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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.

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

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WEBSITE
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 http://epw.in/user/viewabstract.jsp

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V

A CRITICAL STUDY OF CONSUMER PREFERENCES TOWARDS ORGANIZED RETAIL IN JAIPUR

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ABSTRACT

After years of unorganized retailing and fragmented 'kirana' stores, the Indian retail industry has finally begun to move towards modernization. New marketing formats like departmental stores, hypermarkets, supermarkets and specialty stores are spearheading the modernization drive. In Jaipur, Rajasthan, Retailing concept is fast catching up the minds of the consumers and organized retail sector is expected to rise in the next five years. But the consumer retailing needs differ from region to region and across different cities. The consumer decision processes depend on the consumer behavior. Consumers are often studied because certain decisions are significantly affected by their behavior or expected actions. The research focuses on three sectors of organized retail in Jaipur viz. Grocery, Fast-food Chains and Apparel and Foot wear sector and an attempt has been made to find out whether the retailers like Big Bazaar, Reliance, More etc. will be able to get accomplishment in Jaipur. The research focuses on examining the impact of Jaipur consumers' demographic variables in various types of organized food and grocery retail formats (convenient, supermarket and hypermarket) and exploring the drivers of customer satisfaction and Loyalty in Jaipur Retail Supermarkets. The study also identifies the consumer's recommendations so as attract more customers to a shopping area. The study was exploratory and descriptive using both secondary and primary data sources. Statistical analysis was done including hypothesis testing, Chi-Square test, Factor analysis and regression analysis. Through factor analysis two models were generated on Food & Grocery Retail Segment and Fast Food Chains in Jaipur.

KEYWORDS
Organized Retail, Consumer, Rajasthan, Satisfaction, Loyalty.

INTRODUCTION
The Organized Retailing in Rajasthan is on increase. The mall and multiplex culture has been started in Jaipur from last five-ten years, due to opening of prominent malls like Gaurav Tower (Malviya Nagar), Ganpati Plaza (MI Road), Triton Mega Mall (near Bani Park), Crystal Palm (Bais Godam Circle), Crystal Court (in Malviya Nagar), Crystal Mall, MGF Metropolitan Mall (Bais Godam Circle), City Pulse Mall (Narain Singh Circle), Apex Mall (Tonk Road), Gold Souk (Jawahar Circle, Malviya Nagar), Jaipur and World Trade Park (which is under construction). These malls are hoisting prominent national and international retail chains and branded stores like Shoppers Stop Ltd. (part of K. Raheja Corp.), Westside Retail (Tata Retail Enterprise), Big-Bazaar (Pantaloon Retail), Vishal Megamart Retail Ltd, Wills Lifestyle, Provogue India Ltd., Adidas, Allen Cooper, Wrangler, Monte Carlo, Cantabil, McDonald's, Costa Coffee, iStore, Archies, Blackberrys, Pizza Hut, Allen Solly, Levi's, Tommy, United Colors of Benetton, Van Heusen, Wills Lifestyle, Puma, Reebok, Peter England, Raymonds, Provogue, Planet-M, Ganesham Electronics, Gold's Gym, Woodland, Bata, Lilliput, Cafe Coffee Day and many more brands.

Hence there was a strong need for a study on fast growing retail market in Jaipur, where the impact of service quality and features on customer satisfaction and loyalty could be studied. The customer preferences generally differ from region to region and between different cities, hence a local study was needed so that the upcoming malls / shops could devise their marketing strategy for succeeding the Jaipur.

RETAIL IN JAIPUR: EXISTING
Jaipur, a modern city, is the best example of a multi-ethnic and multi-cultural society with an ever-expanding economy. Being the state capital city, it has an affluent population comprising a mix from across the state. Jaipur is among the highest in the state in terms of size and socio-economic profile and it's steadily increasing quality of life, a booming economy and consumer market makes it one of the hottest destinations for Retail segment.

With mall culture on boom and improvement in infrastructural facilities Jaipur is surely going to be one of the hot investment destinations in the Rajasthan-Delhi-Haryana-Uttar Pradesh belt.

Some of the retail malls of Jaipur which have come as hubs of retail destination include **Crystal Mall,** Bani Park, **City Plaza,** Vaishali Nagar, **Gaurav Tower,** Malviya Nagar, **City Pulse Mall**, Narain Singh Circle, **The Metro Mall,** C-Scheme, **MGF Mall,** Bais Godown Circle, **The Metropolitan Mall,** Bhawani Singh Road, **Crystal Palm,** Bais Godam Circle, **Gold Souk,** Jawahar Circle, Malviya Nagar, **World Trade Park,** JLN Marg.

Photo-1: Crystal Palm, Bais Godam Circle, Jaipur.

Photo-2: MGF Metropolitan Mall, Jaipur

RESEARCH METHODOLOGY
OBJECTIVES OF THE RESEARCH
PRIMARY OBJECTIVES
The main objectives of the present study were:
1. To examine the impact of consumers' demographic variables in various types of organised food and grocery retail formats.
2. To explore the drivers of customer satisfaction and Loyalty in Retail Supermarkets, particularly with reference to Jaipur.

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SECONDARY OBJECTIVES

The secondary objectives were:

1. To understand the Dynamics of Indian Organized Retail.
2. To explore consumers preferences towards retail businesses and recommendations on actions or activities of retailers that would help attract more customers to a shopping area.

HYPOTHESIS OF THE STUDY

H1a: *Consumer's age has significant influence on purchasing from different types of food and grocery retail outlets.*
H1b: *Consumer's gender has significant influence on purchasing from different types of food and grocery retail outlets.*
H1c: *Consumer's family size has significant influence on purchasing from different types of food and grocery retail outlets.*
H1d: *Consumer's occupation levels have significant influence on purchasing from different types of food and grocery retail outlets.*
H1e: *Consumer's income levels have significant influence on purchasing from different types of food and grocery retail outlets.*
H1f: *Consumer's education levels have significant influence on purchasing from different types of food and grocery retail outlets.*
H2: *Consumer's loyalty variables have significant impact on purchasing from different types of FOOD AND GROCERY retail outlets.*
H3: *Consumer's loyalty variables have significant impact on purchasing from different types of FAST-FOOD retail outlets.*

RESEARCH DESIGN

The study was **Exploratory in nature,** followed by **Descriptive** Study.

DATA COLLECTION

PRIMARY DATA

Primary data were collected through **Questionnaire** and through **personal interview** with the respondents. The questions multiple choice, rating and ranking scale questions, and open ended questions. Open-ended questions were used to probe more deeply into issues of interest which was impossible if the answer had been pre-categorized. These questions provided valuable insights on the problem not previously thought, suggestions were provided by the respondents in their own words which were included in the thesis.

SECONDARY DATA

The secondary data of the research were collected from Economics and Statistics Reports of Govt. of Rajasthan, EBSCO Online Research Database, CMIE Data, Data from Journals, Newspapers (The Times of India, The Indian Express, The Economic Times, Financial Express, Business Standard, Business Line), KPMG Report, FICCI Report on Indian Retail, Books, Magazines (Business World, The Indian Dream, Business & Economy), World Wide Web etc.

SAMPLING & SAMPLE SIZE

The respondents were selected randomly but with the help of convenient sampling. The participation was voluntary. When surveying people the approach was interview those who are knowledgeable and who might be able to provide insight concerning the relationship among variables.

SAMPLE SIZE USED IN THE STUDY

The sample size for the study was calculated sample size using the following sample size determination formula:

$$n = \frac{N \times p \times q}{(N-1) \times D + p \times q}$$

Where,

$$D = \left(\frac{E}{t}\right)^2$$

....(i)

Where,

N = total number of households in Jaipur.

p = It was used as 0.50 to reach the maximum size of variation.

q = 1-p, which is 0.50

E = error tolerance (we've used 5%)

t = confidence level (we've used 95%)

Population parameters for Jaipur (Rajasthan):

Urban Population of Jaipur City : 23.22 lacs (2001 Census)

The consuming class - (Aspirers, Seekers & Strivers) : 46 %

Target Population : 10.68 lacs

Average size of Household in Rajasthan: 6.13 (*Census, 2001*)

No. of Households: 1.74 lac (174225 households approx.)

Hence 1.74 households (with an average family size of 6.13) in the city of Jaipur was used as the sampling frame for this study.

Using this formula with the given parameters:

$$n = \frac{174225 \times 0.5 \times 0.5}{(174225-1) \times \left(\frac{0.05}{1.96}\right)^2 + .5 \times .5} = 383.3$$

Using this formula with the given parameters, 384 participants were needed for the study. The questionnaires were distributed in prominent malls (Gaurav Tower, Crystal Court, MGF Metropolitan and Crystal Palm) of Jaipur. The questionnaires were distributed randomly to the consumers using mall intercept method (customers were in the supermarkets). Accordingly, from 385 questionnaires in four malls, 25 incomplete questionnaires were eliminated from the study, which yielded a total of 360 usable questionnaires. Hence a total of 360 customers were surveyed and they responded and returned the survey instrument. This is an 93.5 % response rate. The **Sample Size was taken as 360**, which can be considered as sufficient sample size for the study.

DESCRIPTIVE STATISTICS

Hypotheses Testing For Demographic Variables

H1a: *Consumer's age has significant influence on purchasing from different types of food and grocery retail outlets.*

The table of respondents' age and the type of retail format from which they do purchases as drawn by the analysis of the questionnaire data is shown below:

TABLE 1 INFLUENCE OF RESPONDENT'S AGE ON FOOD AND GROCERY RETAIL OUTLETS (*OBSERVED FREQUENCIES*)

Type of Retail Format	15 – 25 Years	26 – 35 Years	36 – 45 Years	45 Years and above
Convenience Stores	16	27	38	21
Supermarket	25	61	32	22
Hypermarket	31	56	20	11

Source: generated from questionnaire data, Q.No.1.3 (Appexdix I)

The computation of Chi-square was done using Excel. The details of the computations are shown below:

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TABLE 1.1 CHI-SQUARE VALUES

Type of Retail Format	15 – 25 Years	26 – 35 Years	36 – 45 Years	45 Years and above	TOTAL
Convenience Stores	0.95	4.67	6.13	2.12	**13.87**
Supermarket	0.32	0.45	0.26	0.05	**1.07**
Hypermarket	2.32	1.64	3.06	2.54	**9.56**
TOTAL	**3.59**	**6.75**	**9.44**	**4.71**	**24.50**

Source: SPSS Excel data run

The critical value of Chi-square at 5 percent level of significance for 6 degrees of freedom = 12.59 which must be exceeded to reject H0 that there is no association between age level and type of retail store. As the calculated Chi-square value (24.50) is more than the table value (12.59) at 5 percent level of significance for 6 degrees of freedom, the alternative hypothesis (**H1a**) is accepted and it could be concluded that consumer's age has significant influence on type of food and grocery retail outlets from which they purchase the products. The age groups and retail formats are dependent with each other.

H1b: *Consumer's gender has significant influence on purchasing from different types of food and grocery retail outlets.*
The table of Influence of respondents' gender on Food and Grocery Retail Outlets is shown below:

TABLE 2: INFLUENCE OF RESPONDENTS GENDER ON FOOD AND GROCERY RETAIL OUTLETS

Type of Retail Format	Male	Female
Convenience Stores	59	52
Supermarket	47	74
Hypermarket	56	72

Source: Generated from questionnaire data, Q.No.1.2 (Appexdix I)

The calculated Chi-square value (4.92) was less than the table value (5.99) at 5 percent level of significance for 2 degrees of freedom, the alternative hypothesis (**H1b**) could not be accepted, meaning that gender and retail format are independent (no association) of each other. It could be concluded that male and female respondent's patronage of food and grocery retail outlets is almost same irrespective of type of retail outlet.

H1c: *Consumer's family size has significant influence on purchasing from different types of food and grocery retail outlets.*
The table of Influence of respondents' family size on Food and Grocery Retail Outlets is shown below:

TABLE 3: INFLUENCE OF RESPONDENT'S FAMILY SIZE ON FOOD AND GROCERY RETAIL OUTLETS

Type of Retail Format	1-2 members	3-4 members	5-6 members	More than 6 members
Convenience Stores	13	47	34	16
Supermarket	21	57	52	27
Hypermarket	38	30	14	11

Source: Generated from questionnaire data, Q.No.1.8 (Appexdix I)

The Chi-square computations were done in similar manner in excel. The calculated Ch-square value (34.47) came out to be more than the table value (12.59) at 5 percent level of significance for 6 degrees of freedom. Hence, alternative hypothesis (**H1c**) is accepted i.e., demographic variable with respect to respondent's family size has significant impact on type of food and grocery retail outlets.

H1d: *Consumer's occupation levels have significant influence on purchasing from different types of food and grocery retail outlets.*
To test this hypothesis, the data of the respondents is shown below:

TABLE 4: INFLUENCE OF RESPONDENT'S OCCUPATION ON FOOD AND GROCERY RETAIL OUTLETS

Type of retail format	Student	Housewife	Service	Business	Total
Convenience Stores	9	29	31	18	**86**
Supermarket	27	47	56	22	**151**
Hypermarket	18	14	58	32	**122**
Total	**54**	**90**	**144**	**72**	**360**

Source: Generated from questionnaire data, Q.No.1.4 (Appexdix I)

The calculated Chi-square value (22.56) was found to be more than the table value (16.812) at 1 percent significance level for 6 degrees of freedom, hence, alternative hypothesis (**H1d**) is accepted i.e. demographic variable with respect to consumer's occupation levels have significant impact on type of food and grocery retail outlets. Hence, occupation and type of retail formats for purchase of food and grocery products are dependent with each other.

H1e: *Consumer's income levels have significant influence on purchasing from different types of food and grocery retail outlets.*
To test this hypothesis, the data of the respondents is shown below:

TABLE 5: INFLUENCE OF RESPONDENTS MONTHLY INCOME LEVELS ON FOOD AND GROCERY RETAIL OUTLETS

Type of retail format	Below Rs. 10000	Rs 10001 – Rs. 20000	Rs. 20001 – Rs. 30000	Rs. 30000 and above	Total
Convenience Stores	29	25	18	11	**83**
Supermarket	25	90	50	13	**178**
Hypermarket	18	20	40	22	**99**
Total	**72**	**135**	**108**	**45**	**360**

Source: Questionnaire data, Q.No.1.7 (Appexdix I)

The calculated chi square value (45.95) was found to be more than the table value (16.812) at 1 percent level of significance for 6 degrees of freedom. Hence, alternative hypothesis (**H1e**) is accepted i.e. consumer's growing income levels and availability of disposable money in hand have significant influence on type of food and grocery retail outlet from which they do shopping. Therefore, income levels and types of food and grocery retail outlets are dependent with each other.

H1f: *Consumer's education levels have significant influence on purchasing from different types of food and grocery retail outlets.*
To test this hypothesis, the data used from Table 6

TABLE 6: INFLUENCE OF RESPONDENTS EDUCATION LEVELS ON FOOD AND GROCERY RETAIL OUTLETS

Type of retail format	SSC / Diploma	Degree	PG	Total
Convenience Stores	25	23	22	**70**
Supermarket	32	81	50	**164**
Hypermarket	14	76	36	**126**
Total	**72**	**180**	**108**	**360**

Source: Questionnaire data (Appexdix I)

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The calculated Chi-square value (20.07) came out to be more than the table value (13.28) at 1 percent level of significance for 4 degrees of freedom. Hence, alternative hypothesis (**H1f**) is accepted i.e. consumer's increasing knowledge, awareness and educational levels have significant influence on types of food and grocery retail outlets. Therefore, dependency among them is obvious.

GENERAL ATTITUDE TOWARDS RETAIL SHOPPING

Of the total consumers surveyed (360), 55 % were married and 45 % were single. When the respondents were asked about what do like most about a *Kirana* Store, the majority of the respondents the following reasons: Proximity/ Easy Accessible, Cheaper products/Reasonably priced, Friendly behavior of Shopkeeper, Bargaining could be done, Credit Facility and Home delivery reasons accounted (for around 80 % of the respondent's causes). When the respondents were asked to give the reasons for going to retail malls in Jaipur, they following important reasons: Variety, Products available at one place, Display, Quality, Offers & Discounts. When the respondents were asked about the frequency of visit to retail malls, the majority of the respondents told about weekends or twice a week. The average amount spend by the respondents per trip came out to Less than Rs. 1000 (58%), between Rs. 1000 - Rs. 2500 (30 %) and greater than Rs. 2500 (12 %). For understanding the parking requirements of the respondents, when asked on the mode used for commuting the 82 % of the respondents used their own vehicle (four-wheeler or two wheeler), 18 % of the respondents used public transport for commuting. Hence it could be said that adequate parking should be provided in Retail Malls in Jaipur. When asked on the average time spent in retail shopping, around 70 % of the respondents gave answer that they do shopping within 1-2 two hours as shown in the figure 1 (below).

FIG. 1: AVERAGE TIME SPENT IN RETAIL SHOPPING BY RESPONDENTS
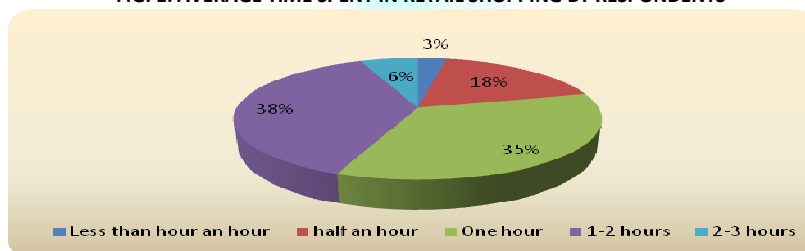
Source: Questionnaire

When the respondents were asked from where they get information about the retail outlets, Newspaper and through word of mouth (family and friends) came out to be the important sources as shown in Fig. 2 below:

FIG. 2: SOURCES OF INFORMATION ON RETAIL
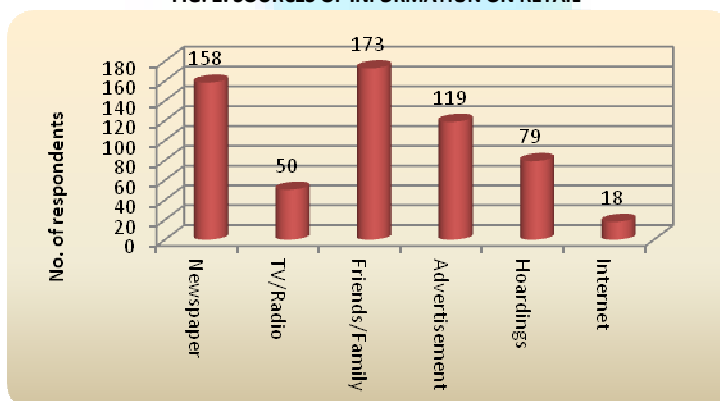
Source: Questionnaire

When the respondents were asked to recall few stores in apparel and footwear segment which they liked most in Jaipur, their replies are displayed in the Figure 3

FIG. 3: MOST PREFERRED APPAREL & FOOTWEAR STORES
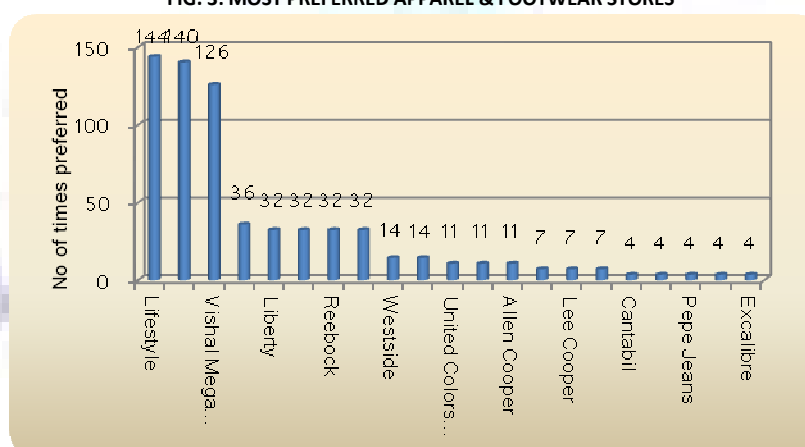
Source: Questionnaire, Q.No. 4.1

When a comparative analysis of few prominent Apparel and footwear segment sores were taken, where the respondents were asked to rate (on a scale of 0 – 10, where 10 meant most satisfied), the result of the data analysis is shown in Fig. 4

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FIG. 4: RATINGS OF APPAREL AND FOOTWEAR RETAIL STORES
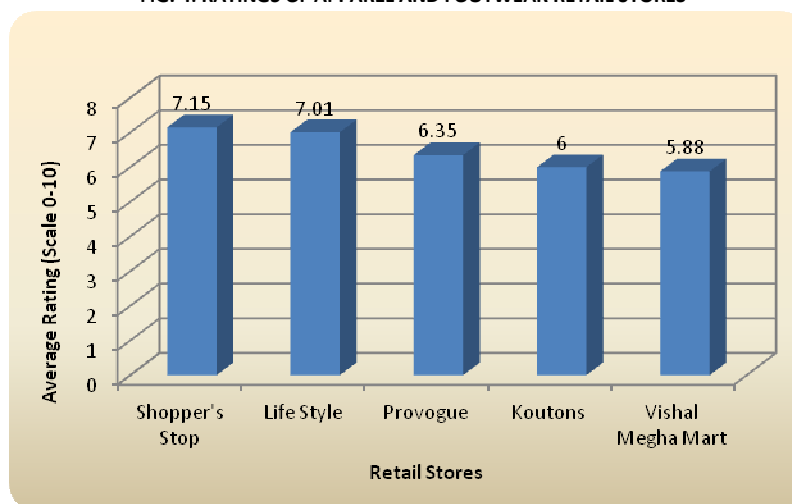
Source: Questionnaire, Q.No. 4.2

RETAIL SEGMENT: GROCERY

When the respondents were asked to recall the names of the organized retail in grocery segment, where they had done shopping, in the order of their satisfaction level, the two prominent stores were Big bazaar and Reliance Fresh as shown in figure 5.5(below).

FIG. 5: MOST PREFERRED RETAILS IN GROCERY SECTOR
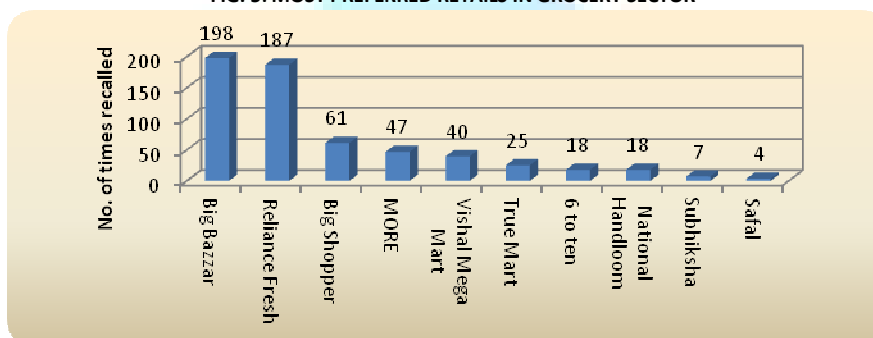
Source: Questionnaire, Q.No. 2.8

CUSTOMER SATISFACTION AND LOYALTY

Customers are either satisfied or dissatisfied from the experience of their product or service usage, and this experience becomes the measure of satisfaction in their minds.

For the purpose of this study, the variables considered for measuring customer satisfaction and loyalty are divided into three parts: overall satisfaction from usage of the service; repeat buying intention; and recommendation of service to others. The last two variables (repeat buying intention and recommendation) are considered as measures of customer loyalty. The details of customer satisfaction and loyalty variables used in this study are presented in Table 7.

TABLE 7: CUSTOMER SATISFACTION AND LOYALTY VARIABLES

Variable	Meaning	Source
1. Overall Satisfaction with the retail outlet.	You are satisfied overall with the retail outlet.	Miranda and Konya (2008), Sivadas and Baker-Prewitt (2000).
2. Repeat buying intention.	You will continue shopping in the retail outlet.	Leverin and Liljander (2006), Sivadas and Baker-Prewitt (2000).
3. Recommendation of Service to Others	You will recommend the retail outlet to others.	Leverin and Liljander (2006), Sivadas and Baker-Prewitt (2000).

Source: Miranda and Konya (2008),Leverin and Liljander (2006), Sivadas and Baker-Prewitt (2000).

SERVICE QUALITY AND FEATURES

Previous researches have looked at various service-related variables in different service industries, and the variables of service quality and features which have been considered for this study are described in detail below:

1. The store **location** is convenient (Spiller et al., 2006; and Nguyen et al.,2007);
2. The store **operating time** is convenient (Parasuraman et al., 1988; and Wong and Sohal, 2003);
3. Sufficient space for **parking** is available (Wong and Sohal, 2003; and Abubakar et al., 2001);
4. **Cleanliness** of the store is given high priority (Abubakar et al., 2001)
5. **Products are stacked** in proper manner (Nguyen et al., 2007; and Sivadas and Baker-Prewitt, 2000);
6. **Soft ambience** (Air conditioning, music) is good (Spiller et al., 2006; and Abubakar et al., 2001);
7. **Shop floor is very spacious** (Nguyen et al., 2007; and Wong and Sohal, 2003)
8. **Products expected are available** at all times (Nguyen et al., 2007; and Abubakar et al., 2001);
9. **Product range (variety)** available is sufficient (Nguyen et al., 2007; and Abubakar et al., 2001);
10. **Products are of good quality** (Spiller et al., 2006; and Abubakar et al., 2001);
11. **Promotion offers** provided are **worthy** (Ganguli, Kumar, 2008);
12. **Price of products** is reasonable (Spiller et al., 2006; and Abubakar et al., 2001);
13. **Staff are helpful** (Parasuraman et al., 1988; Nguyen et al., 2007; and Sivadas and Baker-Prewitt, 2000);
14. **Mode of payment is flexible** (Wong and Sohal, 2003); and

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15.   Customers are **well aware of the discount offers** (Ganguli, Kumar, 2008).

METHODOLOGY

In order to arrive at the 15 variables mentioned above, initial interviews of retail supermarket customers (Big bazaar) were conducted and then these variables were finalized. With all these 15 variables as well as the three variables considered for customer satisfaction and loyalty, a questionnaire was prepared. Responses of the customers were obtained with relation to their shopping experience at *Big bazaar* as a representative of prominent supermarket of Jaipur. A pilot survey was administered to revise survey questions, before preparing the final questionnaire. All the variables were marked in a scale of 1 to 5, with 1 representing strongly disagree and 5 strongly agree.

To analyze the data collected, SPSS software and Microsoft Excel was used. The data on 15 variables were reduced through factor analysis, and then factor scores were used as independent variables and the customer satisfaction and loyalty variables as dependent variables in regression analysis in order to find out the drivers of customer satisfaction and loyalty.

RESULTS AND INTERPRETATION

FACTOR ANALYSIS

The results of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) (0.753) and Bartlett's Test of Sphericity (Chi-square – 2503.605 and significance – 0.000) indicate that factor analysis done with the 15 variables is effective. There were four factors extracted using the method of Principal Component Analysis and Rotation Method of Varimax with Kaiser Normalization, with criteria of Eigen values greater than one. The results of factor analysis are shown in Table 8.

TABLE 8: EIGEN VALUES AFTER ROTATION

Factors	Eigen Values	Percent of variance explained	Cumulative %
1	2.776	18.510	18.510
2	2.603	17.352	35.861
3	2.375	15.834	51.696
4	2.048	13.656	65.351

Source: SPSS data run (Appendix I).

It can be concluded that these four factors extracted from the 15 variables are explaining about 65 percent of the variance in the 15 service-related variables considered in this study. The factors were labeled according to the variables under them (based on loadings). Table 5.10 shows the highest loadings (after rotation) of variables into factors.

TABLE 9: LOADING OF VARIABLES INTO FACTORS

Variables	Factor 1	Factor 2	Factor 3	Factor 4
Location			.750	
Operating time			.819	
Parking facility	.504			
Cleanliness of store		.823		
Stacking of products	.715			
Soft ambience				.834
Spacious Shop floor		.771		
Availability of products			.785	
Variety of products		.686		
Easy to locate products				
Quality of products	.697			
Promotion offers				.542
Price of products	.817			
Staff helpful		.603		
Staff presentable				
Flexibility in payment mode	.613			
Offer awareness				.760

Source: SPSS data run (Appendix I)

According to the loadings of variables on the six factors, they have been labeled as in Table 10.

TABLE 10: LABELING OF FACTORS

Pricing	Store Ambience	Shopping Convenience	Promotional Offers
Quality of products	Cleanliness of store	Location	Promotion offers
Price of products	Spacious Shop floor	Operating time	Offer awareness
Flexibility in payment mode	Variety of products	Availability of products.	Soft ambience
Stacking of products	Staff helpful		
Parking facility			

Source: developed by the researcher.

According to the conception of customers at the retail stores, the variables are not separated according to service quality or features, but there is a mix of them loading into one or more factors, showing new underlying constructs or factors for service quality and feature related variables.

To test the reliability of the model alpha was calculated as shown in Table 11

TABLE 11 RELIABILITY ANALYSIS SCALE (ALPHA)

Reliability Coefficients	
No. of Cases = 357.0 Reliability Coefficients Items = 15	
Alpha = **.8640**	

Source: SPSS data run (Appendix I).

Also ANOVA test for validity of the model was conducted (F = 31.20 and significance prob. 0.000), indicating that the model is valid.

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HYPOTHESIS TESTING OF CUSTOMER LOYALTY

H2: *Consumer's loyalty variables* (like location, Operating time, Parking facility, Cleanliness of store, Stacking of products, Soft ambience, Spacious Shop floor, Availability of products, Variety of products, Quality of products, Promotion offers, Price of products, Staff helpful, Flexibility in payment mode, Offer awareness, Overall satisfaction, Continue buying, Recommendation to others) **have significant impact on purchasing from different types of FOOD AND GROCERY retail outlets.**

The factor analysis of loyalty variables emerged in 4 factors with eigenvalue greater than 1. They are with 65.35 percent of variance, which is acceptable and above the lower limit for social sciences and determined the statistical significance of each eigenvalue at 1 percent level of significance. The 4 factors emerged in factor loading are **Pricing, Store Ambience, Shopping Convenience and Promotional Offers**.

Regression Analysis - for Grocery Sector

Two separate regressions were carried out with factor scores of the four factors as independent variables. The two dependent variables were: overall satisfaction and loyalty (Linear combination of the variables 'Continue Buying' and 'Recommendation to others'). Another regression was carried out to find out whether loyalty is influenced by overall satisfaction.

Regression 1 (Overall Customer Satisfaction)

The model can be written as:

$$y_i = \beta_0 + \beta_1 \times x_1 + \beta_2 \times x_2 + \beta_3 \times x_3 + \beta_4 \times x_1 \quad \text{.................................(ii)}$$

where,

$\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$ are population regression coefficients

The results and analysis of the regression analysis are as follows:

y1 = Overall customer satisfaction; x1 = Pricing ; x2 = Store ambience; x3 = Shopping convenience; x4 = Promotional offers;

$$y_1 = b_0 + b_1 \times x_1 + b_2 \times x_2 + b_3 \times x_3 + b_4 \times x_1 \quad \text{.................................(iii)}$$

where,

b_0, b_1, b_2, b_3, b_4 are sample regression coefficients.

They are used to estimate population regression coefficients

$(\beta_0, \beta_1, \beta_2, \beta_3, \beta_4)$.

The data was analyzed using SPSS software.

R^2 for the regression was 0.724, and ANOVA (F = 234.143) (*Appendix III*) was also significant (0.000), indicating regression results are valid.

TABLE 12: REGRESSION RESULTS FOR OVERALL CUSTOMER SATISFACTION

x's	Standardized Betas	t-value	Significance
Pricing	.847	30.388	.000
Store ambience	-.008	-.297	.767
Shopping convenience	-.083	-2.968	.003
Promotional offers	.058	2.064	.040

Source: SPSS data run (Appendix III).

From the results of Table 12, it is clear that **'Pricing' and 'Promotional offers' have a significant impact on overall customer satisfaction.** 'Store ambience' and 'Shopping convenience' is not significant at 5 percent level of significance.

Regression 2 (Customer Loyalty)

The results and analysis of the regression analysis are as follows:

Y2 = Customer Loyalty; x1 = Pricing ; x2 = Store ambience;

x3 = Shopping convenience; x4 = Promotional offers;

The model can be written as:

$$y_2 = b_0 + b_1 \times x_1 + b_2 \times x_2 + b_3 \times x_3 + b_4 \times x_1 \quad \textbf{.......................(iv)}$$

where,

b_0, b_1, b_2, b_3, b_4 are regression coefficients.

To determine the coefficients, data was analyzed through SPSS. The details of the mentioned in *Appendix IV*.

R^2 for the regression was 0.725, and ANOVA (F = 236.042) was also significant (0.000), indicating regression results are valid. The results of the regression model are mentioned in Table 13

TABLE 13: REGRESSION RESULTS FOR CUSTOMER LOYALTY

x's	Standardized Betas	t-value	Significance
Pricing	.415	14.935	.000
Store ambience	.364	13.107	.000
Shopping convenience	.600	21.613	.000
Promotional offers	.252	9.067	.000

Source: SPSS data run (Appendix III).

From the results of Table 5.13, it is clear that all four factors are highly significant and impact customer loyalty, with pricing and shopping convenience showing higher impact, followed by store ambience and promotional offers showing lesser impact.

Regression 3 (Satisfaction—Loyalty Relationship)

The model can be written as:

$$y_3 = b_0 + b_1 \times x_1 \quad \text{..(v)}$$

Where;

y3 = Customer Loyalty;

x1 = Overall Customer Satisfaction;

b_0, b_1 are regression coefficients.

To determine the coefficients, data was analyzed through SPSS, and the results are mentioned in Appendix V.

R^2 for the regression is 0.087, and ANOVA (F = 35.034) is also significant (0.000), indicating regression results are valid.

The results of the regression model are mentioned in Table 14

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TABLE 14: REGRESSION RESULTS FOR SATISFACTION—LOYALTY RELATIONSHIP

x's	Standardized Betas	t-value	Significance
Overall customer satisfaction	.299	5.919	.000

Source: SPSS data run (Appendix V).

From the results of Table 5.14, it is clear the overall customer satisfaction is highly significant and impact customer loyalty.

RETAIL SEGMENT: FAST FOOD CHAINS

When the respondents were asked to recall the names of the organized retail in grocery segment, where they had done shopping, in the order of their satisfaction level, the two prominent fast food chains identified were Mc Donald's and Pizza Hut as shown in figure 6 (below).

FIG 6: MOST PREFERRED FAST-FOOD CHAINS
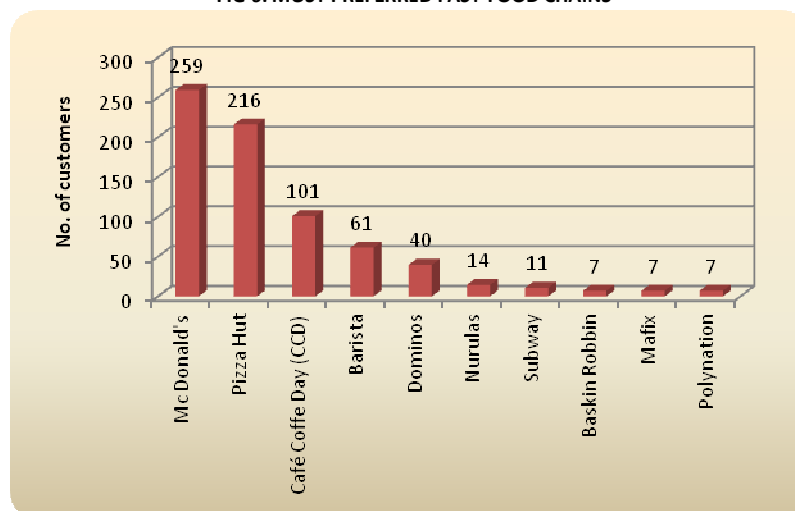
Source: Questionnaire

The respondents were also asked to rate the services of prominent fast-food chains (in a scale of 10, where 0 meant completely dissatisfied and 10 meant completely satisfied). The result of the analysis is shown in figure 7.

FIG. 7: RATINGS GIVEN TO PROMINENT FAST FOOD CHAINS
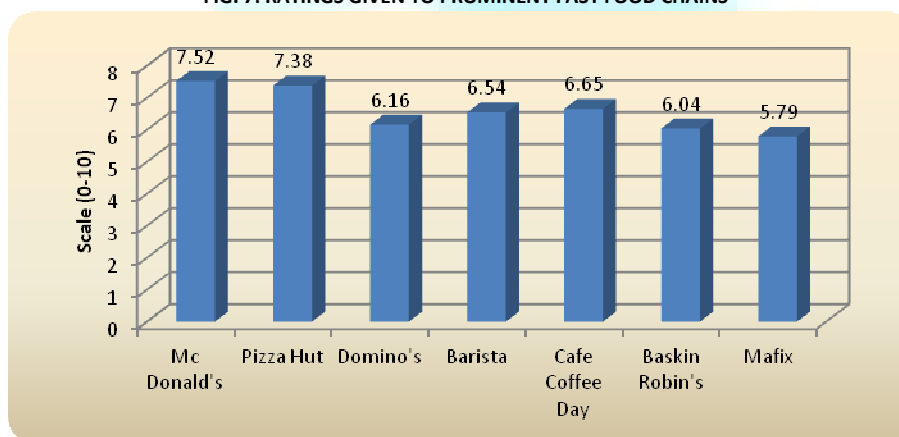
Source: Questionnaire, Q.No. 3.3

The highest average rating was given to Mc Donald's, followed by Pizza Hut and Café Cofee Day (CCD).

Customer Satisfaction and Loyalty – Fast Food Chains

The same methodology was used as in Grocery Sector.

Service Quality and Features – Fast Food Chains

Previous researches have looked at various service-related variables in different service industries, and the variables of service quality and features which have been considered for this study are described in detail below:

1. The store **location** is convenient (Spiller et al., 2006; and Nguyen et al.,2007);
2. The store **operating time** is convenient (Parasuraman et al., 1988; and Wong and Sohal, 2003);
3. Sufficient space for **parking** is available (Wong and Sohal, 2003; and Abubakar et al., 2001);
4. **Cleanliness** of the store is given high priority (Abubakar et al., 2001)
5. **Food presentation** is very good (Bajaj, Tuli & Srivastava, 2005)
6. **Soft ambience** (Air conditioning, music) is good (Spiller et al., 2006; and Abubakar et al., 2001);
7. **Shop floor is very spacious** (Nguyen et al., 2007; and Wong and Sohal, 2003)
8. **Product (Food) range (variety)** available is sufficient (Nguyen et al., 2007; and Abubakar et al., 2001);
9. **Home delivery** of food items (Bajaj, Tuli & Srivastava, 2005)
10. **Products are of good quality** (Spiller et al., 2006; and Abubakar et al., 2001);
11. **Promotion offers** provided are **worthy** (Ganguli, Kumar, 2008);
12. **Price of products** is reasonable (Spiller et al., 2006; and Abubakar et al., 2001);
13. **Staff are helpful** (Parasuraman et al., 1988; Nguyen et al., 2007; and Sivadas and Baker-Prewitt, 2000);
14. **Mode of payment is flexible** (Wong and Sohal, 2003); and

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15. **Faster delivery** of food (Bajaj, Tuli & Srivastava, 2005) or the waiting time is less.

METHODOLOGY – FAST FOOD CHAINS

Responses of the customers were obtained with relation to their experience at **Mc Donald's**, at *Gaurav Tower*, Jaipur. All the variables were marked in a scale of 1 to 5, with 1 representing strongly disagree and 5 strongly agree. Total 360 responses (sample size) were analyzed through SPSS and Excel software The data on 15 variables were reduced through factor analysis, and then factor scores were used as independent variables and the customer satisfaction and loyalty variables as dependent variables in regression analysis in order to find out the drivers of customer satisfaction and loyalty for fast-food chains in Jaipur.

RESULTS AND INTERPRETATION – FAST FOOD CHAINS

FACTOR ANALYSIS

The results of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) (0.852) and Bartlett's Test of Sphericity (Chi-square – 2856.712 and significance – 0.000) indicate that factor analysis done with the 15 variables is effective. There were **three** factors extracted using the method of Principal Component Analysis and Rotation Method of Varimax with Kaiser Normalization, with criteria of Eigen values greater than one. The results of factor analysis are shown in Table 16.

TABLE 16: EIGEN VALUES AFTER ROTATION

Factors	Eigen Values	Percent of variance explained	Cumulative %
1	3.367	22.446	22.446
2	3.151	21.007	43.453
3	2.833	18.889	62.342

Source: SPSS data run (Appendix VI).

It can be concluded that these four factors extracted from the 15 variables are explaining about 62 percent of the variance in the 15 service-related variables considered in this study. The factors were labeled according to the variables under them (based on loadings).

According to the loadings of variables on the three factors, they have been labeled as in Table 17.

TABLE 17: LABELING OF FACTORS

Convenience	Pricing	Ambience
Variety of food	Quality	Soft Ambience
Operating time is convenient	Price of food	Spacious layout
Food Presentation	Cleanliness	Promotion offers
Faster delivery	Parking facility	Customer service
Location		Mode of payment
Home delivery		

Source: Developed by the researcher.

According to the conception of customers at the fast-food chains, the variables are not separated according to service quality or features, but there is a mix of them loading into one or more factors, showing new underlying constructs or factors for service quality and feature related variables.

To test the reliability of the model alpha was calculated as shown in Table 18

TABLE 18: RELIABILITY ANALYSIS SCALE (ALPHA)

Reliability Coefficients	
No. of Cases = 360	Reliability Coefficients Items = 18
Alpha = **.9101**	

Source: SPSS data run (Appendix VI).

Also ANOVA test for validity of the model was conducted (F= 48.1601) and significance prob. 0.000), indicating that the model is valid.

HYPOTHESIS TESTING OF CUSTOMER LOYALTY

H3: *Consumer's loyalty variables* (Location, Operating time, Parking, Cleanliness, Food Presentation, Soft ambience, Spacious layout, Variety of food, Home delivery, Quality of food, Promotion Offers, Price, Customer Service, Mode of payment and Faster delivery) *have significant impact on purchasing from different types of FAST-FOOD retail outlets.*

The factor analysis of loyalty variables emerged in 3 factors with eigenvalue greater than 1. They are with 62.34 percent of variance, which is acceptable and above the lower limit for social sciences and determined the statistical significance of each eigenvalue at 1 percent level of significance. The 3 factors emerged in factor loading are **Convenience, Pricing and Ambience**.

Regression Analysis – For Fast food chains.

Two separate regressions were carried out with factor scores of the three factors as independent variables. The two dependent variables were: overall satisfaction and loyalty (Linear combination of the variables 'Continue Buying' and 'Recommendation to others'). Another regression was carried out to find out whether loyalty is influenced by overall satisfaction.

Regression 1 (Overall Customer Satisfaction) – For Fast food chains.

The model can be written as:

$$y_i = \beta_0 + \beta_1 \times x_1 + \beta_2 \times x_2 + \beta_3 \times x_3 + \beta_4 \times x_1 \quad \text{...(vi)}$$

where,

$\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$ are population regression coefficients

The regression model formed could be depicted by the following equation:

$$y_1 = \omega_0 + \omega_1 \times x_1 + \omega_2 \times x_2 + \omega_3 \times x_3 \quad \text{...(vii)}$$

where,

y_1 = Overall customer satisfaction;

x_1 = Convenience;

x_2 = Pricing;

x_3 = Ambience;

$\omega_1, \omega_2, \omega_3$ are sample regression coefficients,

they are used to estimate population regression coefficients ($\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$).

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The data was analyzed using SPSS software. R^2 for the regression was 0.752, and ANOVA (F = 364.005) (*Appendix VII*) was also significant (0.000), indicating regression results are valid.

TABLE 19: REGRESSION RESULTS FOR OVERALL CUSTOMER SATISFACTION

x's	Standardized Betas	t-value	Significance
Convenience	.179	6.816	.000
Pricing	.841	32.013	.000
Ambience	.120	4.551	.000

Source: SPSS data run (Appendix VII).

From the results of Table 5.21, it is clear that all three factors are important and have a significant impact on overall customer satisfaction, with 'pricing' showing very higher impact, followed by 'Convenience' & 'Ambience' with lesser impact.

Regression 2 (Customer Loyalty) – For Fast food chains.

The model can be written as:

$$y_2 = \omega_0 + \omega_1 \times x_1 + \omega_2 \times x_2 + \omega_3 \times x_3 \quad y_1 = \omega_0 + \omega_1 \times x_1 + \omega_2 \times x_2 + \omega_3 \times x_3 \quad \dots (viii)$$

where,

y_2 = Customer Loyalty;

x_1 = Convenience;

x_2 = Pricing;

x_3 = Ambience;

$\omega_1, \omega_2, \omega_3$ are sample regression coefficients,

they are used to estimate population regression coefficients ($\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$).

To determine the coefficients, data was analyzed through SPSS. The detailed results are mentioned in *Appendix*. R^2 for the regression was 0. .637, and ANOVA (F = 211.429) was also significant (0.000), (*Appendix VIII*) indicating regression results are valid. The results of the regression model are mentioned in Table 20

TABLE 20: REGRESSION RESULTS FOR CUSTOMER LOYALTY

x's	Standardized Betas	t-value	Significance
Convenience	.567	17.850	.000
Pricing	.537	16.885	.000
Ambience	.176	5.529	.000

Source: SPSS data run (Appendix VIII).

From the results of Table 20, it is clear that all three factors are highly significant and impact customer loyalty, with 'convenience' and 'pricing' and showing higher impact, followed by ambience showing lesser impact.

Regression 3 (Satisfaction—Loyalty Relationship) – For Fast food chains.

The model can be written as:

$$y_3 = \omega_0 + \omega_1 \times x_1 \quad y_1 = \omega_0 + \omega_1 \times x_1 + \omega_2 \times x_2 + \omega_3 \times x_3 \quad \dots (ix)$$

Where;

y3 = Customer Loyalty;

x1 = Overall Customer Satisfaction;

ω_0, ω_1 are regression coefficients.

To determine the coefficients, data was analyzed through SPSS, and the results are mentioned in Appendix IX. R^2 for the regression is 0.238, and ANOVA (F = 113.119) is also significant (0.000), indicating regression results are valid.

The results of the regression model are mentioned in Table 21

TABLE 21: REGRESSION RESULTS FOR SATISFACTION LOYALTY RELATIONSHIP

x's	Standardized Betas	t-value	Significance
Overall customer satisfaction	.490	10.636	.000

Source: SPSS data run (Appendix IX).

From the results of Table 21, it is clear the overall customer satisfaction is highly significant and impact customer loyalty.

Few Important Suggestions of respondents

When the respondents were asked to give suggestions on organized retail in Jaipur, then their suggestions were summarized in the table below.

- Adequate parking facility should be provided.
- Amount of waiting in billing should be reduced.
- Discounts should be offered from time to time so middle class can go in malls.
- Malls should be opened at specified locations only.
- In Jaipur VAT is very high. This needs to be reduced by the government.
- Retail stores should look for new customers in rural areas also. They can bridge the gap between city and villages.
- The actual prices should be maintained, instead of then giving discounts.
- Sitting facility for few moments of relaxation should be provided in Retail Stores.
- Trendy and fashionable outfits are not available at many retail stores.
- More branded stores should be opened in Jaipur and they should have of variety in the branded stocks.
- More branded outlets should be opened in Jaipur and they have branches within entire city.
- Promotion criteria should be more open so that old age people will move to mall from Kirana store.
- They should be an inquiry window in Retail malls.
- Organized retail store is not economical.
- Mall should also be opened in semi-urban/rural areas.
- Accessibility of retail outlet must be in reach of consumer, means it must not be located only at one centralized location, must be dispersed throughout the city.
- Mistakes in billing in organized retail should be reduced.

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- Vegetable and fruits should be fresh, Price of daily commodities should be less than MRP, Parking of Cars and vehicles should be free, Quality of all grocery should be good, Stock of clothes of all sizes should be available especially for children.
- There should be more brands for females and proper guidance by salesman should be given.
- Outlets should provide more scheme, discounts and there should be easy accessibility of the shops.
- The Price range of the stores should be revised as they are highly expensive.
- More branches of fast-food chain should be opened.
- More International Brands should be available.
- Should provide discount schemes time to time and also they should provide us latest fashion things from time to time.
- In restaurants cleanliness should be increased.
- Store staff incapable of handling crowd at weekends. Schemes and special offers are high priced hence not very attractive.
- Prices of specially garments are very high as compared to their quality.

FINDINGS AND CONCLUSION

It is an up hill task to serve today's pragmatic and enigmatic consumer because consumer is looking for huge variety of quality products, offering self-service, pleasant ambience, and store services like assistance, baggage, promotions, credit facilities etc. Hence it is imperative to bear in mind that consumer behaviour and shopping habits with regard to demographic–customer loyalty duo influencing the choice of retail outlets.

DEMOGRAPHIC DYNAMICS IN RETAILING IN JAIPUR

The consumer's age has significant influence on type of food and grocery retail outlets from which they purchase the products. The age groups and retail formats are dependent with each other. Gender and retail format are independent (no association) of each other. It could be concluded that that male and female respondent's patronage of food and grocery retail outlets is almost same irrespective of type of retail outlet. Demographic variable with respect to respondent's family size has significant impact on type of food and grocery retail outlets. Demographic variable with respect to consumer's occupation levels have significant impact on type of food and grocery retail outlets. Hence, occupation and type of retail formats for purchase of food and grocery products are dependent with each other. Consumer's growing income levels and availability of disposable money in hand have significant influence on type of food and grocery retail outlet from which they do shopping. Therefore, income levels and types of food and grocery retail outlets are dependent with each other. Consumer's increasing knowledge, awareness and educational levels have significant influence on types of food and grocery retail outlets. Therefore, dependency among them is obvious.

The study shows that consumer's education, occupation; family size and income levels are the major determinants for type of food and grocery retail outlets.

GENERAL ATTITUDE TOWARDS RETAIL SHOPPING IN JAIPUR

In the study, data was collected regarding the shopping pattern of respondents. The most important reasons of shopping in *kirana* stores in Jaipur (in which 80% of the respondents gave answers) were **Proximity/Easy Accessibility, cheaper products or reasonably priced, friendly behavior of shopkeeper, bargaining could be done & credit facility.**

The **major reasons of shopping in retail mall in Jaipur** were **Variety, all products available at one place, Display of goods, Quality, Offers & Discounts.** The **main source of media** through which the respondents get information about retails malls is **through friends and family (word of mouth publicity or through referrals)** and the **second important source** identified was through **Newspapers**.

CUSTOMER LOYALTY FINDINGS – FOOD & GROCERY SECTOR

Customer satisfaction is greatly affected by parking. It can be because they feel that it is feature which affects the satisfaction level. Sufficient parking facility registers as a component of service quality in supermarkets in the customers' minds in Jaipur. For understanding the parking requirements of the respondents, when asked on the mode used for commuting the 82 % of the respondents used their own vehicle (four-wheeler or two wheeler), 18 % of the respondents used public transport for commuting. Hence it could be said that adequate parking should be provided in Retail Malls in Jaipur.

The four factors that greatly impact the customer loyalty in Jaipur are **Pricing, Store Ambience, Shopping Convenience and Promotional Offers.**

Satisfaction and loyalty are most influenced by pricing features (price of products, discount offers, flexibility of payment modes), which establishes the fact that India is still a highly price conscious market.

The next best driver of satisfaction and loyalty is store ambience (cleanliness, spacious shop floor) and variety of products emphasizing the fact that in case of supermarket, retail shopping customers prefer to shop in an environment which is clean and properly stacked and where goods are displayed in proper manner so that they could spend their time in a leisurely manner choosing assorted products in an easy manner.

Overall satisfaction is again impacted by shopping convenience (location, shopping convenience and availability of products).

Soft Ambience (air-conditioning etc.) is the least influencing driver of satisfaction, this can be because supermarket customers mostly personably priced products. In case of loyalty, promotional offers are the third best driver and this is because loyal customers tend to go to supermarkets where they are assured discounts and offers.

The next important effect is that of manpower quality, because in spite of preference of self-service, loyal customers prefer to build relations with employees.

REGRESSION FOR OVERALL CUSTOMER SATISFACTION

'Pricing' and 'Promotional offers' have a significant impact on overall customer satisfaction. 'Store ambience' and 'Shopping convenience' is not significant at 5 percent level of significance.

All four factors are highly significant and impact customer loyalty, with pricing and shopping convenience showing higher impact, followed by store ambience and promotional offers showing lesser impact, overall customer satisfaction is highly significant and impact customer loyalty.

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Fig. 8 MODEL - I Customer Loyalty & Customer Satisfaction Drivers
(Food & Grocery Segment in Jaipur)
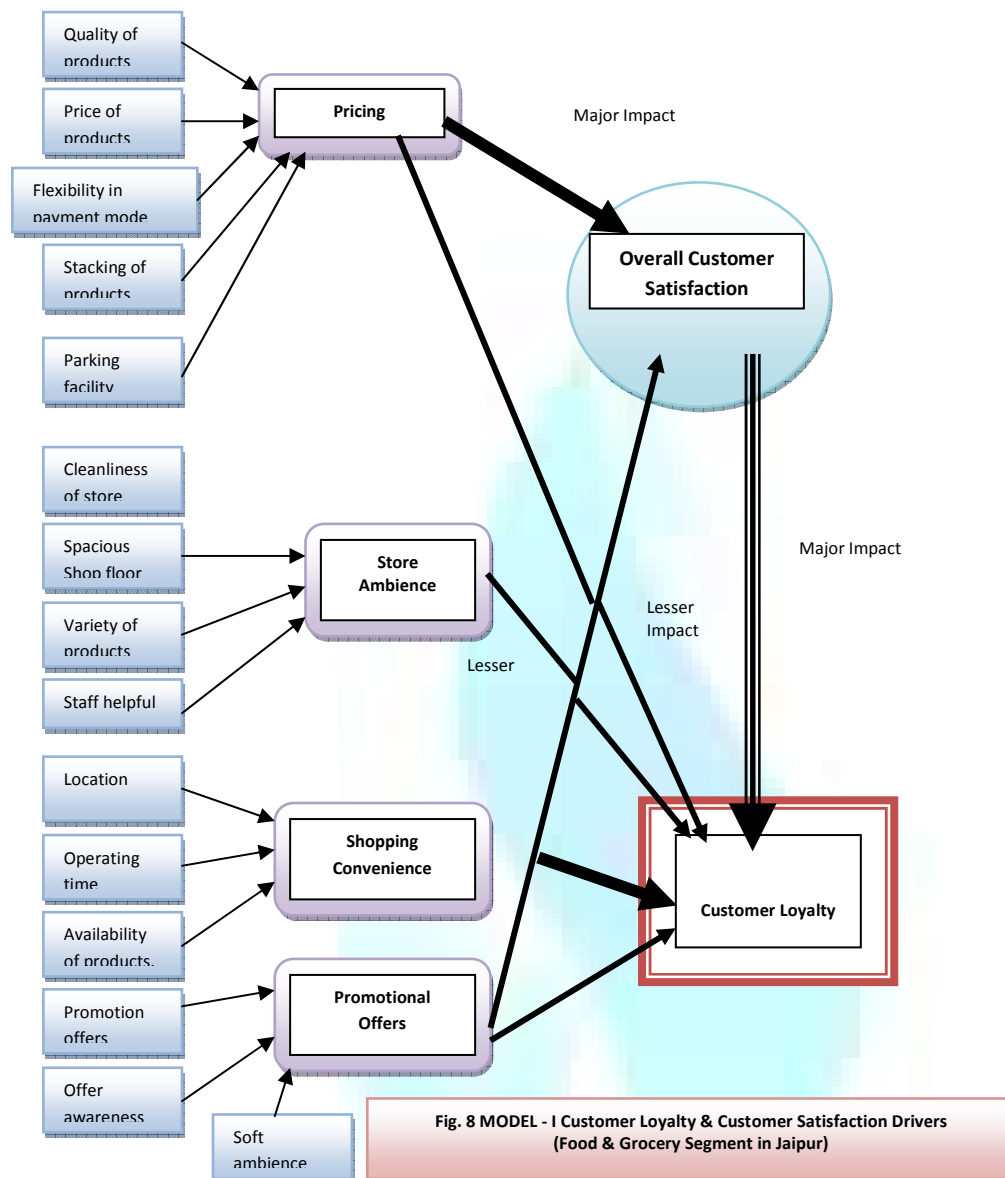
## CUSTOMER LOYALTY FINDINGS – FAST FOOD CHAINS

The factor analysis of customer satisfaction and loyalty variables resulted into **three factors** - **Convenience, Pricing and Ambience** which had a significant impact on purchasing from fast-food retail chains in Jaipur.

Regression Analysis of the factors resulted into following findings:

- all three factors (Convenience, Pricing and Ambience) are important and have a significant impact on overall customer satisfaction, with 'pricing' showing very higher impact, followed by 'Convenience' & 'Ambience' with lesser impact.
- all three factors are highly significant and impact customer loyalty, with 'convenience' and 'pricing' and showing higher impact, followed by ambience showing lesser impact.
- overall customer satisfaction is highly significant and impact customer loyalty.

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The Second Model generated by research on FAST-FOOD Retail Segment in Jaipur is shown in Figure 9.

MODEL GENERATED BY RESEARCH

FACTOR ANALYSIS AND REGRESSION ANALYSIS
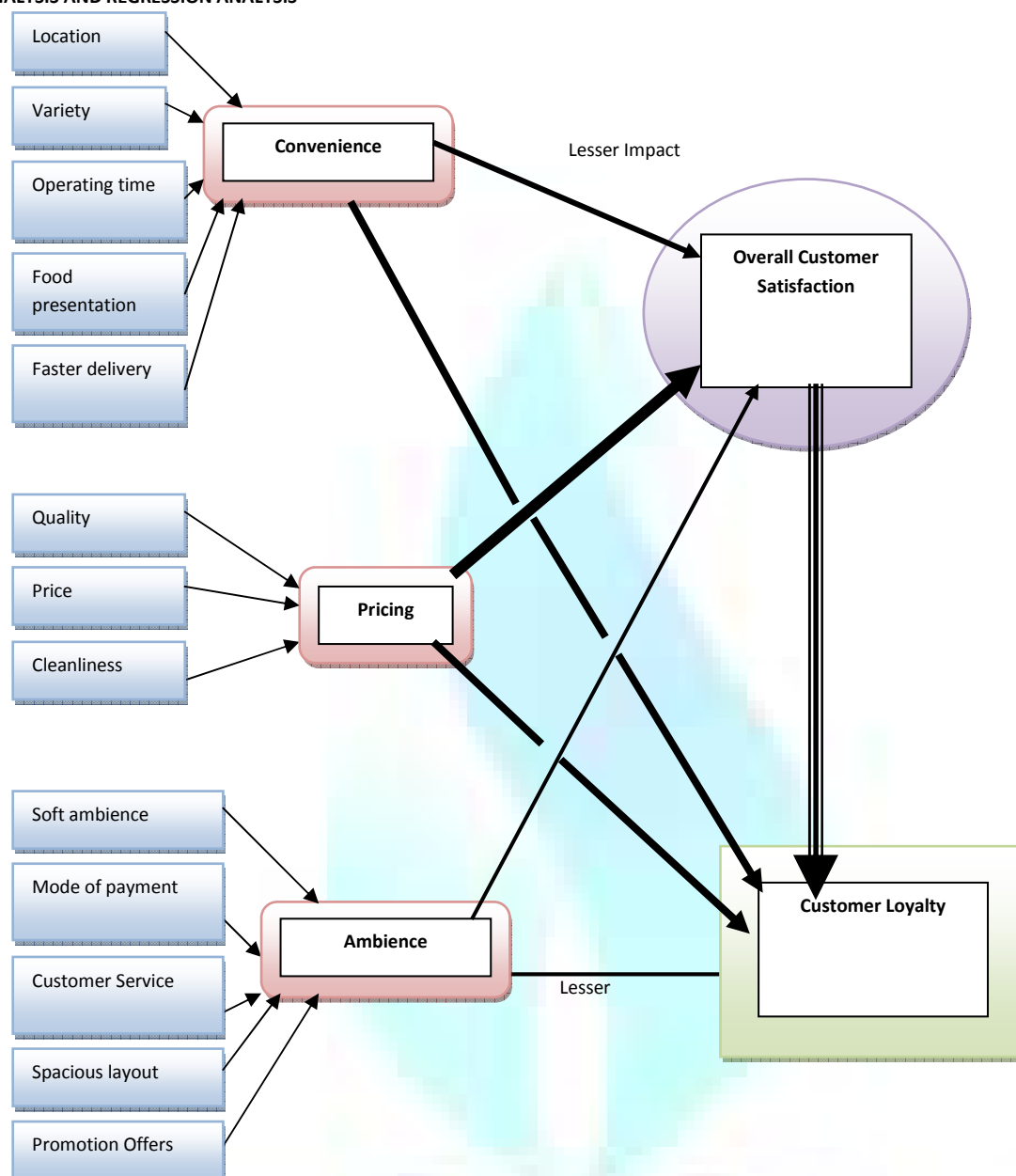
**Fig. 9 MODEL - II Customer Loyalty & Customer Satisfaction Drivers
(Fast Food Chains in Jaipur)**

LIMITATIONS AND FUTURE STUDY

A few limitations were identified in the course of this study.

First, the study focuses on only the nascent organised retail outlets in Jaipur. The results are based on the answers provided by the respondents chosen through convenience sampling as well as stores of only one supermarket chain and a fast-food chain. So this study can be seen as providing a direction for future research, and generalization to a wider population of retail supermarket industry should be done with some caution. Thus, this research work can be extended with additional samples collected from different supermarkets in order to go for generalizations. Such focus could limit the generalisations of the findings to the entire organised retail outlets in India.

Second, the sample size of respondents, although 360 was achieved in this study, which is considered as an acceptable size, nevertheless, it is felt that for a consumer research as this, using a larger sample size will be preferable and more representative of the whole population of retail customers in Jaipur or elsewhere.

Third, the study exclusively confined to demographic and customer loyalty variables. This limitation creates an opportunity for future research study in this area to include socio-economic and technological and more variables in the future research. There can be other factors influencing customer satisfaction and loyalty apart from factors suggested in this study which could be obtained by including more service variables in the study. Future studies could examine some of these factors.

Fourth, the study exclusively concentrates upon convenience stores, supermarkets and hypermarkets. This limitation creates an opportunity for future research studies in other than these stores e.g. departmental stores, discount stores and specialty stores. These future studies should improve the sample size in order to get greater validity and generalisation of the inferences to the whole population.

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Fifth, labeling of variables into factor was a limitation as the name may not completely signify all the variables factored. However, it was tried to give as general name as possible.

Sixth, the research only focuses on Food and Grocery and Fast-food chains. Future studies could be conducted in other retail sectors like Jewellery, Music etc. to get information on the other specific drivers.

CONCLUSION

The consumer's preferences are changing rapidity and becoming highly diversified. It is difficult for the retail stores to satisfy all the needs of the customers. The most of the consumer's want to get some attractive prices, good schemes and offers on every purchases and a shopping comfort as well. This empirical study investigated the influence of demographic dynamics and customer loyalty variables on organised food and grocery retail outlets and fast-food chains in Jaipur. Consumers are now into food and grocery shopping in a more involved manner than ever before. The organised food and grocery retails outlet are the preferred kind of stores by consumers. The perceptions and opinions of consumers vary while buying items in different types of retail outlets. Consumer's income levels play a pivotal role in the determination of demand for type of modern format. The results show that consumers are more sensible towards optimization of time and money while shopping. The results also prove that most of the consumers are price and quality association conscious. It was also found that customer satisfaction has a strong influence on loyalty, which means customers who are satisfied tend to continue shopping and recommend the retail store to others. Only the big retail chains are able to satisfy all these needs of the new age consumers whereas there is still some consumers mostly of the old age are willing to purchase from the local *kirana* store. Some of them have perception that these big stores are too costly to afford and some of them are not able to make purchases in a bulk so they do not want to waste their time to go especially to the big store for 2-3 items purchase. **Hence, it is concluded and suggested that organized retailers should exercise caution in serving the utmost needs, wants and preferences of potential and existing consumers in order to acquire and retain. Big Retail still has a long way to go before satisfying the highly diverse needs of the Indian population. As a result, there will be a steady state where Big Retail will co-exist with Small Retail.**

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APPENDIX I

<div align="center">

QUESTIONNAIRE

</div>

This research aims at providing the best of the services to the consumers and improvement in services of organized retail in Jaipur, Rajasthan, India. Therefore your cooperation as a consumer is desired.

1.   **Personal Information**
1.1   Name: ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐
Please tick (✓)
1.2   Gender:
     Male…..☐   Female…..☐
1.3   Age group:
           15 – 25 years …………..☐   36 – 45 years …………☐
           26 – 35 years …………☐   45 years and above…☐
1.4   Occupation:
           Student……   ☐   Housewife……   ☐
           Service…….   ☐   Business……….   ☐
1.5   Education:
           SSC / Diploma….☐   Degree…………☐   PG…………………☐
1.6   Marital Status:
           Single……☐   Married…..☐
1.7   Monthly Income
           Below Rs. 10000….☐   Rs 10001 – Rs. 20000…☐   Rs. 20001 – Rs. 30000…☐   Rs. 30000 & above……☐
1.8   Family size
           1-2 members…☐   3-4 members…☐   5-6 members…☐   >6 members…☐
2.   **Retail Shopping Behaviour – Grocery**
2.1   How many times do you visit Big Bazaar (an organized retail outlet):
           Once in a week in a given month…………….☐
           More than two times in a given month ……☐
           at least for once in a given month…………☐
2.2   How much time you have been purchasing goods from organized retail outlets:
     For less than one year…☐   For more than 3 years……☐   change retail outlets as per convenience……☐
2.3   From which type of retail format do you purchase your food and grocery items:
Convenience Stores (Mom and Pop Shops)…   ☐   Supermarket (Vishal Mega Mart /Big Shopper)…☐
Hypermarket (Big Bazaar/Spencer)………………………☐
2.4   Please tick the average amount (in Rs.) spent by you per trip for shopping:
Less than Rs. 500…….☐   Between Rs. 500 - Rs. 1000……..☐   Between Rs. 1000 - Rs. 2000……☐
More than Rs. 2500…☐   Rs. 1000 - Rs. 2500………………☐
2.5   Please tick (✓) the following service attributes of Big Bazaar?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
	1	2	3	4	5
The store location is convenient					
The store operating time is convenient					
Sufficient space for parking is available					
Cleanliness of the store is good					
Products are stacked in proper manner					
Soft ambience (Air conditioning, music) is good					
Shop floor is very spacious					
Products expected are available at all times					
Product range (variety) available is sufficient					
Products are of good quality					
Promotion offers provided are worthy					
Price of products is reasonable					
Staff are helpful					
Mode of payment is flexible					
Customers are well aware of the discount offers					
Overall satisfaction					
Continue buying					
Recommendation to others					

2.6   From where did you get the information about the retail outlets:
Newspaper……☐   TV/Radio…..☐   Friends/Family…..☐
Hoardings……..☐   Internet…….☐   Advt……
2.7   On an average, how much time do you spend in a retail outlet:
Less than hour an hour……… ☐   half an hour……….☐   One hour………☐
1-2 hours……………….………. ☐   2-3 hours……………☐   > 3 hours………☐
2.8   Can you recall any other names of organized retail outlets in Food & Grocery segment? If yes, please write them in your order of preference:_____
2.9   What do you like most about *kirana* shops? _____
2.10   Please rate, on the scale of 1 to 10, where 1 means unacceptable and 10 means outstanding, the services of the following grocery stores:
           ➢   Big Bazaar   …………..☐./10

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> Big Shopper………………….☐/10
> Reliance Fresh………………☐/10
> MORE………………………☐10
> Vishal……………………….☐/10

3.   Retail Shopping Behaviour – Fast Food Chain

3.1   Can you recall any names of organized retail outlets in **Fast Food Chains** segment in Jaipur? If Yes, then please write them in order of preference._____

3.2   Please tick (✓) the following service attributes of Pizza Hut:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
	1	2	3	4	5
The store location is convenient					
The store operating time is convenient					
Sufficient space for parking is available					
Cleanliness of the store is good					
Food presentation is very good					
Soft ambience (Air conditioning, music) is good					
Shop floor is very spacious					
Food variety available is sufficient					
Home delivery of food items					
Products are of good quality					
Promotion offers provided are worthy					
Price of products is reasonable					
Staff are helpful					
Mode of payment is flexible					
Faster delivery of food					
Overall satisfaction					
Continue buying					
Recommendation to others					

3.3   Please rate, on the scale of 1 to 10, where 1 means unacceptable and 10 means outstanding, the services of the following food outlets:
> Pizza Hut …………………..☐/10
> Mc Donald's…………………☐/10
> Dominos………………………☐/10
> Barista………………………..☐/10
> Café Coffee Day…………………☐/10
> Baskins Robins………………… . ☐/10
> Mafix……………………………☐/10

4.   Retail Shopping Behaviour – Apparel

4.1   Can you recall any names of organized retail outlets in **Apparel & Footwear** segment in Jaipur? If Yes, then please write them in order of preference.
_____

4.2   Please rate, on the scale of 1 to 10, where 1 means unacceptable and 10 means outstanding, the services of the following retail outlets:
> Shoppers Stop…………………..☐/10
> Lifestyle…………………………☐/10
> Provogue………………………☐/10
> Koutons…………………………..☐/10
> Vishal………………………☐/10

5.   Suggestions / Specific Needs

_____.

Date: _____   (**Signature**)

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With sincere regards

Thanking you profoundly

Academically yours

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