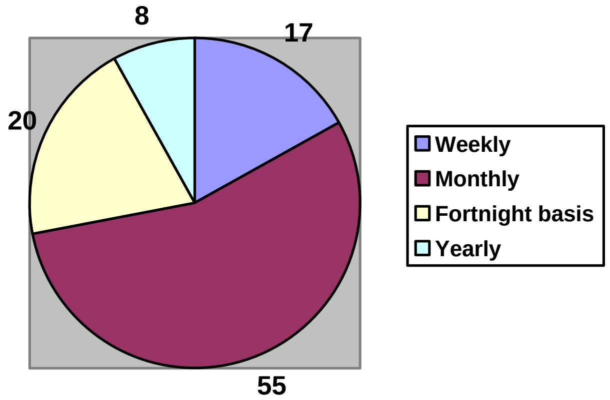
From the table it can be analyzed that53% of the customers shopping from small grocery shop keepers spends less than 1000 Rs on grocery purchase while 32% of the respondent purchase the grocery in the range of 1000 – 2000 Rs., while 15% of the customers spends.

Customers spending are more in small grocery shop keepers. Even because major strength of small grocery shop keepers is the trust and loyally they creates in the mind of the customers.

Table - Table showing frequency of shopping

Sr. no.	Frequency of shopping	Response in figure	% of response
1.	Weekly	940	47
2.	Monthly	360	18
3.	Fortnight basis	620	31
4.	Yearly	80	4
	Total	2000	100.0

Graph 7.15 – Pie chart showing distribution of respondents according to frequency of shopping



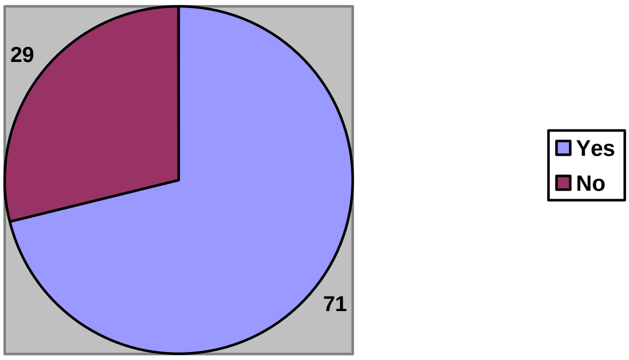
Description

From the table it can be analyzed that to 47% of the customers shops the grocery on weekly basis. 18% of the customers purchase the grocery on monthly basis, 31% of the customers shops the grocery fortnightly while 4% of the respondent's purchase the grocery on yearly basis from the small grocery shop.

Table – Table showing opinions of customers about continue to shop in the same grocery shop

Sr. no.	Particular	Response in figure	% of response
1.	Yes	1420	71.0
2.	No	580	29.0
	Total	2000	100.0

Graph – Pie chart showing opinion of customers about continue to shop in the same grocery shop



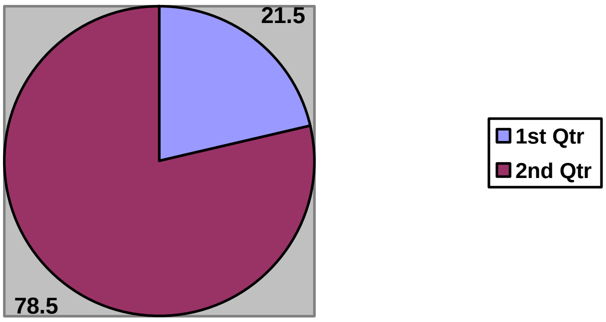
Description

From the interpretation, it can be seen that 71% of the respondents states that they will continue to shop from the some small grocery shop keepers, while 29% of the respondents have the opinion that they may change the present shop for grocery purchase.

This shows that majority of the respondents are loyal to wares the small grocery shops.

Table - Table showing opinion about awareness of hypermarkets

Sr. no.	Particulars	Response in figure	% of response
1.	Yes	430	21.5
2.	No	1570	78.5
	Total	2000	100.0



If Yes, name :

Sr. No	Grocery	Cloths	Electronic equipment	Just Enjoy	Total
1	00	130	100	200	430

If No, What are the reason to not visit Hypermarket

Sr. No	Price	Loose Quality	Poor Quality	Service	Total
1.	1030	340	170	30	1570

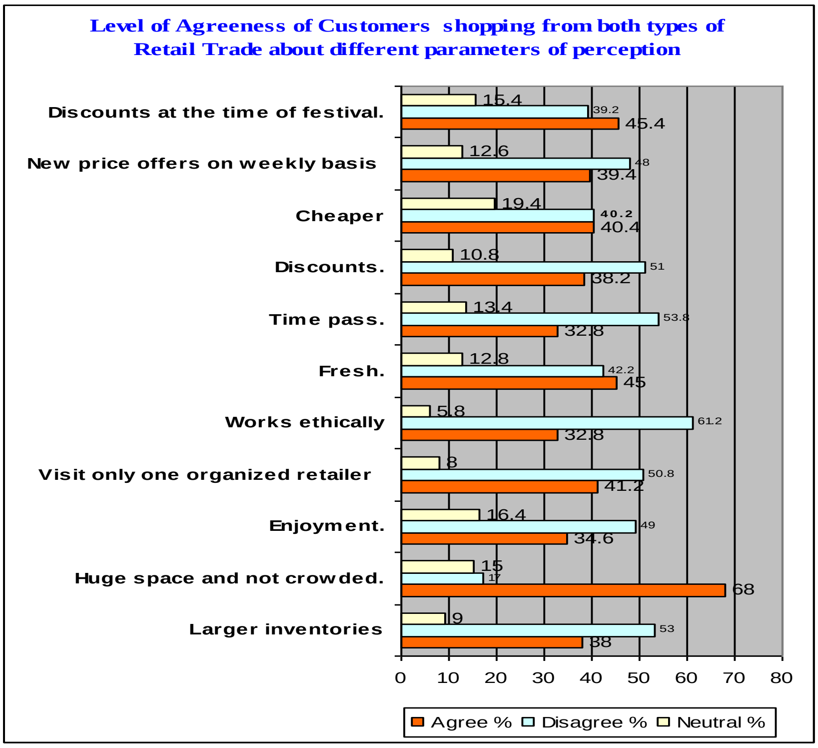
Description

From the table it can be interpreted that of the customers that 79% of the customers shopping from small grocery shops are not aware about the hypermarket existence in Kolhapur While only 21% of the respondents are aware about the hypermarkets in the Kolhapur city, while majority of the customers visit the hypermarket as enjoyment.

a) Data Presentation

Table - Opinion of customers shopping from both – organized and unorganized retail trade AND customer’s shopping only from SGS –

Particulars	1	2	3	4	5	Total
A) Customer Perception -						
Larger inventories	640	420	180	1600	400	2000
Huge space and not crowded.	80	260	300	224	1136	2000
Enjoyment.	560	420	332	296	396	2000
Visit only one organized retailer	260	756	160	444	380	2000
Works ethically	528	696	116	244	416	2000
Fresh.	408	436	256	386	516	2000
Time pass.	552	524	268	272	384	2000
Discounts.	504	516	216	428	336	2000
Cheaper	384	420	388	368	440	2000
New price offers on weekly basis	452	508	252	472	316	2000
Discounts at the time of festival.	252	532	308	432	476	2000
B) Customer Attitude						
Well known.	88	248	160	208	1296	2000
Somebody has suggested me.	212	296	200	240	892	2000
On the way to my home	208	816	144	248	584	2000
Multiple counters	112	680	172	356	680	2000
Brightness	92	344	296	300	968	2000
Grocery products are classified properly.	248	332	96	212	1112	2000
Computerized billing	152	504	108	388	888	2000
Prices clearly visible.	136	292	204	660	708	2000


Level of Agreeness of Customers shopping from both types of Retail Trade about different parameters of perception
Discounts at the time of festival.
New price offers on weekly basis
Cheaper
Discounts.
Time pass.
Fresh.
Works ethically
Visit only one organized retailer
Enjoyment.
Huge space and not crowded.
Larger inventories
15.4
39.2
45.4
12.6
48
39.4
19.4
40.2
40.4
10.8
51
38.2
13.4
53.8
32.8
12.8
42.2
45
5.8
61.2
32.8
8
50.8
41.2
16.4
49
34.6
15
17
68
9
53
38
0 10 20 30 40 50 60 70 80
Agree % Disagree % Neutral %

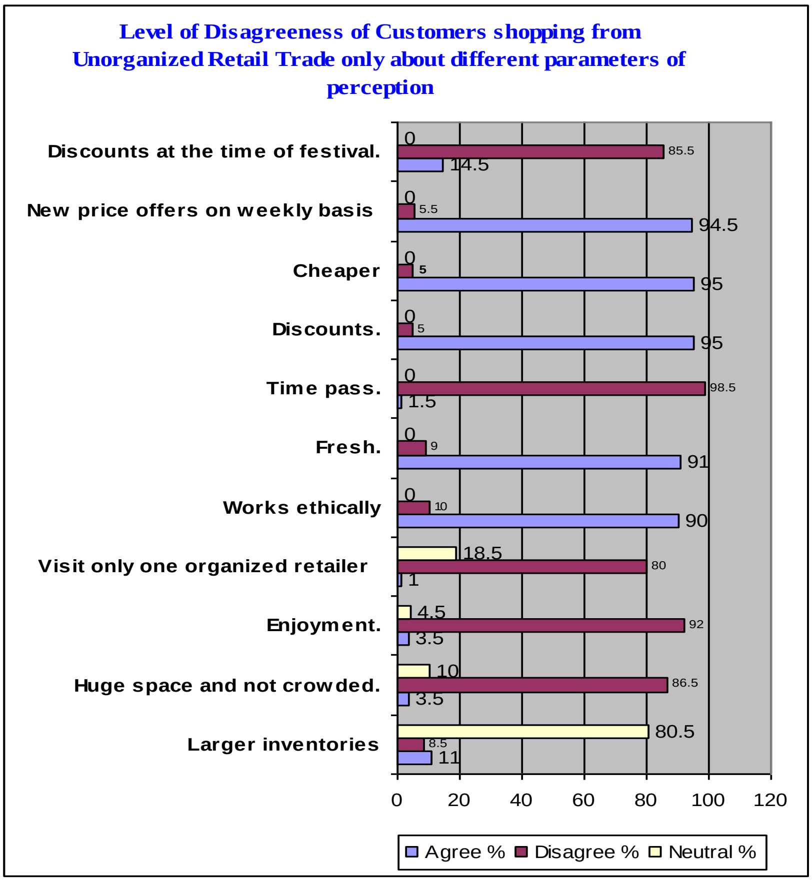
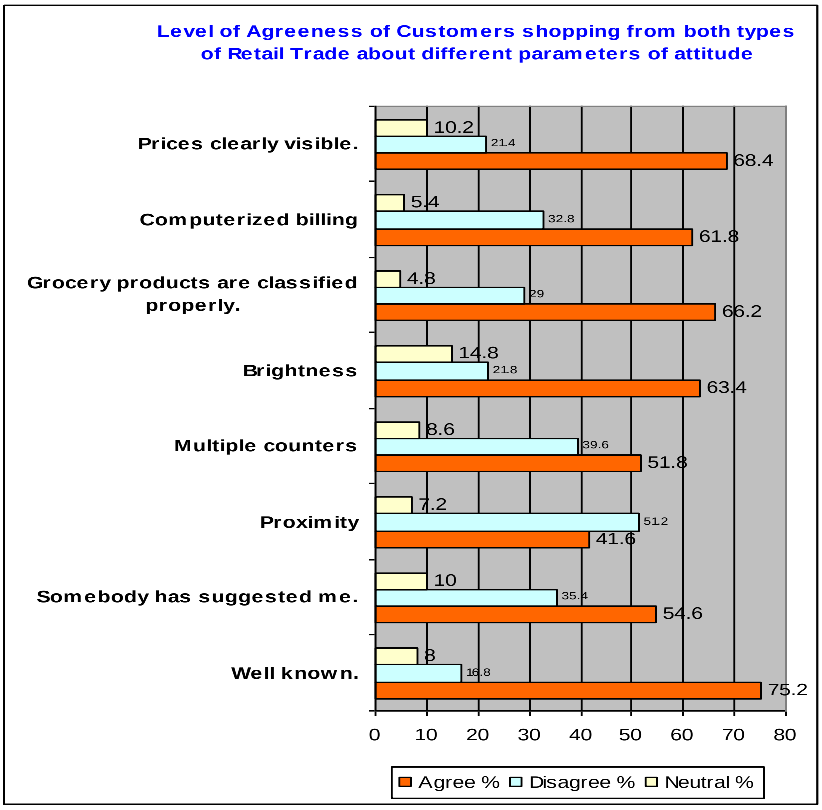

Level of Disagreeness of Customers shopping from Unorganized Retail Trade only about different parameters of perception
Discounts at the time of festival.
New price offers on weekly basis
Cheaper
Discounts.
Time pass.
Fresh.
Works ethically
Visit only one organized retailer
Enjoyment.
Huge space and not crowded.
Larger inventories
0
85.5
14.5
0
5.5
94.5
0
5
95
0
5
95
0
98.5
1.5
0
9
91
0
10
90
18.5
80
1
4.5
92
3.5
10
86.5
3.5
80.5
8.5
11
0 20 40 60 80 100 120
Agree % Disagree % Neutral %

Table - Opinion of customers shopping only from unorganized retail trade –

Particulars	**1**	**2**	**3**	**4**	**5**	**Total**
A) Customer Perception -						
Larger inventories	100	70	1610	50	170	2000
Huge space and not crowded.	540	1190	200	60	10	2000
Enjoyment.	510	1330	90	70	00	2000
Visit only one organized retailer	1210	390	370	30	00	2000
Works ethically	200	00	00	1430	370	2000
Fresh.	180	00	00	1570	250	2000
Time pass.	1440	530	00	30	00	2000
Discounts.	100	00	00	950	950	2000
Cheaper	30	70	00	1020	880	2000
New price offers on weekly basis	110	00	00	980	910	2000
Discounts at the time of festival.	1440	270	00	60	230	2000
B) Customer Attitude						
Well known.	0	0	0	0	0	0
Somebody has suggested me.	500	1290	0	100	110	2000
On the way to my home	760	1180	0	50	10	2000
Multiple counters	1550	320	0	60	70	2000
Brightness	0	0	0	0	0	0
Grocery products are classified properly.	0	0	0	0	0	0
Computerized billing	450	1330	0	60	160	2000
Prices clearly visible.	10	0	0	1020	970	2000


Level of Agreeness of Customers shopping from both types of Retail Trade about different parameters of attitude
Prices clearly visible.
Computerized billing
Grocery products are classified properly.
Brightness
Multiple counters
Proximity
Somebody has suggested me.
Well known.
10.2
21.4
68.4
5.4
32.8
61.8
4.8
29
66.2
14.8
21.8
63.4
8.6
39.6
51.8
7.2
51.2
41.6
10
35.4
54.6
8
16.8
75.2
0
10
20
30
40
50
60
70
80
Agree %
Disagree %
Neutral %

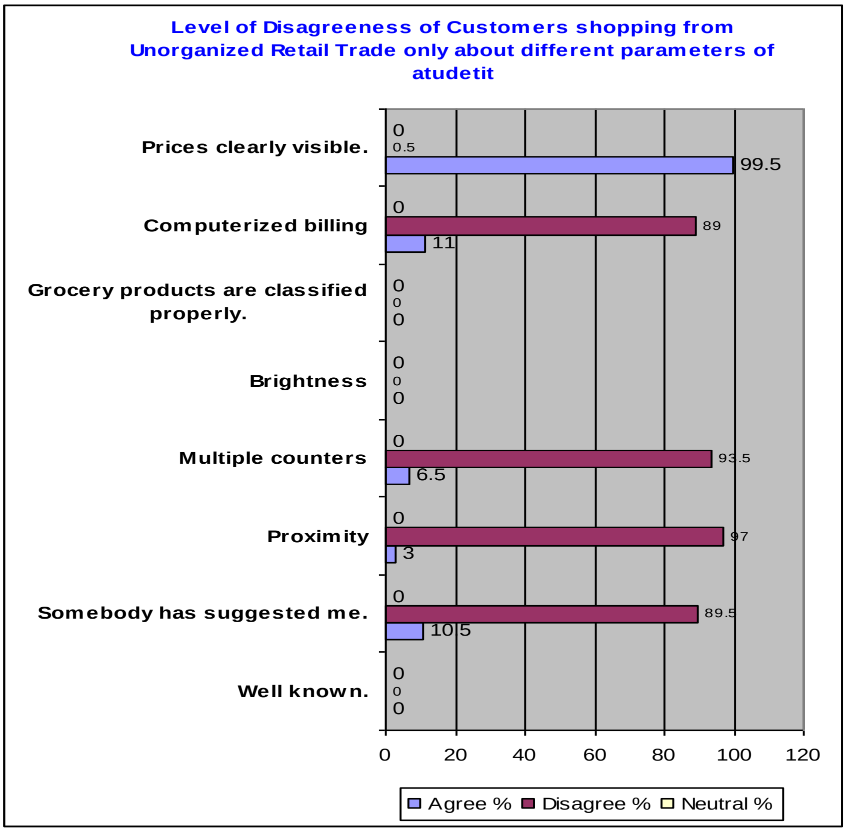

Level of Disagreeness of Customers shopping from Unorganized Retail Trade only about different parameters of atudetit
Prices clearly visible.
Computerized billing
Grocery products are classified properly.
Brightness
Multiple counters
Proximity
Somebody has suggested me.
Well known.
0
0.5
99.5
0
89
11
0
0
0
0
0
0
0
93.5
6.5
0
97
3
0
89.5
10.5
0
0
0
0
20
40
60
80
100
120
Agree %
Disagree %
Neutral %

Table - Opinion of customers (about sales promotional activities) shopping from both – organized and unorganized retail trade –

Particulars	1	2	3	4	5	Total
1. Advertisement	4.6	13.6	14.4	124	0.992	100
2. Seen advert on	3.8	15.6	18.2	118	0.944	100
3. Layout of mall helps me to search	15	45	10.6	42	0.336	100
4. Availability of entertainment	8.2	36.2	8.8	38	0.304	100
5. Enjoyment facilities for children.	5.8	19.6	11.6	101	0.808	100
6. Products are arranged properly.	8	24	12.4	74	0.592	100
7.Credit card facility	2.2	8.2	5	163	1.304	100
8. Gifts given	4.4	21	12.4	71	0.568	100
9. Visualize range	1.2	10.2	6.2	20	0.16	100

Table 7.22 - Opinion of customers (about sales promotional activities) shopping from only from SGS

Particulars	1	2	3	4	5	Total
1. Advertisement	66	27.5	0	2	4.5	100
2. Seen advert on	0	0	0	0	0	100
3. Layout of mall helps me to search	0	0	0	0	0	100
4. Availability of entertainment	0	0	0	0	0	100
5. Enjoyment facilities for children.	0	0	0	0	0	100
6. Products are arranged properly.	0	6	0	77.5	16.5	100
7.Credit card facility	54.5	45.5	0	0	0	100
8. Gifts given	67	22.5	0	3	7.5	100
9. Visualize range	4	5	0	81.5	9.5	100

b) Analysis and Interpretation

Opinion of customers shopping from both – organized and unorganized retail trade AND customer's shopping only from SGS –

Customer Perception –

Larger Inventories

The sample is agreed upon the fact that customers are not attracted towards hyperemarkets because of larger inventory . 2 to 3. So, the customers are marginally inclined towards the level of disagree ness about this issue.

space and not crowded .

The percentage response and probability (4.038) clearly indicates that customers are agreed with the fact that 'Huge Space' is responsible for attracting customers towards hypermarkets. 68% of the respondents are agreeing with this while 17% of the respondents disagree with this.

Enjoyment

From the percentage response and probability (2.77), it can be stated that customers tend to be neutral or some what disagree with the fact that shopping from the hypermarket is enjoyment, while 49% of the respondents are disagree with this. 16% of the respondents are agreed that shopping is enjoyment.

Works Ethically

The percentage and probability (2.96) clearly states that the customer's response is slightly inclined towards disagree ness about the fact that hypermarkets functions ethically.

Fresh

The percentage response and probability of this factor (3.05) clearly states that respondents agree that grocery products in hypermarkets are fresh. 45% of the respondents agree on this issue, while 42% of the respondents disagree with this. 13% of the respondents are neutral on this issue.

Time pass

The percentage and probability (2.708) indicates that respondents are marginally disagree towards the fact that shopping is treated as time pass by the customers shopping from both types of retail trade.

Discounts

The percentage and probability (2.78) shows that respondents are marginally disagreed with the fact that the discounts are provided by the hypermarkets.

51% of the respondents disagree with the fact that discounts are provided by the hypermarkets. 11% of the respondents remain neutral and 38% of the respondents have the opinion that hypermarkets do provide discounts on grocery.

Cheaper

The percentage and probability (3.03) clearly states that the customers agree with that fact that grocery products in hypermarkets are cheaper.

40% of the respondents disagree with the fact that grocery products in hypermarkets are cheaper as compared with small grocery shops. The 40% of the respondents agree that grocery products from hypermarkets are cheaper.

New Price offers on weekly basis

From the responses and the probability (2.846), it can be stated that customers disagree with the fact that weekly offers are generated by the hypermarkets.

48% of the respondents disagree with the fact that weekly offers are provided to the customers while 40% of the respondents agree with the fact that weekly offers are provided for the customers. 13% of the customers remain neutral.

Discounts at the time of festival

From the percentage and probability (3.174), it can be states that customers agree with the fact that the discounts are offered at the time of festivals, 40% of the respondents disagree with the fact that discounts are provided at the time of festivals while 46% of the respondents agree that discounts are offered at the time of festivals and 15% of the respondents remain neutral.

Customer Attitude

Well Known

From the percentage and probability (4.18), it is clearly observed that customers generally agree with the fact that they visit the hypermarkets which are well known. 16.4% of the respondents disagree that they visit because hypermarket is well known. 75% of the respondents agree with the fact that they visit the hypermarkets because they are well known.

On the way to my home

From the responses and the probability (3.02), it indicates that customers are inclined towards neutrality. 51.2% of the respondents disagree with the fact that they use to shop from hypermarkets because it is on the way, while 41% of the respondents states that they use to shop from hypermarkets because it is on the way.

Multiple Counters

From the percentage and probability (3.40) calculations, it clearly states that customers are agree with the fact that multiple counters are responsible for attracting the customers. 39.6% of the respondents disagree with the fact that multiple counters are not the factor of attraction, 52.8 % customers agree that multiple counters are responsible for attracting the customers.

Brightness

From the responses and the probability (3.85), it clearly indicates that brightness motivates the customers to purchase from both retail trades. 21.6% of the respondents disagree with the fact that brightness is the important factor for shopping in grocery trade while 63% of the respondents agree with the fact that brightness is important. 15% of the respondents are neutral on the issue.

Grocery product are classified properly

From the responses of the customers and the probability (3.564), clearly indicates that customers strongly disagree with the argument that because of simple and suitable arrangement of grocery product s, they are attracted towards hypermarkets, while 55.6% of the respondents agree with the fact that they are attracted towards hypermarkets because of simple and suitable arrangement of the products. 12.4% of the respondents remain neutral.

Computerized billing

From the responses and probability (3.63) indicates that proper billing is considered as important factor by the customers.

32.6% of the respondents state that billing is not important for them while 61% of the respondents agree with the fact that proper billing is important for them.

Prices are clearly visible

From the percentage responses and probability calculations (3.75) it can be states that 21.4% of the respondents disagree with the fact that they visit hypermarkets because prices on the products are clearly visible, while 68.4% of the respondents are agree with the fact that they visit the hypermarkets because prices on the grocery products are easily visible.

Opinion of customers shopping only from unorganized retail trade –

Customer Perception –

Larger Inventories

89.5 of the respondents states that small grocery shop keeper have less stock than hypermarkets while 11.5 of the respondents states that small grocery shop keepers have larger inventories than hypermarkets.

Huge space and not crowded

The percentage response and probability (4.038) clearly indicates that customers are agreed with the fact that 'Huge Space' is responsible for attracting customers towards hypermarkets. 68% of the respondents are agreeing with this while 17% of the respondents disagree with this.

Enjoyment

96.5% of the respondents states that they don't visit small grocery shop keepers for enjoyment while 3.5% of the respondents visit the small grocery shop keepers for entertainment.

Works Ethically

90% of the respondants state that they visit to grocery shop because its works ethically about product while 10% people are disagree with this fact.

Fresh

10% of the respondents strongly disagree about the fact that the grocery products are fresh while 90% of the respondents state that the grocery products are fresh in small grocery shops.

Time pass

98.5% of the respondents strongly disagree about the fact that they visit small grocery shop keepers for time pass while 1.5% of the respondents visit small grocery shop keepers for time pass

Discounts

The 95% of the customer's state that small grocery shop keepers provide the discount whole 5% of the customers don't think that small grocery shop keepers don't give the discounts.

Cheaper

95% of the respondents state that grocery products in small grocery shop keepers are cheaper than the prices in the hypermarkets while 5% of the respondents are not agree with this fact.

New Price offers on weekly basis

94.5% of the respondents state that small grocery shop keepers weekly offers the price discount while 4.5% of the respondents are not agree with the fact.

Discounts at the time of festival

85.5% of the respondents have the opinion that small grocery shop keepers don't provide the offers on grocery at the time of festival while 14.5% of the respondents state that festival offers are provided by small grocery shop keepers

Customer Attitude

Well Known

85.5% of the respondents agree that they visit to small grocery shop because it is well known and only 14.5% of the respondents are disagreeing with the fact that they visit small grocery shop keepers because it is well known.

On the way to my home

97% of the respondents shop from small grocery because it is close to their home while 3 of the respondents are not agreeing with this fact.

Multiple Counters

93.5% of the respondents are disagree that small grocery shop keepers have more than one counter while 6.5% of the respondents states that small grocery shop keepers have more than one counter.

Computerized billing

89% of the respondents states that small grocery shop keepers don't have computerized billing system while 11% of the respondents states that small grocery shop keeper have the computerized billing.

Prices are clearly visible

From the table it can be interpreted that (99.5%) of the respondents shops from small grocery shops because price on the products are clearly visible while only 0.5% of the respondents are not agree with this fact.

Customers shopping only from small grocery shop keepers –

Reasonably qualified males are the major customers of small grocery shop keepers (Table 7.8 and 7.9)

The majority of the customers (74%) fall in the age group of 35-40 and above. They belongs to service category (Table 7.10, 7.11) and further from private industries (Table 7.12)

The customers shopping from small grocery shop keepers belongs to low income group (Table 7.13). monthly spending of the customers is around 2000 Rs. (Table 7.14).

Majority of the customers shopping from small grocery shop keepers use to shop on weekly basis. Few customers shop either monthly or on fortnight basis (Table 7.15)

Majority of the customers are loyal towards small grocery shops (Table 7.16).

Conclusions –

The age group of customers shopping from organized and unorganized retail trade differs from each other.

Till the date, low income group customers are reluctant to visit hypermarkets. The shopping frequency of customers purchasing grocery from organized and unorganized retail trade differs from each other.

In order to save time, working women prefers to shop from hypermarkets.