A Comparative Study of Store Image of Organized Retailers in Mumbai

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Chapter-1

Introduction

1. Introduction :

Store Image is a mixture of tangible and intangible dimensions and interplay of these tangible and intangible elements and customers overall interpretation of them, based upon previous knowledge and experiences, are widely accepted to determine store image. Martinaeau's (1958) paper identified for core attributes layout and architecture, symbols and colors advertising in sales personnel. These attributes are merchandise including factors such as quality ,assortment ,styling or fashion, guarantees and price, service encompassing staff service, ease of return, credit and delivery services and physical facilities such as layout and architecture.

Retailers operate in a competitive environment facing changes in customer's needs, demographics, type of retailing and type of technology. For each retail store, a different image may exist in consumers' minds.

This is based on the different elements of the retail mix. The merchandise of retailer is its most important retail mix element according to Ghosh (1990). A retailer has to make sure that he/she offers those products to his/her customers that they expect him/her to offer.

This research will undertake organized retailers means those licensed retailers who are registered for taxes. This includes the retail chains and also the privately owned large retail businesses. A comparative study will be undertaken of the store image of the organized retailers in Mumbai like Easy Day, Reliance Fresh and Big Bazaar dealing in grocery. The strategy for these organized retailers can be improved if they are adding new product lines and brands, better displays, introduction of self service and enhancing the store ambience.

So, Food and Grocery Retail is by far the most promising area for the corporate majors to get into the organized retail business. In addition to the high growth rate in the organized retail in the recent times, the store format choice becomes an area of concern for a retailer as well as consumer.

The attitude of customers is also rapidly changing towards organized market retail stores mainly due to increased income levels, strong economy, changing life styles and shopping habits of customers. It is also observed that grocery retail consumers have adopted various task definition and risk reduction strategies in evaluating the choice of store format. Hence, there is a need to examine that how far these store image elements like task definition, perceived risk, physical surroundings, temporal aspects and social surroundings affecting retail format choice behaviour in relation to neighbourhood kirana stores, convenience stores, supermarkets and hypermarkets in Indian food and grocery retailing. The multiple discriminant analysis statistical technique is used to find the significant predictors and their discriminating effect on retail format choice behaviour.

It has also been analyzed that grocery shopping behaviour is different from mall shopping behaviour and thus food retailers should consider situational factors differently from retailers of other products (Zhuang Et Al,2006).Moreover consumers spend time looking for the grocery store that offers more advantage in a certain product, instead of making all their choices in the same store. The modern retail store should meet the lifestyle needs of consumers wishing to buy grocery products for the next few days,

rather than shopping at large hypermarkets for next few weeks. (Walking's, 2014)

Moreover, consumers spend time looking for the retail store that offers more advantages in a certain product, instead of making all their choices in the same store. The current economic crisis has created quite rational consumers, aware of the need to save money, searching for better offers, which leads to a possible decline in satisfaction and trust and also to the temptation of breaking the relationship with the current retail store.

Easyday is an Indian retail brand that runs chains of consumer retail supermarkets and convenience stores. The brand is wholly owned by Future Retail Ltd. Bharti Enterprises announced its foray into retail in February 2007 and the first store was opened in Punjab in April 2008. Easyday presently has 523 stores across 12 states. Future Group, that owns and operate Big Bazaar, combined retail operations with Easyday in May 2015. The merger has created one of India's biggest retail chains with more than 890 stores in 246 cities in India.

Reliance Fresh is the convenience store format which forms part of the retail business of Reliance Industries of India which is headed by Damodar Mall. The company already has 1691 Reliance Fresh outlets across the country. These stores sell fresh fruits and vegetables, staples, groceries, fresh juice, bars and dairy products. Reliance Retail has decided to minimize its exposure in the fruit and vegetable business

More is a retail store brand of Aditya Birla Retail Limited (ABRL). ABRL is the fourth largest supermarket chain in the country after Future Group, Reliance Retail and D-Mart. ABRL provides online grocery retail services in Bangalore, NCR, and Pune through its e-Commerce website MyMoreStore. Aditya Birla Retail Limited provides customers products under its own labels. Aditya Birla Group entered the retail industry with the acquisition of Trinethra Super Retail in 2007.Trinethra Super Retail had a strong footprint with over 172 stores spread across four states - Andhra Pradesh, Karnataka, Tamil Nadu and Kerala. In Tamil Nadu and Andhra Pradesh, Trinethra brand was being used, while in Karnataka and Kerala, Fabmall brand was being used. Later, all the stores were rebranded as more stores.

Retail Stores are offering a new shopping-experience to all demographics by providing services that offer convenience and comfort along with great-value. Standard of living is increasing because people aspire to live a better life hence, usually both members of family work for higher earnings. This has increased the pace of life and time is of great value. Transformation to this lifestyle demands services that keep-up with the pace and offer convenience & comfort. As a result, the whole idea of all commodities available under the same roof is likely to fit-in the newly formed culture.

So retail is responsible for delivering the product or service to the ultimate consumer. However, the ultimate consumer of these products and the services in terms of pleasure and experience is not an object of individual consumption rather it is mostly the family which consumes it and that can be fulfilled if the store image strategies are properly developed.

Chapter-2

Review of Literature

2. Literature Review :

In this study following review have been considered:

Moidin and Hariprakash (2016) states that few shopping variables commonly influence both organized and unorganized grocery shoppers. At the same time this study concludes that there are specific variables influencing both organized and unorganized shoppers and majority of the customers does shopping from both type of stores as they get different advantages from these stores. This study is limited to a single district and a limited sample size, and suggest further studies on other elements of consumer behaviour, it can be said that organized and unorganized stores should develop their USPs and position their stores effectively in order to attract and retain customers. The paper concludes by saying that in growing economy like India, where retail growth potential is very high, and both organized and unorganized grocery retail can coexist, if they frame and implement better marketing strategies.

Shamsher (2016) states that it becomes important to understand the overall customer perceptions regarding store image that eventually influence customer store choice, purchase intentions, store satisfaction and loyalty towards their preferred store. Due to the introduction of new formats for which organize retail is gaining tremendous importance in the recent times. Moreover, store image is an overall image of any particular store the customers possess in their mind which is considered as one of the important marketing.

Srivastava et al. (2014) states that as currently the Indian middle class is growing, a flood of imported products in fashion and food categories, the increasing space for groceries are drivers of the retail sector of India. The regular entry of new retailers could be seen with new formats of store image. Better services are used as one of the most important tools under this format. Upsurging Consumerism, changing lifestyle, increasing access to information and ever improving technology, made the last decade observe an enormous development in the retail sector around the globe. The emergence of retailing in India has more to do with the increasing purchasing power of the buyers, especially in the post liberalization era.

Sharma and Chopra (2014) found that Indian Traditional Grocery Stores (TGS) are perceived relatively positively by female buyers on many retail attributes than as perceived by male buyers and it gives these stores sustenance against the onslaught of organized stores as the female buyers are the most important buyer group in grocery settings. Grocery is a product category with which females are highly concerned with as they are

seeking solutions to their daily needs and household chores. These stores need to work on strengthening the relationship with the male buyers and required to work on the perception of the males by orientating them towards male buyer's likings and disliking and it is a tough task as for most of the male buyer's grocery buying has a task orientation which has to be completed with minimum efforts and involvement. It requires from the prospective of traditional grocery stores as how to make the male buyers interested in buying from the traditional stores.

Jain et al. (2013) states that the first and the most important factor for the consumers' preference is the availability and variety of products. The availability of items even at late hours to the customers is also preferred most. The consumers prefer the retail store which consists of various brands. The stores which offer a greater number of brands are liked by the customers. The second factor is service given by the retailers. The availability of parking space, baskets, trolleys, fast checkouts, recreation for children etc. Then comes the third factor is ambience /show of the store. They search, clean and attractive displays, lighting etc. Attractive displays increase the no. of consumers and turn the consumers towards the particular store. Ambience is the basic requirement for any store's success which gives the reputation and increased sales. The fourth factor is discount or fair prices. It is the most important factor of savings when billing is done. Discounts are the main point of attraction for the customers.

Pataskar (2011) founded that there is a significant influence of format of retail stores and locations on the operational efficiency. Location of the retail store must be central to the customers to encourage higher footfall and combat competition. The concept of retailer's private label has emerged. A strong trend in favour of organized retail format is being witnessed in food and nonfood sector as people are showing preference for one stop shops .In such a scenario, the retailers will have to take steps to develop shopping as an experience, though the more successful retailers will be those that will provide faster services.

Jayasankaraprasad (2011) contributes their findings for the understanding of consumer store choice behavior in food and grocery retailing in India. The overall results of this study shows that Indian food and grocery consumers have cross shopping behaviour in nature. No single retail format can be set for the consumer needs/wants. Consumers first choose a store format, and then move in to a particular store keeping in mind the format where they can save time, money and effort. This study examines and highlights the prediction of eighteen situational factors under task definition, perceived risk, physical surroundings, temporal aspects and social surroundings for retail format choice behaviour in food and grocery retailing.

Among the given situational factors, urgent purchase, regular purchase, less financial risk, less time and convenience risk, location, convenient timing hours, shopping frequency and social interactions are the significant predictors for the choice of grocery organised retail store.

Saraswat et al. (2010) states that Modern organized retail stores in India are competing based on providing a good value proposition to Indian shoppers. They are currently following the strategy of using a large portion of their budgets on advertising – either on name and logo recognition or on cheap prices rather than competitive prices. It has resulted in price-based competition to attracts shoppers. These results indicate that the modern organized food and grocery retail chains are differentiating themselves by functional/tangible factors like parking space, proximity of the store, and noise levels. At this nascent stage of modern-organized retail evolution in India, functional differentiation may be the key influencer of customers' store image formation and possibly selection decision. But eventually, retailers should start directing efforts towards differentiating their store based on psychological aspects which will lead to distinct brand positions. If the differentiation in psychological aspects of store image does develop, strong store brands may develop and customers will visit stores not just driven by their whims and fancies or due to promotions, nearness or just some experience, but due to strong identification which they perceive with a particular modern organized retail store brand.

Dr. Mittal (2009) founded that store image is important to retailers, as it represents their relationship with their target customers. This research reviewed the extant literature on store image, highlighting the importance that mix of attributes for the customers feel are important. The 'mix' of these attributes appears to be dependent on the retail segment and perception of the consumer. In retail management store attributes means the store image are the recourse of the marketing mix. This 'mix' drawn from store attributes leads

to the creation of a suitable retail format which in turn is severe to the success of the overall retail marketing strategy. However, there is always a significant difference in the composition and importance of attributes of store image between different retailers.

Preez et al. (2008) states that due to the nature and scope of the store image, the formulation of definition is extremely difficult. Thus, store image is defined as a complex, multidimensional construct based on the combination of tangible and intangible store attributes consisting of eight dimensions, namely Atmosphere, Convenience, Facilities, Institutional, Merchandise, Promotion, Sales personnel and Service. These dimensions are further divided into sub-dimensions that are constructed by specific store attributes. Store image has a composition nature that is represented by the interaction of the underlying structure of store image became evident. The possible overlap of sub-dimensions (within dimensions), the relevancy of each sub-dimension as well as the grouping of the final list of sub-dimensions was critically assessed.

Burt et al. (2007) founded that retail store image is a holistic, relational construct, ultimately based upon consumer perceptions of "reality" (and as such is highly subjective and personal), yet it is invariably measured by attributes based upon pre-determined items. Also, the role of the store as an agent of image formation changes over time. image is based upon a combination of "core" universally recognizable elements which contribute to image, and culture specific elements, which take on greater importance in specific markets. More importantly, for our understanding of store image, the technique captured different interpretations and meanings attached to similar subjects/objects. Thus, an element of image may appear to be a constant but it can be interpreted in different ways. Whether different interpretations are due to cultural (in the widest sense) differences or familiarity with a store image requires further investigation.

Yoo and Chang (2005) have reviewed previous studies on store image attributes. First, store atmosphere was found to have the largest influence on the store loyalty. By displaying and decorating commodities with lighting and color, they try to make luxurious images of their services such as facilities since merry and convenient atmosphere of shopping leads to store loyalty. Secondly, easy access of location also has meaningful influence on the store loyalty. This means that transportation and parking convenience is important in the competition of department stores. Thirdly, convenience of shopping meaningfully

affects store loyalty. It includes easy move between sale places, easy search of goods that consumers want due to the excellent layout and display of goods, and one-stop shopping possibility. The customers of Discount Stores think that Advertisement, Credit Service, and Product Quality are important factors in determining their store loyalty.

Dodd and Lindley (2003) founded that an observing attitude toward store brands is an important constituent for individual store brand evaluations, as has been implied by previous research but not tested with specific store brands. Importantly, we also found support for the influence of the store image on specific store brand evaluations. This supports the approach that store brands are always seen to be as extensions of the store image and can, therefore, contribute to store differentiation in the minds of consumers. These store brands are rated the most highly by those who shopped most at each store may be explained in terms of greater experience or familiarity, but we also found that the store image and store own brand relationship was significant even after we controlled for spending. This also points to the fact that store brands may also contribute to store loyalty or may result in providing with an important source of higher margin sales with more loyal customers.

Burt and Carralero (2000) states that not surprisingly that customer perceptions of store image, defined in the terms specified in this study, are more positive and coherent in the domestic than host market. The two main approaches to the internationalization of retail operations identified by these authors - the global and the multinational approach - focus attention upon attitudes towards a number of management functions within the retail business. As the nomenclature suggests, the global approach requires a high degree of standardization of management functions, whilst the multinational approach allows for a greater degree of response to host market conditions.

Yoo et al. (1998) states that the role of store characteristics on shoppers' store attitudes, and to examine the mediating role of retail-specific emotions in the store characteristic–store attitude relationship. The results clearly show that store characteristics induce shoppers' in-store emotions. Specifically, five of the seven store characteristics examined here affected shopper's positive emotions, and each of these five store characteristics affected at least one in-store emotion. When shoppers perceive that the store offers a wide product assortment and that the products offer good value, they feel positive emotions like

pleasure, excitement, contentment, of pride, and satisfaction. When the store personnel deliver exemplary service, shoppers feel pleased, excited, content, and attractive. Also, positive emotions like pleasure, pride, attractiveness and contentment are observed when shoppers' expectations of after-sales service are met. Accommodating facilities make shoppers feel pleased.

Thompson and Chen (1998) states most sought by consumers in association with store image were identified as the hedonic values of "enjoyment and happiness" and "quality of life" Whatever the impact of the attribute " location " on store choice behaviour (and it is usually acknowledged to be critical) its influence on store image was very small indeed. Customers' perceptions that the store really possesses the promised attributes must survive, and be reinforced by, actual experiences in the store. That means integrating the key attributes into the store's Unique Organisation Value Proposition and utilizing the entire value chain, internal and external, to deliver the key attributes more effectively than competitors. customers along a series of stepping stones leading from the store's attributes to their desired terminal values by a path that they understand and appreciate.

Bloemer and Ruyter (1997) states that store loyalty management means store satisfaction management. Since the effects of the image of the store comes from store satisfaction, it seems of second order importance. However, but this does not mean that the image of the store is not important because it is modified by the satisfaction judgement of the customer. Rather, this implies that store loyalty is built through store satisfaction. And that satisfaction is built among other things (for e.g., emotions, values, attributions, etc.) by store image. Truly loyal customers are manifestly satisfied with the store and have a positive image towards the store. It might be there that for retail stores with different merchandise, other relationships between types of satisfaction and loyalty may be found.

Opperwal and Timmermans (1997) founded that the study of the retailer image and strategic positioning has received scarce attention in the literature. The principal aim of this study was to examine various research questions related to this issue . This study developed the new method to measure the self-perceived store image in terms of competitive advantage .The results were that on average service is perceived to be the most distinguishing feature of competitive positioning .pricing and promotion are perceived to be the least important differentiators from competition. Six dimensions underline self- perceived store image (price , location ,store interior , selection , service and product quality). It also suggests that three images' types , one based on product quality advantages , one on price and one on accessibility .Although

price is not an important dimension as a whole , it is apparently used by some retailers to differentiate themselves from the competitors. The overall results are indicative of only gradual changes in store image and competitive positioning.

Baker et al. (1994) states that characteristics of a store environment influences the inferences that the customers make about the store merchandise and service quality. Such an influence is likely to be especially pronounced for ambient and social characteristics. Factors that retail store managers can alter easily, at least more easily they can change design factors which interestingly seem to have a weaker influence . the study findings support that both store environment factors and merchandise and service quality inferences are antecedents of store image rather than components of store image , a typically portrayed in past research. This revised concept of store image and its determinants has implications for measuring the store image construct in future research attempts to enhance our understanding of this area.

Mazursky and Jacoby (1986) founded that since external environmental cues (such as interior design, brand names, price levels, etc.) represent the most important channel through which retailers can communicate their images, it is imperative to understand how consumers infer images from such objective cues. The behavioral process approach appears to be well suited to tracking this inference process. The present study relates to the strategic considerations involved when retailers attempt to create a certain image for their store. Since the findings suggest that consumers focus on different cues when developing different image facets, retailers would be well advised to clearly define their image objectives before they design the store and make decisions regarding the physical attributes of that store. For example, if the objective is to evoke an image of a store which carries high quality merchandise, then the physical attributes of the store need to be modified accordingly. On the other hand, if the objective is to create an image which emphasizes high quality of service, then different properties need to be addressed.

Chapter-3

Research Methodology

3. Research Methodology :

3.1 Objectives :

- To study the effect of gender and age on store image of organized retail stores.

- To study the importance of attributes of Store Image considered by the customers while purchasing groceries in the organized retail stores.

3.2 Research Design :

The research design of this research is descriptive research design. Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. So, for this research study a structured questionnaire is used and make filled by the respondents.

3.3 Sampling Plan :

3.3.1 Target Population :

The target population for this research are the respondents of Mumbai only. As this research is based upon analyzing the most important attributes of the store image considered by the population of Mumbai and moreover as Mumbai is having huge population so the data can be obtained correctly.

3.3.2 Sampling Technique :

In this research, convenience sampling technique is used. As convenience sampling is the non-probability sampling technique where subjects are selected because of the convenient accessibility and proximity to the researcher. So as Mumbai city is having large population so the data is collected from the few respondents on the basis of which convenience sampling technique is used.

3.3.3 Sample Size :

The sample size from the target population of this study will be of 118 respondents as the study is based on five different organized retailers so accordingly as per the prescribed formula of calculating n that is sample   size.

The sample size for my study is 118 individuals.

$$n_0 = \frac{Z^2 \, \sigma^2}{e^2}$$

$= \underline{(1.96) \,\hat{}\, (0.833) \,\hat{}\,} = 118$

$(5*0.03)\hat{}$

Where Z = value for selected alpha level of .025 in each tail =1.96 (the alpha level of .05 indicates the level of risk the researcher is willing to take that true margin of error may exceed the acceptable margin of error.) **Where σ** = estimate of standard deviation in the population = 0.833.   (Estimate of variance deviation for 5- p o i n t scale calculated by using 5 [inclusive range of scale] divided by 6 [number of standard deviations that include almost all (approximately 98%) of the possible values in the range]).

Where e = acceptable margin of error for mean being estimated = 0.15. (Number of points on primary scale

* Acceptable margin of error; points on primary scale = 5; acceptable margin of error = .03 [error researcher is willing to except]).

3.4 Data Collection :

3.4.1 Type of Data :

This study is purely based upon the combination of the primary and secondary sources for the collection of the data.

3.4.2 Tools of Research :

Personal Survey and Questionnaire are tools of research which will be used.

3.5 Data Analysis tools and techniques :

T Test and Anova-Test will be used to analyze the data. Charts and Tables will also be prepared according to the requirement.

3.6 Need and Scope of Study :

The need for the study is to analyze the effect of different store image attributes that is how the tangible and intangible differ between the different organized retail industries so that they can easily analyze those which attributes affects the customers most and how they can improve their attributes in order to increase

sales and attract more customers. Moreover, the further need is to analyze the impact of gender and age in order to correctly determine the attitude of customers towards these retail stores while shopping. The scope of this study is limited to three different major grocery retail outlets Easy Day, Reliance Fresh and More . The present study is confined to Mumbai only. The scope of this study would be confined to respondents of Mumbai so that it could be understood that what attributes play an important role in the minds of the customers while shopping and through what attributes they relate with the store image the most.

Chapter-4
Data Analysis and Interpretation

4.1 Frequencies and Pie charts

Table 4.1.1 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
	195	55.1	55.1	55.1
	108	30.5	30.5	85.6
	48	13.6	13.6	99.2
	3	.8	.8	100.0
	354	100.0	100.0	
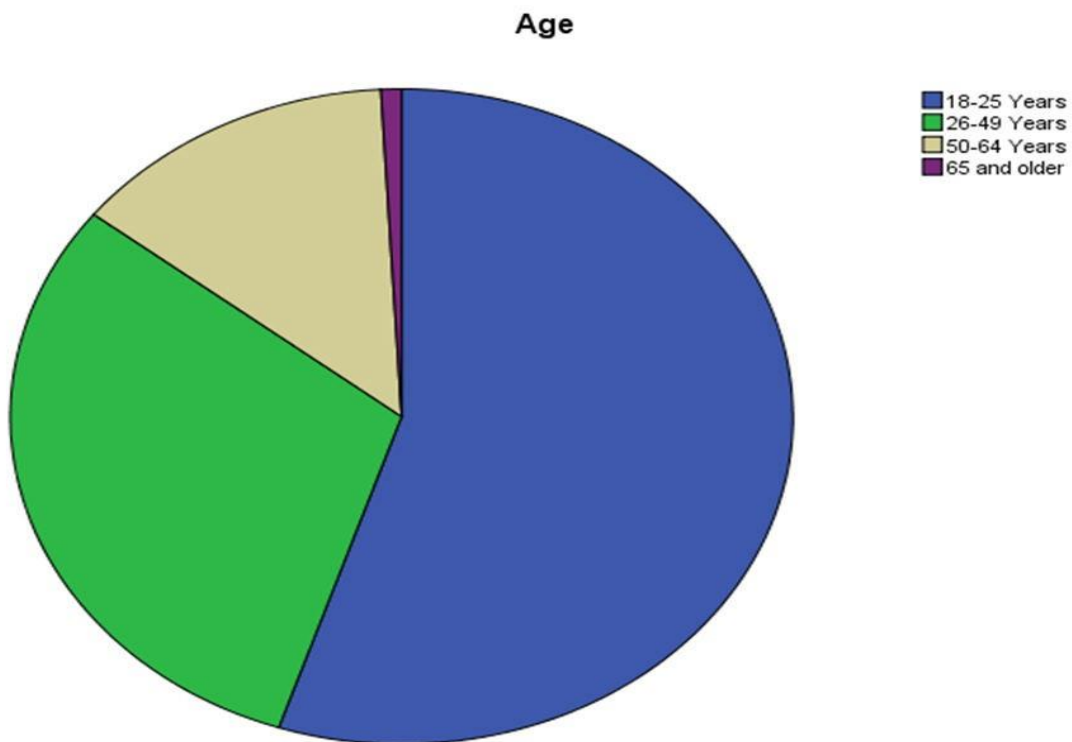
Fig. 4.1.1

This pie chart indicates different groups of age of respondents through different colours. It represents those 18-25 years are 55.1%, 26-49 years of age are 30.5% , 50-64 years of age are 13.6% ang 65 an older are 0.8% .

Table 4.1.2 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
	165	46.6	46.6	46.6
	189	53.4	53.4	100.0
	354	100.0	100.0	
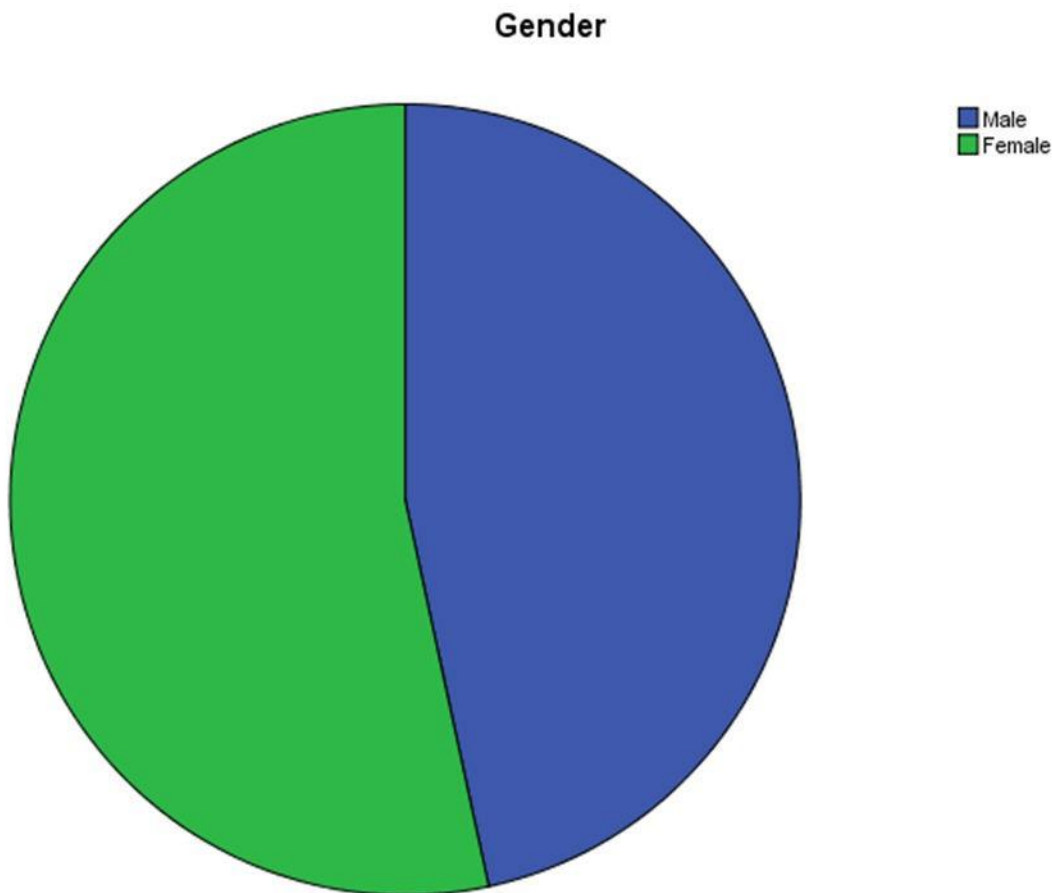
Fig. 4.1.2

This pie chart represents that 46.6% are males and 53.4% are female respondents.

Table 4.1.3 Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
	72	20.3	20.3	20.3
	156	44.1	44.1	64.4
	117	33.1	33.1	97.5
	9	2.5	2.5	100.0
	354	100.0	100.0	
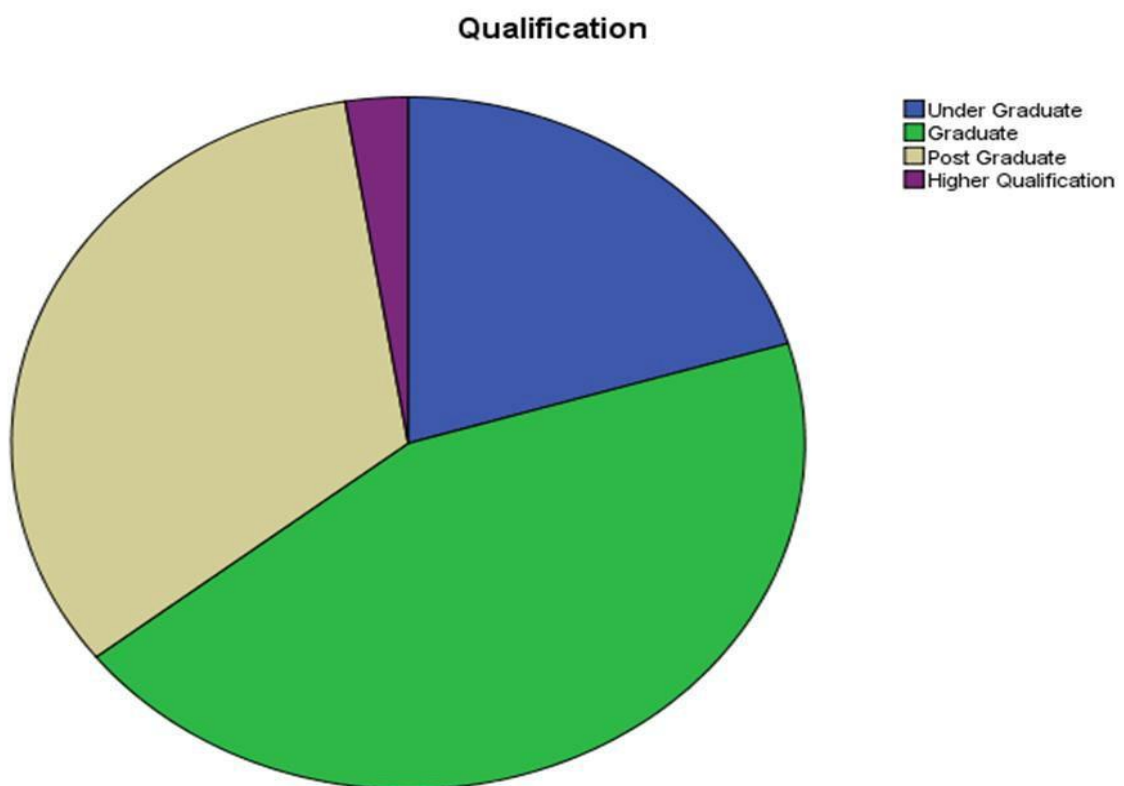
Fig. 4.1.3

This pie chart represents that 20.3% of respondents are 20.3% , 44.1% are graduate , 33.1% are post graduate and 2.5% are having higher qualification.

Table 4.1.4 Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
	63	17.8	17.8	17.8
	45	12.7	12.7	30.5
	177	50.0	50.0	80.5
	48	13.6	13.6	94.1
	21	5.9	5.9	100.0
	354	100.0	100.0	
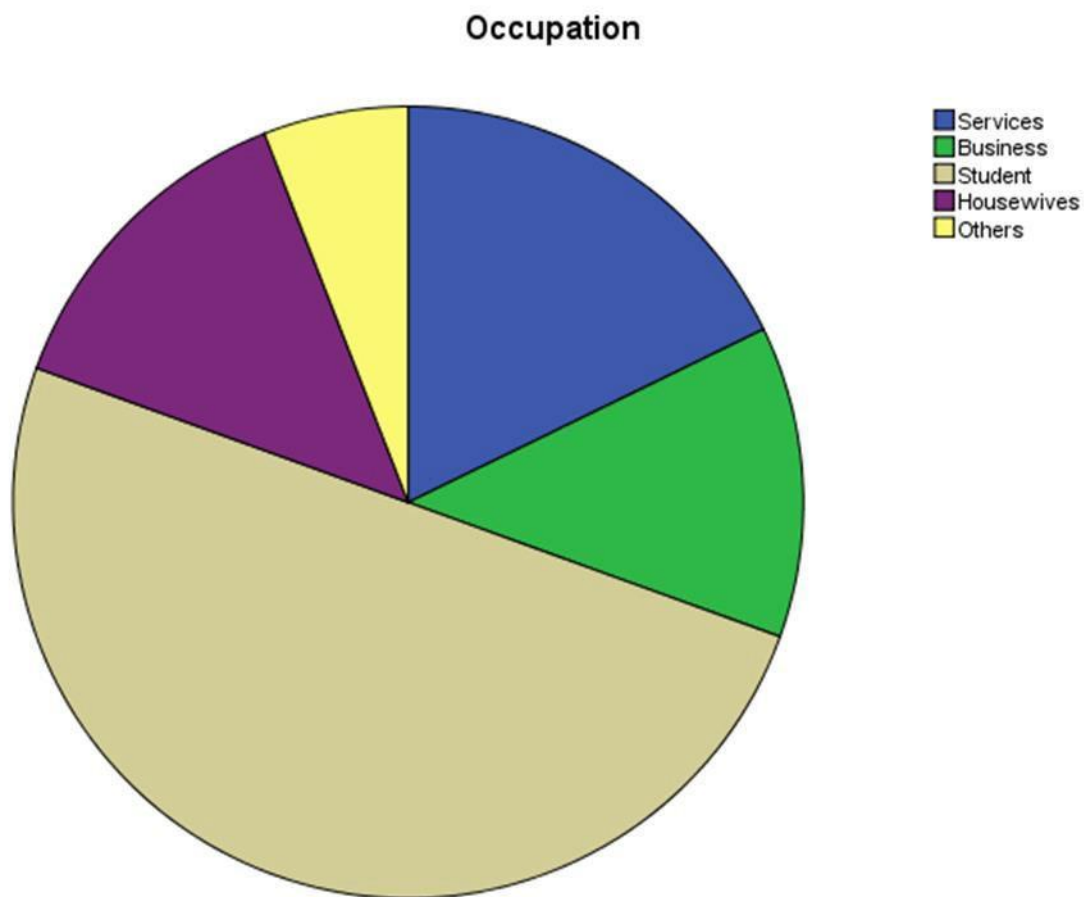
Fig. 4.1.4

This pie chart represents that 17.8% of respondents are engaged in services, 12.7% are engaged in business, 50% are students, 13.6% are housewives and 5.9% are others.

Table 4.1.5 Income

	Frequency	Percent	Valid Percent	Cumulative Percent
	129	36.4	36.4	36.4
	111	31.4	31.4	67.8
	60	16.9	16.9	84.7
	54	15.3	15.3	100.0
	354	100.0	100.0	
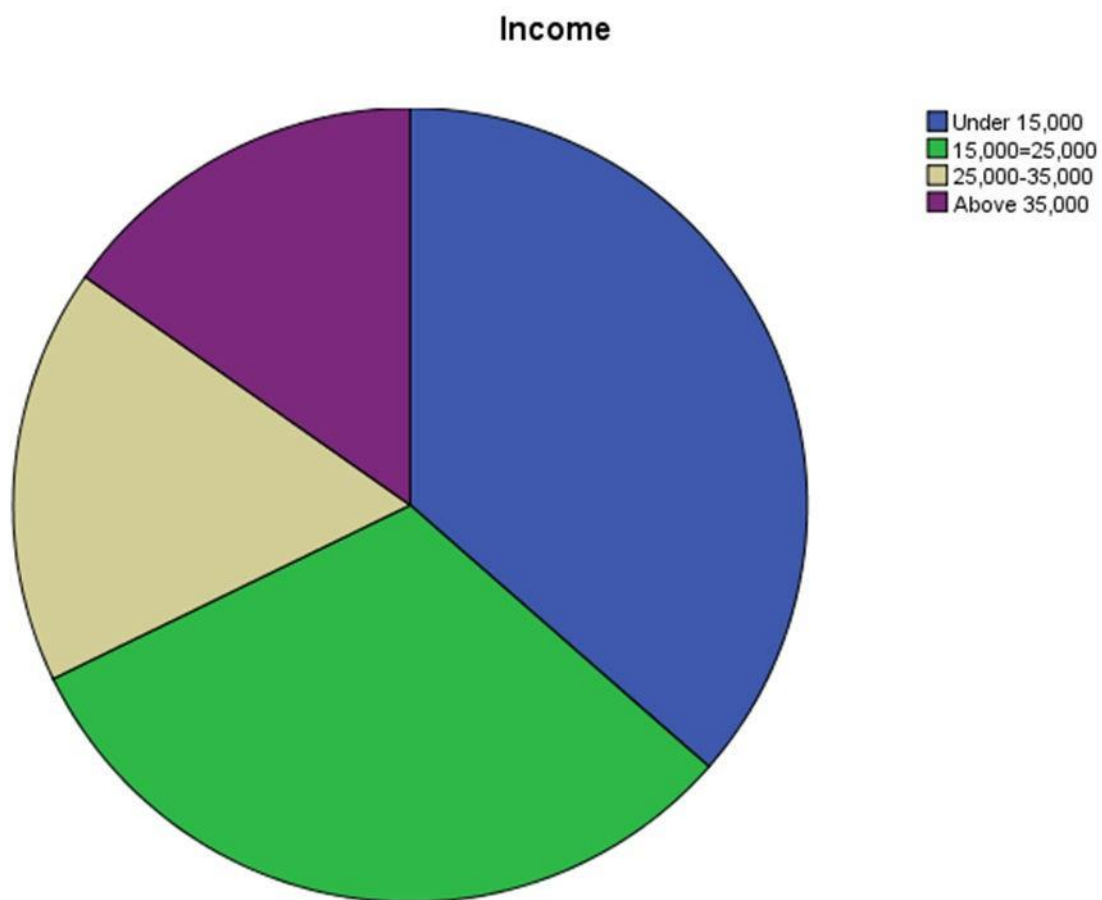
Fig. 4.1.5

This pie chart represents the category of income of the respondents. It shows that 36.4% are under 15000, 31.4% are between 15000-25000, 16.9% are between 25000-35000 and 15.3% are above 35000.

4.2 Statistics indicating

Mean Table 4.2.1

		Merchandise	Good Reputation	Good Impression	High Class	Doing Well	Good Layout	Good Physical Condition	Good Appearance	Offers Good Service	Salesperson Good Impression
N	Valid	354	354	354	354	354	354	354	354	354	354
Mean		3.0169	3.2797	3.3192	3.4068	3.4915	3.5819	3.3220	3.3446	3.3531	3.7345

This table indicates the mean of the different attributes of the retail store. It shows that the highest mean is of the salesperson good merchandise of 3.7345 in the retail store which affects the customers.

Table 4.2.2 Comparison of mean analysis of different attributes of three organised retail stores

Attributes	Mean of Easy Day	Mean of Reliance Fresh	Mean of More
Merchandise	2.9915	3.0598	3.0000
Good Reputation	3.1356	3.2564	3.4454
Good Impression	3.3475	3.2393	3.3697
High Class	3.4746	3.3932	3.3529
Doing Well	3.3983	3.5043	3.5714
Good Layout	3.3644	3.3846	3.9916
Good Physical Condition	3.2373	3.3077	3.4202
Good Appearance	3.2712	3.2650	3.4958
Good Service	3.4153	3.1795	3.4622
Good Impression	3.6949	3.8718	3.6387

From the above table it is clearly interpreted that salesperson good impression is the most important attribute that affects the customers most during their purchasing in the 2 retail stores that is Easy day

and Reliance Fresh with the mean of 3.6949 and 3.8718 .But the most important attribute that is considered by the customers is good layout with the mean of 3.9916 as it is having the highest mean. While the other attributes that affect the purchasing of the customers at the most is High class in easy day that is 3.4746, Doing well in reliance fresh that is 3.5043 and good impression in More that is 3.6387.

Fig. 4.2.1 Easy Day

- ■ Merchandise
- ■ Good Reputation
- ■ Good Impression
- ■ High Class
- ■ Doing Well
- ■ Good Layout
- ■ Good Physical Condition
- ■ Good Appearance
- ■ Good Service
- ■ Good Impression

Fig. 4.2.2 Reliance Fresh

- ■ Merchandise
- ■ Good Reputation
- ■ Good Impression
- ■ High Class
- ■ Doing Well
- ■ Good Layout
- ■ Good Physical Condition
- ■ Good Appearance
- ■ Good Service
- ■ Good Impression

Fig. 4.2.3 More

- Merchandise
- Good Reputation
- Good Impression
- High Class
- Doing Well
- Good Layout
- Good Physical Condition
- Good Appearance
- Good Service
- Good Impression

4.3 T test

The Independent Samples T Test compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. The Independent Samples T Test is a parametric test.

a. Dependent variable: Attributes

b. Independent variable: Gender

Hypothesis for Testing

H0: There is no effect of gender on attributes of retail store.

H1: There is effect of gender on attributes of retail store.

Table 4.3.1 Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
	55	3.0182	1.40753	.18979
	63	2.9683	1.49157	.18792
	55	3.3455	1.25045	.16861
	63	2.9524	1.27543	.16069
	55	3.4182	1.39697	.18837
	63	3.2857	1.51794	.19124
	55	3.6727	1.56412	.21091
	63	3.3016	1.69091	.21304
	55	3.3455	1.48097	.19969
	63	3.4444	1.43435	.18071

		N	Mean	SD	SE
Good Layout	Male	55	3.2364	1.26145	.17009
	Female	63	3.4762	1.43524	.18082
		55	3.5455	1.51313	.20403
		63	2.9683	1.35561	.17079
		55	3.3091	1.56196	.21062
		63	3.2381	1.55246	.19559
		55	3.6364	1.40586	.18957
		63	3.2222	1.69862	.21401
		55	4.0000	1.63299	.22019
		63	3.4286	1.59348	.20076

Table 4.3.2 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.			Lower	Upper
		1.054	.307	.186	116	.853	.04993	.26815	-.48117	.58102
				.187	115.279	.852	.04993	.26709	-.47910	.57896
		.063	.802	1.685	116	.095	.39307	.23323	-.06887	.85502
				1.688	114.425	.094	.39307	.23292	-.06832	.85446
Good Impression	Equal variances assumed	.473	.493	.491	116	.625	.13247	.26996	-.40222	.66715

Equal variances not assumed			.493	115.663	.623	.13247	.26843	-.39921	.66415
	.464	.497	1.231	116	.221	.37114	.30137	-.22577	.96805
			1.238	115.597	.218	.37114	.29978	-.22262	.96490
	.169	.681	-.368	116	.713	-.09899	.26873	-.63125	.43327
			-.368	112.782	.714	-.09899	.26932	-.63257	.43460
	1.261	.264	-.958	116	.340	-.23983	.25044	-.73585	.25620
			-.966	115.993	.336	-.23983	.24825	-.73152	.25187
	.835	.363	2.186	116	.031	.57720	.26409	.05413	1.10027
			2.169	109.405	.032	.57720	.26608	.04986	1.10454
	.523	.471	.247	116	.805	.07100	.28731	-.49805	.64005
			.247	113.670	.805	.07100	.28743	-.49841	.64041
	3.242	.074	1.430	116	.155	.41414	.28957	-.15939	.98767
			1.449	115.689	.150	.41414	.28589	-.15212	.98040

Salesperson Good s Impression	Equal Variance assumed	.131	.718	1.921	116	.057	.57143	.29748	-.01776	1.16062
	Equal variances			1.918	113.052	.058	.57143	.29798	-.01891	1.16177

Table 4.3.3

Serial No.	Null Hypothesis	P Value	Results
H01	There is no effect of gender on merchandise of the retail store.	.853	**Accepted**
H02	There is no effect of gender on good reputation of the retail store.	.005	**Accepted**
H03	There is no effect of gender on good impression of the retail store.	.025	**Accepted**
H04	There is no effect of gender on high class of the retail store.	.221	**Accepted**
H05	There is no effect of gender on doing well of the retail store.	.713	**Accepted**
H06	There is no effect of gender on good layout of the retail store.	.340	**Accepted**
H07	There is effect of gender on good physical condition of the retail store.	.031	**Rejected**
H08	There is no effect of gender on good appearance of the retail store.	.805	**Accepted**
H09	There is no effect of gender on offering of good service by the retail store.	.155	**Accepted**
H10	There is no effect of gender on salesperson good impression of the retail store.	.057	**Accepted**

Levene's Test value is more than 0.05 in all the attributes except one attribute that is physical condition.

For e.g.- Sig.(2-tailed) value is 0.853 which is more than 0.05 in case of merchandise. That means null hypothesis is accepted.

4.4 One-way Anova Test

Table 4.4.1 Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
	65	2.9077	1.66511	.20653	2.4951	3.3203	1.00	7.00
	36	2.9444	1.09400	.18233	2.5743	3.3146	1.00	5.00
	16	3.5625	1.03078	.25769	3.0132	4.1118	2.00	6.00
	1	1.0000	.	.	.	.	1.00	1.00
	118	2.9915	1.44705	.13321	2.7277	3.2553	1.00	7.00
	65	3.0154	1.28078	.15886	2.6980	3.3327	1.00	6.00
	36	3.2222	1.28976	.21496	2.7858	3.6586	1.00	6.00
	16	3.5625	1.09354	.27339	2.9798	4.1452	2.00	5.00
	1	1.0000	.	.	.	.	1.00	1.00
	118	3.1356	1.27377	.11726	2.9034	3.3678	1.00	6.00
	65	3.1538	1.53328	.19018	2.7739	3.5338	1.00	7.00
	36	3.4444	1.36161	.22693	2.9837	3.9051	1.00	7.00
	16	3.9375	1.28938	.32234	3.2504	4.6246	1.00	6.00
	1	3.0000	.	.	.	.	3.00	3.00
	118	3.3475	1.45812	.13423	3.0816	3.6133	1.00	7.00
	65	3.2462	1.59129	.19738	2.8519	3.6405	1.00	7.00
	36	3.8056	1.68725	.28121	3.2347	4.3764	1.00	7.00
	16	3.7500	1.65328	.41332	2.8690	4.6310	1.00	8.00
	1	2.0000	.	.	.	.	2.00	2.00
	118	3.4746	1.63671	.15067	3.1762	3.7730	1.00	8.00
	65	3.2308	1.44449	.17917	2.8728	3.5887	1.00	6.00
	36	3.3889	1.57258	.26210	2.8568	3.9210	1.00	7.00
	16	4.0625	1.06262	.26566	3.4963	4.6287	1.00	6.00
	1	4.0000	.	.	.	.	4.00	4.00
	118	3.3983	1.45085	.13356	3.1338	3.6628	1.00	7.00

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Good Layout	18-25 Years	65	3.3077	1.40226	.17393	2.9602	3.6552	1.00	7.00
	26-49 Years	36	3.3611	1.47654	.24609	2.8615	3.8607	1.00	7.00
	50-64 Years	16	3.6875	.79320	.19830	3.2648	4.1102	2.00	5.00
	65 and older	1	2.0000	.	.	.	.	2.00	2.00
	Total	118	3.3644	1.35663	.12489	3.1171	3.6117	1.00	7.00
		65	3.0769	1.53407	.19028	2.6968	3.4570	1.00	7.00
		36	3.5556	1.46277	.24379	3.0606	4.0505	1.00	7.00
		16	3.1875	1.04682	.26171	2.6297	3.7453	1.00	5.00
		1	3.0000	.	.	.	.	3.00	3.00
		118	3.2373	1.45401	.13385	2.9722	3.5024	1.00	7.00
		65	3.2308	1.76573	.21901	2.7932	3.6683	1.00	7.00
		36	3.2778	1.20975	.20162	2.8685	3.6871	1.00	6.00
		16	3.3750	1.40831	.35208	2.6246	4.1254	1.00	6.00
		1	4.0000	.	.	.	.	4.00	4.00
		118	3.2712	1.55063	.14275	2.9885	3.5539	1.00	7.00
		65	3.0000	1.62980	.20215	2.5962	3.4038	1.00	7.00
		36	3.7778	1.45624	.24271	3.2851	4.2705	1.00	7.00
		16	4.0625	.85391	.21348	3.6075	4.5175	2.00	6.00
		1	7.0000	.	.	.	.	7.00	7.00
		118	3.4153	1.57614	.14510	3.1279	3.7026	1.00	7.00
		65	3.5231	1.76872	.21938	3.0848	3.9613	1.00	7.00
		36	3.8056	1.58239	.26373	3.2702	4.3410	1.00	7.00
		16	4.0000	.96609	.24152	3.4852	4.5148	3.00	6.00
		1	6.0000	.	.	.	.	6.00	6.00
		118	3.6949	1.63042	.15009	3.3977	3.9922	1.00	7.00

Test of Homogeneity of Variances

The assumption of homogeneity of variance is an assumption of the independent samples t-test and ANOVA stating that all comparison groups have the same variance. The independent samples t-test and ANOVA utilize the t and F statistics respectively, which are generally robust to violations of the assumption as long as group sizes are equal. Equal group sizes may be defined by the ratio of the largest to smallest group being less than 1.5. If group sizes are vastly unequal and homogeneity of variance is violated, then the F statistic will be biased when large sample variances are associated with small group sizes. When this occurs, the significance level will be underestimated, which can cause the null hypothesis to be falsely rejected. On the other hand, the F statistic will be biased in the opposite direction if large variances are associated with large group sizes. This would mean that the significance level will be overestimated. This does not cause the same problems as falsely rejecting the null hypothesis however, it can cause a decrease in the power of the test.

Table 4.4.2

	Levene Statistic	df1	df2	Sig.
Merchandise	3.756[a]	2	114	.026
Good Reputation	.132[b]	2	114	.876
Good Impression	1.767[c]	2	114	.176
High Class	.446[d]	2	114	.641
Doing Well	4.688[e]	2	114	.011
Good Layout	3.749[f]	2	114	.026
Good Physical Condition	1.695[g]	2	114	.188
Good Appearance	3.869[h]	2	114	.024
Offers Good Service	5.810[i]	2	114	.004
Salesperson Good Impression	5.014[j]	2	114	.008

Table 4.4.3
ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
	9.719	3	3.240	1.570	.201
	235.273	114	2.064		
	244.992	117			
	8.686	3	2.895	1.822	.147

Within Groups	181.144	114	1.589		
Total	189.831	117			
	8.466	3	2.822	1.339	.265
	240.288	114	2.108		
	248.754	117			
	10.723	3	3.574	1.346	.263
	302.700	114	2.655		
	313.424	117			
	9.248	3	3.083	1.483	.223
	237.032	114	2.079		
	246.280	117			
	3.741	3	1.247	.672	.571
	211.589	114	1.856		
	215.331	117			
	5.414	3	1.805	.850	.469
	241.942	114	2.122		
	247.356	117			
	.811	3	.270	.110	.954
	280.511	114	2.461		
	281.322	117			
	35.493	3	11.831	5.286	.002
	255.160	114	2.238		
	290.653	117			
	9.163	3	3.054	1.153	.331
	301.854	114	2.648		

Table 4.3.4

Serial No.	Null Hypothesis	P Value	Results
H01	There is effect of age on merchandise of the retail store.	0.026	**Rejected**
H02	There is no effect of age on good reputation of the retail store.	0.147	**Accepted**

H03	There is no effect of age on good impression of the retail store.	0.265	**Accepted**
H04	There is no effect of age on high class of the retail store.	0.263	**Accepted**
H05	There is effect of age on doing well of the retail store.	0.011	**Rejected**
H06	There is effect of age on good layout of the retail store.	0.026	**Rejected**
H07	There is no effect of age on good physical condition of the retail store.	0.469	**Accepted**
H08	There is effect of age on good appearance of the retail store.	0.024	**Rejected**
H09	There is effect of age on offers good service of the retail store.	0.004	**Rejected**
H10	There is effect of age on salesperson good impression of the retail store.	0.008	**Rejected**

From the analysis of the table, the last column indicates the p level to be 0.026 for expectation 1, 0.147 for expectation 2, 0.265 for expectation 3, 0.263 for expectation 4 ,0.011 for expectation 5, 0.026 for

expectation 6, 0.469 for expectation 7 ,0.024 for expectation 8 ,0.673 for expectation 9 and 0.008 for expectation 9. This indicates that the model is statistically significant.

Therefore, the Null hypothesis is accepted and the alternative hypothesis is rejected, which states that age of a person has significant impact on certain expectation at a = 0.05.

Chapter-5
Findings

Findings

- 46.6% of the respondents are males and 53.4% of the respondents are females.

- Another finding was that 18-25 years age group are 55.1% of the respondents, 26-49 years of age are 30.5%, 50-64 years of age are 13.6% and 65 an older are 0.8%.

- The overall highest mean is 3.7345 that is salesperson good impression whereas attributes such as offers good service and good appearance are also having high mean.

- According to individual mean salesperson good impression is the most important attribute that affects the customers most during their purchasing in the two retail stores that is Easy day and Reliance Fresh with the mean of 3.6949 and 3.8718. But in most important attribute that is considered by the customers is good layout with the mean of 3.9916 as it is having the highest mean.

- It is found that age of a person has no impact on salesperson good impression, high class, good physical environment and good reputation. But merchandise, good reputation, doing well, good layout, good appearance and good service which has impact of age.

- There is effect of gender on the physical condition of the retail store.

- The above research states that gender does not play a role in affecting the 9 attributes of the retail store that is merchandise, good reputation, doing well, good layout, good appearance, good service, salesperson good impression, high class and good reputation.

- It is clearly found that salesperson good impression is the most important attribute that affects the customers most during their purchasing in the 2 retail stores that is Easy day and Reliance Fresh with the mean of 3.6949 and 3.8718. In the retail store More the most important attribute that is considered by the customers is good layout with the mean of 3.9916 as it is having the highest mean.

Chapter-6

Conclusion

Conclusion

Research on the comparative image of different organized retailers is undertaken to understand that what are the attributes that mainly influence the buyer while he or she goes for purchasing and what is the effect of gender and age on these attributes. Attributes which should be taken care of the most and age has effect on them are merchandise, good reputation, doing well, good layout, good appearance and good service. Moreover, there is a huge impact of gender on the physical condition of the retail store so each retail store should improve this attribute with respect to gender so that physical condition can be improved in order to attract more customers. Salesperson good impression is the most important attribute among all the attributes that affects the customers the most while purchasing in these retail stores as it will help the retail store to build strong relation with the customers and to attract the other customers as well in order to make them satisfy with the retail store.

RESEARCH OBJECTIVE	RESULT
• To study the effect of gender and age on store image of organized retail stores.	Gender has impact only on the physical condition attribute of the retail store. Age has impact on all the attributes except good reputation, good impression, high class and good physical condition.
• To study the importance of attributes of Store Image considered by the customers while purchasing groceries in the organized retail stores	Salesperson good impression is the most important attribute that the customers consider while purchasing in Easy Day and Reliance Fresh. While Good layout is the most important attribute in More retail store

Chapter-7

Recommendation

Recommendation

The organised retail store should consider the following attributes like salesperson good impression, good service and good appearance while delivering the service to the customers. The retail stores should consider the age and gender of the customers because they do have impact on the attributes of the retail store while providing them with service in the retail outlet. All the retail stores should more focus on gender of the customer that means according to the gender providing them with particular service as it will be beneficial for them and will help in increasing the sales. It will be beneficial for all the organized retail outlets to consider all age groups and gender equally important rather than giving them priority.

Each retail store should more focus on improving the quality of the salesperson as each retail outlet has to deliver the product through the salesperson only to the end customer. Moreover, retail stores should consider the good layout attribute to be the most important attribute while delivering service to the customers as it will attract the customers to purchase in that suitable environment only.

Chapter-8

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Chapter-9

Questionnaire

Questionnaire

Declaration

Dear Sir/Madam

Dear respondents as a part of my curriculum I am required to do a research project on the "A comparative Study of Store Image of Organised Retailers in Mumbai" and all the responses given by you will be strictly kept confidential and used for academic purpose only.

Personal Information (Demographic

Profile) Tick the appropriate one:

1. Name - _____

2. Age

    18-25 years ☐   26-49 years ☐   50-64 years ☐   65 and older ☐

3. Gender

    Male ☐   Female ☐

4. Educational Qualification

    Under-Graduate ☐   Graduate ☐   Post-Graduate ☐   Higher ☐

    Qualification If any other, please mention _____

5. Occupation

    Services ☐   Business ☐   ☐ Students   ☐ Housewives ☐   Others

6. Family Monthly Income

    Under 15,000 ☐   15,000-25,000 ☐   25,000-35,000 ☐   Above 35,000 ☐

7. How frequent you go for shopping?

    Not likely at all ☐   Not likely ☐   Likely ☐   Very Likely ☐

8. Do you prefer to shop in big stores or small

    shops? Big Stores ☐   Small Shops ☐

9. When you do go shopping?

Weekend ☐   Week Days ☐   Both ☐

10. Do you like Online shopping or Offline shopping from the grocery store?

Online ☐   Offline ☐   Both ☐

Please tell us what you think about Easy Grocery Store

		Strongly Describes			No Opinion		Strongly Describes		
		1	2	3	4	5	6	7	
	Good selection of merchandise								Bad selection of merchandise
	Good Reputation								Bad Reputation
	Good Impression								Bad impression
	High Class								Low Class
	Doing Well								In Trouble
Easy Day's	Layout is Good								Layout is Bad
Easy Day is in	Good Physical Condition								Bad Physical Condition
Easy Day has a	Good Appearance								Bad Appearance
Easy Day	Offers Good Service								Offers Bad Service
Easy Day's	Salesperson made a good impression								Salesperson made a Bad Impression

<u>Please tell us what you think about Reliance Fresh Grocery Store</u>

		Strongly Describes			No Opinion	Strongly Describes			
		1	2	3	4	5	6	7	
	Good selection of merchandise								Bad selection of merchandise
	Good Reputation								Bad Reputation
	Good Impression								Bad impression
	High Class								Low Class
	Doing Well								In Trouble
Reliance Fresh's	Layout is Good								Layout is Bad
Reliance Fresh is in	Good Physical Condition								Bad Physical Condition
Reliance Fresh has a	Good Appearance								Bad Appearance
Reliance Fresh	Offers Good Service								Offers Bad Service
Reliance Fresh's	Salesperson made a good impression								Salesperson made a Bad Impression

Please tell us what you think about More Grocery Store

		Strongly Describes			No Opinion	Strongly Describes			
		1	2	3	4	5	6	7	
	Good selection of merchandise								Bad selection of merchandise
	Good Reputation								Bad Reputation
	Good Impression								Bad impression
	High Class								Low Class
	Doing Well								In Trouble
More's	Layout is Good								Layout is Bad
More is in	Good Physical Condition								Bad Physical Condition
More has a	Good Appearance								Bad Appearance
More	Offers Good Service								Offers Bad Service
More's	Salesperson made a good impression								Salesperson made a Bad Impression