

Key Retail Store Attributes Determining Shoppers' Perception and Satisfaction: An Empirical Study of Organised Retail Stores Located in Tirupati, AP.

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ABSTRACT

In present days the penetration of organized retailing outlets is growing faster than unorganized retail outlets and it has been witnessed by many retail reports. Rapid urbanization, availability of large variety of multinational brands, increasing literacy, increasing DINKS families and changing lifestyle and preferences has contributed to the growth of organized retail outlets in India. The organized retail outlets growing faster in Tirupati town due to Indian government announced under smart city programme. The study aims to identify key retail store attributes determining shoppers' perception and satisfaction in Tirupati city, Andhra Pradesh. The study reveals that highest proportion of the shoppers agreed upon as a place to shop and followed by a place to compare as a utility aspects of organized retail outlets. There is a significant impact of store attributes on shoppers' satisfaction. On observed individual store attributes impact on shoppers' satisfaction, it is clear that Quality, Wide Product Range, Discount, Product Display, Ambience, Value for Money, Promotional Offers, Behaviour of the Staff, Mode of payment and Loyalty points have significant impact on shoppers' satisfaction.

1. Introduction

The Indian Retail Industry is witnessing a rapid transformation and is the fastest growing sector contributing 10 percent of the country's GDP and around 8 percent of employment. Indian retail market is estimated to increase by 60 percent to reach \$1.1 trillion by 2020 due to factors like rising incomes, lifestyle changes by middle class and increased digital connectivity. According to IBEF report the overall retail market is expected to grow 12 percent per annum, modern retail outlets penetration accounts at 20 percent compare to traditional retail outlets accounts at 10 percent. The organized retailing sector in India has significant transformation in the last decade. The fast pace of the Indian retail industry presents many companies with a host of daily challenges. India became the prime destination for the global retailers because of favorable demographics, high disposable income levels, changing life styles and increased customer awareness. Many of the old and informal store formats have been completely transformed into the significantly designed new formats (Navreen & Samreen 2011). Customer perception and satisfaction is a term which is frequently used in marketing and it is a basically measure that how the products and services supplied by a company meet or surpass customer expectation. Organizations need to retain existing customers while targeting new customers. Meanwhile measuring customer satisfaction is an indicator of how successful the organization is at providing products and/or services to the marketplace to meet the requirements of people. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty (Satnam Kour Ubeja & D.D. Bedia 2012). In India organized retail penetration is growing faster than unorganized retail penetration and that to organized retail outlets are providing better features like ambience, product availability & variety of assortment, price discounts, parking facilities etc. In this connection customers are bound to looking towards modern retail outlets rather than traditional retail outlets. Continuous

observation of Shopper Perception towards organized retail stores is an important criterion for a marketer to understand for further strategic decision. Hence the present study to identify key retail store attributes determining shoppers' perception and satisfaction in Tirupati town only.

2. Review of Literature

According to Kotler & Armstrong (1997) customer satisfaction is an extent to product's perceived performance matches with a buyer's expectations. The buyer is dissatisfied, if the product's performance falls short of expectations. The buyer is satisfied or delighted, if performance matches or exceeds expectations. This definition has considered two important aspects, pre-purchase expectations and post purchase perceived performance. Baker Prewitt (2000) study says that service quality influences on relative attitude and satisfaction. Meanwhile satisfaction influences on relative attitude, repurchase and recommendation but it has no effect on store loyalty. Loyalty is influenced by recommendation and repurchases intention. Blackwell et.al. (2001) in his study analyzed the fact that basic idea behind the consumer research was to know about the buying reasons. However, researchers have to go much deeper and also question people, how and in which circumstances they purchase any particular product or service and consume it. Consumer behavior mainly consists of ideas, experiences, feelings and actions of consumers with external factors like ads, prices and commends. Furthermore, it is a dynamic process, because of the continuous changes in ideas, perceptions and activities of consumers as an individual or in a group. Sinha & Banerjee, (2004) study reveals that store convenience and customer services positively influenced consumers store selection. Solomon (2006) & Peter et.al (2008) in their studies given the fact that consumer behaviour is considered as a complex pattern and sophisticated understanding for marketing researches. It is defined as study

of psychological, social and physical actions, when people buy the products/services/ideas/practices, use and dispose them. Qibin Lu et al. (2007) in their study satisfaction and loyalty are most influenced by pricing features followed by store ambience. The third and fourth important drivers of customer satisfaction were product-related convenience and manpower quality respectively. Das Prasun (2009) the study reveals that present day's retail business, ensuring customer satisfaction in delivering the right product and service to the end-users is the major concern for the future growth of the organization. Grover & Dutta (2011) their study reveals that store convenience, appealing store value, product offering, and value for money, price and choice availability are such factors significantly explained the customer satisfaction in an organized retail outlet. Jeevananda, S (2011) study highlights that the high levels of customer satisfaction are very important to a business because satisfied customers are most likely to be loyal and to make repeat orders. Wide range of services offered by a business to retain them for a longer period. The study also identified that customer satisfaction is a physical asset that should be monitored and managed numerous customers. Brijesh Patel, S & Ashish Desai, K (2013) the study reveals that shopping Convenience has the strongest impact on satisfaction, while physical features have no influence on satisfaction. From the result, it has been concluded that customers of Surat city are satisfied with the organized retail stores. Singh & Agarwal, (2012) study conducted on customers' preferences towards grocery shopping. The results revealed that customers were gradually shifting from traditional outlets to modern outlets. The study found that brand choice and credit card facilities are the key determinants majorly influenced from kirana to modern retail. Payment through credit cards increased purchases from organized retail store. Gupta, (2012) study conclude that convenient operating hours and accessibility were the factors which lead to customer loyalty and not store appearance. At the same time, product attributes like freshness of the product and availability of products range were the major determinants of loyalty. It was also notice that event today Kiranas are preferred by customers because of various reasons viz. convenient location, home delivery, personal relations with shopkeeper, giving products on credit, payment in installments. Hameedunissa, M (2013) studied consumer psychology on supermarkets and paper highlights on how people's thoughts, beliefs and perception influence consumer behavior on any outlet. Cherukuri Jayasankaraprasad (2010) has studied the buying behavior in six different food and grocery stores consists of supermarkets & hypermarkets using multiple discriminant analysis. The results reveal that physical surroundings i.e ambience, store design and visual merchandising; task definition i.e regular purchase, purchase in large quantities and getting ideas / knowing new products; perceived risk i.e time, financial, and physical; temporal aspects i.e time spent and convenient timing hours; and social interactions and experiences have significant affect on supermarket and hypermarket store format choice decisions by customers. From the above literature review, retailing is a promising area across India. It is observed that there was dearth of research worked has been done on the shopper perception towards organized retailing in tier 3 cities and there were no studies in Tirupati town particularly in the area of shopper perception. Hence the study

carried to identify key retail store attributes determining shoppers' perception and satisfaction.

3. Objectives of the study

1. To know the customer opinions towards Utility aspects of the organized retailing.
2. To identify the key retail store attributes determining shoppers' perception and satisfaction.

4. Hypothesis of the study

Following hypothesis were developed to bring better interpretations in support of the fulfillment of the research objectives.

H01: The respondent opinions do not differ for all variables of Utility aspects.

H02: The respondent opinions do not differ for preference of store attributes affecting shopper decision making.

H03: There is no significant impact of store attributes on overall satisfaction.

5. Research Methodology

Primary data: Primary data were collected through personally administering the structured questionnaire by intercepting customers at the exit doors of retail stores after they have finished their respective visits to the stores.

Secondary data: It involves websites, research articles, books and magazines.

Research Approach: Survey method.

Research Instrument: A well structured questionnaire was developed for conducting the study. The questionnaire was divided into two parts. First part was designed to obtain demographic information about the respondents' age, income, literacy level and gender. Second part contained closed-ended questions relating to rating of retail outlets on various store attributes. 16 variables extracted from previous literature, the opinion on variables have been collected from shoppers based on five-point rating scale such as Strongly agree (5) to Strongly disagree (1).

Contact Method: Personal interview.

Sampling Frame: Shoppers of Organized retail outlets (More, DMart and Reliance Smart) in Tirupati.

Sampling Method: Purposive sampling method.

Sample Size: 225 shoppers were interviewed, and 206 valid responses considered for analysis.

Tools: SPSS version 16 is used to tabulate and analyze the valid responses. ANOVA and Regression statistical tools used for testing the hypothesis.

6. Data Analysis & Interpretation

Table 1: Socioeconomic Characteristics of Shoppers at organized retail Outlets

| Socio-Economic Characteristics | Number of Customers | Percentage (%) |
|----------------------------------|---------------------|----------------|
| Age (Years) | | |
| 16 – 25 | 27 | 13.1 |
| 26 – 35 | 76 | 36.9 |
| 36 – 45 | 62 | 30.1 |
| Above 45 | 41 | 19.9 |
| Place of residence | | |
| Rural | 84 | 40.8 |
| Urban | 122 | 59.2 |
| Gender | | |
| Male | 92 | 44.7 |
| Female | 114 | 55.3 |
| Education | | |
| SSC | 11 | 5.3 |
| Intermediate | 32 | 15.6 |
| Graduate | 86 | 41.7 |
| Post Graduate | 64 | 31.1 |
| Above Post Graduate | 13 | 6.3 |
| Family Income (Rs/ Month) | | |
| Up to 10,000 | 36 | 17.5 |
| 10,000 – 20,000 | 81 | 39.3 |
| 20,000 – 50,000 | 66 | 32.0 |
| Above 50,000 | 23 | 11.2 |
| Total | 206 | 100 |

Source: primary data

Age: The data given in Table 1 shows that 36.9 percent respondents are between 26-35, 30.1 percent are between 36-45, 19.9 percent are between above 45 above 13.1 percent respondents are between 16-25 years age group. It is to notice that more than half of the shoppers belonged to the age group of 26-35 and 36-45 years. This shows that younger people visit organized retailing more frequently as compared to their older counterparts.

Place of Residence: As high as 59.2 percent of the shoppers belonged to the urban areas, while 40.8 percent of them came from rural areas. Thus, the urban population dominates the quantum of shoppers at organized retailing.

Gender: Majority, i.e., 55.3 percent of the shoppers were female, while only 44.7 percent of them were male. The data clearly shows that female shoppers domination in the decision-making process in the family.

Education: The analysis shows that the shoppers with high educational level are visiting organized retail outlets.

Family Income: The data shows that high income shoppers visiting organized retail outlets compare to low income people. This shows that organized retailing could not attract the low-income people.

Table 2: Utility Aspects

| Utility Aspects | Agree | Neutral | Disagree | Mean | S. D |
|---------------------------|---------------|--------------|--------------|------|------|
| A Place to Shop (%) | 168 (81.5) | 36 (17.5) | 2 (1.0) | 2.88 | 0.14 |
| A Place to Socialize (%) | 89 (43.2) | 67 (32.5) | 50 (24.3) | 2.19 | 0.78 |
| A Place to Enjoy (%) | 124 (60.2) | 68 (33.0) | 14 (6.8) | 2.45 | 0.72 |
| A Place to Experience (%) | 146 (70.9) | 32 (15.5) | 28 (13.6) | 2.52 | 0.67 |
| A Place to Compare (%) | 142 (69.0) | 52 (25.2) | 12 (5.8) | 2.68 | 0.69 |

Source: primary data

The shoppers were asked about their extent of agreement over different utility aspects of organized retailing in table 2. It shows that the highest proportion of the shoppers agreed upon as a place to shop (2.88) with 0.14 followed by a place to compare (2.68) with 0.68, a place to experience (2.52) with 0.67, a place to enjoy (2.45) with 0.72, and a place to socialize (2.19) with 0.78 standard deviation.

H01: The respondent opinions do not differ for all variables of Utility aspects.

The objective of this hypothesis is to know the different opinions of respondents with respect to age and gender on utility aspects and this fulfills the requirement of first objective.

From the table 3, the obtained F-values of 24.764, 21.568 and 16.622 leads to the rejection of null hypothesis at 5 percent level of significance for Place to shop, Place to compare and Place to experience. Therefore, respondents' opinion differs for

Place to shop, Place to compare and Place to experience among the age groups. The obtained F-values of 10.934 and 8.828 leads to the respondents' opinion do not differs for place to enjoy and place to socialize.

Table 3: ANOVA results for Age groups and Utility aspects

| Factors | Age (Yrs) | F-value | Result |
|-----------------------|-----------|---------|---------------|
| A Place to Shop | 16-25 | 24.764* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| A Place to Socialize | 16-25 | 8.828 | Insignificant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| A Place to Enjoy | 16-25 | 10.934 | Insignificant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| A Place to Experience | 16-25 | 16.622* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| A Place to Compare | 16-25 | 21.568* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |

Source: primary data

Note: *indicates significance at 5% level

Table 4: ANOVA results for Gender and Utility aspects

| Factors | Age (Yrs) | F-value | Result |
|-----------------------|-----------|---------|---------------|
| A Place to Shop | Male | 32.484* | Significant |
| | Female | | |
| A Place to Socialize | Male | 9.624 | Insignificant |
| | Female | | |
| A Place to Enjoy | Male | 11.822 | Insignificant |
| | Female | | |
| A Place to Experience | Male | 22.626* | Significant |
| | Female | | |
| A Place to Compare | Male | 20.426* | Insignificant |
| | Female | | |

Source: primary data

Note: *indicates significance at 5% level

From the table 4, the obtained F-values of 32.484, 22.626 and 20.426 leads to the rejection of null hypothesis at 5 percent level of significance for Place to shop, Place to experience and Place to compare. Therefore, respondents' opinion differs for

Place to shop, Place to compare and Place to experience among the gender group. The obtained F-values of 11.822 and 9.624 leads to the respondents' opinion do not differs for place to enjoy and place to socialize.

Table 5: Key Retail Store Attributes Considered by the Shoppers while Purchase Decision

| S. No | Store Attributes | Mean | S. D |
|-------|---------------------------|------|------|
| 1 | Quality | 4.76 | 0.51 |
| 2 | Wide Product Range | 4.31 | 1.06 |
| 3 | International Brands | 3.52 | 1.06 |
| 4 | Discount | 4.56 | 0.65 |
| 5 | Packaging | 3.47 | 1.09 |
| 6 | Advertisement | 3.41 | 1.00 |
| 7 | Product Display | 4.04 | 0.96 |
| 8 | Ambience | 4.21 | 1.08 |
| 9 | Value for Money | 4.42 | 0.67 |
| 10 | Need-Based Purchases | 4.13 | 0.97 |
| 11 | Family Members' Influence | 3.28 | 0.94 |
| 12 | Promotional Offers | 3.59 | 1.06 |
| 13 | Behaviour of the Staff | 3.70 | 1.07 |

| | | | |
|----|-----------------|------|------|
| 14 | Fixed Prices | 3.85 | 0.99 |
| 15 | Mode of payment | 3.85 | 0.96 |
| 16 | Loyalty points | 3.65 | 1.11 |

Source: primary data

Table 5 indicates that quality (4.76) as mean with 0.51 standard deviation, followed by discount (4.56) with 0.65, value for money (4.31) with 0.67, wide product range (4.31) with 1.06 and ambience (4.21) with 1.08 as key determinants of shoppers' perception and satisfaction.

H02: The respondent opinions do not differ for preference of store attributes affecting shopper decision making.

The objective of this hypothesis is to know the different opinions of respondents with respect to age and gender on various store attributes affecting shopper decision making and this fulfills the requirement of second objective.

From the table 6, the obtained F-values of 31.624, 28.924, 25.286, 18.826, 19.742, 24.726, 34.556, 26.984, 26.424, 24.324 and 23.982 leads to the accepts of alternative hypothesis at 5 percent level of significance for Quality, Wide Product Range, Discount, Advertisement, Product Display, Ambience, Value for Money, Need-Based Purchases, Promotional Offers, Behaviour of the Staff and Mode of payment respectively. Therefore, respondents' opinion differs for store attributes among the age groups. The obtained F-values of 9.864, 11.424, 10.652, 9.284 and 9.628 leads to accepts of null hypothesis at 5 percent level of significance. Therefore, respondents' opinion does not differ for International Brands, Packaging, Family Members' Influence, Fixed Prices and Loyalty points respectively.

Table 6: ANOVA results for Age groups and Store attributes

| Store Attributes | Age (Yrs) | F-value | Result |
|---------------------------|-----------|---------|---------------|
| Quality | 16-25 | 31.624* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Wide Product Range | 16-25 | 28.924* | Insignificant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| International Brands | 16-25 | 9.864 | Insignificant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Discount | 16-25 | 25.286* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Packaging | 16-25 | 11.424 | Insignificant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Advertisement | 16-25 | 18.826* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Product Display | 16-25 | 19.742* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Ambience | 16-25 | 24.726* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Value for Money | 16-25 | 34.556* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Need-Based Purchases | 16-25 | 26.984* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Family Members' Influence | 16-25 | 10.652 | Insignificant |
| | 26-35 | | |
| | 36-45 | | |

| | | | |
|------------------------|----------|---------|---------------|
| | Above 45 | | |
| Promotional Offers | 16-25 | 26.424* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Behaviour of the Staff | 16-25 | 24.324* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Fixed Prices | 16-25 | 9.284 | Insignificant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Mode of payment | 16-25 | 23.982* | Significant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |
| Loyalty points | 16-25 | 9.628 | Insignificant |
| | 26-35 | | |
| | 36-45 | | |
| | Above 45 | | |

Source: primary data

Note: *indicates significance at 5% level

Table 7: ANOVA results for Gender and Store attributes

| Store Attributes | Age (Yrs) | F-value | Result |
|---------------------------|-----------|---------|---------------|
| Quality | Male | 35.866* | Significant |
| | Female | | |
| Wide Product Range | Male | 31.822* | Insignificant |
| | Female | | |
| International Brands | Male | 8.446 | Insignificant |
| | Female | | |
| Discount | Male | 28.886* | Significant |
| | Female | | |
| Packaging | Male | 12.824 | Insignificant |
| | Female | | |
| Advertisement | Male | 12.526 | Insignificant |
| | Female | | |
| Product Display | Male | 25.888* | Significant |
| | Female | | |
| Ambience | Male | 32.298* | Significant |
| | Female | | |
| Value for Money | Male | 33.234* | Significant |
| | Female | | |
| Need-Based Purchases | Male | 26.756* | Significant |
| | Female | | |
| Family Members' Influence | Male | 9.366 | Insignificant |
| | Female | | |
| Promotional Offers | Male | 29.932* | Significant |
| | Female | | |
| Behaviour of the Staff | Male | 25.556* | Significant |
| | Female | | |
| Fixed Prices | Male | 8.482 | Insignificant |
| | Female | | |
| Mode of payment | Male | 26.892* | Significant |
| | Female | | |
| Loyalty points | Male | 10.555 | Insignificant |
| | Female | | |

Source: primary data

Note: *indicates significance at 5% level

Table 7, the obtained F-values of 35.866, 31.822, 28.886, 25.888, 32.298, 33.234, 26.756, 29.932, 25.556 and 26.892 leads to the accepts of alternative hypothesis at 5 percent level of significance. Therefore, gender opinion differs for Quality, Wide Product Range, Discount, Product Display, Ambience, Value for Money, Need-Based Purchases, Promotional Offers,

Behaviour of the Staff and Mode of payment respectively. The obtained F-values of 8.446, 12.824, 12.526, 9.366, 8.482 and 10.555 leads to accepts of null hypothesis at 5 percent level of significance. Therefore, gender opinion does not differ for International Brands, Packaging, Advertisement, Family

Members' Influence, Fixed Prices and Loyalty points respectively.

H03: There is no significant impact of store attributes on overall satisfaction.

Multiple Regression

The relationship between the overall satisfaction of organised retail outlets and shoppers' perceptions regarding the format on various dimensions (attributes) was measured using a Multiple Regression model. The overall satisfaction scores were the dependent variable and the sixteen variables were the independent variables.

Table: 8 shows that R-square = 0.689 (adjusted R-square = 0.582), indicates that 58 percent of the variance in organized shoppers' satisfaction is explained by the sixteen variables in

the output. The F statistics produced (F= 22.69) shows significant impact of store attributes on shoppers' satisfaction. On observed individual store attributes impact on shoppers' satisfaction, it is clear from the table: 6 Quality, Wide Product Range, Discount, Product Display, Ambience, Value for Money, Promotional Offers, Behavior of the Staff, Mode of payment and Loyalty points have significant impact on shoppers' satisfaction with coefficients -0.13, 0.22, -0.04, 0.19, 0.26, 0.24, 0.03, 0.11, 0.05 and 0.07 respectively. Whereas International Brands, Packaging, Advertisement, Need-Based Purchases, Family Members' Influence and Fixed Prices have not significant impact with coefficients of 0.13, 0.10, 0.26, 0.41, 0.20 and 0.25 respectively. It indicates that ambience and value for money are the critical store attributes on shoppers' satisfaction followed by wide product range, product display, quality, behavior of staff loyalty points, mode of payment, discount and promotional offers as per the coefficients value.

Table 8: Regression statistics

| Multiple R | R Square | Adjusted R Square | Standard Error |
|------------|----------|-------------------|----------------|
| 0.799 | 0.689 | 0.582 | 0.522 |

| ANOVA | | | | | |
|---------------------------|--------------|----------------|----------|---------|----------------|
| | df | SS | MS | F | Significance F |
| Regression | 16 | 61.50 | 9.58 | 22.69 | 0.00 |
| Residual | 188 | 226.19 | 1.68 | | |
| Total | 204 | 277.69 | | | |
| Coefficients | | | | | |
| | Coefficients | Standard Error | t - Stat | P-value | |
| Intercept | 3.10 | 0.24 | 9.83 | 0.00 | |
| Quality | -0.13 | 0.05 | -2.57 | 0.01* | |
| Wide Product Range | 0.22 | 0.18 | 1.68 | 0.02* | |
| International Brands | 0.13 | 0.07 | 1.98 | 0.06 | |
| Discount | -0.04 | 0.05 | -0.83 | 0.02* | |
| Packaging | 0.10 | 0.04 | 2.76 | 0.06 | |
| Advertisement | 0.26 | 0.05 | 5.17 | 0.07 | |
| Product Display | 0.19 | 0.15 | 1.05 | 0.03* | |
| Ambience | 0.26 | 0.25 | 0.84 | 0.02* | |
| Value for Money | 0.24 | 0.06 | 0.45 | 0.01* | |
| Need-Based Purchases | 0.41 | 0.20 | 2.15 | 0.08 | |
| Family Members' Influence | 0.20 | 0.10 | 2.14 | 0.06 | |
| Promotional Offers | 0.03 | 0.06 | 1.65 | 0.04* | |
| Behavior of the Staff | 0.11 | 0.09 | 2.01 | 0.03* | |
| Fixed Prices | 0.25 | 0.15 | 1.05 | 0.09 | |
| Mode of payment | 0.05 | 0.04 | 0.08 | 0.02* | |
| Loyalty points | 0.07 | 0.14 | 1.25 | 0.04* | |

Note: Dependent variable- overall Satisfaction and Independent variable- Store attributes

7. Conclusion

Organized retailing in India has been showing many significant trends with the entry of big players in to retail market segment. In this connection changing taste and preferences of shoppers continuously in retail market forced to conduct shoppers' perception and satisfaction for better marketing strategies. The study is relatively new in semi urban area, there

is need to conduct on shoppers' mind set in Tirupati city, Andhra Pradesh. The study has been conducted based on sixteen store attributes of organized retail outlets in Tirupati city. The study has two objectives i.e shopper opinion towards Utility aspects of the organized retailing and identify the key retail store attributes determining shoppers' perception and satisfaction. The study reveals that shoppers' opinion differs for Place to shop, Place to compare and Place to experience among the age groups and

gender. The highest proportion of the shoppers agreed upon as a place to shop and followed by a place to compare as a utility aspects of organized retail outlets. It is to notice that different age groups and male & female shoppers' opinion significantly differs for Quality, Wide Product Range, Discount, Advertisement, Product Display, Ambience, Value for Money, Need-Based Purchases, Promotional Offers, Behaviour of the Staff and Mode of payment. There is a significant impact of store attributes on shoppers' satisfaction. On observed individual store attributes impact on shoppers' satisfaction, it is clear that Quality, Wide Product Range, Discount, Product Display, Ambience, Value for Money, Promotional Offers,

Behaviour of the Staff, Mode of payment and Loyalty points have significant impact on shoppers' satisfaction.

8. Limitations and Future Research

It is to observe that the study is confined to Tirupati city only, the results may not be generalized to all cities in Andhra Pradesh. Hence there is an extended scope to cover all cities in AP. The study results based on purposive sampling to collect the opinions from shoppers, hence there is chance of shoppers' opinion based on probability sampling methods.

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