INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

IJRCM

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at:
Ulrich's Periodicals Directory ©, ProQuest, U.S.A., The American Economic Association's electronic bibliography, EconLit, U.S.A., EBSCO Publishing, U.S.A., Index Copernicus Publishers Panel, Poland, Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)]
as well as in Cabell's Directories of Publishing Opportunities, U.S.A.
Circulated all over the world & Google has verified that scholars of more than Hundred & Twenty One countries/territories are visiting our journal on regular basis.
Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA
www.ijrcm.org.in

CONTENTS

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses: infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: ____________

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF ____.**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_______________________________________' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:
Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:
a) The whole manuscript is required to be in ***ONE MS WORD FILE*** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
d) The total size of the file containing the manuscript is required to be below **500 KB**.
e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS**: The author (s) **full name**, **designation**, **affiliation** (s), **address**, **mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

6. **MANUSCRIPT**: Manuscript must be in ***BRITISH ENGLISH*** prepared on a standard A4 size ***PORTRAIT SETTING PAPER***. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.

7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.

9. **MAIN TEXT**: The main text should follow the following sequence:

   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

   It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed ***5000 WORDS***.

10. **FIGURES &TABLES**: These should be simple, 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.

11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.

12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

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

CHANGE IN RETAIL SHOPPING BEHAVIOUR: WHY AND FOR WHOM?

PRAMOD PANDURANGRAO LONARKAR
ASST. PROFESSOR IN ECONOMICS
SCHOOL OF SOCIAL SCIENCES
SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED'S SUB-CENTRE
LATUR

PARMESHWAR GORE
RESEARCH SCHOLAR
DEPARTMENT OF ECONOMICS
DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
AURANGABAD

ABSTRACT

Retailing in India has got immense importance because of the increasing purchasing power of the society. People prefer one stop shopping for their daily and most frequent needs. So there is a change in shopping behavior of the people from corner Kirana Stores to organized retail outlets. No doubt this change is found in metro cities rather than the rural areas. It is also true that organized retailers are searching new places due to the excess cluster of organized retail stores in metro cities. So they are expanding their business to second tier cities. So this study tried to give an insight on the basic concept of retailing and tries to focus the groups of people for whom this change is found to be more and a cause of such change. The results of this study are obtained on the basis of the samples (customers) visiting to organized retail in Aurangabad city of Maharashtra state.

INTRODUCTION

Indian Economy is growing with near about 8 to 9 percent GDP growth (6.5percent in recession period) and more than 121 million populations. Where purchasing power of the people, which has lead to a significant growth in the demand for variety of goods, both consumable & durables, Durable segment means premium and luxury segments, which has tremendous growth potential in India. Increase in disposable income, growth in youth population, change in clothing pattern (wearing choice) of higher & middle class people, use of credit cards, increasing urbanization & media bombardment, partially opened up policy of FDI in retail trade market (51 per cent in single brand product and 49 per cent in multi brand product), causes that India has become a most favored nation in the world since 2004, it has almost on the ranking one (A.T.Kearney). Shining atmosphere of retail shops attracts customers and has exposed the Indian consumers to the lifestyles of more affluent countries. So there has been a change in shopping behavior of the people. This change has been gone through Urban India over the past few years. Retailers always trying to keep their customer happy so there is friendly relationship between the customer and retailer in urban area (S. Anjaiah). Customers want everything under one roof & bigger choices of products. With an increase in income (earning by subsidiary Business) of households, shortage of time so that they seek convenient one-stop-shopping in order to make the best use of their time and money. They also look for efficiency. Increased awareness has made the consumer to seek more information about variety of the products, better quality & hygiene as well as improved consumer service. It means that the concept of 'Value for Money' is picking up.

The ICRIER study claims that consumer will gain from lower price, more choices, better & more consistent quality, convenience and hygiene. They will also gain from better shopping experience. This will changes the shopping behavior of the retail customers which is observed more in urban areas than the rural areas.

Most of the studies show that the change has been increasing in top cities Like Hyderabad, Coimbatore, Ahmadabad, Mumbai, Pune, Chennai, Bangalore, Delhi etc., where consumers are moving from corner Kirana Shops to Organized Retail Outlets. The study of Dr. Sanjeev Vrma and Ranjan Chaudhuri concluded that there is variably in attributes of retail outlet due to demographics profile of customers. In second tier cities like Aurangabad, Nanded, Akola, and Ahmadnagar has tremendous potential to change the behavior of customers with improving their economic condition in Maharashtra. In Aurangabad, there is hug scope to establishment and expand retail stores due to high income group & huge population. The excess cluster of organized retail stores in Pune, Mumbai, and Nasik causes organized retailers to look new cities to expand their business. So the purpose of this study is to find out the change in shopping behavior of consumers in Aurangabad city.

WHAT IS RETAILING

Retailing encompasses the business activities involved in selling goods and services to consumers for their personal, family or household use. It includes every sale to the final consumer. Retailing is the last link that connects the individual consumer with the manufacturer. Thus, it consists, all the activities involved in the marketing of goods & services directly to the Consumer. It is a stage in distribution process.

ORGANIZED AND UNORGANIZED RETAIL

The Retail industry is divided into Organized & Unorganized sector. Organized Retail refers to trading activities undertaken by licensed retailers i.e. those who are registered for sales tax, income tax etc. These included the corporate backed hypermarkets, retail chains & also privately owned large retail business. Unorganized retailing on the other hand, refers to the traditional formats of low-cost retailing for example, the corner Stores (Kirana Shops), General Stores, Cigarette stalls, Convenience Stores, Vendors etc.

AURANGABAD AS A SECOND TIER CITY

Aurangabad is considered as a second tier city with 28.97 (in 2010) lakh population. It is located in Marathwada region of Maharashtra state where organizedretailers are trying to expand their business.Aurangabad city is a business hub of the Marathwada region. Today Aurangabad city can boost through highest number of the most modern (organized) supermarkets, hypermarkets and malls. Earlier it was known as only as tourist centre and historical place. Now organized retail outlets spread almost everywhere in the city. The major player's of the national and international market entered in business ofAurangabad city. The Spencer's, Big Bazaar, Vishal Mega mart, More hypermarket, Globus, The Loot, Subhiksha, Prozon mall, Maniyar Supermarket, Sapna Supermarket, Tanisk, Bata are the dominant players in the city up to 2009-10 as per the registration book of Maharashtra shop and institution.

OBJECTIVES OF THE STUDY

1) To know the change in shopping behavior of the people in second tier city like Aurangabad.
2) To find out the reason, why there is a change in shopping behavior of the customers'.
3) To find out the group of people for whom this change has been occurred.

ASSUMPTIONS

This study is based on the following assumption.

1) Shopping behavior of the customers of second tier cities is changing from unorganized retail to organized retail.
2) Change in shopping behavior is more in higher income groups, youngsters & in females.
3) Shopping from organized retail is preferred due to low prices, better quality, variety of products, time saving & better services.

RESEARCH METHODOLOGY

For this study the data is collected by primary source by convincing questionnaire to the sample consumer in Aurangabad city. Hundred and ten customers have been sampled randomly from organized retail outlets. The sample customers were selected (61) from Mega retail outlets (Bigbaazar & Spence's) and remaining (49) were selected from Small retail outlets (Sapna & Subhiksha).

RESULTS & DISCUSSION

Respondents are categorized on the basis of sex, age group, occupation, Income level, distance of outlet from their residence etc. the following results have been obtained.

I. SEX WISE RESPONSE

Respondents from Mega & Small retail outlets separately categorized on the basis of male & female proportion. There were 33 (or 54 percent) female customers and 28 (or 46 percent) male customers have visited Mega Stores, whereas 23 (or 59 percent) female customers and 16 (or 41 percent) male customers have visited to Small Stores (Refer Table no. 1.1). Let us take the Null hypothesis that there is no significant difference between types of store customers' visit and gender. Appling chi-square test for following data we get calculated $X^2 = 0.50$ for 2 degrees of freedom [(C-1) (V-1) = 2] and at 0.05 percent level of significance. This calculated value of X^2 is grater than the table value hence rejected the null hypothesis. So we can conclude that there is significant difference between types of store and gender of the customer.

TABLE NO 1.1: SEX WISE RESPONSE OF CUSTOMERS VISITING TO RETAIL OUTLETS

Stores / Sex	Mega Outlets	Small Outlets
F	33 (53)	23 (59)
M	28 (47)	16 (41)

* Figures in parenthesis indicate percentage

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

II. AGE WISE RESPONSE

When customers are categorized on the basis of age groups (As per Table no. 1.2) we found 49 percent customers from mega outlet are in the age group below 35 years, whereas 62 percent to Small retail outlets. Age group between 35 to 50 years has near about same proportion for both category shops that is 34 and 36 percent for Mega and Small Stores respectively. 16 percent people from above 50 years age group have visited to Mega retail outlet and only 3 percent to Small retail outlets. This data indicates that the youngest generation visits mostly to organized retail. The oldest people above 50 years have shown less interest to visit organized retail outlets. It is observed that in the young visitors, student population is more. They visit for the purpose of urgent and small need. It can be justified that customers above age 50 Years prefers Mega mart for the convenient of one stop shopping.

Let us take the Null hypothesis that there is no association between age group of customer and type of store. Here again the calculated value of $X^2 = 4.84$ is grater than table value for 2 degrees of freedom at 0.05 percent level of significance. Hence hypothesis is rejected so we may conclude that there is association between age wise visiting to type of Stores.

TABLE NO 1.2: AGE WISE RESPONSE OF CUSTOMERS VISITING TO RETAIL OUTLETS

Stores / Age	Mega Outlets	Small Outlets
Below 35	30 (49)	24 (61)
35 to 50	21 (35)	14 (36)
50 & above	10 (16)	1 (3)

* Figures in parenthesis indicate percentage

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

III. OCCUPATION WISE RESPONSE

Occupational distribution shows that service, professional and business people are interested to visit Mega Stores more frequently then the Small Stores. This may be due to availability of all variety products as well as preference of respondents. People from business, profession & services occupation responded 35 percent, 13 percent & 52 percent share in Mega retail respectively, whereas for Small retail they comprise 10 percent, 26 percent, 64 percent share respectively. This shows share of customers doing service is more for both types of the retail outlets and customers doing business chooses Mega mart, more than the Small retail Stores (Ref. Table 1.3). Chi-square test for the null hypothesis that there is no association between customers occupation and the type of store shows that the calculated value of $X^2 = 8.20$, which is grater than the table value (for 2 degrees of freedom at 0.05 percent level of significance). The hypothesis is rejected. Hence there is association between occupation of customers and type of store. But for less than at 0.01percent and 0.001percent level of significance, hence we may conclude that there is quite association between visiting of occupation wise customers and the type Stores.

TABLE NO.1.3: OCCUPATION WISE RESPONSES OF CUSTOMERS VISITING TO RETAIL OUTLETS

Stores / **Occupation**	Mega Outlets	Small Outlets
Service	32 (52)	25 (64)
Business	21 (35)	4 (10)
Profession	8 (13)	10 (26)

* Figures in parenthesis indicate percentage

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

IV. INCOME WISE RESPONCE

Income wise distribution of the people indicates that as the level of income increases the quantum of the people visiting to mega stores is increasing while the quantum of small income group is favorable for small stores (Ref. Table No. 1.4). It shows that the attitude of higher income group toward Small Stores is not so affirmative. The distribution has made according to the level of income per month for a family. A denotes the group below Rs. 12500. The second group B denotes Rs. 12500 to Rs. 25000. Third group of C shows Rs.25000 to Rs. 40000, D shows the range from Rs.40000 to Rs. 80000 and last one E denotes the group of above Rs.80000. It is interesting to note that in the respondents there is not a single attribute found from the income group E visited to small stores.

TABLE NO 1.4: INCOME WISE RESPONSE OF CUSTOMERS VISITING TO RETAIL OUTLETS

Stores / Income	Mega Outlets	Small Outlets
A	8 (13)	13 (33)
B	15 (25)	18 (46)
C	17 (28)	5 (13)
D	18 (29)	3 (8)
E	3 (5)	0 (0)

* Figures in parenthesis indicate percentage

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

V. DISTANCE OF OUTLET

The distance of the Stores is important from the point of transportation cost. The distinction has made on the basis of the distance of outlet from the residence of respondents. It is observed that 59 percent & 36 percent of the customers of small retail comes from one km & 2 to 3 km respectively but more than that distance the share of the respondents for Small retail is very low (5 percent). In case of Mega mart distance doesn't matter, people come from the all distance group (Ref. Table No. 1.5).

TABLE NO. 1.5: CUSTOMERS VISITING TO OUTLETS FROM VARIOUS DISTANCES

Stores / Distant	Mega Outlets	Small Outlets
	Percentage	percentage
Up to 1 km.	16	57
2 to 3 km.	36	36
3 to 4 km.	20	3
5 & above	28	3

So it is interesting to note that Small retail outlets capture only those customers who leave near by the outlets and up to 3 km significantly. We observed that there are 48 per cent customers coming from above 3 km distance at Mega Stores, while the percentages of visitors to Small Stores are only 6 percent for same distance.

Now we can answer to our question that, the change in shopping behavior is more for whom? Separate for Small outlets & Mega outlets.

Small Outlets

Change in shopping behavior is more

1) In the people below 35 Years
2) In service men's
3) In income group up to 3 Lakh
4) In those who leaves in close circle

Mega outlets

1) In the people below 35 Years.
2) In service men & Business men's.
3) In all income groups
4) In all who leaves close or far from the outlet.

When a question is asked, do they still regularly visit to corner Kirana Stores? We got following response.

TABLE NO. 1.6: ORGANIZED RETAIL CUSTOMERS VISITING TO CORNER KIRANA STORES

Stores / Answers	Mega Outlets	Small Outlets
Yes	13	14
No	33	16
Rarely	15	9

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

Here, it is important to note that change in shopping behavior from corner Kirana Stores to Organized retail outlets, is very significant for mega retail outlets because 33 percent of the respondents of Mega retail says no strictly, while in case of Small retail outlet 16 percent respondents says no (Ref. Table No. 1.6). Since, the calculated value of $X^2 = 2.73$ is less than table value for the degrees of freedom (C-1) (V-1) = (2-1) (3-1) = 2 at 0.05 percent level of significance, so we may conclude that, there is significant difference between Small and Mega Stores customers in concern to their willingness to visit Corner stores or local Kirana Stores.

Why there is a change in shopping behavior?

Now our next tasks to find out "why there is a change in shopping behavior?" To answer this, investigators obtained responses for probable answer like low prices, variety, guarantee and time saving good service, information about new products & shopping with entertainment etc. We got following responses for each probable answer.

TABLE NO. 7: WHY DO YOU PREFER ORGANIZED RETAIL OUTLET (RESPONSES IN PERCENTAGE FOR EACH REASON AND CATEGORY OUTLET?)

	Mega Outlets	Small Outlets
Due to low prices	36	64
Variety's are Available	92	41
Feel guarantee about quality	90	77
It is time saving to buy from here	87	82
Get information of new products	70	49
Service given by employees is satisfactory	95	95
Shopping with entertainment	46	5

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

As per the table no. 1.7 response from small outlet is more to low prices, guarantee about quality, time saving and good service where as in case of Mega retail response is more for variety, guarantee, time saving, new product information and good services given by employees. This study shows that customers get low prices in Small retail outlets than the Mega outlets. And it also observed that a group of people feels that they can entertain themselves and their children in Mega mart because ice-cream parlor, fast food stoles & play park is available their, for that reason also they prefer Mega retail for shopping.

CONCLUSION

By this research it is concluded that there is a significant change in the shopping behavior of people of second tier city (Cities like Aurangabad). This change is found more in specific age group, income group and service group some variations are found when we compare the small and mega retail outlets in case of distance of outlets and residence of customers. The reason behind the change is the time saving shopping with satisfactory services.

REFERENCES

1. Ashoken C, G. Hariharan (Feb. 2008) 'Profile and Perception of Retail Consumers an Empirical Study in Palakked District.', Indian Journal of Marketing, Vol. 33, No.2,
2. A.T. Kearney 'Emerging Opportunity for Global Retailer Viewed on April 2011 www.atkearney.com
3. Berry Berman and J. R. Evans, 'Retail Management a Strategic Approach', (2007) Printing hall of India Private limited - New Delhi.
4. Gupta, S.C., (1990) Fundamentals of statistics, Himalaya publishing house, Delhi.
5. Kotler Philip, 'Marketing Management Analysis Planning and Control' (1972) second edition. Englewood cliffs, N.J.: Prentice – Hall.
6. Market and Commerce of Aurangabad. Viewed on April 2011 www.wikipedia.org/wiki/aurangabad
7. N.Yesodha Devi, Kanchana V.S., (10, oct. 2009) 'A Study on Customer Preference and Satisfaction towards Restaurants in Coimbatore city, Indian journal of Marketing, Vol. XXXIX,.
8. Pradhan Swapna, "Retailing Management Text and Cases" (2007) published by Tata McGraw-Hill publishing Company ltd. New Delhi.
9. S. Anjaiah, (May 1, 2007) 'Customer and Retailer Relationship on Non Durable Brand Selection', Journal 'Southern Economist'.
10. Shanker Gopalkrishnan, P. Shreenivasa, (Aug. 2009) 'corporate retail: Dangerous Implication for India's Economy.' EPW vol. XLIV, no 32.
11. Sinha, Piasi. (Oct. 2010) 'Redefining luxury' IMAGES Retail, vol.9 no.10.
12. Verma, Sanjeev. R. Chaudhuri, (Jan-Mar. 2009.) Perceptual differences among customers for retail outlets, Abhigyan quarter for excellence, vol. XXVI, no. 4

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals