INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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     INTRODUCTION

     REVIEW OF LITERATURE

     NEED/IMPORTANCE OF THE STUDY

     STATEMENT OF THE PROBLEM

     OBJECTIVES

     HYPOTHESES

     RESEARCH METHODOLOGY

     RESULTS & DISCUSSION

     FINDINGS

     RECOMMENDATIONS/SUGGESTIONS

     CONCLUSIONS

     SCOPE FOR FURTHER RESEARCH

     ACKNOWLEDGMENTS

     REFERENCES

     APPENDIX/ANNEXURE

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10.   **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

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CONTRIBUTIONS TO BOOKS
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JOURNAL AND OTHER ARTICLES
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INFLUENCE OF DEMOGRAPHY ON STORE CHOICE ATTRIBUTES OF MADURAI SHOPPERS IN RETAIL OUTLETS

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ABSTRACT

Traditionally, the store based formats are Kirana shops, Panwalas, Street vendors, Cloth stores and Village mandis. Due to the inception of organized retailing in recent years various types of sophisticated and complex formats have originated in the retailing scenario of India. Each type of retailer is trying to survive and prosper by satisfying a group of customers` needs and expectations more effectively than its competitors. There is a growing need to evaluate the drivers of retail store choice behavior in the Indian context thus the study of consumer helps the retail outlets to improve their marketing strategies by understanding how consumer consider different attributes and make purchase decision that differ between various retail outlets based on the level of importance and interest. This paper aimed at finding out whether there is any difference in the retail choice attributes of Madurai shoppers in the context of their demography. The study was descriptive in nature; structured, self-administered questionnaire is developed on the basis of review of the literature, measuring ten constructs namely pertaining to retail store choice attributes were used to collect primary data from the respondents. The data has been collected from 488 respondents of four major retail outlets in Madurai city. The Percentage analysis and ANOVA Test and t - test were used to analyze the data and the research identified that value for money, promotions and offer, lot of varieties/collection of products are the important store choice attributes. The level of above said attributes are identified as most influencing factors in selecting best retail choice as the outcome of the consumer purchase decision.

KEYWORDS

Demography, Retail, Store Brand, Purchase Behavior and Store choice.

INTRODUCTION

Indian retail industry is the largest industry in India, with an employment of 11.6 percent of all employment and 12.4 percent of all establishments and contributing to 10% of the country's GDP. Retail industry in India is expected to rise 25% yearly being driven by strong income growth, changing lifestyles, and favorable demographic patterns. It is expected that by 2016 modern retail industry in India will be worth US$ 175-200 billion. Shopping in India has witnessed a revolution with the change in the consumer buying behavior and the whole format of shopping also altering. Industry of retail in India which has become modern can be seen from the fact that there are multi- stored malls, huge shopping centers, and sprawling complexes which offer food, shopping, and entertainment all under the same roof (business.mapsofindia.com). Retailing business is greatly affected by the patronage behavior orientations of shoppers. The important factor affecting consumer choice is the store image, an image shaped by store attributes. Decision-Making with regard to retail outlet selection is very similar to consumer decision-making on brands where the consumer goes through a process starting from identifying needs to post-purchase issues Research by Mintel (1996) and East (1995) found that convenience of location might be a stronger motivator in retailing than supermarket loyalty schemes. Sudaporn Sawmong and Ogenyi Omar, (2004) studied the grocery shopper behavior also found that the consumers are conscious with cost and benefit. The review article examined the various value aspects of retail stores in the consumer's selection of a retail outlet, which includes the store attributes, shopping costs and store image. Understanding that people who endorse certain values are more likely than others to prefer certain store attributes can be useful in determining an overall retail marketing strategy based on that image ,e.g. promotional themes, store positioning etc.(Orchan Erdem 1999). Retail choice is the result of a specific purchase task and refers to purchase from a given store, usually after some information search and evaluation of alternative stores.

REVIEW OF LITERATURE

Patronage behavior has been a subject of research for the past few decades. The selectively reviewed studies reveal the complexity of store shopping since it involves a number of factors related to the consumer's motives, orientations and perceptions. These elements have an influence on the consumer's patronization decisions. From a behavioral perspective, patronage and store choice are intertwined concepts that marketing researchers have studied intensively (Mazursky and Jacoby, 1986). The patronage behavior and store choice literature basically focuses on studying the principal attributes that influence a customer's shopping decisions and on investigating the interactions among these attributes like attractive display, value for money, brand name, certain products are available only here, prices are affordable, products are trust worthy, best service by employees, lot of varieties/collection of products, promotions and offer, nearer to residence. This stream of research is guided by the presumption that the consumer's selection decision is not made on the basis of only one attribute; rather, a set of attributes (variables) collectively plays a critical role in how the customer chooses to patronize a specific store and comprises the store image (Abdulla Alhemoud, 2008). Store choice and patronage behavior involve a consumer decision process regarding their purchase on store choices are where, how and what products (Moye, 2000). Initiated by patronage motives, this process is highly influenced by retailer's attributes, consumer characteristics and choice context (Haynes et al., 1994). Convenience and Proximity is one of the major factors /attribute for choosing a grocery store seem to be nearness to place of residence. Many retailers considered that there was a general agreement among the consumers of grocery stores that convenience and brand spread (number of brands available) were the most significant features of the stores. The researchers observed that most of the consumers visit to the nearest provisional stores only based on the principle of proximity and merchandise. (Piyush et al (2004). Some researchers have indicated that consumer' perceptions of retail store attributes influence perceptions of shopping costs and shopping satisfaction which creates store loyalty (Sherman et al., 1997). Consumers shop at the stores where can maximize their satisfaction (i.e. efficiency) considering both retail attributes and shopping costs. An empirical study (Kim and Kang, 1995) suggested that shoppers consider all aspects of shopping efficiency including shopping costs (money, time, and energy) and functional utility (e.g. convenience, low price, a variety of merchandise) and experiential aspects of shopping (e.g. pleasure, prestige) in a specific outlet. In short, these studies suggested that perception of the shopping costs is another dimension that should be taken in to consideration to understand shoppers' store selection. Retail promotion involves a mix of communication activities carried out by retailers in order to make a positive influence on the customers' perception, attitude and behavior which can lead to an increase in store loyalty, store visits and product purchases (Suja Nair, 2008). Sales promotion may also lead to a change of store. In other

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words, the consumers buy their purchases in one store instead of another since the sales promotions vary from one store to another (Kumar and Leone 1988, Walters 1991). Research by Macintosh and Lockshin (1997) emphasizes the role of loyalty in retail store selection and presented a model of store loyalty consisting of customer to salesperson and customer to store relationships, so finally conceptualize loyalty as including both positive attitudes and repeat purchase behavior. Martineau (1958) found that consumers have a tendency to select retail stores that reflected their own perceived social status and therefore would it be of interest to add demographic aspects such as age, gender, and profession have an impact on analyzing consumers purchase decision on a particular retail store. Previous research has found that demographic characteristics such as age, gender and education have an impact on consumer behavior (Hyllegard et al., 2005). According to Joyce and Lambert (1996) shoppers' age significantly affects perceptions of store image'. Life stage-ages-analysis could be used to analyze the different evaluations of the store consumers make throughout their lives. According to Foster(2004) gender is an area that lack research in relation to retail stores despite the fact that 'certain retail sectors are gendered'. The level of education of the consumers affects how advertising is interpreted and how consumers behave in society (Gauri and Cateora, 2005). Further, aesthetic preferences influence age, gender and education and affect the image perception of the store and these are also related to age (Joyce and Lambert, 1996). Aesthetic preferences vary among people as they are searching to satisfy their personal needs. Retail environment can be one aspect in which aesthetic preferences can be satisfied according to Lund Holbrook and Schindler (1982).

NEED FOR THE STUDY
Most private brands started with store name labels and offered price concerned consumers a convenient, entry price option. Many retailers have evolved their private brand strategy to offer much more than entry pricing, with higher order benefits and higher prices. Store brands obtained higher market share when the quality relative to the national brands was high, quality variability of store brands was low, the product category was large in absolute terms, percent gross margins were high, there were fewer national manufacturers operating in the category and the national advertising expenditures were low. Hence the study is made to identify the attributes that are influencing in selecting best retail to purchase their products.

OBJECTIVES OF THE STUDY
In this competitive world where global and domestic players are fighting face to face, it is necessary to find out the factors that influence store choice attributes affect the buyer to select a particular store, so how the consumers select between different alternatives (Brands, Products &Retailers) and also to know the significant difference of purchase behaviors (store choice) of consumers with their demographic profile.
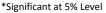
RESEARCH METHODOLOGY
The study was descriptive in nature. Primary data has been collected using questionnaire as data collection tool. A self-administered questionnaire was developed on the basis of review of the literature, measuring ten constructs consisting of retail store choice attributes. like attractive display, value for money, brand name, certain products are available only here, prices are affordable, products are trust worthy, best service by employees, lot of varieties/collection of products, promotions and offer, nearer to residence and some information on demographic profile such as gender ,age ,occupation and duration of client visiting a retail outlet. A five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5) was related to each of the statement for the respondents to rate. The target population of the study included customers who prefer to shop at retail stores in Madurai such as Reliance ,More ,Spencer's and Shri Kannan A sampling frame from which a random sample could be drawn was unavailable; however convenient sampling method was chosen to serve the purpose of data collection. This method seemed acceptable and appropriate taken into account the descriptive nature of the study and the lack of a sampling frame.

RESULTS AND DISCUSSION
In total 73 percent of the total customers are female whereas the remaining 27 percent are male. The majority of the customers in all four retail outlets are female. In Reliance, it constitutes 70 percent to the total, whereas More it constitutes 59 percent to the total and in case of Spencer's, it constitutes 81 percent and in Kannan 79 percent to the total. In total 44 percent of the total customers belong to 30- 39 years age group. It is followed by 40 – 49 years, 20 – 29 years, 50 – 59 years and 60 & above years which constitute 25, 15,13,3 percent respectively. The majority of the customers in all four retail outlets belong to age group of 30-39 yrs. In Reliance, it constitutes 43 percent to the total, whereas More it constitutes 32 percent to the total and in case of Spencer's, it constitutes 39 percent and in Shri Kannan 55 percent to the total respondents. In total 55 percent of the total customers are home makers. It is followed by salaried, business and professional which constitute 29, 16, and 4 percent respectively. As in case" More" Retail outlet, 41 percent of the respondents are salaried people. The majority customers of the other three retail outlets are homemakers as in Reliance, it constitutes 53 percent to the total, whereas Spencer's it constitutes 67 percent to the total and in case of Shri Kannan 57 percent to the total respondents. In total 34 percent of the total customers are visiting the retail outlet for the last 2-3 years. It is followed by 1-2 years, last 1 year, more than 3 years and last 6 months which constitute 30 18,10 and 7 percent respectively. As in case" More" Retail outlet, 44 percent of the respondents are visiting for 1-2 years to purchase the store brand. The majority of the customers are visiting the store for last 2-3 years and also the respondents are all purchasing store brand from the days of visiting the particular store. In Reliance, it constitutes 36 percent to the total, whereas Spencer's, it constitutes 47 percent to the total and in case of   Shri Kannan 36 percent to the total respondents.

TABLE NO. 1: GENDER AND STORE CHOICE ATTRIBUTES

S.No	Store Choice Attributes	Mean Score Among		t-value
		Male N =131	Female N=357	
1.	Attractive Display	3.98	4.12	-3.452*
2.	Value for money	4.97	4.99	-1.307
3.	Brand Name	4.12	4.12	0.040
4.	Certain products are available only here	2.41	2.66	-2.119*
5.	Prices are affordable	4.29	4.13	2.239*
6.	Products are trust worthy	4.39	4.38	0.085
7.	Best Service by employees	4.19	4.29	-1.534
8.	Lot of varieties / collections of products	4.74	4.75	-0.335
9.	Promotions and offer	4.86	4.87	0.281
10.	Near to My Residence	4.24	3.99	3.018*

*Significant at 5% Level

The above table no.1 shows that the most important store attribute influencing as per the male respondents is value for money factor and it is followed by lot of promotions and offer, lot of varieties/collection of products, since their mean scores are 4.97,4.86, and 4.74 respectively. But the female respondents most influencing store attributes is value for money and it is followed by promotions and offer, lot of varieties/collection of products, since their mean scores are 4.99, 4.87, and 4.75 respectively. The table also shows that there is significant difference in the influencing factor of store choice of consumer based on the gender on attractive display, certain products are available only here, prices are affordable and nearer to the consumer's residence.

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TABLE NO. 2: AGE GROUPS OF THE CONSUMER AND THEIR STORE CHOICE ATTRIBUTE

S.No	Store choice attributes	Mean score of the Age Groups				F-test
		20-29 yrs N =73	30-39 yrs N =214	40-49 yrs N=124	50-59year N = 62	
1	Attractive Display	4.2603	4.0514	4.0887	3.9839	4.367*
2	Value for Money	4.9863	4.9907	4.9839	5	1.184
3	Brand Name	4.1918	4.0701	4.1371	4.1613	1.674
4	Products availability	2.5205	2.5514	2.5806	2.6935	1.536
5	Prices are affordable	3.9726	4.2664	4.1855	4.129	1.799
6	Products are trust worthy	4.3288	4.3879	4.4355	4.3871	0.567
7	Best service by employees	4.4521	4.2243	4.2581	4.1935	1.974
8	Product varieties	4.7945	4.7757	4.7016	4.7903	2.546*
9	Promotion and offer	4.8493	4.8832	4.871	4.8871	0.812
10	Near to my Residence	4.274	3.8598	3.9516	4	2.614*

*Significant at 5% Level

From the above table no.2 it's inferred that the most influencing store choice attributes as per the perception of customers age below 30 years value for money and it is followed by lot of promotions and offer, lot of varieties/collection of products, since their mean scores are 4.98, 4.84, and 4.79respectively. The customers aged between 30-39 years are more influenced by value for money and it is followed by lot of promotions and offers, lot of varieties/collection of products, since their mean scores are 4.99, 4.88, and 4.77 respectively. The customers aged between 40-49 years are more influenced by value for money and it is followed by promotions and offers and lot of varieties/collection of products, since their mean scores are 4.98, 4.87 and 4.70 respectively. The customers aged between 50-59 years are more influenced by value for money and it is followed by lot of promotions & offers and lot of varieties/collection of products, since their mean scores are 5.00, 4.88 and 4.79 respectively. The above table also shows that there is a significant difference in some factors like attractive display, lot of varieties or collection of products and nearness to   residence based on the age of the customer.

TABLE NO 3: OCCUPATIONAL LEVEL OF THE CONSUMER AND THEIR STORE CHOICE ATTRIBUTES

S.No	Store choice attributes	Mean Score of the Occupational level				F-test
		Salaried N=142	Business N=56	Professional N=21	Home Maker N=269	
1	Attractive Display	4.0352	4.0893	4.1905	4.1041	1.230
2	Value for Money	4.993	5	4.9048	4.9888	4.396*
3	Brand Name	4.0775	4.1607	4.0952	4.1375	0.861
4	Products availability	2.5493	2.6071	3.1429	2.5762	1.425
5	Prices are affordable	4.2042	4.2321	4.2381	4.1524	0.246
6	Products are trust worthy	4.4225	4.3929	4.2381	4.3829	0.848
7	Best service by employees	4.2465	4.1607	4	4.316	2.306
8	Lot of varieties / Collection of Products	4.8028	4.6607	4.8571	4.7361	2.036
9	Promotion and offer	4.8451	4.8929	4.8571	4.881	0.452
10	Near to my Residence	4.0282	4.1607	4.4286	3.8922	1.912

*Significant at 5% Level

From the above table its inferred that the most influencing store choice attributes as per the perception of salaried people value for money and it is followed by lot of promotions and offer, lot of varieties/collection of products, since their mean scores are 4.99, 4.84, and 4.80 respectively. The consumers doing business are more influenced by value for money and it is followed by promotions and offers and lot of varieties/collection of products. Since their mean scores are 5.00, 4.89 and 4.66 respectively. The professionals such as doctors, lawyers, Engineers and chartered accountants are more influenced by value for money and it is followed by product promotions and offers and lot of varieties/collection of products, since their mean scores are 4.90, 4.85 and 4.85 respectively. The home makers are more influenced by value for money followed by promotions & offers and lot of varieties/collection of products, since their mean scores are 4.98, 4.88 and 4.73 respectively. The above table also shows that there is a significant difference in value for money on the respondent's occupational level. In all the other attributes there is no significance difference found.

TABLE NO 4: DURATION OF CLIENT VISIT AND THEIR STORE CHOICE ATTRIBUTES

S.No	Store choice attributes	Mean score of the duration of the Consumers visit					F-test
		Last 6Months N =34	Last 1yr N=90	1 -2 yrs N = 148	2 -3 yrs N =167	> than 3 yrs N = 49	
1	Attractive Display	4.0882	4.0667	4.0878	4.0539	4.2245	1.551
2	Value for Money	4.9706	4.9889	4.9865	4.9940	4.9796	0.412
3	Brand Name	4.1176	4.0222	4.1419	4.1317	4.2041	1.902
4	Products Availability	2.7647	2.2222	2.2703	3.1018	2.4286	12.795**
5	Prices are affordable	4.4412	4.3778	4.1486	4.0659	4.1224	3.066*
6	Products are trust worthy	4.4706	4.1778	4.4122	4.479	4.3469	5.883**
7	Best service by employees	4.0294	4.1222	4.2905	4.3174	4.4286	3.454*
8	Products varieties	4.8235	4.6667	4.7500	4.7725	4.7959	1.334
9	Promotion and offer	4.9412	4.9889	4.8986	4.7964	4.7755	6.757**
10	Near to my Residence	3.4706	3.8778	4.1622	3.9281	4.2041	3.016*

*Significant at 5% Level   **Significant at 1% Level

From the above table its inferred that the perception of customers who are all visiting the store for the last 6 months were most influenced on value for money followed by lot of promotions and offer, lot of varieties/collection of products, since their mean scores are 4.97, 4.94, and 4.82 respectively. The customers who are all visiting the store for the last 1 year are more influenced by value for money and it is followed by lot of promotions & offers and lot of varieties/collection of products. Since their mean scores are 4.98, 4.98 and 4.66 respectively. The customers who are all visiting the store for 1 to 2 years are more influenced by value for money and it is followed by lot of promotions & offers and lot of varieties/collection of products, since their mean scores are 4.98, 4.89 and 4.75 respectively. The customers who are all visiting the store for 2 to 3 years are more influenced by value for money followed by lot of promotions & offers and lot of varieties/collection of products, since their mean scores are 4.99, 4.79 and 4.77 respectively. The customers who are all visiting the store more than 3 years are more influenced by value for money followed by lot of promotions & offers and lot of varieties/collection of products, since their mean scores are 4.97, 4.79 and 4.77 respectively. The above table no. 4 also shows that there is a significant difference between the duration of the client visit and store choice attributes are certain products are available here only, Prices are affordable, and Products are trust worthy, Best service by employees, lot of promotions and offers and nearness to residence.

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TABLE NO. 5: RETAIL SHOPS AND STORE CHOICE ATTRIBUTES

S.No	Store choice attributes	Mean score of the Retail outlets				F -test
		Reliance N=180	More N=68	Spencer's N=108	Kannan N=132	
1.	Attractive Display	4.0278	4.1324	4.2222	4.0303	5.864*
2.	Value for Money	4.9833	5	4.9722	5	1.638
3.	Brand Name	3.9889	3.9853	4.5185	4.0455	58.128**
4.	Product Availability	2.1778	2.0441	2.7593	3.3182	31.162**
5.	Prices are affordable	4.2778	4.0588	3.2315	4.8864	156.942**
6.	Trust worthy Products	4.1778	4.1618	4.9815	4.3106	109.943**
7.	Excellent service	4.2389	4.2059	4.8981	3.8106	88.007**
8.	Varity of Products	4.6611	4.8382	4.5741	4.9773	24.767**
9.	Promotion and offer	4.9611	4.9559	4.5185	4.9924	74.396**
10.	Location Convenience	4.2611	4.8971	4.5093	2.7121	124.388**

*Significant at 5% Level   **Significant at 1% Level

From the above table no. 5 it is inferred that, the respondents who are visiting "Reliance" retail outlet are more influenced by value for money and it is followed by promotions and offer, lot of varieties/collection of products, since their mean scores are 4.98, 4.96, and 4.66respectively. Respondents who are visiting "More" retail outlet are more influenced by value for money and it is followed by lot of promotions and offer, nearness to residence, since their mean scores are 5.00, 4.95, 4.89 respectively. The respondents who are visiting "Spencer's" are more influenced by products are trust worthy, and it is followed by Value for Money, Best service by employees, since their mean scores are 4.98, 4.97, 4.83 respectively .Respondents who are visiting "Kannan "retail outlet are more influenced by value for money and it is followed by lot of promotions and offer, lot of varieties/collection of products, since their mean scores are 5.00, 4.99, 4.97 respectively. The above table also shows that there is a significant difference in factors influencing store choice attributes among various retail outlets while selecting a particular retail outlet as their purchase decision except the attribute like Value for money but it is most influencing factor in all the four major retail outlets .As consumer point of view, the retailers has to give more importance for the value what they expect from the product with reasonable price.

FINDINGS AND RECOMMENDATIONS

The study revealed that there is a significant difference between the demographics of shoppers in choosing a retail store. The majority of the customers in all four retail outlets are female shoppers and the younger generation shoppers who belongs to age group 30-39 yrs and most of the respondents are home makers also gives importance to value for money and it is followed by promotions and offer, lot of varieties/collection of products **.** The previous some research supporting the above findings in certain aspect are price conscious and location sensitive, female shoppers were of more price sensitive and had given importance for sales promotions, selection of store by brand name of the retail outlet and other store atmosphere were the variables attract the consumers to opt the best retail choice is the outcome of the purchase decision. The majority customers of the other three retail outlets visiting this store for last 2-3 years creates loyalty to visit this store is the most important factor in retail marketing success and store longevity. Since a consumer is loyal to a particular retailer may continue to go to the same retailer every time a research by Michelle Morgan sky and Brenda Cude (1999) also supports the above findings. In their study, respondents were asked about the loyalty to a particular store and most participants strongly agreed that consumer loyalty to a retail store may be one of the factors in determining a retail store selection. The information on store choice attributes and purchasing behavior of shopper groups reveals significant difference and also the most influencing factors are value for money, promotions and offer, lot of varieties/collection of products and least factor is nearness to residence**.** Among the four retail outlets while selecting a particular retail outlet as their purchase decision except the attribute like Value for money but it is most influencing factor and also other factors like best service by employees and products are trusts worthy. But boom in the retail sector and new marketing implication techniques are going good to attract the customers in factors like low price, discount provided and promotions activities. Every retailer has to know that there is a significant difference in factors influencing store choice attributes among various retail outlets and the consumer are giving due consideration while selecting a particular retail choice as their purchase decision. The identified understanding and fulfilling gaps should suggest the areas where the retailer has paid too much or too less attention, and where changes in retailing strategy are necessary, if increased store traffic, convenient location, enhanced store loyalty and improved store performance is to be achieved.

CONCLUSION

The present study attempted to explore the demographic factors that influence the decisions of the consumers on retail store selection in Madurai. The study concludes that demographic factors such as age, gender, occupation, duration of store visit are having significant role in retail store selection. Shopper groups mainly vary in choosing a store based on their significance for store choice attributes of a store. From a strategic perspective, such investigations are essential for gaining value for money about how well the consumers' expectations are much important with affordable prices allows the retailers to align its efforts to emphasis on store choice attribute elements influenced more important by consumers. Failing to meet consumers' expectations would result in consumer dissatisfaction, increasing the likelihood that a certain proportion of current customers would shop elsewhere.

SCOPE FOR FUTURE RESEARCH

The present study has some limitations namely limited scope and focus only on branded retail sector like Reliance, More, Spencer's and Shri Kannan. However, it is important to suggest a need for further research to investigate the link between consumer perceptions of retailer's performance, satisfaction, store loyalty, purchasing outcomes and store performance, as well as the link between in-store stimuli and purchasing behavior in the Indian retailing scenario. If the scope of the study extended to the regional marketers in Madurai who are unbranded retail shops can adapt and improve their marketing campaigns and marketing strategies to increase their sales and market share and effectively reach the consumer on considering various store choice attributes to get success in modern organized retailing.

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