INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

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- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

CONSUMER PERCEPTION OF RETAIL OUTLETS IN LUCKNOW: A CASE STUDY

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ABSTRACT
Indian retail sector has both organized and unorganized sector. It is one of the most important and growing sectors in India accounting for more than 35% of GDP. The retail sector has both organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. While unorganized retailing refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc. During last three decades, there has been substantial change in the perception and behavior of Indian consumer. But today, due to increase in income, easy access to credit, exposure to new shopping culture of west, desire to show status and to improved standard of living, the Indian consumer is spending a lot, influencing substantially the growth of organized retail in India. This research paper is a study of changing consumer perception towards this growing sector. For studying this topic three retail stores have been selected namely, Shoppers Stop, Globus and Pantaloons. The study examines consumer response of factors affecting the buying behavior of consumer in choosing a retail outlet. Does advertising plays a key role? if yes then what form of advertising is most effective? It studies consumer spending behavior and their frequency of visit to retail outlets.

KEYWORDS
Consumers, Retailer, shopping, sectors.

INTRODUCTION
The word retail derived from the French word “retailer”, meaning to cut the bulk. Retailing can be defined as the timely delivery of goods and services demanded by consumers at price that are competitive and affordable. It is the transaction between the seller and consumer for personal consumption. However, it does not include transactions between the manufacturer, corporate, government, and other wholesale purchases. A retailer stocks the goods from the manufacturer and then sells the same to the end user for a marginal profit. In the supply chain that also consists of manufacturing and distribution, retailing is the last link before the product reaches the consumer. There may be different forms of retailing such as: Hypermarts; Large supermarkets; Mini supermarkets; Convenience store; Discount/shopping list groceries, etc. Traditional retailers trying to reinvent by introducing self-service formats as well as value added services such as credit, free home delivery etc.

GROWTH OF RETAIL SECTOR IN INDIA
Retailing is growing fast in India and has become one of the major sectors of economy contributing more than 40 percent of GDP. The Indian retail market, which is the fifth largest retail destination globally, has been ranked as the most attractive emerging market for investment in the retail sector by AT Kearney's eighth annual Global Retail Development Index (GRDI), in 2009. It is expected that Indian consumer market is likely to grow four times by 2025. Commercial real estate services company, CB Richard Ellis' findings state that India's retail market has moved up to the 39th most preferred retail destination in the world in 2009. The Indian retail sector can be broadly classified into (1) food retailers, (2) health and beauty products, (3) clothing and footwear, (4) home furnishing and household goods, (5) durable good, and (6) leisure and personal goods, etc. Banks, capital goods, engineering, fast moving consumer goods (FMCG), software services, oil, marketing, power, two-wheelers and telecom companies are leading the sales and profit growth of India. India continues to be among the most attractive countries for global retailers. Foreign direct investment (FDI) inflows as on September 2009, in single-brand retail trading, stood at approximately US$ 47.43 million, according to the Department of Industrial Policy and Promotion (DIPP).
The retail industry is divided mainly two sectors i.e. organised and unorganised sectors. Over 12 million outlets operate in the country but only 4% of them are large enough (being larger than 500 sq ft) in size. Organised retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganised retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc. Most Indian shopping takes place in open markets and millions of independent grocery shops called kirana.
During last two to three decades, the country has witnessed substantial growth in the overall economy and income of people, both in the rural and urban areas. Purchasing power of people has increased and consumer spending has risen sharply as the youth population (more than 33 percent of the country is below the age of 25 years) has seen a significant increase in its disposable income. Indians have grown richer and thus spending more on vehicles, phones and eating out in restaurants. The spending is focused more outside the homes, unlike in other Asian countries where consumers have tended to spend more on personal items as they grow richer. Spending on luxury goods have increased twice as fast with 2/3 of India's population is under 35, consumer demand is clearly growing. The mall mania has bought in a whole new breed of modern retail formats across the country catering to every need of the value-seeking Indian consumer. An average Indian sees a mall as a perfect weekend getaway with family offering them entertainment, leisure, food, shopping, etc. under one roof.

CHARACTERISTICS OF INDIAN CONSUMERS
There has been substantial change in the behaviour of Indian consumers. Just a decade or two ago, they saved most of their incomes, purchased the only necessities. But today, equipped with higher income, credit cards, exposure to new shopping culture of west, desire to show status and to improve standard of living, the Indian consumer is spending a lot. Most of the consumers have grown up with television, the internet, and have been exposed to the better standard of living and consumer culture abroad. This generation is also making money at a younger stage in life due to call centre jobs and other avenues of employment openings. As a result most of them are considering these shopping malls as the place for their entertainment. With the entry of MNCs in India, the people are getting better job opportunities, and the income levels are also becoming better with different allowances. This sets the stage for a very exciting and promising retail market in the future. Financial sector has also expanded considerably increasing easy accessibility of short terms loans and availability of credit cards, debit cards, ATMs. Credit card reward schemes, flexible financing options, EMI facility, loyalty cards are tempting the Indian consumer to shop. Aspirations for better standard of living make the urban consumer spending more. While consumer demand is driving retail growth, it is in turn being driven by mainly growing urbanization, economic growth, improved standard of living, higher income, increased awareness, access to credit, promotional offers, and status symbol, etc. These positive macro trends are resulting in changing preferences in demand for lifestyle goods. Mind sets are shifting towards an organized retailing experience and consumerism.
Consumer spending has increased at an impressive 75 percent in the past four years alone. Also, organised retail is expected to grow at a CAGR of 40 per cent to touch US$ 107 billion by 2013. The organised retail sector, which currently accounts for around 8 per cent of the Indian retail market, is all set to witness

maximum number of large format malls and branded retail stores in South India, followed by North, West and the East in the next two years. Further, this sector is expected to invest around US$ 503.2 million in retail technology service solutions in the current financial year. This could go further up to US$ 1.26 billion in the next four to five years. India has emerged the third most attractive market destination for apparel retailers, according to a study by global management consulting firm AT Kearney. The Northbridge Capital report states that apparel is the "largest organised retail category", accounting for 39 per cent of the organised market. It is growing at the rate of 12 to 15 per cent annually. Organised apparel retail is projected to touch US$ 200 million by 2010 from the current worth of US$ 120 million, the report noted.

It has been observed that apparel, along with food and grocery is leading the growth of organized retailing in India. Luxury Goods Retail, which currently sells its products in India under a franchise agreement, has been allowed to directly retail Gucci products in the country. Gucci Group NV, Netherlands is investing US$ 225,867 to pick up 51 per cent stake in the venture. Australia's Retail Food Group is planning to enter the Indian market in 2010. It has ambitious investment plans which aim to clock revenue of US$ 87 million from the country within five years from start of operations. In 20 years, they expect the Indian operations to be bigger than their Australian business. However, entry of foreign investment in retailing is hindered by multiplicity of regulations. Moreover, to open a store a company has to meet the requirement of more than thirty regulations such as "signboard licences" and "anti-hoarding measures". Besides, various types of taxes for moving goods to states, from states, and even within states also restrict the growth of retail outlets.

CONSUMER BEHAVIOUR AND RETAILING DECISIONS

A consumer makes decision about the retail outlet through identifying needs to post-purchase issues. However, consumer behaviour about selection of retail outlet has many important dimensions. Selection of retail outlet varies in accordance with types of product categories and has psychological implications. Whenever, a consumer wants to buy a TV, refrigerator or washing machine he visits an exclusive showroom of BPL, Onida or Sony, etc. or visit a multi-brand outlet. Besides, his demographic profile affects selection of retail outlet. Before making any purchase he makes choices about the sequencing about his decisions and selects the brands or category before choosing an outlet. He also evaluates the various options that whether a particular outlet is different than a neighbourhood grocery shop in the minds of consumers. He has different kinds of perception regarding shopping. Invariably, he makes choice between store or retail brands. Traditionally, retailers have been carrying manufacturers' brands. But in recent times various supermarkets such as Spencers, Easyday, Big Bajar, etc. have started a strong network and selling various brands. Moreover, there various risks associated with these retail loyalty and strategies of retails to handle perceived risks. Marketers need in-depth knowledge about the various dimensions which link retailing and consumer behaviour. For example, a few companies also operate through kiosks in airports, malls and high-traffic areas. Sunglass Hut is a brand which operates kiosks at various places which displays about 1,000 different models along with their prices. Consumers could place an order through these kiosks and the product is home-delivered. However, a consumer makes three basic fundamental decisions about brand and outlets such (1) He can choose first a brand and then select retail outlet, (2) Select first retail outlet and then brand or (3) Brand and retail outlet simultaneously.

SEQUENCING AND PURCHASE STRATEGIES

Before a consumer willing to buy a product (for example a car) he tries to collect information on brands and purchase it from a retail outlet based on his perception of price offered or after-sales service provided by the outlet (typically, search for information on brands is followed by retail outlet selection in durables). In certain product categories, especially where `category killers' exist, consumers may think of the retail outlet initially and then the brands (television, refrigerator and audio products retailed through outlets).

There is another dimension where dealers develop a social relationship with consumers, especially in semi-urban and rural areas. A `brand first' dimension may need feature-based advertising and a `retail outlet first' dimension may require a set of point-of-purchase (POP) materials and special training to sales personnel to recognise the needs of consumers. Moreover, a consumer often visits his or her favourite retailer (before obtaining information on brands) in a geographical area, there would have to be more emphasis on regional/local advertising which highlights the retail shop rather than regular brand-based national advertising.

In case of selecting first Retail outlet and then brand, consumers normally follow this sequence of decision-making, display of point-of-purchase material and building the image of the outlet becomes important. The retail outlets need to ensure the availability that required brand. They also need to monitor competition from other retail outlets to ensure that consumers are kept satisfied in terms of service, price, promotional deals and ambience. In case of selection of Brand first and outlet second, a consumer might have already thought about the brand because of advertisement or through friends while in selection of outlets he had not developed any relationship with the retail shops. In case of Brand and retail outlet simultaneously, consumers think of the brand and retail outlet together because they have a certain preference for the outlet and would like to check the evoked set of brands there. (Ramesh Kumar, *Professor of Marketing, IIM, Bangalore)*

OBJECTIVE OF STUDY

- To study the retail industry in India through sample of three retail outlets in Lucknow City-the capital city of Uttar Pradesh.
- To analyze customer satisfaction towards products and services offered by the selected retail stores.
- To understand the influence of advertising and promotion in buying behaviour.
- To ascertain brand awareness of the outlets identified.

RESEARCH METHODOLOGY

The present study is mainly descriptive research focusing on the behaviour of consumers towards retail stores and problems associated with them. It describes the characteristics of consumers towards three major stores namely Pantaloons, Shopper' Stop and Globus in Lucknow city- the capital of Uttar Pradesh. The study was carried out to understand perception of consumers about three major retail outlets. This study helps in better understanding about the factors affecting the perception of people and making specific suggestions to the outlets in attracting customers.

It is necessary to have more representative sample to obtain relevant information about the perception of various types of consumers so that suitable marketing strategy can be suggested to the retail outlets for enhancing sale of their products. Since people visiting these retail stores vary to a great extent according to age, sex, various social groups, etc. Also, many people visits these retail stores along with the whole family, including child, with friend, spouse, or as single entity at various time of the day. It is quite difficult to have representative sample of large population of the city. However, considering the time, cost and convenience a sample of 150 respondents were selected from people visiting the retail outlets either individually or in a group. There was no problem in case of individual person visiting retail store but in case of people visiting in group with family or friend, the head of the group was selected a respondent.

It was found that more than 30 sample respondents were single individual visiting these retail stores and had no specific purpose to buy any thing. They just wanted to spend some extra time available with them in these stores because of excellent infrastructure. Similarly, another 20 sample were not willing to share their views on these retail stores. Hence, 50 sample respondents were deleted from the sample. So finally, 100 sample respondents were left for analysis.

PROFILE OF THE RESPONDENTS

1. AGE AND SEX

It was found that more than 65 percent of the respondents were male who used to visit these retail stores more frequently. It was found that majority (60 percent) of the respondents were in the age group of 18-30 years of age, while about 15 percent of the sample respondents were quite young in the age group of less than 18 years. Almost equal number (15 percent) of respondents was in the age group of 30-40 years. However, there were only 10 percent respondents in the age group of more than 40 years. This indicates that younger people have more interest to visits these stores compared to middle aged people. This has a strong bearing on the demand of products available in the retail stores (Table 1).

TABLE 1: DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO AGE

Age group (Years)	Number of respondents
18-30	60
30-40	17
40-50	13
50 and above	10
Total	100

2. EDUCATION

Most of the sample respondents were highly educated to the level of either graduate or post graduate professional courses such as engineer/MBA/IAS/IPS, etc. While a few of them (about 25 percent) educate up to either high school or intermediate level. This shows that visitors to these retail stores were people of different background (Table 2).

TABLE 2: DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO EDUCATIONAL QUALIFICATION

Level of education	Number of respondents
High School	15
Intermediate	10
Graduate	35
Post graduate/ professional degree	25
Others	15
Total	100

3. CATEGORY OF VISITORS

It is clear from Table 3 that visitors to these malls/stores were senior executives, students, senior government officials, housewives, politicians, and general public. However, senior executives, students, senior government officials accounted for about 70 percent of the visitors. Out of remaining 30 percent were housewives (12 percent), politicians (10 percent) and general public (8 percent). This shows that almost all segments of society visited the malls for purchase of some goods or to spend some extra time with them (Table 3). This has bearing on customers ' preferences.

TABLE 3: CATEGORY OF VISITORS OF SHOPPING MALLS

Category of visitors to mall	Number of respondents
Senior executives	25
Students	25
Senior government officials	20
Housewives	12
Politicians	10
General public	8
Total	100

4. FREQUENCY OF VISIT

The sample respondents indicated that about 48 percent of them visit these retail stores once a week while 32 percent of them visit fortnightly. There were about 20 percent of the sample respondents visits these retails stores occasionally once a month. Moreover, it was observed that more than 68 percent sample respondents visit these retail stores for less than a hour (only for half an hour) while 16 percent of them visit for an hour. There were only about 8 percent of the sample respondents who visited these retail stores for more than one or two hours during every visit. Consumers who spent more than 2 hours were those who were there for multiple category of shopping and there pockets can take the load (Table 4).

TABLE 4: DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO FREQUENCY OF VISIT

Periodicity of visit	Number of respondents
Once a week	48
Fortnightly	32
Monthly	20
Total	100

5. PREFERENCE OF RETAIL STORE

Table 5 indicates that about 30 percent of customers prefer to go to Shoppers Stop followed by Globus (25 percent), pantaloons (15 percent). While about 30 percent of customers have no choice and visits any stores available in the shopping mall. However, most of them prefer a particular store where all brands are available under one roof and shopping environment is good inside these stores. A few of the customers felt that lots of combinations are offered by the shop and they trust the brand because the quality of service is good. This creates more satisfaction to the customers. Moreover a few of the respondents indicated that their family enjoys shopping inside these stores as they have offer lots of choices and good facility for changing rooms. Moreover, most of the customers find that always they find full latest stocks (Table 5).

TABLE 5: PREFERENCE OF CUSTOMERS FOR RETAIL STORES

Name of Retail Stores	Number of respondents
Shoppers' Stop	30
Globus	25
Pantaloons	15
Others	30
Total	100

6. BUDGET

Before making decision to buy anything and select any shopping mall, it is necessary for a consumer/buyer to examine his budget for that particular item or items. It was found that it all depends upon the income level and age of consumer. Young consumers as working professional/executives were able to go for many things, even not required immediately, which was not within their available budget but had access to credit cards. They were greatly influenced by various schemes offered by the companies and advertisement. Since they had assured income they try to purchase various items available in the stores. They visit shopping malls without any specific choice to purchase and make purchase by seeing the available items or new items as mark of distinction to satisfy their ego. Moreover, on an average about 60 percent of the respondents in the age group of less than 25 years, mostly students spend, less than Rs 2000 per month. While 17 percent consumers in the age group of 25 to 40 years, mostly young executives in some companies, spend about Rs 2 to 5 thousand per month. Among these consumers, 5 percent spend less than Rs 2000 while about 5 percent spend between Rs 2 to 5 thousand and about 2 percent spend between Rs 5 to 10 thousand per month.

TABLE 6: MONTHLY SHOPPING BUDGET (RS) OF RESPONDENTS

Age (yrs)	Monthly shopping budget (thousand Rs)						
	0-2	2-5	5-10	10-20	20-50	Above 50	Total
15-25	60	0	0	0	0	0	60
25-40	5	10	2	0	0	0	17
40-50	0	0	6	4	1	2	13
Above 50	0	5	0	0	5	0	10
Total	65	15	8	4	6	2	100

Among the relatively middle aged customers, in the age group of 40 to 50 years, most of them (6 out of 13) spend about Rs 5 to 10 thousand, 4 out of 13 spend between 10 to 20 thousand while about 3 out of 13 were able to spend more than Rs 20,000 per month. This was mainly these customers were mainly middle age executives who had to establish their household and made purchase for that. There were 10 percent customers in the age group of above 50 years of age. About half of them spend between Rs 2 to 5 thousand and rest half spend about Rs 20 to 50 thousand per month. There were hardly 2 customers in the age group of 40 to 50 years of age who spend more than Rs 50,000 per month. This clearly shows that monthly budget of customers vary to a large extent according to age, their profession, any many other factors (Table 6).

7. TYPE OF ITEMS PURCHASED

Table 7 shows that most of the customers (about 50 percent) purchase clothing followed by footwear (30 percent), accessories (15 percent) such as shades, perfumes, belts, caps, Jewelry etc. and 5 percent other items.

TABLE 7: TYPES OF ITEMS PURCHASED BY CONSUMERS

Types of items purchased	Number of respondents
Clothing	50
Footwear	30
Accessories	15
Others	5
Total	100

8. ADVERTISEMENT AND PROMOTIONAL TOOLS

A question was asked about the relevance of advertisement and promotional tools in influencing the choice of customers. It was found that 72 percent respondents believed that advertising and promotional tools affected their shopping decision. While there were about 28 percent respondents who felt that advertising did not affect their shopping decision and they took their decision according to their own needs and wants but not created needs and wants. However, it was found that advertising is effective but it is also important to understand what kind of promotion attracts maximum number of people into retail stores. Consumers believe that visual TV advertisement affect their decision making the most in selection of service or product. Out of 100 customers, about one fourth (24 customer) believes that print media attracts them the most out of three. There were only 8 respondents who believed that Radio is a good source of advertising for companies. With regards to the reach of advertising of these three outlets, it was found that Shoppers stop has been most effective with its advertising with 76% respondents. This is mainly due to the factor that when Shoppers stop change their logos there were lots of TV advertisement during shows to share this information. There were 16 respondents who had seen or heard Lifestyle advertisement while only 8% people have seen Pantaloons advertisement whether in print or audio visual format (Table 8).

TABLE 8: AWARENESS ABOUT PROMOTIONAL TOOLS

Particular	Response (% to total number of respondents)
Do advertisement and promotional tools affect your shopping decision Yes No	 72 28
Which form of promotional tools affect you most (%)	
Print media	25
TV	45
Radio	8
Personal advice by friends	22
Which of these outlets advertisement you have seen or heard? Shoppers Stop Lifestyle Pantaloons	 76 16 8

9. SHOPPING DECISION

Answer to the question that what affected your shopping decision in these retail stores, customers indicated that assured quality of product and services were the main consideration. About 30 percent of the customers replied for this consideration. Brand also played a key role in selection of retail outlet for buying clothes and footwear's. Price was not an important factor, especially for the young customers who prefer more braded products. Moreover, store layout and one stop shopping were equally important for consumers in making a choice of store (Table 9).

TABLE 9: DECISION OF CUSTOMERS ABOUT RETAIL STORE

Shopping Decision	Number of respondents
Proximity	10
Quality	30
Brand	25
Price	5
Store layout	15
One stop shopping	15
Total	100

10. SATISFACTION LEVEL

It was found that out of three major stores customers were quite happy/ satisfied with the products and services of Shoppers stop, followed by other two stores. Moreover, about 60 percent of the customers were highly satisfied with the products and services of these three stores and 12 percent of the customers were satisfied. While about 8 percent of the customers were not at all satisfied with the products and services of these stores. Overall, about 88 percent of respondents were satisfied (Table 10).

TABLE 10: LEVEL OF SATISFACTION OF CUSTOMERS ABOUT RETAIL STORES

Satisfaction level	Response (% of customers)
Highly Satisfied	60
Satisfied	28
Unsatisfied	12

ANALYSIS OF DATA

The results of study indicate that majority of customers who were loyal customer and bought more than 3 times in a month as compared to other customers. However, there were a few customers who bought twice and once in a month. There were larger percentage of customers who preferred to buy from Shoppers stop as compared to other competitors (pyramid, and Pantaloons, etc.) means majority of customers preferred to shop from Shoppers stop. So by organizing some events or with good product range & discounts, these remaining customers got diverted. Analysis of data collected through this survey indicates that larger numbers of customers were youngsters along with professionals, businessmen, etc. in the age group 25-35 years. Majority of customers were females compared to male customers. As per income range is concerned, majority of customers were high class customer's with income of more than Rs 40,000 per month. These customers were more brand conscious and had preference for Shopper' Stop and Pantaloons. In general, large number of customers used to spend more than Rs 3000 for their 1 time shopping while a few customers spent even more than Rs 3000 and more than Rs10000 also. In the past few years the whole concept of shopping has changed in terms of format and consumer buying behavior. With the increasing urbanization, the Indian consumer is emerging as more trend-conscious. There has also been a shift from price considerations to designs and quality as there is a greater focus on looking and feeling good (apparel as well as fitness). At the same time, the Indian consumer is not guided only by retail products which are high on price but commensurately low on value or functionality. However, it can be said that the Indian consumer is a paradox, where the discount shopper loyalty takes a backseat over price discounts.

About 1/3rd of the consumers spend up to Rs 2000 as part of there monthly budget. This is due to the fact that maximum respondents were students who had their defined budgets based on pocket money. Almost 50% percent of respondents go out for shopping at least ones a week, especially on weekends. Shoppers stop had maximum number of visitors with 32 percent while a very people (less than 10 percent) visited pantaloons shop. More then 50 percent of consumers visited Lifestyle store for buying clothing while around 28 percent visited for buying footwear. About 12 percent respondents preferred buying accessories such as like shades, perfumes, belts, caps, jewelry etc. from these stores. Most of the respondents indicated that convenience and quality of products and services were major factor behind visiting these stores. Brand also played a key role in selection of retail outlet for buying clothes and footwear's. Price was not very important for those customers who visited these branded stores. One stop shopping and store layout had equal importance for consumers in making a choice of store.

More then 70 percent respondents believed that visual TV advertisement affected their shopping decision of service or product. Shoppers stop had been most effective with its advertising. This was mainly due to the fact that when Shoppers stop changed their logos there were lots of TV advertisement during shows to share this information. Shoppers stop customers wee highly satisfied with their products and services. Moreover, with lifestyle also satisfaction level was quite high as 80 percent people falling in category of highly satisfied. Large number of respondents were usually unsatisfied with services of Pantaloons, mainly because of their clothing section did not have many brands to offer and usually promoted their own brand. Large number of customers spent less then an hour in a retail shop because of their presence in malls.

SUGGESTIONS

Majority of consumers (more than 65 percent) responded that they were quite happy and satisfied with the product and services of these stores. While only about 35 percent of the respondents were not happy with these stores. However, various suggestions were made by the customers about improvement of products and services of these stores. As regards, products and services of Shoppers Stop store, customers suggested that sales must be organized on regular basis. Existing discount schemes are usually on very high priced products. Better discount facility should be offered and first citizen card must provide more value to the consumers. In case of Lifestyle store, it was mentioned that benefits offered by loyalty card are absolutely useless as they carry very long period benefits and those benefits are not that value adding. Hence, benefits offered by loyalty cards must be revisited by company. There is huge old stock pilled inside in case of sales period, which in turn affects overall quality of store. These old stocks must be cleared periodically. There are too many brands and the customers who come for a particular brand has to look deep for his preferred brand. It should be made easily accessible to them. Sales men are often not available on many spots to provide assistance. This should be ensured that sales men/girls remain present on key spot to guide the customers and provide assistance.

Regarding Pantaloons store, customers indicated that baggage counter is always crowded, need to give more space. They must provide more choice in form of brand in clothing and should have shoes section apart from there regular sports section. Quality of their own brand available inside must be improved. On many spots staff is not available for assistance. Their own brand should be priced at lower price, right now it is competing with high value brands in price but not in quality. More choice should be offered in watch section and work on their accessories category. Regular discount sales should be offered to consumers to attract them. Finally, it may be suggested that retail stores should emphasize on audio visual advertising techniques and focus on attracting youth through promotional means. Since maximum shopping takes place on weekend so it is important to focus strategy for weekends. Clothing category is most shopped by consumers so all three retailers must have competitive pricing to stop them from going to other stores. Consumers coming to these outlets are usually brand conscious and there ego must be satisfied by providing them whatever they are looking for in separate sections of the stores.

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