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Consumer Buying Behaviour towards the Organised & Unorganised Retail Stores A study of Patiala District in Punjab

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ABSTRACT - India started its Retail Journey since ancient time. In Ancient India there was a concept of weekly HAAT, where all the buyers and sellers gather in a big market for bartering. It takes a pretty long times to and step to shape the modern retail. In between these two concepts (i.e. between ancient retail concept and the modern one there exist modern Grocery/ mom and pop shops or Baniya ki Dukan. Still it is predominating in India So the Indian retail industry is divided into two sectors- organized and unorganized. The Indian retail industry is now beginning to evolve transformation that has swept other large economies. There is a vast change in Indian retail, the liberalization of the consumer goods industry initiated in the mid-80's and accelerated through the 90's has begun to impact the structure and conduct of the retail industry. As the study made on the organised & unorganised retail , the customer those who are having the income of less than twenty thousand they would like to purchase more from the unorganised store but the customer having the budget more than twenty thousand the like to go for shopping from the organised store . The customer are satisfied with the atmosphere of the organised store , but the customer are feeling that there is price difference between the retail store due to the quality difference & the facility provided by the organised retail store . The customer are feeling that the payment mode of the organised retail store is better than the unorganised retail store.

Key words : organised retail stores, un organised retail stores, customer satisfaction

I. INTRODUCTION

The concept retail, which includes the shopkeeper to customer interaction, has taken many forms and dimensions, from the traditional retail outlet and street local market shops to upscale multi brand outlets, especially stores or departmental stores. Hence, focusing on two aspects of retail marketing i.e. store retailing and non store retailing. Store Retailing as the departmental store, which is a store or multi brand outlet, offering an array of products in various categories under one roof, trying to cater to not one or two but many segments of the society and Non store retailing as the direct selling, direct marketing, automatic vending. The most important debate concerning the implications for the expansion of the organized retailing in India revolves around whether it is going to have positive impacts on the economy as a whole as compared to the traditional unorganized form of retailing. According to one camp, it has overall positive impacts in terms of generating more number of employments, new diversified forms of employments, and improving the nature of retail employment (higher salary, more job benefits, security of job, employability etc). This form of retail sector is also looked upon as a huge sector having immense business opportunities for entrepreneurs and capital investors. Moreover, organized retailing is considered to be efficient and apt to cater to the diversified and changing nature of the consumer demands in growing economies like India. The general benefits of organized retail also include improved supply-chain, improved marketability of farmer's produce and it is also expected that it will contribute to heightened economic activity. The extensive research brought me to conclude that departmental stores are soon emerging on the top priority lists, amongst the shopping spree in Mumbai, as they seem to derive immense pleasure as shopping is considered as a experience now rather than a task and exposure to variety under one roof in their extremely busy lives, when they don't have time for things. The organized retail food and grocery stores make constant efforts to induce customers to visit the store by discount offers. Most of these stores believe in creating not just a marketing activity with its customers, but rather favor relationship building with him so as to convert first time customers into a client. They provide better parking facilities to customers and the facility to examine the product. They also offer a wide range of payment options to customers. India is currently the twelfth largest consumer market in the world. Organized retail today accounts for less than 5% of India's retail business, but is bound to grow, forcing choices on the government, and upon itself. China's experience and those of other Asian countries that recently modernized their retail sector can provide valuable insight on what choices make sense. Serving local consumer tastes in China with over 1.3 billion people poses a similar challenge in India, with its 1.15 billion people. Chinese regulations, at both the central and local levels, had created confusion and difficulty for retailers trying to open new businesses or acquire established ones. India's regulatory patchwork frequently impedes the efficient flow of products and needs to be coordinated across states and local jurisdictions. Finally, the Chinese transportation infrastructure varies across the country's vast expanse. They are modern and highly efficient, especially in urban and coastal areas, and organized retail is most successful here. India needs better transportation and cold-chain supply-chain infrastructure across the country. Loosening foreign entry into the retail sector should be based on a strategic quid pro quo: the profit potential of India's large retail market for retail operations knowhow and investment that are critical to modernizing and improving the efficiency of Indian retail. India is already following China's example, initially encouraging joint ventures between domestic and foreign retailers before allowing 100% FDI in organized multi-brand retail. This gradual opening up should preserve a vibrant domestic retail sector in the long term, and provide India with a solid foundation of domestic expertise and human capital. For long-term success, organized retailers should pursue a few key strategies. First, build capabilities and backend logistics infrastructure. Domestic firms should partner with established foreign firms to capitalize on combining foreign retail knowhow with domestic market knowledge. This is happening already. UK-based Tesco is working with the Tatas; US-based Wal-Mart with Bharti, etc. Over time, these joint ventures will dissolve but both the domestic and foreign firms will have the capabilities to establish successful retail businesses independently. While the government is rapidly investing in transportation infrastructure, organized retailers should either invest in their own supply-chain infrastructure or promote intermediaries that develop and invest in cutting-edge supply-chain infrastructure.

Second, learn local and regional preferences in developing the merchandising mix. 'One size fits all' is not a winning strategy, as Subhiksha, till recently one of India's retail success stories, learnt the hard way through bankruptcy when it expanded rapidly into the north from its south Indian roots with little local market knowledge. Merchandising correctly in a diverse country such as India takes time, trial and error, and is critical for success. Third, to deal with the kirana challenge, organized retailers should actively engage customers and local political leaders, to demonstrate the value of their retail enterprise, especially in the context of political challenges from kirana lobbyists. For example, Bharti has created a retail academy to train thousands of people in Punjab. Creating thousands of jobs over time develops a political constituency of employees. But the kirana challenge is not just political, it is also competitive. Given the high customer loyalty to these micro-local outlets, helping kiranas become more efficient while allowing them to effectively serve their clients can be both politically expedient and profitable. One way to address this situation is for organised retailers to engage in 'co-opetition': to make customers out of their smaller retail rivals.

RETAILING

Retailing consists of the sale of goods or merchandise, from a fixed location such as a department store or kiosk, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinated services, such as delivery. Purchasers may be individuals or businesses. In commerce, a retailer buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-user. Retail establishments are often called shops or stores. Retailers are at the end of the supply chain. Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategies. Shops may be on residential streets, or in shopping streets with few or no houses, or in a shopping center or mall, but mostly found in the central business district. Shopping streets may or may not be for pedestrians only. Sometimes a shopping street has a partial or full roof to protect customers from precipitation. Retailers often provided boardwalks in front of their stores to protect customers from the mud. Online retailing, also known as e-commerce is the latest form of non-shop retailing (cf. mail order). Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase. Most retailers have employees learn facing a hyper real tool used to create the look of a perfectly-stocked store (even when it's not). India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets. Driven by changing lifestyles, strong income growth and favorable demographic patterns, Indian retail is expected to grow 25 per cent annually.

Modern retail in India could be worth US$ 175-200 billion by 2016. With the economy booming, competition in the marketplace is fierce. According to 'Retail in India Getting Big Market to Drive Growth', a report by AT Kearney and the Confederation of Indian Industry, retail is one of India's fastest growing industries with a 5 per cent compounded annual growth rate and expected revenues of US$ 320 billion in 2007. Rising incomes, increasing consumerism in urban areas and an upswing in rural consumption will fuel this growth to around 7-8 per cent.

KSA-Technopak, a retail consulting and research agency, predicts that by 2010, Big Market retailing in India will cross the US$ 21.5-billion mark from the current size of US$ 7.5 billion.

Retail space

Retailers in India are the most aggressive in Asia in expanding their businesses, thus creating a huge demand for real estate. Their preferred means of expansion is to increase the number of their outlets in a city, and also expand to other regions, revealed the Jones Lang LaSalle third annual Retailer Sentiment Survey-Asia. Deutsche Bank's research report on 'Building up India' says India's burgeoning middle class will drive up nominal retail sales through 2010 by 10 per cent per annum. The country may have 600 new shopping centres by 2010.

Food retail

Food dominates the shopping basket in India. The US$ 6.1 billion Indian foods industry, which forms 44 per cent of the entire FMCG sales, is growing at 9 per cent and has set the growth agenda for modern trade formats. Since nearly 60 per cent of the average Indian grocery basket comprises non-branded items, the branded food industry is homing in on converting Indian consumers to branded food.

The mobile revolution

The retail market for mobile phones -- handset, airtime and accessories -- is already a US$ 16.7 billion business, growing at over 20 per cent per year. In comparison, the consumer electronics and appliance market is worth US$ 5.6 billion, with a growth rate that is half of the mobile market.

Kid's retail

When it comes to Indian children, retailers are busy bonding--and branding:

- Monalisa, the Versace of kids is coming to India.
- Global lifestyle brand Nautica is bringing Nautica Kids.
- International brand Zapp tied up with Raymond to foray into kids' apparel.
- Disney launched exclusive chains which stock character-based stationery.
- Pantaloon's joint venture with Gini&Jony will set up a retail chain to market kids' apparel.
- Swiss kidswear brand Milou is collaborating with Tirupur-based Sreeja Hosieries.
- Turner International India Pvt Ltd. will launch Cartoon Network Townsville and Planet POGO--two theme parks designed around its channels--in the National Capital Region.
- Sahara One Television has also signed a Memorandum of Understanding to source content from Spacetoon Media Group, Middle East's largest kids' entertainment brand for animation and live action content.

Leading the kids' retail revolution is the apparel business, which accounts for almost 80 per cent of the revenue, with kids' clothing in India following international fashion trends. According to research firm KSA Technopak, the branded segment comprises US$ 701.7 million of the total kids' apparel market-size of over US$ 3 billion. Industry experts say kids' retailing will touch annual growth of 30-35 per cent. Toys, stationary, sportswear, outerwear, tailored clothing, eyewear, watches, fragrance, footwear, theme parks, TV channels… the segment is growing rapidly at 10 per cent per annum. Margins are in the range of 20-25 per cent (for dealers and distributors), while companies enjoy an average gross margin of about 10 per cent.

Agricultural retail

Agriculture across India is heralding the country's second Green Revolution. 14 states, including Maharashtra, Punjab, Andhra Pradesh and Rajasthan amended the Agricultural Produce Marketing Committee (APMC) act this year, along the lines of the Model APMC Act, '02, which allows farmers to sell their produce directly to buyers offering them the best price. Agricultural sectors such as horticulture, floriculture, development of seeds, animal husbandry, pisciculture, aqua culture, cultivation of vegetables, mushroom under cultivated conditions and services related to agro and allied sectors are open to 100 per cent FDI through the automatic route.

- For its e-Choupal scheme, ITC built internet kiosks in rural villages so farmers can access latest information on weather, current market prices, foods-in-demand, etc.
- With a US$ 5.6 billion, multi-year investment in agriculture and retail, Reliance Retail will establish links with farms on several thousand acres in Punjab, West Bengal and Maharashtra.
- FieldFresh, planning to become India's first large-scale exporter of produce, will annually pay farmers over US$ 30,000 to lease land for vegetables, to hire tractors and to pay their workers.
- Besides a five-year program with the Punjab government to provide several hundred farmers with four million sweet-orange trees for its Tropicana juices by 2008, PepsiCo--with agriculture exports worth US$ 40 million--also introduced farmers to high-yielding basmati rice, mangoes, potatoes, chilies, peanuts, and barley for its Frito-Lay snacks.
- Export potential and a rapidly growing domestic demand for reliable produce from new supermarket chains is driving change. With 77 per cent of India's population relying on agriculture for a living, improved efficiency and new markets can benefit a large number of people.

II. INTRODUCTION TO ORGANISED RETAIL STORE

1. Easy day :-

In 2006, Walmart initiated talks with India-based Bharti Enterprises to enter the Indian market as India's restrictive commercial laws prohibited most foreign companies from setting up stores to called BhartiWalmart Private Limited in 2007, with the intention of doing wholesale business, through Best Price Modern Wholesale stores. It was decided that while Walmart would work towards back-end cash & carry supply chain for the wholesale operations of BhartiWalmart; it would also provide expertise including technology, supply chain, logistics and management support to the retail stores, Easyday, which will be run a wholly owned subsidiary of Bharti Enterprises named Bharti Retail Private Limited. Bharti Retail was set up in April 2007 with the target an annual turnover of about $3.65 billion by 2015. The major challenge for Easyday stores was the competition from small scale retailers who controlled about 97% of the Indian retail business. They organized protests against Easyday, which was supported by a section of politicians. Amid a stiff resistance from the opposition political parties, the Indian government allowed 51% Foreign Direct Investment in multi-brand retail in September 2012, which could enable Walmart to do direct retail business in India.

Product Range of Easy Day stores:-

- Bakery product
- Food & Beverage
- Home & Personal Care
- Dairy Product
- Grains & Pulses
- Meat & Poultry Items

2. Vishal mega mart :-

VRPL was incorporated on July 23, 2001 under the Companies Act, 1956 as Vishal Retail Private Limited. VRPL was converted to a public limited company on February 20, 2006. At the time of incorporation, the registered office of VRPL was situated at 4, R. N. Mukherjee Road, Kolkata 700 001. Subsequently VRPL's registered office was shifted to 54/4C, Strand Road, Kolkata 700 006 on August 1, 2001 and on February 14 2004, VRPL's registered office was shifted to MouzaKuchPukur, P.S. Bhangore, 24 Paragnas (South), West Bengal. On December 29, 2005, VRPL's registered office was shifted to RZ-A-95 & 96, Road No. 4, Street No. 9, Mahipalpur Extension, New Delhi 110 037, which is the present registered office of the Company. The fresh certificate of incorporation consequent on change of name was granted to our Company on February 20, 2006 by the Registrar of Companies, West Bengal.

With a business purchase agreement dated November 23, 2001 executed between VRPL and Mr. Ram Chandra Agarwal (carrying on proprietorship business in the name of M/s The Vishal Garments) and Mrs. Uma Agarwal (carrying on proprietorship business in the name of M/s Vishal Garments), VRPL acquired the business of "M/s The Vishal Garments" and "M/s Vishal Garments", and the said businesses were transferred to VRPL as a going concern with effect from December 15, 2001.

3. More

Aditya Birla Retail Limited is the retail arm of Aditya Birla Group, a $40 billion corporation. The company ventured into food and grocery retail sectors in 2007 with the acquisition of a south-based supermarket chain. Subsequently, Aditya Birla Retail Ltd expanded its presence across the country under the brand — "more." with two formats — Supermarket and Hypermarket.

Supermarket

more. — Conveniently located in neighbourhoods, more. supermarkets cater to the daily, weekly and monthly shopping needs of consumers. The product offerings include a wide range of fresh fruits and vegetables, groceries, personal care, home care, general merchandise and a basic range of apparels. Currently, there are over 490 more. supermarkets across the country.

Hypermarket

more.MEGASTORE is a one-stop shopping destination for the entire family. Besides a wide range of products across fruits and vegetables, groceries, FMCG products, more.MEGASTORE also has a strong emphasis on general merchandise, apparels and CDIT. Currently, fifteen hypermarkets operate under the brand more.MEGASTORE in Hyderabad: Saroor Nagar, Kukatpally&Banjara Hills; in New Delhi :Rohini, Kirti Nagar & Orchid; in Karnataka: Mahadevpura, Gopalan, Bull Temple, Marathalli& Mysore; in Maharashtra: Thane and Nashik; Vadodara and Indore.

4. BIG Bazaar:-

Big bazaar is a hypermarket chain owned by the Pantaloon Retail India Limited, with currently more than 50 outlets in metros, medium, and small cities. Big Bazaar combines the look and feel of Indian bazaars with aspect of modern retail like choice, convenience ,and hygiene.It works on the same economy model like Wal Mart, and has had considerable success inmany Indian cities and small towns.The idea was pioneered by entrepreneur Kishore Biyani, the head of PantaloonRetailIndiaLimited.Big Bazaar is not just another hypermarket. It caters to every need of your family. WhereBig Bazaar scores over other stores is its value for money proposition for the Indiancustomers.At Big Bazaar, you will definitely get the best products at the best prices - that"swhatthey guarantee. With the ever increasing array of private labels, it has opened the doorsinto the world of fashion and general merchandise including home furnishings, utensils,crockery, cutlery, sports goods and much more at prices that will surprise you. And thisis just the beginning. Big Bazaar plans to add much more to complete your shoppingexperience.Living up to its motto of " Isse sasta aur accha kahin nahi",all products in Big Bazaarwill be available at prices lower than the MRP, often up to 60% discount. In addition tothis, various offers, discounts and promotions will be regularly held at the store. Theconsumer will experience a new level of standard in price, convenience and comfort,quality, quantity, and store service levels. BIG BAZAAR in its true hypermarket modelwilloffer all of the above for both leading brands as also for its private labels.

III. CLASSIFICATION OF CUSTOMERS

India 1	India 2	India 3
Consuming Class	**Serving Class**	**Struggling class**
• Constitutes only **14 %** of the country's population • Most of these customers have a **substantial** disposable income and they form part of usually called as the **upper middle** and the **lower middle class**	• Includes people like drivers, house hold helpers, office peons, liftmen, washer man etc. • These people make life easier and more comfortable for the consuming class or **India 1**. • Research indicates that for every India one at least three India Twos are there, making up approx. **55 %** of the population but due to low income they have a very little disposable income to spend on buying aspirational goods & services .	• It lives hand-to-mouth existence, so can not afford to even aspire for good living. • Unfortunately this segment will continue to be on the peripheries of the consumption cycle in India, in years to come.

IV. REVIEW OF LITERATURE

Michelle A. Morganosky, A major trend in US retailing is the increasingly diverse array of retail formats available to consumers. Owing to the emergence of new retail formats, competition between retailers of all types is heightening. Uses data from two consumer studies, to illustrate the pervasiveness and complexity of consumer cross-shopping patterns across various retail channels. Addresses the implications of this retail trend in terms of channel competition and competitiveness in the US market

Andrew Smith & Leigh Sparks Small shops are seemingly everywhere. Most people have some view over what constitutes a small shop and how valuable it is to their locations or shopping patterns. Small shops however are a complex phenomenon. Many physically small shops are run by large corporate retailers. Many large franchise organisations operate through small shops. Small shops may therefore be part of large businesses. Yet, the small shop in most people's minds is that of the independent retailer or local shopkeeper operating on his or her own. Independent retailers have been under severe competition from multiple retailers. Their number has been apparently in decline. Their functions and roles have had to adapt to the changing circumstances of a modernised and highly efficient retail sector changing as consumer expectations and demands have changed. Whilst there are many good examples of small, independent retailers, there are also many others which do not operate effectively or efficiently. In some locations,particularly rural ones, the shop may be the social and community heart of the village and function as an essential service. In others, the function of the small shop may be to provide diversity and vitality. This paper explores these issues in the context of the Scottish retail sector and reports on survey work undertaken with land-use planners, retailers and consumers

Swinyard, Shopping patterns of US consumers are more sophisticated, they expect high level of services and merchandise quality. Moreover economic and demographic trends are dramatically affecting the retail industry

Shils& Taylor'scomprehensive study identifies both social and economic effects, the social effects being the physical and social decline of neighborhoods as retailers fail to survive, noting (in areas visited) «profound changes in joblessness and socialization.» The most serious economic effects include retail closures as the traditional retailers fail to compete, with the consequent loss of jobs including the employment of the owners themselves and reduced numbers of employees; both a result of Shil& Taylor's «drain away» effect caused by the presence of mega-retailers shifting activities from various geographic traditional retail centers or clusters.

Erdem et al examines the linkage between consumer values and the importance of some salient store attributes. The study indicated that the important judgments for store attributes were influenced by the set of terminal and instrumental values viewed as important by the shoppers.

M. Gupta (2004) observed that consumer has multiple options to choose- ranging from the shopkeeper to the most sophisticated supermarkets, departmental stores, plazas and malls which provide the latest and better quality products and it made India the top spot among the favoured retail

Dr.Shahid Akhter, Iftekhar Equbal:-Indian Retail Industry is ranked among the ten largest retail markets in the world. The attitudinal shift of the Indian consumer and the emergence of organized retail formats have transformed the face of Retailing in India. With the sign of reemergence of economic growth in India, consumer buying in retail sector is being projected as a key opportunity area. As a consequence, Indian corporate houses are refocusing its strategic perspective in retail marketing with the idea to use resources optimally in order to create core competence and gain competitive advantage. The paper theme is to analyse finer strategic perspective for the retail sector in India and suggest measures so that the corporate strategists could incorporate the same both qualitatively and quantitatively. Based upon the qualitative judgment, a retail unit may be given an overall understanding about the expected performance that can further be corroborated by quantitative analysis. Retail trade has emerged as one of the largest industry contributing to employment generation, revenue generation, increased turn over and many more. Organized retailing is showing signs of enormous creativity. It. has emerged as one of the most dynamic and fast paced industries with several players entering the market. As a matter of fact retailing in India is gradually edge its way towards becoming the next boom industry. This paper provides detailed information about the growth of retailing industry in India. It examines the growing awareness and brand consciousness among people across different socio-economic classes in India and how the urban and semi-urban retail markets are witnessing significant growth . The paper includes growth of retail sector in India, strategies, strength and opportunities of retail stores, retail format in India, recent trends, and opportunities and challenges. This paper concludes with the likely impact of the entry of global players into the Indian retailing industry. It also highlights the challenges faced by the industry in near future

Deepika Jhamb, Dr (Ms) Ravi Kiran The present paper tries to understand the improvement in retail sector in India, especially the modern retail formats, its attribute, type of goods and impact of consumers' demography on choice of emerging retail formats.Originality: The paper is first of its kind to take all the important aspects together like modern retail formats, type of attributes and products and the demographic profile of consumers'. With all these aspects, paper tries to study the changing consumers' behaviour towards shopping from the modern retail formats

Ms Priya VIJ :-Retail is currently the flourishing sector of the Indian economy. This trend is expected to continue for at least the next two- three decades, and it is attracting huge attention from all entrepreneurs, business heads, investors as well as real estate owners and builders. Availability of quality, retail space, wider availability of products and brand communication are some of the factors that are driving the retail in India Retail sector is also supporting to create huge employment while a new form of organized retail sector has emerged within the retail industry and it gave speedy phase to Indian retail sector. The rationale of the study is twofold: First, to examine the nature of changes in the retail sector taking place due to organized form of retailing and implications of shift to this new form of retailing. Secondly, this area has remained largely an unexplored part of research till date especially in the Indian context.

Manish Jain A Retail Revolution is sweeping through India. With retail ambiences getting upgraded, clearly the scruffy neighbourhood kirana stores are becoming the past for hypermarket customers, and find it difficult to shop habitually at filthy grocery shop. With the growth of malls, multiplexes and hypermarkets, the customer is being exposed to a new kind of shopping experience and services that are surely redefining the expectations from shopping. The share of organized retail in total retail market in India is growing. Many domestic as well as global players have already entered in this market. Competition is at its high pace. Great focus is on the consumer preference over the attributes of retail stores that are most important. Factor analysis would be used in identifying the main factors. The factors include availability& variety, ambience, service, price, advertisement, prestige and quality

OBJECTIVES OF STUDY

1. To study the satisfaction level of the customer towards the retail stores.
2. To find out the price difference in organised & unorganised retail store.
3. To study about the facility provided by the organised store.
4. To study and find out the effect of retail and karyana markets on the consumer loyalty.

V. RESEARCH METHODOLOGY

Data Collection Method:-

Primary Data(Sampling):- The sampling units in my project are Consumers. The sample size was small by following the convenience sampling method. There were queries for the persons interacted & the questionnaires have been attached at last.

Sampling Size The sample size of my research is 100 consumers. Large samples give more reliable results that is why I tried my best to cover more users (consumers) in Patiala**.**

Data Availability: Data has been collected from the Users (Consumer) related to different cities of Punjab like **Patiala**.

Data Analysis & Interpretation:-

The statistical tools used by me are mainly average, Percentage, & comparisons etc. I would like to give brief points about

1. Questionnaire: - The questionnaires are given to respondent with no pressurization at all, i.e. he/she is free to provide the information whatever the concern is. One thing to be kept in mind that personal question apart from name, address etc. should not be included.

2. Direct Interviews: - The direct interviews are one up against all the data collection tools just because

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one can judge that what a person is telling to the surveyor. Although it is time consuming but the information gathered is of much more weightage than others.

3. Sampling design, Procedure & Sample size:-A sample is always a part of the desired universe & it should represent each & every aspect of the study being conducted. The only thing is that the sample being chosen is of relevance & accurate source of information. My sampling design is based on random sampling because each element gets probability to be included & all choices made are independent of each other.

VI. ANALYSIS AND INTERPRETATION

1. The majority of the customer are having the budget of 0-20 k for the shopping
2. The customer are willing to purchase from organised store
3. The customer are willing to go for shopping from Malls than the branded showrooms
4. The respondent are going for shopping from Small society store than the karyana store
5. The majority of respondent are satisfied from the atmosphere of the organised retail store
6. The majority of respondent fell that there is price difference between the organised retail store & un organised retail store
7. It is observed that the majority of the respondent agree upon that there is quality difference between the organised retail store & unorganised retail store
8. It is observed that the majority of the respondent are attractive by the facility offered by the organised retail store
9. It is observed that the majority respondent agree upon that the organised retail store provide more facility than the unorganised retail store
10. The majority of the respondent says yes that the price difference in the product due to the quality of the product
11. The respondent says yes that he payment mode of organised retail store is better than the unorganised retail store
12. The majority of the respondent says that they feel more comfort for shopping in organised retail store rather than unorganised retail store
13. The respondent says that the parking facility is better in the organised store

VII. SUGGESTIONS

1 Retailers need to think about shoppers not just about a format as understanding the shoppers' dynamics holds the key to such a business. Retailers would have to create new delivery formats that can cater to the huge mass of consumers.

2 Retailers must understand what value shopper is looking for and how the retailers can deliver that desired value to the customer. However, most retailers look for what they are offering and how shoppers can fit into retailer's scheme of offerings.

3 Retailing in India is entirely different from western countries for that matter even from Asian counterparts. Studies show that upgraded Unorganised stores are growing at the same rate as Big Market retailers.

4 It is also observed that in the changing retailing environment, understanding the psyche of customer is critical to success in retailing.Aggregate level picture may be misleading, as it averages the beats and the valleys. Hence, individual understanding is desirable.

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