DETERMINANTS OF CUSTOMER STORE CHOICE DECISION AND PATRONAGE BEHAVIOUR: A STUDY OF SELECT INDIAN HYPERMARKETS

A Doctoral Thesis Submitted to the University of Hyderabad in Partial Fulfillment of the Requirement for the Award of the Degree of

DOCTOR OF PHILOSOPHY

IN

MANAGEMENT STUDIES

By

NIDHI GUPTA

SCHOOL OF MANAGEMENT STUDIES
UNIVERSITY OF HYDERABAD
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UNDER THE GUIDANCE OF

Dr. SAPNA SINGH

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This thesis is dedicated to
my parents Shri.O. P. Gupta & Smt. Shanti Gupta
and
my daughter Siddhi
for their unequivocal support, encouragement and giving me two important gifts: Roots and Wings

DECLARATION

I, **NIDHI GUPTA**, hereby declare that the thesis entitled, **"Determinants of Customer Store Choice Decision and Patronage Behaviour: A Study of Select Indian Hypermarkets"**, submitted by me under the guidance and research supervision of **Dr. SAPNA SINGH**, is an original and independent research work by me.

I also declare that, it has not been submitted previously, in part or in full, to this University or any other University or Institution for the award of any degree or diploma.

Place: Hyderabad **NIDHI GUPTA**

Date: 29th June, 2012 **Regd. No: 06MBPH07**

CERTIFICATE

This is to certify that this thesis entitled, **"Determinants of Customer Store Choice Decision and Patronage Behaviour: A Study of Select Indian Hypermarkets"**, submitted by **NIDHI GUPTA (Reg. No. 06MBPH07)**, Research Scholar enrolled for Ph.D. programme at the School of Management Studies, University of Hyderabad, in partial fulfilment for the award of the degree of Doctor of Philosophy in Management Studies, is a bonafide work done under my guidance and supervision as prescribed under Ph.D. ordinances of the University.

To the best of my knowledge the same has not been submitted earlier, in part or in full, to this or any other University or Institution for the award of any degree or diploma.

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Nidhi Gupta

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ABBREVIATIONS

AMOS	---	Analysis of Moment Structure
ANOVA	---	Analysis of Variance
BMI	---	Business Monitor International
BRIC	---	Brazil, Russia, India and China
CAGR	---	Compound Annual Growth Rate
CEO	---	Chief Executive Officer
CFI	---	Comparative Fit Index
CII	---	Confederation of Indian Industries
COC	---	Code of Conduct
CR	---	Critical Ratio
DC	---	Distribution Center
DE	---	Direct Effect
df	---	Degrees of Freedom
EBDIT	---	Earning Before Depreciation, Interest and Tax
EDLP	---	Every Day Low Price
EF	---	Entertainment Factor
ERP	---	Enterprise Resource Planning
FDI	---	Foreign Direct Investment
FMCG	---	Fast Moving Consumer Goods

FY	---	Financial Year
GDP	---	Gross Domestic Products
GFI	---	Goodness of Fit Index
GMROI	---	Gross Margin Return on Investment
GRDI	---	Global Retail Development Index
HILO	---	High Risk Low Margin
HV	---	Hedonic Value
IBEF	---	Indian Brand Equity Foundation
ICRIER	---	Indian Council for Research on International Economic Relations
IE	---	Indirect Effect
IPO	---	Initial Public Offer
LF	---	Location Factor
MF	---	Merchandise Factor
MGR	---	Mass Grocery Retail
NAB	---	National Australia Bank
NABARD	---	National Bank for Agriculture and Rural Development
NCR	---	National Capital Region
PAT	---	Profit After Tax
PBDIT	---	Profit Before Depreciation Interest & Tax
PF	---	Price Factor
PPP	---	Purchasing Power Parity

PSP	---	Personnel Service Perception
RLC	---	Retail Life Cycle
SAP	---	System Application and Products in data processing (software)
SC	---	Store Choice
SE	---	Standard Error
SEF	---	Store Environment Factor
SI	---	Store Image
SKUs	---	Stock Keeping Units
SP	---	Sales Promotion
SPB	---	Store Patronage Behaviour
SPC	---	Store Promotion Cues
TE	---	Total Effect
UV	---	Utilitarian Value
VAT	---	Value Added Tax
WTO	---	World Trade Organisation

CHAPTER I

RETAILING: AN OVERVIEW

1.1 Retailing

Liberalization of the Indian economy in the nineties and the entry of large players in the retail business have brought the retail industry into spotlight. Retailing is a marketing activity involved in the sale of products to their final consumers. It is not only important to consumers but much more important to marketing companies as it helps in bringing the company's product closer to customers. It brings convenience to consumers and helps in making purchasing decision and subsequent buying easier.

The retail industry is focused on the sale of goods or merchandise from a specific location for direct consumption by the purchaser and retailer. It is directly involved with the final consumers at the point of purchase and so the strategies adopted are very vital for its success or failure. They follow the old saying- "Goods well brought are half sold." Therefore, retailers must select their own merchandise very carefully. In earlier days, a general store would stock everything from grocery to stationery, food items to personal products. This has changed rapidly over the years.

However, over a period of time, specialization became more prominent and thus emerged, single line or limited line stores that specialized in specific lines of related products rather than having a wide assortment of goods. Generally, in such stores premium products are stocked, for they aim at carefully defined target-market by offering unique product assortment, better equipped sales staff and service facility. Modern retail follows the mass merchandise concept which means that the retailers should offer low prices to get a faster turnover and greater sales volume by appealing to larger markets. Their strategy planning depends upon consumer product categories, such as convenience product, shopping products and specialty products. The strengths of the variety stores are convenient location, width of choice, display, competitive pricing own branding and consistency.

In the present dynamic business world, the retail industry is perennially on the move; bringing in new technology and constant innovations. With a never-ending customer choice, competitors, wide use of the internet, and a complex global economy, retailers need to focus on finding newer ways to sustain and grow their businesses. Traditional growth models focused on developing more stores and adding more product lines is no longer the success mantra for retailers' today. Successful retailers today are those who are able to adapt and change to the environment, and develop new ways of serving customers, respecting the dynamics of current trends and adapting accordingly. They appeal to the popular end of the market and have been instrumental in post-war retailing growth in four ways; firstly, by pioneering their own label, secondly, by inculcating the principle of self-selection, thirdly, by trading for modern brightly lit stores, and finally, by exploiting the benefit of economies of scale.

In principle, retail is about dimensions (especially value retailing). Retailing is constantly changing throughout the world; it is not only about mere merchandising but also about casting customers in a story, reflecting their needs and desires, and building long lasting relationships, which, in turn, will generate a huge source of employment and a variety of options for the consumers. Retailing, the biggest private-sector industry in the world and one of the prime movers of an economy, has attracted many Indian corporate houses to make substantial commitments and investment plans in this sector. National Australia Bank's (NAB) Sales Index, which tracks online spending, found that online sales account for less than five per cent of the total retail sector.

Changing consumer preferences and spending habits are, no doubt, causing some structural changes in the retail sector and slowly capturing the pace of online retailing. Leading multinational retailers are anxiously waiting for the political signal to get a direct share of Indian retail pie.

1.2 Global Retail Scenario

Globally, retailing is a huge and highly regulated sector. There is one retailer amongst the top ten companies in every country. In US, it is Wal-Mart with a turnover in excess of $139 billion; In UK, it is Marks and Spencer's with close to $10 billion; and in Germany it is Karstadt. Globally, retailing is a business, worth a staggering $6.6 trillion, according to a recent report published by McKinsey & Co. in partnership with the Confederation of Indian Industry (CII). However, retail could not stop big retail players looking for expansion opportunities. Global retailers also found opportunities in other countries with strong and emerging markets, such as China and India. Leading retailers increased their store openings by a mere 1 percent in 2011 as compared to 2010. However, the annual growth of their investments within their group was a concrete 11% due to development of their portfolio and their investments in infrastructures, rather than to inflation costs. The population has grown 11 percent, from 5 billion to 5.7 billion, retail sales per capita have risen by more than 90 percent, from $2,000 to $3,850 and retail sales space has expanded by more than 200 percent, from 40 million to 130 million square meters. The "Global Powers of Retailing" list ranks global retailers according to total revenue and is summarised in table 1.1

Table 1.1 Top Ten Global Retailers in 2010

S.N.	Company	Country of Origin	2010 Retail Sales (US$ mil)	2010 Retail Growth	2010 Net Profit Margin	2010 Return on Assets
1.	Wal-Mart	USA	418,952	3.4%	4.0%	9.4%
2.	Carrefour	France	119,642	4.8	0.5	1.1
3.	Tesco	U.K	92,171	6.7	4.4	5.7
4.	Metro	Germany	88,931	2.8	1.4	2.7
5.	Kroger	USA	82,189	7.1	1.4	4.8
6.	Schwarz	Germany	79,119	9.4	n.a	n.a
7.	Costco	USA	76,255	9.1	1.7	5.6
8.	The Home Depot	USA	67,997	2.8	4.9	8.3
9.	Walgreen	USA	67,420	6.4	3.1	8.0
10.	Aldi	Germany	67,112	5.2	n.a.	n.a.
Contribution of Top 10 to sales total			**1,159,788**	**5.0**	**3.0**	**6.4**
Contribution of Top 250			**3,940,747**	**5.3**	**3.8**	**5.8**
Top 10 share of total			29.4%			

(Source: Published company data and Planet Retail)

Global retailers usually select long term expansion policies. As the big players invested and entered new markets with mixed experience of success and failure, they learned that for success in expansion of retail in emerging markets, they must significantly customize both an optimal mix of countries, use of effective prototypes and product offerings to meet local needs and preferences and also the sales plan given to the managers, to have a better understanding of local consumers and community needs.

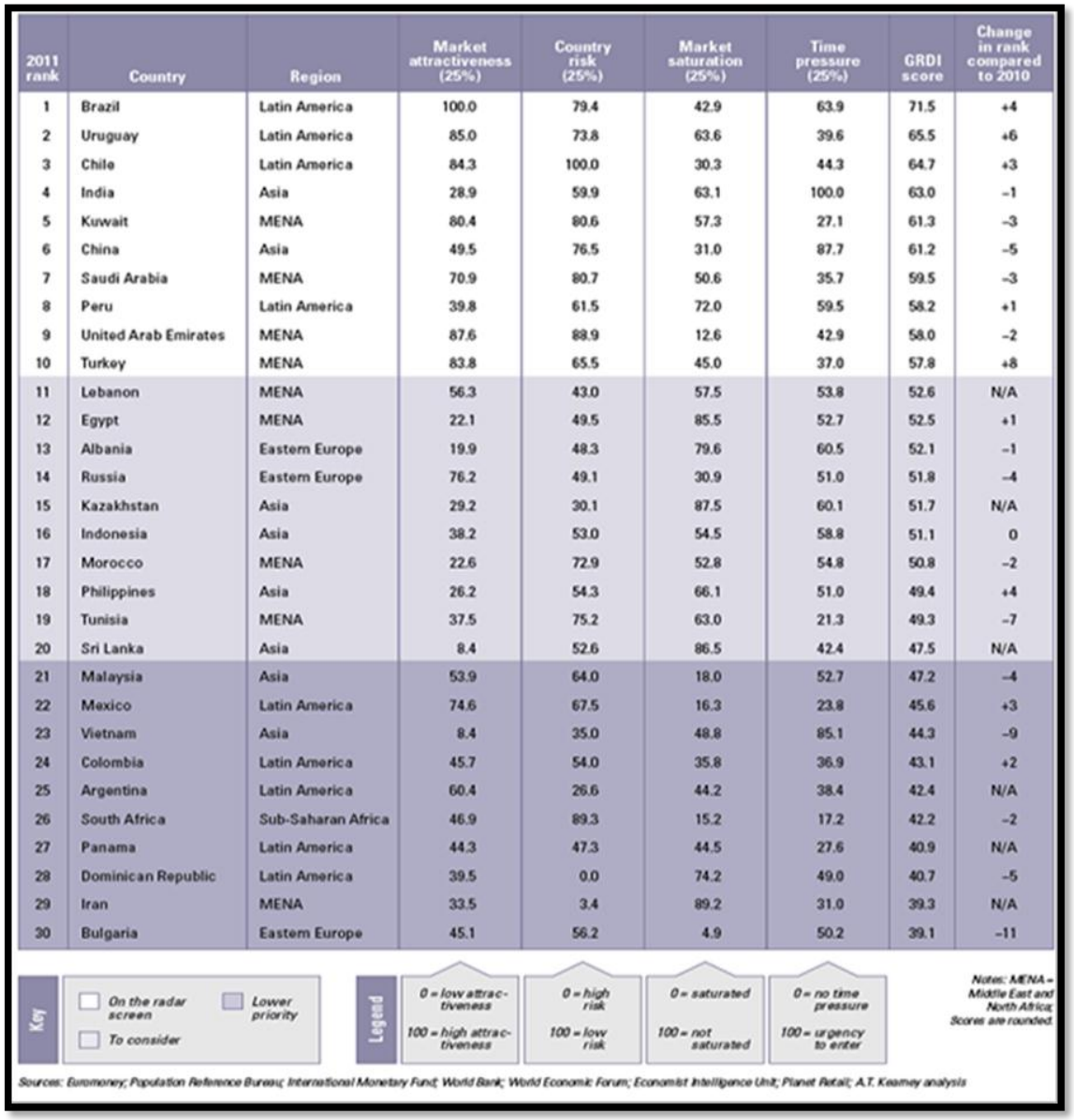
Table 1.2 Top Ten Retailers by Their Capital Expenditures ($ 000)

S.N.	Company	2011	2010
1.	Wal-Mart Stores	8,000,000	8,000,000
2.	Target	2,500,000	2,129,000
3.	CVS	2,000,000	2,000,000
4.	Kroger	1,900,000	1,900,000
5.	Lowe's	1,800,000	2,100,000

Note: *fiscal year ending in August 2010 and 2011 *(Source: Chain Store Age Research)*

While Asia is leading the world recovery, South America reinforced its position in the 2011 Index due to continuous growth; Brazil sits in the 1st position of ranking with an expected GDP growth of 5% for the next few years. Still more important are Kuwait, Saudi Arabia and the United Arab Emirates, still ranked in the Top 10 positions and are expected to remain stable.

Figure 1.1 Global Retail Development Index: Top 30 Global Markets in 2011



2011 rank	Country	Region	Market attractiveness (25%)	Country risk (25%)	Market saturation (25%)	Time pressure (25%)	GRDI score	Change in rank compared to 2010
1	Brazil	Latin America	100.0	79.4	42.9	63.9	71.5	+4
2	Uruguay	Latin America	85.0	73.8	63.6	39.6	65.5	+6
3	Chile	Latin America	84.3	100.0	30.3	44.3	64.7	+3
4	India	Asia	28.9	59.9	63.1	100.0	63.0	–1
5	Kuwait	MENA	80.4	80.6	57.3	27.1	61.3	–3
6	China	Asia	49.5	76.5	31.0	87.7	61.2	–5
7	Saudi Arabia	MENA	70.9	80.7	50.6	35.7	59.5	–3
8	Peru	Latin America	39.8	61.5	72.0	59.5	58.2	+1
9	United Arab Emirates	MENA	87.6	88.9	12.6	42.9	58.0	–2
10	Turkey	MENA	83.8	65.5	45.0	37.0	57.8	+8
11	Lebanon	MENA	56.3	43.0	57.5	53.8	52.6	N/A
12	Egypt	MENA	22.1	49.5	85.5	52.7	52.5	+1
13	Albania	Eastern Europe	19.9	48.3	79.6	60.5	52.1	–1
14	Russia	Eastern Europe	76.2	49.1	30.9	51.0	51.8	–4
15	Kazakhstan	Asia	29.2	30.1	87.5	60.1	51.7	N/A
16	Indonesia	Asia	38.2	53.0	54.5	58.8	51.1	0
17	Morocco	MENA	22.6	72.9	52.8	54.8	50.8	–2
18	Philippines	Asia	26.2	54.3	66.1	51.0	49.4	+4
19	Tunisia	MENA	37.5	75.2	63.0	21.3	49.3	–7
20	Sri Lanka	Asia	8.4	52.6	86.5	42.4	47.5	N/A
21	Malaysia	Asia	53.9	64.0	18.0	52.7	47.2	–4
22	Mexico	Latin America	74.6	67.5	16.3	23.8	45.6	+3
23	Vietnam	Asia	8.4	35.0	48.8	85.1	44.3	–9
24	Colombia	Latin America	45.7	54.0	35.8	36.9	43.1	+2
25	Argentina	Latin America	60.4	26.6	44.2	38.4	42.4	N/A
26	South Africa	Sub-Saharan Africa	46.9	89.3	15.2	17.2	42.2	–2
27	Panama	Latin America	44.3	47.3	44.5	27.6	40.9	N/A
28	Dominican Republic	Latin America	39.5	0.0	74.2	49.0	40.7	–5
29	Iran	MENA	33.5	3.4	89.2	31.0	39.3	N/A
30	Bulgaria	Eastern Europe	45.1	56.2	4.9	50.2	39.1	–11

(Source: The 2010 A. T. Kearney Global Retail Development Index)

1.2.1 Global Retail: Expansion and Investment Opportunities

Global retailers generally prefer long term expansion strategies. Even though economic and political issue affects retailers' entry and expansion decisions, still, the globalization trend will continue. Rather than regional trends, the important parts of successful retail expansions are mobile commerce and e-commerce. Top retail players

understand these channels, distinguish the currently dominated domestic players and appreciate that these channels have the potential to impact "big-box". The globalization of modern retail continues to accelerate. Since 2001, more than 49 retailers have entered about 90 new markets. There are four retailers (Carrefour, Metro Group, Tesco and Wal-Mart) who are "Masters of Globalization" and have priorities to expand in developing markets. **Carrefour,** France based company pioneered the globalization of hypermarkets and now has more than 15,660 stores in 34 countries, including more than 7,500 outside its home market. International markets now represent 57 percent of Carrefour's sales. **Metro Group,** the German based company, enjoys early-entry advantages, generating 61 percent of its revenue from international markets and operates a diversified group of banners and formats which includes wholesale, food retail, non-food specialty and department stores across 33 countries. **Tesco** is a UK based organization, spreading globally and has secured second rank as the most profitable retailer in the world. It is widespread across 14 countries, particularly in Asia and Europe. Its revenue has grown at the rate of 27 percent annually in the past decade, and it has also expanded to the United States and India in the past two years. **Wal-Mart**, the U. S. based retailer, is focusing on developing markets. Being the world's largest retailer, it has already conquered the largest retail market, but it continues to capitalize on the rapid growth of developing markets. It generates more than a quarter of its sales from 14 international markets and the world watches its global expansion in awe. Some developing markets are setting off the power balance, which helps emerging market retailers to fix the strategies of their global expansion. China recently overtook Japan as the world's second largest economy and it is expected that India would grow still faster in the long term due to its large younger population.

Table 1.3 Top Ten Most Attractive Cities for Retail Business in 2011

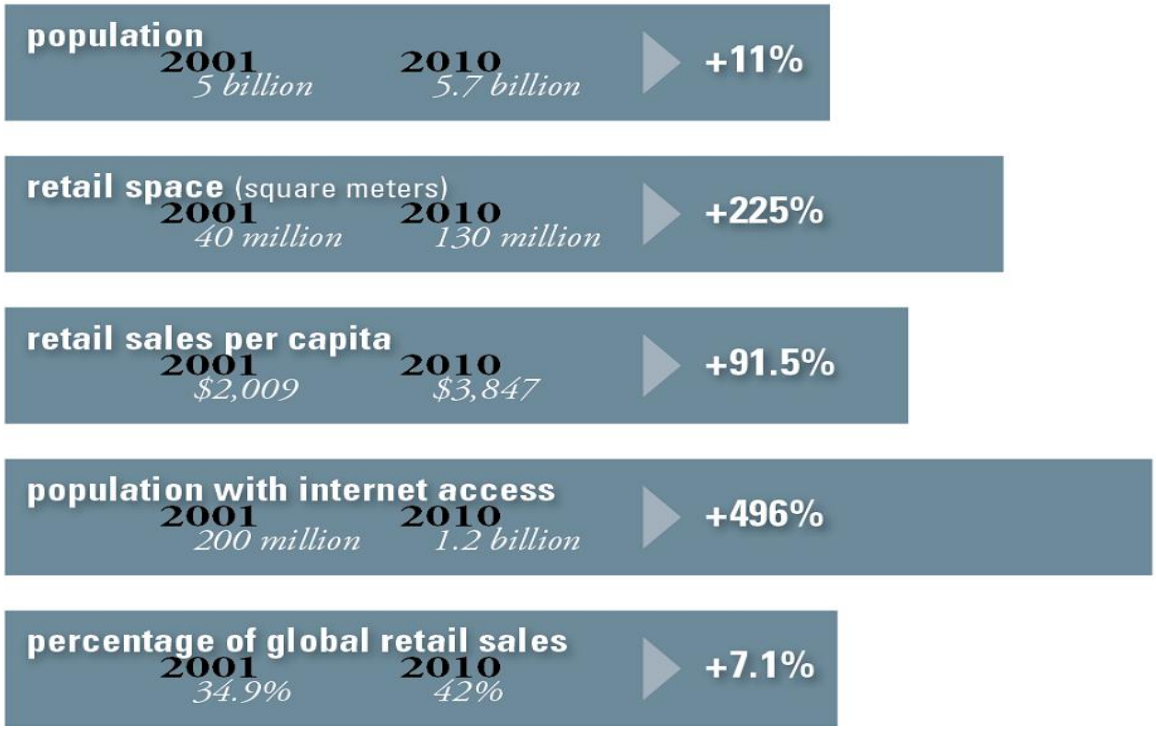
S.N.	City	2011 Rank	2010 Rank
1.	London	**1**	**1**
2.	Paris	**2**	**2**
3.	Frankfurt	**3**	**3**
4.	Amsterdam	**4**	**6**
5.	Berlin	**5**	**7**
6.	Barcelona	**6**	**5**
7.	Madrid	**7**	**8**
8.	Brussels	**8**	**4**
9.	Munich	**9**	**9**
10.	Zurich	**10**	**13**

(Source: Cushman & Wakefield)

Over the past 10 years in developing markets, retail has experienced explosive growth and has been recognized as a global growth engine. For the period of 2001-2010, percentage of global retail sales has increased to 42 percent, an increase of 7 percent since 2001. As the population in these countries increased by 11 percent, retail space expanded by 225 percent and retail sales per capita increased almost 100 percent.

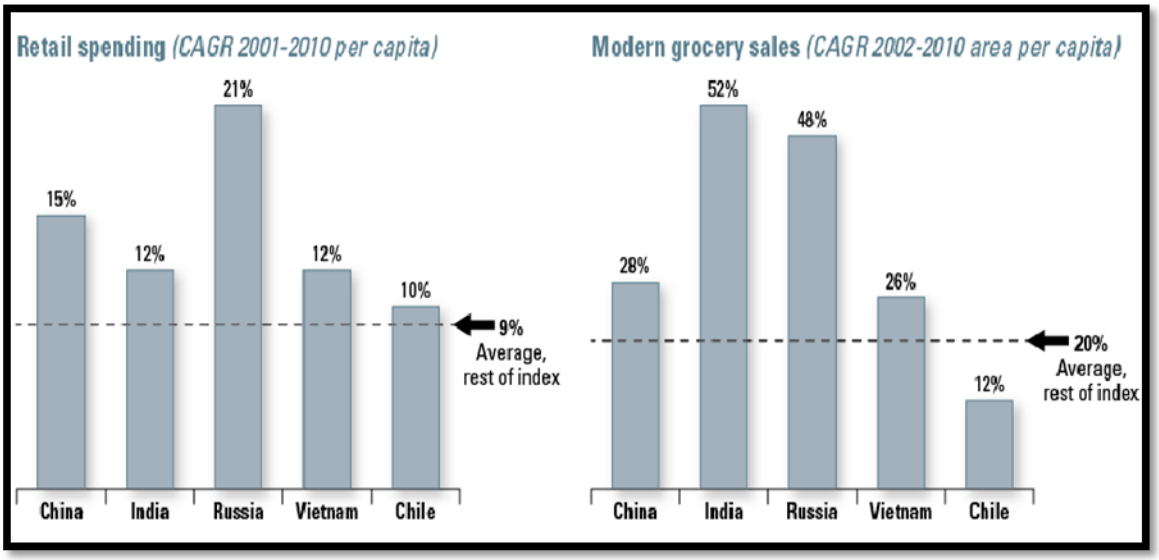
In the past ten years, different markets opened at different times, offering a variety of growth opportunities for retailers. In the early 2000s, the focus was on Eastern Europe's markets "coming online," as countries started gaining membership to the European Union. China's acceptance into the World Trade Organization (WTO) in 2001 marked the opening of that market to trade and investment. Next came Southeast Asia, followed by the rise of the BRIC nations (Brazil, Russia, India and China), and finally the emergence of the Middle East and South America. While Africa has not made its entrance onto the world retail scene yet, its time will also come.

Figure 1.2 Comparison of Growth Areas in Developing Markets, 2001 Vs 2010



(Source: Population Reference Bureau, Planet Retail, Inter, Internet World Status, A.T. Kearney)

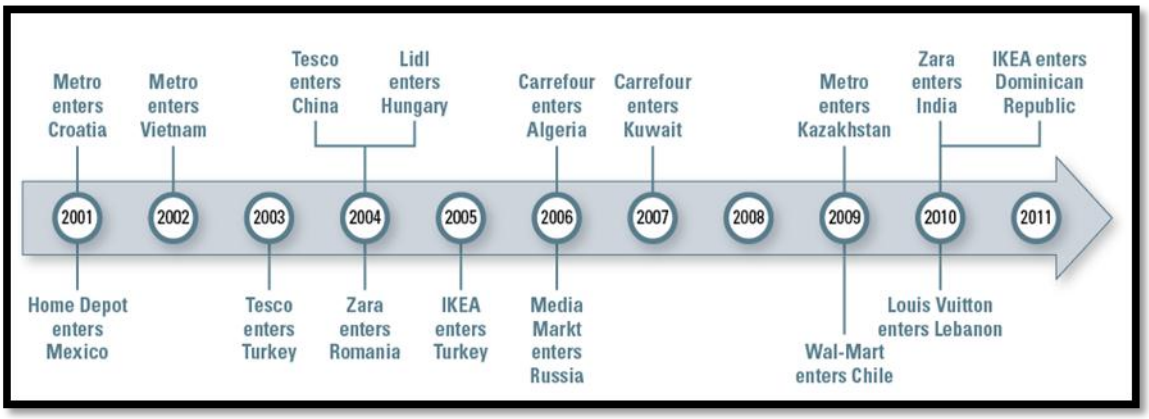
Figure 1.3 China, India, Russia, Vietnam and Chile have been the GRDI's Most Consistent Performers



(Source: A.T. Kearney Global Retail Development Index, 2011)

Note: CAGR is Compound Annual Growth Rate

Figure 1.4 Highlights of a Decade of Global Retail Expansion



(Source: News Reports, A.T. Kearney Global Retail Development Index (GRDI), 2011)

Throughout these years of change, five countries consistently ranked in the GRDI's top 10- China, India, Russia, Vietnam and Chile. The growth curve of the retail market in these countries consistently surpassed other developing markets, as demonstrated by the growth in retail spending per capita and retail space. Although each country is in a different stage of retail development, they all represent significant potential and will continue to draw the interest of leading retailers for years to come.

1.2.2 Regulations on FDI May be Eased in the Retail Trade by 2012

Many countries (including China) have opened up the retail sector in a phased manner. Japan first allowed FDI in specific retail formats such as specialty stores, and then gradually allowed it in hypermarkets and supermarkets. In some countries, FDI in retail is allowed subject to certain conditions such as partnership and investment requirements. In Philippines, foreign investment in retail enterprises is permitted if it meets several requirements such as paid-up capital is $2.5 million or more; a $830,000 minimum investment per store; the parent company must have a net worth of over $200 million; and, the retailer must own at least five retail stores elsewhere or at least one outlet with capitalization of $25 million or more. For retailers of high-end or luxury products, the investment in each retail store is $250,000, the net worth of the parent company must exceed $50 million and at least 10% of inventory must be sourced from the Philippines. Moreover, in Philippines, retail enterprises with foreign ownership

exceeding 80% of equity must offer at least 30% of their shares to local investors within eight years of the start of operations through public offering of shares of stock.

The BRIC region remains the highest priority market for retail expansion. About 80 percent of retailers consider this region as part of their firm's plans for short-term international growth. 92 percent of emerging markets are looking to expand beyond their home market; however developed countries became their expansion targets. India is the 3rd most attractive market for global retailers among the Top 30 major emerging countries according to AT Kearney. India's expanding middle-class, a growing economy and a population of more and more brand-conscious customers is expected to boost retail sales by 35% over the next 3 years, from $396 billion in 2011 to $785 billion in 2015. India will announce this new decision next year, enabling Wal-Mart and Carrefour to open stores. Presently, Indian laws limit Foreign Direct Investments in the retail trade to ownership of wholesale stores or to 51% in single-brand stores in order to protect local store owners.

1.3 Indian Retail

After economic liberalization, the marketing scenario is fast changing. Retailing is an integral part of economic development. Retailers help in creating demand for new products and lead to the expansion of markets. The consumer is very critical while selecting a product based on price, quality and service. This situation forces the marketers to find better ways and means as strategies to retain the customers over the competitors and also retain the market share. As the gap increases between the expectations and aspirations of the consumers, and the service from the sellers particularly at retail level, new players are slowly entering the scene with innovative formats and also with improved services. In India, the retail trade is moving from the small kirana to larger, more efficient, and even more economic formats.

Retailing in the emerging markets, specifically in India, is witnessing a radical transformation. It is India's largest industry contributing approximately 13% of GDP (Gross Domestic Product) making it the second largest employer. With the ever increasing new formats in retailing, Indian consumers have plethora of choices leading to

gradual change in their buying behaviour. This can be attributed to the changes in demographic and psychographic variables. The increasing number of nuclear families, rising income, working women, international exposure, and work pressure has put the consumers under constant time pressure. Consumers today have access to information through a variety of media, which exposes them to several shopping experiences; this in turn is complemented by the need to experiment with new retail formats.

The Indian retail market, the fifth largest retail destination globally, has been ranked as the most attractive emerging market for investment in the retail sector by AT Kearney's latest annual Global Retail Development Index (GRDI). According to a study conducted by the Indian Council for Research on International Economic Relations (ICRIER), the retail sector is expected to contribute to 22 per cent of India's GDP by 2012. At present, the retail industry in India is estimated at US$ 400 billion industry. With rising consumer demand and greater disposable income, it is projected to grow to US$ 700 billion by 2012, with an expected annual growth rate of 30 percent, according to a report by global consultancy, Northbridge Capital. Further, the retail sector is expected to rise to US$ 833 billion by 2013 and to US$ 1.3 trillion by 2018, at a compound annual growth rate (CAGR) of 10 per cent. In absolute terms, this is very commendable but the actual contribution to the GDP comes only in the form of organized retail. Organized retail segment grew at the rate of 42.4 % and is expected to maintain a much faster growth rate in the next three years. As of now, the organized part accounts for around 6.5% of the Indian retail market. Though, it is expected to maintain a faster growth rate in the coming years with an estimation of touching 13% by the end of 2013. Government is committed to encourage inclusive growth as 72.2% of India’s population resides in rural areas. High agriculture growth rate offers huge potential households forming rich classes have grown at CAGR of 35% during and that of major consuming classes have grown at a CAGR of 11 %.

Table 1.4 The Indian Retail Sector

Market Size	**INR 15.5 trillion**
Organised Retail Penetration	5-8%
Unorganised Retail Market	12 million Kiranas
Growth Rate	15-20%
Retail Industry	6%

(Source: Technopack Research, 2010)

1.3.1 Evolution of Retailing

In the early eighties, retailing in India was synonymous with village melas, weekly bazaars, peddlers, vegetable vendors, neighborhood kirana stores or sole clothing and consumer durable stores in a nearby town. These retailers operated in a highly unstructured and fragmented market. The maturity of the retail sector took place with the establishment of retail stores in the locality for convenience but very few retailers operated in more than one city. Before 1990, organized retailing in India was led by few manufacturer owned retail outlets, mainly for the textile industry, for example, Bombay Dyeing, Raymond's, S Kumar's, and Grasim. With government intervention, the retail industry in India, took a new shape and the Indian retail scenario started changing in the nineties. Liberalization of the Indian economy led to the dilution of stringent restrictions. This paved the way for the entry of a few multinational players into the Indian market. The Indian consumers were being greatly influenced by western lifestyles and the increasing wages of the employees working in Greenfield sectors gave rise to a completely new group of buyers with higher purchasing power. The retail industry in India gathered a new dimension with the setting up of the different international brand outlets, Hyper or Super markets, shopping malls and departmental stores.

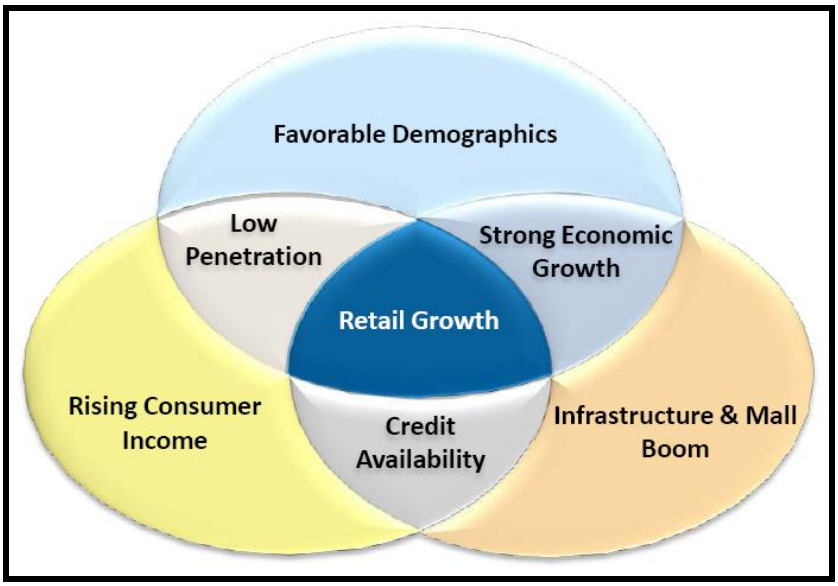
Figure 1.5 Evolution of Retailing

(Source: India Retail Sector March, 2010 by Resurgent India Limited)

1.3.2 Growth Drivers of Indian Retailing

Currently, organized retail is in its nascent stage of growth in India as it just has an 8 percent share in the total India retail trade. Retail growth in India is not only pushing domestic players to take their businesses to new orbit but is also attracting foreign players as the latter are left with little or no hope to grow further in their saturated home markets. The key factors of growth of organized retail in modern India are shown in figure 1.6.

Figure 1.6 Major Drivers of Retail Growth



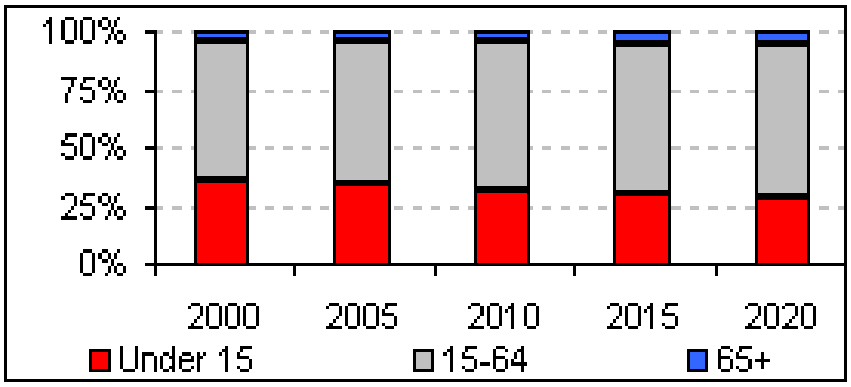
(Source: India Retail Sector March, 2010 by Resurgent India Limited)

(i) *Favorable Demographics*

Growth of Indian retail is favored by demographics because of increasing size of consuming class or the purchasing power. As compared to Brazil (28 yrs), China (33 yrs) and Russia (38 yrs), the median age for India is 25 years. As per the McKinsey report, of the current 204 million households in India, about 13 million households have the income to support the growth of organized retail and this consumer segment is expected to grow at over 20 percent annually in the next eight years.

Another favorable fact about this population is that a tidal wave of young adults are entering India's consumer society with rising aspirations as compared to the previous generations because their consumption is driven by wants rather than needs which is ultimately escalating the lifestyle requirements and insatiable demands for consumer branded goods.

Figure 1.7 Changing Demographic Profile

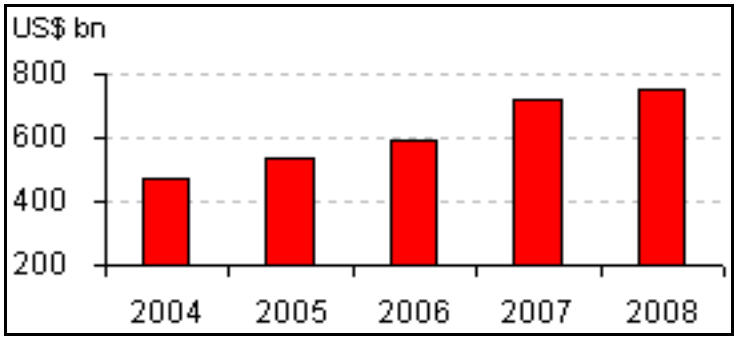


(Source: SWOT Analysis Report, 2010: Equity Master)

(ii) *Rising Disposable Income*

India is the second fastest growing economy in the world. The increase in Indian middle-class population with rise in spending power is fuelling the growth of organized retail sector. Further, this helps in growing economy which ultimately provides new employment avenues. By 2015, the middle class is expected to constitute around 25% of total households and account for 44% of the total disposable income. These figures are likely to go up to 46% and 58% respectively by 2025. The propensity of the middle classes to consume is rising, oiled by easier availability of credit, increasing income growth at about 15% per annum, and a notable shift from a 'saving' to 'spending' mindset.

Figure 1.8 Rising Disposable Income



(Source: SWOT Analysis Report: Equity Master)

(iii) *Strong Economic Growth*

The share of the urban population has gradually increased from 23 percent in 1991 to 28 percent in 2001 (Source: IBEF, Census). The urban population is projected to increase to about 40% of the total population by 2020, and incomes are simultaneously expected to grow in these segments. The urban population represents nearly 30% of the total population and accounts for 45% of the personal consumption. This consumer segment has further boosted the growth of the modern retail industry. Another report by Business Monitor International (BMI) suggests that enhancing middle and upper class consumer base has set vast opportunities in India's tier-II & tier-III cities. The greater availability of personal credit, improved mobility, better tourism, are all small, but significant contributors to the growth of Indian retail industry. Also, more and more companies are willing to invest in India due to significant growth forecasts on gross domestic product (GDP) (BMI predicts average annual GDP growth of 7.6 per cent through 2015).

(iv) *Low Penetration*

Indian retail business is valued at around US$ 550 billion as of now and about four per cent of it accounts for the organized sector. A report by Boston Consulting Group (BCG) has revealed that the country's organized retail is estimated at US$ 28 billion with around 7 per cent penetration. It is projected to become a US$ 260 billion business over the next decade with around 21 per cent penetration.

(v) *Credit Availability*

With the inroads of plastic money (credit cards) in to Indian markets, the availability of credit has become easy, and this has made an impact on modern retailing. The greater availability of personal credit, improved mobility, better tourism, are all small, but significant contributors to the growth of the Indian retail industry**.**

(vi) *Infrastructure and Mall Boom*

Apart from the population that has the desire and ability to spend, other factors that have patronized modern retail or organized retail is the convenience of shopping and wide variety. While mom and pop stores display few hundred units, organized retail owing to the size and scale of operation can stock around 5,000 SKUs (stock keeping units). Paucity of time in today's world and the convenience of shopping with multiplicity of choice under one roof are the major drivers of organized retailing in the country.

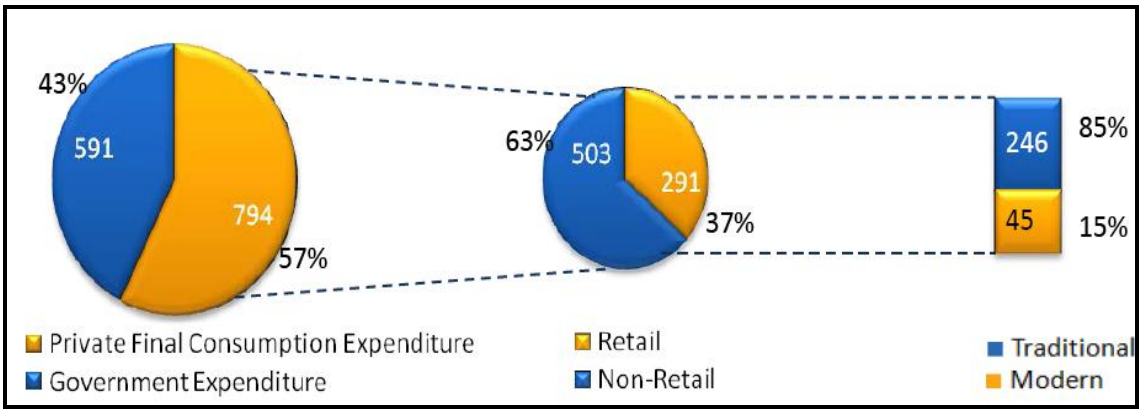
1.3.3 Indian Retailing in Transition

At present, the retail sector is going through the phase of tremendous transformation. Retail industry which is at its peak brings in a lot of rewarding career, monetary benefits and growth potential for young India. The Indian retail industry coupled with the current phase of economic boom is going through a paradigm shift. Due to a major share of foreign direct investments, the marching of national and international retail players in retail landscape is inevitable. On one hand, favorable demographic and psychographic changes in the Indian consumer class, rising income, international exposure, availability of quality retail space, wider brand choice and better marketing communication, are some of the factors driving Indian retail. On the other side, a lot depends on the preparedness of Indian retailers in terms of having suitable formats, scalable business model, appropriate technology and relevant organization capability for its success.

The Indian retail sector is on an upswing and is witnessing a significant change in its growth and investment pattern. Both, existing and new players are experimenting with new retail formats and formulate their strategies and policies to deliver value. The demand for consumer goods is rising due to increased awareness, penetration of broadband and mobile devices with internet accessibility. The increased penetration of the organized retail sector in India is making immense possibilities for entrepreneurial growth in the retail sector. According to the report by McKinsey & Co., the organized retail market in India is expected to grow to 14-18% by 2015, of the total retail market in

India, from a mere 9% in 2010. Its value is estimated to be around US$450 billion by 2015. The BMI India Retail Report for the first quarter of 2011 forecasts that the total retail sales will grow to US$ 674.37 billion by 2014, from US$ 392.63 billion in 2011. The fastest growing segments of this industry are food and beverages, electronics and apparels. The consumer electronics segment is expected to grow at about 55% between 2011-2014, with most of the growth driven by demand for TVs, mobile devices and laptops and desktops. With changing lifestyles and habits, food segment is also expected to double to US$ 150 billion by 2025. With the boom of service sector and increased internal output, the growth pace rose and newer formats of organized retailing has given rise to supermarkets, hypermarkets, and giant malls. This has set a sustainable platform for consumerism and rising per capita spend leading to inclusive growth.

Figure 1.9 2009-2010, Gross Domestic Product, USD 1,385 Billion



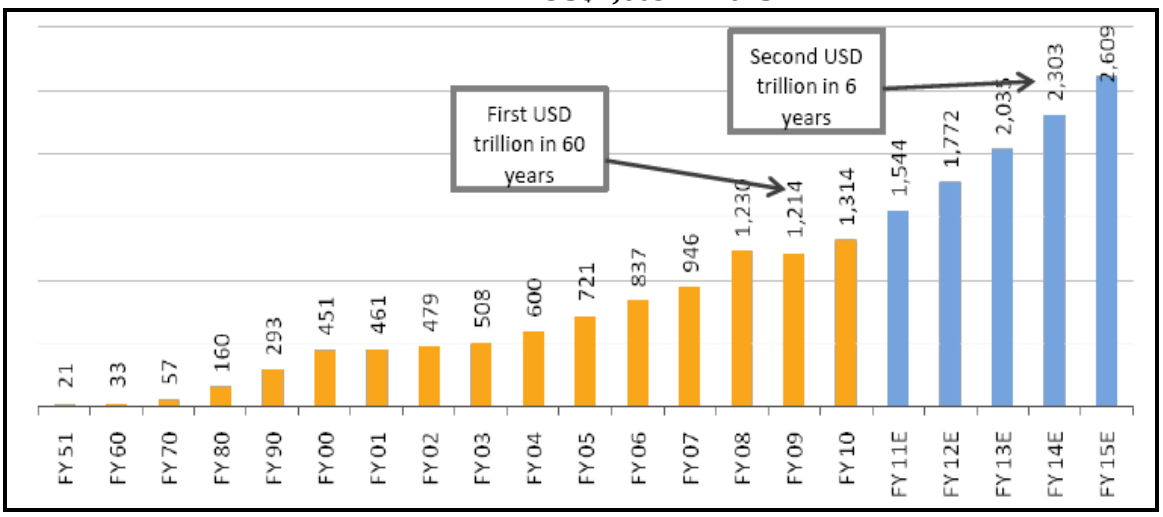
(Source: India Retail Sector March, 2010 by Resurgent India Limited)

Mass grocery retail (MGR) sales in India are predicted to undergo enormous growth over the forecast period. BMI further predicts that sales through MGR outlets will increase by 154 per cent to reach US$ 15.29 billion by 2014. This is a consequence of India's dramatic, rapid shift from small independent retailers to large, modern outlets. China and India are predicted to account for almost 91 per cent of regional retail sales in 2010, and by 2014 their share of the regional market is expected to be more than 92 per cent. Growth in regional retail sales for 2010-2014 is estimated by BMI at 72.2 per cent, an annual average of 14 per cent. India should experience the most rapid rate of growth in

the region, followed by China. For India, its forecast market share of 13.9 per cent in 2010 is expected to increase to 14.3 per cent by 2014.

Additionally, A T Kearney, in its 8th annual Global Retail Development Index (GRDI) 2010, ranked India as the most attractive nation for retail investment among 30 emerging markets and presents major retail opportunities. Established retailers are tapping into the growing retail market by introducing innovative store formats. Furthermore, according to a report, published by Knight Frank India in May 2010 titled 'India Organized Retail Market 2010'-during 2010-12, around 55 million square feet (sq ft) of retail space will be ready in Mumbai, national capital region (NCR), Bengaluru, Kolkata, Chennai, Hyderabad and Pune. Besides, between 2010 and 2012, the organized retail real estate stock will grow from the existing 41 million sq. ft. to 95 million sq. ft.

Figure 1.10 Per Capita Nominal GDP is Expected to Increase by 12.2% CAGR to US$2,609 in 2015



(Source: India Retail Sector March, 2010 by Resurgent India Limited)

Indian economy is expected to add another trillion dollars to its GDP in 5-6 years, enabling per capita income CAGR of 12%. The resultant income growth will change the shape of income distribution from pyramid to a diamond, with the huge consuming class of the middle.

The retail sector is categorized into two segments, organized and unorganized retail sector. As compared to organized sector, the unorganized retail is holding the larger share in the market. But presently, the organized retail sector is spreading up very fast

with huge alterations in the format of the retail sector. Organized sector consists of big malls which provide a delighted shopping experience. Unorganized sector typically consists of small grocery stores, more popularly known as kirana stores, hand cart vendors, street vendors, door-to-door direct sales vendors, etc.

1.4 Organized Retail

Organized sector led to higher labour cost, social security to employees, high quality, real estate, much higher premises, comfort facility such as air conditioner, backup power supply, taxes etc. Indian retail is at an inflexion point where the organized retailing and consumption by the population is going to take a higher growth trajectory. Organized retail is on all-time high in India, although the recent recession slowed down the growth for some time, it still has great prospects. Penetration of organized retail in US is more than 85% whereas in India it is just about more than 8%. The growth is boosted by various factors such as availability of various funding options, brands, implementation of VAT, demographics change, international exposure and media explosion.

Figure 1.11 Growth of Organised Retail

(Source: Associated Chambers of Commerce and Industry)

The organized retail share has been gaining strength owing to the robust economy that has given more disposable income in the hand of the consumer. This has led to an increased demand of products/services and a better shopping environment. Over the long term (5 years), it is expected to grow at a CAGR close to 19 percent from Rs 852 billion to Rs 2024 billion in 2012-13 as per CRISIL research report. The organized retail penetration as a result is expected to move upwards from 5.5 percent to 7.3 percent in 2012. Hence, India is also witnessing growth of luxury brands in India and introduction of new retailing stores called Luxury Stores. Indian consumers are rapidly evolving and accepting modern retail formats. New and indigenized formats such as departmental stores, hypermarkets, supermarkets, specialty and convenience stores, and malls, multiplexes and fun zones are fast dotting the retail landscape.

1.4.1 Major Formats of Retailing

Indian buying behaviour is gradually changing in response to the changing social structure. The increasing number of nuclear families, double-income households and working women, greater work pressure and increased commuting time has put the consumers under constant time pressure. Consumers have greater access to information through a variety of media, which exposes shoppers to a comfortable shopping experience. The new generation consumers are opting for a changed lifestyle and the concept of value for money is picking up. Moreover, high consumer spending over the years by the young population and sharp rise in disposable income are driving the Indian organized retail sector's growth. Even small towns and cities are witnessing a major shift in consumer lifestyle and preferences, and have thus emerged as attractive markets for retailers to expand their presence. Indian consumers today prefer (a) A pleasant shopping environment, (b) Convenience of one-stop shopping with wider product portfolio at a single location, (c) Speed and efficiency in processing, (d) More information, (e) Better quality and hygiene, (f) Discount too, if possible (g) Wider variety and (h) Good ambience as well as an enhanced customer service in the retail arena.

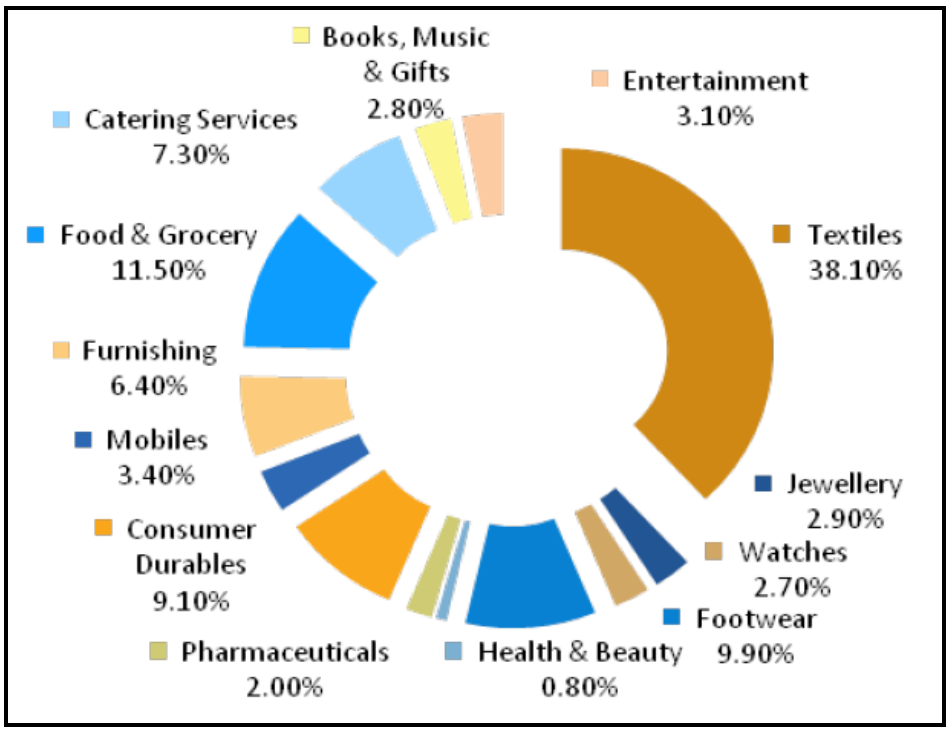
Table 1.5 Formats/Channels of Organised Retail

Channel/formats	Types of merchandise	Price	Size (sq.ft)	Location	Examples
Store					
Supercenter	All type of merchandise	Discount Pricing	200,000-300,000	Outskirts	Wal-Mart Supercenter
Hypermarket	Mostly food and grocery with focus on value products	Discount Pricing	60,000-120,000	Malls	Hyper-City, Big Bazaar, Vishal Mega Mart
Supermarket	Food & Grocery	Discount Pricing	10,000-30,000	Malls	Food Bazar
Neighborhood/Convenience store	Daily Use Items		500-3,000	All Location Within a city	Subhiksha (as existed earlier)
Cash & Carry	Mostly Food & Grocery	Bulk buying. heavy discount	100,000-300,000	Outskirts	Metro cash and carry
Discount Store	Food & Grocery and Fashion & Accessories	Heavy Discount	NA	NA	Subhiksha (as existed earlier)
Department Store	Apparels and Accessories	Competitive	20,000-100,00	Malls	Shoppers Stop
Speciality Store	Any one type of merchandise	Competitive	500-5,000	Malls, Main Markets	Mobile Stores
Category killer	Any one type of merchandise	Discount Pricing	30,000-100,000	Malls, High Streets	Vijay Sales
Non-store					
Kiosks/Stalls	Small Food Items And Accessories	Normal	20-100	Malls, Multiplexes, Cinemahall	Popcorn
Vending Machine	Small Items	Normal	-	Station, Commercial and Office Complexes	Chocolate and Newspaper Vending Machine
Order Retailing (Catalogue/TV/ Website)	Any one type of merchandise	Competitive	-	-	Argos
Door-to-Door	Mostly low volume items	Normal	-	-	Amway

(Source: ICRIER and D&B Research, 2007 The Retailer, Ernst & Young, January, 2009)

Currently, India is the 5th largest retail market in the world. The market size in 2010 was estimated at US$ 353 billion (Source: IBEF), and is expected to reach US$ 543 billion by 2014. Retailing has played a major role the world over in increasing productivity across a wide range of consumer goods and services. In the developed countries, the organized retail industry accounts for almost 80% of the total retail trade. In contrast, in India, organized retail trade accounts for merely 5% of the total retail trade. This highlights tremendous potential for retail sector growth in India. The sector can be broadly divided into two segments- Value retailing, which is typically a low margin-high volume business (primarily food and groceries) and Lifestyle retailing, a high margin-low volume business (apparel, footwear, etc). The sector is further divided into various categories, depending on the types of products offered. Food dominates market consumption followed by fashion. The relatively low contribution of other categories indicates opportunity for organized retail growth in these segments, especially with India being one of the world's youngest markets.

Figure 1.12 Current Retail Penetration



(Source: India Retail Sector March, 2010 by Resurgent India Limited)

Though in urban parts of the country, there are many retail shops and malls, a big chunk of contribution towards GDP from the entire retail industry still predominantly comes from the unorganized sector. Almost 93% of retail is manned by unorganized sector. Efforts are to bring the contribution to 9-10% by organized sector. The retail industry also happens to be the largest source of employment after agriculture.

1.4.2 Classification of Retailers

- Store Based Retailers
- Non store Based Retailers

1.4.2.1 Store Based Retailers

Store based retailers operate at fixed point of sale locations. Their stores are located and designed to attract a high volume of walk-in customers. In general, store based retailers offer a wide variety of merchandise and use mass-media advertising to attract customers. They typically sell merchandise for personal or household consumption, but sometimes they also serve business and institutional clients.

Store based retailers can be further classified on the basis of various parameters like:

- Ownership
- Strategy Mix

(i) By Ownership

Depending on the ownership pattern, stores can be divided into four categories- Independent stores, Chain stores, Franchise stores, Leased Department stores.

(a) *Independent Store*

An independent store can be defined as a store which is owned by a single retailer. This retailer does not own any other store. The entry barriers for setting up an independent store are low: licensing procedures are simple and the initial investment is low. As a result there are many new entrants. This leads to an increase in competition in

the retail market. In such an environment, to retain, customers, independent retailers should become customer focused or customer oriented.

(b) *Chain Store*

Chain Stores have two or more retail outlets that are commonly owned and controlled. These stores have a centralized buying and merchandising system and sell similar lines of merchandise. Best Buy and Circuit City in the US, and Music World and Planet M in India, are examples of chain store. Other examples include Bata, Liberty for footwear, Raymonds and Madura Coats for apparels.

(c) *Franchise Store*

A franchise store can be defined as a store based on a contractual arrangement between a franchiser and franchisee, which allows the franchisee to conduct a given form of business under an established name and according to a given pattern of business. In other words, through franchising, small business firms can become a part of multi-unit chain type retail institution. Examples: McDonalds' Pizza Corner and Pizza Hut have adopted this system in India.

(d) *Leased Department Stores*

Any department in a retail store i.e. rented to an outside party is called a leased department store. In other words, floor space within a store is leased and runs as a separate business. For example, in Hyderabad, Lifestyle had leased out its floor space to Qwikys to run a coffee shop and its sarees and salwar suit section to Meena Bazaar.

(ii) By Strategic Mix

- Food Oriented Retailers
- General Merchandise Retailers

A. *Food Oriented Retailers*

Approximately 40% of Indian consumer expenditure goes into food and groceries, which amounts to about Rs. 2,00,000 crore per year. NABARD (National Bank for Agricultural and Rural Development) estimates that organized food oriented retailing would account for 20 % of the total organized retailing in India; one example is that of Reliance Fresh.

(a) *Convenience Stores*

Convenience stores are relatively small stores that are located near residential areas. They are open long hours, seven days a week and carry a variety of products with limited assortment of merchandise. Convenience stores cater to customers who prefer convenience of buying or shopping to the price of the product. Considering the convenience of customers, these stores stay open for longer time than other stores. Convenience store may not carry all the items that are available in supermarkets, but they are very conveniently located for customers.

(b) *Conventional Supermarket*

Conventional supermarkets are similar to department stores, but unlike department stores, these stores focus on food and household maintenance products. These stores earn very limited revenues from the sale of non-food or general merchandise goods. Some conventional supermarkets follow an everyday low price (EDLP) policy.

(c) *Hypermarkets*

A combination store is a blend of a supermarket, discount store and specialty store. The general merchandise contributes more than 40% of the sales. It maintains the identity of both a food store and drug store, thus allowing customers to do shopping in one trip. The size of hypermarkets ranges from 60,000-120,000 square feet and works on EDLP strategy. These stores are designed to allow customer to have a one stop shopping experience. Examples, Big Bazaar, HyperCITY, Spencer's Hyper

B. *General Merchandise Retailers*

(a) *Specialty Stores*

A specialty store is a type of general merchandise store that sells limited lines of closely related products or services to a select group of customers. Specialty stores offer a particular product line with a deep assortment to its customers. These stores also assist customers by employing sales people who have thorough knowledge of that product line. Specialty merchandise line retailers can specialize on the basis of price, unit size, quality, style, fashion etc. Vivek's in Chennai and Tirumala Music center (TMC) in Hyderabad are specialty stores for electronic goods. Color Plus is a specialty store dealing in men's casual wear.

The major variable in a specialty store's strategy is the merchandise assortment. In such stores, a deep assortment is provided to customers, i.e., a variety of brands, model, styles, sizes and colors within the product line. These specialty stores provide limited product lines, consisting of quality brands, designer labels and private labels, along with adequate customer support. Drug stores are specialty stores that concentrate on health and personal grooming merchandise. Toys "R"Us (toys), Circuit City (consumer electronics), Barnes and Nobles (book store) are some examples of specialty stores. A *Category* Killer is a new type of specialty store. It offers enormous selection in a product category at relatively low prices. Examples: Chandana Brothers (saree retail chain), Chermas, S Kumar's (shirts).

(b) *Department Stores*

Department stores are large retail units that offer wide variety and a deep assortment of goods and services. These goods and services are organized into separate departments for the purpose of gaining control over various store activities like selling, promotion, and customer service. These stores strive to provide a one-stop shopping experience to customers. A typical department store offers clothing, shoes, cosmetics, gifts, luggage and other household goods. Unlike specialty stores, department stores offer many different product lines. Shoppers Stop, Westside, Globus, Lifestyle and Pantaloons are national level department stores.

According to the U.S. Bureau of Census, a store should satisfy the following four criteria to be considered a department store:

i. A department store should employ a minimum of 50 people
ii. The store should generate at least 20 percent of its total revenue from the sale of apparel and soft goods.
iii. The store should have the following product lines: furniture and home furnishings, appliances, radio and TV sets, a general line of apparel for the family, and household products.
iv. The annual sales of the department store should be under $10 million where no single product line should contribute more than 80 percent of the total sales.

1.4.2.2 Non-Store Based Retailing

- Direct Marketing
- Multi-level Marketing
- Automatic Vending Machines
- Catalog Marketing
- Tele Marketing
- Electronic Retailing (e-tailing)
- Video Kiosks

(i) *Direct Marketing*

In this type of selling, the company's sales person directly contacts customers and describes the product to them face to face.

(ii) *Multi-level Marketing*

In this type of marketing, a company uses commission/bonus based selling along with person to person marketing. In this method, customers have the option to get their

products through company distributors only. The distributors get commission and customers get their goods according to their convenience.

(iii) *Automatic Vending Machines*

A vending machine involves coin or card operated dispensing of goods and services. It eliminates the use of sales personnel and facilitates round the clock sales. Machines can be placed wherever they are most convenience for consumers.

(iv) *Catalog Marketing*

Catalog marketing refers to sales made through catalogs mailed to a select list of customers or made available in a store. In catalogs, basic product and pricing information is given along with instructions for placing an order. The kind of delivery (mail, express service, parcel, post) that the customer wants can be mentioned in the order.

(v) *Telemarketing*

Telemarketing allows retailers to provide customers information on new merchandise and upcoming sales events. Retailers, who use telemarketing, deliver merchandise to the customers' residence or hold it till it is picked up by the customer at a later date.

(vi) *Electronic Retailing*

The use of the World Wide Web allows people to access information about products (using the web address of the retailers' home pages). Retailers' websites allow customers to order with a click of the mouse. Retailers can use the Internet as a medium for promoting their goods and services all over the globe at minimum cost.

(vii) *Video Kiosks*

A video kiosk is a freestanding interactive computer terminal that displays product and related information on a video screen; it often uses a touch screen to allow consumers to select items.

A big format retailing investors have realized good business proposition. However, the market still remains highly fragmented, with large numbers of small-scale players in niche areas. Retailing has become a popular method of conducting business, because this sector offers an easier access to a variety of products, freedom of choice, and higher levels of customer services. New formats like hypermarkets, supermarkets, discount stores, department stores etc. are changing the traditional look across the world and are an evidence of the fact that organized retailing has emerged in a big way. Organized retail is penetrating larger discount formats, popularly known as hypermarkets, which are now emerging as major competitors for both unorganized and organized retailers. Penetration of organized retail into the lower income groups and increasing consumer demand for value-for-money has improved the prospects of these formats.

1.5 Hypermarket

The word hypermarket is derived from the French word *hypermarche*. The basic principle of a hypermarket is expressed in French as *"Tout sous le mêmetoit,"* which means "Everything under the same roof". The precepts and techniques which enabled the French retailers to define the hypermarket retail concept are the following:

- A large floor space for the widest assortment of products associated to a large parking lot,
- A discount price policy linked to networking techniques,
- Self-service techniques based on effective merchandising and sales promotion methods.

The stores that occupy an area which ranges anywhere between 80,000 to 220,000 sq. ft. with at least 35% of selling space, and offer a variety of food and non-food products like clothes, jewellery, hardware, sports equipment, cycles, motor accessories,

books, CD's DVD's, videos, TV's, electrical equipment and computers; and combine supermarket, discount and warehouse retailing principles, are termed as hypermarkets. Hypermarkets, today, are synonymous with one-stop-shopping. The prices at these stores are found to be the cheapest and most affordable by customers belonging to a variety of economic groups. Across the world, hypermarkets are usually part of a retail park with other shops, cafeterias and restaurants; it is also the place where more than 200,000 brands are available. In theory, hypermarkets allow customers to satisfy all their routine shopping needs in one trip.

1.5.1 Origin and History of Hypermarket

At the end of the 1950's and at the beginning of the 1960's, many French retailers came to Dayton (Ohio), to listen to Bernardo Trujillo, director of the *International Management Systems Seminars* (Tordjman, 1988). One of his arguments during his seminars on modern retailing was- "No parking, no business". Most of these French retailers came back to France very enthusiastic. A new concept then was launched in the French market, the Hypermarket. The hypermarket was defined as a retail concept with a floor space of over 2,500 sq m. Every kind of product was supposed to be sold through self-service techniques even though there are exceptions today. Despite several bank support refusals, the families Fournier, Badin, and Defforey, native from Annecy (Alps), decided to open the first hypermarket. It was in the Southern suburb of Paris (Sainte-Geneviève des Bois) in 1963 under the name *Carrefour*: its size was exactly 2,500 sq m. This first hypermarket was immediately a big success. Ten years after, there were more than 250 hypermarkets in France. And the group *Carrefour*, composed of several chains, is now the world's second largest retailer after *Wal-Mart*. *Carrefour* began its internationalization process very early in the 1970's (Spain and Brazil). The group is present not only in Europe but also in South and Central America, and in North Africa. In Asia, *Carrefour* is very successful in China and Thailand. Some other stories can be quoted as well. For instance, Gérard Mulliez developed, from Northern France, a chain of hypermarkets called *Auchan* from the end of the 1960's as a private company. The family Bouriez, from Eastern France, opened *Cora* hypermarkets and became a public company. Another big French retailer, *Casino* who started his development in the beginning of the

20th century through small grocery stores in Saint-Etienne in Central France, located many supermarkets and hypermarkets from the end of the sixties. They bought *Rallye*, a western French retail company (supermarkets and hypermarkets) in 1994. And, it must be mentioned that *Leclerc*, a very important and pioneer retailer in France, has transformed most of its supermarkets into hypermarkets and is now associated to *System U* (*Marché U*, *Super U* and *Hyper U*) through a common central purchasing unit.

1.5.2 Hypermarkets in India

The attitudinal shift of the Indian consumer in terms of "choice preference", "value for money" and the emergence of organized retail formats, have transformed the face of retailing in India. The big players who have entered into the Indian retail industry are Reliance, AV Birla Group, Tatas, Godrej, Bhartis, Mahindras, ITC group and Wadias, apart from a horde of others. Wal-Mart, Carrefour SA, Europe's largest retailer and Tesco Plc, UK's largest retailer, are keen to enter this growing market, despite the Indian retail sector being closed to Foreign Direct Investment (FDI).

India has the lowest per capita retailing space in the world, more than 96% retailers function in less than 500 sq. ft. area. After supermarkets, departmental stores and convenience stores, Indian retail has seen the concept of hypermarkets which is still at a nascent stage. 60% of the total domestic investments in retail (estimated to be at $1,011 billion by 2017) would be done in hypermarts and supermarts formats in the years to come. In the next five years, 30% of the new investment in retail is expected to be in the hypermarkets. Customers' increased income and spending power have played a vital role in the success of hypermarket format. One fifth of Indian shoppers are now spending most in shopping grocery and other products at supermarkets and hypermarkets.

Hypermarkets, today, are synonymous with one stop shopping. It is a combination of supermarket, discount, specialty store and warehouse. The cheapest prices will, normally be found in these stores. Across the world, hypermarkets are usually a part of a retail park with other shops, cafeterias and restaurants; it is also the place where more than 200,000 brands are available. In theory, hypermarkets allow customers to satisfy all their routine shopping needs in one trip. A key element of differentiation between the

hypermarket and the other retail formats is that they are typically destination locations. The hypermarkets are designed to attract customers from a significantly large area with their low price offers, unique range and offer to gain profit from volumes. A store that satisfies the following characteristics has been defined by the IGD Academy as a hypermarket:

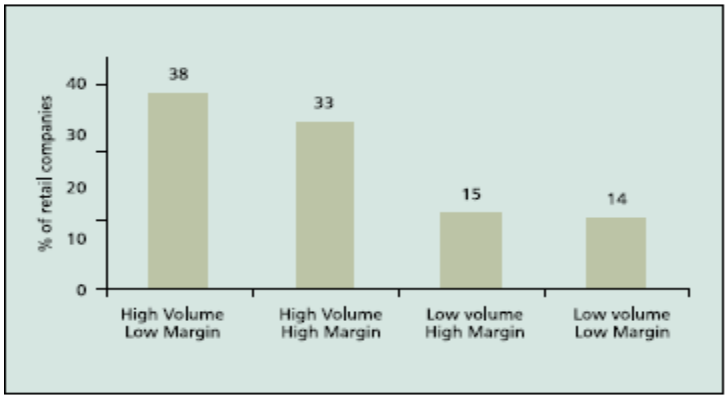
1) A selling area between 5,000 sq m and 15,000 sq m
2) A wide range of products including food and non-food items
3) Discounted prices
4) A destination offer

Big Bazaar, Vishal Mega Mart, Star Bazaar, More for you, Spencer's Hyper, HyperCITY, Reliance Hyper, Trends, SPAR and ShopRite are various hypermarkets present in India. Hypermarkets, like other big-boxes store, typically have business models focusing on high-volume, low-margin sales.

1.5.2.1 High Volume-Low Margin Business Model

The Hypermarkets in India work on the High Volume-Low Margin business model and cater to the value segments. Hypermarket, Supermarkets and Discount stores that provide daily usage products to consumers at a discounted price (prices lower than the market price) come under this category. As per the survey, 33% companies operate in the high volume–high margin business model and cater to the lifestyle segment.

Figure 1.13 Business Model of the Indian Retailers



(Source: D&B Research, Indian Retail Industry-Issues)

1.6 Major Challenges: Indian Retail Sector

The Indian retail industry became a booming industry and secured fourth rank in world retail, promising the entry of foreign retailers. The Indian retail industry is mostly regulated by Government regulations, policies and real estate prices. Moreover, the activities of retailers and demands of the customers also show impact on retail industry. With the changing dynamics of consumers' shopping behaviour, they are accustomed to sustainability issues and demanding retailers to keep pace with their changing expectations. Most consumers in India are in the early stages of thinking that "luxury" is a high cost affair that normal people cannot afford. Retailers, therefore, assume an important role in promoting the accessibility of sustainable products to all consumers.

In today's economic climate, consumers' seek value for money and make educated choices of the products that best fit their emotional, ethical and functional needs. Low skill level for retailing management and intrinsic complexity of retailing such as rapid price changes, product obsolescence threat and low margins with very high cost of operations, organized retail sector has to pay huge taxes. As the retail market place changes shape and competition increases, it is found that there is an absence of store differentiation with confusion of merchandising and discounting. Therefore, it is important for retailers to secure a distinctive position in the market place by using innovative branding strategies, launching new formats meeting their all needs based on values relationships or experience. Although supply chain dynamics is a critical factor for growth and profitability of modern trade, due to regional variances which exist in demand, and value conscious consumers who demand lower prices, require retailers to be cost efficient.

Retailers are also facing challenges to figure out consumer choice patterns for formats and which format will be the great success formula. To conclude, retail strategies are not strictly independent of each other; value is function of not just price quality and service but can also be enhanced by personalization and offering a memorable experience.

1.7 Need of the Study

In India, changes in the retail landscape started slowly in the 1980's, when the situation began to change slowly and retail sector was opened up initially by the textile sector, when companies like Bombay Dyeing, Raymond, S. Kumar's and Grasim, opened their own outlets. Later on, Titan industries, the watch maker, successfully spurred an organised retailing concept in India by establishing their series of elegant showrooms, with high range of products at discount prices to attract Indian middle class consumers and made them addict of using branded products.

Current trends in India indicate that with changing lifestyle, status need and economic growth, consumers are influenced to purchase branded products. These shifts in changing pattern of shopping behavior have been noticed by major players and they are trying to fill up the need of wide variety of branded products at low price either by opening discount stores or providing seasonal discounts. However, recently it is noticed that big players are eyeing this sector. Reliance industries, the country's largest business group is to spend 250 billion rupees on new shops, and the company will adopt a multi-format strategy to set up a chain of hypermarkets, supermarkets, discount stores, specialty stores, and convenience stores across India. Modernization of the Indian retail sector will be reflected in rapid growth, that become essential for developers and retailers to study life cycle stages of shopping centers in their strategic planning (Lai NgunSuna, Robert Kayb and Matthew Chew, 2008); and continuous assessment is required to recognize changes in consumer behaviour, demographics, and marketing practices that will help to sustain profitability and postpone the movement of their formats into decline (James R. Lowry, 1997).

Many research studies have been done on organized retail on various dimensions taken as a sample of hypermarkets in India and abroad. But store choice decision and its patronage behaviour for a particular retail format, is still an unexplored area for research in India. Studies have explored impacts on various grocery shopping behaviour topics, such as store choice, repeat purchase, and cross-shopping but format adoption and use phenomenon should be studied for the purpose of better understanding these phenomena

(Hayiel Hino, 2010). Despite the scale of activity, there is remarkably little systematic, analytical investigation of the patronage of store types (e.g., hypermarkets, supermarkets) (Mark D. Uncles and Simon Kwok, 2009). To understand more about retail consumers, we need to examine and compare their behaviour in relation to specifically identified retail stores and, that brings the need to identify those variables that can be manipulated to produce the best outcomes (Debra Gracea, & AronO'Cassb, 2005).

Indian middle-class population is driving the growth of organized stores, and can accelerate the sales of branded products, as an increasing number of Indian customers choose one stop shopping stores as their alternative shopping places, rather than continuing to shop at traditional department stores because of limited time for shopping and value for money. This is expected to lead to a considerable expansion of the hypermarket formats across India. This fact is noticed by major retail players who are now offering seasonal discounts on wide range of brands to compete in this growing area to maximize their sales and profit by attracting middle-class population. The competition to sustain for long term within the organised sector is increasing day by day therefore the need arise to study Indian hypermarket formats and to formulate a strategic model to sustain and gain profit in long term by understanding consumer preferences for store choice purchase and repeat purchase intentions in the changing environment.

1.8 Structure of the Present Thesis

The present research study focuses on the identification the factors influencing customer choice decision and patronage behaviour for hypermarket formats. Second, it links the customer store choice decision to store patronage behaviour and proposes the comprehensive model of customer store choice decision with patronage behaviour. Third, the model is validated for all three selected hypermarkets as well as on combined sample of all three considering as a sample of Hypermarket. Fourth, on the basis of analysis and findings, the revised model was modified with some more significant linkages of independent variables to dependent variables having high variance. Fifth, this study also explores the direct, indirect and total effects of independent variables on dependent variables. The suggested comprehensive model of customer choice decision and

patronage behaviour can be applied to the hypermarket formats which can be a solution for the retail marketers to formulate proper strategy which in turn will increase the footfall and eyeballs for the store and can sustain long-term in the market. Sixth, this study also explored the impact of two variables 'children' and 'bulk buying' on customer store choice decision. The present research work also tested the effect of crowd on customer choice and patronage behaviour as well as the effect of billing time on customers' frequency of visit and purchase decision. In addition, the results of the present study provide academicians and practitioners alike with a better understanding of the importance of the factors influencing customer choice decision and patronage behaviour for the hypermarket formats from the consumers' perspective. The present research study is organised into eight chapters.

Chapter 1: The first chapter is the introductory chapter that covered the background and purpose of the study.

Chapter 2: The second chapter is review of relevant literature, further on the basis of literature review, research gaps are found and research questions are framed.

Chapter 3: Chapter three is the Concepts and Theoretical Framework: Retail Theories, Retail formats, customer store choice decision and store patronage behaviour, Conceptual Model of the Process of Assessing a Retail Format are discussed and conceptual model is proposed. Research methodology section focuses on the research perspectives, data collection: population, sampling, research instruments, data collection, validity, reliability and generalisability are discussed. It identifies the hypotheses and explains in detail the main constructs and concepts as well as their indicators and measurement. It ends with limitation of the study.

Chapter 4: This chapter compiled the profile of selected three Indian hypermarkets for the study these are Big Bazaar, HyperCITY, and Spencer's Hyper.

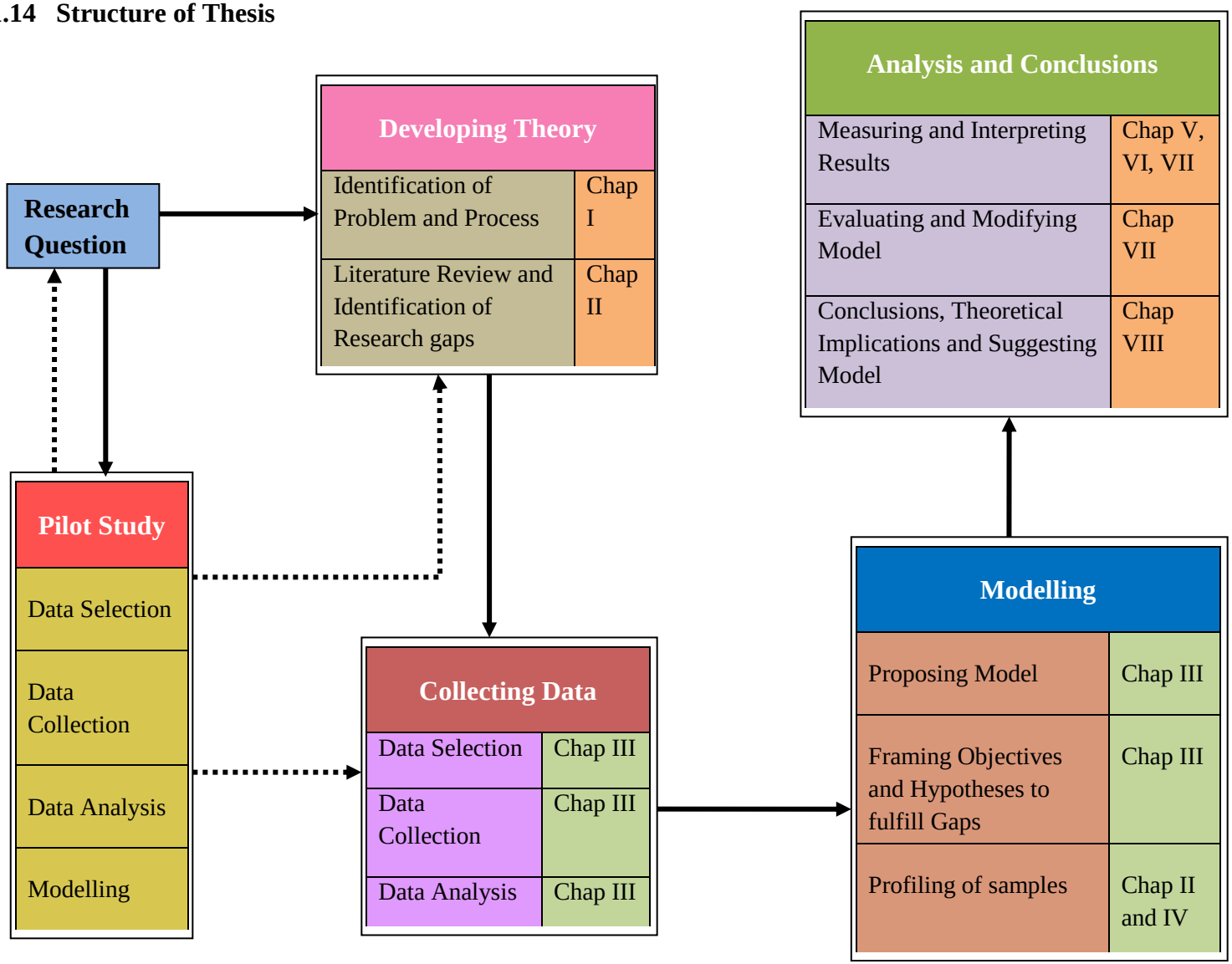
Chapter 5: The fifth chapter includes first part of the empirical data analysis presentation of impact of identified independent variables (individually and combined) on store choice decision of customers combined with results and findings.

Chapter 6: The sixth chapter includes the second part of empirical data analysis presentation. This includes impact of identified independent variables (individually and combined) on store patronage behaviour of customers combined with results and finding. This chapter also deals with the results of the effect of crowd and billing time on customers' frequency of visit and purchase decision.

Chapter 7: This includes third part of analysis. This chapter represents relationship between store choice decision and store patronage behaviour and the effect of store choice on store patronage. This chapter also focusses on validation of proposed model on customer store choice decision and patronage behaviour.

Chapter 8: The final chapter includes a discussion on conclusion with theoretical implications which indicates contributions. Further suggestion includes suggested model of Big Bazaar, HyperCITY and Spencer's Hyper individually as well as suggestive model of Hypermarket (combined sample), which can be applied to the hypermarket formats to increase footfalls and attracts eyeballs for the store.

Figure 1.14 Structure of Thesis



1.9 Conclusion

India is witnessing a remarkable growth when it comes to retail. Organized retail in India is in its initial stage and introducing new formats every time to acknowledge customers' expectations. And among all new formats, Hypermarkets are still in its nascent stage. There has been a sea change in Indian consumer's consumption pattern, shopping behaviour and brand consciousness, with the growth in GDP and rise in per capita income. The prime reason for a pattern shift in the shopping attitude of the Indian consumer is the change in their preferences and tastes. Due to the increasing use of technology, Indian consumers have become aware of brands and shops for lifestyle and value brands according to the need and occasion. Consumers will continue to drive the growth in the discount retail by expanding the market and compelling retailers to widen their offerings in terms of brands and in terms of variety with low price.

The growing Indian market has attracted a number of foreign retailers and domestic corporates to invest in this sector. But in order to compete, retailers need to develop their scale of operations through strong market foothold as well as need to understand how consumer shop, their purchase behaviour, factors driving them to choose store and their store patronage behaviour. By this, both large and small retailers can coexist to serve different consumer segments and needs and contribute in complimentary ways to the economic development of the country.

CHAPTER II

LITERATURE REVIEW

2.0 Introduction to Retail

A massive transition in the current retail industry can be observed as big format retailing investors come to realize more profitable business propositions. However, the market as such remains highly fragmented with large numbers of small-scale players still working in niche areas. The spread of super markets, hypermarkets and discount-store chains across the world is evidence that organized retailing has emerged in a big way. The technological revolution where the retail world is forming much stronger connections with the web is bound to shape this industry in the future in various ways.

Post-liberalization, the monopoly scenario of Indian markets has given way to vast amount of exposure in terms of media, foreign brands, multitude of preferences, thereby further propelling the consumers in their quest for shopping. Appealing to the senses of the modern consumers, the modern retailers have used this exposure causing immense change in consumer dynamics which has resulted in the evolution of a new form of retail. To support this view, this literature review gives insight to the studies regarding such changes in consumer behaviour and dynamics. This literature review begins with the analysis of Retail and its variously associated theories and then relating them to a consumer's Store Choice and Store Patronage. This review also aims to help identify the customers' behaviour and further gaps in existing research and to frame questions and analysis to develop new research.

The word retail is derived from French word *Retailler* meaning "to cut a piece off" or "to break bulk." The word *retailer* stems from *tailor* – "one who cuts into pieces"; a term that imitates the breaking down of bulk functions executed in marketing channels. In present day scenario, the scope of retailing, drives beyond breaking bulk and is defined as a conclusive set of activities or steps used to sell a product/service to consumers, for

personal or family use. Some definitions, however, explicitly stipulate that retailing pertains only to products purchased for personal, non-business use (e.g., Kotler, 1991, p. 535) and that restriction is implied in terms such as "ultimate" and "final". One must take note that existing definitions distinguish retailing from non-retailing based on whether the customer is an individual or a business consumer. Defining the scope of retailing in terms of final consumers then is consistent with an integrated approach to retailing which attempts to profitably manage those consumers (Schultz et al., 1993).

Akash (2009) says that the Retail Business in India, as anywhere else in the world, plays a crucial role in an economy. Retail in India has the potential to add value of over Rs 2,00,000 crores ($45billion) worth of business by the year 2010; generating employment for some 2.5 million people in various retail operations and for over 10 million people as additional workforce in retail support activities, including contract production and processing, supply chain and logistics, retail real estate development and management. Gibson, CEO Retail Association 0f India, opines (2007) that at present, modern retailing is growing faster than expected. While the current growth rate is around 30 percent, the sector is expected to grow at 40-50 percent on annual basis.

Berman and Evans, (2001), defined retailing as those business activities that are involved in selling goods and services to consumers for their personal, family or household use. Retail sector employment is increasing with a high degree of fragmentation with over 5 million small outlets.

Biyani (2007) describes that we are on the edge of change wherein a huge, multicultural India is transforming itself from a socialist economy to a consumption-led, creative economy. Due to this revolution in retail, the scope and depth is changing with enormous opportunities for marketers as well as retailers, not only in large cities but also in small towns. It is self-evident that retailing can play a significant role in creating the India of tomorrow.

Gellner (2007), in this context, explains that in most retail meetings and/or publications, there hardly ever is a discussion about the various problems modern retail formats encounter while running a business in India. There exist significant profitability challenges, such as to deliver the brand promise in terms of quality and geographic spread in line with the growth in consumer demand.

Kearney (2007) explains that the retail sector in India provides a unique platform to both central and state Governments to utilize its potential for social development.

Mohanty and Panda (2008) observe that the Retail Sector in the Indian economy occupies an important place in the socio-economic growth strategy of the country. India is witnessing a boom in retailing, driven by increasing urbanization, rising purchasing power parity (PPP) of India's ever-growing middle class, changing demographic profiles, with an ever growing young population, technological revolution, intense globalization drive etc.

Nagesh (2007) predicts that Indian retailing will see a sea of change in the next five years, driving such consumption boom as has never been seen before in the history of any country. The situation of shortage shall soon turn to overflow in the sector of modern retail. Thus, Indian retail will be on steady grounds of sustained growth year after year, and thereafter.

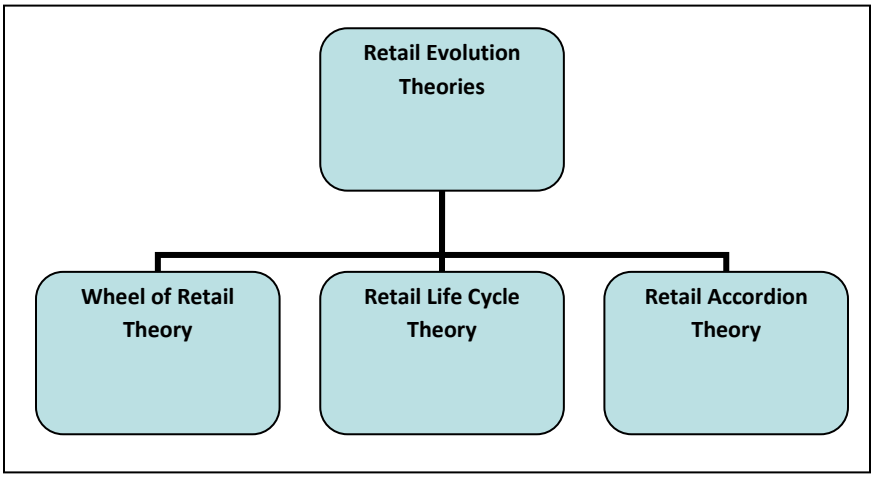
Sahu (2010) states that a rise in consumer confidence, improvement in profitability and aggressive expansion plans signal better tidings for listed players in the organized retail space. Moreover, analysts believe that listed retailers could attract foreign investments by spinning off their subsidiaries into separate companies, providing a great opportunity for the improvement of this sector. The Indian retail is experiencing positive effects of liberalization such as the social changes occurring with rapid economic growth due to trained personnel's, fast modernization, and enhanced accessibility of retail space. With rising consumer demands and greater disposable income, the US$ 400 billion Indian retail sector is knocking at an annual growth rate of 30 per cent.

Yuvarani (2010) observes that the size of the Indian Retail market is currently estimated at Rs. 704 corers which also accounts for a meagre 3% of the world retail market. As the market becomes more organized, the Indian retail industry will gain greater worth. Even now however, the future is promising, the market is growing, government policies are becoming more favourable and emerging technologies are facilitating operations. The organized retail sector is expected to grow stronger than the estimated GDP growth in the next five years, driven by factors like changing lifestyles, burgeoning income and favourable demographic outline.

2.1 Theories of Retail

While there may be no definitive or universal theory of shopping, there does exist an advanced understanding of the characteristics of shopping behaviour and its contribution to the creation and maintenance of individual identity. The core purpose of retail change theories has been to provide some explanation for the patterns and drivers of changes that impact upon the dominant retail formats, nature of businesses and their trading activities. These theories share a common view that changes within retailing indicate how retailers follow a sequential pattern of evolvement and development. Basically, there exist three core retail theories.

Figure 2.1 Diagrammatic Representation of Retail Evolution Theory



(Source: Compiled from research work)

2.1.1 Wheel of Retail Theory

Hollander (1960) identified six dimensions of retail which may precipitate the cyclical forms of retail developments as espoused by the Wheel of Retailing. These were *Retail Personalities, Misguidance, Imperfect Competition, Excess Capacity, Secular Trend,* and *Illusion*. Consequently, he noted, the number of non-confirming examples clearly indicate that the wheel of retailing theory does not universally define the evolvement of all forms of retailing. However, there is sufficient evidence that the Wheel does reflect at-least a general pattern of progression for certain forms of retailing. Most importantly, however, the wheel of retailing connects the development of retailing formats with the increasing affluence and prosperity of consumers. As such, this theory of retailing certainly suggests that development of retailing formats is linked to external environmental influences.

McGoldrick (2002) emphasised that the wheel of retailing was inadequate in two fundamental areas. Firstly, it lack particular focus upon changes in costs and margins as the sole basis for understanding format evolution. It failed to accommodate the existence of those retailers that enter the market, from the outset, as premium/luxury firms with a high margin position. Furthermore, it does not allow for these retailers to retain their high profitable, high cost, high price positioning indefinitely. Secondly, he noted that given the sequential nature of the 'Wheel of Retailing' framework, it is unable to accommodate the speed, diversity and variability of modern retailing developments.

Brown (1995) examines that, although the concept of 'Wheel of Retailing' is premised on assumptions that are anathema to many postmodern thinkers, it is not entirely out of place in a postmodern world of fragmentation, difference and plurality. Indeed, like postmodernism itself, the wheel of retailing theory owes an enormous debt to the philosophical principles of Friedrich Nietzsche.

2.1.2 Retail Life Cycle Theory

Davidson et al. (1976), proposed in an article in the Harvard Business Review, an alternative theory of retail development in the form of the *Retail Life Cycle*. This theory proposes that any business follows a four-stage pattern of development: *Introduction*, *Growth*, *Maturity* and *Decline*. Introduction Stage -it is motivated by the desire to bring some innovation or novelty in the market, at this stage there operate few competitors who enjoy rapid growth with low or moderate levels of profitability. Growth Stage- Rapid sales increases with uplifting in profitability and attracts more competitors. Maturity Stage- at this stage, retail sector is populated with the large number of competitors resulting in increase of price, competition and higher profitability. Decline Stage- this stage sees the emergence of agile, often indirect competitors in the market. And with the occurrence of such high level of competition and challenges, the retailer faces increased difficulty of declining sales and reduced profitability. In terms of the latter, Davidson provided some interesting observation with respect to the life cycle gestation of a range of retail formats in the USA. Noting the time taken for each format to reach its peak and then to fall into decline, he observed that American department stores reached their maturity stage after 80 years, while variety stores peaked after 45 and discount department stores within 20 years. Other than identifying the gestation of each of the formats, these observations also highlight the fairly rapid changes in the construction, sustainability and viability of retail formats in recent years.

Suna, Kayb and Chewc (2009), point out in their study that while department stores of the US and the EU have been studied through the RLC model no comparable work has yet been done on those in Hong Kong (or other Asian markets).

McGoldrick (2002) noted the Retail Life Cycle theory has been applied to both specific retail business and to general retail formats.

2.1.3 Theory of Retail Accordion

The third theory of retail change is the *Theory of Retail Accordion*, or the general-specific-general cycle, describes the evolution of the modern commercial system in terms of the merchandise mix of the predominant retail forms. The rhythmic pattern of development dominated alternately by shops selling a wide variety of wares.

Hollander (1966), noted a number of factors that encouraged specialization, using the orchestra analogy by which, at any given time, some players (including those with compressed and those with extended accordions) are retiring from the orchestra, while others are still (mainly with compressed instruments) joining the band. Furthermore, he identified three phenomena which have an impact on specialization: (1) unsuccessful merchandise mix attempts, (2) established retailers' deleting some of their traditional lines, (3) market growth of new specialists. He further identified five forces that lead to contraction in merchandise assortment they are non-economic individual preferences, legal restraints, limited resources, cost-growth acceleration over revenues, and consumer preferences in the market.

While Retail Accordion Theory recognizes the wide-narrow-wide pattern of the dominant retailing forms within a market, it has little or no value for the purposes of predicting or explaining future retail developments. The theory neither offers any insight as to why one form inevitably gives way to another, nor does it explain why that format should return to dominate at some future point. Instead, it serves only to illustrate the predominance of particular formats at a specific time.

2.2 Retail Store Format

The history of modern retailing began more than 150 years ago. The first retail format gave competition to the traditional and independent shops. The aging of the retail industry aids an interesting challenge. The industry is subject to changes, as customer needs and demands are. For instance, changing consumer dynamics have created the demand for new types of shopping formats, many department stores followed several decades later by variety stores appeared. After a considerable success, these formats are now in the decline stage across several countries. This led way to a newer format that is the Hypermarket.

Oscar Gonza´lez-Benito (2005) averred that retailing has undergone an intense transformation during the past few decades. One consequence of this dynamism is the diversification of retail store formats characterized by diverse positioning profiles. For example, in the context of food shopping, the introduction of self-service has been followed by the expansion of the hypermarket and the superstore, the development of diverse forms of discount stores, and an emphasis on convenience stores. The development of new store formats threatens the performance of existing ones. Only by anticipating potential consequences it is possible to develop marketing actions that enhance the viability of a retail business in a changing environment. Further he observed that the impact of spatial growth by store formats on food shopping patterns, there is intense competition between the discount store and the hypermarket, and the classic supermarket form maintains a balanced rivalry with both. The development of large discount stores seems to affect the supermarket market share more severely, whereas the development of discount stores that offer parking subtracts more demand from the hypermarket.

Perrigot and Cliquet (2006), explores the evolution of the hypermarket format since its appearance in 1963 in the French market, and believes that in the recent times, Hypermarkets seem to have reached the saturation point in France. According to the retail life cycle theory, their study demonstrates the evolution of retail concept in France, Spain

and Italy and tries to evoke some managerial and strategic issues. They also highlighted difficulties faced by the hypermarket operators. The retailers have to transform the hypermarket format in order to face the hard-discounter competition and attract consumers continuously. But, at the same time, the retailers also have to develop this format in some countries for which this format is still attracting (Italy, China, etc.).

Sinha and Uniyal (2005) have opined that different store formats significantly differentiated customer behaviour. Shoppers exhibited varied behaviour in the new format as compared to old format stores. According to their study the new format stores provided a ‘‘stage’’ for the shoppers to express themselves.

Sinha and Kar (2010) have opined that retail format choice is the key to unlock retailer’s value proposition, it also helps to position the store in the mind of target shoppers. It is not just about deciding the format, but all about serving the consumer better, faster, and at less cost. At this juncture, most Indian Retailers are more concerned about growth in the numbers of stores than about creating value for consumers. Most retailers are creating uniqueness through the store, e.g., by using size, better lighting, and display. Although such different strategies function to bring in more customers, the value delivered is highly prone to imitation. Therefore, retailers need to understand the business model that would drive in long-run customer satisfaction as well as ensure profitability and sustainability over the long term, despite all the challenges that Indian retailing poses.

2.3 Store Choice and Patronage

Understanding the nature of competition among organized sector is an important area of research in retailing. The hypermarket, in particular, offers the opportunity to study retail competition based on price, store environment, promotional offers, product variety and quality, assortments, and service levels. The new retail format, the Hypermarket, is thus dominating in the current organized retail. Majority of studies have been done on store choice and store patronage, but even then there is vast scope for research and analysis as retailing environments and consumer lifestyles change rapidly,

leading to changes in shopping expectations and shift of choices set for retail store. Varieties of stores have been cropping up with varied levels of success and provide for new opportunities and shopping experiences for customers.

With the introduction of large and more diverse formats of retail store choice, customer store patronage has become an area for significant study and maker of the Indian market. Sinha and Banerjee (2004) in their study identify drivers of store choice in various product categories at a macro level, and categorise them into three broad groups – utilitarian dimensions also termed as "*Risk Reducers*", "*Choice Enhancers*" and "*Shopping Experience Enhancers*". Their study attempts to correlate the distinct store features as perceived by respondents with the true motivations of various consumers in patronising various stores. According to them, "Store choice is recognised as a cognitive process. It is as much an information processing behaviour as any other purchase decision. Store choice behaviour of shoppers has been found to share many similarities with brand choice. The only difference is the importance of the spatial dimension. While brand choice is devoid of any geography, the choice of a store is very much influenced by location (Fotheringham, 1988; Meyer and Eagle, 1982)".

Bodapati and Srinivasan (2006) opined that a heavily used competitive tactic in the grocery business is the weekly advertising of price reductions in newspaper inserts and store fliers. Store managers commonly believe that advertisements of price reductions and loss leaders help to build store traffic by diverting customers from competing stores, thereby increasing store volume and profitability. Consumers vary in their cost-saving strategies; only some consumers use feature advertising to decide which store to visit. The study used estimated model of store choice and report feature-advertising elasticity's of store choice for various categories, and concluded with the finding that the categories that are feature-advertised most heavily are not the categories where advertising in actuality has the highest impact on store choice. The model also has the potential to choose the product categories to promote.

Mittal and Mittal (2008), have observed that the key issues in modern retail store formats are western adaptations, and that they may not necessarily reflect the preferences of various store attributes by Indian consumers, and thus, questioned whether these modern facades represent successful retail models for India? It is important for retailers to look at local conditions and insights into the local buying behaviour before shaping the format choice. They finally suggested that the retailer s marketing strategy should take into account the following two sets of attributes: (1) Loyalty Drivers and (2) Shopping Experience Enhancers. Retailers can use these attributes in different degrees based on their positioning strategy, but the basic two dimensions will remain the same.

Bearden (1977), grouped the location image elements under seven different factors covering store name, price, product quality, product assortment, location atmosphere, location place, parking facilities and helpfulness of salespeople

Babin, Darden and Griffin (1994), in their study describe the development of a practical two-dimensional scale of perceived personal shopping value. The scale recognizes that consumer value is indicated in both utilitarian and hedonic terms. The consumer is portrayed, in a shopping context, as both intellectual and emotional. Although not all consumer behaviour is directed towards satisfying some functional, physical, or economic need

Belk (1975) suggested that there are five factors that may influence shopping behaviour- physical environment, social environment, temporal perspectives, task definition and antecedent.

Berry (1969), pioneered store attribute research determining that store image is based on the composite value of 12 components which are as follows: price, quality, assortment, fashion of merchandise, sales personnel, location convenience, other convenience criteria, services, sales promotions, advertising, store atmosphere, and reputation on adjustments.

Prasad and Aryasri (2011) descriptive research studies the effect of shoppers' demographic, geographic and psychographic dimensions in terms of format choice behaviour in the fast growing Indian food and grocery retailing using mall intercept technique. They point out that any shoppers' age, gender, occupation, education, monthly household income, family size and distance travelled to store have significant association with their retail format choice decisions. The choice decisions are also varied among shoppers' demographic attributes. They further found that shoppers' psychographic dimensions like values, lifestyle factors and shopping orientations, resulted in segmentation of food and grocery retail consumers into hedonic, utilitarian, autonomous, conventional and socialization type.

Tang, Bell and Teck-Hua (2001) have highlighted that pricing is central to retail decision making. Managers can use retail price formats to increase number of shoppers and that of shopping trips at their stores, and also the amount spent by shoppers during each trip to their store. On average, shoppers spend almost twice and purchase larger quantities of goods/products at EDLP stores. Therefore, the perceived total utility is higher for EDLP stores than for larger basket. They also suggested that there are logical and systematic approaches for improving the performance of different store types to create "win-win situations". They also proposed a framework to develop an understanding regarding how consumer segments perceive and respond to different retail formats; the relative competitive position of a store in different segments; and, the impact of a change in retail strategy on the fixed and variable shopping cost perception of different consumer groups.

Dash, Schiffman and Berenson (1976) found that the level of pre-purchase information regarding the brand, determined the type of store chosen. Shoppers who had higher level of pre-purchase information and were thus more confident about less perceived risks, generally shopped at the speciality store, whereas, shoppers with low pre-purchase information bought at departmental stores. This is mainly due to customers adopting a risk reduction policy with regards to their future purchase. A store is chosen based on the self-confidence and their capacity to make the correct decision, if this self-

evaluation were proved to be incorrect by a defective or otherwise unsatisfactory product, they would consider such an outcome to be particularly serious, in contrast, department store customers. The importance placed on the customer's familiarity with the store will depend upon the customer's perceived risk in making an erroneous purchase and the importance of the product category to the shopper.

Bell and Lattin (1998) explain that the store choice is such that most large basket shoppers prefer EDLP stores and small basket shoppers prefer HILO stores. He found that after controlling for important factors such as household distance to the store, previous experience in the store, and advertised specials, price expectations for the basket too influence store choice. Furthermore, EDLP stores get a greater than expected share of business from large basket shoppers; and, HILO stores get a greater than expected share from small basket shoppers.

Grace and O'Cass (2005) have observed that perceived value for money was a key driver in the discount store model with significant relationships to both, satisfaction and patronage intentions. In the department store model, store service provision had a very strong effect on feelings and, while not significantly effecting value for money or re-patronage intentions, it had a strong relationship with satisfaction, which, in turn, had a strong effect on re-patronage intentions. They further suggested that department store marketers need to understand the importance of consumer feelings in determining satisfaction and future patronage, where the focus may not always be offering the lowest possible prices in town, but could also be providing the best possible value to customers through the service offering.

Grewal et al. (2002) explained why people buy, and why they don't, which could possibly be the most important factor in developing a successful retail strategy within the context of the jewellery store, using videotape technology. Many factors, both obvious and subtle, are influencing customers' patronage intentions. Model was tested and the study established the relative importance of number of customers, number of visible employees and presence of classical music on wait expectations, store atmosphere and

value expectations. These constructs were found to be critical antecedents of store patronage intentions.

Grewal et al. (1998) have discussed that a positive store image and good value merchandise are key for retailers to achieve and sustain success in an increasingly competitive marketplace. They further suggested three important key components that appear to store patronage decisions are- the retailer's store image, quality of the merchandise/brands sold and price/promotions. The study suggested and tested a model, the outcome of it was that store image and price discount influenced internal reference price to a greater degree for the low knowledge group, than for the high knowledge group. Although negative effects of price discounts are counter-balanced by the positive effects of brand name and a brand's perceived quality which was found to have a positive relationship with store image, store image had a direct, positive relationship with purchase intention. Through these results, they concluded that all experimental variables, namely, brand name, price discount, and store name exert positive influence on purchase intent. Price discount is the most important variable for predicting purchase intent, followed by brand name and store name.

Grewal et al. (2003) tested the relative importance of wait expectations and store atmosphere evaluations on patronage intentions, using videotape technology that helped in experimentally manipulating the number of visible store employees, number of customers, and music. These constructs are found to be critical antecedents of store patronage intentions in the context of the service-intensive retail store. Wait expectations are a key determinant of store patronage as they have both, a negative indirect and a negative total effect on patronage intentions. Furthermore, gender also plays an important role in the study as it was found that men evaluated the store atmosphere less positively than women.

Dodge and Summer (1969) have found that consumers' socio-economic background, their personality and past purchase experiences, have significant influence on store choice decision.

Doyle and Fenwick (1974) identified the image elements in six factors such as store name, product, price, product assortment, style and place location.

Fox (2004), in the study on household-level shopping behaviour across retail formats, has suggested a flexible framework to analyze shopper's decisions regarding where to shop and how much to spend. The essence of the study was the variability in expenditures across formats can be explained by retail format alone. Marketing variables, store patronage and spending are highly responsive to differences in retailers' promotional intensity, both over time and across shoppers' market baskets. Also, thirdly, consumers' store-level shopping decisions are insensitive to monthly variation in the price of a market basket. The study also highlighted the formats considered, mass merchandisers are least sensitive to shoppers' travel time, further, indicates that formats with greater assortments could benefit by increasing their offerings, while the lowest assortment format could not; and finally, households that have higher intrinsic preferences for spending at grocery stores prefer to spend more at other formats, particularly mass merchandisers.

Harrell and Hurt (1976) explained with the help of their model that crowding in retail shopping is an important environmental condition, with implications for both the manager and the researcher. Interestingly, it presents a paradoxical problem for the manager as on one hand, high density is required to maintain profitability, on the other hand, perceived crowding may have adverse effects on the shopper's attitudes and buying behaviour.

Solgaard, and Hansen (2003) considered three formats to develop a model of consumer's choice between different supermarket formats. These were *conventional supermarkets* characterized by high-low pricing, wide assortment and some service, *discount stores* characterized by every-day-low pricing, narrow assortment and no service, and *hypermarkets* characterized by a pricing policy somewhat in between the two other formats, large assortment and some service. They found price level, assortment and distance i.e. location to be the most important drivers for consumers' choice between store formats, whereas, quality and service did not differentiate between formats. Further,

they stated that the importance of ‘distance’ varies the most across consumers. Finally, they concluded with the opinion that assortment is the most important single driver for the choice between store formats.

Baker et al. (2002) proposed a comprehensive store choice model that included (1) three types of store environment cues (social, design, and ambient) as exogenous constructs, (2) various store choice criteria (including shopping experience costs that heretofore have not been included in store choice models) as mediating constructs, and (3) store patronage intentions as the endogenous construct, and explained effect of different variables on Store choice cues and store patronage intention.

Kim and Runyan (2011), in their works, observed that respondents perceive the environment with kiosks as crowded and this perception of crowdedness negatively affects their approach behaviour, leading to lower intentions to patronize any store/format.

Sudhir and Talukdar (2004) have investigated how store brand patronage by households, led to an increase in store patronage. Result of the study showed that store brands contribute to greater store differentiation, rather than increased price sensitivity in the market. To examine this he developed two sets of measures of store patronage: one based on store revenues and store profits from a household and the other based on share of store revenues and store profits due to a household. He explained that revenue falls when store brand shares increase, but profits rise under both sets of measures.

Monroe and Guiltinan (1975) opined that the believed to influence retail patronage behavior. The store choice variable has not received as much empirical or theoretical attention as other variables, yet, in many situations store choice has direct influence on resultant brand choice decisions.

Kotler (1974) makes an important contribution in introducing ‘Atmospherics as a Marketing Tool’ He contends that in some cases "the place, more specifically the atmosphere of the place, is more influential than the product itself in the purchase

decision" (Kotler, p. 48). Atmospherics is defined as "the conscious designing of space to create certain effects in buyers" (Kotler, p. 50).

Lindguist (1974) used a model composed of nine factors such as product, service, consumer, physical conditions, comfort, discount, location atmosphere, conventional factors and antecedent satisfaction.

Moore and Carpenter (2007) identified four segments that emerged from the sample data exhibited different perceptions of price in terms of discount store shoppers' general attitude towards price as a market cue. They are value conscious group, price cue insensitive group, prestige sensitive group, highly price sensitive group, seek more than low price in the discount environment and reflects more frequent patronage

Carpenter and Moore (2008) in their study, investigate consumers' perceptions of utilitarian and hedonic shopping value associated with the two leading US general merchandise discounters. Their findings suggest a difference in perceptions of the level of hedonic benefits offered by the discounters, and provides useful insight for the further development of marketing strategies. Though the result of this study provided store-level insights, it does not exhibit perceptions regarding specific merchandise categories. Also, it does not identify attributes that create hedonic value for various dominant market segments and even identification of categories that are more driven by hedonic versus utilitarian benefits.

Jones, Reynolds and Arnold (2006) suggested that an important interrelationship exists between hedonic and utilitarian shopping value and shopping outcomes. While retailers have long focused on merchandise variety and assortment, convenience of location and store hours, and having competitively priced merchandise, the results here suggest that critical outcome variables – satisfaction with the retailer, word of mouth, and re-patronage anticipation, are influenced more by the non-product-related, hedonic aspects of shopping than traditional utilitarian orientations. Further, utilitarian shopping value is more strongly related to re-patronage intentions. The hedonic value drives satisfaction, word of mouth, and re-patronage anticipation. Therefore, maintaining a

good, readily available merchandise assortment and having convenient store hours is ultimately related to loyalty in the context of current retail environment. While utilitarian shopping value drives re-patronage intentions as successful shopping trips place the respective retailer in the consideration set of the consumers' future shopping trips, it does not necessarily build the satisfaction and loyalty that many retailers seek.

Raajpoot , Sharma and Chebat (2008) has examined the role of gender and work status in shopping center patronage and suggests that factors such as employee behaviors, design, customer compatibility, and product assortments affect the choice of shopping malls. The areas over which the shopping mall operator has more control are mall design, customer compatibility, and product assortment. The mall design has a significant impact on customer patronage. The discussion suggests that retail patronage can be enhanced by location and retail tenant selection. He found significant differences in the shopping mall patronage behavior of men and women. Men consider employee behavior to be more important in evaluating their experiences however Women regard their shopping experience to be more exciting when they perceive better product assortment. Similarly Working women consider employee behavior to be more important in evaluating their experiences and develop repatronage decisions based on overall evaluation that homemakers do not.

Osman (1993) in his study about patronage behaviour, defined the concept of consumers' store patronage behaviour and developed dimensions that measure patronage. He propounded five variables that measure the degree of loyalty patronage from past studies. These are: ''(1) the percentage of purchases of a specified product category at a chosen store, (2) the frequency of visits to the store in relation to other stores during a certain period of time, (3) the ratio of ranking between stores, (4) the propensity to shop at the store in the future, and (5) the extent of the customers' willingness to recommend the store to their friends". He then proposed a simpler definition of patronage behaviour- ''the repeat purchase behaviour at a particular store for either the same products or any other products''.

Pan and Zinkhan (2006) identified that retail patronage behaviour had two clear dimensions: (1) store choice (a consumer's choice to patronize a particular store) and (2) frequency of visit (how often a shopper patronizes that store). They also observed that retail image was a major predictor for explaining shopping frequencies.

Volle (2001) has obtained from his study that effect of store level promotion on store choice probabilities is compared to inertia of household choice and store loyalty is the only individual variable considered here which is shown to moderate the effect of store level promotion on store choice. In his research the short-term effect of store-level promotions (weekly flyers, radio and outdoor advertising) on grocery store choice is investigated. He then estimated household-level multinomial logit (MNL) models of store choice on panel data, using promotional variables, loyalty, and moderating variables. The research result shows that the short-term effect of store-level promotions on store choice is significant but weak: store choice is mainly driven by loyalty.

Sinha, Banerjee, and Uniyal (2002) in their work, attempt to identify major drivers behind choice of stores for various shopping needs as exhibited by a typical Indian consumer. The importance of the factors is influenced by the type of product, age, and gender of the shopper. Other demographic variables do not influence significantly. The major conclusions of this paper are as follows:

- The primary reasons for choosing a store are convenience and merchandise; store ambience and service being other reasons.
- Shoppers would like to minimize the effort of shopping by reducing either the travel time or the time spent in the shop. In the former case, there is a possibility of pre-purchase information processing. In the latter case, shoppers tend to "browse" and hence attach importance to ambience and facilities at the store.
- The gender and age of shoppers drive the choice of store. Monthly household income did come out as a significant factor but it was reflected more in terms of the type of products bought.

- ❖ Men give more prominence to proximity. Women tend to trade this off with merchandise offered by the store. They also are more regular buyers.
- ❖ Ambience and facilities are more important in cases where the shopper spends more time within the store.
- ❖ Brand spread in the merchandise is attached more importance in stores that kept the preferred brand and also gave an opportunity to look at other brands.

Sinha (2002) in his study brought out a basis of segmentation that can be used to understand shops without disturbing them. He discussed that the shoppers do not portray all kinds of behaviour at every store. Behaviours are caused due to an interaction between two factors- personal characteristics of the shoppers and the store. Also, this shopping behaviour changed with format.

Sinha (2003) has discussed in his article that the Indian shoppers' orientation is based on entertainment which one derived out of shopping, and sought emotional value more than the functional value of shopping. Although there is an indication of shopping being considered as a task and something to be finished as soon as possible, this orientation is overshadowed by the entertainment value derived by the shoppers. Shoppers should be treated carefully because it is ultimately they who discuss about their visit to others and good treatment increases the shopper's inclination to patronize the store.

Sinha (2005) in his study of format choice of food and grocery retailers found that Ambience, Accessibility and Price respectively are the important attributes for format choice. He described format in his study as (i) Grains, pulses, other food items, personal care product are sold in this store (ii) more than two pack sizes are available, (iii) Greater than six brands/unbranded variations available in a product category, (iv) some discount offered on most items, (iv) Need to travel more than 15 min to reach the store, (vi) Home delivery provided and (vii) Ambience in the store is Spectacular. This description is similar to that of a hypermarket. He explained those customers are showing a tendency to travel a longer distance and shop at a store that offers wider variety. The concept of

hypermarket is fairly new and so it will take some time for these formats to overcome issues like crowded store, time to process orders, product mix, and stock replenishment.

Sasinandini and Hansa (2010) says that the decision to 'patronize a particular store usually starts with a set of characteristics or attributes that consumers consider important'. Consumers then use these attributes to make decisions regarding what store, or stores, can cater to their particular needs. They emphasized on image variable and found that private labels can induce loyalty through a favourable attitude creation for private labels, and an affective commitment towards the store and thereby inducing Store patronage.

Harmen and Michael (2009), through the use of Logit models, assessed the effects of the in-store events along with those of various traditional store attributes, including store appearance, price image and distance, on consumer store choice decisions. They identified that the effects of in-store retail events on store choice vary across store formats, and suggested that three core dimensions can be manipulated to form a theme in the service. These are — (1) atmospheric factors, which are background conditions in the environment, such as scent, noise, music, and lighting; (2) social factors, representing the human component of the environment; and, (3) design factors, including functional and aesthetic elements such as architecture, style, and layout.

Sands, Harmen and Michael Beverland (2009) are of the opinion that retailers are increasingly using in-store events to provide shoppers with unique experiences that will enhance shopping value and help differentiate their stores from competitors. Their study posits that the effects of in-store retail events on store choice vary across store formats. Analyses revealed that the presence of an in-store event does have an impact on store choice decisions; however, findings from further analysis suggested that this is only the case for specialist stores. On the other hand, store appearance was found to have an effect only for a general store; with a store appearance that is deemed unattractive having a negative impact compared to a regular or 'normal' appearance.

Sevgin et al. (2005) conducted two studies to examine whether shopping values are affected by perceived retail crowding, and also whether shopping values mediate the relationship between perceived retail crowding and shopping satisfaction. The results of the two studies indicated that perceived retail crowding negatively affects shopping values, albeit not strongly. However, the effects appear to be moderated by factors such as personal tolerance for crowding, time spent shopping, shopping intention and whether a purchase was made. The second study, however, also indicated that the impact of perceived crowding on shopping value is mediated by the emotions experienced by the shopper.

Shim and Kotsiopulos (1992) defined patronage behaviour as store choice behaviour that represents an individual's preference for a particular store for purchasing products.

Stephen et al. (1983) analyzed across six markets for food stores, and identified following key determinants of patronage- (1) store size (and the accompanying impact on assortment of both food and non-food merchandise), (2) price, (3) merchandising display techniques including cut cases and vertical merchandising, (4) location, (5) level of service, and (6) quality and assortment of fresh food. Where locational convenience and low prices are the top-ranked determinant attributes. They also suggest that markets are affected by differences in market structure, competitive strategies, and the state of consumer preferences.

Susana and Carvalho (2006) study explored the influence of sales promotion on store choice where they proposed a conceptual model adapted from that of Baker, Parasuraman, Grewal and Voss (2002). They analysed the importance of sales promotion as choice criteria of a selling point, and also emphasized the distinction between store choice, intention and preference.

Trang et al. (2007) explored the impact of hedonic shopping motivations and supermarket attributes on shopper loyalty with a sample of 608 supermarket shoppers in Ho Chi Minh City, Vietnam. It was found that supermarket attributes and hedonic

shopping motivations had positive effects on shopper loyalty. It was also found that the impact of hedonic motivations on shopper loyalty was different between the younger and older, as well as lower and higher income groups of customers. However, no such difference was found between female and male shoppers.

V. Kumar and Kiran Karande (2000) are of the opinion that the effect of store environment on store performance varies depending on the socioeconomic characteristics of the trade area in which the store is located. Further, they discussed that households with higher costs of shopping are more likely to be influenced by a store's environment, and factors such as convenience of shopping, scrambled merchandising, 24-hour service, and whether the store is located in a bigger or smaller trade area, than households that have relatively low costs of shopping. Also, the effect of retail environment on dollar sales are likely to be higher in trade areas that have higher percentage of house hold with high cost of saving.

Veysel et al. (2007) has developed a Consumer Store Choice scale of 10 factors with eigenvalues greater than 1.0. These were (1) selling improvement efforts, (2) sales personnel attitudes, (3) service, (4) convenient location, (5) physical environment, (6) store reputation, (7) greengrocer butcher services, (8) attractive atmosphere, (9) characteristics of price-quality, and (10) neat and order.

Wei-Ming et al. (2006) inferred from their work that retailer reputation is an important factor that influences consumer's store patronage. To study the effects of retailer reputation on their store choice patterns, the study was conducted among 356 grocery store shoppers and a Structural Equation Modelling approach was used to analyze the result. Contrary to the expected findings, the authors observed that retailer reputation did not influence shopping frequency, expenditure per trip or travel time in an un-moderated fashion. It appears to be influential only when the demographic characteristics of shoppers were not in conflict with the possible influence of retailer reputation.

Hassan et al. (2010) has proposed a general model of retail patronage and tested the relationships proposed in the model in the context of furniture market and found that in terms of shopping orientation, the apathetic shopper and the personalizing shopper was influenced by the lifestyle of the consumer and hence influenced the customer patronage. Store image on the other hand was found to enhance the impact on consumer patronage of the furniture store and moreover acted as both the predictor and the moderator.

Seock (2009) examined the influence of Hispanic consumers' perceived importance of retail store environmental cues and two demographic characteristics (i.e., age and the number of years lived in the US), on their store patronage behaviour across various retail store formats. Using exploratory factor analysis of retail store attributes, he identified three dimensions Convenience, Physical Atmosphere, and Customer Service) and received the highest mean value respectively. He also pointed out that nice store displays (e.g., informative, entertaining, and neat displays) with music playing at the store has highest value. Further, customer service aspects (such as assistance from the sales associates and store policies that allow for exchanging and returning items), wide variety of product categories are also possible determinant of consumer store choice and their patronage behaviours to the store.

Pan and Zinkhan (2006) suggested that retailers can enhance consumer patronage behaviour by identifying and implementing an appropriate marketing strategy, which must be informed with a good understanding of the many factors and dimensions that influence shoppers' choice behaviour. He points out some important key independent factors that influence customer's store choice and patronage behaviour. For example, to increase initial patronage, consumer promotions should focus on store- and product-specific elements i.e. wide assortment, premium service, pleasant in-store decor. Managers also must recognize that store image, store attitude, gender, service, quality, store atmosphere, low price levels, convenient location, fast checkout, convenient opening hours, friendliness of salespersons, and convenient parking facilities, are important factors for store choice and shopping frequencies. Patronage, on the other hand, is explained through very different sets of predictors. Personal factors i.e.

demographics, attitude toward a store, seem to be the dominant predictors of shopping frequencies, whereas market- and product-relevant variables such as service, quality, selection greater assortment, low prices, return policy, physical location, parking facilities, checkout speed, and store atmosphere company reputation, influence shoppers' intention to patronize a particular store.

2.4 Research Gaps and Research Questions

2.4.1 Gaps in the Existing Literature

After having reviewed the existing literature available on Retail, its format, store choices and patronage behaviours, the following gaps identified so far, make apparent the need for a study that not only examines and analyses the determinants of customer store choice but also provides its key links with patronage behaviour of the Indian Retail Sector:

- Past retail marketing studies have identified several consumer oriented attributes but it is observed that without inclusion of store format attributes, predicting store format choice behaviour in retailing is not comprehensive. (Cherukuri Jayasankara Prasad and Ankisetti Ramachandra Aryasri, 2011)

- Store choice decisions in relation with patronage behaviour for a particular retail format are has not as yet been studied in the context of Indian Retail Market. (Sasinandini S. and Lysander Manohar Hansa, 2010)

- Studies are also not focused on the various factors that can be used in analysing the success of a particular Format in Retail Sector.

- Research on Hypermarkets format is in its nascent stage.

- Though studies have been undertaken on analysing the store choice and patronage behaviour separately, but specific research is not undertaken on the impact of various factors taking both the variables store choice and patronage together.

2.4.2 Research Questions

This research is an attempt to analyse ongoing practices of the Indian retail sector. Necessary care has been taken, to correlate the variables identified through literature to frame a hypothesis. On the basis of the background of the research and the gaps found therein, following areas would be key for the research at hand:

- Why do some consumers buy from one kind of store while others prefer another kind of retailer?
- How does crowding affect the perceptions of consumers regarding the Hypermarkets?
- What are the initiatives adopted by Hypermarkets for customer attainment and retention, and in dealing with their present, potential and inactive customers?
- What are the important factors that impact customers' store choice and patronage decision for Hypermarkets in Indian retail sector?
- How is store choice and patronage correlated?
- Could there be a model for defining the store choice and patronage behaviour pattern in organized retail sector to help retailers formulate strategies?

2.5 Conclusion

Review of literature provides wide varieties of studies in the area of retail marketing provided the basis to identify the problem. Keeping in view the developments taking place in retail sector, this study is focused on Indian Organised Retail Sector.

Literature review bought light into organisation and evaluation of the retail explained in the section of 2.0 followed by theories of retail is explained in the section of 2.1 to 2.1.3. In this study retailing literature is rich with numerous studies made on retail formats and various variables considered important in the context of retail.

In this chapter studies discussed were more focussed on variables/factors of customer's store choice and patronage behaviour. All these variables are important for determining the success of retailers. If customers perceived factors influencing them to choose and patronise the store, positively then they make decision to remain loyal.

From the literature review it is clear that almost all the studies focussed on the impact of one or few variables at a time on store choice or store patronage, which does not provide a complete knowledge to retailers to formulate a strategy for increasing footfalls in the store. Another important finding from the study of literature that studies have identified consumer oriented attributes without inclusion of store attributes to analyse customers' store choice and patronage behaviour. Although Hypermarket format is in nascent stage in India therefore this area is understudied. This provides direction for the research.

In this research attempt were made to propose and validate complete model assessing customer's store choice and patronage behaviour, including all significant variables that would influence customer choice decision and patronage behaviour. The outcome from the customer perspective will strengthen retailers to formulate strategy to sustain long run in the market. Conceptualization of the model, objectives, hypothesis and research methodology for analysing and validating the model is discussed in the next chapter.

CHAPTER III

CONCEPTUAL MODEL AND RESEARCH METHODOLOGY

3.0 Conceptual Model

Miles and Huberman (1994) assert that "a conceptual framework explains, either graphically or in narrative form, the main things to be studied". The current research work proposed and suggested a conceptual model in order to summarize the selected theories and exploring the relationships between specifically chosen variables. The aim of this study is to analyse and resolve research questions as well as gaps based on the review of existing literature on Customer Choice and Patronage Behaviour. A framework which combines store choice and store patronage with the study of other variables such as merchandise, price, store environment, store promotion cues, sales promotion, location, entertainment, personnel service perception and store image have potential to affect the customers' hypermarket choice and patronage behaviour hardly found in the literature reviewed so far. This relationship and behaviour pattern, in this research work, is viewed as a review of theories that previously have dominated in explaining the impact of independent variables on store choice and store patronage behaviour. In this research work these theories have, in addition, been described, in connection to crowdedness in the store. This model also include variables such as, gender, hedonic and utilitarian values; how they specifically influence consumers' behaviour for making a choice of a store and of assuming patronage of the same have been studied.

Prior researches on retail selection have investigated choice (Dash, Sciffman, & Berenson 1976; Schiffman, Dash, & Dillon 1977), patronage patterns (Aaker & Jones 1971; Arnold, Oum, & Tigert 1983; Bucklin 1967; Darden & Perreault 1976; Farley 1968; Gautshi 1981; Gentry & Burns 1977-78; Guttman & Mills 1982; Kelly & Stephenson 1967) in the context of competing supermarkets, shopping centres or districts.

The terms Store Choice, Patronage and Preferences are used interchangeably, though these define conceptually different behaviour of the consumers. Retail choice is the result of a specific purchase task and refers to purchase made from a given store, usually after some information search and evaluation of alternative stores. It represents some degree of extended decision making, and the outcome is binary – the consumer either purchases from the store or does not for a particular task. Patronage refers to activity of consumers shopping exclusively at a particular store; a particular store where a consumer buys maximum quantity of products, spends maximum amount and makes maximum trips to that single store, in comparison to other competing stores. Similarly, Preference is linked to a positive state of consumer affection for a particular store or a particular advantage given to one over others, which may or may not result in the choice or support of a store.

Conceptual Model of the Pre-purchase Process of Assessing a Retail Outlet on the Basis of Environmental Perceptions:-

Baker et al. (2002) explained that the overall sequence of effects in his model is that of store environmental dimensions influencing consumers' perceptions about the store choice criteria. Their study also explains dimensions that affect store patronage include interpersonal service quality, shopping experience costs, and merchandise value (mediated through perceived quality, price, and shopping experience costs). Consumer perceptions in their model refer to inferences about the levels of quality, price, and value which consumers would expect in a store on the basis of store environment cues. Their proposed choice model of the store includes:-

(1) Three types of signs regarding the atmosphere of the store i.e. social, design and atmosphere regarded as exogenous constructs:

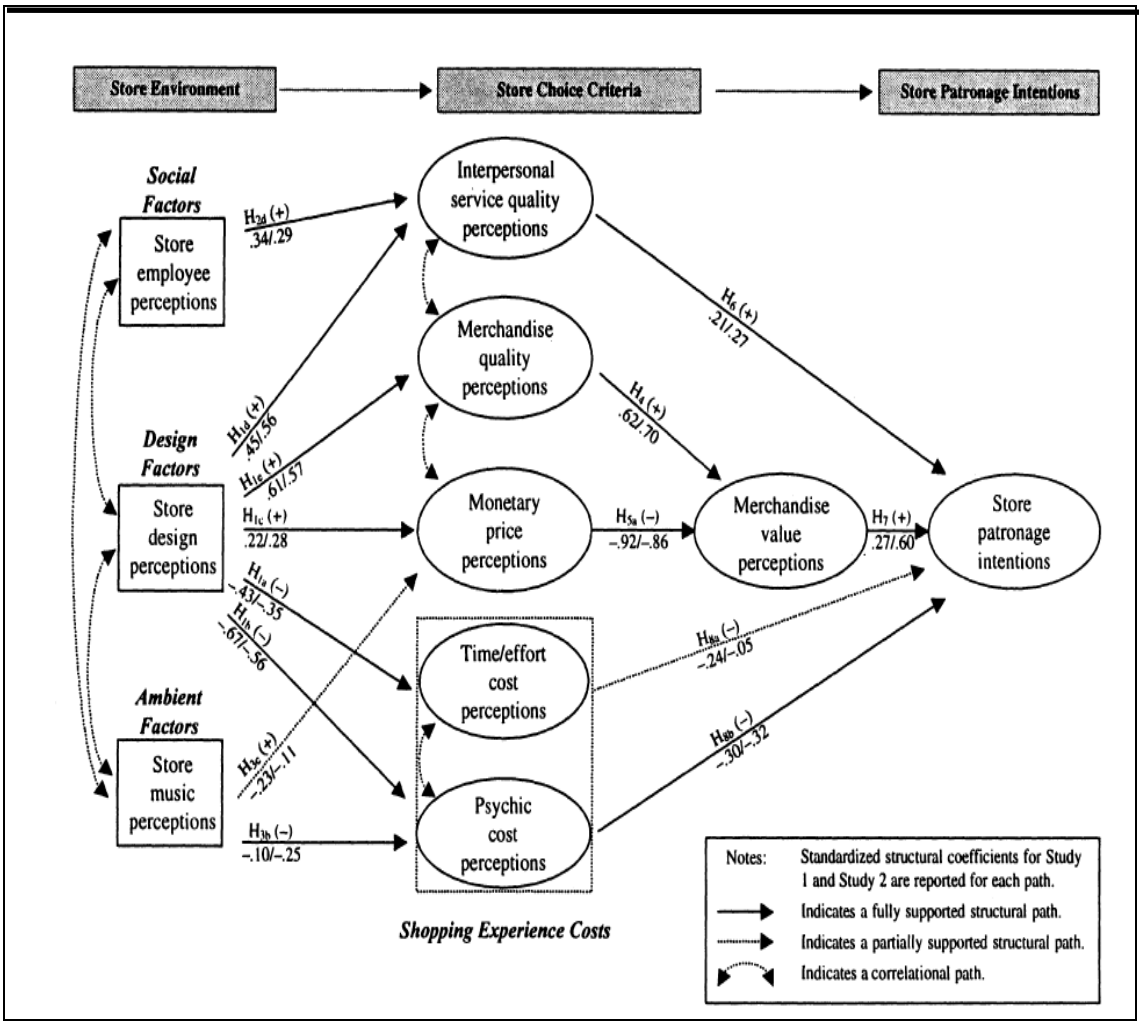
- ❖ Ambient elements are those intangible background conditions that tend to affect the non-visual senses, and in some cases these may have a relative effect on the subconscious.
- ❖ Design elements represent the components of the environment that tend to be visual and more tangible in nature.

- ❖ Social elements comprising of the people (customers and employees) in the service setting.

(2) Several criteria of store choice including shopping experience costs which had not been included in the models of store choice up to this point as moderating constructs. And **(3)** store support intentions as endogenous constructs.

Four unique aspects of the model differentiate this study from previous studies. Firstly, it provides a clear identification of two types of shopping experience, i.e. costs-time/effort and psychic, and examines their influence on store patronage intentions. The time/effort cost construct effectively captures consumers' perceptions of the time and effort that they are likely to expend while shopping at a store. The psychic cost construct represents consumers' mental stress or emotional labour during the shopping experience. Environmental psychologists (e.g., Mehrabian & Russell, 1974) have focused on understanding these costs, which viewed as consumers' negative affective reactions towards a store and/or its environment. Secondly, the study focuses on the broader concept of retail store patronage rather than mere choice, whereas, most price-quality research examines consumers' value judgments of a specific product-price combination. The groups of product sold in the store are label as "merchandise" to distinguish it from a specific product or brand. Thirdly, Zeithaml's (1988) value model focuses primarily on the evaluation of the product quality. Since in a retail context, consumers evaluate both service quality and merchandise quality (Mazursky & Jacoby, 1986), and model in their study incorporates both, as not only related to each other but, more importantly, as distinct components. Their study was the first to examine empirically all the relationships in model.

Figure 3.1 A Conceptual Model of the Pre-purchase Process of Assessing a Retail Outlet on the Basis of Environmental Perceptions



Conceptual model of the process of assessing a retail format as developed by Susana and Jose (2006) indicates that the determinants of consumer's store choice are indeed complex. Knowing more about store decision should not only help in addressing practical distribution and marketing problems but also improve one's understanding of the consumer. The proposed conceptual model in their study about the process of assessing a retail format, includes the sales promotion, is adapted from the model of Baker et al. (2002), which aims to analyse the importance of sales promotion as a choice criteria of a selling point. The objective of their model is to examine- **(1)** if sales

promotions are a store choice criteria, and **(2)** what type of sales promotion is more important while choosing a store.

They also emphasized the distinction between store choice, intention and preference as each they are linked to the consumer's differing conceptual behaviour. The choice of a store is the result of a specific purchasing task and refers to a purchase in a particular store, usually after gathering information and evaluating alternative stores. The intention refers to the consumer's purchasing pattern throughout a variety of purchasing tasks. The intention patterns of the store could be a result of store loyalty based on the consumer's commitment and strong preference or reduced involvement. Preference is further linked to a positive state of consumer affection for a particular store, which may or may not result in the choice or support of a store.

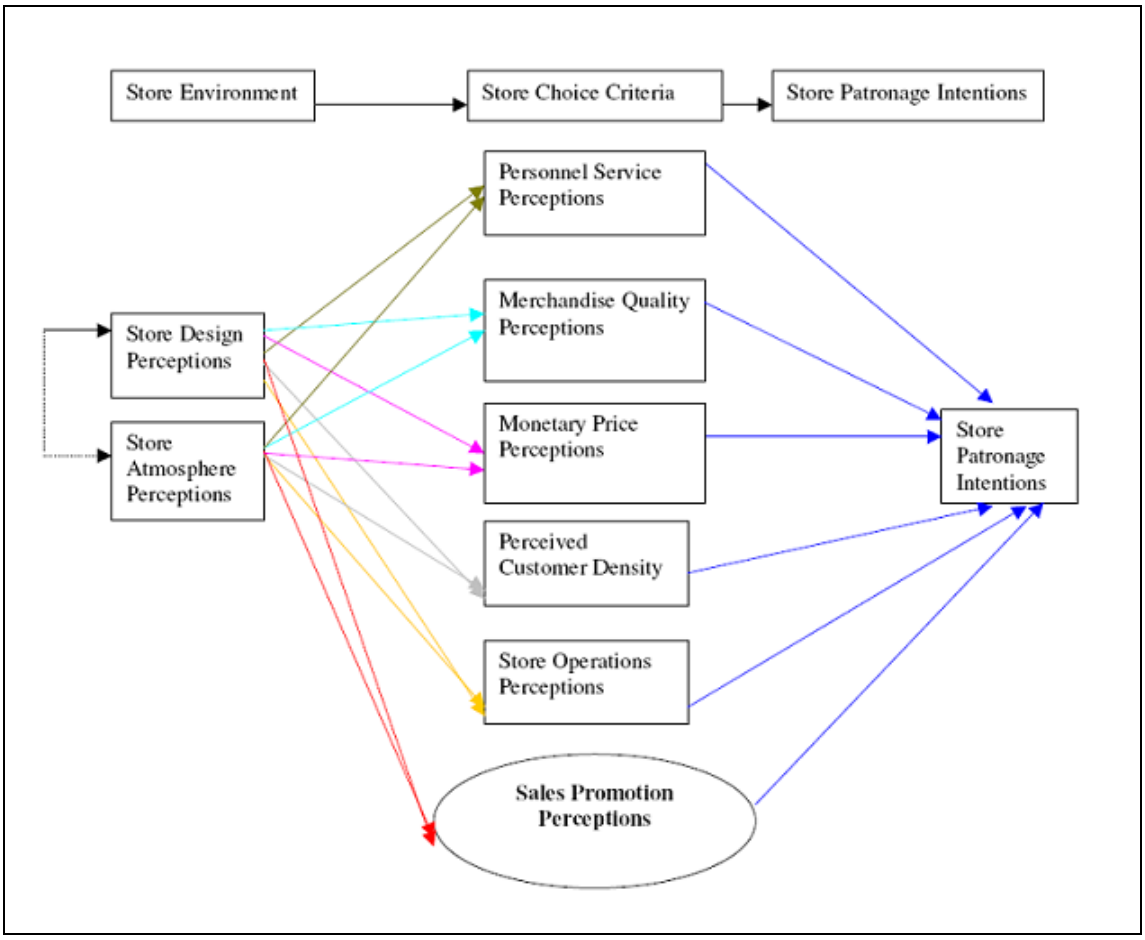
In addition, they proclaim that previous studies on store choice criteria and store patronage have shown three important components that are very important to store patronage decisions. These are: the retailer's store image, quality of the merchandise/brands sold and price/promotions. Consumers use certain cues as signals for these components which include store name, brand name and price discounts. Store image is an important input in the consumer decision-making process. It encompasses characteristics such as the physical environment of the store, service levels, and merchandise quality. Store name, as a cue to store image, provides a tremendous amount of information to consumers. Retailers, hence, are beginning to pay more attention to their store name and are spending more to promote their name and develop an appropriate image. Price and special promotions are used to attract consumers towards a retail store i.e. providing greater value via the discount and generate an increased level of store traffic. In the academic environment, several factors such as location, service level, pricing policies and merchandise assortment, are shown to affect the retail patronage decision.

In addition to Store Image, Baker et al. (2002) also stated that, store name and promotional strategies, the amount of time available to consumers for shopping also affects in-store decision making in two ways. Firstly, the sheer limitation of time restricts the extent to which consumers can process in-store information, and secondly, time

pressure increases the level of arousal or stress of the customers. However, it can be concluded that the studies conducted in this area so far are not taking simultaneous impact of multiple signs into account and also not concerned about how sales promotion as one of the factor of retail atmosphere modulates the customers' perception as far as the value of the store's merchandise is concerned? In broader terms, it can be said that how does the retail atmosphere influence the consumer's decision in order to support a specific store? Despite the fact that the conventional idea and behaviour of many retailers suggests that the store's atmosphere greatly influences the consumer's process, most of the researches are failed to answer the above questions.

They also stated that this brings one's attention to the fact that marketers and researches often trust in sales promotion as a consequence of price competitiveness caused by narrow-minded management. This criticism is based on the fact that, on a short term scale, the proliferation of sales promotion destroys its ability to profit market share, which explains why many of them are not lucrative. On a long-term scale, sales promotion would increase price sensitivity but destroy the value of the brand for both retailers and consumers. As a result, many industry experts aim for more efficient and effective sales promotion, by adopting lesser price focused strategies. Even some of them are recommended to eliminating the sales promotion entirely by adopting an Everyday-Low-Price Policy. Now, the question arise why consumers respond to sales promotion at all. Studies done on consumer behaviour during sales promotion tend to focus on the demographic aspects of the deal concerned consumer, and the identification of personal preferences such as coupons, value awareness etc. Sales promotion as an additional variable in the model is now being analysed on hypermarket consumers.

Figure 3.2 Conceptual Model of the Process of Assessing a Retail Format



Conceptual Model of the Pre-purchase Process of Assessing a Retail Outlet Based on Environmental Cues:-

Dhruv et al. (2002) point out the consumer dynamics and enhance the understanding about the consumer behaviour e.g. why people buy and why they don't, and also explain the most important factor in developing a successful retail strategy, includes both obvious and subtle factors, which influences customers' patronage intentions. Their study also pointed out that the presence of classical music on perceived crowding, number of customers and visible employees wait expectations, and store atmosphere in store are the important factor for store patronage intentions. The conceptual model proposed by them, "Conceptual Model of the Pre-purchase Process of

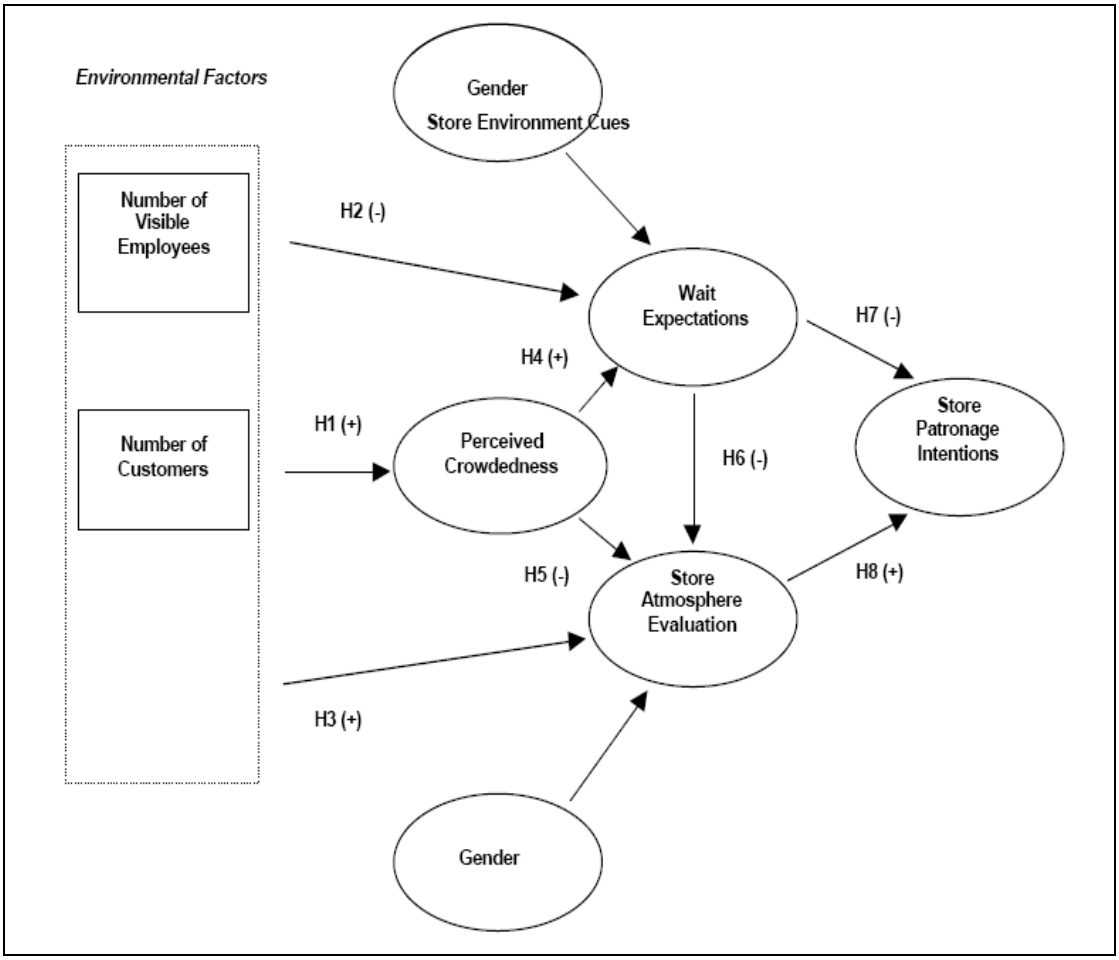
Assessing a Retail Outlet Based on Environmental Cues," was tested on jewellery stores. The author also found support for the direct effects of gender on wait expectations and store atmosphere.

Their model is understood through inference theory which argues that people make inferences about the unknown, based on the information they receive from cues that are available to them. The previous researches have been done in this area, developed conceptual framework integrating the role of information cues on customers' affective and cognitive assessments, and patronage intentions. Further they mentioned that several studies have empirically supported the notion and argued that the store environment cues lead to consumer inferences and expectations about a store's merchandise, service, prices and shopping experience costs (such as waiting time), which in turn influence store patronage intentions. They based their model on the model of Baker, et al. (2000) where Baker et. al. propose that consumers' decisions to stay and shop in a store where they need sales-people to help them through the shopping process (particularly in a store they have not previously patronized), are based on the cognitive inferences they make from in-store cues about waiting time and perceived crowding, and also from how they feel about the overall atmosphere of the store. Baker et al. (2000) emphasized that the perceived crowdedness (number of customers and number of visible employees) influences customers' perceptions of value and store patronage intentions.

Further, they stated that two theoretical frameworks support the proposed relationship between the numbers of visible store employees and wait expectations. "Undermanning" has been defined, through the theory of behavioural ecology, as a condition that occurs when the number of people in a space is less as compared to the setting needed to function properly. The undermanning framework would suggest that because more employees in a store should help a store function properly by reducing customer's wait time, customers' wait expectations would be lowered if they can see more employees in the store. Attribution theory, on the other hand, offers insight into how the number of employees may influence customers' wait expectations. While three dimensions of attribution – locus, controllability and stability, have been identified in the literature, the focus here is on controllability for consumers tend to believe that service

failures are under the control of the provider; and it was found that consumers were least satisfied with a grocery store when the causal factors for a longer-than-expected wait were under the store's control. The model hypotheses for the linkages are shown below.

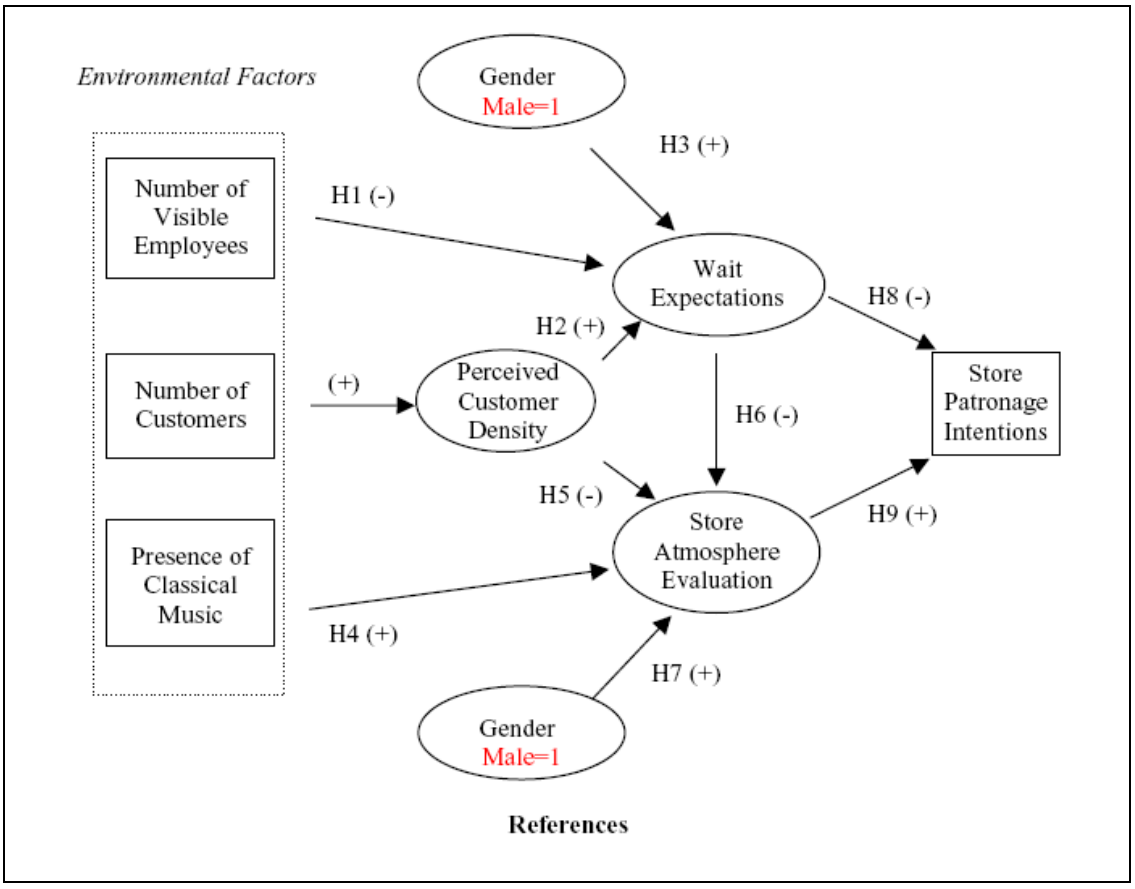
Figure 3.3 A Conceptual Model of the Pre-purchase Process of Assessing a Retail Outlet Based on Environmental Cues



The same given model was also tested by Grewal et al. (2003), on service-intensive retail stores. They experimentally manipulated the number of visible store employees, number of customers, and music, and tested the relative importance of wait expectations and store atmosphere evaluations on patronage intentions. They proposed that consumers' decisions to stay and shop in a store where they need salespeople to help them through the shopping process particularly in a store they have not previously patronized, are based on the inferences they make from in-store cues about waiting time

and the overall atmosphere of the store. Specifically, they determined that the number of customers, number of visible employees in the store, and presence of music influence consumer perceptions of customer density, wait expectations, and evaluation of the store's atmosphere. They also considered whether these perceptions influence customers' store patronage intentions. The consumer's gender influences on wait expectations and store atmosphere evaluations were also investigated. The Development of the conceptual framework and hypotheses for the linkages are shown in the model below.

Figure 3.4 Conceptual Model of the Pre-purchase Process of Assessing Retail Outlet on the Basis of Environmental Cues



From the extent of literature, it has been found that only few studies focus on one aspect of customer patronage behaviour, while many of them relate to the context of store choice with single or multiple variables effect. By keeping all the above facts in mind the aim of the present research work is to create a working model for customer choice decision and patronage behaviour along with the effect of crowdedness in the store as

well as their experience with the store in terms of hedonic and utilitarian values. The model proposed in present research work is based on the model of Baker et al. (2002), Susana and Jose (2006) and Dhruv et al. (2002, 2003).

Table 3.1 List of Independent Factors having Impact on Store Choice and Patronage Behaviour

SN	Factors	Authors
1	Store Image	Wei-Ming Ou et al . (2008), Hernandez et al. (2000), Edern et al. (1999), Wake field et al. (1998), Clark et al. (1997), Clarkson et. al. (1996),
2	Location	Hans S. Solgaard (2003), Kim and Jin (2001), Fotheringham, (1988) Meyer and Eagle (1982),
3	Sales Promotion	Susana Marques da Cunha and José Crespo de Carvalho, (2006), Anand V. Bodapati and V. Srinivasan (2006), Lindguist (1974),
4	Store Environment	P.K. Sinha (2005, 2003, 2002), Baker et al., (1994), Kotler (1974),
5	Merchandise	P.K. Sinha (2005, 2003, 2002), Hans S. Solgaard (2003), Baker et al., (2002,1992), Dhruv Grewal (1998),
6	Store Service	Jean-Charles Chebat (2008), Yue Pan and George M. Zinkhan (2006), Lindguist (1974), Nusser A. Raajpoot , Arun Sharma , (2008)
7	Hedonic and Utilitarian value	Jason M.Carpenter and Marguerite Moore (2008), Michael A. Jones, Kristy E. Reynolds and Mark J. Arnold (2006)
8	Store Promotion Cue s	Pierre Volle (2001)
9	Entertainment	P. K. Sinha (2005, 2003, 2002)
10	Gender	Nusser A. Raajpoot , Arun Sharma , Jean-Charles Chebat (2008), Piyush Kumar Sinha (2002)
11	Price	Marguerite Moore et. al.(2007), Michael A. Jones et. al. (2006), Hans S. Solgaard (2003),
12	Crowd	Sevgin A. Eroglua, Karen Machleitb, Terri Feldman Barr (2005)
13	Demographic Factors	Cherukuri Jayasankara Prasad (2011), Piyush Kumar Sinha (2005, 2003, 2002),

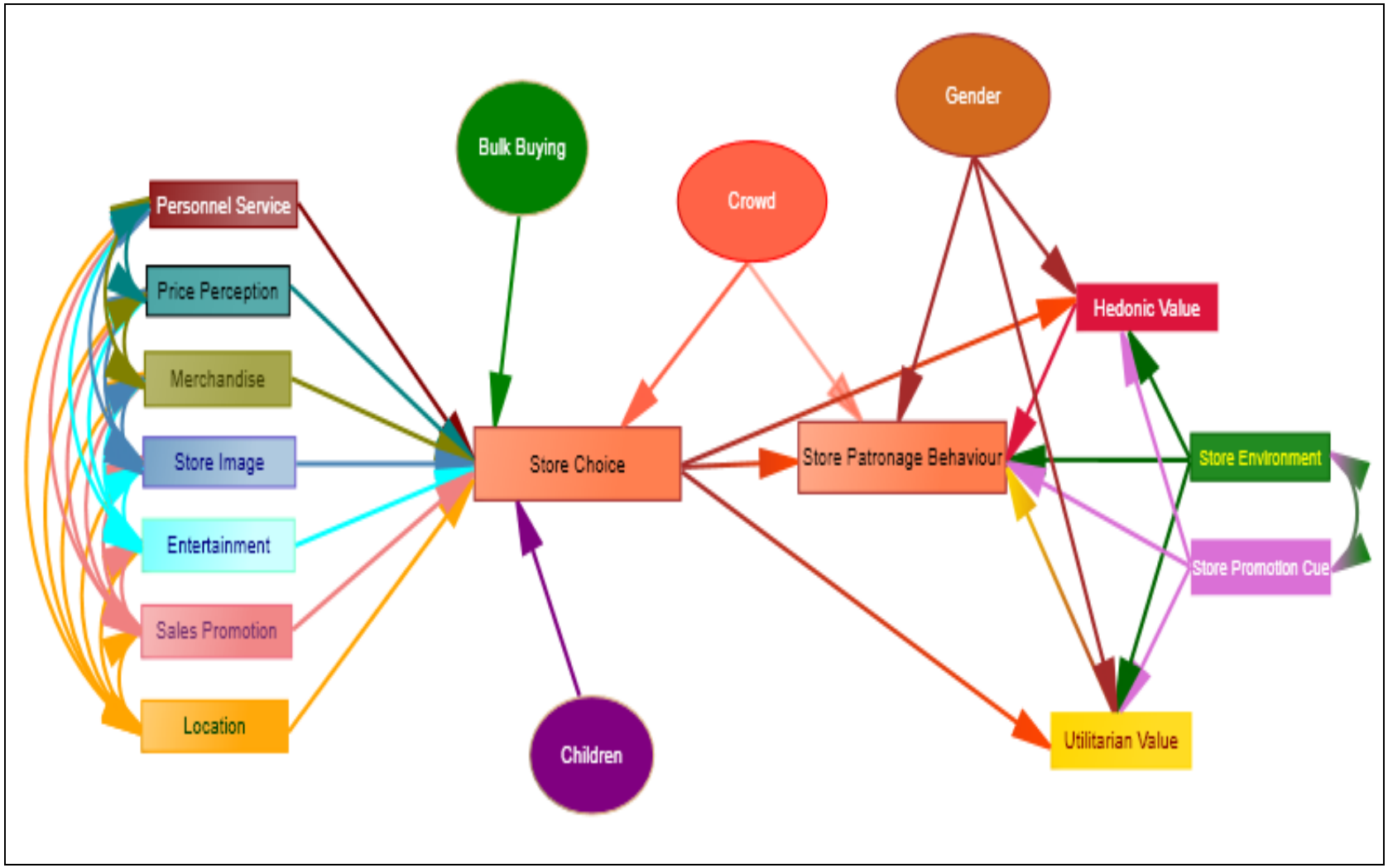
(Source: compiled from research work)

Table 3.1 is summarising independent factors having impact on customer store choice and patronage behaviour and the studies listed in the table for independent factors are excerpts from the literature review. The Impact of these factors have tested on different store formats such as speciality store, supermarkets, departmental store and general merchandise stores but not studied on hypermarket format.

In the light of literature surveyed in the literature review chapter, this study attempt to construct a working model which serves as the basis for analysis of the findings that would be made during the course of the research. The working model incorporates store choice decision and store patronage behaviour and other variable influencing customers' choice criterion for making decision about store for their final purchase and patronise to the store. The main objective of this thesis is to identify what are the factors affecting the choice decision of customers for the store as well as their effect on patronage behaviour. This tailored framework would explain the relationship of two main variables, store choice and store patronage; and, examine the role of perceived crowdedness in making choice and whether customers choose to patronize the same store after encountering crowd in the store and their perception about crowd in the store. This study would further examine customers' feelings of pleasure and utility while shopping in the store which also affects choice and patronage behaviour of the customers.

This study also aim to explore the effects of two new variables such as children and bulk buying, which were not found in existing literature, but can influence the store choice decision of the customers and affect their patronage behaviour for the store. Addition of these two variables is an extension made in the model of Baker et al. (2002). The main components of this tailored framework are in figure 3.5.

Figure 3.5 Proposed Model Assessing Customer Store Choice Decision and Patronage Behaviour



3.1 Research Methodology

The Retail industry in India is highly dynamic in nature and consists of different types of formats, such as Discount Stores, Departmental Stores, Supermarkets, and Hypermarkets etc. Hypermarkets are at a nascent stage in India, attracting more number of customers for one-stop shopping with their everyday low price strategy. The present research work is based on the primary sources of data, from customers related to their profile, choice and patronage. Data was collected from primary and secondary sources, where Primary data consists of material collected from the three hypermarkets' consumers, and secondary data includes selected hypermarkets' profile, theoretical concepts related to the subject, articles published in books, journals, newspapers, magazines and online sources, papers presented at conferences and seminars, case studies, books published on the subject etc.

3.1.1 Research Purpose

According to Wiedersheim and Paul (1989), the purpose of research is to describe something, explain reasons, create understanding, predict results and/or suggest measures. Moreover, Yin (2003) writes that research can be categorized as exploratory, descriptive and explanatory. One can utilize several of these purposes at once, and the purpose of the enquiry may change over time (Saunders, Lewis & Thornhill, 2000).

Exploratory studies are important means of finding out what is happening, to glance for new insights, to ask questions and to weigh up phenomena in a new light (Saunders, Lewis & Thornhill, 2000). Exploratory research is used to develop a better understanding about the phenomenon (Hair, Babin, Money & Samouel, 2003) and particularly useful when one wishes to resolve a certain problem. There are three principle ways of conducting exploratory research: a search of existing literature, talking to experts of the subject, and conducting focus group interviews (Saunders, Lewis & Thornhill, 2003).

A descriptive study can be described as one portraying an accurate profile of persons, events or situations. It is necessary to have a clear picture of the phenomena on which a researcher wishes to collect data, prior to the actual collection of the data

(Saunders, Lewis & Thornhill, 2003). This goes further in examining a problem than exploratory research, as it undertakes to ascertain and describe the characteristics of the pertinent issues. Descriptive research describes some situation by providing measures of an event or activity. For example, a study which focuses on which brands are most preferred? What advertisements are most effective? These are the questions that can be answered by any descriptive research

On the other hand, Explanatory studies establish the fundamental relationships between variables. The emphasis, here, is on studying a situation or a problem in order to explain the relationship between variables (Saunders, Lewis & Thornhill, 2003). Explanatory studies are designed to test whether one event causes another (Hair, Babin, Money & Samouel, 2003). Combination of different methods can be used for different purposes in the study (Saunders, Lewis & Thornhill, 2000)

3.1.2 Research Approach

The knowledge claims, the strategies and the method all contribute to a research approach that tends to be more quantitative, qualitative or mixed (Creswell, 2003).

(i) Quantitative Approach

Quantitative approach is one in which the investigator primarily uses post positivist claims for developing knowledge i.e., cause and effect thinking, reduction to specific variables and hypotheses and questions, use of instrument and observation, and the test of theories, employs strategies of inquiry such as experiments and surveys, and collects data on predetermined instruments that yield statistical data (Creswell 2003). Quantitative research is frequently referred to as hypothesis-testing research. Characteristically, such studies begin with the general statements of theory from which research hypotheses are derived. Then an experimental design is established in which the dependent variables in question are measured while controlling for the effects of selected independent variables. The sample of subjects is drawn to reflect the population (Newman & Benz, 1998). These procedures are deductive in nature, contributing to the scientific knowledge base by theory testing.

(ii) Qualitative Approach

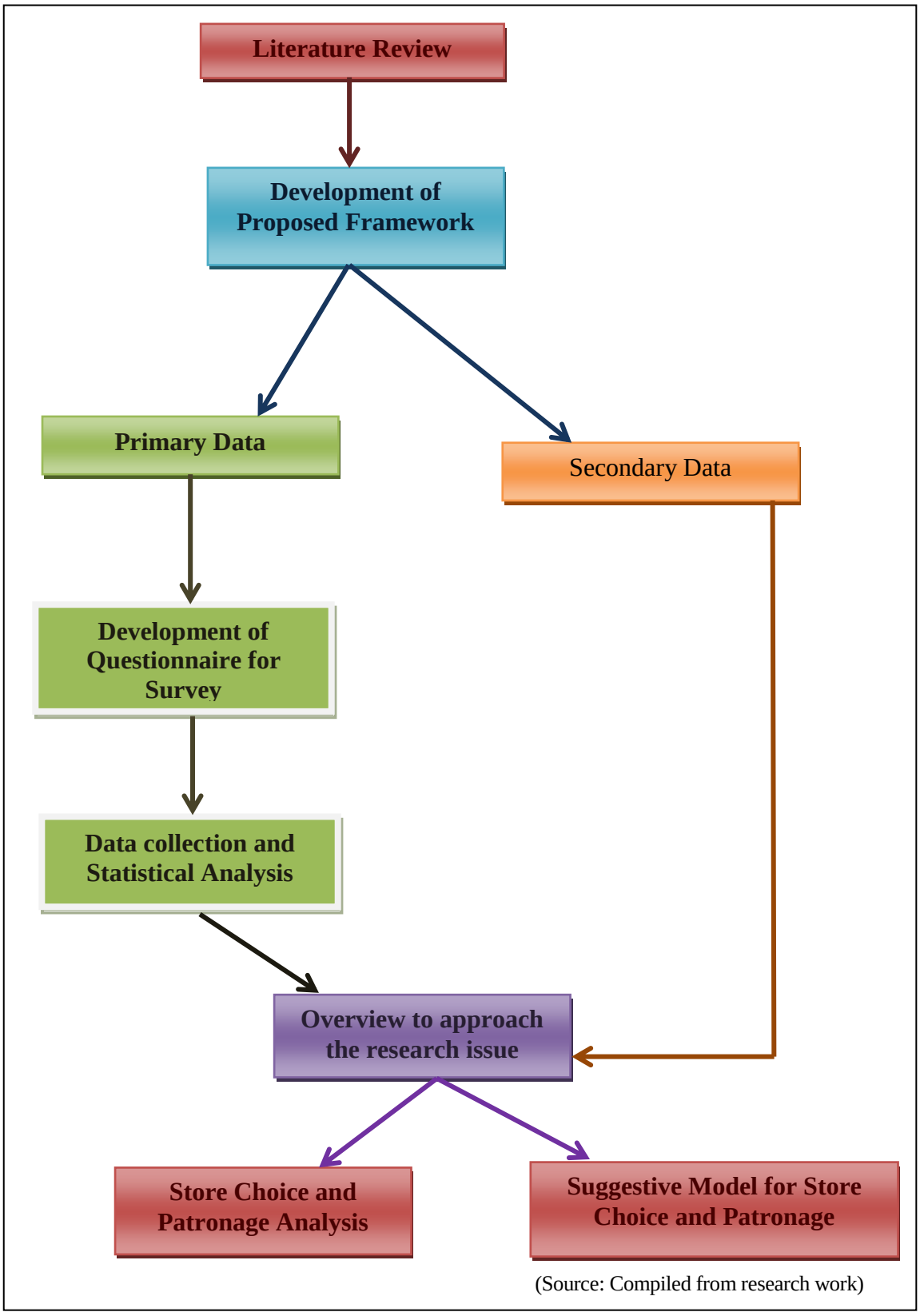
Qualitative research is multi method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them (Newman & Benz, 1998). Qualitative approach is one in which the inquirer often makes knowledge claims based primarily on constructivist perspectives i.e., the multiple meaning of individual experiences, meaning socially and historically constructed, with an intent of developing a theory or pattern or advocacy/participatory perspectives i.e., political, issue-oriented, collaborative or change oriented or both. It also uses strategies of inquiry such as narratives, phenomenology, ethnography, grounded theory studies or case studies.

Since the purpose is to gain a better understanding of the direct and indirect relationships among dependent and independent variables, quantitative research approach is found to be more appropriate for this study. Additionally, to support the possible findings of the quantitative study, a small qualitative study has been conducted. This helps to ensure the validity of the quantitative data by analysing, if result can reach similar conclusions from the qualitative approach, so that the study results can be generalize maximally.

3.1.3 Research Design

The present research work uses a survey-based research design to empirically test the hypotheses proposed in the model. Recalling the aim of the research, is to identify the factors impacting store choice and patronage behaviour as well as establishing the relationship between the two dependent variables i.e. store choice and store patronage, and establishing the relationship of independent variables with these two dependent variables. Therefore, this study appears to be in line with an exploratory study as it aims to gain a deeper understanding of factors affecting choice and patronage behaviour of the consumers. However, the main part of the thesis can be termed explanatory as it aims to develop direct and indirect causal links. The findings from such research may not be strictly conclusive, but are definitely suggestive.

Figure 3.6 Flow Chart of Research Methodology for Deriving Comprehensive Model of Customer Store Choice and Patronage Behaviour



(Source: Compiled from research work)

3.1.4 Research Strategy

Research strategy is a general plan of how one will go about answering the research questions that have been set before by the researcher. It contains clear objectives derived from research questions, specifies the sources from which researcher intends to collect data, and considers the constraints that the researcher will inevitably face, such as access to data, time, location, money, and ethical issues. As previously mentioned, the empirical data of this study is quantitative. Furthermore, the strategy chosen was a survey strategy, in which a large amount of data can be collected in an effective way according to Saunders et al. (2003).

Based on three conditions, these are 1) formulation of research question 2) requires control over behavioural events and 3) focus on contemporary events, Yin (1994) identified five research strategies in social sciences. These are - experiments, surveys, archival analysis, histories and case studies. A survey is based upon structured questioning of respondents and is often used to measure and examine consumer's behaviour, intentions, attitude and motivations (Malhotra & Birks, 2000). Hence, this strategy best suited the purpose of this thesis.

Single Vs. Multiple Case Studies

In course of case studies, one of the first decisions to make is to decide whether to use a single case study or a multiple case study approach. According to Maylor and Blackmo (2005), the single case study focuses on a single unit of analysis. Whereas, Yin (2003) explained that the single-case study makes an in-depth investigation regarding a single entity, such as an organization or individual. However, by conducting multiple-case studies with two or more entities, analytic conclusions arising from two or more cases will be more powerful than those coming from single case (Yin, 2003). Concerning the topic and purpose of this thesis, this approach does not seem fully appropriate for to study one single hypermarket may result in an incomplete picture of the answer to the research question. According to Maylor and Blackmo (2005), the multiple case study approach is, useful in order to identify which features are common across all the cases.

This holds good to compare two different organisations for their management practices. This being an objective of the thesis, using this approach seems to be more practical to answer the underlying research questions. A case study of three stores seems to be appropriate in order to serve the requirements of a case study approach and to respect its limitations at the same time.

The survey strategy is a popular and common strategy in business research which is usually associated with the deductive approach. Survey allows the collection of large amount of data from a sizeable population in a highly economical way. In order to strengthen the result, survey strategy is used in this thesis. The data collection methods in case study (Saunders et. al., 2003) and survey (Thornhill et. al., 2003) may include questionnaire, structured observation, structures interviews and documentary analysis. The thesis will use two complimentary approaches to analyse the case study. First, a single analysis will analyse the data separately for each hypermarket. Later, across analysis is used which will strengthen the findings even further.

3.1.5 Objectives of the Study

A. *Broad objective*

To study the influencing factors that have an impact on store choice decision and store patronage behaviour of consumers for selected Indian hypermarkets.

B. *Sub-objectives*

The above objective is studied in detail as follows:

1. To identify factors underlying the customers' decision of store choice and purchase patronage behaviour for selected Indian hypermarkets.
2. To examine the role of identified factors in making choice criteria of selected Indian hypermarkets.
3. To examine the role of identified factors in customer store patronage behaviour for selected Indian hypermarkets.

4. To study the effect of crowd on customer store choice decision and patronage behaviour.
5. To find out the relationship and effect of customer store choice on store patronage behaviour for selected Indian hypermarkets.
6. To validate proposed comprehensive model of store choice and patronage behaviour by making a comparative analysis of the model being applied to the selected Indian Hypermarkets under study and measure the direct and indirect effects of the identified variables on dependent variables.

3.1.6 Hypotheses

Hypothesis 1a: The higher customers' merchandise value perceptions, the higher their store choice will be.

Hypothesis 1b: High personnel service has a significant effect on customers' store choice decision.

Hypothesis 1c: There is a positive effect of location on store choice.

Hypothesis 1d: Image of the store positively influences customer choice of the store

Hypothesis 1e: The higher customers' price perceptions, the lower their intention of store choice will be

Hypothesis 1f: Entertainment has a positive influence on customer store choice decision

Hypothesis1g: Higher the customers' sales promotion perception, higher the store choice will be

Hypothesis 2: All variables combined together have an impact on customer choice decision.

Hypothesis 3: Children have an effect on customers' choice decision.

Hypothesis 4: Bulk buying has an effect on customers' choice decision

Hypothesis 5a: There is a significant impact of store environment on customers' store patronage behaviour.

Hypothesis 5b: There is a significant impact of store promotion cues customers' on store patronage behaviour.

Hypothesis 5c:	There is a significant impact of hedonic value on customers' store patronage behaviour.
Hypothesis 5d:	There is a significant impact of utilitarian value on customers' store patronage behaviour.
Hypothesis 6:	All variable combined together have an impact on customers' store patronage behaviour.
Hypothesis 7:	Gender has an effect on customers' store patronage behaviour.
Hypothesis 8a:	Store environment has an impact on hedonic value.
Hypothesis 8b:	Store promotion cues have an impact on hedonic value.
Hypothesis 8c:	Gender has an effect on hedonic value.
Hypothesis 9a:	Store environment has an impact on utilitarian value.
Hypothesis 9b:	Store promotion cues have an impact on utilitarian value.
Hypothesis 9c:	Gender has an effect on utilitarian value.
Hypothesis 10:	Crowd in the store affects the customers' choice decision.
Hypothesis 11:	Crowd in the store affects the customers' store patronage behaviour.
Hypothesis 12:	Crowd in the store influences the purchase of the product.
Hypothesis 13:	Crowd in the store influences frequency of the visit to the hypermarket.
Hypothesis 14:	Billing time influences frequency of the visit to the hypermarket.
Hypothesis 15:	Billing time influences customers' purchase decision.
Hypothesis 16:	Store choice has significant impact on store patronage behaviour.

3.1.7 Scope of the Study

The present research work includes an examination and evaluation of factors affecting customers' decision regarding store choice and patronage behaviour for hypermarkets. The customer responses are restricted to the twin cities of Hyderabad and Secunderabad. It includes a customer survey to elicit their opinion on hypermarket choice and patronage criteria.

3.1.8 Data Sources

Data is collected from both primary and secondary sources.

a) Primary data is the first hand information collected from the respondents that has not been previously collected. According to Saunders (2000), data that is collected for the purpose of the study and that has not been existent before. Methods of primary data collection, according to Daymon and Holloway, (2002) are case studies, interviews, surveys, questionnaire or active participation of the researchers in observing the subjects under the study. This study uses interviews and questionnaire method for obtaining primary data. Primary data is collected from store managers and from the customers at the hypermarkets by self-administering questionnaire using mall intercept technique.

b) Secondary data consists of readily available, collected and compiled information. It includes data that has been already collected for a different purpose, which can be used by researchers to re-analyse and draw, own conclusions. Both raw data and published summaries can be regarded as secondary data (Saunders, 2000). Secondary data allows researchers to access large amounts of data they might otherwise not be able to obtain, due to limitations on time, budget or reach. Secondary data is collected from sources such as annual report of hypermarkets, publications, books, journals, magazine, papers presented at seminars, conferences and certain online sources, and also from the websites of the hypermarkets under the study, providing information concerning image, marketing initiatives, their practices etc. are used. The

secondary data also referred to as frame of reference in this research study is, literature about store choice and patronage especially for hypermarkets in organized retail sector.

3.1.9 Data Collection Plan

The theoretical framework and most secondary data used in this thesis have been gathered through literature survey. Furthermore, secondary data has been collected from company websites of the hypermarkets that have been included in the empirical data collection. Primary data for a pre-study has been obtained by the researcher through semi structured interview of the store manager of the hypermarket, concerning the store history, store services, product range their responsibilities, customers' profile, and initiatives taken by the store to retain customers as well as increase footfall ratio, and also from customers at the store through purchase intercept technique.

3.1.10 Data Collection Instrument

Data has been collected from two types of respondent categories: **(1)** Customers of the Hypermarket and **(2)** The Hypermarket under study with the help of questionnaire which is most common method of data collection. The survey was carried out in a structured data collection. A questionnaire was prepared, which means that the questions are asked in a prearranged order (Malhotra & Birks, 2000).

(i) *Questionnaire*

Hague et al. (2004) consider the use of a questionnaire as an important part of market research since its primary purpose is to facilitate the extraction of data from a respondent. Indeed, it provides consistent answers easier to be then analysed. There are three different types of questionnaires depending on the way they are administered:

- *Structured questionnaires*: consist of closed questions with pre-defined answers, requiring the designer to anticipate all possible answers. They are used in large interview programs (generally over 200 interviews); they can

be held on telephone, face-to-face or by self- completion depending on the respondent type, the content of the questionnaire and the budget.

- *Semi-structured questionnaires:* consist of a mixture of closed and open questions which allow the use of a mix of quantitative and qualitative information to be gathered. They can be held on the phone or face-to-face.

- *Unstructured questionnaires:* consist of free-ranging questions that allow respondents to express themselves in their own way. They are used in qualitative research for in-depth interviewing and form the basis of many studies into technical or narrow market. Hague et al. (2004) have classified the different kinds of questions asked within a questionnaire: they can be either open or closed questions. All three have their own advantages and disadvantages in research.

For the purpose of this research work, mainly closed questions were used. Only an additional alternative was provided for the 15th question, in case the respondent thinks one important alternative is missing. Further, an opportunity to leave comments or opinions within the subject is included in the end of the questionnaire. (See Appendix-7)

There are several ways to administer a questionnaire. According to Malhotra and Birks (2000,) there are three major types- by telephone, in person and by mail. The researcher has used a self-administered questionnaire. Using this method of gathering data, ensures that the respondent filled the questionnaire uninfluenced by the researcher and with response to how recent their shopping experience was.

(a) *Category One-Customers*

For this research work, self-administered structured questionnaire was chosen since the number of respondents was more than 900, and an unstructured or even semi-structured questionnaire would have been impractical at the time of analysing information and computing results. Usually questions are designed to collect three types of information a) about individual behaviour e.g. what people do, b) information about attitudes in terms of opinion or believes, and c) information that is used for classification

purposes such as people's profile e.g. gender, age etc. (Hague et al., 2004) in order to design the questionnaire for the present research work, all three kinds of questions were incorporated.

(ii) *Interview*

The researcher of this thesis also used interviews as method of obtaining primary data, in combination with secondary data as and wherever applicable to the research purpose. The interview questions were adapted or enhanced in their scope due to the new insight gained during the data gathering process. Sekaran (2000) identifies two types of interviews: the unstructured one and the structured one. According to Kumar (1999), the classification is done on the basis of their functional degree of flexibility.

- In unstructured interviews, the interviewers conduct the interview based on an interview guide. They consequently have a high level of flexibility and formulate the questions spontaneously.

- In a structured interview, the interviewers use an interview schedule, composed of a written list of questions, of which the interviewers respect the order.

- Another type of interview, called semi-structured interviews, is introduced by researchers such as Daymon and Holloway (2002). Semi-structured interviews are conducted according to a guide that consists of questions that provide a direction throughout the interview, by focusing on issues that are necessary to be addressed (Daymon & Holloway, 2002). The sequence of such interviews may change during the interview, depending upon the responses of the interviewees. The guide ensures that a certain amount of data is collected from every respondent and allows for some control for the interviewers. Semi structured interviews allow for the modification of questions, if new ideas arise (Daymon & Holloway, 2002).

- Researcher used semi-structured interviews whereby the researcher prepared an interview guide which served as a guideline throughout the interview and ensured that all fields of interest are being covered. Additional questions were asked during the interviews and allowed the researcher to have some flexibility in order

to focus on any important aspect that could appear during the interview. Interviewees (Store Manager) were questioned in their respective hypermarket offices.

(b) *Category Two- Hypermarket*

In this category, data was collected through semi-structured interviews scheduled with the store managers of the hypermarkets. The aim was to acquire insight and general findings using broad questions. The three broad types of information were brought forth. These include: a) Information in relation to the store, b) Information in relation to their customer profile, and c) Information in relation to the their strategies and initiatives to retail and increase customers (Appendix-8).

Survey Questionnaire Structure and Justification

The questions in the survey were formulated in order to address specific issues or relevant interest for this investigation. First the customers were asked for general information such as gender, age, education level and income so as to classify each further in the study, based on these discriminating factors; and also to see if they fulfilled the requirements of the target population group.

Table 3.2 Questionnaire to the Customers of Hypermarket

Issue	Section	Question number	Purpose
General Information	a) Name b) Gender c) Age d) Education e) Income f) Spending power g) Number of Households in family	Q. 1 to Q. 8	To classify or segment the data further.
Decision Factors	a) Choice criteria for hypermarket b) Hypermarket environment c) Frequency of visits d) Influence of crowdedness e) Time spent in the store	Q. 9 to Q. 19	To get information about customer's perception and analyse their attitude.
Behavioral Information on Decision Factors	a) Price factor b) Value for money c) Hedonic value d) Utilitarian value e) Patronage behavior f) Repatronagebehaviour g) Location factor h) Store Attribute i) Sales Promotion j) Product Attributes k) Price Sensitivity	Q. 20 (total 72 statements were asked for all categories to measure customer's behavior on five point likert scale)	understand better the reasons of the customers making choice of a particular store and patronize the same

(Source: Compiled from research work)

One important aspect that affects the response rate, reliability and validity of the results is the design of the questionnaire. According to Saunders et al., (2003), ways to ensure better results are by carefully designing each question, making the layout of the questionnaire as clear as possible, explain the purpose of the survey in a way most comprehensive for respondents, use pilot testing and to plan and perform the questionnaires with caution.

- **Validity:** According to Kumar (1999), the validity of a method is given when a logical link is established between the questions and the objectives; he also identified three types of validity: **1)** Face and Content Validity, **2)** Concurrent and Predictive Validity, and **3)** Construct validity. To test the validity of the items of this thesis, the face and content validity was applied. This type of validity is achieved when an instrument is valid in the sense that it measures what it is supposed to. To reduce the subjectivity the researcher has first revised the questionnaire many times after both external (with store managers and HR managers) and internal discussions (with professors). The questionnaire is also tested by applying "Cronbach's Alpha" measure (Appendix-5)

- **Reliability:** According to Kumar (1999), a research method/model developed is reliable not only if it is consistent and stable, but also if it is predictable and accurate. The reliability is the "degree to which measures are error-free and therefore yield consistent result" (Zikmund, 2000). According to Sekaran (2003), the reliability can be divided into two important parts:

  1) *The stability of measures*: The ability of the measure to stay same over the time is indicative of its stability and low vulnerability to changes in the situation.

  2) *The internal consistency of measures*: This is an indication of homogeneity of the substance. The items are capable of independently measuring the same idea so that the respondents attach the same overall sense to each of the things. In order to make sure that the interviewee understands the questions, the researcher has, if necessary, explained the meaning of the questions to the respondents.

Providing stable and consistent measures ensures therefore stability and reliability of the underlying study of customers' choice decision and patronage behaviour for selected Indian hypermarkets (Appendix-5).

3.1.11 Sample Design

The sample of respondents is of great importance in a study (Holme & Solvang, 1997). Knight (2002) considers that as a research method sampling is about choosing who or what to be studied, thus when making a quantitative study the aim is to make generalisations about a population. However, to include every individual in the population in a study is close to impossible. This is why the sample selection is a very important step of all research process.

(i) *Sample of the Hypermarkets*

In order to examine the objective of the present study, which is to examine store choice and patronage behaviour of the customers, the Indian Hypermarkets of organized retail sector are chosen. The table 3.3 is showing number of hypermarkets available in India with their owner and year of inception in the market.

Table 3.3 Hypermarkets in India

SN	Hypermarket	Owner	Year of Inception
1	ShopRite	South Africa's largest grocery chain It operates in India with The Future Group, Kishore Biyani	Bought in 2010
2	SPAR	Dutch Group Food Retailers	2007
3	Vishal Mega Mart	Texas Pacific Group Wholesale Pvt. Ltd	Bought in 2011
4	Big Bazaar	The Future Group, Kishore Biyani	2001
5	Spencer's-Hyper	RPG Enterprises	2001
6	HyperCITY	K. Raheja's Group	2006
7	Reliance Mart	Reliance India	2008
8	More Mega Store	Aditya Birla Group	2008
9	Star Bazaar	Tata Companies	2004

(Source: Compiled from research work)

According to Big Bazaar and HyperCITY's business head; South India is attracting maximum footfalls in India. Three Indian Hypermarkets are selected in South India, based on their standing in the market as well as all three should be available in one city for comparative study of influence of factors on customers' store choice decision and patronage behaviour.

Among Big Bazaar, HyperCITY and Spencer's Hyper, HyperCITY is available only in seven cities these are, Hyderabad, Mumbai, Bangalore, Jaipur, Ludhiana, Amritsar and Bhopal, so that the study can be conducted only in two cities in South India. Because of the cultural dimension between Bangalore and Hyderabad, Bangalore was dropped out. Further the sample of three every-day-low-price retailer operating in the twin city Hyderabad and Secunderabad are chosen on the basis of hypermarket's position in the market. Several other reasons exist as to why this sample is appropriate for this study.

Firstly, retailer *store-level* scanner data provides a way to track purchase behaviour that is (1) store specific and (2) more likely to be error free than either household scanner data or surveys of customers. According to Bucklin and Gupta (1999), store level scanner data is less prone to sample selection bias than household level or survey scanner data. Further, as indicated by Sriram, Balachander, and Kalwani (2007, p. 61), "store-level data can be obtained across several retailers in various geographic regions; managers can use these data to track the health of their brands across geographic regions."

Secondly, hypermarket carries a greater variety in product categories than other retailer type stores modelled in the literature e.g., grocery stores, drug stores. The increased variety makes it "easier for consumers to combine multiple visits to multiple stores" (Dellaert, et al. 1998, p. 177). Indeed, customers can normally combine apparel, home e.g., furniture, bed and bath, kitchen, health and beauty aids, grocery, food and pharmacy product purchases at a hypermarket. The increased quantity/variety of categories permits greater investigation into the effects of price promotions on customer market basket choices.

Thirdly, as indicated by Hock, Dreze, and Purk (1994, p. 16) "the '*every-day low price*' (EDLP) format has experienced rapid growth and media popularity." All hypermarkets work on everyday-low-price strategy. Maximum variety in all ranges of products with one stop shopping with low price and value for money and time increase in customer acceptance and trust in EDLP claims permits a more transparent view of the effectiveness of services offered by hypermarkets.

These hypermarkets have:

- Well defined activities related to the research problem
- Adoption of wider product lines and value added products and services
- Application of the concepts of market segmentation to the fullest by each of the hypermarkets
- And each of the hypermarket have a national presence

(ii) *Sample of the customers*

According to Krejcie and Morgan, (1970) in case of random sampling, assuming a large population of 100,000 or more, that sample size would be 385 if one wanted to be 95% certain with a **+/-5%** margin of error. But in case of non-random sampling sample size is up to researcher. Because the population size for this research work was more than 10,00,000, so that, based on Krejcie and Morgan, to make the sample representative of population, total of 900 customers was chosen equally from all three hypermarkets using purposive sampling method. The study is restricted to the twin city of Hyderabad and Secunderabad. Two samples (HyperCity and Spencer's Hyper) own only one store in twin city, but Big Bazaar store is chosen on the basis of highest turn-over and largest area as compared to other Big Bazaars in twin city. From these above mentioned hypermarkets, the data of customers who were being surveyed for the study is summarised in the table 3.4.

Table 3.4 Sample of Customers

S.No.	Hypermarkets	Proposed Number of customers	Actual Number of customers	Data Loss
1	HyperCity	300	263	37
2	Spencer's Hyper	300	259	41
3	Big Bazaar	300	274	26
Total	**Three Hypermarkets**	**900**	**796**	**104**

(Source: Compiled from research work)

The proposed sample is mentioned in the table 3.4. However, on account of data loss to the extent of 104 customers, the final analysis is done on data collected from the actual number of customers i.e. 796.

The selected customers can be categorized as:

- In the age group of below 25 to above 65 years
- Customers having visited other hypermarkets earlier
- Both male and female customers
- In the income range below Rs.20, 000 to Rs. 1, 00, 000 and above.

According to Saunders et al. (2003), the size of the sample in a non-probability sample is of secondary importance. This means that the validity and understanding that is gained from the data will be more connected to the data collection and the analysis skills of the researchers than with the sample size. However, they also argue that the researchers should always strive for as large sample as possible

(iii) *Data Collection*

Data is collected from the customers of selected Indian hypermarkets for the study. The primary data was collected by using purposive sampling during July 2011 to December 2011. Data was collected from each hypermarket across the week and the secondary data was mostly collected up to May 2012. The pilot study was conducted on 105 customers; the data for pilot study was collected from hypermarket customers during April 2011 to May 2011. During the pilot testing it was found that some of the items

were not responded properly due to low understanding by the respondents, hence certain items were deleted from the questionnaire to reduce data loss due to non-response. Two factors having influence on customer choice and patronage behaviour were added in the questionnaire as the result of the pilot study. In-depth personal interviews have been carried out with the Store Manager/General Managers of hypermarkets to have an insight of the store and customer profile.

(iv) Measurement of Variables

(a) *Customer Education Level*

Customer education is reported at the store level. It is computed by researcher, as deemed appropriate. Percentages are given for the following categories: Less than high school, Completed high school, Completed Intermediate, Graduate, and Postgraduate.

(b) *Customer Age*

Customer age is reported at the store level. It is computed by researcher, as deemed appropriate. Percentages (of total customer population for each store) are given for each of the following categories: under 25, 25-34, 35-44, 45-54, 55-64 and over 65.

(c) *Customer Income Level*

Customer income level is reported at the store level. It is computed as deemed appropriate. Percentages (of total customer population for each store) are given for each of the following household income ranges: Less than Rs 20,000, Rs. 20,000 – 39,999, Rs. 40,000 – 59,999, Rs. 60,000 – 79,999, Rs. 80,000 – 99,999, and Rs. 100,000 and above.

(d) *Spending Power*

Customer spending power is reported at the store level. It is computed in rupees, as deemed appropriate, by the researcher. Percentages (of total customer population for each store) are given for each of the following household income ranges: Less than 1000, 1000-2000, 2000-3000, 3000-4000, 4000-5000, and More than 5000.

(e) *Behavioural Variables*

The store choice and patronage variables such as Price, Value for money, Hedonic value, Utilitarian value, Patronage behaviour, Re-patronage behaviour, Location factor, Store Attribute, Sales Promotion, Product Attributes and Price Sensitivity in the questionnaire have been measured by few statements on each category and formed as likert-style rating scale questions. These types of question means that the respondents are asked to respond to how much they agree or disagree to a statement, usually on a scale of between four to seven points (Saunders et al., 2003). The chosen scale for this is a five point rating scale. The five scale answers are interpreted by the researchers as "Strongly Disagree", "Disagree", "Neutral", "Agree" and "Strongly Agree," to measure the impact of each variable on customers' decision for store choice and patronage behaviour.

Scale item related to hedonic, utilitarian value and re-patronage intentions and anticipation has been adopted from Michael A. Jones, Kristy E. Reynolds, Mark J. Arnold, (2006), "*Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes*". Scale of store attributes were adopted from Trang et al. (2006), "*Hedonic shopping motivations, supermarket attributes, and shopper loyalty in transitional markets*". Scale of price, value for money, sales proneness, price consciousness is adopted from Marguerite and Jason (2008), "*An examination of consumer price cue usage in US discount formats*". Question 10 and 12 on hypermarket environment, hypermarket design and statements of location and product attributes are adopted from Nusser et al. (2008), "*The role of gender and work status in shopping center patronage*". (Appendix-7)

3.1.12 Data Analysis Techniques

Data has been analysed using statistical tools such as ANOVA, Chi-Square test, Karl Pearson's Correlation. Apart from these statistical tools, regression and multiple regressing is used to evaluate causal relationship between dependent and independent variables with the help of AMOS software. Proposed comprehensive model of assessing store choice and patronage behaviour is also validated by applying test to the individual store sample and whole sample using structural equation modelling and evaluate the

major factors deriving consumer's choice and patronage behaviour that lead the brand to occupy a space in the minds of the consumers. A brief note on the tools used is as follows:

A) ANOVA Test

The Analysis Of Variance, popularly known as the ANOVA test is used in cases where there are more than two groups. Analysis of variance (ANOVA) is a statistical technique that can be used to evaluate whether there are differences between the average value and mean, across several population groups. With this model, the response variable is continuous in nature, whereas the predictor variables are categorical. For purpose of this research, this test was used at two places- 1) to study the impact of different independent variable on store choice as well as store patronage, and 2.a) to study the impact of same variables on hedonic and utilitarian value and also 2.b) to study the impact of store promotional cues, store environment, gender and hedonic value on store patronage. When there are only two samples one can use the t-test to compare the means of the samples but it might become unreliable in case of more than two samples and complicated in order to handle the data.. If only two means are compared, then the t-test (independent samples) will give the same results as the ANOVA. It is used to compare the means of more than two samples. In statistics, analysis of variance (ANOVA) is a collection of statistical models, and their associated procedures, in which the observed variance in a particular variable is partitioned into components attributable to different sources of variation. In its simplest form ANOVA provides a statistical test of whether or not the means of several groups are all equal, and therefore generalizes t-test to more than two groups. ANOVAs are helpful because they possess an advantage over a two-sample t-test. Doing multiple two-sample t-tests would result in an increased chance of committing a type-I error. For this reason, ANOVAs are useful in comparing three or more means. The purpose of an ANOVA test is to determine the existence, or absence of a statistically significant difference amongst several group means. ANOVA actually uses variances to help determine if the various means are equal or not.

To perform an ANOVA test three basic assumptions must be fulfilled:

- ❖ Each group from which a sample is taken is normal.
- ❖ Each group is randomly selected and independent.
- ❖ The variables from each group come from distribution with approximately equal standard deviation.

(i) *The Null and Alternative Hypotheses*

The null hypothesis is simply that all group population means are the same. The alternate hypothesis is that at least one pair of means is different.

(ii) *One-way ANOVA*

One-way is used when there is only one category whose effect has been studied and balanced. Thus, the basic idea is to test whether the samples are all alike, or not. One-way ANOVA evaluates the effect of a single factor on a single response variable. Using ANOVA to make this comparison requires that several assumptions be satisfied. Specifically, the sample must be selected randomly from each of the population groups, a value for the response variable is recorded for each sampled respondent, the distribution of the response variable is normally distributed in each population, and the variance of the response variable is the same in each population. As indicated through its designation, ANOVA compares means by using estimates of variance. Specifically, the sampled observations can be described in terms of the variation of the individual values around their group means, and of the variation of the group means around the overall mean. These measures are frequently referred to as sources of "within-groups" and "between-groups" variability, respectively. If the variability within the *k* different populations is small relative to the variability between the group means, this suggests that the population means are different. This is formally tested using a test of significance based on the *F* distribution, which tests the null hypothesis (H0) that the means of the k groups are equal:

$$H_0 = \mu_1 = \mu_2 = \mu_3 = \ldots. \mu_k$$

An *F-test* is constructed by taking the ratio of the "between-groups" variation to the "within-groups" variation. If *n* represents the total number of sampled observations, this ratio has an F distribution with *k-1* and *n-k* degrees in the numerator and denominator, respectively. Under the null hypothesis, the "within-groups" and "between-groups" variance both estimate the same underlying population variance and the F ratio is close to one. If the between-groups variance is much larger than the within-groups, the F ratio becomes large and the associated *p-value* becomes small. This leads to rejection of the null hypothesis, thereby concluding that the means of the groups are not all equal. When interpreting the results from the ANOVA procedures it is helpful to comment on the strength of the observed association, as significant differences may result simply from having a very large number of samples. In this study ANOVA test is applied to assess how gender, crowd, children and bulk-buying influences the choice of hypermarket and also patronizes the same including effect on hedonic and utilitarian value.

B) Chi-Square Tests

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The chi-square is one of the most popular statistics because it is easy to calculate and interpret. There are two kinds of chi-square tests. The first is called a one-way analysis, and the second is called a two-way analysis. The purpose of both is to determine whether the observed frequencies or counts markedly differ from the frequencies that we would expect by chance. A chi-square test is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution, if the null hypothesis is true can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough. The chi-square (c2) test measures the alignment between two sets of frequency measures. These must be categorical counts and not percentages or ratios measures.

(i) *Goodness of fit*

A common use is to assess whether a measured/observed set of measures follows an expected pattern. The expected frequency may be determined from prior knowledge such as a previous year's exam results or by calculation of an average from the given data. The null hypothesis, H0 is that the two sets of measures are not significantly different.

(ii) *Independence*

The chi-square test can be used in the reverse manner to goodness of fit. If the two sets of measures are compared, then just as you can show they align, you can also determine if they do not align. The null hypothesis here is that the two sets of measures are similar. The main difference in goodness-of-fit vs. independence assessments is in the use of the Chi Square table. For goodness of fit, attention is on 0.05, 0.01 or 0.001 figures. For independence, it is on 0.95 or 0.99 figures.

(iii) *Calculation*

Chi-squared, c2 = SUM ((observed - expected)2 / expected)

c2 = SUM ((fo - fe)2 / fe),

Where, fo, is the observed frequency and fe, is the expected frequency.

For the purpose of this research, this test is used in observing the significant relationship between frequencies of visit, billing time and total time spent. It is also applied in assessing the billing time influence on purchase; customers' purports of crowd its impact on customer choice of hypermarket, as well as, their patronage intentions with relation to its influence on purchase.

C) Correlation Analysis

Correlation is a measure of the relation between two or more variables. The measurement scales used should be at least interval scales, but other correlation coefficients are available to handle other types of data. Correlation coefficients can range from -1.00 to +1.00. The value of -1.00 represents a perfect negative correlation while a

value of +1.00 represents a perfect positive correlation. A value of 0.00 represents a lack of correlation. There are several correlation coefficients, often denoted ρ or r, measuring the degree of correlation. The most common of these is the Pearson correlation coefficient, which is sensitive only to a linear relationship between two variables. This tool is used in measuring the correlation between the store choice and store patronage and the factors that are essential in evaluating the hypermarket as a choice for shopping and patronage behaviour. Other correlation coefficients have been developed to be more robust than the Pearson correlation, or more sensitive to nonlinear relationships. Other correlation coefficients such as rank correlation coefficients, such as Spearman's rank correlation coefficient and Kendall's rank correlation coefficient (τ) measure the extent to which, as one variable increases, the other variable tends to increase, without requiring that increase to be represented by a linear relationship. If, as the one variable increases, the other decreases, the rank correlation coefficients will be negative.

D) Regression Analysis

A regression is a statistical measure that attempts to determine the strength of the relationship between one dependent variable usually denoted by Y and a series of other changing variables known as independent variables. The two basic types of regression are linear and multiple regression. Linear regression uses one independent variable to explain and/or predict the outcome of Y. It is seen that in making choice for the store, significant correlations exists between factors like price perception, location, merchandise, sales promotion, store image, personnel service perception and entertainment. For evaluating factor's effect and identifying major influencing factor(s), some factors are chosen which were highly correlated with store choice and also showing independent inter relation with each other, influencing customer choice decision about the store. These independent factors are denoted by $X_{n.}$

The general form of each type of regression is $Y = a + bX + u$

Where, Y is the variable that we are trying to predict, X is the variable that we are using to predict Y, a is the intercept, b is the slope, and u is the regression residual.

There is a positive correlation found among store choice i.e. dependent variable and other independent variables (X_i). Value perception was depicting high collinearity with store image due to this reason this factor is not taken into consideration for further analysis. In order to measure the level of effect of independent factor over dependent factor, comparing all three stores as well as for Hypermarket, regression analysis carried out. The dependent variable is store choice being tested over the price perception, location, merchandise, sales promotion, store image, personnel service perception and entertainment as independent variables.

Multiple Regression

This technique uses two or more independent variables to predict the outcome, it may be mentioned here that due to lesser number of responses and high collinearity or auto-correlations the chance of common method bias (CMB) can't be avoided. The multiple regression techniques are followed with due importance to the descriptive like mean, standard deviation, coefficient of variation etc.

The difference between the "R square" and "adjusted R square" values indicates how close the model fits if the responses have been drawn from the population instead of the sample (Field, 2005). For example if for a test R square is 0.90 and adjusted R square is 0.85 then the difference is 0.05 (five percent) which is not addressed by the model. The lower the difference the higher is the scope of model fit with the use of the sample data. The residuals are the values which are not being addressed by the models and together with the regression values equal 100 percent.

The higher is the t value and lower is the significant value less than 0.05 or so for a particular variable then it is highly an essential predictor for the model. The comparison for the variables can be done with the help of both unstandardised and standardised coefficients and hence keeping view to the situations they are used in the analysis.
In the application of "multiple regression" there is a dependent variable (y) and several other independent variables (xi) of which the statistically significant ones are drawn through analysis of variance (ANOVA).

Mathematically:

$$y = a+b1x1 + b2x2 + b3x3 + b4x4 + b5x5 + b6x6 + b7x7$$

Where, y is dependent variable (store choice),

x1, x2, x3, …… are independent variables (independent factors).

This will help to infer causality in case where simple regression analysis would mislead, the multiple regression analysis is been used based on the opinions of the respondents at the hypermarket. Therefore for all three hypermarkets combine and separately, for identified factors in determining the choice of the store the multiple regression concepts is used.

3.2 Limitations of the Study

The study is focused only on finding out unidentified variables and examines the causal relationship between independent variables and dependent variables which were identified from literature review having impact on other store format choice and patronage behaviour of customers'. This research work is focusing on impact of identified independent and dependent variables on customers' Hypermarkets choice decision and patronage behaviour, which is not studied earlier and also aims to analyse the relationship between customers' store choice and patronage behaviour and measure the role of variable. It is limited only to three Indian hypermarkets and hence the findings would only be suggestive and not conclusive. Perceptions and customer opinions is elicited from the customers of twin city of Hyderabad and Secunderabad only. The inferences drawn are based on the responses elicited from the customers and hence may not be conclusive in nature. Besides, the various statistical techniques were applied with carrying their respective limitations that may render the interpretations hold those limitations.

3.3 Conclusion

The chapter focused on understanding the various models related to store choice and patronage behaviour. After the study of several models, the research leads to development of a new model that helps to gain insights into consumer's store choice decision and patronage behaviour. Further chapter discusses the objectives of the present research work, hypothesis and analysis techniques for analyzing the data and validation of the proposed model. Application of the model to hypermarkets will help to frame strategy to retain old customers and attract new customers. The final proposed model for assessing customer choice decision and patronage behaviour is developed.

CHAPTER IV

PROFILE OF SAMPLE HYPERMARKETS

4.1 Future Group

Future Group, led by its Founder and Group CEO, Mr. Kishore Binyani, stands amongst India's leading business houses with multiple businesses, spanning across the consumption space. While retail forms the core business activity of the Future Group, subsidiaries are present in Consumer Finance, Capital, Insurance, Leisure and Entertainment, Brand development, Real Estate Development, Retail Media and Logistics. Led by its flagship enterprise, Pantaloon Retail, the group operates over 12 million square feet to retail space in 71 cities and towns, and 65 rural locations across India. Headquartered in Mumbai, Pantaloons Retail employs over 36,000 people with a Revenue Rs 6000 crores (in 2011), and is listed on the Indian Stock Exchanges. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail.

The group's specialty retail formats include, books and music chain, Depot, sportswear retailers, Planet Sports, electronics retailer, E-zone, home improvement chain, Home Town and Rural Retail Chain, among many others. It also operates another popular shopping portal, futurebazaar.com.

Future Capital Holding, the group's financial arm, provides investment advisory to assets worth over $1 billion that are being invested in consumer brands and companies, real estate, hotels and logistic. It also operates a consumer finance arm with branches in 150 locations in India. Other group companies include, Future Generali, the group's insurance venture in partnership with Italy's Generali Group, Future Brands, a brand development and IPR Company, future Logistics, providing logistics and distribution

solutions to group companies and business partners, and Future Media, a retail media initiative.

The group's presence in leisure and Entertainment segment is led through Mumbai-based listed company, Galaxy Entertainment Limited. Galaxy is a leading leisure chains, Sports Bar and Bowling Co. and family entertainment center. Through its partner company, Blue Foods the group operates around 100 restaurants and food courts through brands like Bombay Blues, Spaghetti Kitchen, Noodle bar, The Spoon Copper Chimney and Gelato. Future Group's joint venture partners include, US-based stationery products retailer, staples and Middle East-Based Axiom Communications.

Future Group believes in developing strong insights on Indian Consumers and building based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is 'Rewrite rules, Retain values.'

Major Milestones

1987 Company incorporated as Menz Wear Private Limited. Launch of Pantaloons trouser, India's first formal trouser brand.

1991 Launch of BARE, the Indian jeans brand.

1992 Initial public offer (IPO) was made in the month of May.

1994 The Pantaloon Shoppe – exclusive men's wear store in franchisee format launched across the nation. The company starts the distribution of branded garments through multi-brand retail outlets across the nation.

1995 John Miller – Formal shirt brand launched.

1997 Pantaloons – India's family store, launched in Kolkata

2001 Big Bazaar, **'Is se sasta aur accha kahi nahin,'** India's first hypermarket chain launched.

2002 Food Bazaar, the supermarket chain is launched.

2004 Central -'Shop, Eat, Celebrate in the Heart of Our City'- India's first seamless mall is launched

2005 Fashion Station - the popular fashion chain is launched all -'a little larger' exclusive stores for plus-size individuals is launched

2006 Future Capital Holdings, the company's financial arm launches real estate funds Kshitij and Horizon, and private equity fund in division. Plans forays into insurance and consumer credit Multiple retail formats including Collection Furniture Bazaar, Shoe Factory, E-Zone, Depot,and futurebazaar.com and are launched across the nation. Group enters into joint venture agreements with ETAM Group and Generali

2007 Future Group crosses $ 1billion turn over mark. Specialized companies in retail media, logistics, IPR and brand development and retail-led technology service become operational. Pantaloons Retail wins the *International Retailer of the year* at US-based National Retail Federation Convention in New York and Emerging Retailer of the year awards.Futurebazaar.com became India's most popular shopping portal

2008 Future Capital handlings become the second group company to make a successful Initial Public Offerings in the Indian Capital Market.

Big Bazaar crosses the 100 store mark, marketing one of the fastest expansions of Hypermarket format anywhere in the world. Total operational retail space crosses 10 million square feet. Future Group acquires rural retail chain,

4.1.1 Future Group Manifesto

"Future"- is a word which signifies optimism, growth, achievement, strength, beauty, rewards and perfection. Future encourages us to explore areas yet unexplored, write rules yet unwritten; create new opportunities and new successes. Future Group does not wait for the Future to unfold itself but creates future scenarios in the consumer space and facilitates consumption because consumption is development. They thus effect

socioeconomic development for their customers, employees, shareholders, associates and partners.

Customers do not just get that *what* they need, but the group also tries to give them *where*, *how* and *when* they need. Future Group does not just create post satisfactory results, but continues to write success stories; it not only operates efficiently in the Indian market but in its operation evolves it. It not only spots trends but sets trends by marrying the understanding of the Indian consumer to their needs of tomorrow. Future Group promises to keep relearning and therefore, *Rewrites Rules and Retains Value*.

Kishore Biyani promoted the Future Group company Pantaloon Retail by hiring off four of its business divisions, including Big Bazaar and Food Bazaar, into independent subsidiaries, keeping open the option for listing them in future. The Board of Pantaloon Retail is set up of wholly-owned subsidiary companies for Big Bazaar, Food Bazaar, Specialty Retail Business Activities, and Property and Mall Management Division. Pantaloons specialty retail business activities take care of its various joint ventures, such as the one it has with Lee Cooper, and also with French innerwear major, Etam. Under the Property and Mall Management Division, the Future Group already has two malls in Mumbai, and another recently opened in Siliguri. Big Bazaar is Future Groups flagship hypermarket format, while Food Bazaar is a chain of supermarkets focusing on eatable items.

4.1.2 Big Bazaar

Future Value Retail Limited is a wholly owned subsidiary of Pantaloon Retail (India) Limited. This entity has been created keeping in mind the growth and the current size of the company's value retail business, led by its format divisions- Big Bazaar and Food Bazaar. The company operates over 128 Big Bazaar stores, 170 Food Bazaar stores, among other formats, in over 70 cities across the country, covering an operational retail space of over 6 million square feet. As a focused entity driving the growth of the group's value retail business, Future Value Retail Limited will continue to deliver more value to its customers, supply partners, stakeholders and communities across the country and shape the growth of modern retail in India. A subsidiary company, Home Solutions Retail

(India) Limited, operates Home Town, a large-format home solutions store, Collection-i, selling home furniture products and e-Zone focused on catering to the consumer electronics segment. Pantaloon Retail is the flagship company of Future Group, a business group catering to the entire Indian consumption space. Indian retail sector is witnessing one of the most hectic Marketing activities of all times with each business setup attempting to win over the hearts of as many customers as possible.

There is always a 'first mover advantage' in an upcoming sector. In India, that advantage goes to "BIG BAZAAR" that has brought about many changes in the buying habits of people. It has created formats, which provide all items under one roof at low rates, or so it claims. It is on the verge of achieving a unique milestone in the History of World Retail – by being the first hypermarket format in the globe to rollout fastest 101 stores in a short span of seven years. In 2008, Big Bazaar opened its 100^{th} store marking the fastest ever organic expansion of a hypermarket. The first set of Big Bazaar stores opened in Kolkata, Hyderabad and Bangalore. Currently, Big Bazaar has over 134 stores all over India.

Big Bazaar's journey began in October 2001, when the country's first hypermarket retail outlet was launched in Kolkata. In the same month, two more stores were added – one each in Hyderabad and Mumbai, thus starting on a successful sojourn which began the chapter of organized retailing in India. Speaking on this momentous occasion and remembering the days of conceptualizing the hypermarket idea, Mr. Kishore Biyani said, "We initially decided to name the format as "Bazaar" because we had designed the store keeping the Indian *mandi* style in mind. Since the size of the hypermarket was bigger than an average mandi, the thought came to name it as "Big Bazaar". However, company had freezed on the punch line "Isse Se Sasta Aur Achha Kahi Nahi"." Though, Big Bazaar was started purely as a fashion format including apparel, cosmetics, accessory and general merchandise, the first Food Bazaar format was added as Shop-In-Shop within Big Bazaar in the year 2002.

Big Bazaar, with its wide range of products and service offering, reflects the aspirations of millions of Indians. The journey of Big Bazaar can be divided into two

phases; one pre and the other post January 26th, 2005, when the company rewrote the retail chapter in India with the introduction of a never- before sales campaign, "Sasbe Sasta Din". In just one day, almost the whole of India ascended at various Big Bazaar stores in the country to shop at their favorite shopping destination. Big bazaar is present today in more than 59 cities and occupying over 8 million sq. ft. retail space, and driving over 110 million footfalls into its stores.

According to Mr. Rajan Malhotra, President, Strategy & Convergence, Big Bazaar, "What is important in our journey is not the number of stores, but the customers' faith in us. It's India and the Indians, which have helped to reach this feat in such a short time span and today our country is creating a history in the World organized Retail. Rajan Malhotra, who is also the first employee of Big Bazaar, joining the organization in early 2001 adds, "Since beginning, we have kept Big Bazaar as a soft brand, which reflects India and Indianess. We believed in growing with the society, participating and celebrating all regional and local community festivals, giving customers preferences above everything else." Every Big Bazaar is a small family by its own and the head of the family 'Karta' i.e. store manager. Kishore Biyani, the CEO of the Future Group, has a vast understanding of the consumer's insight and has inculcated the habit of 'observing, understanding customers' behaviour', in every employee of the group.

Future Group is confident of the Indian Retail Story. The Group has not slowed down its expansion plans despite the fiscal woes in the economy present today. Future Group plans to have 300 stores and is expecting revenues of Rs 13,000 crore by year 2011. Big Bazaar is the chain of retail stores of the big banner Pantaloon Retail (India) Ltd., which in turn is a segment of Kishore Biyani's regulated Future Group of Companies. Moreover, the customer friendly ambience and the organized retailing of products make Big Bazaar one of the most successful retail companies in India.

Big Bazaar is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big Bazaar with over 128 outlets in different parts of India is present in both the metro cities as well as in the small towns. Big Bazaar has no doubt made a big name in the retail industry of India, moreover shopping here is further made a memorable experience with the varied rates of discounts on products as well as discount vouchers

available in a variety of amounts, like INR 2000, INR 3000, INR 4000, INR 5000 and INR 10000 on all Big Bazaar products and accessories. Some of the significant features of Big Bazaar are:

(1) The Food Bazaar or the grocery store with the department selling fruits and vegetables,

(2) Furniture Bazaar or a large section dealing with furniture,

(3) Electronics Bazaar or the section concerned with electronic goods and cellular phones,

(4) There is a zone specially meant for the amusement of the kids. FutureBazaar.com or the online shopping portal makes shopping even easier as one can shop many products at the same price from home.

Big Bazar Sections include

Books, Cameras, Computers & Peripherals, Electronics, Gift Vouchers , Health and Fitness, Home & Kitchen, Jewelery, Memory & Storage, Mobiles & Phones, Movies & Videos, Watches, Womens wear, Mens wear, Childrens wear and Others.

4.1.3 Vision and Mission

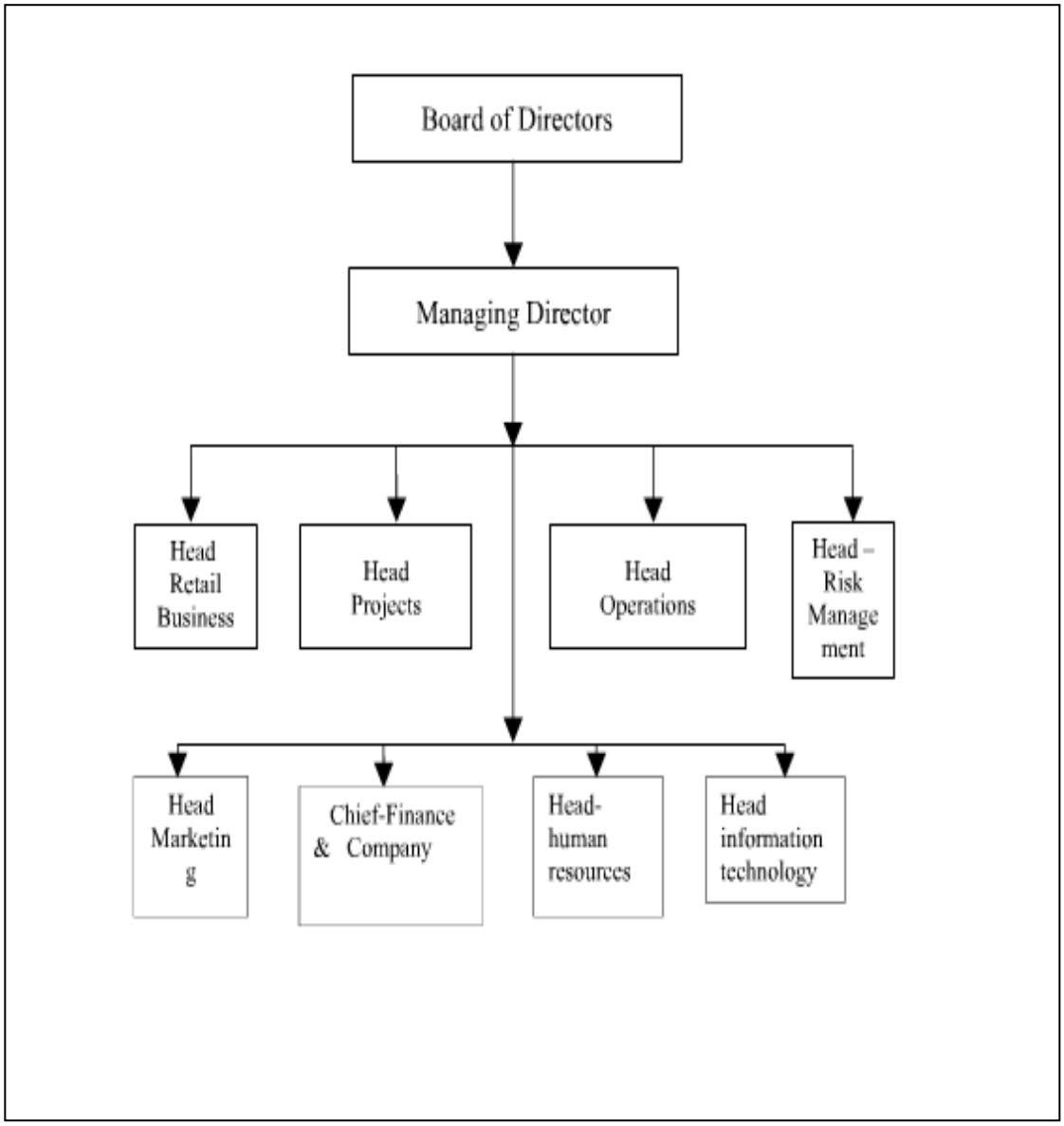
Big Bazaar shares the vision and belief that their customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development. Big Bazaar are the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments – *for classes and for masses*. It infuses Indian brands with confidence and renewed ambition and also be efficient, cost- conscious and committed to quality in whatever company do. Big Bazaar ensures that company's positive attitude, sincerity, humility and united determination shall be the driving force to make company successful.

- *Core Value*
  - *Indianness:*Confidence in themselves.
  - *Leadership:* To be a leader, both in thought and business.
  - *Respect and Humility:* To respect every individual and be humble in their conduct.
  - *Introspection:* Leading to purposeful thinking.
  - *Openness:* To be open and receptive to new ideas, knowledge and information.
  - *Valuing and Nurturing Relationships***:** To build long-term relationships.
  - *Simplicity and Positivity***:** Simplicity and positivity in their thought, business and action.
  - *Adaptability:* To be flexible and adaptable, to meet challenges
  - *Flow:* to respect and understand the universal laws of nature.

4.1.4 Organizational Structure

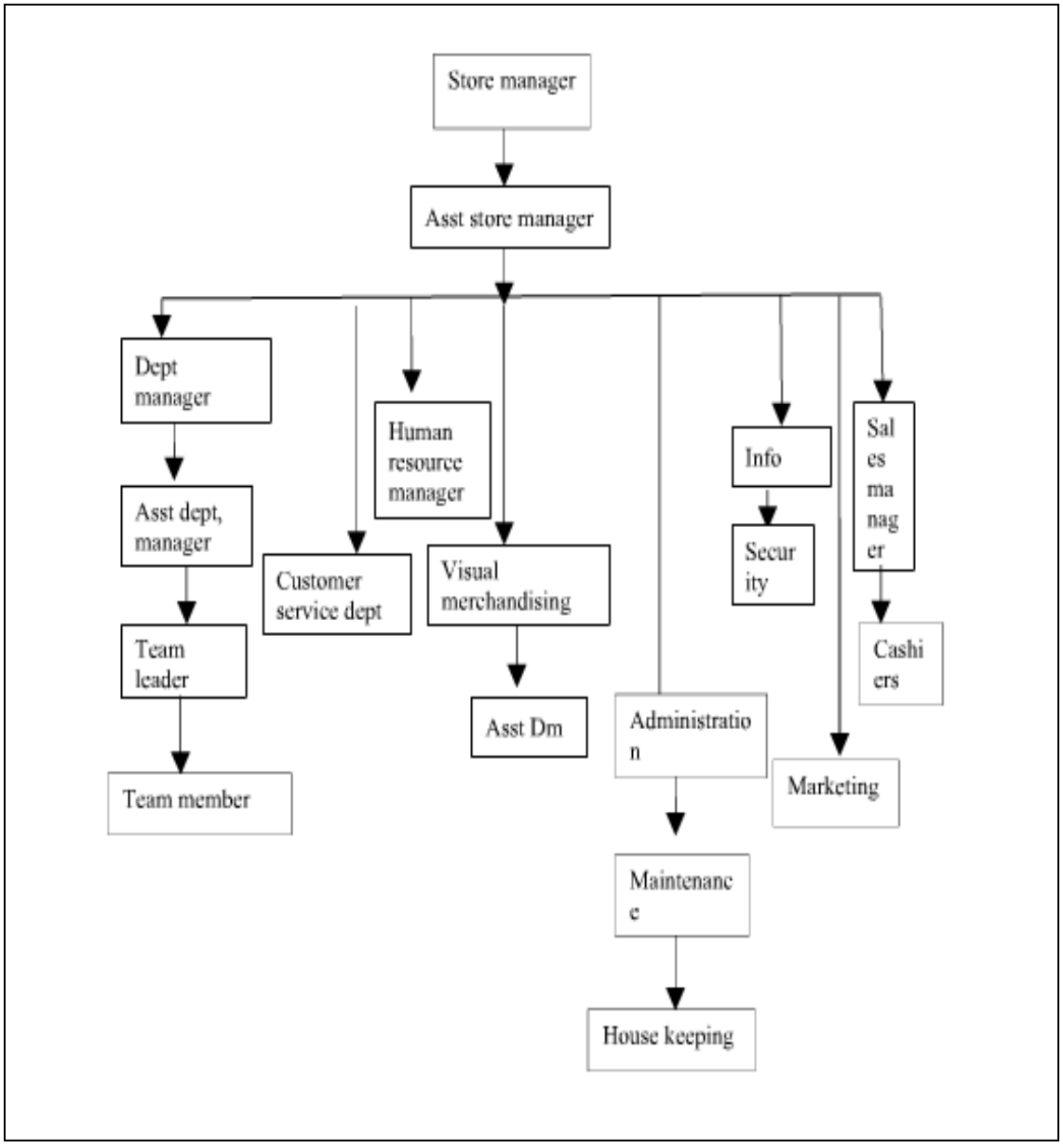
Big Bazaar, headed by the Managing Director, follows an inverse pyramid structure. As a result, decisions are taken closest to the point of customer action. Sales executive are encouraged to think always of the customer first and foremost. They are empowered to run their department..

Figure 4.1 Levels of Organizational Structure



(Source: Annual Report, Big Bazaar , 2010-11)

Figure 4.2 Store Level Organizational Structure



(Source: Annual Report, Big Bazaar, 2010-11)

4.1.5 Promotional Offers Run by Pantaloons Retail Company Limited

Big Bazaar believes in advertising its brand and offers. The Future Group has created a category for the growing media industry called Future Media, which is to be a medium through which advertisers can communicate with shoppers in the store. On the effectiveness of this method of reaching the customer, Partho Dasgupta, Chief Executive Officer, Future Media, says "You are communicating to the consumer when and where it matters at the time of making a purchase decision." The company is considering all types of ways to reach the customer, including digital signage, audio, video and blue-tooth technology etc. The Future Group has switched its media agency and has selected Starcom to handle its account which is around Rs. 2 to 2.5 billion and is said to be one of the largest accounts in the past five years. The company expands across all formats and is rapidly increasing its sq. ft. space; the company is also looking for creative agencies. At present the company uses Mudra for its value retail segment and Percept for its lifestyle retail segment. The various promotional schemes undertaken by Big Bazaar are as follows:

- The punch line of Big Bazaar says "IS SE SASTA AUR ACCHA KAHI NAHI". This line gives the feeling that Big Bazaar gives merchandise which is cheapest in the market or in other words the value for money which a customer will be getting here will be more than anywhere else.

- Wednesday is the cheapest day. This is done to divert some of the crowd coming on weekends to a relatively free day. Big bazaar advertises Wednesdays as the cheapest day in all the leading dailies across the capital. This offer targets housewives and encourages them to purchase groceries and vegetables because no one purchases vegetables on a weekly basis, they purchase it at least two times a week.

- Big Bazaar has announced a unique exchange offer `Bring anything old and take anything new'. Under this exchange offer, old garments, utensils, furniture, plastic ware, newspapers or just about anything will be weighed and valued and customers will be given exchange coupons. There is also a

direct exchange on mobile and electronic goods during the period with attractive discounts on new purchases.

- Big Bazaar's `The Great Exchange Offer' has mobilized more than two lakh families to actually carry the junk of the house and offload it at the nearest Big Bazaar. Retail analysts say that generally February and March are dull months for consumer buying in the country, and therefore this kind of a promotion campaign is needed to boost sales during the period.

- PANTALOON group's hypermarket chain, Big Bazaar, celebrated Republic Day as the Maha-Savings Day, when shoppers at Big Bazaar and Food Bazaar outlets across the country, were offered merchandise at rock bottom prices.

- The Maha-Savings Day saw shoppers got deals they have never seen or heard before. The offers spread across categories from electronics to utensils, from apparel to furniture and also food. For example pressure cooker for Rs 299, two Ruf n Tuf Jeans for Rs 499, and a Motorola C115 for Rs 1,399.

- Big Bazaar usually runs a full page advertisement on Saturdays and Sundays in all the leading dailies communicating various offers. This is done to attract crowds on weekends because most of the people usually shop during weekends.

- Pantaloons retail India limited provides Green card, this Green Card is passport to a whole new world of exclusive benefits and privileges. These includes:

  - Instant discounts for every time shop at Pantaloons.
  - Exclusive shopping days to get hold of latest merchandise.
  - Regular updates on collections and promos via catalogues, sms and email.
  - Special invites to the most happening events.
  - Extended exchange periods and complimentary drops for alterations.

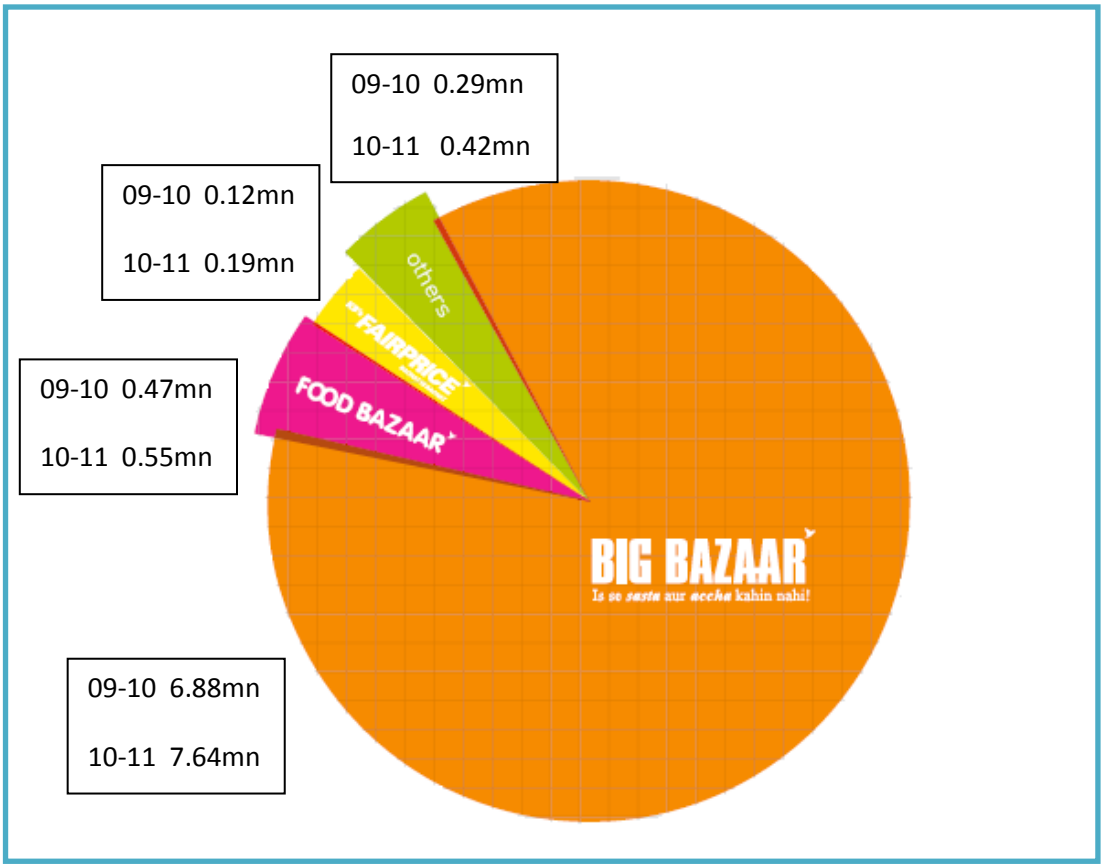
- Exclusive billing counters and much more.
- Big Bazaar in association with ICICI banks has launched loyalty cards for the customers. They are:
- **ICICI Bank Big Bazaar Silver Credit Card:** It gives benefits of regular cards and additional features to make shopping not only enjoyable but also a way to save more with Big Bazaar.
- **ICICI Bank Big Bazaar Gold Credit Card:** The card brings to more reasons to save and earn rewards on its usage. It gives all the benefits of regular cards and additional features, to make shopping not only enjoyable but also a way to save more with Big Bazaar.
- **Shakti Card:** It is a credit card for housewives. Customer need not submit income proof. Simply show Big Bazaar bill of more than Rs. 500 and a lifestyle proof like club membership card, health club card etc. And get 'Shakti'. Shakti can be used at all the Big Bazaar and Food Bazaar outlets
- Pantaloons Retail and Jet Airways have got into a tie-up and now a Jet Privilege customer would avail discounts in Pantaloons.
- Mahendra Singh Dhoni is appointed Brand ambassador and would be campaigning for the apparels of Big Bazaar(DJ&C) . The tagline is "Desh Badlo Duniya Badlo"

4.1.6 Challenges and Opportunities

As company is moving ahead, it is encountering new challenges and newer opportunities. The most significant of this relates to most crucial raw material, good spaces in good locations in key Indian cities. Domestic consumption is expected to double within this decade and a large part of it will happen through modern retail. However, in all crowded metropolises, there is little new space available to build the next generation of shopping mall and consumption centers. And keeping this in mind, company have taken two key strategic directions. For the near term, company has booked more than 9 million square feet of prime spaces in India's largest cities and believes that this will give a key competitive advantage as completion gains traction and with the imminent entry of foreign players. This real estate pipeline will help to secure growth at a

lower cost than competitors. For the longer term, company is building a strong presence in the digital space. Through a connected commerce platform, companys' strategy is to capture a substantial part of new consumption across categories through the digital space. This has the potential to be a game changer and a significant value creator for the organization in the longer run. It is believed that to connected commerce platform on the digital space has the potential to contribute around 15% of the turnover at significantly lower cost. With all the investments in technology, infrastructure and manpower, company believes it has today built an organization that is capable of delivering far more growth and productivity. The net increase in retail space during the year was 2.26million square feet, taking the total operational space to 15.24 million square feet.

Figure 4.3 Retail Space of Big Bazaar(In Million Square Feet)



(source: Big Bazaar Annual Report, 2010-11)

Big Bazaar is catching the nerve of the Indian market with changing dynamics of consumers they changes its mantra of business every year in 2009-2010 they had "Refresh" mantra, whereas 2010-2011 they have "Youth".

Net Sales, Earnings before Interest, Taxes, Depreciates and Amortization, Profit after Tax, Store Sales Growth and Foot Fall Ratio for four years from 2008 to 2011 is showing growth of the company is given bellow in Tables.

Table 4.1 Net Sales of Big Bazaar

Net Sales in crores		
SN.	**Year**	**Sales**
1	2008	5841
2	2009	7669
3	2010	9787
4	2011	12212

(Source: Annual Report, Big Bazaar, 2010-11)

Table 4.2 Big Bazaar's EBIDTA

EBIDTA in crore		
SN.	**Year**	**Earnings**
1	2008	356
2	2009	609
3	2010	952
4	2011	1204

(Source: Annual Report, Big Bazaar, 2010-11)

Table 4.3 Profit of Big Bazaar

Profit After Tax in crore		
SN.	**Year**	**Profit**
1	2008	-33
2	2009	-6
3	2010	76
4	2011	142

(Source: Annual Report, Big Bazaar, 2010-11)

Table 4.4 Sales Growth of Big Bazaar

Store Sales Growth in crore		
SN.	**Year**	**Sales**
1	2008	10%
2	2009	7.4%
3	2010	9.5%

(Source: Annual Report, Big Bazaar, 2010-11)

Table 4.5 Foot Fall Ratio of Big Bazaar

Foot Fall Ratio in million		
SN.	**Year**	**Foot Falls**
1	2008	163
2	2009	185
3	2010	220
4	2011	297

(Source: Annual Report, Big Bazaar 2010-11)

Figure 4.4 Financial Highlights of the Company

₹ in crores

	2010-2011	2009-2010
Sales (Net of Taxes)	3943.74	5706.07
Operating Income	153.69	228.30
Other Income	17.05	84.63
Total Income	4114.48	6019.00
Profit before Depreciation & Tax	261.66	388.45
Less: Depreciation	146.37	161.88
Profit before Taxes and Exceptional Item	115.29	226.57
Less : Exceptional Item	-	12.93
Profit before Tax	115.29	213.64
Less: Earlier Year's Income Tax	2.08	(3.17)
Less: Provision for Taxation	36.54	37.25
Profit after Tax	76.67	179.56
Add: Profit brought forward from previous year	495.98	380.54
Surplus available for appropriation	572.81	558.97
APPROPRIATION		
Debenture Redemption Reserve	35.00	25.00
Proposed Dividend	20.27	17.13
Provision for Dividend Tax	3.29	2.91
Transfer to General Reserve	7.87	17.95
Balance carried to Balance Sheet	506.37	495.98

(Source: Annual Report, Big Bazaar, 2010-11)

4.1.7 Review of Performance

The "Core Retail Business" i.e. Retail business of the Company and Retail business operated and managed under its wholly owned subsidiary company, Future Value Retail Limited (FVRL), has crossed$ 2 billion turnover mark during the year under review. Income from operations for the year under review is at 4114.48 Crores in

comparison to 6019.00 Crores in FY 2009-10 which also comprises of operations from Value Retail Business for six months. PBDIT stood at 450.78 Crores in FY 2010-11, which was at 676.69 in the previous year.

PAT for FY 2010-11 was 76.67 Crores, which was at 179.56 Crores for the preceding year. During the preceding year, the operation and profit figures also include the part of the operation and profit from the Value Retail Business, which in current year has been transferred to and forms part of its subsidiary company, FVRL. Accordingly, the current year financial result is not comparable with the previous year. During FY 2010-11, the Core Retail Business has increased its retail presence from around 13 million square feet to over 15 million square feet space spread pan India basis.

4.1.8 The Future

The company would continue with its expansion plans diligently. The Company has strategically finalized the plan for acquisition of properties on lease basis for the next three to four years. The management believes that this would be a major winning factor, as there would be space constraints in future with increase of demand for the retail space. The spurt in demand would be from the established organized retail competitors as well as new entrants who may enter due to the opening of the retail sector for the foreign investment. Further the Company has invested in revamping its various format designs and refurnishing the look of the formats to attract more eyeballs and footfalls. The company's plan to continue to pursue its growth strategy to strengthen its position as a leading player in the consumption space of India would continue with its expansion plans and continue to increase its presence on pan India basis by opening more retail outlets in tier 2 and tier 3 cities and by further strengthening its position in key metro cities. The company has planned to increase its combined operating retail space from around 15.0 million square feet currently to around 25.0 million square feet in next three to four years. The company is planning to unlock some value by selling some of its non-core investments/assets to ease the liquidity crunch on the main business activities of the company.

4.2 RPG Enterprises

An RPG enterprise is not only one of the biggest, but also one of the most respected names in the industry. A US$ 3.4 billion business conglomerate, RPG is one of the powerhouses that drive Indian Industry. With more than 20 companies, it spans 7 business sectors, Retail, Technology, Entertainment, Power, Transmission, Tyres and Specialties- all under the RPG banner. Even with such a diverse portfolio, the fact that RPG Enterprises has had nothing but only unrivalled success in all these sectors, speak very highly of the efficiency and vision with which the company is run. Over the years RPG Enterprises has built a huge reservoir of trust and goodwill among the people of India. RPG Enterprises is run by a Management Board headed by Mr. R. P. Goenka, Chairman Emeritus, Mr. Harsh Goenka, Chairman and Mr. Sanjiv Goenka, Vice-Chairman. The Management Board comprises of highly qualified and experienced professionals in their respective fields.

The history of RPG began in 1820 when Ramdutt Goenka, hailing from a small town in Rajasthan, came to Calcutta to do business with the British East India Company. The following milestones speak of his enterprising efforts, and the subsequent growth of the RPG group

Major Milestones

1863 • John William Spencer and Charles Durrant open the first ever Spencer store in Chennai

1920 • Spencer's becomes the first grocery store in India

1980 • Spencer's becomes the first supermarket chain under Food World in India

1989 • RPG Enterprises buys a majority stake in Spencer's

1995 • Spencer's enters into a Technology Assistance Agreement with Dairy Farm

International Holdings Ltd., Hong Kong, to set up the Foodworld chain of supermarkets in India

1996

- First Foodworld store inaugurated in R A Puram, Chennai, by M. S. Subbulakshmi, renowned Karnatic musician

2001

- First hypermarket inaugurated in Musheerabad, Hyderabad, by Krishna Yadav, Labor Minister of Andhra Pradesh
- 100th Foodworld store inaugurated in Pondicherry

2006

- Joint venture with Dairy Farm International Holdings terminated
- First new store under the Spencer's brand name inaugurated in West Mambalam, Chennai

2008

- 75,000 sq ft flagship store inaugurated at South City Mall, Kolkata
- First standalone retail store inaugurated at Vadodara
- Exclusive tie-up with £ 3 billion Woolworths plc, UK, for retailing their internationally acclaimed toy brand, Chad Valley, and their Ladybird brand of kidswear; the latter is Woolworths first international tie-up in the children's apparel segment
- Tie-up with Au Bon Pain, the Boston-based fast casual dining and bakery caf é chain having more than 200 outlets in America, South Korea, Taiwan and Thailand
- Alliance with Beverly Hills Polo Club – its first international tie-up in fashion

2009

- Launch of the first exclusive brand outlet of Beverley Hills Polo Club in Delhi
- Launch of Bangalore's first hyper store on 35000 sq. ft in upmarket Sarjapur
- Launch of a 12000 sq. ft hyper in Andhra Pradesh's rich town, Warangal

(photo not available)

- Launch of the first café and bakery outlet under the Au Bon Pain brand in Bangalore, MG Road

2010

- Foray into Punjab with the launch of three Beverley Hills Polo club outlets in Amritsar and Jalandhar
- Announcement of a change in brand positioning from "Taste-the-World" to "Makes Fine Living Affordable"
- Announcement of the exclusive tie-up with Marc Ecko Enterprises of USA for Ecko Ultd and Ecko Red apparel brands. The first store launched in upmarket DLF Promenade Mall in Vasant Kunj, New Delhi
- Announcement of exclusive tie-up with Ladybird brand of kidswear from the house of UK-based Shopdirect Group. The first store was launched in MGF Metropolitan, Gurgaon (photo not available)
- Launch of the Guntur's first hyper store on 13000 sq. ft (photo not available)
- Launch of Au Bon Pain flaghsip store in Mantri Mall, Bangalore

4.2.1 Company Profile

Since 1863, Spencer's has been a part of the Indian retail landscape. At one time, the Spencer's Empire stretched from Peshawar to Cochin, from Karachi to Chittagong, spanning the length and width of undivided India. Originally owned by a British gentleman – yes, there was a Mr. Spencer (John William Spencer, to be precise) – it acquired Indian ownership in the 1960s, and became part of the RPG Group in 1989.

In 1995, RPG Enterprises, the flagship company of the RPG Group, launched Food World as a joint venture with Hong-Kong based Dairy Farm International. The joint venture, which operated supermarkets under the name "Food World" and hypermarkets under the name "Giant", was terminated in 2006. RPG retained 48 of the 93 stores it owned. These were re-furbished and their launch under the brand name, Spencer's, kicked off a new phase in both the history of the Spencer's brand, and the retailing India.

Since inception Spencer's has been a consumer-centric brand, constantly innovating, pioneering formats, evolving over time but always keeping consumer needs and satisfaction center-stage. What has remained unchanged almost 150 years is the trust the Spencer's brand evokes. To the consumer, it carries the promise of innovation, quality, and service; the confidence that they will always be able to find a Spencer's at a convenient location; that it will have a pleasant ambience and that it will offer a wide range of products at affordable prices. As the pioneer in organized food retailing in India, the modern-day Spencer's started operations back in the early 90s, in South India. The company runs more than 200 stores across 35 cities in India, currently, operating two retail store formats:

- Convenience stores, called Spencer's
- Hypermarkets, called Spencer's hyper

Spencer's are neighborhood stores that cater to the daily and weekly top-up shopping needs of consumers. Ranging from 1,500 to 15,000 sq. ft. in size, they stock, at minimum, an assortment of fruits and vegetables, food and non-food Fast Moving Consumer Goods, staples and frozen foods. The larger of these stores, having a floor area of more than 10,000 sq ft sometimes offer a selected range of baked, chilled and frozen foods; personal and home care products; baby care; basic apparels and electronics and electrical appliances.

4.2.2 Spencer's Corporate Profile

Spencer's Retail Limited, part of the Rs 9,000 crores RP- Sanjiv Goenka group, is a multi-format food-first retailer providing the widest range and assortment of products to its consumers. The organization runs about 220 stores, including about 30 large format stores across 45 cities in India, focusing on verticals like food and grocery, fruits and vegetables, electrical and electronics, home and office essentials, garments and fashion accessories, toys, food and personal care, music, books and mobility solutions, the latter three forming part of the specialty retail division.

Spencer's is one of the earliest entrants into the retail space and literally introduced the Indian consumer to the concept of organized retailing. In fact, the first ever hyper store in India was launched by Spencer's at Hyderabad in the year 2000. It employs over 5000 professionals who are specially trained to meet consumer needs and the business objectives of the organization.

Spencer's Hyper are megastores, which combine a supermarket with a department store. At least 15,000 sq. ft in size, Spencer's stocks on average,70,000 items, giving shoppers fantastic deals across food, fashion, home and entertainment all under one roof.

Spencer's Hyper are destinations for more than just shopping. Country and theme festivals, the Spencer's Chef Corner with master chefs showing you how to prepare exotic dishes, In the Indian milieu, there are only two routes to survival, discounting and differentiation. Most retailers choose to play the price game. Company however, preferred to focus instead on establishing itself as the preferred shopping destination for discerning young customers looking for a range of quality products that let them participate in a global lifestyle.

The company's brand positioning – Makes Fine Living Affordable – embodies this approach, delighting shoppers with the best products and services that enable a fine living at reasonable prices while providing them with a warm, friendly and knowledgeable retail environment.

The following characteristics distinguish the Spencer's brand and create memorable 360° shopping experiences for consumers:

- Products – company offers the widest range of food and lifestyle (fashion, home, entertainment) brands, with a special expertise in food
- Quality – company lays huge emphasis on all-round quality: in products, stores, service standards, and customer engagement programs and that too since inception at 1863
- Heritage – is India's oldest retailer, with many firsts to company's credit

- Multiple Formats – from daily to weekly and specialty shopping, fulfills every need and provide maximum convenience
- Promotions – company seeks to offer the right products at the right time at the right price, with promotions carefully designed to suit the buying cycle and shopping basket of the consumers
- Brand Imagery – company's' stores and staff seek to make customers feel right at home, being international, contemporary, accessible, empathetic and trusted

4.2.3 Innovations

Throughout its long history (the first ever Spencer's store opened in 1895), Spencer's has been a recognized and respected player in the Indian grocery business, synonymous with quality goods and services, trusted by India's exploding population of the upwardly mobile middle class. Spencer's has continually helped reshape the retail landscape in India, introducing a host of innovations to make shopping even more convenient and enjoyable for the consumer. These include:

(i) *Retail Design Initiatives*

The Retail Design team helps Spencer's deliver its brand promise in a way that is sophisticated, but not snobbish. This result in differentiation without alienation of loyal customers or loss of the brand equity acquired over the years.

Central to the retail design strategy is a unique brand position - Taste the World, derived from the consumer's own transition from a price-conscious purchaser to a global-minded, well-travelled citizen of the world, looking out for authentic international flavors and experiences. Spencer's has consequently evolved from being a preferred grocery retailer to being a passport to a stimulating world. This is evident in:

- Storefront Design – the store entrance resembles that of an entrance arch, leading in the shopper to a world that is welcoming and exciting

- Interior Design – to ensure that shoppers enjoy a warm and friendly ambience, an upscale look and feel, the joy of exploring and the convenience of locating what they want
- Shopfit Design – from chef's tables to signage aids, the emphasis is on attractive, space-efficient, and low-maintenance presentation of modern, international goods alongside local flavors and product experiences
- Innovative Use of Materials, Finishes, and Lighting - from color-corrected lighting warming up the foods and vegetables area, to carefully selected veneers and textures that complement the attractive, color palette of bright orange, white, and Swiss coffee, store interiors have a fresh, cheerful, and expansive feel
- Graphics & Signage - shopping at Spencer's is a visual treat, enhanced by bright orange "Heritage boards" that tell the Spencer's story, curved signage featuring the signature "Taste the World" tagline, and category-specific color arches suspended over zones and departments to provide visual relief and act as navigational aids

Originally rolled out at the Spencer's hypermarket at South City Mall, Kolkata, the new retail design program is being implemented at all stores.

(ii) *Visual Merchandising Initiatives*

The Visual Merchandising program uses a mix of theatre and edutainment to depict Spencer's as a "Food First" retailer with a "Taste the World" mindset. This is evident in:

- Feature Displays - Hotspots and focal points around the store carry thematic product displays to welcome shoppers and give them the opportunity to pause and absorb the ambience that constitutes a "Taste the World" experience, before continuing their journey of exploration .

- Presentation of Merchandise - Category-specific color coding (fresh green for food, sophisticated violet for fashion, blue for electronics and multimedia, and red

for furniture and home goods) make for easy navigation, while visual metaphors of "farm-fresh" and "Taste the World" drive home company's brand promise. An Eiffel Tower and Big Ben here, a Chinese pagoda and Thai hut there - frame highly stylized displays at focal points. Fiberglass models of aquatic food, breads, and cheese denote the fish counter and delicatessen.

(iii) *Product Initiatives*

- All supermarkets and hypermarkets sell the same things, right? Wrong. While company do stock popular ranges, and go to a great deal of effort to ensure a unique range of products
- Gourmet Centre - Run by an expert Food Scientist cum Cordon Bleu Chef, companys' food innovation wing researches world cuisines and develops recipes for a wide range of popular and trendsetting dishes. These form the basis for developing company's' own range of products, which include delicious cookies and sauces, pickles and jams. Ingredients for these dishes are also retailed through company's stores, for those who'd like to prepare the dishes at home.
- Spencer's Patisserie - The Fresh Baked Daily -Spencer's Patisserie is Spencer's LIVE Bakery offering simple, specialty and exotic range of freshly made bakery and confectionery items. The recipes are authentic, gathered from the best ones from all across the world, including Indian favorites. The products are an ideal mix of simple, specialty and exotic varieties from all across the world, including Indian favorites. Be it Focaccia- the Italian flat bread, Baguette-the French classic, Spicy Salsa Picante Bread-the Mexican twist, Masala Bread-pure Indian, White Bread-the simple one, Multigrain & Whole Wheat Bread-for the health conscious are some of the breads. Hot Puffs, the dry fruit cakes, Exotic cookies, mouth-watering cakes and pastries like Blueberry Cheese Cake, Trio of Chocolate, and Black Forest cater to all.
- Gourmet store - Kolkata's first Gourmet store is spread over an area of 1500 sq. ft. It has more than 4000 products to choose from and offers the finest ingredients of gourmet cuisine and recipes to guide in the making of lip

smacking delicacies from across the world. . The store offers a wide range and assortment of gourmet breads and biscuits, 500 different types of beverages, chocolates, 100 variants chilled & frozen food items, 200 variants of 300 types of cheese, cold-cuts, 60 variants in vegetarian and non-vegetarian convenience foods, exotic and organic fresh fruits and vegetables, 300 types of pastas and noodles, oils and vinegars. The products serve as ingredients to cuisines of Thailand, China, Indonesia, America, Chile, Argentina, Italy, France, Spain, Sri Lanka and UK to name a few

- Wine & Spirits - Wine ignoramuses or aficionados, Spencer's caters to both, with a wide range of wines expertly selected from as many as 181 countries. Spencer's was, in fact, the first Indian retailer to offer a selection of Wine & Spirits in its stores, and the first to present an in-store wine and cheese tasting experience to shoppers.
- Meat, Chicken, Fish – Spencer's' counters for fresh non-vegetarian items truly represent the finest fresh cuts a shopper can get.
- Edutainment Booklets – Want to serve wine but not sure how? Want a recipe for preparing cheese fondue? Curious to know why organic food is supposed to be better for you? Pick up a booklet and find out. .

(iv) *Store Event Initiatives*

In-store event initiatives ensure that a visit to Spencer's is always a memorable experience.

- Live Kitchen - Live Counters with Master Chefs preparing gourmet delights are always popular at buffets, Spencer's Chef Corner, a first-of-its-kind in-store experience involves customers even as it showcases the ingredients displayed in Specialty Bays. From Salads to Sushi, from Pastas to Satays and from Cheese Fondue to Cool mocktails, Spencer's Chef Corner gives customers an opportunity to learn more about their favourite world cuisines.

4.2.4 Vision and Mission

- *Vision*: To "build Spencer's as the most professionally managed retail business in the country through:
  - Inclusive growth fired by free-spirited entrepreneurship
  - Excellence in all operating process
  - Nurturing and facilitating a learning and growth culture
  - Building a unique retail experience for the customers.
- *Mission*: Strives to exceed the aspirations of its customers for a healthy and fulfilling lifestyle by providing:
  - The most innovative customer goods and delectable taste experience.
  - The ultimate shopping experience.
  - Unbeatable value.
  - The "next" place away from home or office to relax and indulge themselves.
- *Core Values:*
  - *Customer Happiness*: Bring a smile on the face of customer
  - *Credibility*: Instill trust and confidence with actions
  - *Humaneness*: Be caring & respectful to all
  - *Execution Excellence*: Put heart and soul into actions
  - *Speed*: Move ahead of time
  - *Risk Taking*: Dare to go beyond

4.2.5 Own Brands

Private Brands in Spencer's offer a wide range of products from food, personal care, and fashion to home utility items. Spencer's Smart Choice, Tasty Wonders, Clean Home and Maroon are some of the company's' brands which host a varied choice that fulfils almost all needs of a modern household. Rice, pulses, whole spices, dry fruits and nuts, sauces, instant noodles, breakfast cereals, honey, breads, beverage, wafers, pickles, jams and cookies- to name a few in company's' food range. While company's' personal care range covers face wipes, tissues, baby needs, hand wash etc. Detergents, dish wash, toilet cleaners, floor-cleaners support the home needs. Pickles are customized to regional flavors as well South Indian range of pickles has a wide assortment catering to regional tastes.

Maroon is a brand for premium home care solutions. From cooking to serving- Maroon is the complete kitchen partner. From a range of premium storage and kitchen utensils, to beautifully designed melamine ware, foil wraps and convenient travel accessories.

Fruits and Vegetables- Another category where Spencer's Nature's Best, offers freshly packed greens which include some select exotic herbs and aromatic ingredients.

In fashion, company has choices, contemporary and classic; sporty or stylish, Office or occasion-specific formals, casuals for lounging or leisure, and accessories like leather items, junk jewelry and footwear to complete the look. Trendy designs in comfortable fits and cheerful colours help customers to express their unique personal style. Some of company's' popular labels are Island Monks and Mark Nicolas (both for men and women), Asankhya (women's ethnic wear), Scorez (sportswear), La Bonita (footwear).

Table 4.6 List of Private Label Brands of RPG

	FMCG food and non-food
	FMCG food only..currently in breakfast cereals, snacks and savories
	Home Essentials
	Home cleaning products
	Range of stationery range
	Ethnic wear for women
	Casual wear for both men and women
	Formal wear and footwear for men
	Sport-wear for men and women
	Kids-wear
	Footwear for all
	Fashion Accessories

(Source: Data Collected from Senior Manager Marketing, Spencer's Hyper)

4.2.6 Smart Rewards

Spencer's Smart Rewards is a program designed to reward privileged customers of Spencer's, and to help make fine living affordable. As a privileged customer, one can earn reward points when they shop at Spencer's. Also, Spencer's has exclusive promotions and benefits for program members from time to time.

By participating in the Program Customers start earning points for every purchase made at Spencer's. For every Rs.100 spend at Spencer's, earn 10 points.

4.2.7 Promotional Offers

Spencer's is always at the forefront of benefitting the customers with various promotional offers round the year. Spencer's runs special offers on multiple categories during the festive calendars' & special days. Special offers run on Sankranti, Ugadi, Dasara, Diwali, Christmas, Ramzaan, etc

Spencer's does effective tie up with its vendors to maximize benefit for the customers. By planning special promotion in association with major brands like Biscuit Delights, Oral Care Delights, Grooming Delights, Beauty Delights, Tea Delights, Beverage Delights, Savories Delights, etc. special benefits & offers are extended to customers. And also, promotions like Summer Delights, Monsoon Delights, Winter Delights, and etc. seasonal offers are extended to benefit the customer's seasonal needs. Apart from the above promotions, through alliances with major brands, Spencer's runs lucky draws involving gifts like Cars/Bikes/LCD's etc. to encourage loyalty at company'sstores.

Spencer's has 'Hara Bhara Days' on Wednesday & Thursday which offers the best prices in Fruits & Vegetables segment. Spencer's has 'Prices You can trust' – an offer on select SKU's which are priced the best in the market. Spencer's runs 'Monthly Buying Delights' during 1-10th of every month, that offers maximum discounts & combo offers on monthly buying needs of a customer.

4.2.8 Spencer's Technology

Spencer's has been the pioneer in using technology for ease of operations across its stores and for its procurement & distribution solutions. Spencer's uses SAP for its ERP requirements.

To manage the increased demand of consumers, it was necessary to move out of legacy systems, as they didn't provide the scalability that was needed. Furthermore, some of its stores are currently working on as many as four different legacy systems, managing

which was very difficult. It needed to find a solution that would help to manage everything under one umbrella. So, Spencer's engaged a team of experts to evaluate various existing solutions in the market. Spencer's found that SAP came closest to fulfilling its needs. Spencer's Retail has rolled out its SAP solution to approximately 207 stores and expects to complete deployment to more than 350 stores by October 2008. While 53% stores run on SAP, 28% stores run on Oracle and 18% stores run on FoxPro. Spencer's is using the latest MySAP ERP IS Retail ECC 6.0 for its operations in Books & Beyond, and are gradually shifting the other brands to SAP as well.

They use SAS and SAP Zone to do bill-value and time analysis. They are also using MySAP Business Warehousing BW7.0 for analytics. While their aggregated sales data goes to the SAP production server, the non-aggregated data goes to the business warehousing server for analytics at Kolkata. The latter helps them analyze customer buying patterns. The former data helps them manage inventory, stock keeping, etc. While some basic infrastructure is in place already, they are gradually implementing business intelligence into their system in due course.

An important pillar of retail business is ERP, which has three elements – *People*, *Process* and *Technology*. The *People* part is most difficult to manage as it needs to recruit, train and motivate people constantly, generate awareness and do change management. This makes the task more challenging, as it needs to manage deployments in such a dynamic environment keeping pace with the company's exponential growth plans.

4.2.9 Spencer's Hyderabad Region

Hyderabad is one of the early regions that witnessed organized retail boom. Spencer's is the pioneer in this market with setting up India's first hyper store at Musheerabad in the year 2000. Since 2005, Hyderabad region has seen rapid growth in terms foot print across the city of Hyderabad (30 stores) & and spread to other tier-2, tier-3 towns. Hyderabad region currently has 25 convenience stores (1500-5000 sq. ft.), 3 super stores (5000-15000 sq. ft. TA), and 3 Hyper stores (15000+ sq. ft. TA), with 7 lakh footfalls in a month for its stores. The region has around 500 employees.

4.2.10 Organizational Structure

In the organization structure, a business must take into account two factors - the management hierarchy and the span of control. The organizational structure of Spencer's is very important. If they have a clear and effective structure this will enable them to meet their objectives for example increasing sales, if they have a poor structure this will lead to failure to meet their objectives.

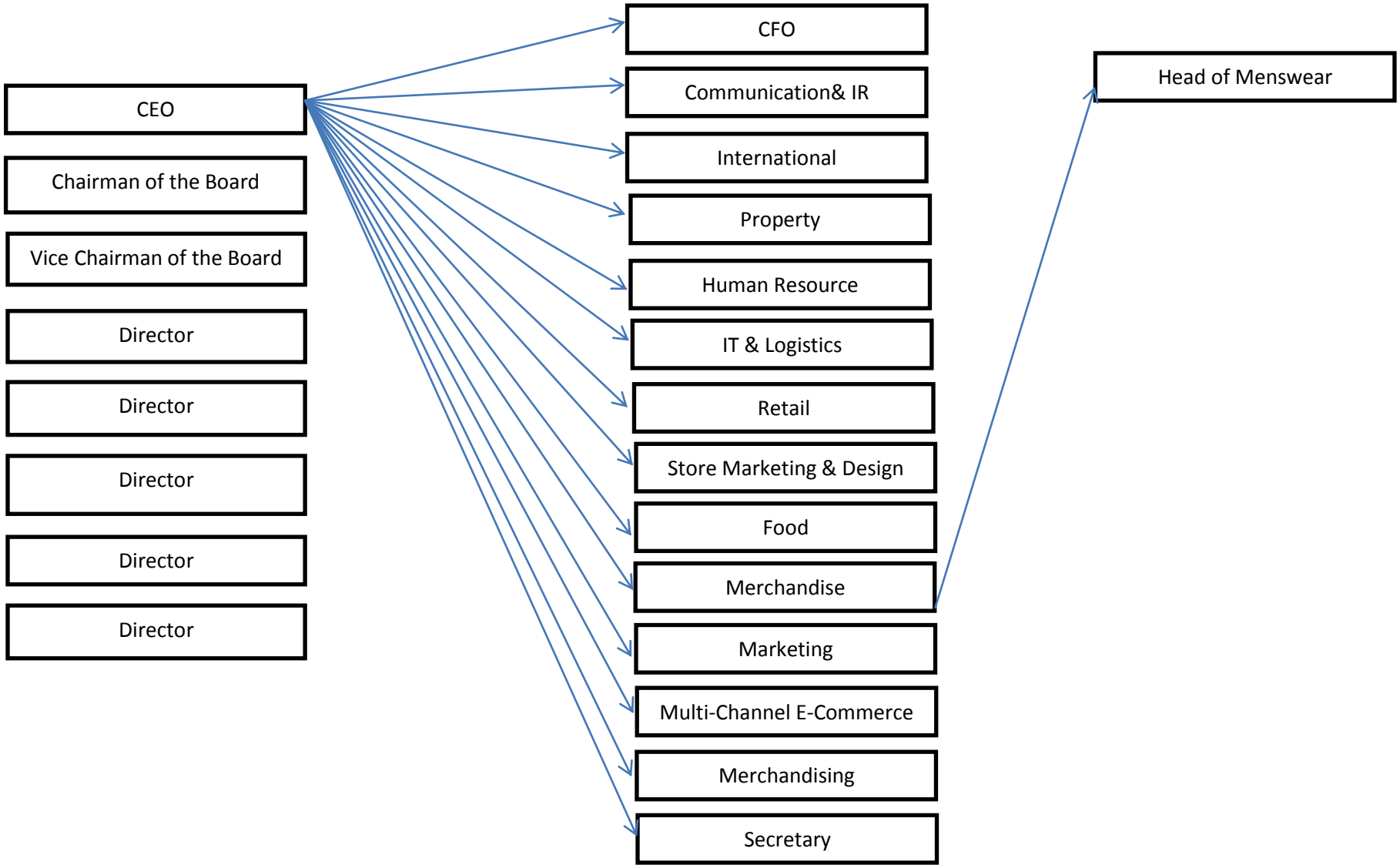


Figure 4.5 Organizational Structure

Source: From Spencer's Hyper web Site

4.3 K. Raheja's Group

K Raheja Corp is a success story spanning across decades, and even today, it continues to achieve higher targets relentlessly for quality performance and service in diverse fields of real realty business, hospitality sector and retailing outfits. The group has made an impact on the supply side of the modern day living. A style that has been the dream of new class of consumers, a style encompassing the whole range of consumption pattern of the young and the upcoming consumers, it has become synonym with the brand K Raheja Corp. The group has pioneered the trend of setting world class hotels and convention centers across the country with enhanced facilities to meet the business and leisure needs of the international and domestic traveler. The higher standards set by the group in its pursuit to position India on par with the developed economies of the world and with a vision to be and remain at the commanding height of Real Estate Business.

With expertise across different major real estate formats, the group is currently developing commercial office spaces / SEZ's, premium residential / township developments, retail malls & hospitality real estate. With Mindspace and Commerzone the group has been the pioneers in establishing large format business parks across the country. With more than 2000 completed projects the group is one of the most trusted and reputed Residential real estate providers in the country. The group has also pioneered the concept of large shopping malls in the country with its flagship brand Inorbit.

K Raheja Corp has pioneered the organized retail concept in the country, be it creating malls that house some of the best brands in the market, or creating the country's largest departmental store. Drawing from vast experience gathered over the last 17 years and valuable insights into people's changing tastes, the group is expanding its retail portfolio to encompass several verticals and redefining the shopping experience. The pioneering retail brands to reckon with are: Shoppers' Stop, Inorbit Malls, HyperCITY, Crossword and Timezone Family Entertainment Centre.

K Raheja Corp are the pioneers in organized retail by taking a first giant step to successfully establish a retail store known as "Shopper's Stop". The group is expanding

its retail chains across the country on the back of the vast experience it gathered from feedbacks and keen observance of people's taste keeping in tune with its culture, customs, traditions and income .Crossword, Inorbit Mall & HyperCITYall have set new bench marks on the basis of information and adaptation of worldwide changes, innovations and new techniques in retailing practices.

4.3.1 HyperCITY Profile

Hyper-City Retail (India) Ltd. operates hypermarkets in India. Its stores offers meat, seafood, breads, cereals, spices, flour, pulses, dry fruits, tea, coffee, juices, jams, cakes and patisseries, flowers, fruits and vegetables, and gourmet meals; utensils, cutlery, bake ware, crockery, glassware, pots-'n'-pans, implements, bed linen, towels, cushions, table linen, pillows, duvets, and quilts; and clothing, footwear, sunglasses, watches, hair accessories, bags, and jewelry. The company's stores also provide microwaves, cook-tops, and mixer-grinders; furniture and toys; and bicycles and sports gear for cricket, football, basketball, volleyball, boxing, and baseball. In addition, it offers gift vouchers for the corporate gifting; and car wash facilities. The company was founded in 2005 and is based in Mumbai, India. It has store locations in Mumbai, Jaipur, Hyderabad, Ludhiana, Benguluru, Ahmedabad, Pune, and Bhopal. As of June 30, 2010, HyperCITY Retail (India) Ltd. is a subsidiary of Shoppers Stop Limited.

HyperCITY provides a truly international shopping experience, where customers can shop in comfort in a large, modern, & exciting environment. It offers a wide and contemporary range of innovative products, sourced from both local and international markets. The product range covers: Foods, Home-ware, Home Entertainment, Hi-Tech, Appliances, Furniture, Sports, Toys and Fashion, and offers consumers more variety and value for money, all under one roof.

4.3.2 Vision and Mission

- *Vision:* To be an integral part of customer lives, by offering them a high quality shopping experience through great products at ever better prices.

- *Mission***:** To sustain profitable growth by encouraging customers to discover an authorized assortment of quality products with exciting promotions in a globally competitive retail environment, and create through company's values an environment where associates grow within the business.

- *Core Values*
  - All have a fundamental right to good leadership at every level.
  - Respect Family, Team, Self- in that order.
  - All are real people with feelings emotions and values
  - Have responsibility to innovate
  - Demand absolute integrity from each other.
  - All take ownership of individual actions.
  - All are empowered to make decisions to satisfy customers
  - Work hard, play hard

4.3.3 Code of Conduct

The aim of the code of conduct is to set forth the basic internal standards, to be observed by employees, and provides information and guidelines about expected norms of behavior and the ways of working. It is the responsibility of the employees to ensure that their behavior is governed by the code of conduct of the company at all times, and that they know, understand and comply with the same. The code of conduct (COC) applies to all employees on the role of HyperCITY Retail India Ltd.

(i) *Positioning*

- HyperCITY format offers a true one-stop shopping destination with authoritative assortments in every category.
- HyperCITY Outlets are for upper middle class income group.

- HyperCITY has multiple brands products along with their own brand of products too which are available at not very high price.

(ii) *Target Consumer*

- Upper and Upper middle income group
- Families and not just individuals
- They target the upper income consumer with a quality shopping experience.
- And targets the middle income group by giving them a one stop destination for all shopping needs.

(iii) *Retail Space*

Table 4.7 Retail Space of HyperCITY

Store Name	Carpet Area(sq.ft)
Malad	117,000
Vashi	75,888
Jaipur	40,680
Inorbit- Hyd	111,966
Big- Thane	87,095
Bang - WF	127,802
Amritsar	60,727
Bhopal	58,118
Ludhiana	62,089
Bang -2	71,910
Pune	46,840
Ahemdabad	90,424

(Source: Data Collected from GM, HyperCITY)

Table 4.8 Net Sales of HyperCITY

Net Sales in crore		
SN.	**Year**	**Sales**
1	2009 (August to march)	4638.0
2	2010	9457.6
3	2011	9755.4

(Source: Data Collected from GM, HyperCITY)

Table 4.9 Gross Sales of HyperCITY

Gross Sales in Lakhs		
SN.	**Year**	**Sales**
1	2009 (August to march)	5040.7
2	2010	10279.5
3	2011	10646.9

(Source:Data Collected from GM, HyperCITY)

Table 4.10 PBIT of HyperCITY

PBIT in crore		
SN.	**Year**	**Earnings**
1	2009	-1.59
2	2010	-3.04
3	2011	-1.71

(Source: Data Collected from GM, HyperCITY)

Table 4.11 Profit of HyperCITY

Profit After Tax in crore		
SN.	**Year**	**Profit**
1	2009	-4.67
2	2010	-6.67
3	2011	-5.83

(Source: Data Collected from GM, HyperCITY)

Table 4.12 Foot Fall Ratio of HyperCITY

Foot Fall			
SN.	**Year**	**Foot Falls**	**Conversion**
1	2009	1,034,956	47%
2	2010	2,401,376	40%
3	2011	2,279,079	45%

(Source: Data Collected from GM, HyperCITY)

Table 4.13 Product Categories of HyperCITY

Dept		**Sub-dept.**
All Division Total		
Food		STAPLES
		READYFOOD
		INSTANTFOOD
		BEVERAGES
		GOURMET FOOD
	Food Total	
		HOMECARE
		PERSONALCARE
		TOBACCO
	Non Food Total	
		FRUITSnVEG
		MEATNFISH
		BAKERY
		DAIRY
		Frozen
	Perishables Total	
Food & Grocery Total		
GenMerch		HOMEWARE
		HOMENEEDS
		HOMELINEN
		FURNITURE
	Home Total	
		APPLIANCES
		MULTIMEDIA
		HITECH
	CDIT Total	
		SPORTS
		STATIONERY
		TOYS
	Sports, Stationery & Toys Total	
GM Divison Total		
Fashion		MENSWEAR
		WOMENS WEAR
		CHILDRENSWEAR
		FOOTWEAR
		ACCESSORIES
		JEWELLERY
Fashion & FW Divison Total		

(Source: Data Collected from GM, HyperCITY)

4.3.4 Promotional Offers

HyperCITY Hyderabad has different promotional offers to attract customers and increase foot falls. It has weekly two offers that is; *Win-Win Wednesday*: for food, vegetables and grocery, this day customer can shop food and grocery at low price than other week days.

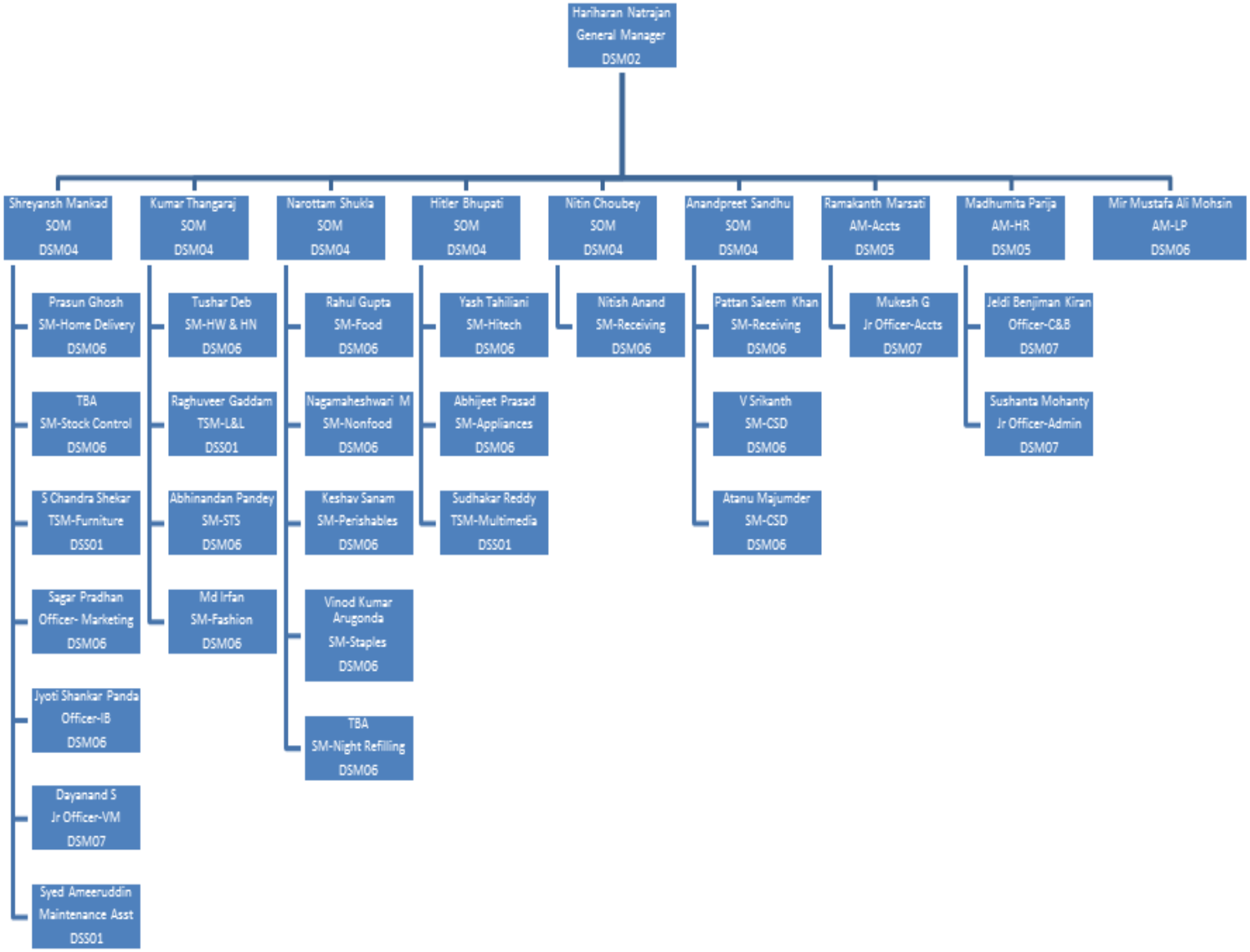
Friday Buster: this day is assigned for electronics items, customers can shop electronics product at low price.

Other than this HyperCITY has a promotion every month such as in July they have "Back to School" etc. and promotions according to seasons such as "Winter Special/Summer Special" as well as regional promotions such as "Ugadi", "Sankranti" too. These promotions have been decided by the company 8 months before hand.

4.3.5 Technology

HyperCITY uses technology for ease of operations across its stores in India; earlier stores were using Win DSS for counting foot falls now they replaced it with Oracle. HyperCITY is spending approx 8 to 9 crore on in store technology software to upgrade and for development. .

Figure 4.6 Organisational Structure



(Source: Data Collected from GM, HyperCITY)

4.3.6 Challenges and Opportunities

(i) *Challenges*

- Open new stores.
- Looking out property
- Logistics is also a one of the challenge
- Self-growth and Industry growth
- Looking for comfort quotient of customer to increase foot falls

(ii) *Opportunities*

- Going to open new store in Hyderabad
- Looking for more private level brands in diversified group of products.
- Going to start online shopping for wooden and grocery

4.4 Conclusion

The chapter highlights the profile of three Hypermarkets selected for the study. The chapter focused on company's history, profile, major milestones, company's manifesto, vision, mission, product ranges, three years footfalls, three years revenue, their strategies, challenges and opportunities in the market place. Overall, in India, for retailers to formulate a strategy and to sustain intense competition is the major challenge in the marketplace. Retailers need to understand how customers shop and address their expectations on par with foreign retailers. They should have a consistent strategy in keeping with the desired position by increasing the foot falls.

CHAPTER V

ANALYTICAL PERSPECTIVE OF STORE CHOICE DECISION

Objective 1

To identify factors underlying customer decision of store choice and purchase patronage behaviour for selected Indian hypermarkets.

5.1 Factors Influencing Customer Store Choice Decision

In order to measure the criteria which has a strong influence on the minds of the respondents, rank correlation test is applied. The choice of hypermarket depends upon various factors or criteria such as Brand Name, Advertisement, Ease of Location, In-store Events, Merchandise (Product Range and Variety), Store Environment, and Price. All these criteria are mentioned in the literature and have been studied in the context of customer choice decision for supermarkets and specialty stores but have not been tested for hypermarkets, whereas factors such as Children and Bulk Buying have been taken to explore their influence on making store choice on the basis of personal observation and as an outcome of pilot study. Ranks are assigned to these factors based on their mean values. Rank 1 is assigned to that criterion which has the lowest mean. Analysis is done for each store individually as well as collectively.

Table 5.1 Frequencies of Store Choice Factors for Hypermarket (Combined Sample)

Statistics						
	N	**Mean**	**Std. Deviation**	**Minimum**	**Maximum**	**Sum**
Brand Name	222	2.10	1.774	1	10	466
Advertisement	100	2.92	2.223	1	10	292
Ease of Location	417	1.72	1.181	1	9	718
In-Store Events	80	3.34	1.922	1	8	267
Product Range & Variety	378	1.96	1.281	1	11	741
Store Environment	189	2.71	1.489	1	7	513
Service of Store	177	3.25	1.612	1	9	576
Children	60	3.53	2.837	1	11	212
Price	244	2.89	1.654	1	11	704
Bulk Buying	152	2.86	1.705	1	10	434
Store Environment	225	3.06	1.619	1	10	689

Table 5.2 Ranks Assigned to Factors of Customer Store Choice Decision for Hypermarket (Combined Sample)

Variables	**N**	**Mean**	**Rank**
Brand Name	222	2.1	3
Advertisements	100	2.92	7
Location	417	1.72	1
In-store Events	80	3.34	10
Product Range and Variety	378	1.96	2
Promotional Scheme/Offers	189	2.71	4
Service of the Store	177	3.25	9
Children	60	3.53	11
Price	244	2.89	6
Bulk Buying	152	2.86	5
Store Environment	225	3.06	8

As seen from table 5.2, location is ranked first with the lowest mean of 1.72. Merchandise which comprises of product range and variety is ranked second with the second lowest mean of 1.96. It is followed by brand name with a mean of 2.10 and promotional offers with a mean of 2.71. The factor that is ranked fifth is bulk buying, which reasserts the fact that in today's rat race, due to time constraints, customers opt for one stop shopping as in hypermarkets. Price is ranked sixth. The study shows surprising results that advertisements, store environment, service of the store and store events have got least rank which is seven, eight, nine and ten respectively, which reveals that customers are least bothered by all these factors whereas hypermarket managers put more emphasis on these factors to increase the foot fall and conversion rate in the store, as it can be seen from the table 5.2.

To explore factors other than those listed in the literature, children and bulk buying were considered as additional factors which could also influence the choice of the store for shopping. But contrary to perceived observation, results of the study show that children are ranked eleven by the customers which implies that children have least influencing power as regards to choice of the store.

Store-wise analysis presented in table 5.3 reveals the coherence or variation of each store with the dimensions ranked for all the stores put together. From the table, it can be seen that collectively as well as for all three stores separately, location is ranked first by the customers. The location factor has a strong influence on the minds of the customers. Other factors are ranked differently for different stores, for example, in the case of Big Bazaar, brand name gets second rank because of their strategies of 'brand recall' to position their brand in the customer's mind. It is followed by product range & variety, promotional offers, advertisement and price. In the case of HyperCITY, it can be seen that product range & variety is important as it is ranked second followed by brand name, because the store caters to high class customers who are influenced more by store environment than price. HyperCITY has a good store environment and a place for children to play, so it is observed that children are also an important factor in influencing the choice of customers who visit it. In the case of Spencer's Hyper, product range and

Table 5.3 Statistics for Customer Store Choice Decision Factors (Store Wise)

Statistics													
GROUP			**Brand Name**	**Advertisement**	**Ease of Location**	**In-Store Events**	**Product Range & Variety**	**Promotional Offers**	**Service of Store**	**Children**	**Price**	**Bulk Buying**	**Store Environment**
Big Bazaar	N	Valid	99	53	140	28	118	79	69	16	95	39	44
		Missing	169	215	128	240	150	189	199	252	173	229	224
	Mean		**1.85**	**2.68**	**1.83**	**3.54**	**2.04**	**2.47**	**3.14**	**4.69**	**2.81**	**3.92**	**4.14**
	Std. Deviation		1.281	2.173	1.211	1.503	1.097	1.600	1.438	3.219	1.671	2.276	1.693
	Sum		183	142	256	99	241	195	217	75	267	153	182
	Rank		**2**	**5**	**1**	**8**	**3**	**4**	**7**	**11**	**6**	**9**	**10**
HyperCITY	N	Valid	67	28	148	20	127	41	53	26	65	32	100
		Missing	194	233	113	241	134	220	208	235	196	229	161
	Mean		**2.06**	**3.14**	**1.53**	**3.60**	**1.84**	**3.10**	**3.13**	**3.04**	**2.89**	**3.16**	**2.76**
	Std. Deviation		1.496	1.779	.837	2.010	.929	1.625	1.210	2.425	1.929	1.298	1.525
	Sum		138	88	226	72	234	127	166	79	188	101	276
	Rank		**3**	**9**	**1**	**11**	**2**	**7**	**8**	**6**	**5**	**10**	**4**
Spencer's Hyper	N	Valid	56	19	129	32	133	69	55	18	84	81	81
		Missing	211	248	138	235	134	198	212	249	183	186	186
	Mean		**2.59**	**3.26**	**1.83**	**3.00**	**2.00**	**2.77**	**3.51**	**3.22**	**2.96**	**2.22**	**2.85**
	Std. Deviation		2.585	2.903	1.437	2.185	1.665	1.214	2.089	2.901	1.401	1.173	1.459
	Sum		145	62	236	96	266	191	193	58	249	180	231
	Rank		**4**	**10**	**1**	**8**	**2**	**5**	**11**	**9**	**7**	**3**	**6**

Variety is ranked second similar to HyperCITY. Whereas, bulk buying is ranked third because customers of Spencer's Hyper chose the store for majority of their grocery shopping as compared to other house hold items. This is because they perceive that offers in the store are good which is also a very important factor for them (fifth rank) after brand name which is ranked fourth.

Objective 2

To examine the role of identified factors in making choice criteria of selected Indian hypermarkets.

5.2 Factors Determining Customer Store Choice Decision

The relationship between factors that lead to choice decision, influence customers to choose one particular store over other stores which have similar formats for shopping.

From the appendix table-1, it can be seen that compared to other factors, there is a high significant positive correlation between store choice and personnel service perception, coefficient being 0.875, significant at 0.001 level. This shows that good personnel service will increase the choice level for the store. Similarly, there is a significant positive correlation between store choice and price perception, location, store image, entertainment, value perception, sales promotion and merchandise, coefficients being 0.413, 0.583, 0.660, 0.586, 0.582, 0.572, and 0.718 respectively, significant at 0.001 levels.

Correlation is also observed among factors that help in establishing a store choice. It has been found from appendix table-1 that independent factors also have positive significant correlation with each other but with low values (below 0.652). This shows that although factors are correlated but they have an independent effect on dependent factor, i.e., store choice. There is a positive correlation between value perception and store image with coefficient value of 0.901 which is very high and it shows multicollinearity, which implies that customers use the image of the store as a yardstick of evaluating value for money.

There is a significant negative correlation between store choice and store environment, correlation coefficient being -0.221, significant at 0.001 level. It shows that changes in the environment of the store will have no effect on store choice decision

because customers are influenced more by location, personnel service and promotions for making their choice about the store for shopping. A similar negative correlation exists between store environment and other independent factors, which is significant at 0.001. This negative correlation is due to the fact that changing in-store environment has no relation with customer price perception, sales promotion, location, entertainment and other variables.

While comparing store wise correlation of all factors, correlation table shows similarity in relations between dependent and independent variables as well as among independent variables, significant at the 0.001 level. Values of correlations are depicted in the Appendix 2, 3, 4.

Store wise analysis reveals variation in the association of dependent with independent variables as well as among the independent variables. In the case of Big Bazaar, results show positive significant relationship between store choice and price perception, location, personnel service perception, store image, entertainment, value perception, sales promotion and merchandise; correlation coefficients being 0.434, 0.533, 0.897, 0.675, 0.640, 0.581, 0.616 and 0.751 respectively, which is significant at the 0.001 level. This result is surprising because it means that for Big Bazaar, customers are influenced more by personnel service perception followed by merchandise, store image, entertainment and value perception which is contradictory to the observation that they are more influenced by promotional offers.

For HyperCITY, association of independent factors with store choice is also positively significant. Association of store choice with price perception has a correlation value of 0.219, with location it is 0.454 and with personnel service perception it is 0.852. The high correlation value of store choice with personnel service perception makes it evident that personnel service of the store has a high impact on customers' choice decision about the store for their shopping. Correlation value between store choice and store image is 0.579, with entertainment it is 0.480, with value perception it is 0.460, with sales promotion it is 0.435, and with merchandise it is 0.661, at 0.001 significance levels.

Some major correlations were found between store choice and other independent factors for Spencer's Hyper. Correlation value between store choice and price perception is 0.565, at the 0.001 level. Association of store choice is found to be high with personnel service perception, correlation coefficient being 0.860. Also, store choice is found to be dependent on the merchandise available in the store, correlation coefficient being 0.751, at the 0.001 level of significance. Analysis of the results obtained for all the three stores, individually as well as collectively shows that personnel service perception is a major factor influencing the choice of customers of hypermarkets. Correlation coefficient with other factors depicts positive significant correlation at the 0.001 level of significance. At this level of significance, correlation coefficient of store choice with location is 0.705, with store image it is 0.717, with entertainment it is 0.559, with value perception and sales promotion it is 0.670 and 0.605 respectively. In the case of Spencer's Hyper, personnel service, merchandise, store image, location and value perception are the key factors which affect the customers to make their choice.

It can be seen from Appendix 2, 3, 4 that store environment has a negative significant correlation with store choice for Big Bazaar, correlation coefficient being -0.269 at 0.001 level of significance, and for Spencer's Hyper it is -0.149 at 0.05 level of significance. However, for HyperCITY, it is insignificant with the correlation coefficient being -0.018, i.e., customers remain indifferent for their choice even when the store environment changes. Thus, store environment has no impact on the preference for shopping in case of HyperCITY.

Negative correlation is found to be significant between store environment (independent variable) and other independent variables at the 0.001 level of significance. Big Bazaar's result shows an insignificant relation between store environment and price perception as well as with location, correlation coefficient values being -0.040 and -0.119 respectively. Similarly for HyperCITY also, results show insignificant relationship between store environment and location (-0.076), personnel service perception (-0.015) and entertainment (-0.105). However, a significant negative relationship was observed between store environment and price perception (-0.128) and merchandise (-0.147), at

0.05 level. Results for Spencer's Hyper indicate that the relation between store environment with location (-0.099) and entertainment (-0.090) is insignificant, whereas a significant negative result was found with personnel service perception (-0.146) and value perception (-0.137) at 0.005 level of significance.

Other than these relations, all independent factors reveal a significant positive relation which makes it evident that all factors have their independent impact on store choice and influence the customers' mind to make decisions about selecting the hypermarket for shopping/visit.

In order to determine the strength of the relationship between one dependent variable usually denoted by Y and a series of other changing variables (known as independent variables), regression analysis is being used. Basically, there are two types of regression, namely, linear and multiple regressions. Linear regression uses one independent variable to explain and/or predict the outcome of Y. It is seen that in making choice for the store, significant correlations exist between factors like price perception, location, merchandise, sales promotion, store image, personnel service perception and entertainment. For evaluating the effect of the different factors and identifying the major influencing factor(s), eight factors are chosen which were highly correlated with store choice and also show independent interrelation with each other, influencing customer choice decision about the store. These are:

X_1 = Price perception

X_2 = Location

X_3 = Personnel service perception

X_4 = Store image

X_5 = Entertainment

X_6 = Value perception

X_7 = Sales promotion

X_8 = Merchandise

The general form of each type of regression is **Y = a + bX + u**

Where, **Y** is the variable that we are trying to predict, **X** is the variable that we are using to predict Y, **a** is the intercept, **b** is the slope, and **u** is the regression residual.

A positive correlation is found between store choice (dependent variable) and other independent variables (X_i). As value perception showed high collinearity with store image, it is not taken into consideration for further analysis. In order to measure the level of effect of independent factors on the dependent factor, for all three stores, regression analysis is carried out.

5.2.1 Impact of Merchandise on Store Choice

Good product quality, range and variety have an impact on store choice decision of the customers. This is evident from the store wise correlation results which show that merchandise is significantly correlated with store choice, correlation value for Big Bazaar is 0.700, for HyperCITY it is 0.661 and for Spencer's Hyper it is 0.751, at 5 percent level of significance. To test this hypothesis the following analysis is done.

Table 5.4 Regression Statistics for Impact of Merchandise on Store Choice

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**Store Choice <--- Merchandise**	0.700	0.490
HyperCITY		0.661	0.437
Spencer's Hyper		0.751	0.564

From table 5.4, the squared multiple correlation "R square" is found to be high (Big Bazaar 0.700, HyperCITY 0.661, Spencer's Hyper 0.751), i.e., it is estimated that the predictor merchandise of store choice explains 70 percent of its variance. In other words, the error variance of store choice is approximately 30 percent of the variance of

store choice itself, whereas in the case of HyperCITY and Spencer's Hyper, 43.7 and 56.4 percent of variance is explained by merchandise, therefore the error variance of store choice is approximately 56.3 and 43.6 percent of the variance of store choice itself.

In the case of Big Bazaar, the regression weight estimate, 1.408, has a standard error of about 0.088. The probability of getting a critical ratio as large as 16.017 in absolute value is less than 0.001. In other words, the regression weight for merchandise in the prediction of store choice is significantly different from zero at the 0.001 level. Whereas in the case of HyperCITY and Spencer's Hyper, the regression weights are 1.228 and 1.475 respectively, therefore the regression weight for merchandise in prediction of store choice is also significantly different from zero at the 0.001 level of significance which is well below the definite 'p- value (0.05)', implying that the model is statistically significant. Therefore, it can be concluded that merchandise has a significant impact on customer's choice decision for hypermarket. Thus, it has a strong influencing effect on its own for selecting a store for shopping.

Table 5.5 Regression Weights of Impact of Merchandise on Store Choice

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**Store Choice <--- Merchandise**	1.408	0.088	16.017	***
HyperCITY		1.228	0.086	14.209	***
Spencer's Hyper		1.475	0.080	18.537	***

To calculate the effect of merchandise on store choice decision, the model can be framed from the coefficient table for all the three hypermarkets as follows:

- Big Bazaar : SC = 12.677 + 1.408 × MF
- HyperCITY : SC = 17.990 + 1.228× MF
- Spencer's Hyper : SC = 11.478 + 1.475× MF

This implies that higher the product quality, range and variety, higher will be the influence on customers' mind in making decision about the store for their shopping.

5.2.2 Impact of Personnel Service on Store Choice

Table 5.6 Regression Statistics for Impact of Personnel Service on Store Choice

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	Estimate
Big Bazaar	**Store Choice <--- Personnel Service Perception**	0.897	0.805
HyperCITY		0.852	0.725
Spencer's Hyper		0.860	0.740

From table 5.6, the standard regression weight "R" is found to be 0.897, 0.852 and 0.860 for Big Bazaar, HyperCITY and Spencer's Hyper respectively. Squared multiple correlations implies that the factor which is being discussed here is defining the customers' store choice with a variability of 80 percent for Big Bazaar, for HyperCITY it is 72.5 percent and for Spencer's Hyper it is 74 percent (coefficient of determination). In other words, the error variance of store choice is approximately 10.3, 14.8 and 26 percent of the variance of store choice itself for Big Bazaar, HyperCITY and Spencer's Hyper respectively. The regression weight estimate for Big Bazaar, HyperCITY and Spencer's Hyper is 1.681, 1.286 and 1.748 respectively with corresponding standard error of about 0.124, 0.146 and 0.159.

Table 5.7 Regression Weights of Impact of Personnel Service Perception on Store Choice

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**Store Choice <--- Personnel Service Perception**	2.379	0.072	33.158	***
HyperCITY		2.219	0.085	26.206	***
Spencer's Hyper		2.403	0.087	27.521	***

Results in table 5.7, explain that the probability of getting a critical ratio as large as 13.601, 8.815 and 11.008 for Big Bazaar, HyperCITY and Spencer's Hyper respectively in absolute value is less than 0.001. In other words, the regression weight for personnel service perception in the prediction of store choice is significantly different from zero at the 0.001 level, justifying the significance of the test ($p < 0.05$). The coefficients of the independent factor are mentioned in the table from where influence of the factor on store choice could be assessed.

To calculate the effect of personnel service perception on store choice decision, the model can be framed from the coefficient table for all the three hypermarkets as follows:

- Big Bazaar : SC = 8.731 + 2.379 × PSP
- HyperCITY : SC = 12.601+ 2.219 × PSP
- Spencer's Hyper : SC = 8.853 + 2.403 × PSP

This implies that higher the personnel service of the store, higher will be the impact on customer's mind in making decision about store choice for their shopping.

5.2.3 Impact of Location on Store Choice

In order to determine the role of location in making a shopping choice for a particular hypermarket by the customers, regression technique was applied. Due to change in the customers' requirements for shopping, nowadays customers look for ease of location of the store as well as a good place for outing and meeting friends in addition to shopping at the store.

Table 5.8 Regression Statistics for Impact of Location on Customer Store Choice

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**Store Choice <---Location**	0.533	0.285
HyperCITY		0.454	0.206
Spencer's Hyper		0.705	0.497

Comparison of all the three hypermarkets shows that the independent variable i.e. location in the case of Big Bazaar and HyperCITY defines 28 and 20 percent of the variability in the dependent variable. Whereas in the case of Spencer's Hyper, it defines 49.7 percent of variability in store choice which is higher than the other two hypermarkets. Thus it can be concluded that for Spencer's Hyper, location is one of the important factors determining store choice decision of the customers (Table 5.8).

The regression weight for location in the prediction of store choice is significantly different from zero at the 0.001 level of significance. Similarly, for HyperCITY and Spencer's Hyper, regression weight estimates are 0.687 and 1.229 respectively and the probability value is less than the 0.001 level of significance. For all hypermarkets, level of significance is 0.001, which is less than the 'p-value (0.05)'. Thus, the applied test is significant which establishes the fact that location is also an important factor influencing customers in determining the choice of the hypermarket as it can be seen from table 5.9.

Table 5.9 Regression Weights of Impact of Location on Store Choice

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**Store Choice <--- Location**	1.025	0.099	10.305	***
HyperCITY		0.687	0.084	8.221	***
Spencer's Hyper		1.229	0.076	16.196	***

To calculate the effect of location on store choice decision, the model can be framed from the coefficient table for all the three hypermarkets as follows:

- Big Bazaar : SC = 19.968 + 1.025 × LF
- HyperCITY : SC = 29.529+ 0.687 × LF
- Spencer's Hyper : SC = 15.844 + 1.229 × LF

This means that ease of location of the hypermarket will increase the chance for it to be selected by the customers for their shopping.

5.2.4 Impact of Store Image on Store Choice

Literature reveals that store image has a high impact on customer choice for the store. In order to determine the role of store image in making a shopping choice for a particular hypermarket by the customers, regression technique is applied.

It can be seen from the result table 5.10 that correlation is high between store choice and store image, values being 0.675 for Big Bazaar, 0.579 for HyperCITY and 0.717 for Spencer's Hyper, and thus it explains 45.6 percent for Big Bazaar, 33.5 percent for HyperCITY and 51.4 percent for Spencer's Hyper of variance in store choice. Adjusted R square value is close to R square value which indicates that the model closely fits the responses of the population.

Table 5.10 Regression Statistics for Impact of Store Image on Store Choice

Group	**Path**	**Standardized Regression Weight**	**Squared Multiple Correlations**
		Estimate	*Estimate*
Big Bazaar	**Store Choice <--- Store Image**	0.675	0.456
HyperCITY		0.579	0.335
Spencer's Hyper		0.717	0.514

Table 5.11 Regression Weights of Impact of Store Image on Store Choice

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**Store Choice <--- Store Image**	1.630	0.109	14.958	***
HyperCITY		1.288	0.113	11.437	***
Spencer's Hyper		1.844	0.110	16.788	***

The regression weight for store image in the prediction of store choice is significantly different from zero at the 0.001 level which is well below the definite 'p-value (0.05) implying that the test is accurate. To calculate the effect of store image on store choice decision, the model can be framed from the coefficient table for all the three hypermarkets as follows:

- Big Bazaar : SC =13.022 + 1.630 × SI
- HyperCITY : SC = 22.175+ 1.288 × SI
- Spencer's Hyper : SC = 10.059 + 1.844 × SI

It is inferred from table 5.11 that the fit model is significant because p-value is less than 0.05 and the image of hypermarket in the customer mind has a significant impact in determining the choice of the hypermarket for shopping. That is, if the value of the store image increases by one, then the value of store choice would also increase you can seen in table 5.11.

5.2.5 Impact of Price Perception on Store Choice

Customers are price conscious, so if the price structure of the store is high then the probability of selecting the store for shopping will be low. In order to evaluate the level of influence of price on store choice decision, regression analysis is carried out.

Table 5.12 Regression Statistics for Impact of Price Perception on Customer Store Choice

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**Store Choice <--- Price Perception**	0.434	0.188
HyperCITY		0.219	0.048
Spencer's Hyper		0.565	0.319

From table 5.12, the standard regression weight "R" is found to be 0.434, 0.219 and 0.565 for Big Bazaar, HyperCITY and Spencer's Hyper respectively. Squared multiple correlations 18.8, 4.8, and 13.7 percent for Big Bazaar, HyperCITY and Spencer's Hyper respectively implies that in the case of Big Bazaar, the predictor price perception of store choice explains 18.8 percent of its variance. In other words, the error variance of store choice is approximately 81.2 percent of the variance of store choice itself. For HyperCITY, it shows only 4.8 percent variance which is very less but still has an effect on the dependent variable i.e. store choice while in the case of Spencer's Hyper, predictors' variance is 56.5 percent.

Table 5.13 Regression Weights of Impact of Price Perception on Store Choice

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**Store Choice <--- Price Perception**	0.681	0.087	7.873	***
HyperCITY		0.293	0.081	3.620	***
Spencer's Hyper		1.037	0.093	11.165	***

The model is also statistically significant at the 0.05 level of significance. Significant value is less than the defined 'p-value (0.05)' which is 0.001 and validates the whole model. The regression weight estimate for Big Bazaar, 0.681, has a standard error of about 0.087 and the probability of getting a critical ratio as large as 7.873 in absolute value is less than 0.001. In other words, the regression weight for price perception in the

prediction of store choice is significantly different from zero at the 0.001 level. In the case of HyperCITY and Spencer's Hyper, corresponding regression weight estimates, i.e., 0.293 and 1.037, have a standard error of about 0.081 and 0.093 respectively. For both the stores the probability of getting a critical ratio as large as 3.620 and 11.165 respectively in absolute value is less than 0.001. In other words, the regression weight for price perception in the prediction of store choice is significantly different from zero at the 0.001 level.

From the regression weights table 5.13, regression equation for predictor will be:

y = a + bx1

- Big Bazaar: SC = 19.923 + 0.681× PF
- HyperCITY: SC = 35.567 + 0 .293× PF
- Spencer's Hyper: SC = 9.667 + 1.037× PF

The constant term is estimated at 19.923, 35.567 and 9.667 for the three different stores. The implication is that, if the x-values are put into the function, then it will predict the level of influence of price perception on customer store choice.

5.2.6 Impact of Entertainment on Store Choice

Due to lack of time, customers in the present scenario seek entertainment with shopping in the store. This requires the development of new formats by the marketers to match the changing need of customers. Shopping is a time consuming activity, so consumers look for a place where they can enjoy as well as shop. To fulfill this requirement of customers, hypermarket format is the best fit. There is a need to analyze the level of impact of entertainment on customer choice decision. Results show that the relationship between store choice and entertainment is 0.640, 0.480 and 0.559 for Big Bazaar, HyperCITY and Spencer's Hyper respectively.

Table 5.14 Regression Statistics for Impact of Entertainment on Store Choice

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**Store Choice <--- Entertainment**	0.640	0.409
HyperCITY		0.480	0.230
Spencer's Hyper		0.559	0.313

In the case of Big Bazaar, HyperCITY and Spencer's Hyper, corresponding squared multiple correlations are 0.409, 0.230 and 0.313 which implies that entertainment explains 40.9, 23 and 31.3 percent of its variance respectively.

The model is significant at the 0.05 level of significance. Therefore the dependent variable is well defined by the independent variable at 0.001 significance levels; consequently the whole model is perfect fit. The regression weights of independent variables against the dependent variable are mentioned in table 5.15.

Table 5.15 Regression Weights of Impact of Entertainment on Store Choice

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**Store Choice <--- Entertainment**	1.681	0.124	13.601	***
HyperCITY		1.286	0.146	8.815	***
Spencer's Hyper		1.748	0.159	11.008	***

The corresponding regression weight estimate for Big Bazaar, HyperCITY and Spencer's Hyper is 1.681, 1.286 and 1.748 with a standard error of about 0.124, 0.146 and 0.159 respectively. For all the three stores, i.e., Big Bazaar, HyperCITY and Spencer's Hyper, the probability of getting a critical ratio as large as 13.601, 8.815 and 11.008 respectively in absolute value is less than 0.001. In other words, the regression weight for entertainment in the prediction of store choice is significantly different from

zero at the 0.001 level. The regression equation for the predictor entertainment will be different for all the three hypermarkets:

- Big Bazaar: SC = 19.288 + 1.681 × EF
- HyperCITY: SC = 27.009 + 1.286 × EF
- Spencer's Hyper: SC = 19.588 + 1.748 × EF

From the results, it can be concluded that if the entertainment value increases by one, then the value of store choice will also increase. This increase has a value of 1.681 in case of Big Bazaar, for HyperCITY it is 1.286 and for Spencer's Hyper it is 1.748.

5.2.7 Impact of Sales Promotion on Store Choice

Retail promotion enables stores to meet objectives and accelerate purchases when brand substitution occurs within the store and customers from other stores switch, or cross-shop to take advantage of the promotions. Slow growth and intense competition in retail markets in recent years has increased the need for retailers to use strategies focused on retaining and attracting the right consumers. However, a strategy that is effective in acquiring new customers may not be the most effective in retaining current customers. To identify the level of effect of promotions on store choice, further analysis is done.

Table 5.16 Regression Statistics for Impact of Sales Promotion on Store Choice

Group	**Path**	**Standardized Regression Weight**	**Squared Multiple Correlations**
		Estimate	*Estimate*
Big Bazaar	**Store Choice <--- Sales Promotion**	0.616	0.380
HyperCITY		0.435	0.189
Spencer's Hyper		0.605	0.366

From the result table 5.16, it is found that store choice has a positive relationship with sales promotion, values being 0.616, 0.435, and 0.605 for the three stores Big Bazaar, HyperCITY and Spencer's Hyper respectively. This means that if sales promotion increase by one standard deviation, then the store choice goes up by 0.616, 0.435, 0.605 standard deviations respectively. In this model, it is estimated that sales promotion explains 38 percent of its variance for Big Bazaar. In the case of HyperCITY, it explains 18.9 percent of its variance which is not a very good proportion but still it is significant. And for Spencer's Hyper, 36.6 percent of variance is explained by sales promotion. Table 5.17 explains significance at the value of 0.001, which is less than the defined 'p-value (0.05)' of the model. In other words, the regression weight for sales promotion in the prediction of store choice is significantly different from zero at the 0.001 level, for Big Bazaar, HyperCITY and Spencer's Hyper, indicating that the model is fit for all the three hypermarkets.

Table 5.17 Regression Weights of Impact of Sales Promotion on Store Choice

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**Store Choice <--- Sales Promotion**	0.955	0.075	12.783	***
HyperCITY		0.638	0.082	7.781	***
Spencer's Hyper		1.051	0.085	12.399	***

The regression equation for predictor will be:

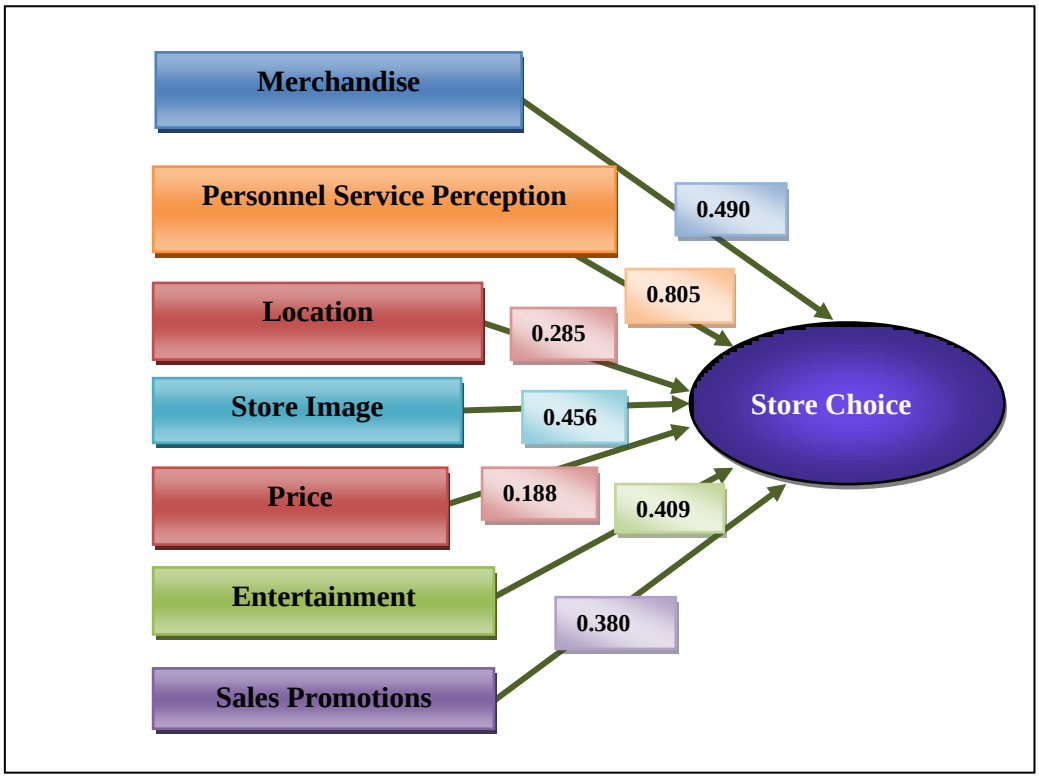
- Big Bazaar: SC = 19.129 + .955 × SP
- HyperCITY : SC = 29.554 + .638 × SP
- Spencer's Hyper : SC = 18.473 + 1.051 × SP

The model proved to be significant, thus it can be concluded that sales promotion have a positive influence on customer choice decision about hypermarket for their shopping, i.e., if sales promotion increase by one, the store choice will increase by 0.955, 0.638 and 1.051 for Big Bazaar, HyperCITY and Spencer's Hyper respectively. It is evident from the result that sales promotion influence is more in case of Big Bazaar and Spencer's Hyper, whereas for HyperCITY it has low but positive effect which indicates

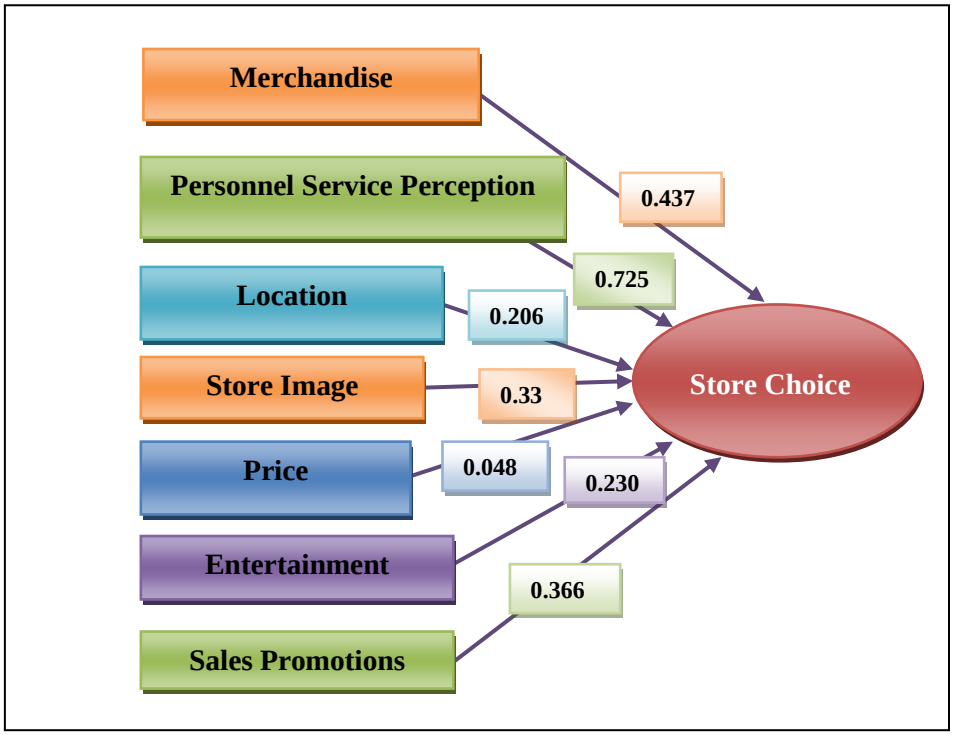
that customers of HyperCITY are less inclined to sales promotions. The graphical representation of individual impact of all independent variables on store choice is depicted in figure 5.1.

Figure 5.1 Graphical Representation of Individual Impact of all the Independent Variables on Customer Store Choice for the Three Hypermarkets

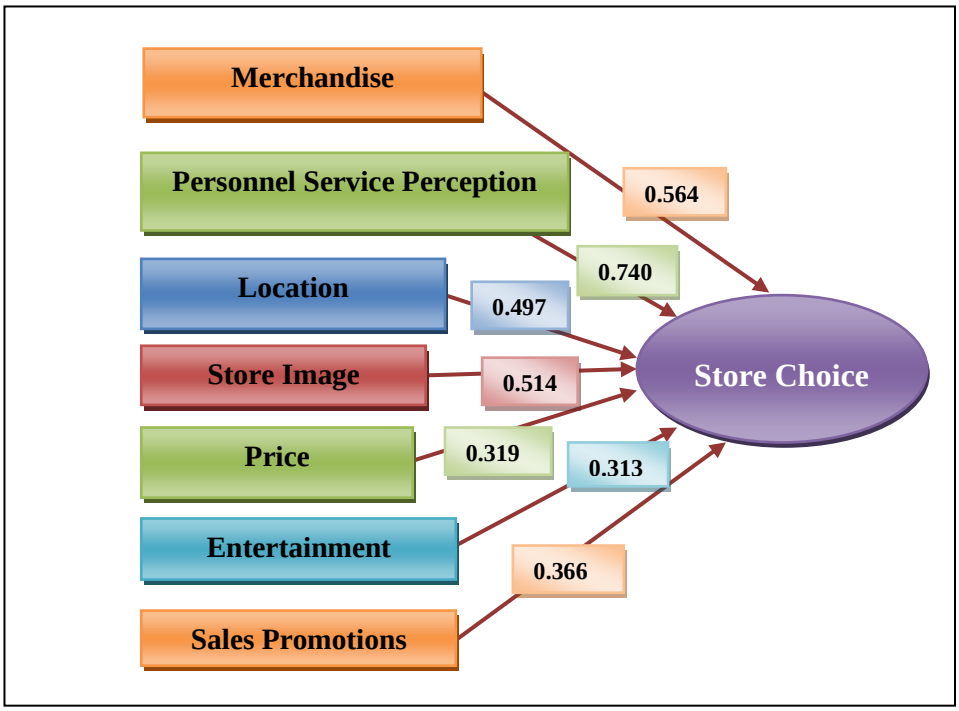
Big Bazaar



HyperCITY



Spencer's Hyper



5.2.8 Impact of Individual Variables on Store Choice for Hypermarket (Combined Sample)

The sample is taken as a whole for hypermarkets. To evaluate the level of impact of each important individual factor on dependent variable (store choice), linear regression is used.

Table 5.18 Regression Statistics for Impact of Individual Independent Variables on Store Choice for Hypermarket (Combined Sample)

SN.	Paths	Standardized Regression Weights	Squared Multiple Correlations
1.	Store Choice <--- Merchandise	0.718	0.516
2.	Store Choice <--- Personal Service Perception	0.875	0.766
3.	Store Choice <--- Location	0.583	0.340
4.	Store Choice <--- Store Image	0.660	0.436
5.	Store Choice <--- Price Perception	0.413	0.170
6.	Store Choice <--- Entertainment	0.586	0.343
7.	Store Choice <--- Sales Promotion	0.572	0.327

The degree of correlation between personnel service perception and store choice is 0.87 which is very high. Correlation coefficient between store choice and merchandise is 0.718 whereas it is 0.660 for the next important factor store image. In the case of location, price perception, entertainment and sales promotion, the correlations are found to be respectively 0.583, 0.413, 0.568 and 0.572. This means that if the value of individual variable increases by one standard deviation then the store choice goes up by their respective values of standard regression weight. It is estimated that the predictors of store choice explain 51.6 percent (Merchandise), 76.6 percent (Personnel Service Perception), 34 percent (Location), 43.6 percent (Store Image), 17 percent (Price Perception), 34.3 percent (Entertainment), and 32.7 percent (Sales Promotion) of its

variance. In other words, the error variance of store choice is approximately 48.4 percent (Merchandise), 23.4 percent (Personnel Service Perception), 66 percent (Location), 56.4 percent (Store Image), 83 percent (Price Perception), 65.7 percent (Entertainment), and 67.3 percent (Sales Promotion) of the variance of store choice itself. It may be noted that, one factor (Value Perception) has been dropped from the initial list in order to bring transparency in the area by minimizing the auto-correlations.

The regression values are those which show the degrees of variability in the dependent variable corresponding to the independent variables (also R square value) and the residuals are the values which remain unaddressed by the regression model being carried out. In addition to this, it clearly conveys the meaning that all the factors have a positive influence on the customers' mind to make their decision to shop at a particular hypermarket. All the variables in the model are statistically significant.

The combined table 5.19 also indicates that in each case, the independent factors proposed are found to have a significant impact on the overall store choice criterion and hence the hypotheses of influence of each factor on store choice also holds good since 'p-values' are less than '0.05'.

Table 5.19 Regression Weights of Impact of Individual Independent Variables on Customer Store Choice for Hypermarket (Combined Sample)

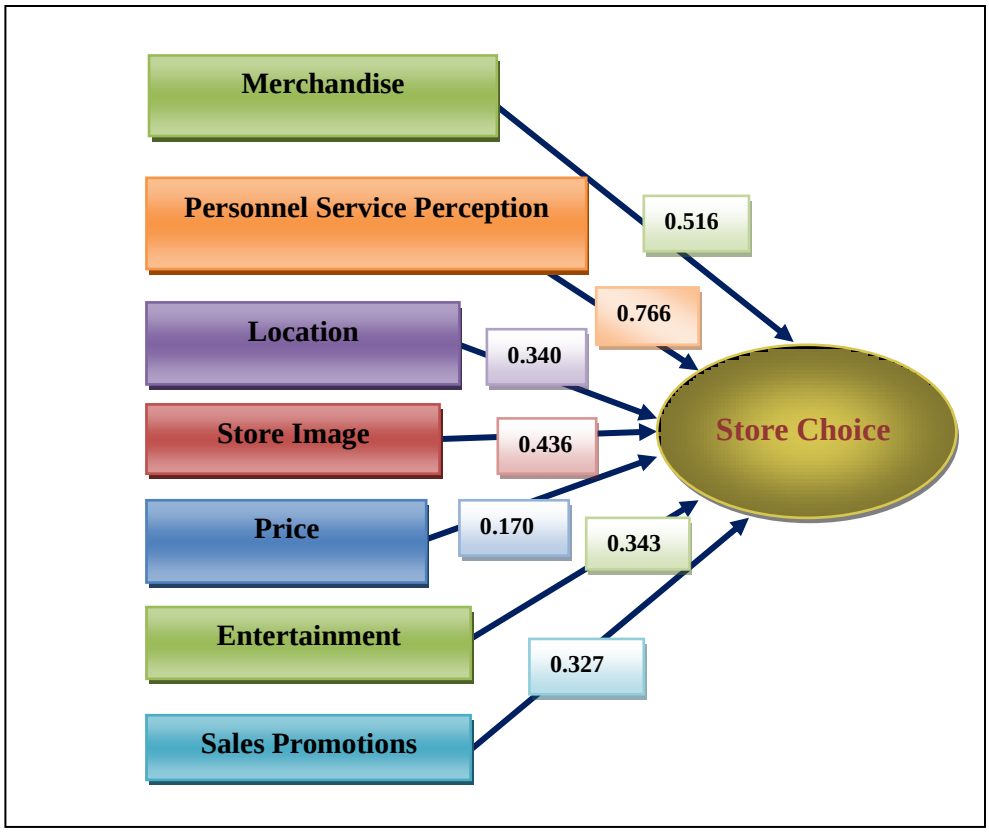
SN.	Paths	Estimate	S.E.	C.R.	P
1.	Store Choice <--- Merchandise	1.414	0.049	29.100	***
2.	Store Choice <--- Personal Service Perception	2.378	0.047	50.955	***
3.	Store Choice <--- Location	1.028	0.051	20.234	***
4.	Store Choice <--- Store Image	1.625	0.066	24.777	***
5.	Store Choice <--- Price Perception	0.663	0.052	12.777	***
6.	Store Choice <--- Entertainment	1.639	0.080	20.375	***
7.	Store Choice <--- Sales Promotion	0.914	0.046	19.659	***

The seven individual factors identified earlier have an influence on customer choice. The regression weight estimates, 1.414 (Merchandise), 2.378 percent (Personnel Service Perception), 1.028 percent (Location), 1.625 percent (Store Image), 0.663 percent (Price Perception), 1.639 percent (Entertainment), and 0.914 percent (Sales Promotion), have a standard error of about 0.049, 0.047, 0.051, 0.066, 0.052, 0.080, 0.046 respectively. The regression weight for merchandise, personnel service perception, location, store image, price perception, entertainment, sales promotion in the prediction of store choice is significantly different from zero at the 0.001 level of significance which is less than the definite 'p-value (0.05)'.

Linear regression equation to predict response variable (store choice) for all control variables will be:

- $y = 13.067 + 1.414 \times MF$ (Merchandise)
- $y = 20.957 + 1.639 \times EF$ (Entertainment Factor)
- $y = 21.822 + .663 \times PF$ (Price Factor)
- $y = 20.626 + 1.028 \times LF$ (Location Factor)
- $y = 9.409 + 2.378 \times PSP$ (Personnel Service Perception)
- $y = 21.495 + .914 \times SP$ (Sales Promotion)
- $y = 14.367 + 1.625 \times SI$ (Store Image)

Figure 5.2 Graphical Representations of Factors Influencing Customer Store Choice for Hypermarket (Combined Sample)



5.3 Combined Impact of Independent Variables on Store Choice

Multiple Regression Analysis

Multiple regression analysis is used to examine the combined effect of all the independent variables on store choice for the three selected Indian hypermarkets individually and for Hypermarket (combined sample). Here, there is one dependent variable (y) and seven independent variables (x_i) of which the statistically significant ones are drawn through analysis.

Mathematically: **$y = a+b1x1 + b2x2 + b3x3 + b4x4 + b5x5 + b6x6 + b7x7$**

Where, y is dependent variable (store choice),

x1, x2, x3, …… are independent variables (independent factors: merchandise, personnel service, price, store image, entertainment, sales promotion and location).

After getting the individual significant results of each identified important independent factors which have an impact on store choice, it is required to determine and calculate the level of impact of all individual factors collectively on the customers' mind to choose the hypermarket for their shopping. This will help to infer causality. Multiple regression analysis is used in places where simple regression analysis would mislead.

Results elucidate that it is necessary to avoid misrepresentation in explaining store choice by a single variable while keeping fixed other important explanatory factors that are correlated. Addition of all the variables will be useful in explaining response variable (y), i.e., store choice, and then more variation in store choice can be explained by control variables (x_i). For the analysis which is based on customer responses from all the three selected Indian hypermarkets, the reliability of the independent variables is 0.960 for Big Bazaar, 0.932 for HyperCITY and 0.954 for Spencer's Hyper. The values are high enough to make an inference.

In order to evaluate hypothesis for store choice determination for hypermarket, the following discussion is made.

Table 5.20 Regression Statistics of Combined Impact of Independent Variables on Store Choice

	Big Bazaar	**HyperCITY**	**Spencer's Hyper**
	Squared Multiple Correlations	*Squared Multiple Correlations*	*Squared Multiple Correlations*
Store Choice	0.842	0.788	0.844

For Big Bazaar, squared multiple correlation "R square" is found to be 0.842, i.e., the predictors merchandise, personnel service, location, store image, price, entertainment, sales promotion of store choice explain 84.2 percent of its variance. In other words, the

error variance of store choice is approximately 15.1 percent of the variance of store choice itself. For HyperCITY and Spencer's Hyper, squared multiple correlations "R square" is 0.788 and 0.844, i.e., the predictors merchandise, personnel service, location, store image, price, entertainment, sales promotion of store choice for these two hypermarkets explain 78.8 and 84.4 percent of its variance. The regression weights of independent variables against the dependent variable are mentioned in table 5.21.

Table 5.21 Regression Weights of Combined Impact of Independent Variables on Store Choice for Big Bazaar

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
Store Choice <--- Store Image	0.194	0.080	0.092	2.112	0.035
Store Choice <--- Personnel Service Perception	1.782	0.672	0.104	17.102	***
Store Choice <--- Location	0.192	0.100	0.058	3.325	***
Store Choice <--- Merchandise	0.350	0.174	0.075	4.635	***
Store Choice <--- Entertainment	0.142	0.054	0.096	1.474	0.140
Store Choice <--- Price Perception	-0.052	-0.033	0.049	-1.063	0.288
Store Choice <--- Sales Promotion	-0.027	-0.017	0.064	-0.421	0.674

Out of these seven paths, three paths (a) from personnel service perception to store choice, (b) from location to store choice, (c) from merchandise to store choice are significant at the 0.001 level of significance, whereas path from store image to store choice is significant at the 0.05 level of significance. Three paths, (a) from entertainment to store choice, (b) from price perception to store choice and (c) from sales promotion to store choice are insignificant as can be seen in table 5.22.

Table 5.22 Regression Weights of Combined Impact of Independent Variables on Store Choice for HyperCITY

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
Store Choice <--- Store Image	0.110	0.049	0.091	1.203	.229
Store Choice <--- Personnel Service Perception	1.675	0.643	0.105	15.935	***
Store Choice <--- Location	0.223	0.148	0.047	4.730	***
Store Choice <--- Merchandise	0.307	0.165	0.075	4.106	***
Store Choice <--- Entertainment	0.272	0.102	0.098	2.780	.005
Store Choice <--- Price Perception	-0.082	-0.061	0.046	-1.784	.074
Store Choice <--- Sales Promotion	0.001	0.001	0.053	0.020	.984

For HyperCITY, three paths (a) from personnel service perception to store choice, (b) from location to store choice, and (c) from merchandise to store choice are significant at the 0.001 level of significance, whereas path from entertainment to store choice is significant at the 0.05 level of significance. Three paths, (a) from store image to store choice, (b) from price perception to store choice and (c) from sales promotion to store choice are insignificant as can be seen in table 5.22.

Table 5.23 Regression Weights of Combined Impact of Individual Variables on Store Choice for Spencer's Hyper

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
Store Choice <--- Store Image	0.344	0.134	0.098	3.527	***
Store Choice <--- Personnel Service Perception	1.450	0.519	0.102	14.234	***
Store Choice <--- Location	0.326	0.187	0.060	5.448	***
Store Choice <--- Merchandise	0.268	0.136	0.078	3.422	***
Store Choice <--- Entertainment	0.136	0.044	0.098	1.393	0.164
Store Choice <--- Price Perception	0.072	0.040	0.060	1.210	0.226
Store Choice <--- Sales Promotion	0.059	0.034	0.056	1.063	0.288

For Spencer's Hyper, four paths, (a) from store image to store choice (b) from personnel service perception to store choice, (c) from location to store choice, and (d) from merchandise to store choice are significant at the 0.001 level of significance, and three paths, (a) from entertainment to store, (b) from price perception to store choice and (c) from sales promotion to store choice are insignificant (see table 5.23).

It is observed that, price perception contributes negatively to store choice, i.e., if the price changes by value one, then the store choice intention will reduce. The values in the significant column is not different from zero which implies that price change will reduce store choice by 0.52 and 0.82 for Big Bazaar and HyperCITY respectively whereas in the case of Spencer's Hyper, price perception is positive. However, when compared to other variables, in all the cases, it does not contribute much to the store choice decision of customers. Entertainment is observed to be insignificant for Big Bazaar and Spencer's Hyper, although it contributes positively in the case of HyperCITY.

The regression equations to calculate the impact of all important variables on the response variable are as follows:

Big Bazaar

SC = 2.811 + MF (0.350) + PSP (1.782) + LF (0.192) + SI (0.194) + PF (-0.052) + EF (0.142) + SP (-0.027)

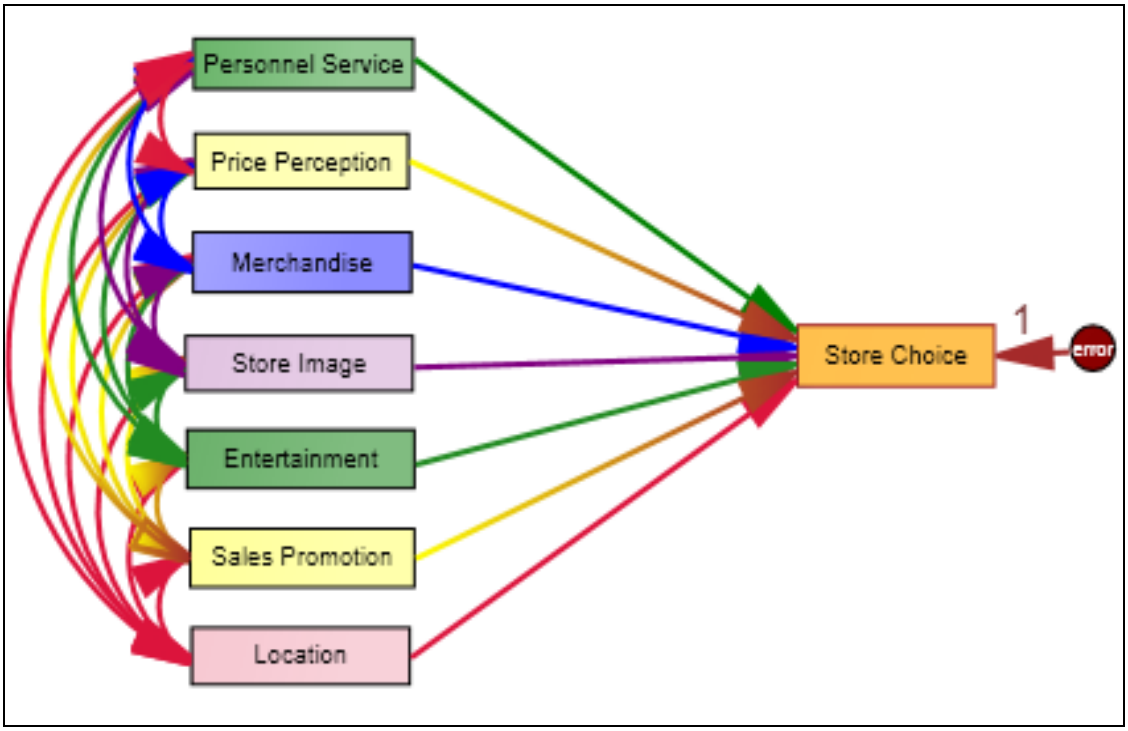
HyperCITY

SC = 5.684 + MF (0.307) + PSP (1.675) + LF (0.223) + SI (0.110) + PF (-0.082) + EF (0.272) + SP (-0.001)

Spencer's Hyper

SC = -1.539 + MF (0.268) + PSP (1.450) + LF (0.326) + SI (0.344) + PF (0.072) + EF (0.136) + SP (-0.059)

Figure 5.3 Graphical Representation of Impact of Combined Variables on Store Choice (AMOS output)



After elimination of the insignificant paths, there are minute changes in the squared multiple correlation as well as in the values of regression weights, standard regression weights, standard error and critical ratios but there are no changes in squared multiple correlation values.

Table 5.24 Regression Weights of Significant Paths for Big Bazaar

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
Store Choice <--- Store Image	0.201	0.083	0.084	2.391	0.017
Store Choice <--- Personnel Service Perception	1.816	0.685	0.102	17.884	***
Store Choice <--- Location	0.183	0.095	0.057	3.214	0.001
Store Choice <--- Merchandise	0.339	0.168	0.066	5.100	***

Table 5.24, gives the regression weights for the new regression model with merchandise, store image, personal service perception and location as predictor variables which is significantly different from zero at the 0.05 level of significance. Predictors of store choice all together explain 84.2 percent of its variance. The diagrammatic representation of factors which impact store choice is shown in figure 5.4

Figure 5.4 Graphical Representation of Significant Paths with their Regression Weights for Big Bazaar (AMOS output)

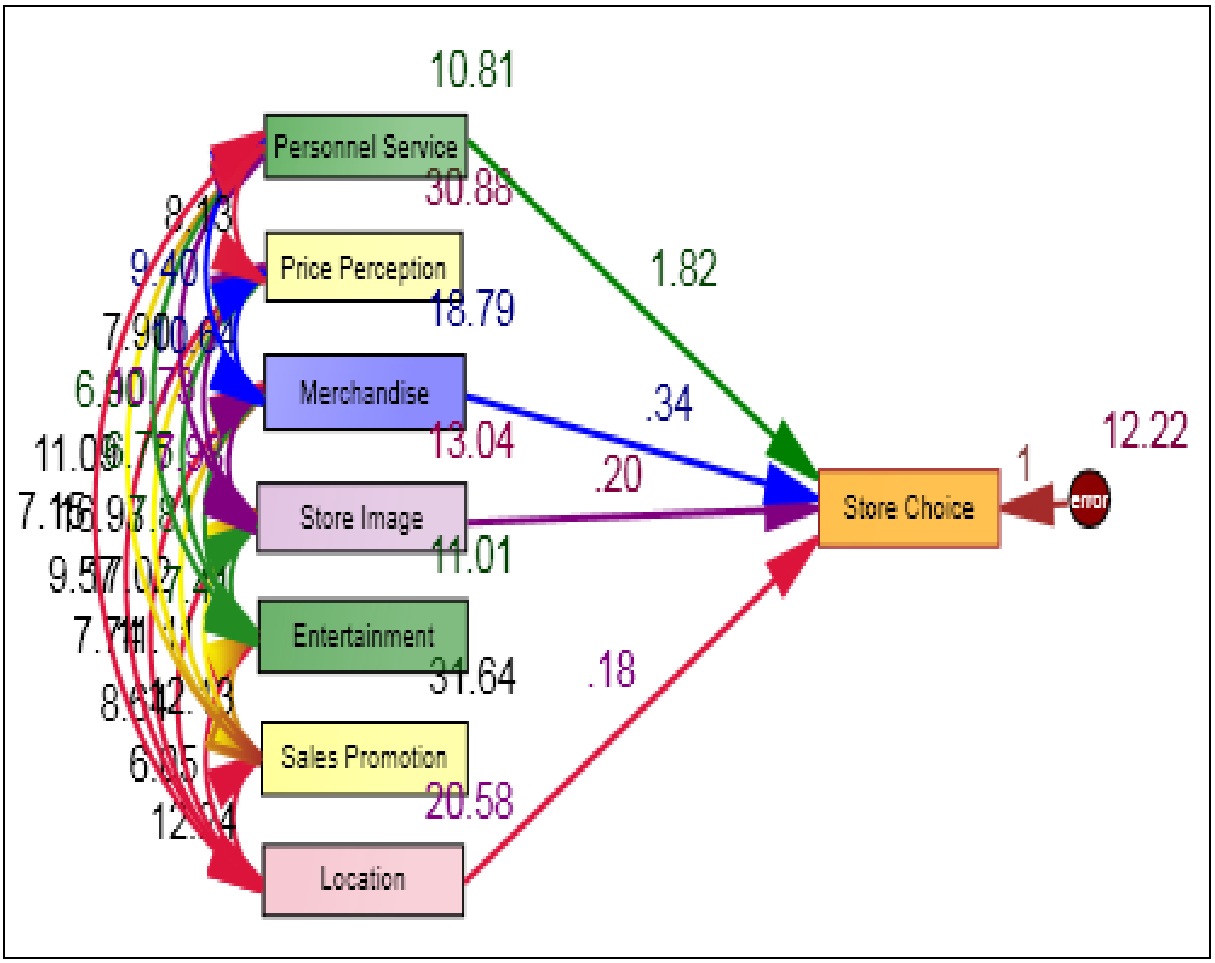


Table 5.25 Regression Weights of Significant Paths for HyperCITY

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
Store Choice <--- Personnel Service Perception	1.716	0.659	0.097	17.707	***
Store Choice <--- Location	0.213	0.141	0.047	4.507	***
Store Choice <--- Merchandise	0.325	0.175	0.071	4.557	***
Store Choice <--- Entertainment	0.249	0.093	0.090	2.780	0.005

Table 5.25 gives the regression weight values for the new regression model with merchandise, personnel service perception, entertainment and location as predictor variables which is significantly different from zero at the 0.01 level of significance and is much lower than the definite 'p-value (0.05)'. It is estimated that the predictors of store choice explain 78.5 percent of its variance. In other words, the error variance of store choice is approximately 21.5 percent of the variance of store choice itself. The diagrammatic representation of factors impacting store choice with regression weights and correlation values is shown in figure 5.5.

Figure 5.5 Graphical Representation of Significant Paths with their Regression Weights for HyperCITY (AMOS output)

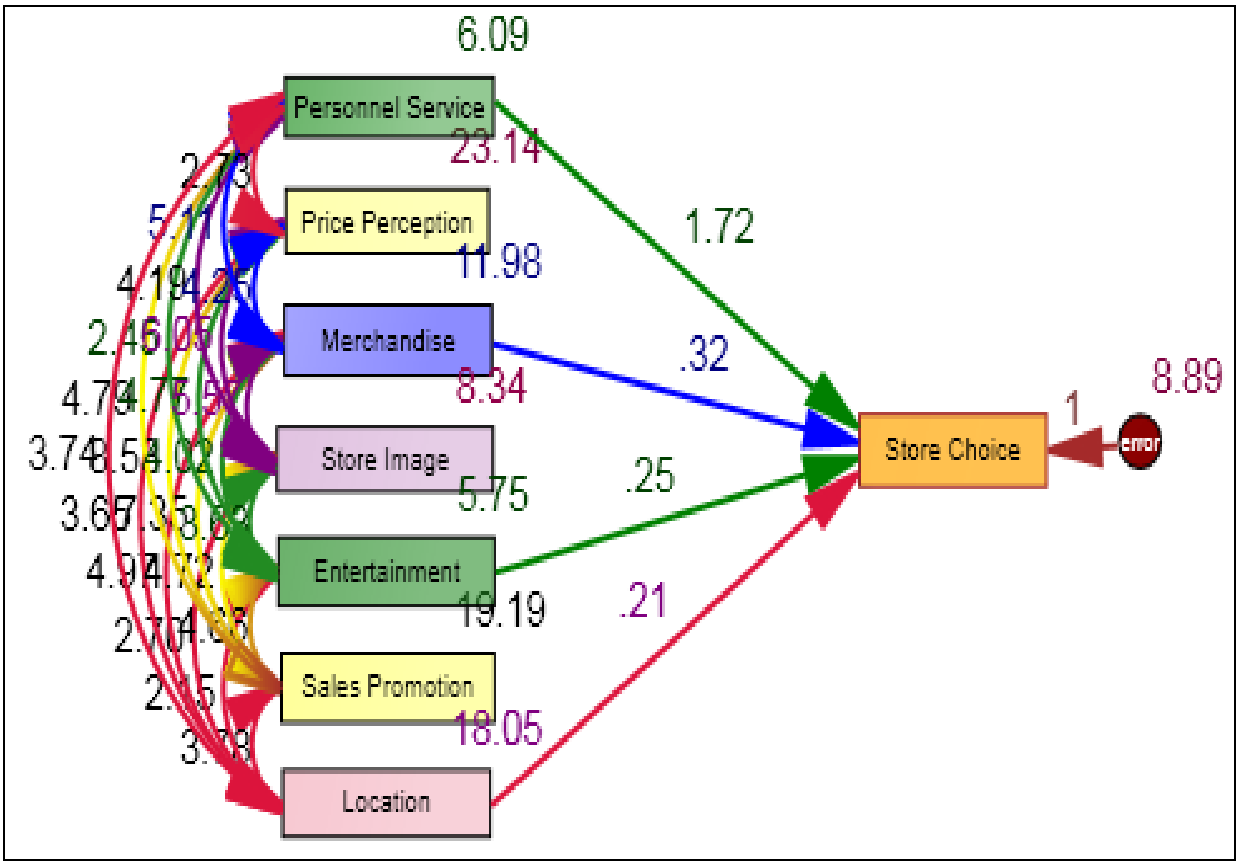


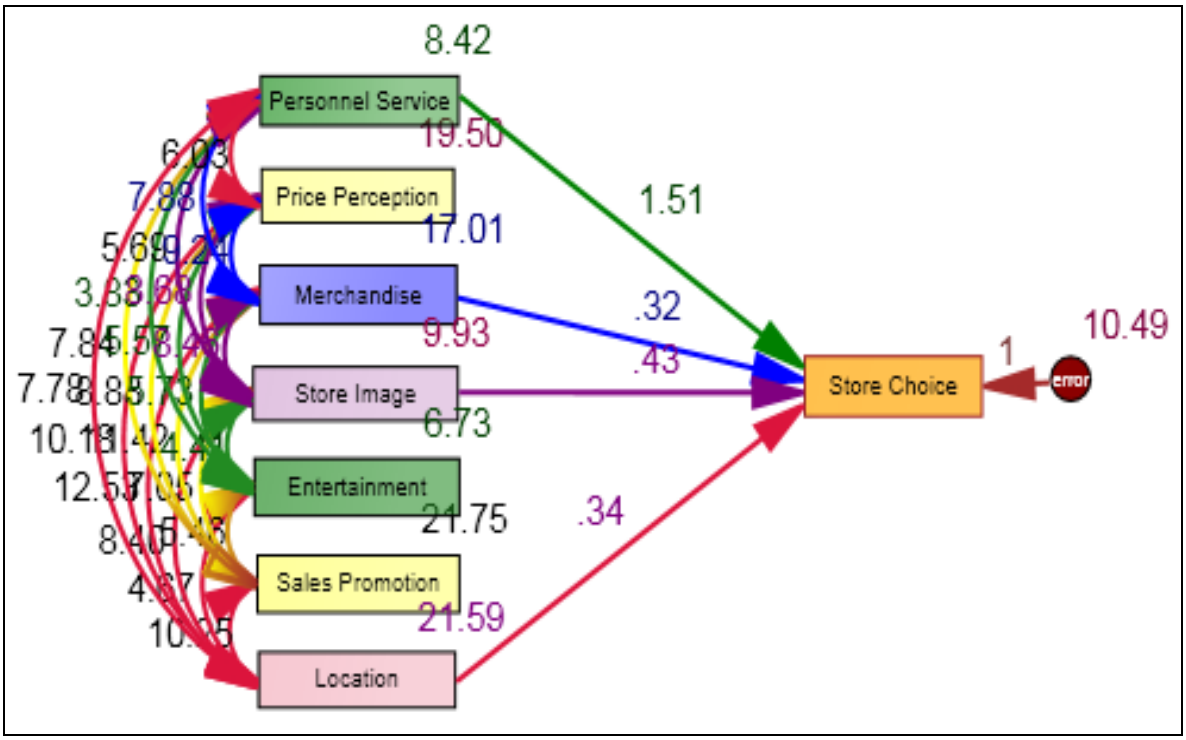
Table 5.26 Regression Weights of Significant Paths for Spencer's Hyper

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
Store Choice <--- Personnel Service Perception	1.507	0.540	0.098	15.314	***
Store Choice <--- Location	0.336	0.192	0.060	5.639	***
Store Choice <--- Merchandise	0.318	0.162	0.075	4.234	***
Store Choice <--- Store Image	0.426	0.166	0.090	4.735	***

Table 5.26 gives the regression weight values for the new regression model with merchandise, personal service perception, store image and location as predictor variables

which is significantly different from zero at the 0.01 level of significance, and is much lower than the definite 'p-value (0.05)'. It is estimated that the predictors of store choice explain 84 percent of its variance. The diagrammatic representation of factors which have an impact on store choice is given in figure 5.6.

Figure 5.6 Graphical Representation of Significant Paths with their Regression Weights for Spencer's Hyper (AMOS output)



5.3.1 Combined Impact of Independent Variables on Store Choice for Hypermarket (Combined Sample)

In order to measure the level of effect of all the variables taken together on hypermarket (combined sample), the multiple regression analysis is carried out on the whole sample. The independent variables are tested according to their variability with respect to store choice, the values of R-Square is given in table 5.27.

Table 5.27 R-Square Value for Hypermarket (Combined Sample)

	Squared Multiple Correlations
Store Choice	0.829

Result in table 5.27 shows that the predictors of store choice explain 82.9 percent of its variance. In other words, the error variance of store choice is approximately 17.1 percent of the variance of store choice itself.

Table 5.28 Regression Weights of Combined Impact of Independent Variables on Customer Store Choice for Hypermarket (Combined Sample)

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
Store Choice <--- Store Image	0.200	0.081	0.054	3.722	***
Store Choice <--- Personnel Service Perception	1.654	0.609	0.060	27.339	***
Store Choice <--- Location	0.260	0.147	0.031	8.315	***
Store Choice <--- Merchandise	0.355	0.180	0.043	8.218	***
Store Choice <--- Entertainment	0.188	0.067	0.055	3.381	***
Store Choice <--- Price Perception	-0.034	-0.021	0.029	-1.163	0.245
Store Choice <--- Sales Promotion	-0.009	-0.005	0.033	-0.259	0.796

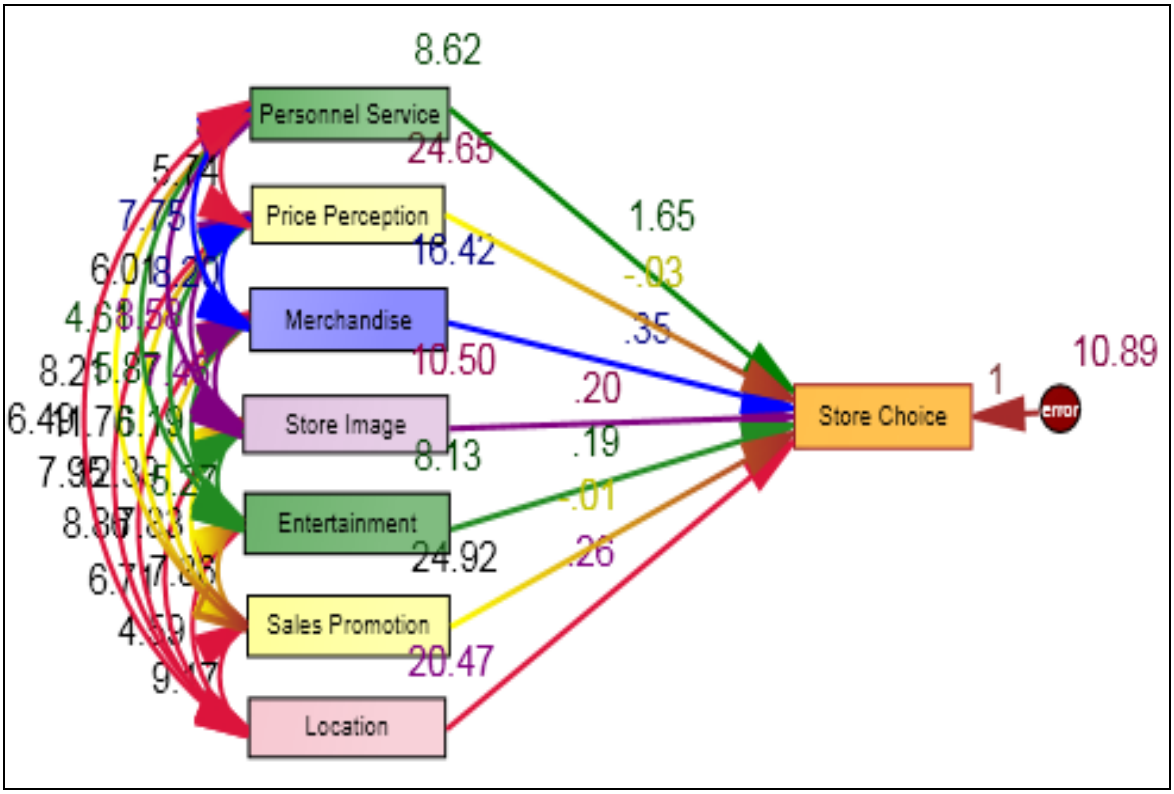
Table 5.28, indicates that five paths (a) from store image to store choice (b) from personnel service perception to store choice, (c) from location to store choice, (d) from merchandise to store choice and (e) from entertainment to store choice are found to be significant at 0.001 level of significance, i.e., the model is statistically significant at five percent level since the 'p-values' are much less than 0.05. While two paths (a) from price perception to store choice and (b) from sales promotion to store choice show insignificant impact, in other words, the regression weights for price perception and sales promotion in the prediction of store choice is not significantly different from zero at the 0.05 level significance, since the 'p-values' i.e. 0.245 and 0.796 respectively, are much higher than

the definite 'p-value (0.05)'. The coefficient table provides regression equation for intercept as follows:

Hypermarket (combined sample)

SC = 1.887 + (0.355) MF + (1.654) PSP + (0.260) LF + (0.200) SI + (-0.034) PF + (0.188) EF + (-0.009) SP

Figure 5.7 Graphical Representation of the Combined Impact of Independent Variables on Customer Store Choice with their Regression Weights for Hypermarket (Combined Sample) (AMOS output)



After elimination of the insignificant paths, there are minute changes in the values of regression weights, standard regression weights, standard error and critical ratios with no changes in squared multiple correlation value. In other words, the regression weights for merchandise, personnel service perception, store image, location and entertainment, in

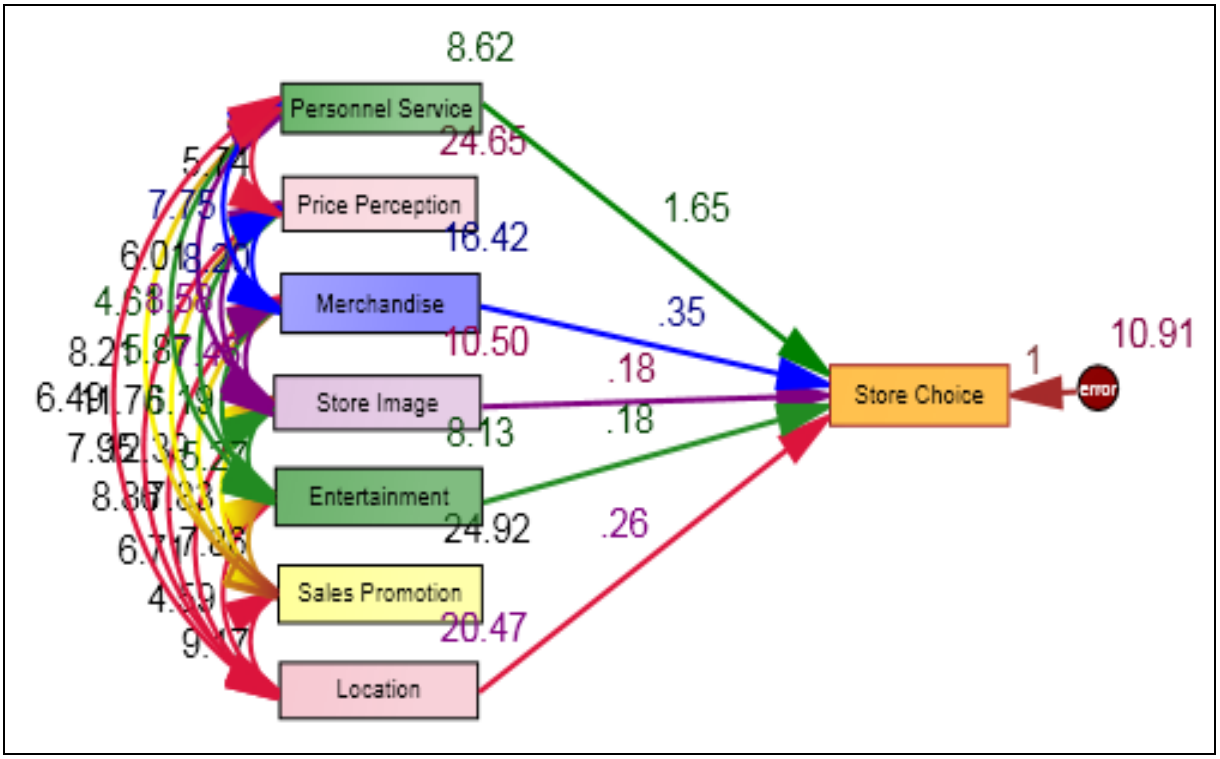
the prediction of store choice is significantly different from zero at the 0.001 level. That is, all paths are statistically significant at values much lower than the definite 'p-value (0.05)'.

Table 5.29 Regression Weights of Significant Paths for Hypermarket (Combined Sample)

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
Store Choice <--- Store Image	0.180	0.073	0.051	3.522	***
Store Choice <--- Personnel Service Perception	1.653	0.608	0.060	27.631	***
Store Choice <--- Location	0.255	0.145	0.031	8.219	***
Store Choice <--- Merchandise	0.347	0.176	0.041	8.429	***
Store Choice <--- Entertainment	0.176	0.063	0.054	3.289	0.01

The regression coefficients of the various independent variables which decide the dependent variable have been depicted in table 5.29. While all the variables are found to be statistically significant, their weightage can be decided from the standardized or non-standardized regression weights. The highest weightage is given to personnel service perception followed by merchandise, location, store image and entertainment. Two variables, i.e., sales promotion and price perception were deleted as their variance in store choice was less. Diagrammatic representation of influence of independent variables on dependent variable is shown in figure 5.8.

Figure 5.8 Graphical Representation of the Significant Paths with their Regression Weights for Hypermarket (Combined Sample)(AMOS output)



One-way ANOVA is used to compare the means between the groups. Specifically, to test the null hypothesis: $H_o: \mu_1 = \mu_2 = \cdots = \mu_k$

where μ = group mean and k = number of groups. In order to determine which specific groups differ from each other, a *post-hoc* test is required.

5.4 Effect of Children on Customer Store Choice Decision.

From table 5.30, it is observed that in the case of Big Bazaar, 53 people who did not respond have a mean value of 42.28 with standard deviation 9.52. For the 48 customers who have children, the mean is 42.72 and standard deviation is 9.47. And for 167 customers who do not have children, the mean is 40.65 with a standard deviation of 8.22.

Table 5.30 Descriptive Statistics of all the three Hypermarkets

GROUP		N	Mean	Std. Deviation	Std. Error
Big Bazaar	NA	53	42.2830	9.52603	1.30850
	Yes	48	42.7292	9.47503	1.36760
	No	167	40.6587	8.22044	0.63612
	Total	268	41.3507	8.73519	0.53359
HyperCITY	NA	113	44.7257	5.23254	0.49224
	Yes	86	45.2093	6.57646	0.70916
	No	62	44.2903	8.11270	1.03031
	Total	261	44.7816	6.44162	0.39873
Spencer's Hyper	NA	88	39.5568	8.52967	0.90927
	Yes	107	44.3551	6.91492	0.66849
	No	72	39.6111	8.10939	0.95570
	Total	267	41.4944	8.11773	0.49680

*NA: Those who did not respond

For HyperCITY, total numbers of participants are 261, out of which 86 are bulk buyers and 113 are 'no response' customers. The mean of customers having children is 45.20 with a 6.57 standard deviation and mean of customers who do not have children is 44.29 with a standard deviation of 8.11. The mean of customers with no response is 44.72 with a 5.23 standard deviation. The overall mean is 44.78.

In the case of Spencer's Hyper, the number of total participants is 267 and overall mean is 41.49. Out of the total customers, 107 have children and 72 do not have children. The mean of customers with 'no response' is 39.55 with a 8.52 standard deviation, mean of customers who have children is 44.35 with a 6.91 of standard deviation where as customers with no children have a mean of 39.61 with a 8.10 standard deviation.

ANOVA table 5.31 determines if the differences between condition means are significant. Results of ANOVA will conclusively determine if the independent variable (children) has an effect on the dependent variable (store choice).

Table 5.31 ANOVA Statistic for Effect of Children on Store Choice

GROUP		Sum of Squares	df	Mean Square	F	Sig.
Big Bazaar	Between Groups	217.251	2	108.626	1.428	0.242
	Within Groups	20155.779	265	76.060		
	Total	20373.030	267			
HyperCITY	Between Groups	31.049	2	15.525	.372	0.689
	Within Groups	10757.502	258	41.696		
	Total	10788.552	260			
Spencer's Hyper	Between Groups	1461.410	2	730.705	12.006	0.000
	Within Groups	16067.332	264	60.861		
	Total	17528.742	266			

The significant value in the case of Big Bazaar is 0.242 and for HyperCITY it is 0.689. This value is greater than 0.05, thus it can be concluded that there is no significant difference in mean and for both the hypermarkets, children have no effect. On the other hand, for Spencer's Hyper, the significant value is 0.001 which is less than 0.05. Thus, it can be concluded that there is a statistically significant difference between the means of store choice in all the three cases (NA, Yes, No).

Table 5.32 Multiple Comparisons among Groups' Means for Effect of Children on Customer Store choice

GROUP	(I) children	(J) children	Mean Difference (I-J)	Std. Error	Sig.
Big Bazaar	NA	Yes	-0.44615	1.73772	0.964
		No	1.62434	1.37497	0.465
	Yes	NA	0.44615	1.73772	0.964
		No	2.07048	1.42829	0.317
	No	NA	-1.62434	1.37497	0.465
		Yes	-2.07048	1.42829	0.317
HyperCITY	NA	Yes	-0.48364	0.92403	0.860
		No	0.43534	1.02054	0.905
	Yes	NA	0.48364	0.92403	0.860
		No	0.91898	1.07580	0.670
	No	0	-0.43534	1.02054	0.905
		Yes	-0.91898	1.07580	0.670
Spencer's Hyper	NA	Yes	-4.79832*	1.12267	0.000
		No	-0.05429	1.23972	0.999
	Yes	NA	4.79832*	1.12267	0.000
		No	4.74403*	1.18915	0.000
	No	NA	0.05429	1.23972	0.999
		Yes	-4.74403*	1.18915	0.000

A Tukey post-hoc test reveals that in the significant column, most of the values are greater than 0.05. However, only in the case of Spencer's Hyper, there are four values that are 0.001. These values correspond to the comparisons between the categories of 'no response', 'those who have children' and 'customers with no children'. For this reason, we can conclude that for Spencer's Hyper, the conditions are significantly different in terms of store choice. However, comparisons for the other conditions for the other two hypermarkets are not significantly different from one another. This means that 'no response' and 'those who have children' and 'no children' conditions are not significantly different for Big Bazaar and HyperCITY. In the case of Spencer's Hyper too, comparison between 'no children' and 'no response' is found to be not significantly different. Thus for all the three cases, it can be inferred that children have no effect on store choice.

For the combined data of the three hypermarkets, the effect of children on store choice can be measured by the following analysis.

Table 5.33 Descriptive Statistics for Hypermarket (Combined Sample)

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
NA*	254	42.4252	7.81153	0.49014	12.00	60.00
Yes	241	44.3361	7.40320	0.47688	16.00	60.00
No	301	41.1561	8.31137	0.47906	12.00	60.00
Total	796	42.5239	7.98367	0.28297	12.00	60.00

*NA= those who did not respond

Table 5.34 ANOVA for Effect of Children on Store Choice for Hypermarket (Combined Sample)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1357.031	2	678.515	10.911	.000
Within Groups	49315.516	793	62.189		
Total	50672.546	795			

Table 5.35 Multiple Comparisons of Group Means for Effect of Children on Store Choice for Hypermarket (Combined Sample)

(I) children	(J) children	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
NA	**Yes**	-1.91090*	0.70914	0.020	-3.5760	-0.2458
	No	1.26905	0.67190	0.143	-0.3086	2.8467
Yes	**NA**	1.91090*	0.70914	0.020	0.2458	3.5760
	No	3.17995*	0.68165	0.000	1.5794	4.7806
No	**NA**	-1.26905	0.67190	0.143	-2.8467	0.3086
	Yes	-3.17995*	0.68165	0.000	-4.7806	-1.5794

*. The mean difference is significant at the 0.05 level.

Result table 5.34 shows that there is a statistically significant difference between groups as determined by one-way ANOVA (F (2,793) = 10.911, p = 0.001). A Tukey post-hoc test reveals that the store choice will be influenced if there are children in the family. Comparison between the group of customers who have children and those who do not have or did not respond, predicts a statistically significant difference (44.336 ± 7.40 min, p = 0.001). There is no statistically significant difference between the categories of 'no response' and 'customers with no children' (p = 0.143), thus it can be inferred from the results that children have an effect on store choice decision.

The result of exploratory study of children's effect on store choice of customers can be represented diagrammatically as:

Figure 5.9 Graphical Representation of Effect of Children on Store Choice for Spencer's Hyper

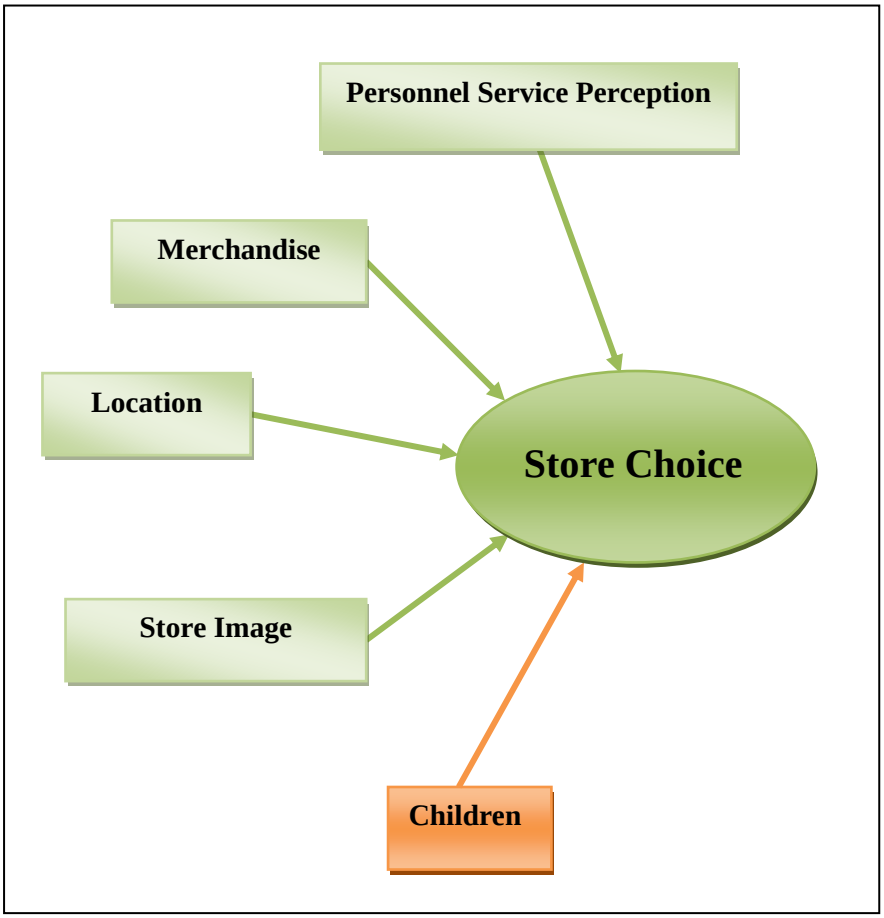
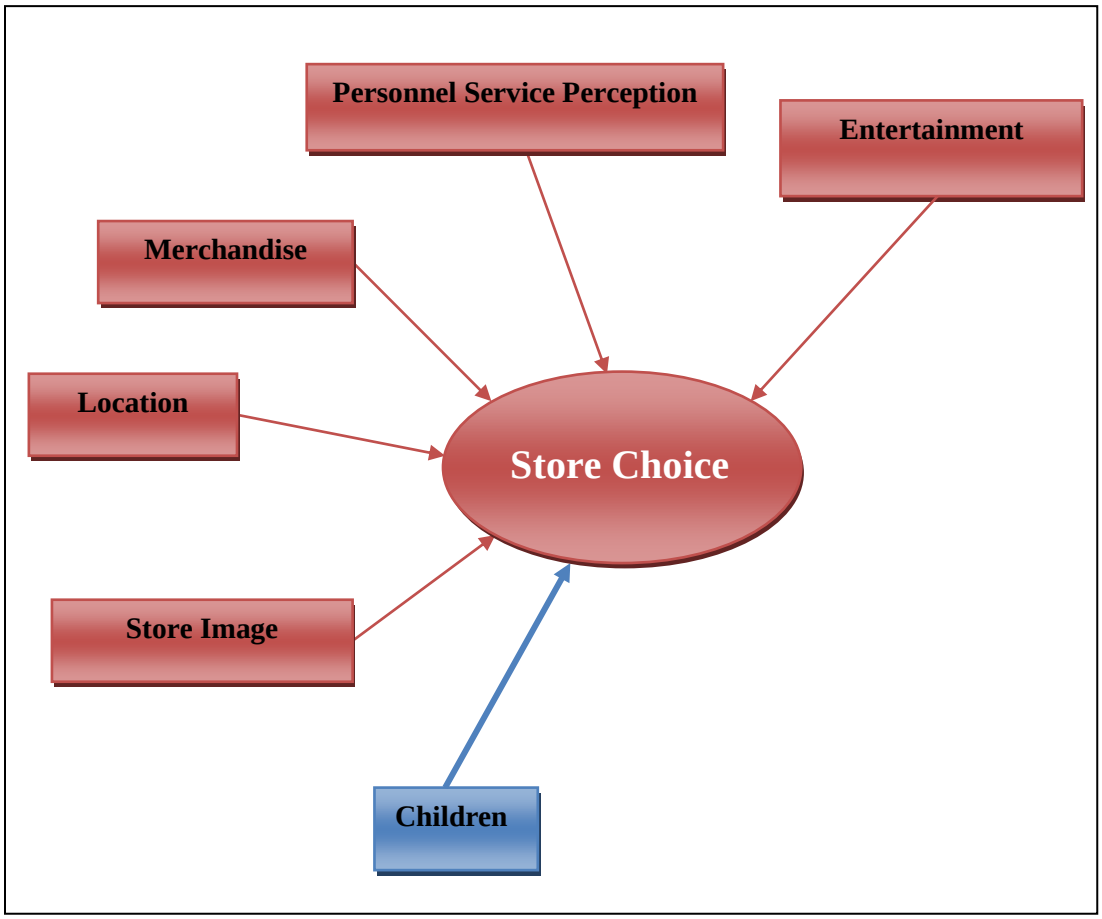


Figure 5.10 Graphical Representation of Effect of Children on Store Choice for Hypermarket (Combined Sample)



5.5 Effect of Bulk Buying on Customer Store Choice Decision

In order to measure the effect of bulk buying on store choice decision, the following analysis has been carried out.

From table 5.36, it is seen that out of a total of 268 respondents (N) for Big Bazaar, only 39 customers shop in bulk whereas the rest 229 do not do so. In the case of Big Bazaar, the mean of people who do bulk buying is 41.20 and standard deviation is 7.49. The mean for those who do not shop in bulk is 41.37 and standard deviation is 8.94. The overall mean is 41.35 with a standard deviation of 8.73.

Table 5.36 Descriptive Statistics for the Three Stores

GROUP		N	Mean	Std. Deviation	Std. Error
Big Bazaar	Yes	39	41.2051	7.49098	1.19952
	NO	229	41.3755	8.94420	0.59105
	Total	268	41.3507	8.73519	0.53359
HyperCITY	Yes	32	47.8125	5.66505	1.00145
	NO	229	44.3581	6.44090	0.42563
	Total	261	44.7816	6.44162	0.39873
Spencer's Hyper	Yes	81	39.7654	7.83465	0.87052
	NO	186	42.2473	8.14418	0.59716
	Total	267	41.4944	8.11773	0.49680

In the case of HyperCITY, out of 261 respondents, 32 are bulk buyers while 229 do not buy in bulk. The mean of people who shop in bulk is 47.81 with a standard deviation of 5.66 and mean of those who do not shop in bulk is 44.35 with a standard deviation of 6.44.

For Spencer's Hyper, the mean of people who shop in bulk is 39.76 with a standard deviation of 7.83 and mean for buyers who do not shop in bulk is 42.24 with a standard deviation of 8.14.

Result of ANOVA table 5.37 determines if the differences between condition means are significant and infer the conclusion whether the independent variable (bulk buying) has an effect on the dependent variable (store choice).

From table 5.37 it is seen that the significant value in the case of Big Bazaar is 0.911 which is greater than 0.05. However, the comparisons between the conditions are not significantly different from one another, thus it can be concluded that there is no significant difference in their means. This implies that bulk buying has no effect on store choice whereas for Spencer's Hyper and HyperCITY the significant value is 0.021 and 0.004 respectively which is less than 0.05. From this result, it can be said that there is a statistically significant difference between the means of store choice for bulk buying. A Tukey post-hoc test is avoided in this condition as there are less than three conditions.

Table 5.37 ANOVA for Effect of Bulk Buying on Customer Store Choice

GROUP		Sum of Squares	df	Mean Square	F	Sig.
Big Bazaar	Between Groups	0.968	1	0.968	0.013	0.911
	Within Groups	20372.062	266	76.587		
	Total	20373.030	267			
HyperCITY	Between Groups	335.039	1	335.039	8.301	0.004
	Within Groups	10453.513	259	40.361		
	Total	10788.552	260			
Spencer's Hyper	Between Groups	347.575	1	347.575	5.361	0.021
	Within Groups	17181.167	265	64.835		
	Total	17528.742	266			

Figure 5.11 Graphical Representation of Effect of Bulk Buying on Store Choice for HyperCITY

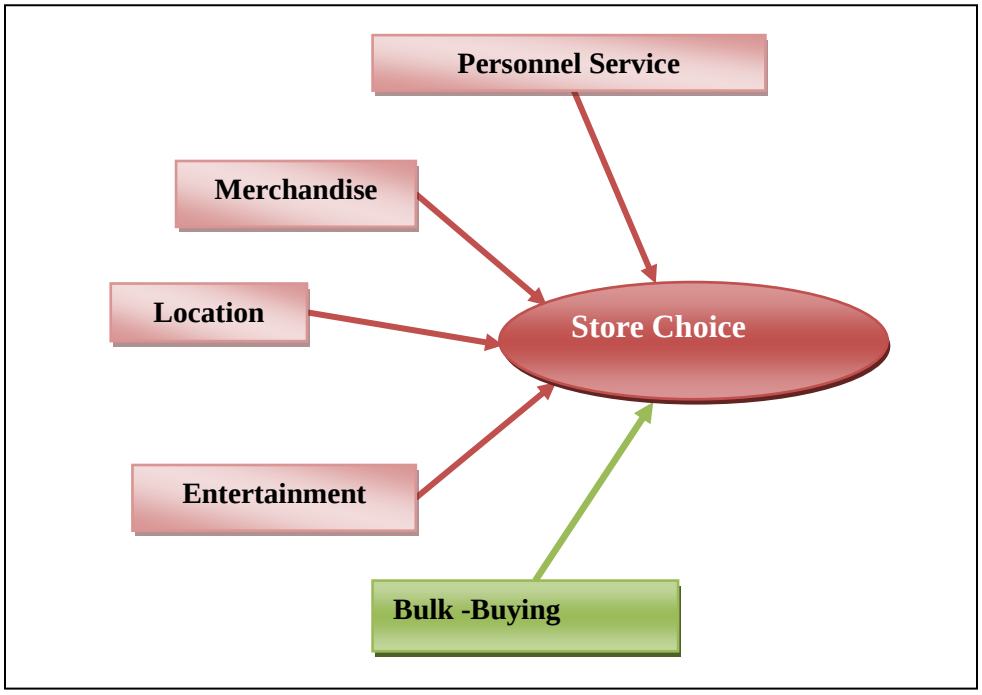
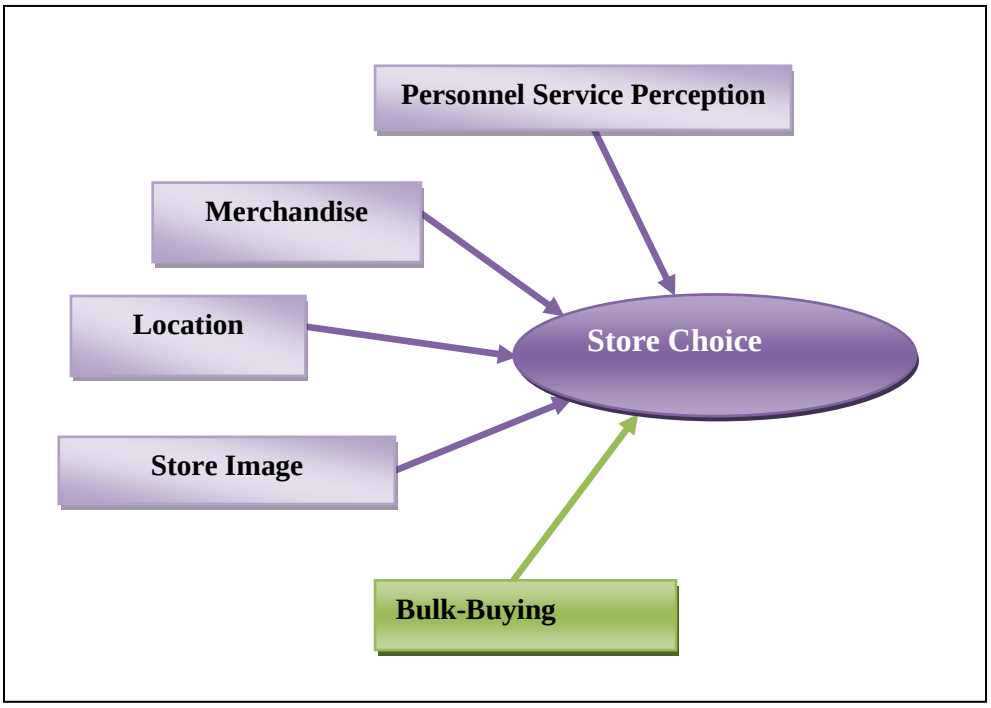


Figure 5.12 Graphical Representation of Effect of Bulk Buying on Store Choice for Spencer's Hyper



In order to evaluate the influence of bulk buying on store choice for the three hypermarkets combined together, one way ANOVA is carried out.

Table 5.38 Descriptive Statistics for Hypermarket (Combined Sample)

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Yes	152	41.8289	7.94999	0.64483	26.00	60.00
NO	644	42.6879	7.98894	0.31481	12.00	60.00
Total	796	42.5239	7.98367	0.28297	12.00	60.00

Table 5.39 ANOVA of Effect of Bulk Buying on Store Choice for Hypermarket (Combined Sample)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	90.728	1	90.728	1.424	0.233
Within Groups	50581.818	794	63.705		
Total	50672.546	795			

From table 5.39, it is seen that the total number of respondents is 796, of which 152 are bulk buyers and 644 are customers who do not buy in bulk. The mean of customers who shop in bulk is 41.82 with standard deviation 7.94. The mean for those who do not shop in bulk is 42.68 with standard deviation 7.98. The overall mean is 42.52 with standard deviation of 7.98.

The result depicts that the effect of bulk buying on store choice shows statistically insignificant difference between groups as determined by one-way ANOVA (F (1,794) = 1.424, p = 0.233). Thus it can be concluded that bulk buying has no effect on store choice decision.

5.6 Conclusion

This chapter deals with the analysis and interpretation of the objective "To identify variables underlying customer decision of store choice and purchase patronage behaviour for selected Indian hypermarkets." The major finding of this analysis is that out of the eleven identified variables for this objective, location, merchandise, brand image, promotional offers and bulk buying play an important role in influencing customer store choice decision and purchase patronage behaviour. This chapter also deals with the analysis and interpretation of the second objective, i.e., "To examine the role of identified factors in making choice criteria of selected Indian hypermarkets." In order to examine the major contributing factors of store choice, correlation and regression analysis is carried out and results show that all the identified variables have an impact on store choice individually. On the other hand, while examining the impact of all the variables together, some variables show an insignificant effect on store choice.

From the result of the analysis done, it can be inferred that in order to influence the customers' choice for a particular store for shopping, special attention should be given to personnel service of the store, location, and availability of good quality range & variety of products, which in turn would create a positive store image in customers' mind. These factors are found to be very important and influential in the case of Big Bazaar and Spencer's Hyper whereas for HyperCITY, due to its suburban location,

personnel service, location, store image and entertainment exert a potent influence for making store choice decision. Analysis results also provided different sets of regression equations for predicting response variables. The analysis done also led to the elimination of few independent variables as they had an insignificant impact in predicting the hypermarkets. This chapter also explored the effect of two variables "bulk buying" and "children" on customer store choice decision.

5.6.1 Results of Hypotheses

Table 5.40 Results of Hypotheses

SN	Hypotheses	Results
Hypothesis 1a:	Higher the customers' merchandise value perception, the higher their store choice will be.	Accepted
Hypothesis 1b:	High personnel service has a significant effect on customers' store choice decision.	Accepted
Hypothesis 1c:	There is a positive effect of location on store choice.	Accepted
Hypothesis 1d:	Image of the store positively influences customers' choice of the store.	Accepted
Hypothesis 1e:	Higher the customers' price perception, the lower their intention of store choice will be.	Accepted
Hypothesis 1f:	Entertainment has a positive influence on customers' store choice decision.	Accepted
Hypothesis 1g:	Higher the customers' sales promotion perception, higher the store choice will be.	Accepted
Hypothesis 2:	All variables combined together have an impact on customer choice decision.	Accepted
Hypothesis 3:	Children have an effect on customers' choice decision. For Big Bazaar and HyperCITY For Spencer's Hyper and Hypermarket	 Rejected Accepted
Hypothesis 4:	Bulk buying has an effect on customers' choice decision. For Big Bazaar and Hypermarket For Spencer's Hyper and HyperCITY	 Rejected Accepted

CHAPTER VI

ANALYTICAL PERSPECTIVE OF STORE PATRONAGE BEHAVIOUR

Objective 3

> *To examine the role of identified factors in customer store patronage behaviour for selected Indian hypermarkets.*

6.1 Relationship among Independent and Dependent Variables

The appendix table 6.1 represents store wise correlation analysis to determine the association of independent factors (store promotion cues, store environment, hedonic value, utilitarian value and gender) with the dependent factor (store patronage), also evaluating the role of independent variables influencing store patronage behaviour of customers' for hypermarkets. The results show that in the case of Big Bazaar, there is a high correlation between store patronage behaviour and hedonic value, i.e., if the customers feel pleasure in shopping at a particular hypermarket, then their probability of patronising that hypermarket is high. It is also observed from the table that store promotion cues have the second highest correlation value for store patronage behaviour. This implies that customers are positively influenced by store promotion cues and if in-store promotions are more, then there will be high probability of store patronage by the customers. Store patronage behaviour is also found to be dependent on utilitarian value with a correlation coefficient of 0.359 at 0.01 level whereas store environment does not influence store patronage behaviour as it has a negative correlation coefficient of -0.270 at 0.01 level.

A few significant negative correlations are also found between independent variables. Store environment is negatively correlated with hedonic and utilitarian value; correlation coefficients being -0.439 and -0.223 respectively, at the 0.01 level of significance.

In the case of HyperCITY, the association of dependent factor (store patronage) with independent factors is found to be significant at the 0.01 level. Store patronage behaviour of the customers is positively influenced by hedonic value, utilitarian value and store promotion cues; correlation coefficients being 0.439, 0.162 and 0.335 respectively. This indicates that customer preferences for patronizing HyperCITY is majorly dependent on their pleasure while shopping, followed by in-store promotions at the time of shopping. Utilitarian value has less but significant influence on customer patronage behaviour. It is also seen that correlation between store patronage and store environment is insignificant, correlation coefficient being -0.072. This observation indicates that no further analysis is required in this case but other observed values will be analysed further to evaluate the level of effect of independent variable on dependent variable.

Some insignificant correlations are also found between independent variables. Correlation of utilitarian value and store promotion cues with store environment is insignificant, correlation coefficient being -0.026 and -0.050 respectively. A significant correlation is found between utilitarian and hedonic value, correlation coefficient being 0.245, which is very less. Hedonic and store promotion cues are significantly correlated at 0.295 correlation coefficient, i.e., if store promotion cues are increased, the customers' pleasure in shopping would increase. Store promotion cues and utilitarian value is also found to be significantly correlated at the 0.05 level, correlation coefficient being 0.146. Also, a negative significant correlation is observed between store environment and hedonic value, correlation coefficient being 0.245 at the 0.01 level.

For Spencer's Hyper, positive correlation is found between store patronage and independent variables (hedonic value, utilitarian value and store promotion cues) at 0.01 and 0.05 levels. Correlation coefficient of hedonic value and store promotion cues with store patronage behaviour is 0.550 and 0.396 respectively. This implies that for Spencer's Hyper, the key influencing factor in patronage behaviour of the customers is their pleasure in shopping followed by store promotion cues which is responsible for about 40 percent of their patronage. Correlation coefficient of store patronage with utilitarian value is found to be 0.150, at the 0.05 level. Negative significant correlation is also found

between store patronage and store environment, correlation coefficient being -0.207 at the 0.01 level.

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Results show some positive correlations between independent variables at the 0.01 level. Hedonic value has significant correlation with utilitarian value as well as with store promotion cues, correlation coefficients being 0.238 and 0.348 respectively which indicates that if customers find more promotions in the store and find their visit worthwhile, then their pleasure in shopping at the same store increases. On the other hand, a significant negative correlation is found between store promotion cues and store environment, correlation coefficient being -0.175. Other than this, insignificant relation is also seen between store environment and utilitarian as well as hedonic value, correlation coefficients being -0.083 and -0.028 respectively. An insignificant correlation is also noticed between store promotion cues and utilitarian value, correlation coefficient being 0.673. Further regression analysis to analyse the level of impact is not carried out for the correlation values which are insignificant.

In order to determine the relationship of independent factors with dependent factor i.e. store patronage behaviour for hypermarket as a whole, bivariate correlation is carried out. The appendix table 6.2 depicts that store patronage has a positive significant correlation with hedonic value, utilitarian value and store promotion cues with coefficients of 0.579, 0.236 and 0.491 respectively, at the 0.01 level. On the other hand, it has significant negative relationship with store environment (correlation coefficient 0.222). These results point out that patronage behaviour of the customers is highly influenced by hedonic value followed by store promotion cues, i.e., if customers feel pleasure while shopping then their patronage is influenced positively by about 60 percent. Also, store promotion cues contribute almost 49 percent to the patronizing behaviour of customers. Moreover, the patronage of a particular store increases if the customers find that their task is successfully accomplished.

Results indicate that there is a positive correlation between independent factors at the 0.01 level of significance with very low values; this implies that though factors are correlated with each other but they have independent effect on dependent factor individually. There is a positive correlation between hedonic value and utilitarian as well

as store promotion cues, values being 0.315 and 0.410 respectively. Correlation coefficient between store promotion cues and utilitarian value is 0.185 which points out that promotions in the store is associated with enhancement of pleasure while shopping.

Significant negative correlation is also observed between independent variables. Store environment is negatively correlated with hedonic value, utilitarian value and store promotion cues with the coefficient values of -0.282, -0.111 and -0.206 respectively. Thus, it can be inferred that the change in store environment will change the feeling about worthiness of the visit to the store and will also affect store promotion cues.

6.2 Impact of Independent Variables on Dependent Variables

In order to evaluate the level of relationship between dependent and independent variables and their effect on dependent variable, simple linear regression is carried out.

6.2.1 Impact of Store Environment on Store Patronage Behaviour

Good environment has an impact on store patronage behaviour of the customers. This is evident from the store wise correlation results that environment is significantly correlated with store patronage behaviour, correlation value for Big Bazaar is 0.270, and for Spencer's Hyper it is 0.207 at 5 percent level of significance, whereas it is found to be insignificantly correlated for HyperCITY. The following analysis is done to test this hypothesis.

From table 6.1, it can be seen that for Big Bazaar, the value of R square which is a measure for the level of relation between store patronage behaviour (dependent factor) and store environment (independent factor), is 0.073, i.e., 7.3 percent of variance of store patronage behaviour is explained by store environment. However, for Spencer's Hyper, the value of squared multiple correlation, R square is 0.043 which indicates that 4.3 percent variance of store patronage is explained by store environment.

Table 6.1 Regression Statistics for Impact of Store Environment on Store Patronage Behaviour

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**SPB* <--- SE****	-0.270	0.073
Spencer's Hyper		-0.207	0.043

Note: * Store Patronage Behaviour, ** Store Environment

The coefficient of determination 'R' is found to be very less (Big Bazaar: -0.270, and Spencer's Hyper: -0.207) and well defines the model. This result indicates that the independent variables can decide the level of influence of the store environment on store patronage behaviour can be seen from table 6.1).

The regression weight for store environment in the prediction of store patronage behaviour is significantly different from zero at the 0.001 level. Table 6.2, shows that the probability of getting a critical ratio as large as 4.578 (Big Bazaar) and -3.454 (Spencer's Hyper) in absolute value is less than 0.001. In both the groups store environment value is significantly different from zero. Therefore, it can be concluded that store environment has a significant impact on customer patronage behaviour for hypermarket.

Table 6.2 Regression Weights of Store Environment on Store Patronage Behaviour

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**SPB* <--- SE****	-0.667	0.146	-4.578	***
Spencer's Hyper		-0.466	0.135	-3.454	***

Note: * Store Patronage Behaviour, ** Store Environment

To calculate the effect of store environment on store patronage behaviour, the regression equation for both hypermarkets are as follows :

- Big Bazaar : SPB = 50.745 + (-0.667) × SE
- Spencer's Hyper : SPB = 48.941 + (-0.466) × SE

6.2.2 Impact of Store Promotion Cues on Store Patronage Behaviour

Table 6.3 points out that store promotion cues define the customer store patronage behaviour with a variability of 41.5, 11.2 and 15.7 percent respectively for Big Bazaar, HyperCITY and Spencer's Hyper.

Table 6.3 Regression Statistics for Impact of Store Promotion Cues on Store Patronage Behaviour

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**SPB <--- Store Promotion Cues**	0.644	0.415
HyperCITY		0.335	0.112
Spencer's Hyper		0.396	0.157

Table 6.4 Regression Weights of Impact of Store Promotion Cues on Store Patronage Behaviour

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**SPB <--- Store Promotion Cues**	3.333	0.242	13.773	***
HyperCITY		1.881	0.328	5.738	***
Spencer's Hyper		2.102	0.299	7.031	***

The regression weight for store promotion cues in the prediction of store patronage behaviour is significantly different from zero at the 0.001 level (See table 6.4. To calculate the effect of store promotion cues on customer store patronage behaviour, the regression equation for all three hypermarkets are

- Big Bazaar : SPB = 20.250 + 3.333 × SPC
- HyperCITY : SPB = 31.981 + 1.881 × SPC
- Spencer's Hyper : SPB = 30.950 + 2.102 × SPC

This implies that with more promotions in the store, will increase the patronage behaviour of the customers.

6.2.3 Impact of Hedonic Values on Store Patronage Behaviour

In order to determine the role of hedonic value in the patronage behaviour of customers for a particular hypermarket, the regression technique is applied. Due to the hectic lifestyle nowadays, customer seeks pleasure while shopping to relieve their stress; this in turn has encouraged marketers to introduce new formats to satisfy this need of customers. If customers feel pleasure while visiting the hypermarket, they would like to visit that specific hypermarket again, thus enhancing the customers' patronage towards the store.

Table 6.5 Regression Statistics for Impact of Hedonic Value on Store Patronage Behaviour

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**SPB <--- Hedonic Value**	0.675	0.455
HyperCITY		0.439	0.193
Spencer's Hyper		0.550	0.303

Comparison of all the three hypermarkets shows that the independent variable in the case of Spencer's Hyper and HyperCITY is defining 30.3 and 19.3 percent of the variability in the dependent variable. On the other hand, in the case of Big Bazaar, hedonic value defines 45.5 percent of variability in store patronage behaviour which is

higher than the other two hypermarkets. Thus, it can be concluded that pleasure while shopping plays an important role and influences customers' decision to visit and shop from that specific hypermarket again.

The regression weight, can be seen from table 6.6, for customer hedonic value in the prediction of store patronage behaviour is significantly different from zero at the 0.001 level, which is less than p-value (0.05); thus, the applied test is significant and this establishes the fact that pleasure while shopping enhances patronage behaviour.

Table 6.6 Regression Weights of Impact of Hedonic Value on Store Patronage Behaviour

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**SPB <--- Hedonic Value**	1.538	0.103	14.941	***
HyperCITY		0.944	0.120	7.875	***
Spencer's Hyper		1.377	0.128	10.743	***

From table 6.6, regression equation to calculate the effect of hedonic value on store patronage behaviour of the customers can be predicted as:

- Big Bazaar : SPB = 12.800 + 1.538 × HV
- HyperCITY : SPB = 26.003 + 0.944 × HV
- Spencer's Hyper : SPB = 17.548 + 1.377 × HV

This implies that hedonic value has a positive influence on customer patronage behaviour.

6.2.4 Impact of Utilitarian Value on Store Patronage Behaviour

Literature reveals that hedonic as well as utilitarian value has high impact on customer patronage behaviour for the store; to evaluate this hypothesis, regression technique is applied.

Results in table 6.7 shows that correlation coefficient between store patronage behaviour and utilitarian value for Big Bazaar is 0.359 and it explains 13 percent of its variability in store patronage behaviour. And in the case of HyperCITY and Spencer's Hyper also, the correlation coefficient is very low and it explains only 2.6 percent and 2.3 percent variance in customer store patronage behaviour.

Table 6.7 Regression Statistics for Impact of Utilitarian value on Store Patronage Behaviour

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	Estimate
Big Bazaar	**SPB <--- Utilitarian Value**	0.359	0.129
HyperCITY		0.162	0.026
Spencer's Hyper		0.150	0.023

The regression weight can be seen from table 6.8) for customer utilitarian value in the prediction of store patronage behaviour is significantly different from zero at the 0.001 level, which is less than p-value (0.05); thus the applied test is significant and this establishes the fact that high utilitarian value of shopping enhances customer patronage behaviour.

Table 6.8 Regression Weights of Impact of Utilitarian value on Store Patronage Behaviour

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**SPB <--- Utilitarian Value**	1.574	0.250	6.288	***
HyperCITY		0.536	0.202	2.654	0.008
Spencer's Hyper		0.579	0.234	2.477	0.013

From table 6.8, regression equation to calculate the effect of utilitarian value on store patronage behaviour of the customers can be predicted as:

- Big Bazaar : SPB = 22.220 + 1.574 × UV
- HyperCITY : SPB = 38.118 + 0.536 × UV
- Spencer's Hyper : SPB = 36.880 + 0.579 × UV

It is observed from table 6.8 that p-value is less than 0.05, therefore the fit model is significant and implies that the utilitarian value of hypermarket has a significant impact in determining customer patronage of the hypermarket.

6.2.5 Diagrammatic Representation of Factors Impacting Store Patronage Behaviour

Figure 6.1 Big Bazaar

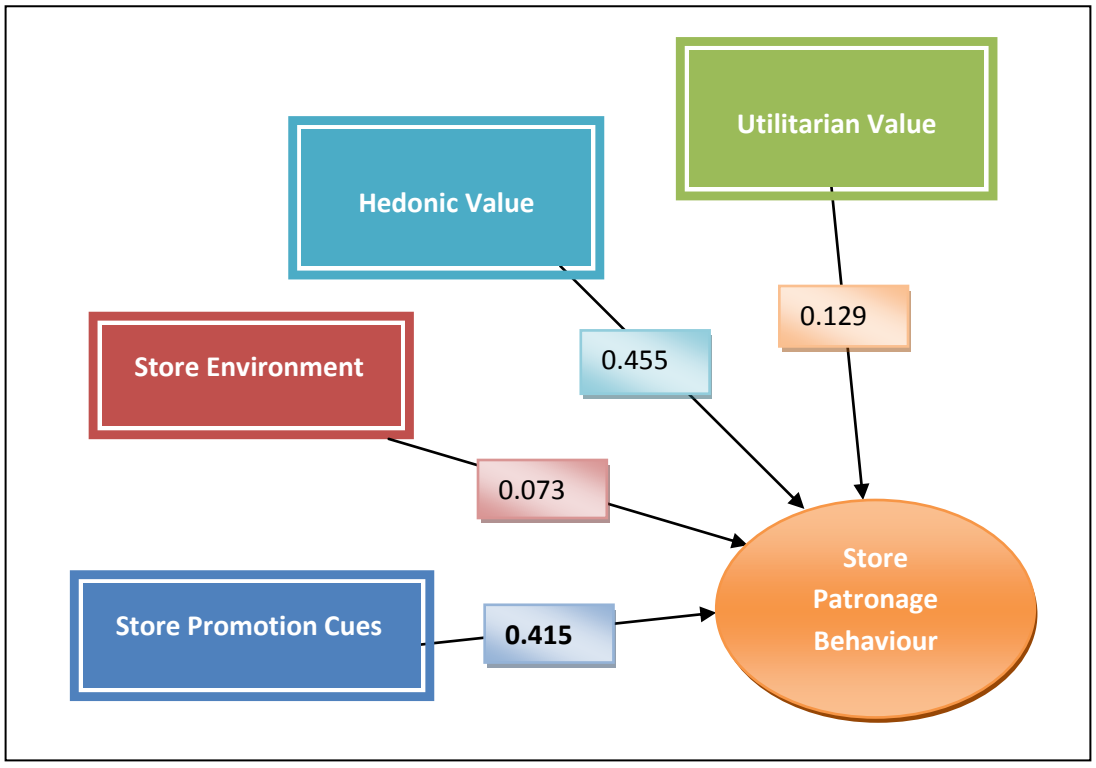


Figure 6.2 HyperCITY

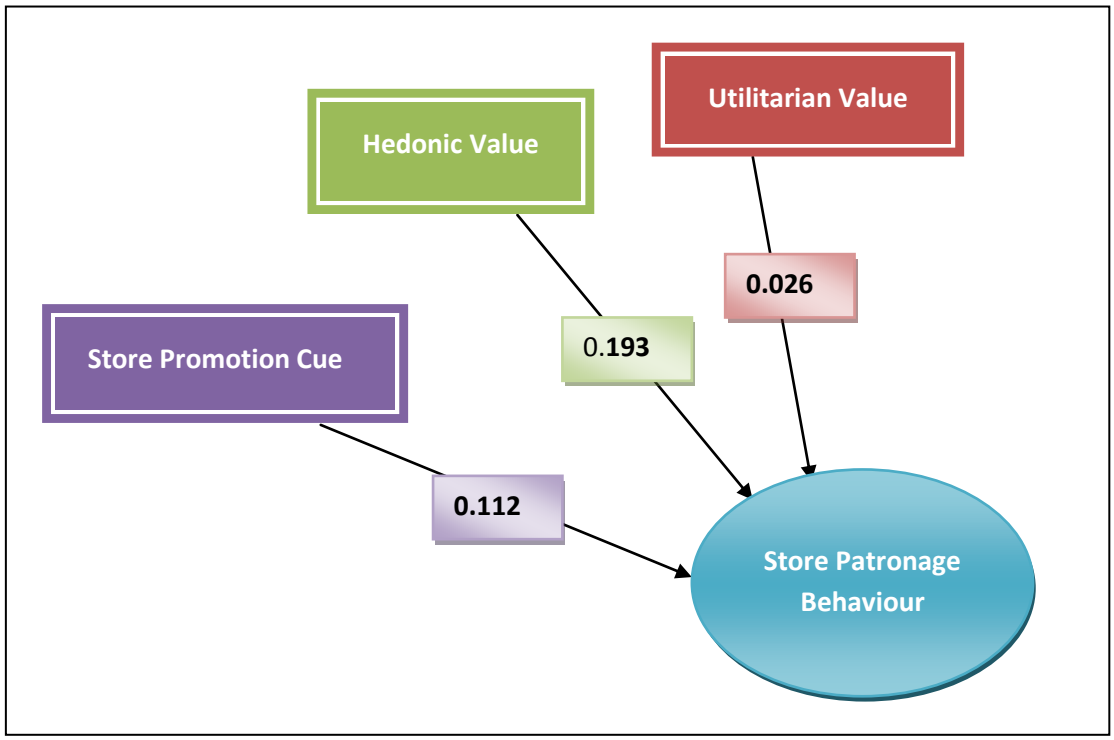
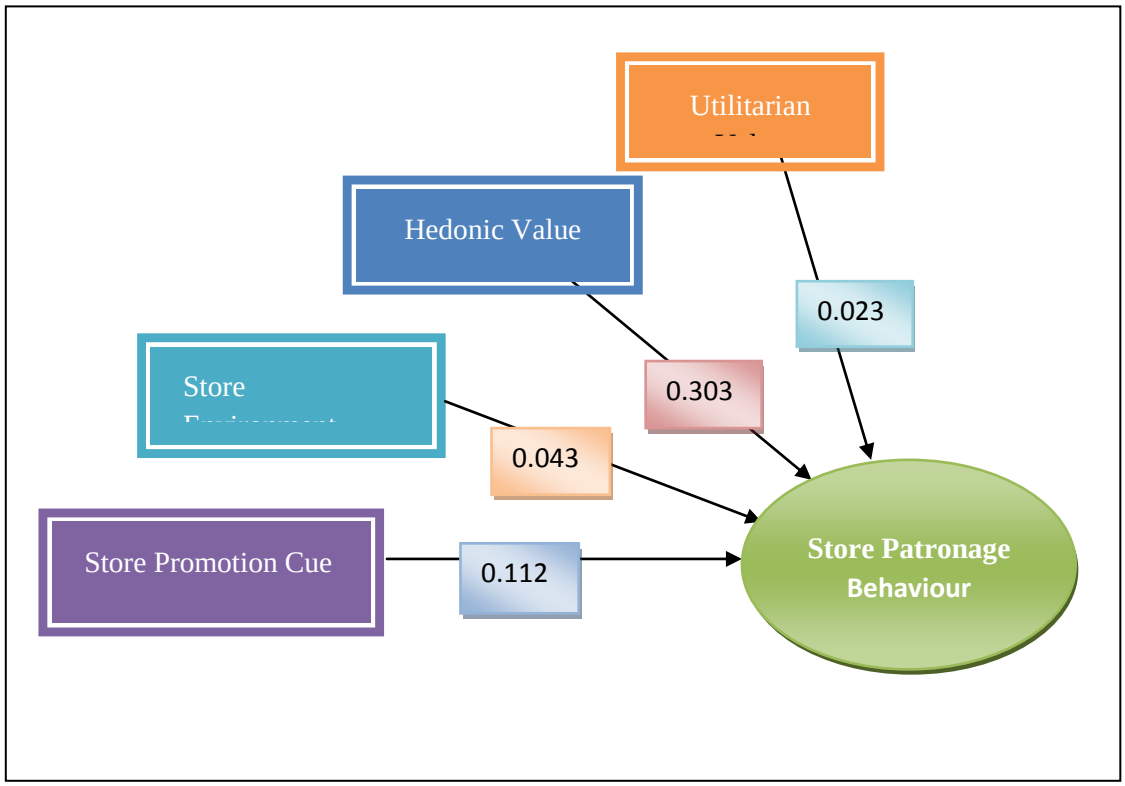


Figure 6.3 Spencer's Hyper



6.3 Individual Impact of Independent Variables on Store Patronage Behaviour for Hypermarket (Combined Sample)

To evaluate the level of impact of individual factors on dependent factor i.e. store patronage behaviour for hypermarket (combined sample), simple linear regression is used. Table 6.9 depicts the results of simple regression.

Table 6.9 Regression Statistics for Impact of Independent Variables on Store Patronage Behaviour: Hypermarket (Combined Sample)

SN.	Paths	Standardized Regression Weights	Squared Multiple Correlations
1.	Store Patronage Behaviour <--- Store Environment	-0.222	0.049
2.	Store Patronage Behaviour <--- Store Promotion Cues	0.491	0.241
3.	Store Patronage Behaviour <--- Hedonic Value	0.579	0.335
4.	Store Patronage Behaviour <--- Utilitarian Value	0.236	0.056

The degree of correlation of store environment with store patronage behaviour is -0.222 and that between hedonic value and store patronage behaviour is 0.579. This high value indicates that as compared to other factors, if customers feel pleasure while shopping then their patronage of the store will increase. The standard regression value of store promotion cues is found to be 0.491 and it is the next important factor. In the case of utilitarian value, the correlation coefficient is found to be 0.236 which is depicted in the column "Standard Regression Weight". The "R square" values indicate the degree of variability in the store patronage behaviour of customers subject to the impact of the independent factors. Store environment explains 4.9 percent of variability in store patronage behaviour which is very low but still it influences customer patronage behaviour significantly. Hedonic value shows 33.5 percent of its variance in store patronage behaviour and utilitarian value contributes 5.6 percent of its variance to dependent variable.

Table 6.10 Regression Statistics for Impact of Independent Variables on Store Patronage Behaviour: Hypermarket (Combined Sample)

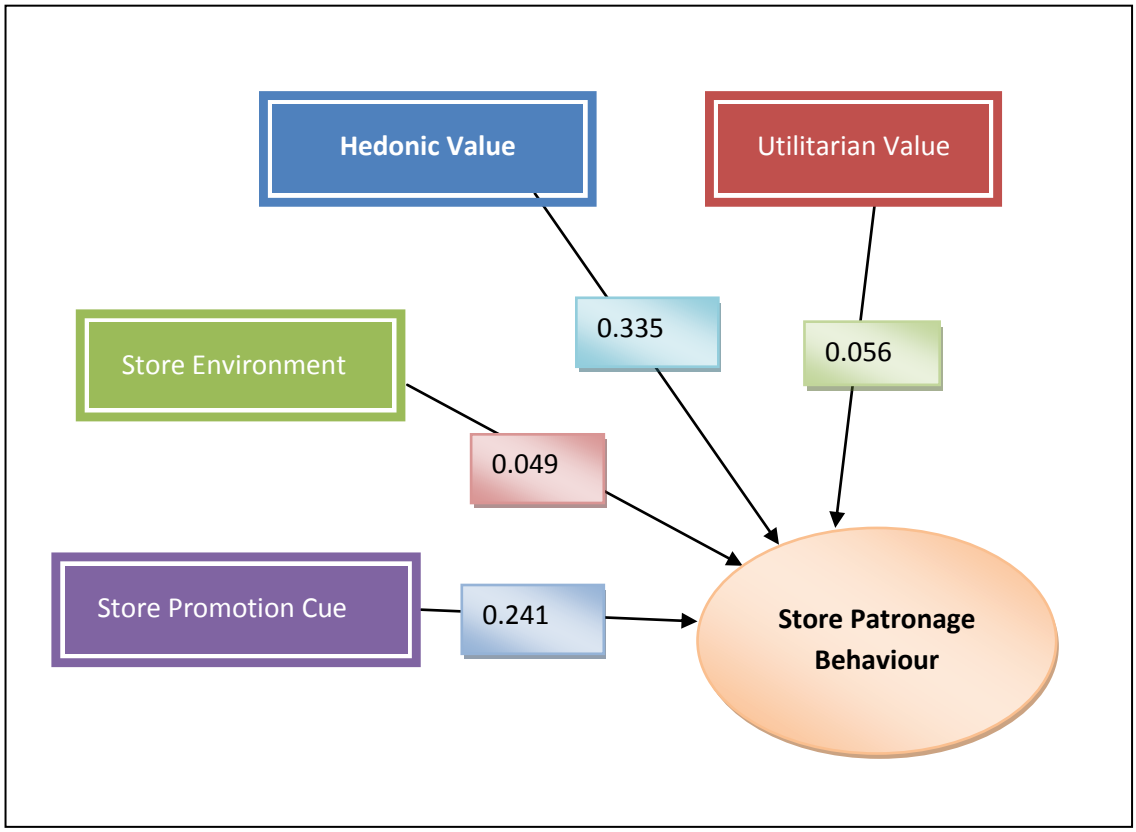
SN.	Paths	Estimate	S.E.	C.R.	P
1.	SPB <--- Store Environment	-0.479	0.075	-6.419	***
2.	SPB <--- Store Promotion Cues	2.576	0.162	15.897	***
3.	SPB <--- Hedonic Value	1.334	0.067	20.024	***
4.	SPB <--- Utilitarian Value	0.914	0.133	6.850	***

The four individual factors identified have an influence on customer store patronage behaviour. The significant individual factors have been mentioned in table 6.10 with their respective "Critical Ratio" values as these values can be used to compare the variables. The independent factors proposed are found to be significantly affecting customer patronage behaviour when combined together and hence the hypotheses hold good since p=0.001, which is less than the definite "p-value (0.05)".

From the coefficient table, the regression equation for predictor variable is as follows:-

- SPB = 48.891 + (-0.479) × SE
- SPB = 26.805 + (2.576) × SPC
- SPB = 17.707 + (1.334) × HV
- SPB = 32.195 + (0.914) × UV

Figure 6.4 Graphical Representation of Factors Influencing Store Patronage Behaviour of Hypermarket Customers (Combined Sample)



6.4 Multiple Regressions

After checking for individual impact of identified variables on store patronage behaviour, results implied that individually these variables have less impact. And it is required to find whether these variables have combined impact on store patronage behaviour or not. To analyze the combined impact of all the four variables, multiple regressions are carried out.

Table 6.11 Regression Statistics for Combined Impact of Independent Variables on Store Patronage Behaviour

	Big Bazaar	**HyperCITY**	**Spencer's Hyper**	**Hypermarket**
	R Square	*R Square*	*R Square*	*R Square*
Store Patronage Behaviour	0.594	0.241	0.367	0.415

For Big Bazaar, squared multiple correlation "R square" is found to be 0.594, i.e., the predictors store environment, store promotion cues, hedonic value, utilitarian value of store patronage behaviour explain 59.4 percent of its variance. In other words, the error variance of store choice is approximately 40.6 percent. For HyperCITY, Spencer's Hyper and Hypermarket (combined sample), squared multiple correlation "R square" is 0.241 0.367 and 0.415 respectively, i.e., the predictors store environment, store promotion cues, hedonic value, utilitarian value of store patronage behaviour for these hypermarkets explain 24.1, 36.7 and 41.5 percent of its variance. The regression weights of independent variables against the dependent variable are mentioned in table 6.11.

Table 6.12 Regression Weights of Combined Impact of Independent Variables on Store Patronage Behaviour for Big Bazaar

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
SPB <--- Utilitarian Value	0.360	0.082	0.187	1.922	0.055
SPB<--- Hedonic Value	1.073	0.471	0.114	9.380	***
SPB<--- Store Promotion Cues	2.138	0.413	0.233	9.176	***
SPB<--- Store Environment	0.181	0.073	0.108	1.674	0.094

Table 6.13 Regression Weights of Combined Impact of Independent Variables on Store Patronage Behaviour for HyperCITY

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
SPB<--- Utilitarian Value	0.134	0.041	0.185	0.728	0.467
SPB<--- Hedonic Value	0.789	0.367	0.127	6.206	***
SPB<--- Store Promotion Cues	1.246	0.222	0.318	3.914	***
SPB<--- Store Environment	0.033	0.015	0.121	0.271	0.786

Table 6.14 Regression Weights of Combined Impact of Independent Variables on Store Patronage Behaviour for Hypermarket (Combined Sample)

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
SPB <--- Utilitarian Value	0.160	0.434	0.111	1.442	0.149
SPB <--- Hedonic Value	1.001	0.299	0.073	13.777	***
SPB <--- Store Promotion Cues	1.566	-0.034	0.157	9.969	***
SPB <--- Store Environment	-0.072	0.041	0.061	-1.180	0.238

For Big Bazaar, HyperCITY and Hypermarket (combined sample), out of four paths, two paths **(a)** from hedonic value to store patronage behaviour and **(b)** from store promotion cues to store patronage behaviour are significant at the 0.001 level of significance. Two paths, **(a)** from store environment to store patronage behaviour, and **(b)** from utilitarian value to store patronage behaviour, are insignificant (See Table 6.12-6.14).

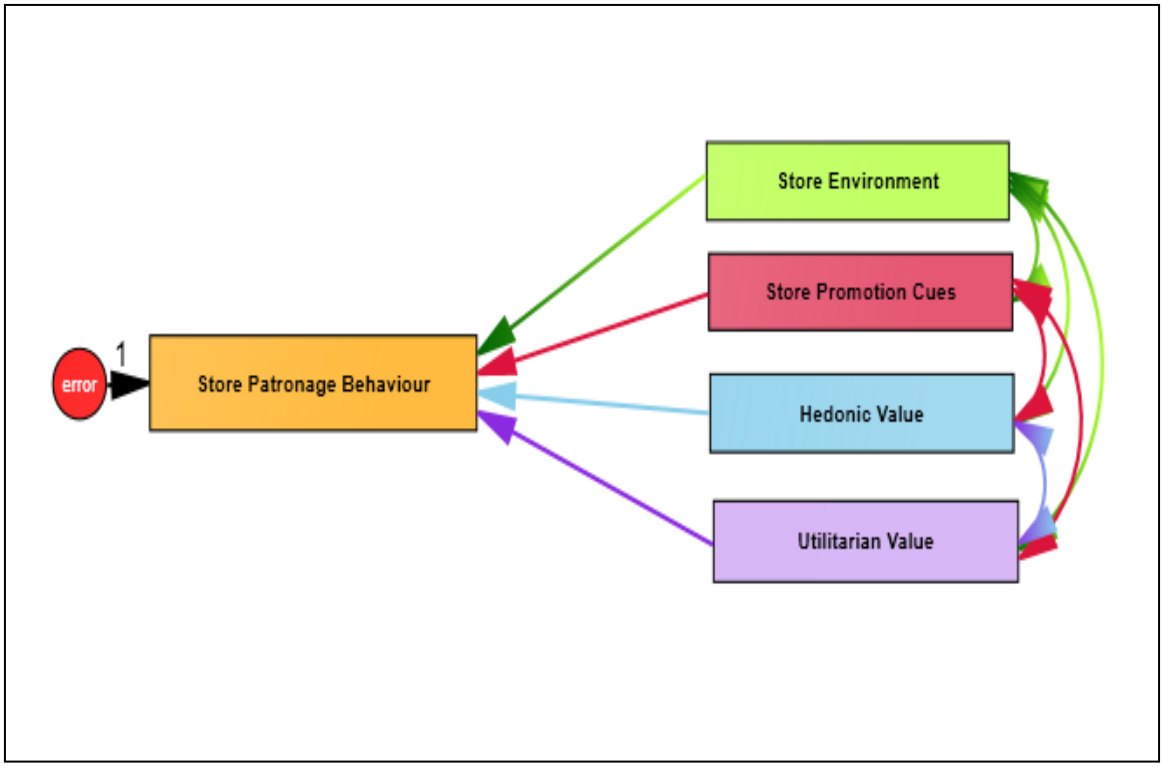
Table 6.15 Regression Weights of Combined Impact of Independent Variables on Store Patronage Behaviour for Spencer's Hyper

Paths	Regression Weights	Standardized Regression Weights	S.E.	C.R.	P
SPB<--- Utilitarian Value	0.083	0.022	0.194	0.428	0.668
SPB<--- Hedonic Value	1.153	0.461	0.134	8.620	***
SPB<--- Store Promotion Cues	1.120	0.211	0.280	4.006	***
SPB<--- Store Environment	-0.295	-0.131	0.111	-2.648	0.008

In the case of Spencer's Hyper, three paths (a) from hedonic value to store patronage behaviour, (b) from store promotion cues to store patronage behaviour and (c) from store environment to store patronage behaviour, are significant at the 0.01 level of

significance. Whereas a path, from utilitarian value to store patronage behaviour, is insignificant table 6.15). A diagrammatic representation of the combined impact of independent variables on dependent variable (store patronage behaviour) is shown in figure 6.5.

Figure 6.5 Graphical Representation of Combined Impact of Independent Variable on Store Patronage Behaviour



After eliminating the insignificant paths, from store environment and utilitarian value to store patronage behaviour, the predictors of store patronage behaviour in the new model explain 58.4 percent, 23.9 percent and 36.7 percent of its variance for Big Bazaar, HyperCITY and Hypermarket (combined sample) respectively (at the 0.001 level of significance). The graphical representation of these three is given in figure 6.6, 6.7, and 6.8 respectively. In the case of Spencer's Hyper, the elimination of the insignificant path from utilitarian value to store patronage behaviour gives a new model in which the predictors of store patronage behaviour explain 41.3 percent of its variance. The graphical representation of Spencer's Hyper is given in figure 6.9.

Figure 6.6 Graphical Representation of Significant Paths with their Regression Weights for Big Bazaar

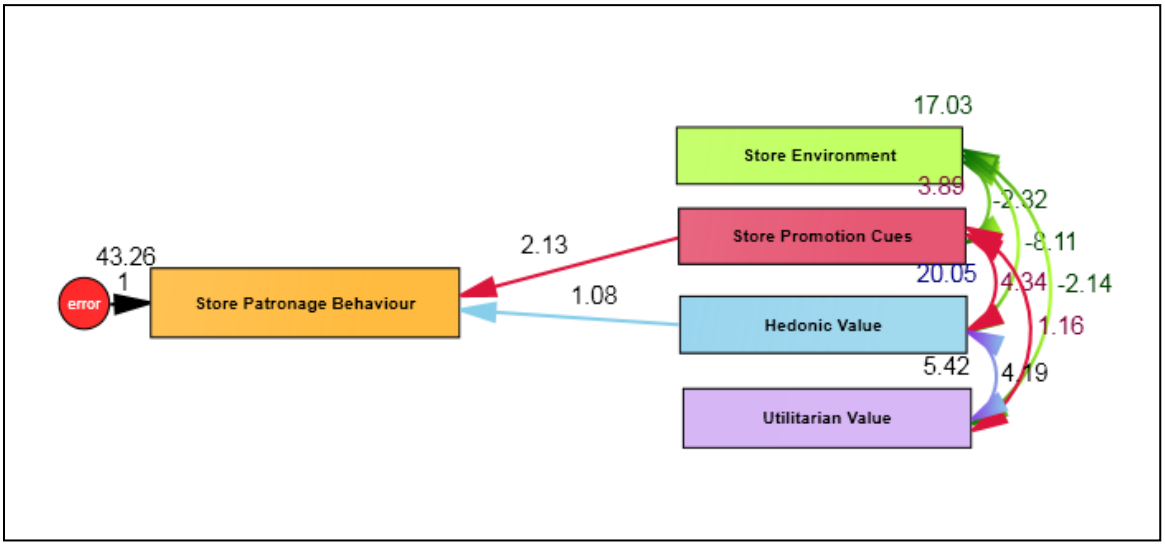


Figure 6.7 Graphical Representations of Significant Paths with their Regression Weights for HyperCITY

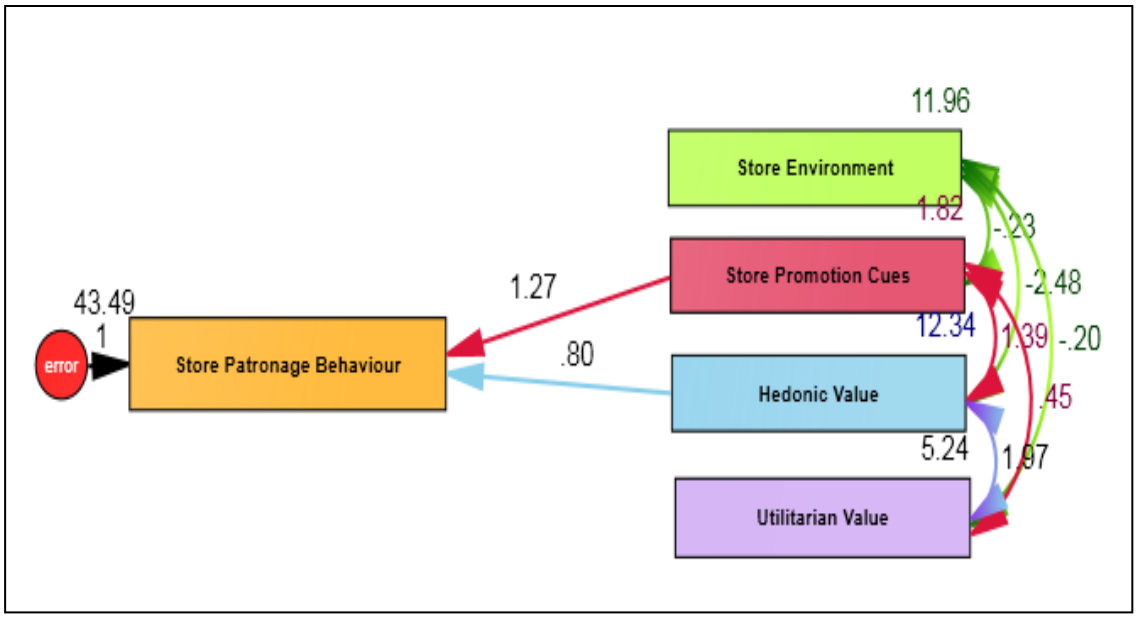


Figure 6.8 Graphical Representation of Significant Paths with their Regression Weights for Hypermarket (Combined Sample)

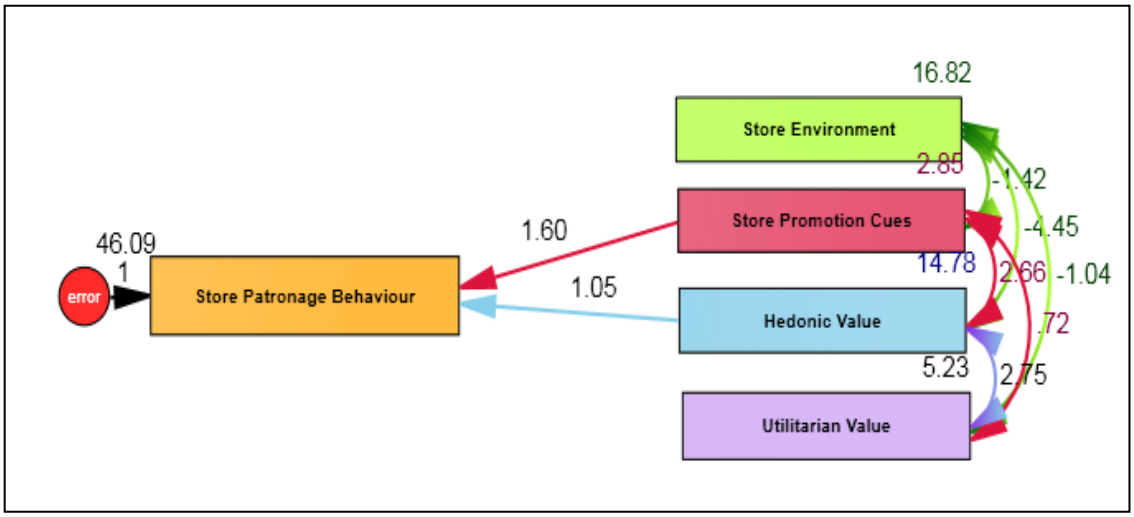
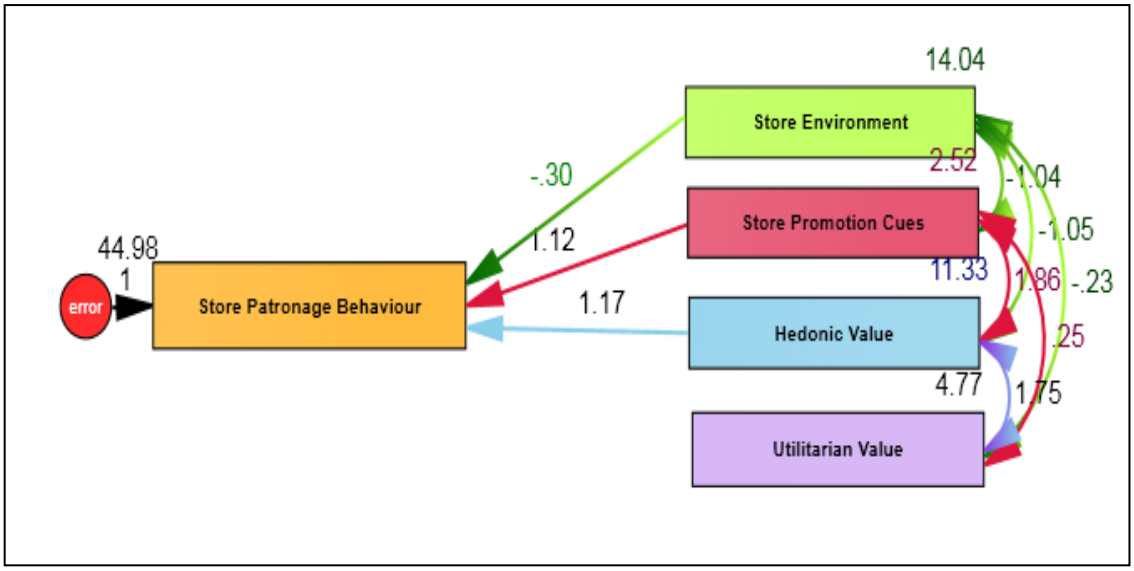


Figure 6.9 Graphical Representation of Significant Paths with their Regression Weights for Spencer's Hyper



6.5 Association of Gender with Store Patronage Behaviour

From the Descriptive Statistics table 6.16, it is seen that the total number of respondents from Big Bazaar is 268, of which 160 are males and 108 females. The mean value for male respondents is 42.08 at 10.20 standard deviation whereas it is 44.50 for female respondents at 10.12 standard deviation.

Table 6.16 Descriptive Statistics for Effect of Gender on Store Patronage Behaviour for all Three Hypermarkets

GROUP		N	Mean	Std. Deviation	Std. Error
Big Bazaar	Male	160	42.0813	10.20172	0.80652
	Female	108	44.5000	10.12769	0.97454
	Total	268	43.0560	10.22228	0.62443
HyperCITY	Male	178	45.4270	8.19106	0.61395
	Female	83	45.0964	6.08199	0.66759
	Total	261	45.3218	7.57399	0.46882
Spencer's Hyper	Male	168	44.8929	8.77192	0.67677
	Female	99	43.1717	7.78282	0.78220
	Total	267	44.2547	8.44502	0.51683

For HyperCITY, total participants are 261, out of which 178 are males and 83 are females. The mean of male participants is 45.42, with 8.19 standard deviation and that of female participants is 45.09 with standard deviation of 6.08.

In the case of Spencer's Hyper, the number of total respondents is 267, out of which 168 are males and 99 females. The mean of male respondents is 44.89 with a 8.77 standard deviation, whereas the mean of female respondents is 43.17 with a 7.78 standard deviation.

ANOVA table 6.17 determines if the differences between condition means are significant. Results of ANOVA will infer the conclusion about whether the independent variable (gender) has an effect on the dependent variable (store patronage behaviour).

Table 6.17 ANOVA Statistics for Effect of Gender on Store Patronage Behaviour for All Three Hypermarkets

GROUP		Sum of Squares	df	Mean Square	F	Sig.
Big Bazaar	Between Groups	377.217	1	377.217	3.646	0.057
	Within Groups	27522.944	266	103.470		
	Total	27900.160	267			
HyperCITY	Between Groups	6.186	1	6.186	0.107	0.743
	Within Groups	14908.779	259	57.563		
	Total	14914.966	260			
Spencer's Hyper	Between Groups	184.529	1	184.529	2.603	0.108
	Within Groups	18786.152	265	70.891		
	Total	18970.682	266			

The result depicts that gender effect on store patronage has statistically insignificant difference between groups, as determined by one-way ANOVA (F (1,266) = 3.64, p = 0.057), (F(1,259)=0.107, p=0.743), (F(1,265)=2.60, p=0.108) for Big Bazaar, HyperCITY and Spencer's Hyper respectively. Thus, it can be concluded that there is no difference in the mean of store patronage for gender. This implies that gender wise; there is no difference in customer store patronage behaviour.

Table 6.18 Descriptive Statistics for Effect of Gender on Store Patronage Behaviour

	N	Mean	Std. Deviation	Std. Error
Male	506	44.1917	9.15655	0.40706
Female	290	44.2172	8.34492	0.49003
Total	796	44.2010	8.86416	0.31418

From table 6.18, it is seen that the total number of respondents for the three hypermarkets together is 796, out of which 506 are males and 290 females. The mean for male respondents is 44.19 with standard deviation 9.15, whereas that for female respondents is 44.21 with standard deviation 8.34. The mean for total number of respondents is 44.20 with standard deviation of 8.86.

Table 6.19 ANOVA Statistics for Effect of Gender on Store Patronage Behaviour for Hypermarket (Combined Sample)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.120	1	0.120	0.002	0.969
Within Groups	62465.719	794	78.672		
Total	62465.839	795			

The significant value is 0.969 which is greater than 0.05. However, the gender comparisons are not significantly different from one another, thus, it can be concluded that there is no significant difference in mean and gender has no effect on store patronage behaviour, can be refer to table 6.19.

6.6 Hedonic Value

6.6.1 Impact of Store Environment on Hedonic Value

In order to evaluate the above hypothesis for hypermarkets, the following discussion is made.

Table 6.20 Regression for Impact of Store Environment on Hedonic Value

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**H V <--- StoreEnvironment**	-0.439	0.192
HyperCITY		-0.204	0.042
Hypermarket (combined sample)		-0.282	0.079

In the case of Big Bazaar, the squared multiple correlation "R square" is found to be 0.192, i.e., 19 percent of the variability can be brought in hedonic value of the customers with respect to control variable (store environment), for HyperCITY and Hypermarket (combined sample), it is found to be 0.042 and 0.079 respectively, i.e., 4.2 and 7.9 percent of the variability can be brought in hedonic value with respect to control variables, it can be seen from table 6.20.

From the last significance column in table 6.21, it can be seen that for Big Bazaar, HyperCITY and Hypermarket (combined sample) it is significant and the value is $p<0.05$. In other words, the regression weights in the prediction of hedonic value are significantly different from zero at the 0.001 level. The regression weights of independent variable against the dependent variable are mentioned in table 6.21.

Table 6.21 Regression Weights of Impact of Store Environment on Hedonic value

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**HV <--- Store Environment**	-0.476	0.060	-7.978	***
HyperCITY		-0.207	0.062	-3.363	***
Hypermarket (combined sample)		-0.264	0.032	-8.286	***

The regression equations to calculate the level of effect of independent variable (store environment) on response variable (hedonic value).

- Big Bazaar: HV = 25.163 + (-0.476) × SE
- HyperCITY: HV = 22.054 + (-0.207) × SE
- Hypermarket (combined sample): HV = 22.443 + (-0.264) × SE

Figure 6.10 Model Assessing Impact of Store Environment on Hedonic Value for Big Bazaar

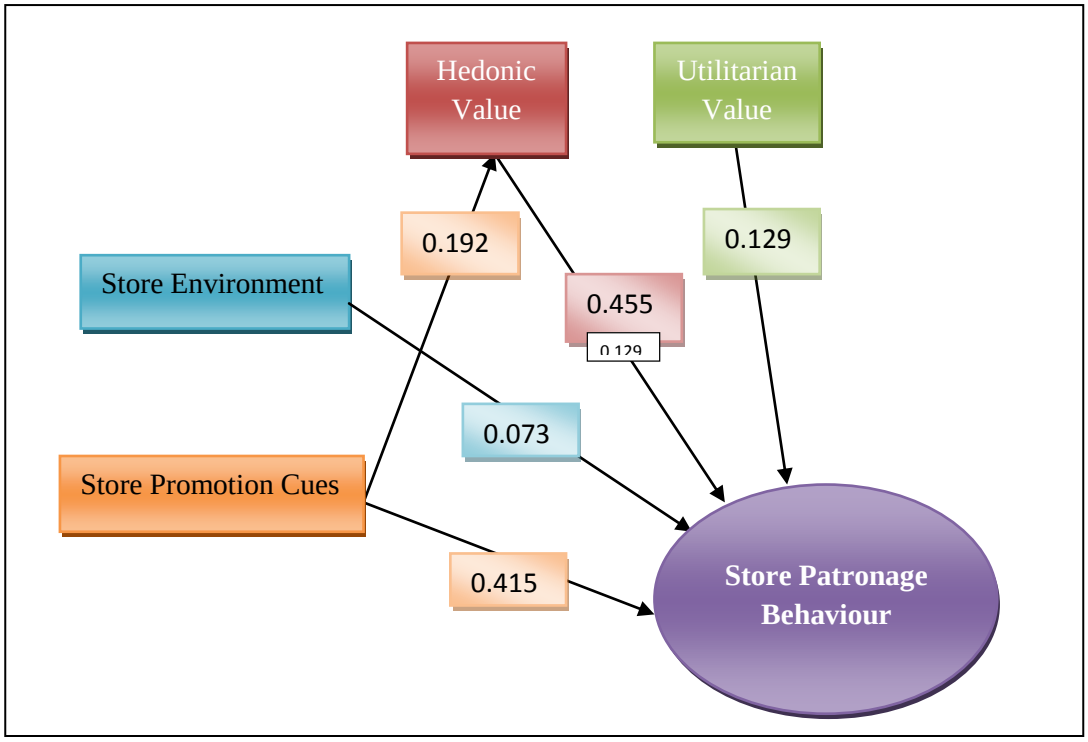


Figure 6.11 Model Assessing Impact of Store Environment on Hedonic Value for HyperCITY

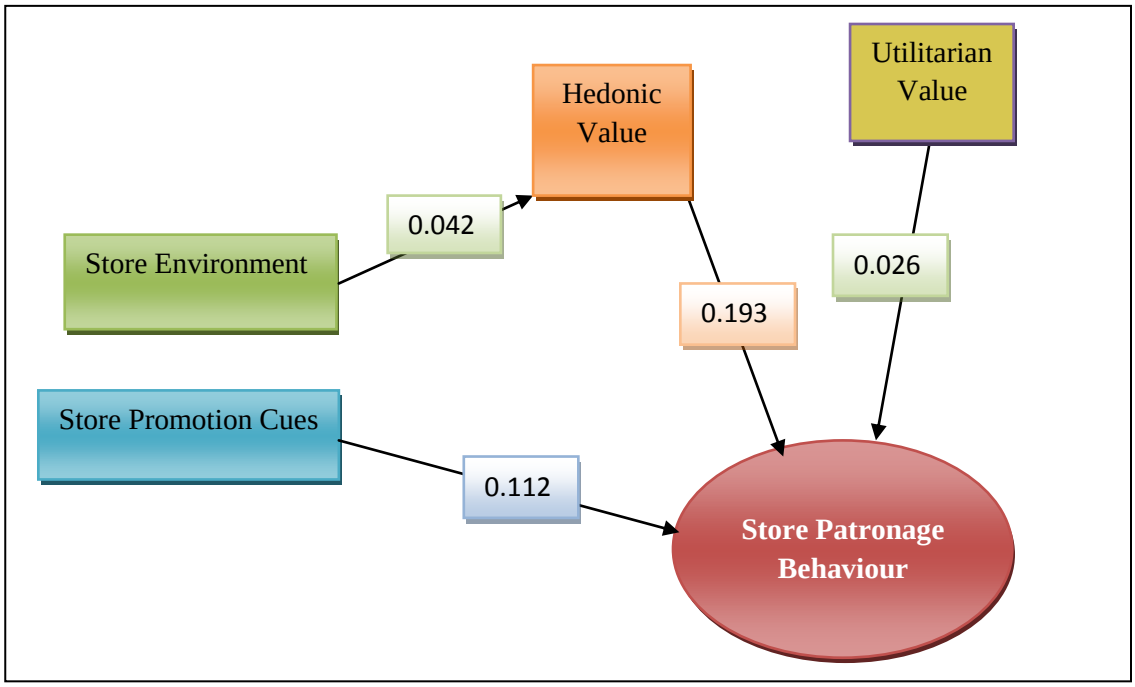
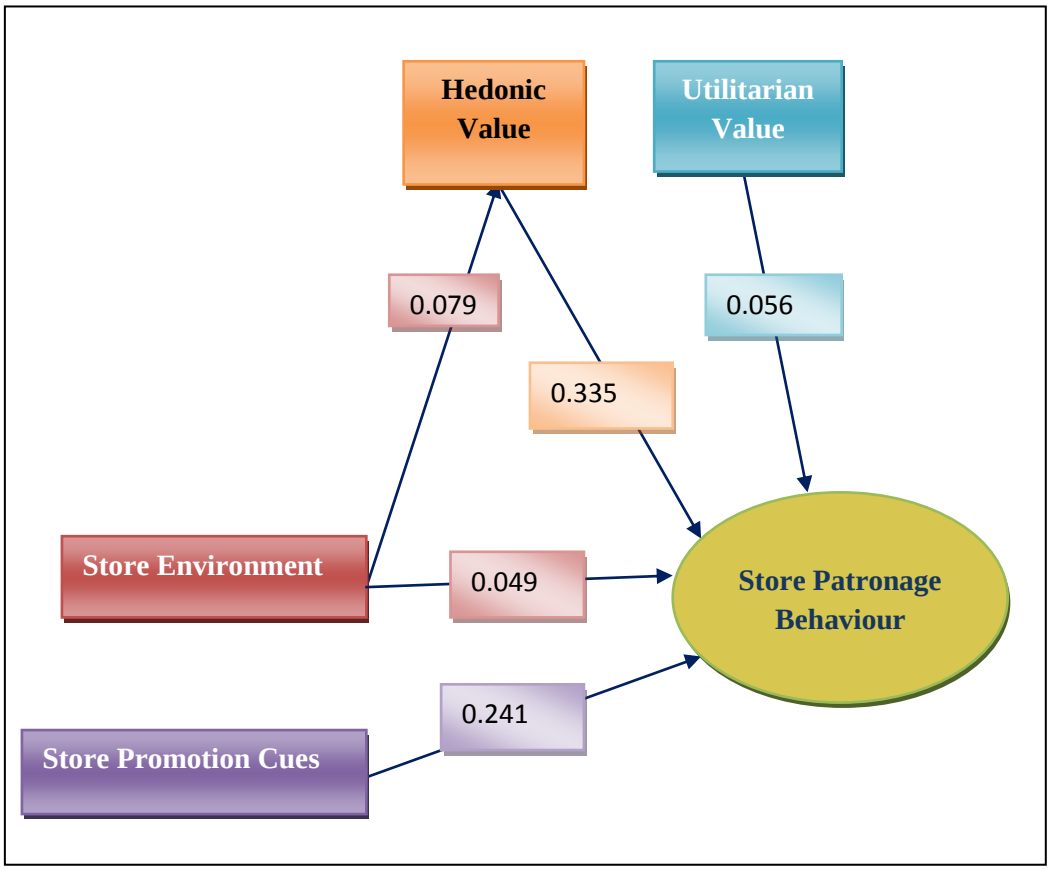


Figure 6.12 Model Assessing Impact of Store Environment on Hedonic Value for Hypermarket (Combined Sample)



6.6.2 Impact of Store Promotion Cues on Hedonic Value

Retail store promotion cues enable stores to meet objectives of the store. Slow growth and intense competition in retail markets in recent years has increased the need for retailers to use strategies focused on retaining and attracting the right consumers. However, a strategy that is effective in acquiring new customers may not be the most effective in retaining current customers. To identify impact of store promotion cues on hedonic value, further analysis is done.

Table 6.22 Regression Statistics for Impact of Store Promotion Cues on Hedonic Value

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**H V <--- Store Promotion Cues**	0.491	0.241
HyperCITY		0.295	0.087
Spencer's Hyper		0.348	0.121
Hypermarket (combined sample)		0.410	0.168

From table 6.22, the relationship between hedonic value and store promotion cues is found. It is estimated that in the case of Big Bazaar, Spencer's Hyper and Hypermarket (combined sample), the predictors of hedonic value explain 24.1 percent, 12.1 percent and 16.8 percent of its variance respectively, whereas in the case of HyperCITY, it shows 8.7 percent variance which is very less but still significant.

Regression weights in predicting hedonic value is significantly different from zero. Table 6.23 explains significance value 0.001 which is less than the defined "p-value (0.05)" of the model indicating model fit for all hypermarkets.

Table 6.23 Regression Weights of Impact of Store Promotion Cues on Hedonic Value

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**HV <--- Store Promotion Cues**	1.115	0.121	9.218	***
HyperCITY		0.768	0.155	4.973	***
Spencer's Hyper		0.738	0.122	6.056	***
Hypermarket (combined sample)		0.933	0.074	12.668	***

The regression equation for predictor will be:

- Big Bazaar: HV = 12.045 + 1.115 × SPC
- HyperCITY : HV = 15.007 + 0.768 × SPC
- Spencer's Hyper : HV = 14.785 + 0.738 × SPC
- Hypermarket (combined sample): HV = 13.558 + 0.933 × SPC

The model proved to be significant, thus, it can be concluded that store promotion cues have a positive influence on customer patronage behaviour for hypermarket, i.e., if store promotion cues will increase by one, customer patronage would increase by 1.115, 0.768, 0.738 and 0.993 for Big Bazaar, HyperCITY, Spencer's Hyper and Hypermarket (combined sample) respectively. It is evident from the result that the influence of store promotion cues is more in case of Big Bazaar and Spencer's Hyper whereas for HyperCITY, it has low but positive effect, i.e., customers of HyperCITY are less inclined to store promotion cues in the store.

Figure 6.13 Model Assessing Impact of Store Promotion Cues on Hedonic Value for Big Bazaar

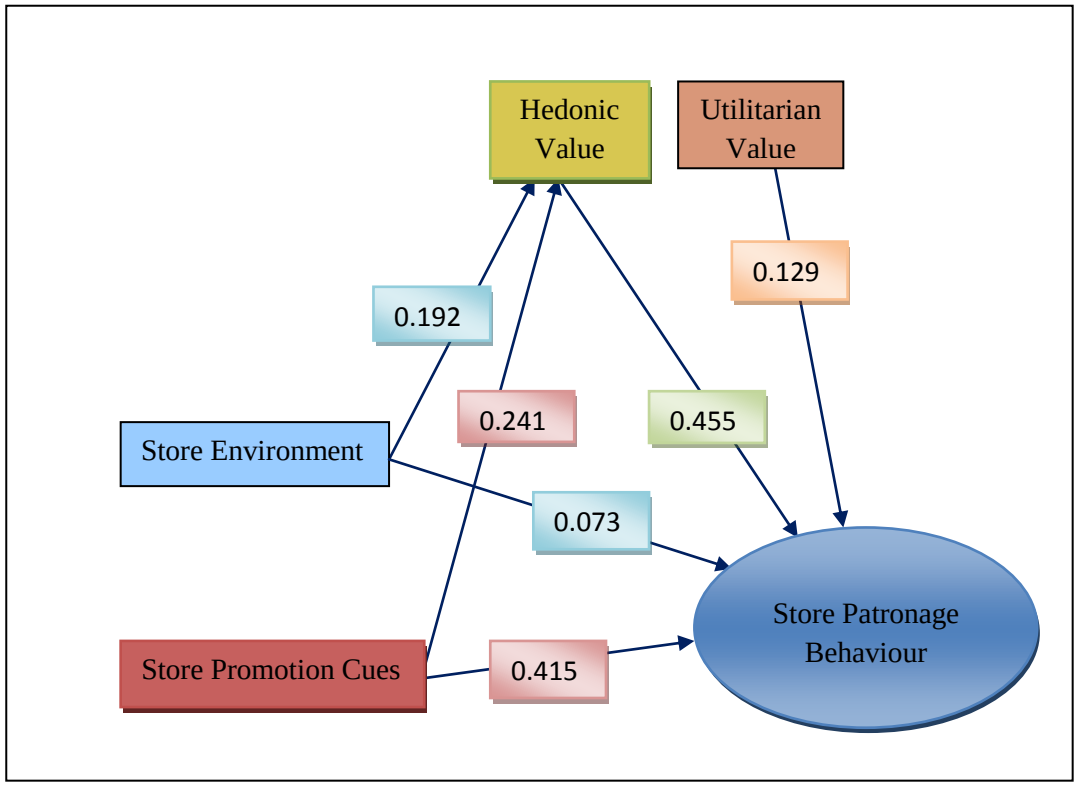


Figure 6.14 Model Assessing Impact of Store Promotion Cues on Hedonic Value for HyperCITY

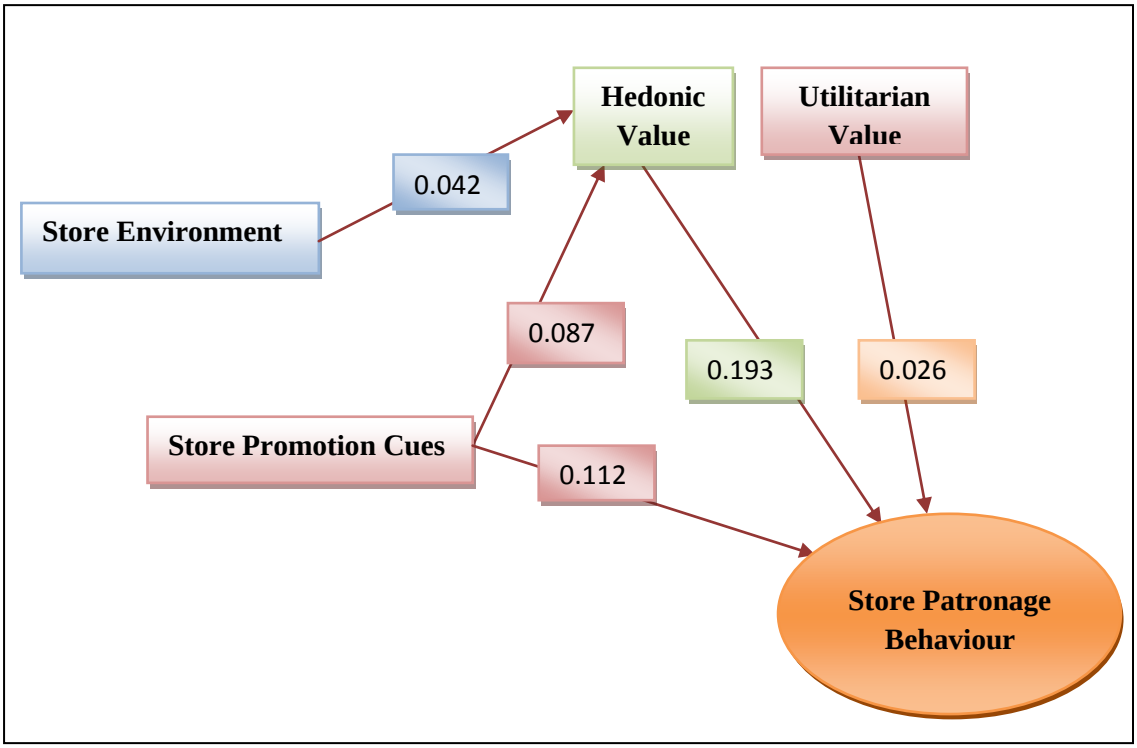


Figure 6.15 Model Assessing Impact of Store Promotion Cues on Hedonic Value for Spencer's Hyper

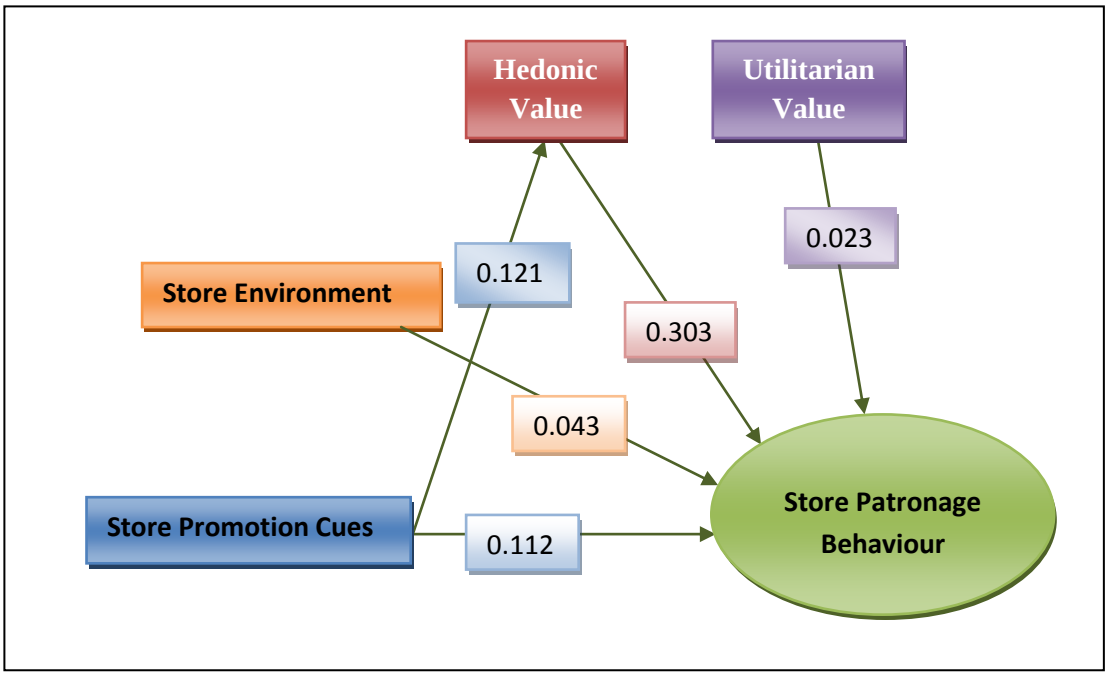
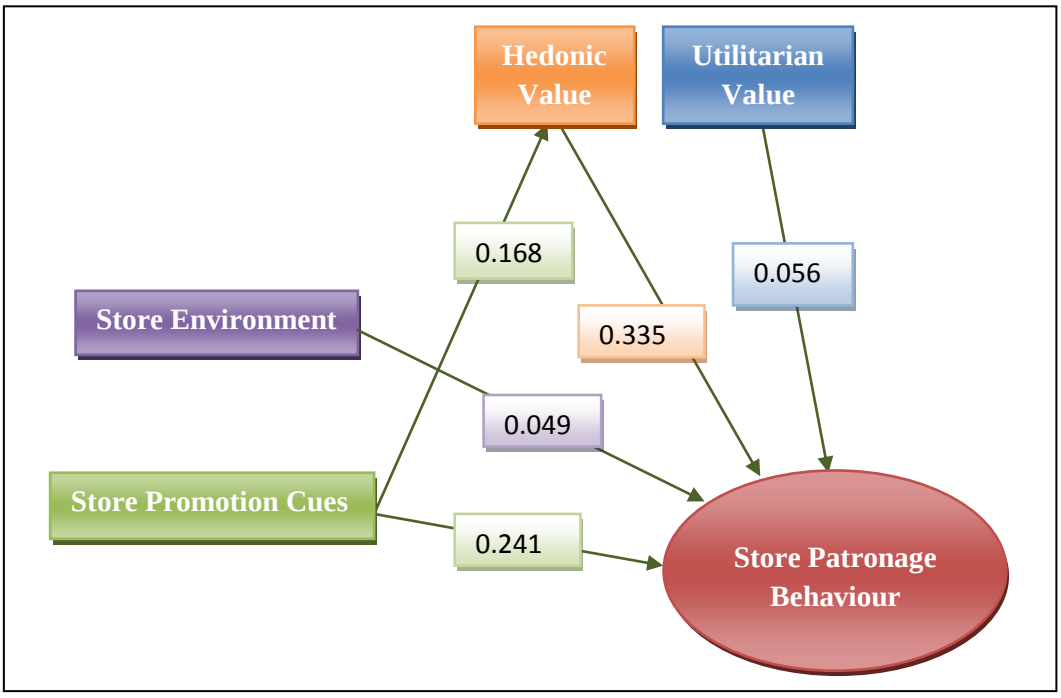


Figure 6.16 Model Assessing Impact of Store Promotion Cues on Hedonic Value for Hypermarket (Combined Sample)



6.6.3 Association of Gender with Hedonic Value

Table 6.24 Descriptive Statistics for Effect of Gender on Hedonic Value for All Three Hypermarkets

GROUP		N	Mean	Std. Deviation	Std. Error
Big Bazaar	Male	160	19.3938	4.32791	0.34215
	Female	108	20.0926	4.69945	0.45220
	Total	268	19.6754	4.48583	0.27402
HyperCITY	Male	178	20.2921	3.57392	0.26788
	Female	83	20.8072	3.39461	0.37261
	Total	261	20.4559	3.51958	0.21786
Spencer's Hyper	Male	168	19.4524	3.52885	0.27226
	Female	99	19.4646	3.10797	0.31236
	Total	267	19.4569	3.37297	0.20642

Table 6.24 shows the total number of participants in the study, their gender wise breakup and their means and standard deviations respectively. Big Bazaar has a total of 268 respondents, out of which 160 are males with a mean of 19.39 and 4.32 standard deviation, whereas females are 108 with a mean of 20.09 and standard deviation 4.69. In the case of HyperCITY, total respondents are 261, out of which 178 are males, their mean being 20.29 with 3.57 standard deviation, and 83 are females with mean of 20.80 and 3.39 standard deviation. For Spencer's Hyper, total numbers of males are 168 with mean of 19.45 and standard deviation 3.52, whereas females are 99 in number with a mean of 19.46 and standard deviation 3.10. The total number of respondents for this hypermarket is 267.

Table 6.25 ANOVA Statistics for Effect of Gender on Hedonic Value for All three Hypermarkets

GROUP		Sum of Squares	df	Mean Square	F	Sig.
Big Bazaar	Between Groups	31.490	1	31.490	1.568	0.212
	Within Groups	5341.268	266	20.080		
	Total	5372.757	267			
HyperCITY	Between Groups	15.019	1	15.019	1.213	0.272
	Within Groups	3205.725	259	12.377		
	Total	3220.743	260			
Spencer's Hyper	Between Groups	0.009	1	0.009	0.001	0.977
	Within Groups	3026.245	265	11.420		
	Total	3026.255	266			

Result of ANOVA (table 6.25) determines if the differences between condition means are significant and determine the conclusion whether the independent variable (gender) has an effect on the dependent variable (hedonic value). In the case of all three hypermarkets, results show statistically insignificant difference between groups, $F(1,266)=1.568$, $p=0.212$ for Big Bazaar, for HyperCITY $F(1,259)=1.213$, $p=0.272$ and in case of Spencer's Hyper $F(1,265)=0.001$, $p=0.977$ which are greater than 0.05, and

statistically insignificant. Thus, there is no difference in mean of hedonic value for gender, hence null hypothesis is accepted and it can be concluded that there is no difference between male and female customers in feelings of pleasure while shopping.

Table 6.26 Descriptive Statistics for Effect of Gender on Hedonic Value for Hypermarket (Combined Sample)

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Male	506	19.7292	3.82951	0.17024	7.00	30.00
Female	290	20.0828	3.87344	0.22746	9.00	30.00
Total	796	19.8580	3.84691	0.13635	7.00	30.00

The descriptive statistics table 6.26 indicates the mean, standard deviation, standard error and minimum, maximum values of gender wise breakup of respondents for the three hypermarkets taken together. Here, the mean of male respondents is 19.72 with standard deviation 3.82 whereas mean of female respondents is 20.08 with a 3.87 standard deviation. The total respondents are 796 (506 males and 290 females) with mean value of 19.85 and a standard deviation of 3.84.

Table 6.27 ANOVA Statistics for Effect of Gender on Store Patronage Behaviour for Hypermarket (Combined Sample)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.038	1	23.038	1.558	0.212
Within Groups	11741.921	794	14.788		
Total	11764.959	795			

Since F_{obs}= 1.558, at 1 and 794 degrees of freedom, the means are not significantly different and no effects are said to be observed. Since the "Significance" level is greater than 0.05, the results are not significant. Thus, it can be concluded that there is no gender bias as regards feelings of pleasure while shopping and both males and females have similar level of hedonic value can be seen in table 6.27.

6.7 Utilitarian Value

6.7.1 Impact of Store Environment on Utilitarian Value

In the present scenario, due to lack of time and a hectic schedule, customers seek a better environment even at the time of shopping in a store where they can feel relaxed. Need for a comfortable environment while shopping induces the development of new formats by marketers to match customers' expectations. Therefore, the level of impact of store environment on utilitarian value is examined and results show that standardized regression weight between utilitarian value and store environment is 0.223 and -0.111 for Big Bazaar and Hypermarket (combined sample) respectively (See table 6.28).

Table 6.28 Regression Statistics for Impact of Store Environment on Utilitarian Value

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**U V <--- Store Environment**	-0.223	0.050
Hypermarket (combined sample)		-0.111	0.012

Table 6.28 is depicting that R square value for Big Bazaar and Hypermarket (combined sample) is 0.050 and 0.012 respectively from which it can be inferred that predictor (store environment) of utilitarian value contributes 5 percent and 1.2 percent of its variance.

Table 6.29 Regression Weights for Impact of Store Environment on Utilitarian Value

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**U V <--- Store Environment**	-0.126	0.034	-3.735	***
Hypermarket (combined sample)		-0.062	0.020	-3.157	0.002

The regression weights for Big Bazaar and Hypermarket (combined sample) in predicting utilitarian value is significantly different from zero at the 0.01 level of significance which is less than definite "p-value (0.05)". Therefore, the dependent variable is well defined by the independent variable at five percent level (See table 6.29)

The regression equation for the predictor (store environment) for Big Bazaar and Hypermarket (combined sample) will be

- Big Bazaar: UV = 14.688 + (-0.126) × SE
- Hypermarket (combined sample): UV = 13.739 + (-0.062) × SE

Figure 6.17 Model Assessing Impact of Store Environment on Utilitarian Value for Big Bazaar

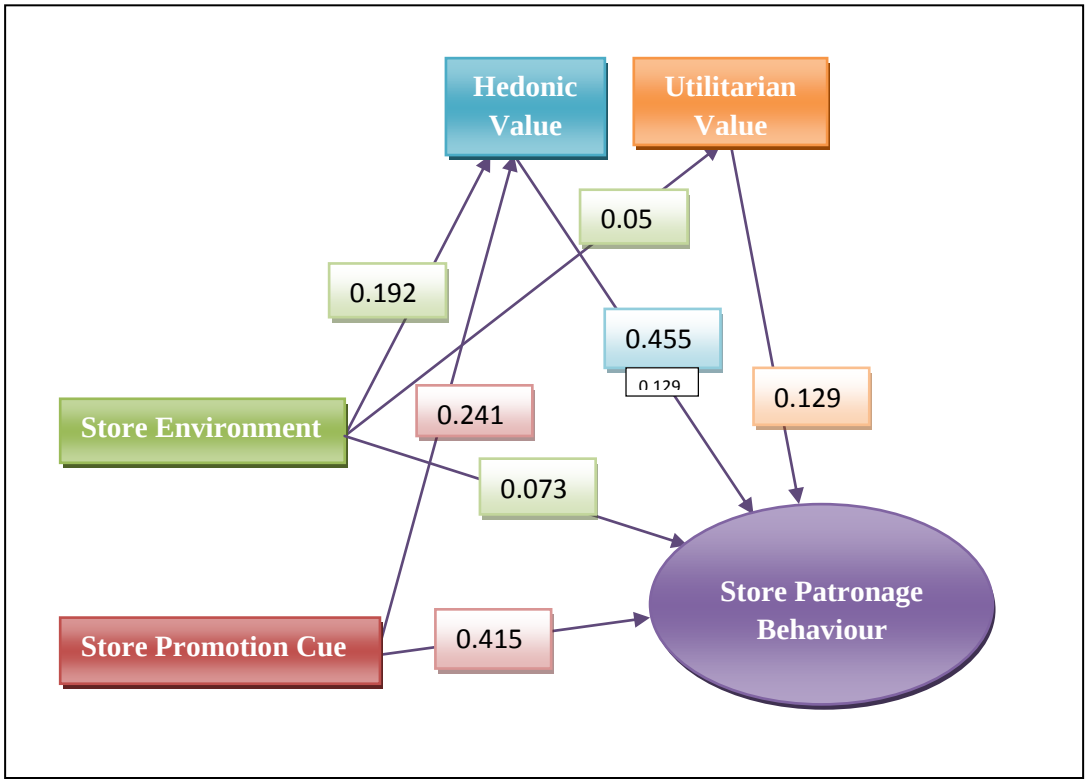
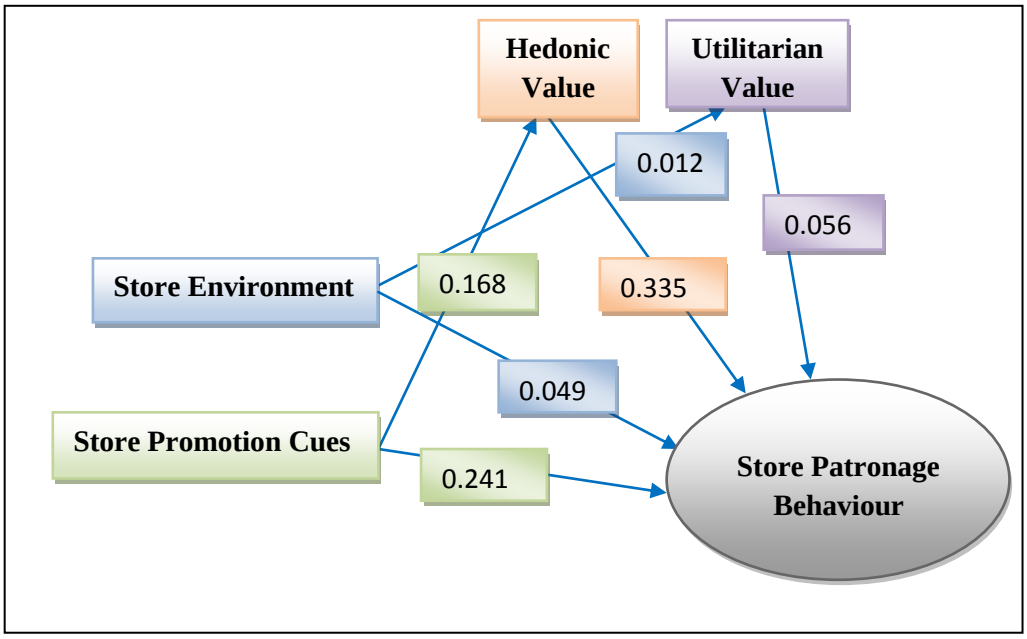


Figure 6.18 Model Assessing Impact of Store Environment on Utilitarian Value for Hypermarket (Combined Sample)



6.7.2 Impact of Store Promotion Cues on Utilitarian Value

Customers are price conscious and so they are critically influenced by promotional offers while making their purchases. If the sales promotions in the store are high, then the probability of perceiving visit worthiness to the hypermarket for their shopping will also be high. In order to check the level of influence of store promotion cues on customer utilitarian value, regression analysis is done.

Table 6.30 Regression Statistics for Impact of Store Promotion Cues on Utilitarian Value

Group	Path	Standardized Regression Weight	Squared Multiple Correlations
		Estimate	*Estimate*
Big Bazaar	**U V <--- Store Promotion Cues**	0.252	0.063
HyperCITY		0.146	0.021
Hypermarket (combined sample)		0.185	0.034

From table 6.30, the standard regression weights is found to be 0.252, 0.146 and 0.185 for Big Bazaar, HyperCITY and Hypermarket (combined sample) respectively. The values of squared multiple correlations is found to be 0.063, 0.021 and 0.034 respectively which implies that in the case of Big Bazaar, predictor is explaining 6.3 percent variation on dependent variable (utilitarian value), and for HyperCITY it explains only 2.1 percent variance, which is very less but screens its effect on dependent variable. And in the case of Hypermarket (combined sample), predictor of utilitarian value explains 3.4 percent of its variance. From table 6.31, it can also be seen that the model is statistically significant.

Table 6.31 Regression Weights of Impact of Store Promotion Cues on Utilitarian Value

Group	Path	Estimate	S.E.	C.R.	P
Big Bazaar	**U V <--- Store Promotion Cues**	0.297	0.070	4.252	***
HyperCITY		0.248	0.104	2.381	0.017
Hypermarket (combined sample)		0.251	0.047	5.318	***

Regression weights for store promotion cues is 0.297 for Big Bazaar, 0.248 for HyperCITY and 0.251 for Hypermarket (combined sample); this means that for every one unit change in store promotion cues, the model predicts an increase of 0.297 units for Big Bazaar, 0.248 units for HyperCITY and 0.251 units for Hypermarket (combined sample) in utilitarian value (See table 6.31). The regression equation for predictor will be: **y = a + bx1**

- ❖ Big Bazaar: UV = 11.205 + 0.297 × SPC
- ❖ HyperCITY: UV = 11.673 + 0.248 × SPC
- ❖ Hypermarket (combined sample): UV = 11.437 + 0.251 × SPC

The constant is estimated at 11.205, 11.673 and 11.437 for the three different stores. The implication is that, if the values are put into the function then it can predict the level of influence of store promotion cues on utilitarian value. It can be concluded

from the results that store promotion cues have an impact on customers' feeling of a worthy visit but this impact is very less; thus, it can neither be avoided nor it can be emphasized without the addition of lucrative offers appealing to the customers to attract them or an increase in footfalls.

Figure 6.19 Model Assessing Impact of Store Promotion Cues on Utilitarian Value for Big Bazaar

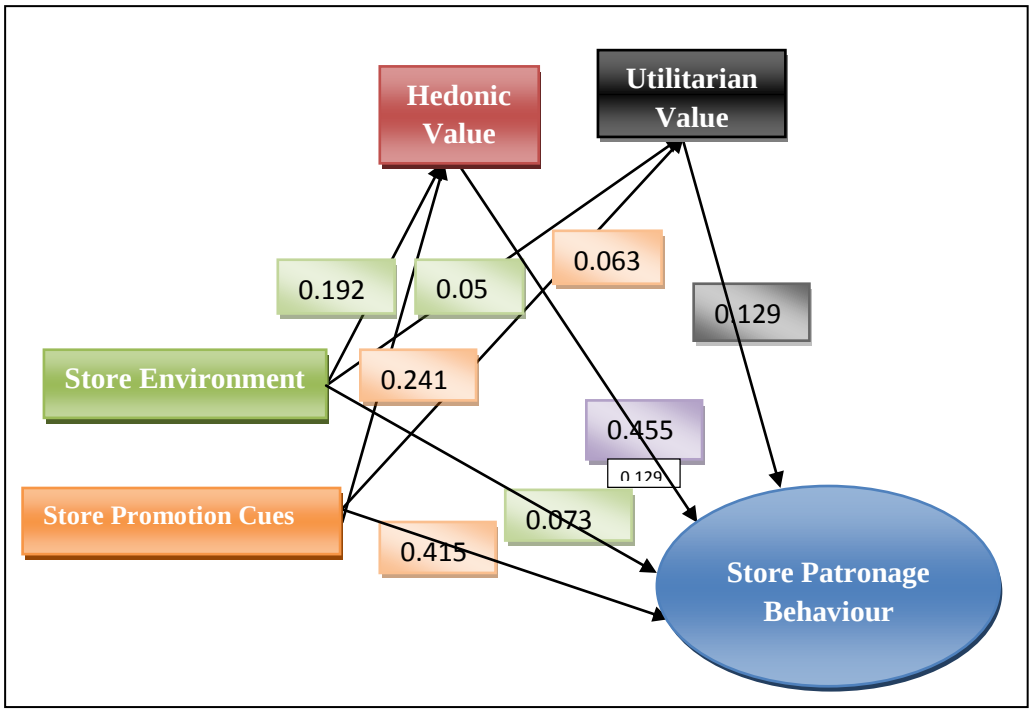


Figure 6.20 Model Assessing Impact of Store Promotion Cues on Utilitarian Value for HyperCITY

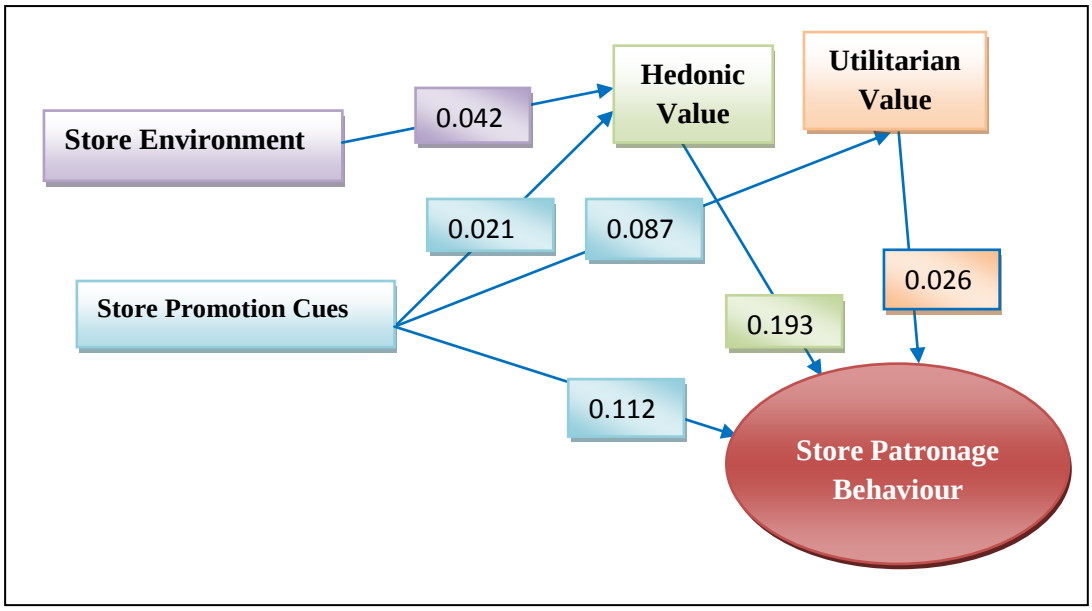
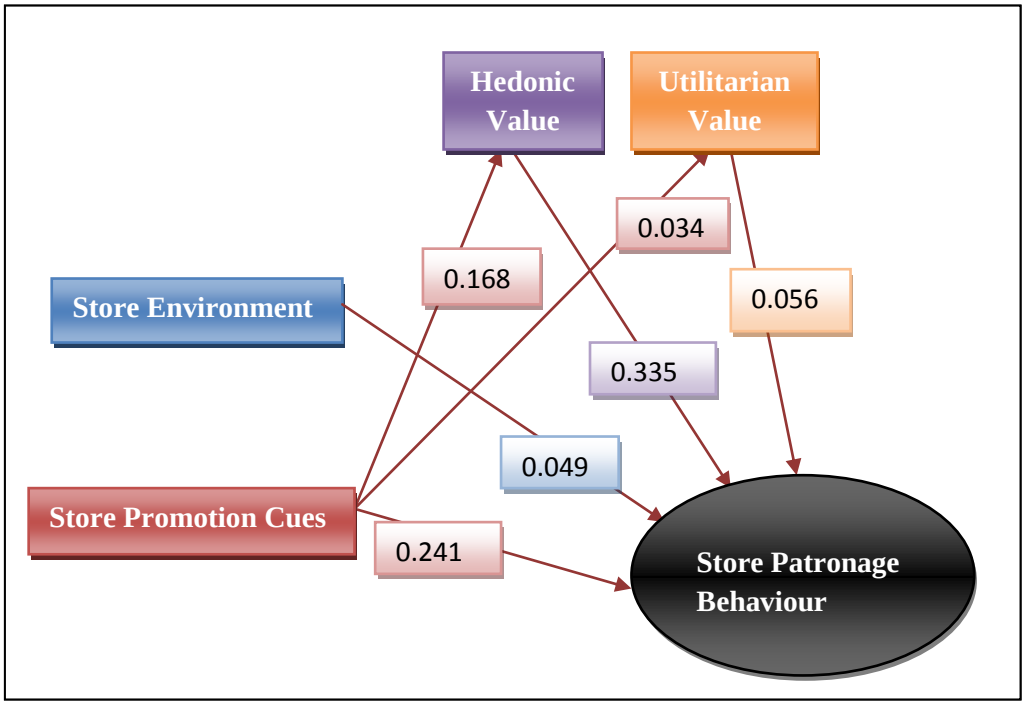


Figure 6.21 Model Assessing Impact of Store Promotion Cues on Utilitarian Value for Hypermarket (Combined Sample)



6.7.3 Association of Gender with Utilitarian Value

Table 6.32 Descriptive Statistics for Effect of Gender on Utilitarian Value for All Three Hypermarkets

GROUP		N	Mean	Std. Deviation	Std. Error
Big Bazaar	Male	160	12.7938	2.27951	0.18021
	Female	108	13.8981	2.26282	0.21774
	Total	268	13.2388	2.33257	0.14248
HyperCITY	Male	178	13.3933	2.44773	0.18346
	Female	83	13.5181	1.93404	0.21229
	Total	261	13.4330	2.29387	0.14199
Spencer's Hyper	Male	168	12.6964	2.10718	0.16257
	Female	99	12.7879	2.33112	0.23429
	Total	267	12.7303	2.18899	0.13396

Table 6.32 shows the total number of participants in the study, their gender wise breakup and their means and standard deviations respectively. Big Bazaar has a total of 268 respondents, out of which 160 are males with a mean of 12.79 and 2.27 standard deviation, whereas females are 108 with a mean of 13.89 and standard deviation 2.26. In the case of HyperCITY, total respondents are 261, out of which 178 are males, their mean being 13.39 with 2.44 standard deviation, and 83 are females with mean of 13.51 and 1.93 standard deviation. For Spencer's Hyper, total number of males is 168 with mean of 12.69 and standard deviation 2.10, whereas females are 99 in number with a mean of 12.78 and standard deviation 2.33. The total number of respondents for this hypermarket is 267.

Table 6.33 ANOVA for Effect of Gender on Utilitarian Value for All Three Hypermarkets

GROUP		Sum of Squares	df	Mean Square	F	Sig.
Big Bazaar	Between Groups	78.643	1	78.643	15.224	0.000
	Within Groups	1374.073	266	5.166		
	Total	1452.716	267			
HyperCITY	Between Groups	0.882	1	0.882	0.167	0.683
	Within Groups	1367.195	259	5.279		
	Total	1368.077	260			
Spencer's Hyper	Between Groups	0.521	1	0.521	0.108	0.742
	Within Groups	1274.063	265	4.808		
	Total	1274.584	266			

For HyperCITY and Spencer's Hyper, one-way, between-subjects analysis of variance failed to reveal a reliable effect of gender on utilitarian values, F(1,259)=0.882, p=0.683 and $F(1, 265) = 0.801$, $p = 0.742$, respectively $\alpha = 0.05$. The 'Significant' value in results are greater than 0.05. Thus, the null hypothesis is accepted and it can be inferred that for these two groups, there is no gender bias as regards the utilitarian value. Whereas for Big Bazaar F (1,266) =15.221, p=0.001 is less than 0.05, hence for this group, gender has a statistically significant difference in mean of utilitarian values for both male and female customers. This implies that for Big Bazaar, male and female customers have different perception about utilitarian values. (See table 6.33)

Figure 6.22 Model Assessing Store Patronage Behaviour of Big Bazaar Customers Showing Gender Effect

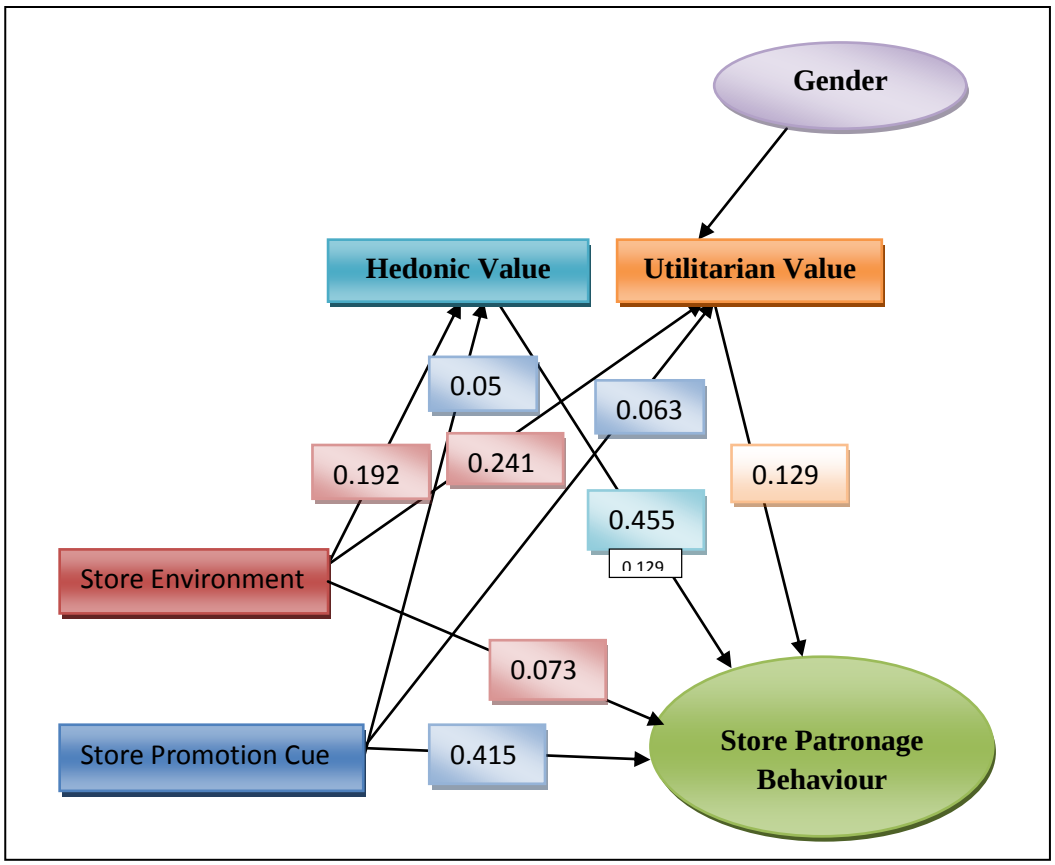


Table 6.34 Descriptive Statistics for Effect of Gender on Utilitarian Value for Hypermarket (Combined Sample)

	N	Mean	Std. Deviation	Std. Error
Male	506	12.9723	2.30265	0.10237
Female	290	13.4103	2.24161	0.13163
Total	796	13.1319	2.28893	0.08113

For the dependent variable (utilitarian value), the descriptive output is showing independent variable's sample size, mean, standard deviation, minimum value, maximum value and standard error. Table 6.34 depicts the result for a total of 796 people who responded; out of which 506 are males with a mean utilitarian value of 12.97 and

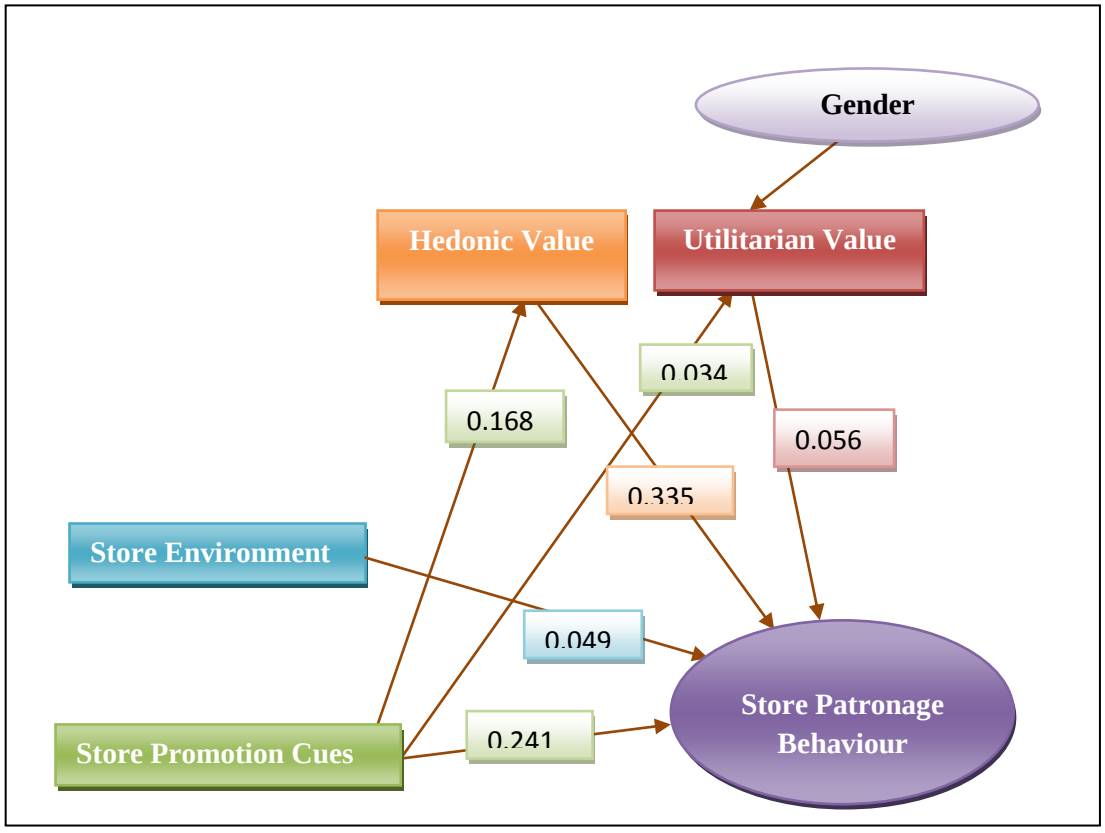
standard deviation of 2.30. There are 290 females with a mean of 13.41 and standard deviation 2.24.

Table 6.35 ANOVA Statistics for Effect of Gender on Utilitarian Value for Hypermarket (Combined Sample)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	35.368	1	35.368	6.800	0.009
Within Groups	4129.782	794	5.201		
Total	4165.149	795			

From table 6.35, it is observed that F (1,794) = 6.800, $p < 0.001$ which is highly significant. As F-value is significant, it implies that all the means are not equal (i.e., H_o is rejected in favour of H_1).

Figure 6.23 Model Assessing Customer Patronage Behaviour Showing Gender Effect



Objective 4

To study the effect of crowd on customer store choice decision and patronage behaviour.

In order to evaluate the effect of crowd on customer store choice decision, ANOVA test is carried out.

6.8 Effect of Crowd on Store Choice

Table 6.36 Descriptive Statistics for Effect of Crowd on Store Choice for All Three Hypermarkets

GROUP		N	Mean	Std. Deviation	Std. Error
Big Bazaar	*Always Crowded*	75	40.3333	9.35824	1.08060
	Sometimes Crowded	136	41.3162	8.84492	0.75845
	Not at all Crowded	29	43.5172	5.87744	1.09141
	Can't say	28	42.0000	8.89861	1.68168
	Total	268	41.3507	8.73519	.53359
HyperCITY	*Always Crowded*	30	40.6667	7.28879	1.33074
	Sometimes Crowded	191	45.6963	6.16543	0.44612
	Not at all Crowded	23	44.0435	6.61595	1.37952
	Can't say	17	42.7647	4.42337	1.07282
	Total	261	44.7816	6.44162	0.39873
Spencer's Hyper	*Always Crowded*	56	41.8393	6.17554	0.82524
	Sometimes Crowded	172	41.8023	8.93880	0.68158
	Not at all Crowded	22	41.6364	4.91398	1.04766
	Can't say	17	37.0588	7.51224	1.82199
	Total	267	41.4944	8.11773	0.49680

Table 6.36 shows the number of participants, mean and standard deviation for different groups. Big Bazaar has a total of 268 respondents, out of which 75 with the mean of 9.36 perceive the hypermarket to be in the category of 'Always Crowded', 136 are in the category of customers who find it 'Sometimes Crowded', their mean is 41.32

and standard deviation 8.84 and 29 customers with the mean of 43.52 and 5.88 standard deviation find the store 'Not at all Crowded'. Furthermore, 28 customers with a mean of 42.00 and standard deviation 8.89 didn't express any opinion. In the case of HyperCITY, total respondents are 261, out of which 30 customers find the store 'Always Crowded', their mean is 40.67 and standard deviation is 7.29. 191 customers with mean of 45.69 and 6.17 standard deviation find the store 'Sometimes Crowded', whereas 23 customers with mean of 44.09 and 6.62 standard deviation find the store 'Not at all Crowded'. There are 17 customers who didn't express any opinion and their mean is 42.76 with standard deviation 4.42. For Spencer's Hyper, 56 customers with the mean of 41.84 and standard deviation 6.58 find the store 'Always Crowded', customers with the view of 'Sometimes Crowded' are 172 with a mean of 41.80 and standard deviation 8.94, whereas 22 customers judge the store as 'Not at all Crowded' with mean of 41.64 and standard deviation 4.91. 17 customers with the mean of 37.06 and standard deviation 7.51, have no opinion on crowd in the store.

Table 6.37 ANOVA Statistics for Effect of Crowd on Store Choice for All Three Hypermarkets

GROUP		Sum of Squares	df	Mean Square	F	Sig.
Big Bazaar	*Between Groups*	225.717	3	75.239	0.986	0.400
	Within Groups	20147.312	264	76.316		
	Total	20373.030	267			
HyperCITY	*Between Groups*	749.482	3	249.827	6.396	0.000
	Within Groups	10039.069	257	39.063		
	Total	10788.552	260			
Spencer's Hyper	*Between Groups*	357.877	3	119.292	1.827	0.143
	Within Groups	17170.865	263	65.288		
	Total	17528.742	266			

Result of ANOVA in table 6.37 determines if the differences between condition means are significant and determine the conclusion whether the independent variable (crowd) has an effect on the dependent variable (store choice). In the case of all the three

hypermarkets, results show statistically insignificant difference between groups, F (3,264) =0.986, p=0.400 (Big Bazaar), for Spencer's Hyper F (3,263) =1.827, p=0.143 which is greater than 0.05. Thus, there is no difference in mean of store choice for crowd in the store, hence null hypothesis is accepted and it can be concluded that there is no effect of crowd in making a choice in favour of Big Bazaar and Spencer's Hyper for shopping, whereas in the case of HyperCITY, F (3,257) =6.369, p=0.001 is less than 0.05; hence for HyperCITY null hypothesis is rejected and it can be concluded that crowd affects customers' decision for choosing this hypermarket for their shopping.

Figure 6.24 Model Assessing Customer Store Choice and Showing Effect of Crowd for HyperCITY

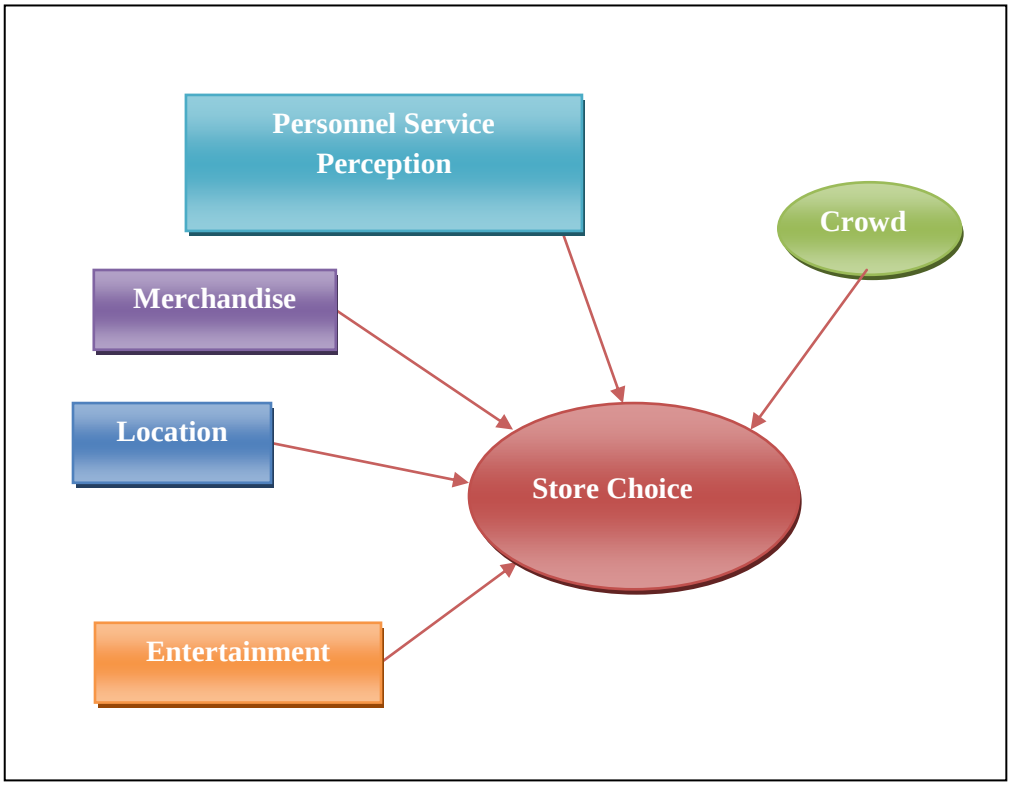


Table 6.38 Descriptive Statistics for Effect of Crowd on Store Choice for Hypermarket (Combined Sample)

	N	Mean	Std. Deviation	Std. Error
Always Crowded	161	40.9193	7.98199	0.62907
Sometimes Crowded	499	43.1603	8.19628	0.36692
Not at all Crowded	74	43.1216	5.86364	0.68163
Can't say	62	40.8548	7.78575	0.98879
Total	796	42.5239	7.98367	0.28297

Descriptive statistics (table 6.38) is indicating mean, standard deviation, standard error and minimum, maximum values. Here, mean of the category of 'Always Crowded' is 40.92 and standard deviation is 7.98, mean of the category of 'Sometimes Crowded' store is 43.16 and standard deviation is 8.19, for the category of 'Not at all Crowded' store, mean is 43.12 and standard deviation is 5.86, whereas mean of the category where customers have no judgment is 40.85 and standard deviation is 7.79. The total respondents are 796 with mean value of 19.85 and a standard deviation of 3.84. The category wise break up of participants is 161 for 'Always Crowded' category, 499 for 'Sometimes Crowded' category which is a very large proportion, 74 for 'Not at all Crowded' category and 62 customers had no opinion.

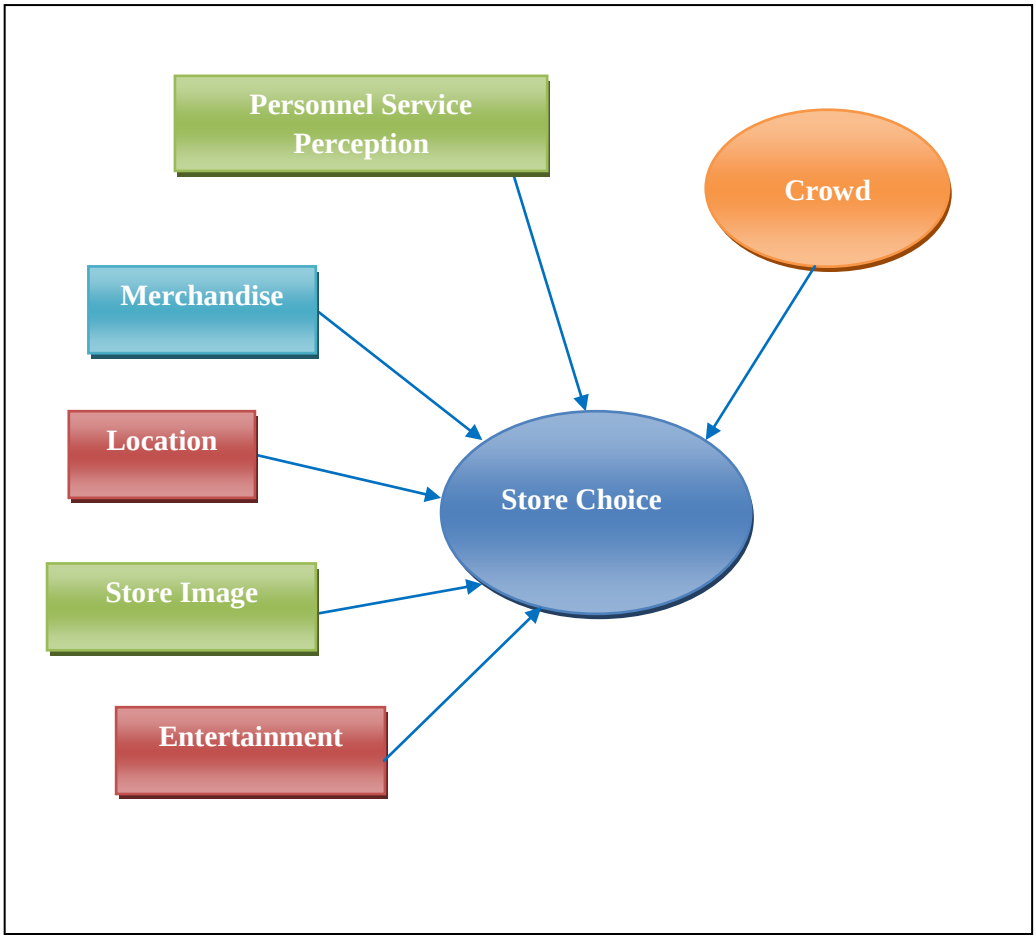
Table 6.39 ANOVA Statistics for Effect of Crowd on Store Choice for Hypermarket (Combined Sample)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	815.823	3	271.941	4.320	0.005
Within Groups	49856.724	792	62.950		
Total	50672.546	795			

From table 6.39 it is observed that a significant result has been found F (3,792) = 4.302, and table value is 5.48 which is greater than the calculated F value,

$p < 0.001$. This result is highly significant. Because the result represents a significant F-value, it can be concluded that all the means are not equal (i.e., H_o is rejected in favour of H_1). However, it cannot be known exactly which means are significantly different from which other means. Hence, it can be concluded that crowd is affecting customer store choice decision about hypermarket for their shopping.

Figure 6.25 Model Assessing Customer Store Choice and Showing Effect of Crowd for Hypermarket (Combined Sample)



6.9 Effect of Crowd on Store Patronage Behaviour

Table 6.40 Descriptive Statistics for Effect of Crowd on Store Patronage Behaviour for All Three Hypermarkets

GROUP		N	Mean	Std. Deviation	Std. Error
Big Bazaar	Always Crowded	75	42.8667	11.00778	1.27107
	Sometimes Crowded	136	42.3088	10.32832	0.88565
	Not at all Crowded	29	45.9310	7.46865	1.38689
	Can't say	28	44.2143	9.84080	1.85974
	Total	268	43.0560	10.22228	0.62443
HyperCITY	Always Crowded	30	44.4667	10.33152	1.88627
	Sometimes Crowded	191	45.6021	6.65692	0.48168
	Not at all Crowded	23	45.8261	8.46733	1.76556
	Can't say	17	43.0000	10.27132	2.49116
	Total	261	45.3218	7.57399	0.46882
Spencer's Hyper	Always Crowded	56	44.0357	8.10379	1.08291
	Sometimes Crowded	172	44.8430	8.50138	0.64822
	Not at all Crowded	22	43.9091	7.76996	1.65656
	Can't say	17	39.4706	8.93810	2.16781
	Total	267	44.2547	8.44502	0.51683

Table 6.40 represents the descriptive statistic of crowd perception of customers for all the three hypermarkets. In the case of Big Bazaar, mean of the category of 'Always Crowded' store is 42.87 and standard deviation is 11.01, mean of the category of 'Sometimes Crowded' store is 42.31 with a 10.33 standard deviation and mean of the category of 'Not at all Crowded Store' is 45.93 with a 7.47 standard deviation. For HyperCITY mean of the category of 'Always Crowded' store is 44.47 and standard deviation is 10.33 whereas mean of the category of 'Sometimes Crowded' store is 45.60, standard deviation is 6.66 and mean of the category of 'Not at all Crowded' store is 45.83 with a 8.47 standard deviation. However, in the case of Spencer's Hyper, mean of the category of 'Always Crowded' store is 44.04 and standard deviation is 8.10, mean of the

category of 'Sometimes Crowded' store is 44.84 with a 8.50 standard deviation and mean for the category of 'Not at all Crowded Store' is 43.90 with a standard deviation of 7.77. The total number of respondents is 268 for Big Bazaar, out of which 75 customers find the store 'Always Crowded', 136 find the store 'Sometimes Crowded' mainly on weekends, 29 find the store 'Not at all Crowded' and 28 customers didn't have any opinion about crowd in the store. For HyperCITY, the total number of respondents is 261, out of which 30 find the store 'Always Crowded', 191 find it 'Sometimes Crowded', 23 do not find the store crowded and 17 didn't have any opinion. For Spencer's Hyper, the total respondents are 267, of which 56 find the store 'Always Crowded', 172 find it 'Sometimes Crowded', 22 don't find it crowded and 17 didn't have any opinion.

Table 6.41 ANOVA Statistics for Effect of Crowd on Store Patronage Behaviour for All Three Hypermarkets

GROUP		Sum of Squares	df	Mean Square	F	Sig.
Big Bazaar	Between Groups	355.888	3	118.629	1.137	0.335
	Within Groups	27544.272	264	104.334		
	Total	27900.160	267			
HyperCITY	Between Groups	134.435	3	44.812	0.779	0.507
	Within Groups	14780.530	257	57.512		
	Total	14914.966	260			
Spencer's Hyper	Between Groups	453.938	3	151.313	2.149	0.094
	Within Groups	18516.744	263	70.406		
	Total	18970.682	266			

For Big Bazaar and HyperCITY, one-way, between-subjects analysis of variance failed to reveal a reliable effect of crowd on store patronage, F(3,264)=1.137, p=0.335 and $F(3, 257) = 0.779$, $p = 0.507$, respectively $\alpha = 0.05$. The 'Significant' values in results are greater than 0.05. Thus, the null hypothesis is accepted and it can be inferred that for these two groups, crowd has no effect on patronage behaviour of customers. Whereas for Spencer's Hyper, F (3,263) =2.149, p=0.094, which is greater than 0.05, but less than 0.1, i.e., the value is significant at 10 percent level of significance and not 5

percent. Since results are being measured at the 0.05 significance level, therefore for this group it can be concluded that customers of Spencer's Hyper are also not influenced by crowd to patronize the hypermarket. (See table 6.41)

Table 6.42 Descriptive Statistics for Effect of Crowd on Store Patronage Behaviour for Hypermarket (Combined Sample)

	N	Mean	Std. Deviation	Std. Error
Always Crowded	161	43.5714	9.92076	0.78187
Sometimes Crowded	499	44.4429	8.51211	0.38105
Not at all Crowded	74	45.2973	7.82292	0.90940
Can't say	62	42.5806	9.77039	1.24084
Total	796	44.2010	8.86416	0.31418

For the dependent variable (patronage behaviour), the descriptive output is showing (table 6.42) independent variable's sample size, mean, standard deviation, minimum, maximum values and standard error. In this result table, out of 796 people who responded, 161 find the store 'Always Crowded', 499 customers find it 'Sometimes Crowded' which is very large proportion, 74 find it 'Not at all Crowded' whereas 62 customers didn't have any judgment on crowd in the hypermarket. Mean of 'Always Crowded' category is 43.57 with a standard deviation of 9.92, mean of 'Sometimes Crowded' category is 44.44, and standard deviation is 8.51, mean of 'Not at all Crowded' category is 45.29 and standard deviation is 7.82 whereas mean of customers having no view is 42.58 with a standard deviation of 9.77.

Table 6.43 ANOVA Statistics for Effect of Crowd on Store Patronage Behaviour for Hypermarket (Combined Sample)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	344.732	3	114.911	1.465	0.223
Within Groups	62121.107	792	78.436		
Total	62465.839	795			

Since F_{obs}= 1.465, at 3 and 792 degrees of freedom, the means are not significantly different and no effects are said to be discovered. Since the "Significant" level is greater than 0.05, the results are not significant. Thus, it can be concluded that there is no difference on account of crowd in the store for patronage behaviour, thus crowd does not affect customer patronage behaviour.

6.10 Shopping Experience

In order to evaluate the feeling of customers about their shopping experience after they finish their shopping in the hypermarket of their choice, chi-square test is applied.

Table 6.44 shows result of 3×5 matrix which indicates that for Big Bazaar, out of 268 customers, 187 are satisfied with the store which is a very large proportion, whereas 43 customers are delighted and 25 customers were dissatisfied with their shopping experience. In the case of HyperCITY, total satisfied customers are 177, followed by 66 delighted and 11 dissatisfied customers. For Spencer's Hyper, 210 customers are satisfied and 27 are delighted while 22 are dissatisfied. In each case, only 6 customers are annoyed. In summary, out of 796 customers, 574 customers are satisfied, 136 are delighted, 58 are dissatisfied and 18 are annoyed which is very small in number. Hence, it can be concluded that the proportion of feeling is different with different hypermarkets.

Table 6.44 Crosstabulation of Customers' Feelings about Shopping at the Three Stores

			Customers' feeling about shopping at Store					Total
			Annoyed	Satisfied	Dissatisfied	Delighted	Displeased	
GROUP	Big Bazaar	Count	6	187	25	43	7	268
		% within GROUP	2.2%	69.8%	9.3%	16.0%	2.6%	100%
	HyperCITY	Count	6	177	11	66	1	261
		% within GROUP	2.3%	67.8%	4.2%	25.3%	.4%	100%
	Spencer's Hyper	Count	6	210	22	27	2	267
		% within GROUP	2.2%	78.7%	8.2%	10.1%	.7%	100%
Total		Count	18	574	58	136	10	796
		% within GROUP	2.3%	72.1%	7.3%	17.1%	1.3%	100%

6.11 Frequency of Visit

Table 6.45 of 3×6 matrices depicts that maximum customers of the three different hypermarkets visit the store once a month, followed by customers who visit more than once a week and once a week. Customers who visit once in three months are only 24 for Big Bazaar, 7 for HyperCITY and 25 for Spencer's Hyper. Customers who visit once in six months are found very less in case of Big Bazaar, out of 268 customers, only 11 customers are in this category and for Spencer's Hyper only 4 customers are in this category whereas in the case of HyperCITY there are no customers who visit this hypermarket once in six months. Thus, it can be concluded that proportion of visit to the hypermarket is different for the three stores. .

Table 6.45 Crosstabulation of Customers' Frequency of Visit to All Three Hypermarkets

			Frequently of visit to hypermarket						Total
			Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
GROUP	Big Bazaar	Count	66	32	130	24	11	5	268
		% within GROUP	24.6%	11.9%	48.5%	9.0%	4.1%	1.9%	100.0%
	HyperCITY	Count	75	82	91	7	0	6	261
		% within GROUP	28.7%	31.4%	34.9%	2.7%	.0%	2.3%	100.0%
	Spencer's Hyper	Count	50	49	133	25	4	6	267
		% within GROUP	18.7%	18.4%	49.8%	9.4%	1.5%	2.2%	100.0%
Total		Count	191	163	354	56	15	17	796
		% within GROUP	24.0%	20.5%	44.5%	7.0%	1.9%	2.1%	100.0%

6.12 Customers' Perception about Crowd

For Big Bazaar, the result table (See Appendix Table 6.3) shows that 75 customers fall in the category who find the store 'Always Crowded', among them 21 customers feel that the store has enough space to accommodate the crowd, and 19 find difficulties in moving about because the store is full of merchandise. Out of the 136 customers who find the store 'Sometimes Crowded', 48 feel that the store is full of merchandise and customers find it difficult in moving about, whereas 40 customers feel that the store has enough space to accommodate the crowd in the store and 38 customers' perception is that the store is full of customers and sales staff causing difficulty in moving about. 29 customers in 'not at all' category feel that the store has enough space to accommodate huge crowd. Chi-square calculated value to this matrix is 25.995 at 12 {(4-1) = 3, (5-1) = 4, 3×4=12} degrees of freedom, p=0.012, which is well below the 0.05 level of significance, which implies that customers' perception about crowd is related to crowd in the store.

In the case of HyperCITY, 30 customers are under the category who finds the store 'Always Crowded', among them 13 customers feel that the store has enough space to accommodate huge crowd, and 7 customers find the store full of merchandise and find difficulty in moving around. 191 customers fall in the category of 'Sometimes Crowded', out of which 72 opined that the store has enough space whereas 51 customers purport that the store is full of customers and sales staff, finding difficulty in moving around. 9 customers belong to the category of 'Not at all Crowded' and they opine that the store has huge space to accommodate large crowd. Chi-square calculated value is 18.096 at 12 degrees of freedom Chi-square table value is 18.307, here table value is less than calculated value and p=0.012 which is significant at 5 percent level of significance (See Appendix Table 6.4).

For Spencer's Hyper (See Appendix Table 6.5), 4×5 matrix of Spencer's Hyper depicts that 'Always Crowded' store is purport, crowd in the store is due to large number of customers and sales staff which causes diffiulty in moving freely. Out of 172 customers who responded with the option 'Sometimes Crowded', 70 say that the store has enough space to accommodate large number of customers. In the case of customers

under ‘not at all category’, 9 customers find that the store has enough space. Chi-square test gives critical chi-square value of 19.961 at 12 degrees of freedom p=0.073. This is insignificant at 5 percent level of significance. Thus, it can be concluded that for customers of Spencer’s Hyper, perception of crowd is not because of finding crowd in the store but is more due to chance.

6.13 Crowd in the Store

In the case of Big Bazaar, out of 268 customers, 136 customers find the store ‘Sometimes Crowded’ and 75 customers found it ‘Always Crowded’ whereas 29 customers perceive it as ‘Not at all Crowded’. Similarly, in the case of HyperCITY, 191 customers find it ‘Sometimes Crowded’ and 30 customers say it is ‘Always Crowded’. For Spencer’s Hyper, 172 customers find it ‘Always Crowded’. When all the three hypermarkets are considered together, the perception of customers about crowdedness in the store is similar, out of 796 customers, 499 perceive hypermarket to be ‘Sometimes Crowded’ and 161 find it ‘Always Crowded’. It can be concluded that crowd in the store varies across the three stores. (See table 6.46)

The inconsistent results for frequency of visit and crowd perception across the three hypermarkets give a base to check whether the crowd has an impact on frequency of visit to hypermarket or not. In order to test this, chi-square test is carried out, both store wise and for the three hypermarkets taken together.

Table 6.46 Crosstabulation of Crowd in the Store

			Crowd in the store on your visits				Total
			Always Crowded	**Sometimes Crowded**	**Not at all Crowded**	**Can't say**	
GROUP	**Big Bazaar**	Count	75	136	29	28	268
		% within GROUP	28.0%	50.7%	10.8%	10.4%	100.0%
		% of Total	9.4%	17.1%	3.6%	3.5%	33.7%
	HyperCITY	Count	30	191	23	17	261
		% within GROUP	11.5%	73.2%	8.8%	6.5%	100.0%
		% of Total	3.8%	24.0%	2.9%	2.1%	32.8%
	Spencer's Hyper	Count	56	172	22	17	267
		% within GROUP	21.0%	64.4%	8.2%	6.4%	100.0%
		% of Total	7.0%	21.6%	2.8%	2.1%	33.5%
Total		Count	161	499	74	62	796
		% within GROUP	20.2%	62.7%	9.3%	7.8%	100.0%
		% of Total	20.2%	62.7%	9.3%	7.8%	100.0%

For Big Bazaar (See Appendix Table 6.6), 6×4 matrix depicts that out of 66 customers who come once a week, 35 customers find the store 'Sometimes Crowded' and 19 find it 'Always Crowded'. Whereas out of 32 customers who visit the store more than once a week, 6 find the store 'Sometimes Crowded' and 6 find it 'Not at all Crowded'. Chi-square calculated value is 16.31 at 15 {(6-1) =5, (4-1) =3, 5×3=15} degrees of freedom, p-value is 0.362 which is greater than 0.05, thus, null hypothesis is accepted. Hence, it can be concluded that variation in frequency of visit is due to chance and not due to crowd in the store.

For HyperCITY (See Appendix Table 6.7), out of 75 respondents who visit the store 'once a week', 53 find the store to be 'Sometimes Crowded' and 11 customers find it 'Always Crowded'. And out of 82 customers who visit the store more than once a week, 72 find it 'Sometimes Crowded' whereas out of 91 customers who visit it 'once a month', 63 find the store 'Sometimes Crowded' and 15 customers find it 'Always Crowded'. Also, out of total first time visitors, 50% find it 'Not at all Crowded' and 50% didn't have any opinion. Chi-square value is 56.11 at 12 degrees of freedom; p-value (0.001) is significant at 0.05 level of significance. Thus, for HyperCITY customers, crowd in the store influences their frequency of visit to the store.

Results (See Appendix Table 6.8) for Spencer's Hyper are also similar to that of HyperCITY. Out of 50 respondents who visit the store once a week, 33 customers find it 'Sometimes Crowded'. Out of 49 respondents who visit it more than once a month, 29 find it 'Sometimes Crowded' and 10 find it 'Always Crowded' and out of 133 customers who visit the store once a month, 85 find the store 'Sometimes Crowded' and 34 customers find it 'Always Crowded', this is probably due to their visit to the store on weekends. Chi-square value is 29.41 at 15 degrees of freedom, p=0.014 which is significant at 5% level of significance, thus it can be concluded that for customers of Spencer's Hyper, frequency of visit is influenced by crowd in the store.

6.14 Effect of Crowd on Purchase of Products

Resultant (See Appendix Table 6.9) 4×6 matrix depicts that out of 75 customers in the category of 'Always Crowded', 31 opined that they do not get affected by the crowd in the store and do their own shopping, whereas 19 customers say that they feel crowd attracts customers and generates interest for purchase and 12 customers opined that crowd creates a sense of getting a good deal. Out of 136 customers in the category of 'Sometimes Crowded', 51 customers do not get affected by the crowd in the store and they do their own purchase whereas 35 customers are attracted by the crowd in the store and feel that it generates interest for purchase, while 18 customers get annoyed by the crowd in the store and 14 do window shopping in the presence of crowd. 29 customers fall under 'Not at all Crowded' category, of which 8 customers feel that interest in shopping is generated in the presence of crowd whereas 7 customers get annoyed by it, and 5 do window shopping. While 28 customers do not have their opinion about crowd in the store but if they find crowd in the store, 10 of them feel that it generates interest in shopping whereas 11 customers do not get affected by crowd. Chi-square calculated value is 25.418 at 15{(4-1) =3, (6-1) =5, 3×5 = 15} degrees of freedom, p=0.045 is significant at 5 percent level of significance, null hypothesis is rejected; thus crowd influences customer purchase decision.

For HyperCITY (See Appendix Table 6.10), the resultant 4×6 matrix indicates that among 30 customers under the category of 'Always Crowded', 12 customers do not get affected by the crowd in the store and do their own shopping whereas 7 customers get annoyed by the crowd. Out of 191 customers under the category of 'Sometimes Crowded', 74 customers do not get affected by crowd and do their own shopping whereas 41 customers opined that crowd in the store annoyed them and 34 customers have the opinion that crowd creates a sense of getting a good deal whereas 22 customers feel crowd attracts customers and generates interest for purchase. Out of 23 customers in the category of 'Not at all Crowded', 9 customers do not get affected by the crowd. Of all customers under 'can't say category', 6 customers say that they do not get affected by the crowd in the store whereas 6 say that crowd generates interest in purchasing. Chi-square calculated value is 15.307 at 15 degrees of freedom, p= 0.425 is insignificant at 5 percent

level of significance. Thus, null hypothesis is accepted, and the influence on purchase in the store is not due to crowd but by chance.

For Spencer's Hyper (See Appendix Table 6.11) 4×6 matrix indicates that out of 56 customers who fall under 'Always Crowded' category, 15 opine that crowd creates a sense of getting a good deal and 13 say that crowd in the store annoyes them but they do their necessary shopping. Out of 172 customers of 'Sometimes Crowded' category, 75 are not affected by crowd but they do their own purchasing, 26 customers opined that crowd creates a sense of getting a good deal and 22 customers are attracted by the crowd and feel that it generates interest in purchase whereas 22 customers get annoyed by crowd and 18 customers avoid shopping if the store is crowded and do window shopping. Of the 22 customers who fall in the category of 'Not at all Crowded', 7 do not get affected by crowd, 6 are annoyed by it and 5 feel that it creates a sense of getting a good deal. Of 17 customers who do not have any opinion on crowd in the store, 7 do not get affected by crowd and 3 customers feel that it generates interest in purchase and 3 customers feel that crowd creates a sense of getting a good deal. Chi-square test gives calculated value 40.856 at 15 {(4-1) =3, (6-1) =5, 3×5=15} degrees of freedom, p-value = 0.001 is significant at 5 percent level of significance, null hypothesis is rejected, i.e., for Spencer's Hyper customer, purchase is influenced by crowd in the store and is not due to chance.

6.15 Billing Time

In table 6.47, 3×3 matrix represents that in the case of Big Bazaar, out of 268 customers, 110 customers' purchase is influenced by billing time and 92 customers are not affected by billing time. Out of 261 HyperCITY customers, 148 customers' purchase decision is influenced by billing time and 68 customers remain oblivious to it. In the case of Spencer's Hyper, 156 customers' purchase decision is influenced by billing time. Thus, it can be concluded that the extent of effect of billing time on purchases made in the store varies across the three hypermarkets studied.

Table 6.47 Influence of Billing Time on Customers' Purchase Decision

GROUP * billing time influences purchase decision						
			Does the billing time influence your purchase decision			Total
			Yes	NO	Can't say	
GROUP	**Big Bazaar**	Count	110	92	66	268
		% within GROUP	41.0%	34.3%	24.6%	100%
		% of Total	13.8%	11.6%	8.3%	33.7%
	HyperCITY	Count	148	68	45	261
		% within GROUP	56.7%	26.1%	17.2%	100%
		% of Total	18.6%	8.5%	5.7%	32.8%
	Spencer's Hyper	Count	156	63	48	267
		% within GROUP	58.4%	23.6%	18.0%	100%
		% of Total	19.6%	7.9%	6.0%	33.5%
Total		Count	414	223	159	796
		% within GROUP	52.0%	28.0%	20.0%	100%
		% of Total	52.0%	28.0%	20.0%	100%

6.15.1 Billing Time and Frequency of Visit

For Big Bazaar (See Appendix Table 6.12) 66 customers belong to 'once a week' category, out of this 30 customers opine that their purchase gets influenced by billing time while 19 say that they do not get affected by billing time. Out of 32 customers who visit the store more than once a week, 13 customers' purchase is not affected by billing time while 9 get affected. Out of 130 once in a month customers, 56 get affected by billing time whereas 42 remain unaffected. Customers in the category of 'once in three months' are 24, out of which 13 customers' purchase gets unaffected by billing whereas 7 get affected. Chi-square is insignificant at the 0.05 level of significance and p-value is 0.562 at 10 degrees of freedom. Thus, null hypothesis is accepted, hence it can be concluded from the results that frequency of visit does not get affected by billing time and the variability seen in frequency of visit to the store is only due to chance.

In the case of HyperCITY (See Appendix Table 6.13), 5×3 matrix indicates that out of 75 customers who visit the store once a week, about 63 percent customers' purchase gets affected due to billing time while 25 percent (19 customers) do not get affected by the billing time. Moreover, 12 percent customers have no opinion about it. Of all the customers who visit the store more than once a month, 53 customers' purchase gets affected by billing time while 20 do not get affected. Chi-square calculated value is 12.409 at 8{(5-1) = 4, (3-1) = 2, 4×2 = 8} degrees of freedom, p=0.134 is insignificant at 0.05 level of significance, thus, null hypothesis is accepted and it can be concluded that variation in the frequency of visit to HyperCITY is due to chance and not due to billing time.

For Spencer's Hyper (See Appendix Table 6.14) 6×3 matrix depicts that out of 50 once a week customers, 26 are affected by billing time. 35 customers out of the total of 49 customers for 'more than once a week' category are not affected by the billing time. Of the 133 customers who visit the store 'once a month', 75 are affected by billing time while 35 remain unaffected. Chi-square calculated value for this matrix is 12.407 at 10 degrees of freedom, p-value=0.259 is higher than 0.05, thus, null hypothesis is accepted. Hence, even for the customers of Spencer's Hyper, variations in the frequency of visit is just a chance and is not due to billing time.

6.15.2 Time Spent

Table 6.48 with 3×4 matrices show that out of all the respondents from Big Bazaar, 95 find their time long and worthy in the store, 63 find it short because of Big Bazaar's services, 57 find it short as compared to the deal they get, where as 53 find the visit to the store long and unworthy. In the case of HyperCITY, 162 customers spent a long time and find that time worthy, and 41 customers spent short time as compared to store services and got a good deal. In the case of Spencers's Hyper, 144 customers find their time in the store long but worthy while 50 customers consider their time spent short because of the deal they get in the store and 42 customers find their time short in comparison to store services. Thus customers' opinion about their time spent at the store varies for the three hypermarkets.

Table 6.48 Customer's Perception for Time Spent in the Three Hypermarkets

			Time spent at the hypermarket				Total
			Long but worthy	**Long, and unworthy**	**Short compared to the deal I got**	**Short because store service is good**	
GROUP	**Big Bazaar**	Count	95	53	57	63	268
		% within GROUP	35.4%	19.8%	21.3%	23.5%	100 %
		% of Total	11.9%	6.7%	7.2%	7.9%	33.7%
	HyperCITY	Count	162	17	41	41	261
		% within GROUP	62.1%	6.5%	15.7%	15.7%	100%
		% of Total	20.4%	2.1%	5.2%	5.2%	32.8%
	Spencer's Hyper	Count	144	31	50	42	267
		% within GROUP	53.9%	11.6%	18.7%	15.7%	100%
		% of Total	18.1%	3.9%	6.3%	5.3%	33.5%
Total		Count	401	101	148	146	796
		% within GROUP	50.4%	12.7%	18.6%	18.3%	100%
		% of Total	50.4%	12.7%	18.6%	18.3%	100%

6.15.3 Influence of Billing Time on Purchase Decision

Results in table 6.49 for Big Bazaar indicates that out of 95 customers who spent long but worthy time in the hypermarket, 41 customers' purchase decision is influenced by billing time while 35 are unaffected, whereas 19 have no opinion. Of 53 customers in the category of long and unworthy, 21 customers' purchase decision gets influenced by billing time while 17 are not influenced by billing time. 57 customers fall in the category of customers who find their time spent in hypermarket short compared to the good deal

they get, among them, 23 customers get affected by billing time whereas 18 customers have no opinion. Out of 63 customers who spent short time and find store services good, 25 customers get affected by billing time whereas 24 customers do not get affected by billing time. Chi-square value is 3.712 at 6{(4-1) = 3, (3-1) = 2, 3×2 = 6} degrees of freedom, p=0.716 is insignificant at 0.05 level of significance. It can be concluded that time spent in the store and purchase decision is not affected by billing time.

In table 6.50, 4×3 matrices represents that out of 162 customers who spent long but worthy time in the hypermarket, 97 customers' purchase is influenced by billing time while 48 customers remain unaffected. Of the 17 customers who spent a long time in the store but did not find it worthy, 14 customers get affected by billing time. Out of 41 customers who spent a short time while striking a good deal and short time because of service of the store, 23 and 14 customers' purchase is influenced by billing time respectively.

Chi-square value is 28.92 at 6 degrees of freedom, p=0.001 is significant at 5 percent level of significance. Thus, we can conclude that for HyperCITY, time spent in the store and purchase is affected by billing time.

In the case of Spencer's Hyper (See Table 6.51), out of 144 customers, 92 customers fall in the category which considers that the billing time for their purchase is long and worthy and only 36 customers do not get affected by it. Out of 31 customers who perceive their time spent at the hypermarket as long but unworthy, 18 customers' purchase decision is influenced by billing time. Of all the customers who think their time is short in comparison to the deal they get, 25 customers are influenced by billing time and 17 have no opinion about that. Of the 42 customers who perceive their time is short due to store service, 21 are influenced by billing time.

Chi-square calculated value is 14.879 at 6 degrees of freedom, p= 0.021 is less than p=0.05, thus, it can be concluded that for the customers of Spencer's Hyper, the time spent by them in the store is not directly associated with the billing time.

Table 6.49 Billing Time Influence on Customers' Purchase Decision for Big Bazaar

Billing time influence purchase decision						
			billing time influence purchase decision			Total
			Yes	**NO**	**Can't say**	
Time Spent In Hypermarket	**Long but worthy**	Count	41	35	19	95
		% within time spent	43.2%	36.8%	20.0%	100%
		% of Total	15.3%	13.1%	7.1%	35.4%
	Long, and unworthy	Count	21	17	15	53
		% within time spent	39.6%	32.1%	28.3%	100 %
		% of Total	7.8%	6.3%	5.6%	19.8%
	Short compared to the deal I got	Count	23	16	18	57
		% within time spent	40.4%	28.1%	31.6%	100%
		% of Total	8.6%	6.0%	6.7%	21.3%
	Short because store service is good	Count	25	24	14	63
		% within time spent	39.7%	38.1%	22.2%	100%
		% of Total	9.3%	9.0%	5.2%	23.5%
Total		Count	110	92	66	268
		% within time spent	41.0%	34.3%	24.6%	100%
		% of Total	41.0%	34.3%	24.6%	100%
Pearson Chi-Square = 3.712, df = 6, p-value = 0.716						

Table 6.50 Billing Time Influence on Customers' Purchase Decision for HyperCITY

			billing time influence your purchase decision			Total
			Yes	**NO**	**Can't say**	
Time Spent In The Market	**Long but worthy**	Count	97	48	17	162
		% within time spent	59.9%	29.6%	10.5%	100%
		% of Total	37.2%	18.4%	6.5%	62.1%
	Long, and unworthy	Count	14	2	1	17
		% within time spent	82.4%	11.8%	5.9%	100%
		% of Total	5.4%	.8%	.4%	6.5%
	Short compared to the deal I got	Count	23	5	13	41
		% within time spent	56.1%	12.2%	31.7%	100%
		% of Total	8.8%	1.9%	5.0%	15.7%
	Short because store service is good	Count	14	13	14	41
		% within time spent	34.1%	31.7%	34.1%	100%
		% of Total	5.4%	5.0%	5.4%	15.7%
Total		Count	148	68	45	261
		% within time spent	56.7%	26.1%	17.2%	100%
		% of Total	56.7%	26.1%	17.2%	100%
Pearson Chi-Square = 28.917, df = 6, p-value = 0.001						

Table 6.51 Billing Time Influence on Customers' Purchase Decision for Spencer's Hyper

			Billing time influence your purchase decision			Total
			Yes	**NO**	**Can't say**	
Time spent at the hypermarket	Long but worthy	Count	92	36	16	144
		% within time spent	63.9%	25.0%	11.1%	100%
		% of Total	34.5%	13.5%	6.0%	53.9%
	Long, and unworthy	Count	18	7	6	31
		% within time spent	58.1%	22.6%	19.4%	100%
		% of Total	6.7%	2.6%	2.2%	11.6%
	Short compared to the deal I got	Count	25	8	17	50
		% within time spent	50.0%	16.0%	34.0%	100%
		% of Total	9.4%	3.0%	6.4%	18.7%
	Short because store service is good	Count	21	12	9	42
		% within time spent	50.0%	28.6%	21.4%	100%
		% of Total	7.9%	4.5%	3.4%	15.7%
Total		Count	156	63	48	267
		% within time spent	58.4%	23.6%	18.0%	100%
		% of Total	58.4%	23.6%	18.0%	100%
Pearson Chi-Square = 14.879, df = 6, p-value = 0.021						

6.16 Conclusion

This chapter concentrated on variables affecting store patronage behaviour and effect of crowd on customers. It consists of analysis and interpretation of primary data collected from the customers of the three hypermarkets and deals with following **two** objectives, first "To examine the role of identified factors in customer store patronage behaviour for selected Indian hypermarkets." and "To study the effect of crowd on customer store choice decision and patronage behaviour" and hypotheses framed. In order to examine the level of their impact and the influence of major variables on store patronage behaviour, correlation, linear regression and multiple regressions were used. The major findings of this objective is that all the four identified variables have an impact on customer store patronage behaviour for the three hypermarkets individually; while examining the impact of all the variables on the three hypermarkets together, only hedonic value and store promotion cues have a significant impact.

To examine the second objective, ANOVA test was applied, because crowd in this research work is evaluated as a categorical variable. Results of the test show that crowd affects customer store choice decision but not patronage behaviour. Results also provide different sets of regression equations for predicting the response variable. Inclusion and elimination of the variables is also represented graphically in the chapter. Chapter also consists of analysis of the effect of billing time on customers' purchase decision and frequency of visit to the store. The results of all the hypotheses are summarized in the following table 6.52.

6.16.1 Results of Hypotheses

Table 6.52 Results of Hypotheses

SN	Hypotheses	Results
Hypothesis 5a:	There is a significant impact of store environment on customers' store patronage behaviour. For HyperCITY	Accepted Rejected
Hypothesis 5b:	There is a significant impact of store promotion cues on customers' store patronage behaviour.	Accepted
Hypothesis 5c:	There is a significant impact of hedonic value on customers' store patronage behaviour.	Accepted
Hypothesis 5d:	There is a significant impact of utilitarian value on customers' store patronage behaviour.	Accepted
Hypothesis 6:	All variables combined together have an impact on customers' store patronage behaviour.	Accepted
Hypothesis 7:	Gender has an effect on customers' store patronage behaviour.	Rejected
Hypothesis 8a:	Store environment has an impact on hedonic value. In case of Spencer's Hyper	Accepted Rejected
Hypothesis 8b:	Store promotion cues have an impact on hedonic value.	Accepted
Hypothesis 8c:	Gender has an effect on hedonic value.	Rejected
Hypothesis 9a:	Store environment has an impact on utilitarian value. For HyperCITY and Spencer's Hyper For Big Bazaar and Hypermarket (Combined Sample)	 Rejected Accepetd
Hypothesis 9b:	Store promotion cues have an impact on utilitarian value.	Accepted

	For Spencer's Hyper	Rejected
Hypothesis 9c:	Gender has an effect on utilitarian value. For HyperCITY and Spencer's Hyper For Big Bazaar and Hypermarket (Combined Sample)	 Rejected Accepted
Hypothesis 10:	Crowd in the store affects the customers' choice decision. For Big Bazaar and Spencer's Hyper For HyperCITY and Hypermarket (combined sample)	 Rejected Accepted
Hypothesis 11:	Crowd in the store affects the customers' store patronage behaviour.	Rejected
Hypothesis 12:	Crowd in the store influences the purchase of the product. For Big Bazaar and Spencer's Hyper For HyperCITY	 Accepted Rejected
Hypothesis 13:	Crowd in the store influences frequency of the visit to the hypermarket. For HyperCITY and Spencer's Hyper For Big Bazaar	 Accepted Rejected
Hypothesis 14:	Billing time influences frequency of the visit to the hypermarket.	Rejected
Hypothesis 15:	Billing time influences customers' purchase decision. For HyperCITY and Spencer's Hyper For Big Bazaar	 Accepted Rejected

CHAPTER VII

VALIDATION OF PROPOSED MODEL

Objective 5

To find out the relationship and effect of customer store choice on store patronage behaviour for selected Indian hypermarkets.

7.1 Relationship Between Customer Store Choice and Store Patronage Behaviour

Store choice and store patronage is being assessed with all the identified factors separately. But it is required to find if there is any correlation between store choice and store patronage behaviour of the customers for all the three hypermarkets individually and also for Hypermarket (combined sample). In order to measure the role of store choice in patronizing the hypermarket as well as to examine the direct and indirect effects of independent variables on both the dependent variables, further analysis is carried out. This gives the base to build the model which will help in evaluating customer choice decision for hypermarket and their patronage behaviour for the same.

Table 7.1 Correlation Statistics for Big Bazaar

		Store Patronage Behaviour	Store Choice
Store Patronage Behaviour	Pearson Correlation	1	0.804
	Sig.		0.000
	N	268	268
Store Choice	Pearson Correlation	0.804	1
	Sig.	0.000	
	N	268	268

For Big Bazaar, table 7.1 represents correlation between two dependent variables which was assessed with other independent variables having effect on both the variables. The correlation coefficient between the two dependent variables is 0.804, significant at the 0.01 level of significance. This means that the two variables have a very high and strong association with each other, i.e., if customers chose a particular hypermarket for their shopping, then their chances of patronizing that store will also increase.

Table 7.2 Correlation Statistics for HyperCITY

		Store Patronage Behaviour	Store Choice
Store Patronage Behaviour	**Pearson Correlation**	1	0.530
	Sig.		0.000
	N	261	261
Store Choice	**Pearson Correlation**	0.530	1
	Sig.	0.000	
	N	261	261

In the case of HyperCITY, the correlation coefficient is 0.530, which is not very strong but has a significant correlation at the 0.01 significance level. This shows high association of both the dependent variables with each other.

Table 7.3 Correlation Statistics for Spencer's Hyper

		Store Patronage Behaviour	Store Choice
Store Patronage Behaviour	**Pearson Correlation**	1	0.717
	Sig.		0.000
	N	267	267
Store Choice	**Pearson Correlation**	0.717	1
	Sig.	0.000	
	N	267	267

For Spencer's Hyper, correlation coefficient is 0.717. This again indicates a high and strong correlation between store choice and store patronage behaviour, which implies

that if customers make the choice in favour of Spencer's Hyper for shopping once, then their chances of coming back to the same store for shopping is high.

Table 7.4 Correlation Statistics for Hypermarket (Combined Sample)

		Store Patronage Behaviour	Store Choice
Store Patronage Behaviour	**Pearson Correlation**	1	0.710
	Sig.		0.000
	N	796	796
Store Choice	**Pearson Correlation**	0.710	1
	Sig.	0.000	
	N	796	796
**. Correlation is significant at the 0.01 level (2-tailed).			

The association between the two dependent variables, store choice and store patronage behaviour of customers for hypermarket as a whole is 0.710 (significant at the 0.01 level of significance). It implies that both the dependent variables are highly and strongly associated with each other. For examining the effect of customer store choice on store patronage behaviour, regression analysis is carried out.

Figure 7.1 Graphical Representation of the Impact of Customer Store Choice on Store Patronage Behaviour

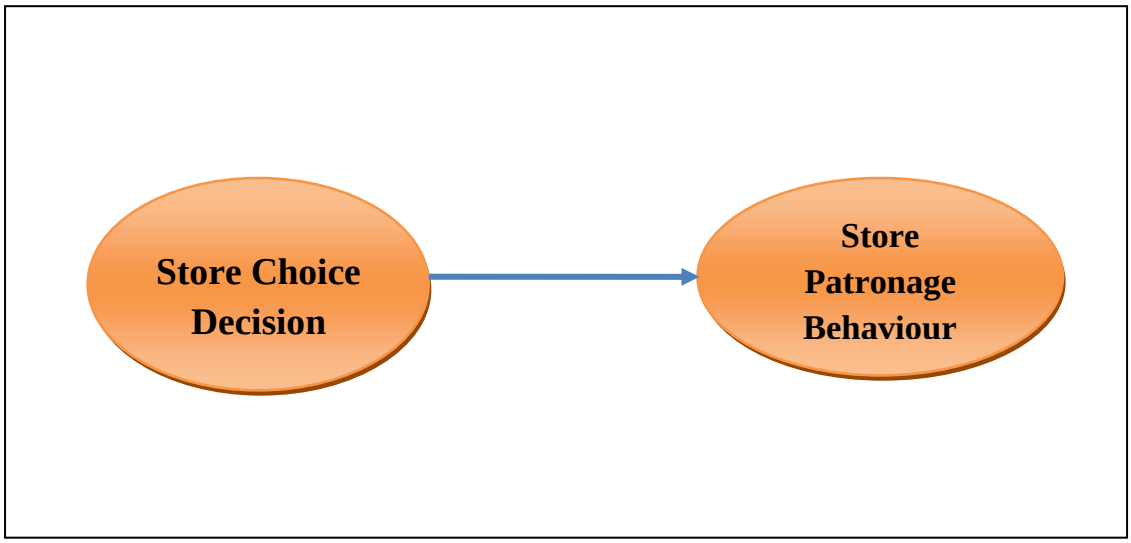


Table 7.5 Regression for the Impact of Store Choice on Store Patronage

	Big Bazaar	HyperCITY	Spencer's Hyper	Hypermarket (Combined Sample)
Standardised Regression	0.804	0.530	0.717	0.710
Squared Multiple Correlation	0.646	0.280	0.515	0.505

Table 7.5 shows the values of 'squared multiple correlations' for Big Bazaar, Spencer's Hyper, HyperCITY and Hypermarket (combined sample). Store choice explains 64.6, 28.0 and 51.5 percent of its variance in store patronage behaviour for Big Bazaar, HyperCITY and Spencer's Hyper respectively. For Hypermarket (combined sample), store choice explains 50.5 percent of its variance. But the predictor factors which have a direct impact on store choice will also have an indirect impact on the store patronage behaviour of the customers which in turn will influence their decision to revisit the particular hypermarket for shopping. Further analysis is carried out to examine these effects.

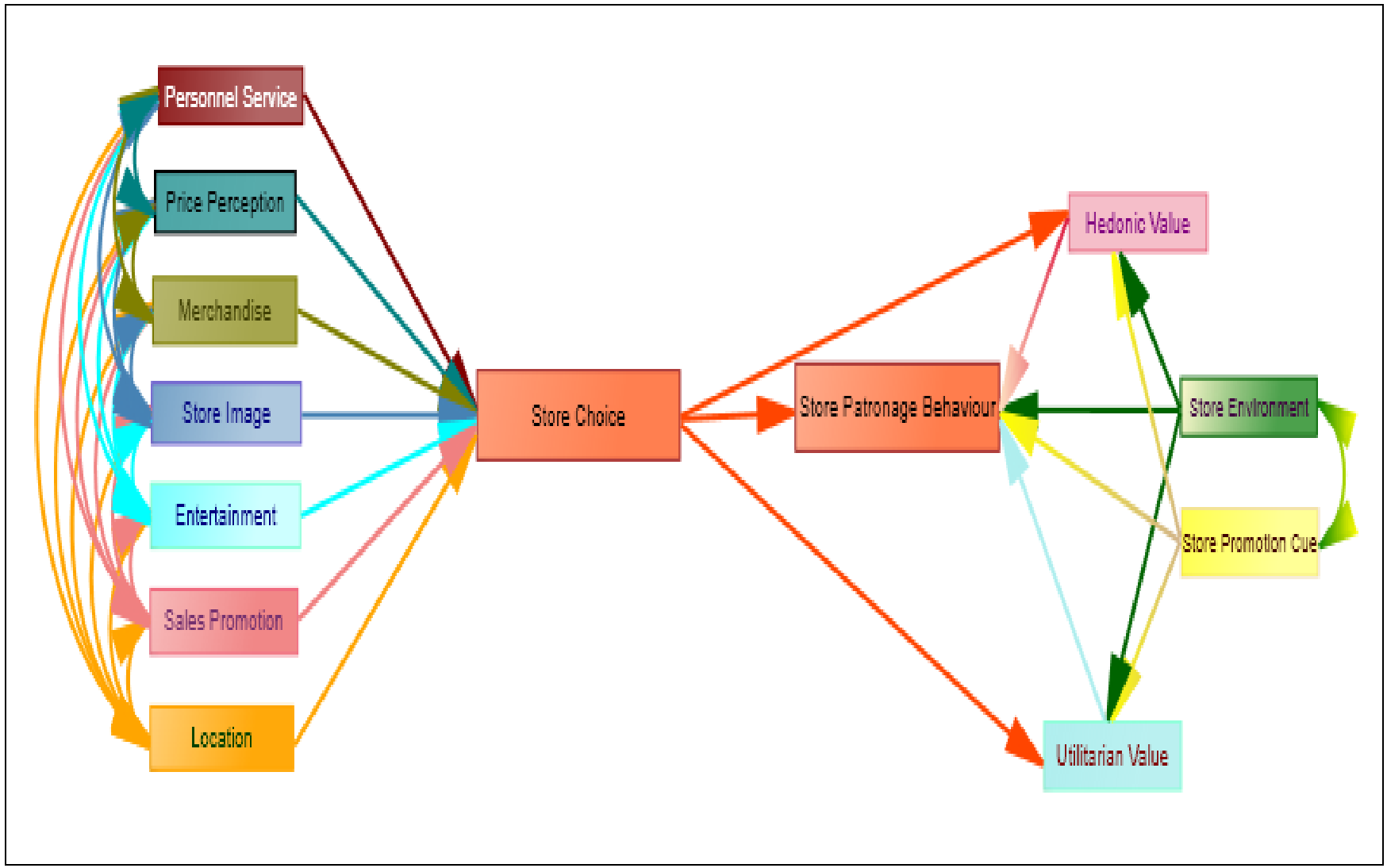
Objective 6

To validate the proposed comprehensive model of customer store choice and patronage behaviour by making a comparative analysis of the model being applied to the selected Indian hypermarkets under study and measure the direct and indirect effects of the identified variables on Dependent Variables.

7.2 Evaluation of the Proposed Model

The present study tested hypothesized causal relationships of all independent variables on dependent variables and correlation matrix was used as the input. It also evaluated the proposed model by estimating the coefficient determinant (R-Square) using AMOS to examine the direct and indirect effects for hypothesized links in the proposed model.

Figure 7.2 Proposed Models of Causal Relationships Assessing Customer Store Choice and Patronage Behaviour



In the study of a comprehensive model, it is required to explore the relative contributions of independent variables on dependent variable in explaining variations. The current study has made a novel attempt in order to test a comprehensive model of customer store choice and patronage behaviour, empirically.

Store choice and store patronage are known as key variables whereas hedonic value and utilitarian value are known as latent variables. Key variables and hidden variables cannot be observed or measured directly but their existence can be inferred from the properties of observed variables. The objective of this research work is to measure the relationship between store choice and store patronage behaviour of the customers and also explore the direct, indirect impact of independent variables on store patronage, hedonic and utilitarian values. In the proposed comprehensive model, the dependent variable sometimes plays the role of independent variable and the independent variable plays the role of dependent variable, resulting in the formation of a complex model to assess customer store choice decision and store patronage behaviour. This is a crucial issue which should be taken into account by all hypermarkets in order to market their products and services successfully. To examine the complexity of effects of predictor and predictive variables, the present study used AMOS-a structural equation modeling software.

7.2.1 Evaluation of Proposed Model for Big Bazaar

The proposed model of the causal relations for Big Bazaar is evaluated by estimating the standardized path coefficient for hypothesized links. The results for regression weight, standardised regression weight, significant value and fit statistics for proposed model are shown in table 7.6.

Table 7.6 Regression Weights Estimate of Hypothesized Paths for Big Bazaar

Hypothesized Paths	Proposed Model		
	Regression weight	*Standardised regression weight*	*Significant value*
Price Perception → Store Choice	-0.052	-0.033	0.288
Merchandise → Store Choice	0.350	0.174	***
Sales Promotion → Store Choice	-0.027	-0.017	0.674
Personnel Service Perception → Store Choice	1.782	0.672	***
Store Image → Store Choice	0.194	0.080	0.035
Entertainment → Store Choice	0.142	0.054	0.140
Location → Store Choice	0.192	0.100	***
Store Environment → Hedonic Value	-0.308	-0.304	***
Store Promotion cues → Hedonic Value	0.172	0.081	0.103
Store Environment → Utilitarian Value	-0.081	-0.145	0.017
Store Promotion cues → Utilitarian Value	0.042	0.036	0.550
Store Choice → Hedonic Value	0.254	0.528	***
Store Choice → Utilitarian Value	0.069	0.263	***
Store Choice → Store Patronage Behaviour	0.615	0.581	***
Utilitarian Value → Store Patronage Behaviour	0.230	0.057	0.135
Hedonic Value → Store Patronage Behaviour	0.618	0.280	***
Store Environment → Store Patronage Behaviour	0.116	0.052	0.205
Store Promotion Cues → Store Patronage Behaviour	0.805	0.172	***
Fit Statistics : Degrees of freedom = 38 Chi-square = 759.327 GFI = 0.811 CFI = 0.734			

Note: *** Significant at the 0.001 level.

From table 7.6, it is seen that the 'Chi-Square' value is 759.327 at 38 df, which indicates that the model is significant at 0.05 ($p<0.05$) level of significance. The values of GFI and CFI indicate that the present model is perfectly fit. Out of the eighteen proposed causal relationships, eleven are found to be statistically significant and seven are insignificant. Of the eleven significant relationships, nine are significant at the 0.001 level of significance. Moreover, two paths, namely, store image to store choice and store environment to utilitarian value are also significant at the 0.05 level of significance. The seven non-significant paths are as follows: (1) from price perception to store choice, (2) from entertainment to store choice, (3) from sales promotion to store choice, (4) from store promotion cues to hedonic value, (5) from store promotion cues to utilitarian value, (6) from utilitarian value to store patronage behaviour and (7) from store environment to store patronage behaviour. The model with the eliminated paths is shown in the following figure.

Deletion of the insignificant paths, results in the "Revised Model" of customer store choice and store patronage behaviour for Big Bazaar.

Table 7.7 Regression Weights Estimate of Significant Paths for Revised Model of Big Bazaar

Hypothesized Paths	**Revised Model**		
	Regression Weight	*Standardised Regression Weight*	*Significant Value*
Merchandise → Store Choice	0.339	0.168	***
Personnel Service Perception → Store Choice	1.816	0.685	***
Store Image → Store Choice	0.201	0.083	0.017
Location → Store Choice	0.183	0.095	0.001
Store Environment → Hedonic Value	-0.317	-0.306	***
Store Environment → Utilitarian Value	-0.083	-0.149	0.010
Store Choice → Hedonic Value	0.279	0.568	***
Store Choice → Utilitarian Value	0.075	0.285	***
Store Choice → Store Patronage Behaviour	0.626	0.588	***
Hedonic Value → Store Patronage Behaviour	0.611	0.282	***
Store Promotion Cues → Store Patronage Behaviour	0.777	0.165	***
Fit Statistics Degrees of freedom = 45 Chi-square = 768.413 GFI = 0.806 CFI = 0.733			

Note: *** Significant at the 0.001 level.

The study then constrained the seven non-significant paths to zero and re-estimated the structural model with changes in regression weight as well as in significant value. For the proposed model, two paths were significant at the 0.05 level of significance, namely, store image to store choice and store environment to utilitarian value, whereas for the revised model only one path which is store image to store choice is significant at the 0.05 level of significance. One path from store environment to utilitarian value is significant at the 0.01 level of significance. However, the remaining nine paths are statistically significant at 0.001 level of significance and results are

summarized in the table 7.7. 'Chi-Square' value for revised model is 768.413 at 45 df which is more than that in the proposed model, but values of GFI and CFI decreased by a negligible amount to 0.806 and 0.733 respectively and are close to one. This implies that the revised model is perfectly fit.

Table 7.8 Squared Multiple Correlations for Big Bazaar(R-Square)

Dependent Variables	**Estimates**	
	Proposed Model	*Revised Model*
Store Choice	0.842	0.839
Store Patronage	0.648	0.648
Hedonic value	0.392	0.416
Utilitarian Value	0.095	0.103

Results observed in table 7.8 specify significant changes in the variation explained by predictor variables for the revised model. It is estimated that predictors of store choice, store patronage, hedonic value and utilitarian value explain 83.9, 64.8, 41.6 and 10.3 percent of its variance, and this change in coefficient of determinants is noticeable from the proposed model. Resultant variation motivated the examination of the relative contribution of the predictive variables in explaining variations in the revised model. Moreover, direct, indirect and total effect of predictor variables on the two key variables: store choice and store patronage as well as on the two latent variables: hedonic and utilitarian values are measured.

Figure 7.3 Graphical Representations of the Significant Paths with their Regression Weights for Big Bazaar (AMOS Output)

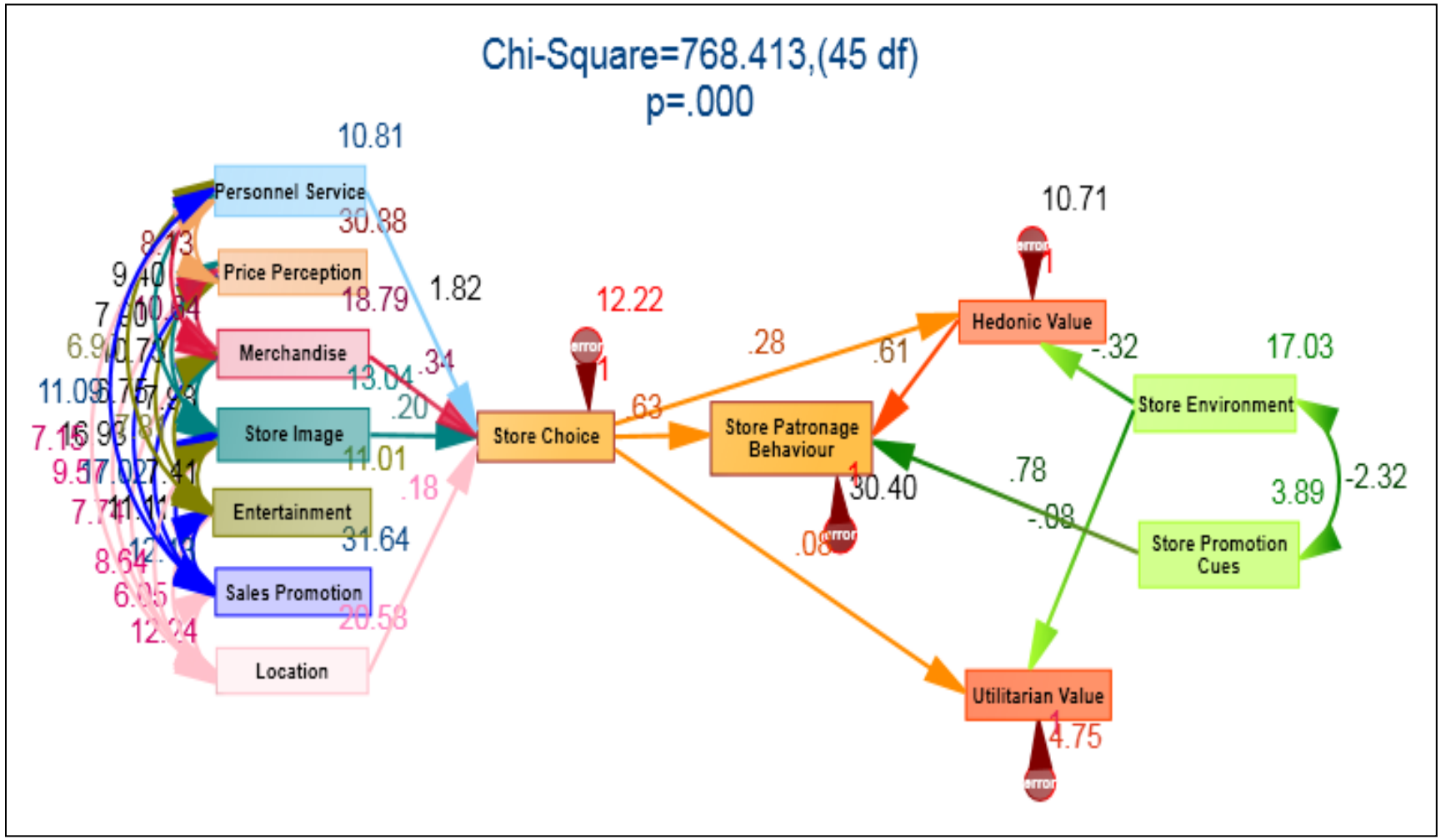


Table 7.9 Examining Direct, Indirect and Total Effect of Predictor Variables on Predictive Variables for Big Bazaar

Predictor Variables	**Store Choice**			**Store Patronage Behaviour**			**Hedonic Value**			**Utilitarian Value**		
	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE
Merchandise		.339	.339	.270		.270	.094		.094	.026		.026
Personnel Service Perception		1.816	1.816	1.447		1.447	.506		.506	.137		.137
Store Image		.201	.201	.160		.160	.056		.056	.015		.015
Location		.183	.183	.146		.146	.051		.051	.014		.014
Store Promotion Cues					.777	.777						
Store Environment				-.194		-.194		-.317	-.317		-.083	-.083
Store Choice				.170	.626	.797		.279	.279		.075	.075
Hedonic value					.611	.611						

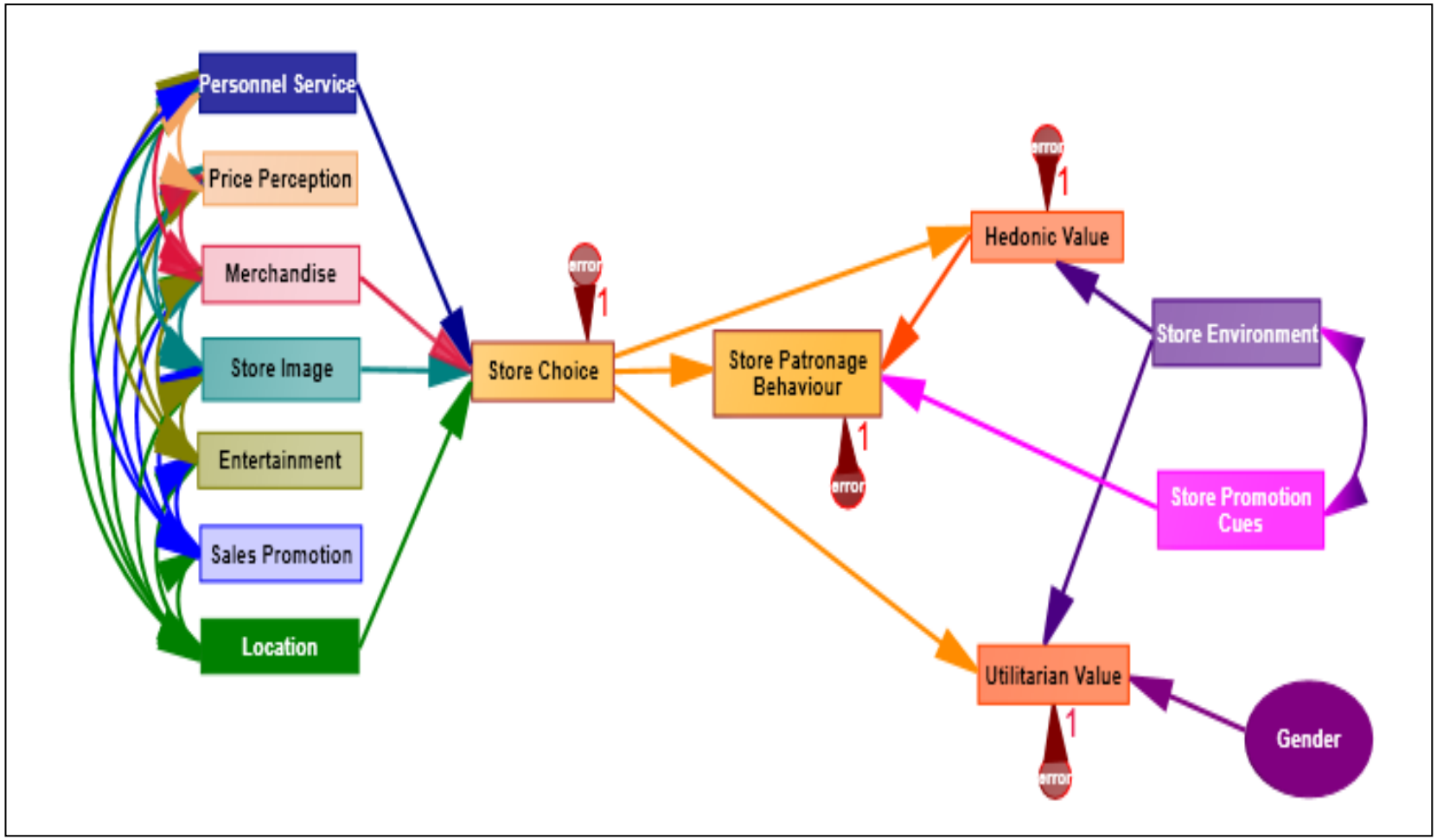
As table 7.9 shows, the revised model explains a high percent (83.9 percent) of variation in store choice which has direct effect of all predictor variables such as merchandise, personnel service, store image, and location on it. In the model, store choice acts as a dependent variable as well as an independent variable.

Similarly, the revised model explains high variation (64.8 percent) in store patronage behaviour and all predictor variables also have significant direct and indirect effects on it. Store choice (0.626), store promotion cues (0.777) and hedonic value (0.611) have direct positive significant effect and prove to be the most significant predictors of store patronage behaviour. Personnel service perception has a strong indirect effect (1.447). Merchandise (0.270), store image (0.160), location (0.146) and store environment (-0.194) have significant indirect effect on store patronage behaviour. Store choice which is a dependent variable also plays a role of independent variable for store patronage behaviour in the model and has both direct and indirect effects on it. Direct effect of store choice has a value of 0.626, i.e., when store choice increases by one, store patronage behaviour will increase by 0.626. Indirect effect of store choice is 0.170 which is mediated through hedonic value, which means that if there is any increase in hedonic value, it will cause an increase in customer store patronage behaviour.

The revised model also explains about 41.6 percent of variance in hedonic value and all predictor variables have significant direct and indirect effects on it. Store environment (-0.32) and store choice (0.28) have strong direct effect on hedonic value whereas merchandise (0.094), personnel service (0.506), store image (0.056) and location (0.051) have a significant positive indirect effect. Among all these variables, personnel service is an important predictor for hedonic value.

Furthermore, the revised model also explains about 10.3 percent variance in utilitarian value. Store environment has a direct significant effect on utilitarian value. Store choice also has a direct significant positive effect on utilitarian value whereas all other predictors of store choice have indirect significant positive effect on utilitarian value as can be seen in the table 7.9.

Figure 7.4 Revised Model Assessing Customer Store Choice Decision and Patronage Behaviour for Big Bazaar



7.2.2 Evaluation of Proposed Model for HyperCITY

The proposed model for HyperCITY consisting of causal links is evaluated by estimating the standardised path coefficient for hypothesized causal links. The results for regression weight, standardized regression weight, significant value and fit statistics for proposed model are shown in table 7.10.

Table 7.10 Regression Weights Estimate of Hypothesized Paths for HyperCITY

Hypothesized Paths	**Proposed Model**		
	Regression weight	*Standardised regression weight*	*Significant value*
Price Perception → Store Choice	-0.082	-0.061	0.074
Merchandise → Store Choice	0.307	0.165	***
Sales Promotion → Store Choice	0.001	0.001	0.984
Personnel Service Perception → Store Choice	1.675	0.643	***
Store Image → Store Choice	0.110	0.049	0.229
Entertainment → Store Choice	0.272	0.102	0.005
Location → Store Choice	0.223	0.148	***
Store Environment → Hedonic Value	-0.195	-0.196	***
Store Promotion cues → Hedonic Value	0.234	0.092	0.095
Store Environment → Utilitarian Value	-0.013	-0.020	0.745
Store Promotion cues → Utilitarian Value	0.081	0.048	0.428
Store Choice → Hedonic Value	0.223	0.417	***
Store Choice → Utilitarian Value	0.072	0.204	***
Store Choice → Store Patronage Behaviour	0.448	0.390	***
Utilitarian Value → Store Patronage Behaviour	0.019	0.006	0.912
Hedonic Value → Store Patronage Behaviour	0.511	0.239	***
Store Environment → Store Patronage Behaviour	-0.027	-0.013	0.810
Store Promotion Cues → Store Patronage Behaviour	0.459	0.084	0.108
Fit Statistics Degrees of freedom = 38 Chi-square = 627.167 GFI = 0.805 CFI = 0.662			

Note: *** Significant at the 0.001 level.

According to the above table, the 'Chi-Square' value of the model is 627.167 at 38 df, which is significant at 0.05 ($p<0.05$) level of significance. The values of GFI and

CFI indicate that the model is perfect fit. Out of the 18 proposed causal relationships, eight are found to be statistically significant at the 0.001 level of significance and one path, i.e., from entertainment to store choice is significant at the 0.01 level of significance. Also, result suggests eliminating nine insignificant paths, i.e., (1) from price perception to store choice, (2) from store image to store choice (3) from sales promotion to store choice, (4) from store promotion cues to hedonic value, (5) from store promotion cues to utilitarian value, (6) from utilitarian value to store patronage behaviour (7) from store environment to store patronage behaviour (8) from store environment to utilitarian value and (9) from store promotion cues to store patronage behaviour. Further, after deleting the insignificant paths, the final result gives a revised model of customer store choice and store patronage behaviour for HyperCITY.

Table 7.11 Regression Weights Estimate of Significant Paths for Revised Model of HyperCITY

Hypothesized Paths	**Revised Model**		
	Regression weight	*Standardised regression weight*	*Significant value*
Merchandise → Store Choice	0.325	0.175	***
Personnel Service Perception → Store Choice	1.716	0.659	***
Entertainment → Store Choice	0.249	0.093	0.005
Location → Store Choice	0.213	0.141	***
Store Environment → Hedonic Value	-0.199	-0.196	***
Store Choice → Hedonic Value	0.247	0.452	***
Store Choice → Utilitarian Value	0.081	0.227	***
Store Choice → tore Patronage Behaviour	0.489	0.416	***
Hedonic Value → Store Patronage Behaviour	0.537	0.249	***
Fit Statistics Degrees of freedom = 48 Chi-square = 636.567 GFI = 0.800 CFI = 0.662			

Note: *** Significant at the 0.001 level.

The study then constrained the nine non-significant paths to zero and re-estimated the structural model. The revised model represents nine paths (1) from merchandise to

store choice (2) from personnel service perception to store choice (3) from entertainment to store choice (4) from location to store choice (5) from store environment to hedonic value (6) from store choice to hedonic value (7) from store choice to utilitarian value (8) from store choice to store patronage behaviour and (9) from hedonic value to store patronage behaviour, which are significant at 0.001 level of significance, but the path from entertainment to store choice is found to be significant at 0.01 level of significance. The result also represents a change in regression weight. The 'Chi-Square' value for the revised model, i.e., 636.567 at 48 df has an increased value than that in the proposed model. The value of GFI is slightly changed to 0.800 which is close to one and the value of CFI is 0.662 which together indicate that the model is perfect fit. The results are summarized in table 7.11.

Table 7.12 Squared Multiple Correlation for HyperCITY

Dependent Variables	**Estimates**	
	Proposed Model	*Revised Model*
Store Choice	0.788	0.785
Store Patronage	0.301	0.329
Hedonic value	0.222	0.243
Utilitarian Value	0.045	0.051

Results observed in table 7.12 specify significant changes in the revised model. It is estimated that predictors of store choice, store patronage, hedonic value and utilitarian value explain 78.5, 32.9, 24.3 and 5.1 percent of its variance; this increased the percent of coefficient of determinants for revised model. Resultant variation motivated the examination of the relative contribution of the predictive variables in explaining variations in the revised model. Moreover, direct, indirect and total effect of predictor variables on the two key variables: store choice and store patronage as well as on the two latent variables: hedonic and utilitarian value are measured.

Figure 7.5 Graphical Representation of the Significant Paths with their Regression Weights for HyperCITY (AMOS Output)

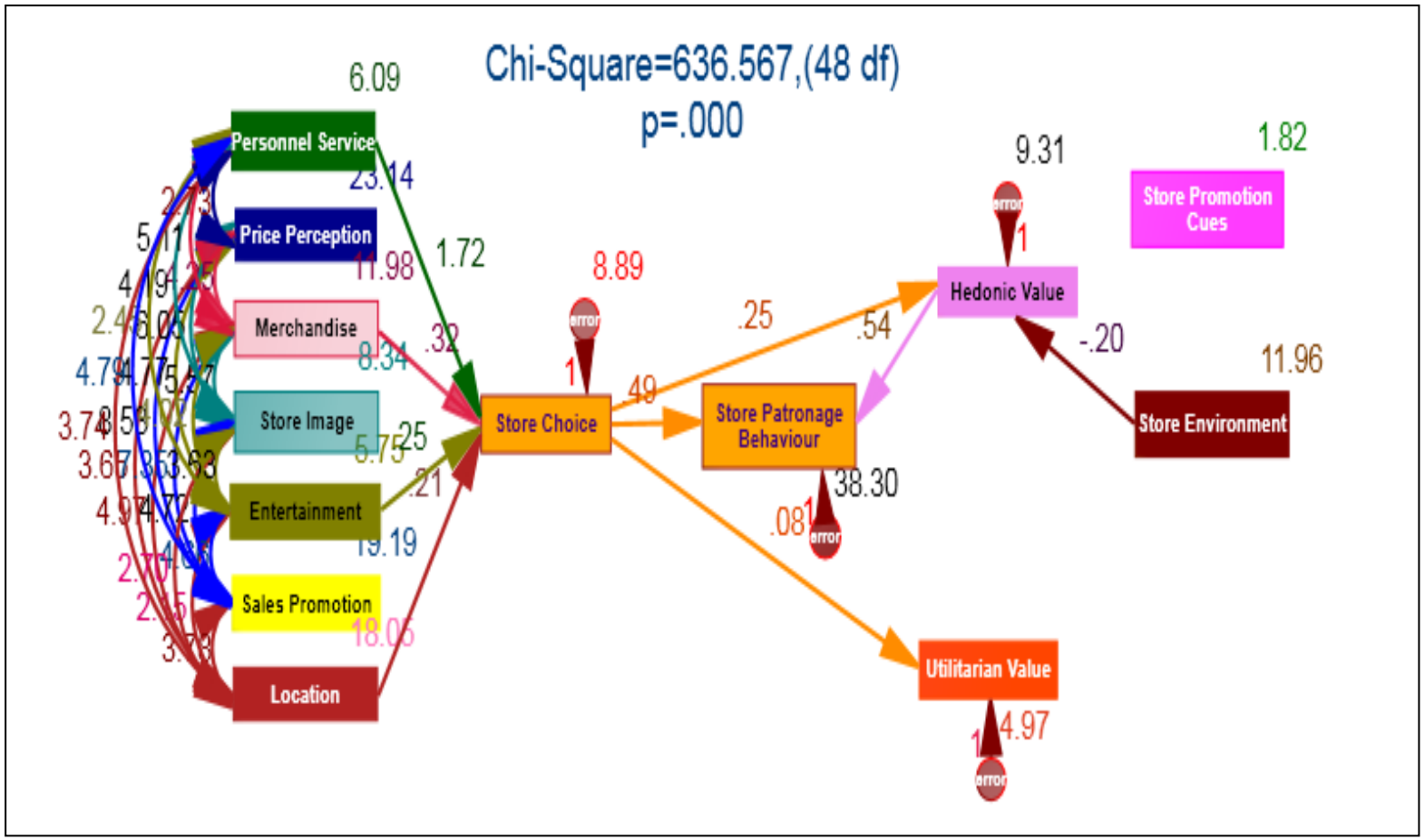


Table 7.13 Examining Direct, Indirect and Total Effect of Predictor Variables on Predictive Variables for HyperCITY

Predictor Variables	Store Choice			Store Patronage Behaviour			Hedonic Value			Utilitarian Value		
	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE
Merchandise		.325	.325	.202		.202	.080		.080	.026		.026
Personnel Service Perception		1.716	1.716	1.067		1.067	.423		.423	.138		.138
Entertainment		.249	.249	.155		.155	.061		.061	.020		.020
Location		.213	.213	.132		.132	.053		.053	.017		.017
Store Environment				-.107		-.107		-.199	-.199			
Store Choice				.132	.489	.622		.247	.247		.081	.081
Hedonic value					.537	.537						

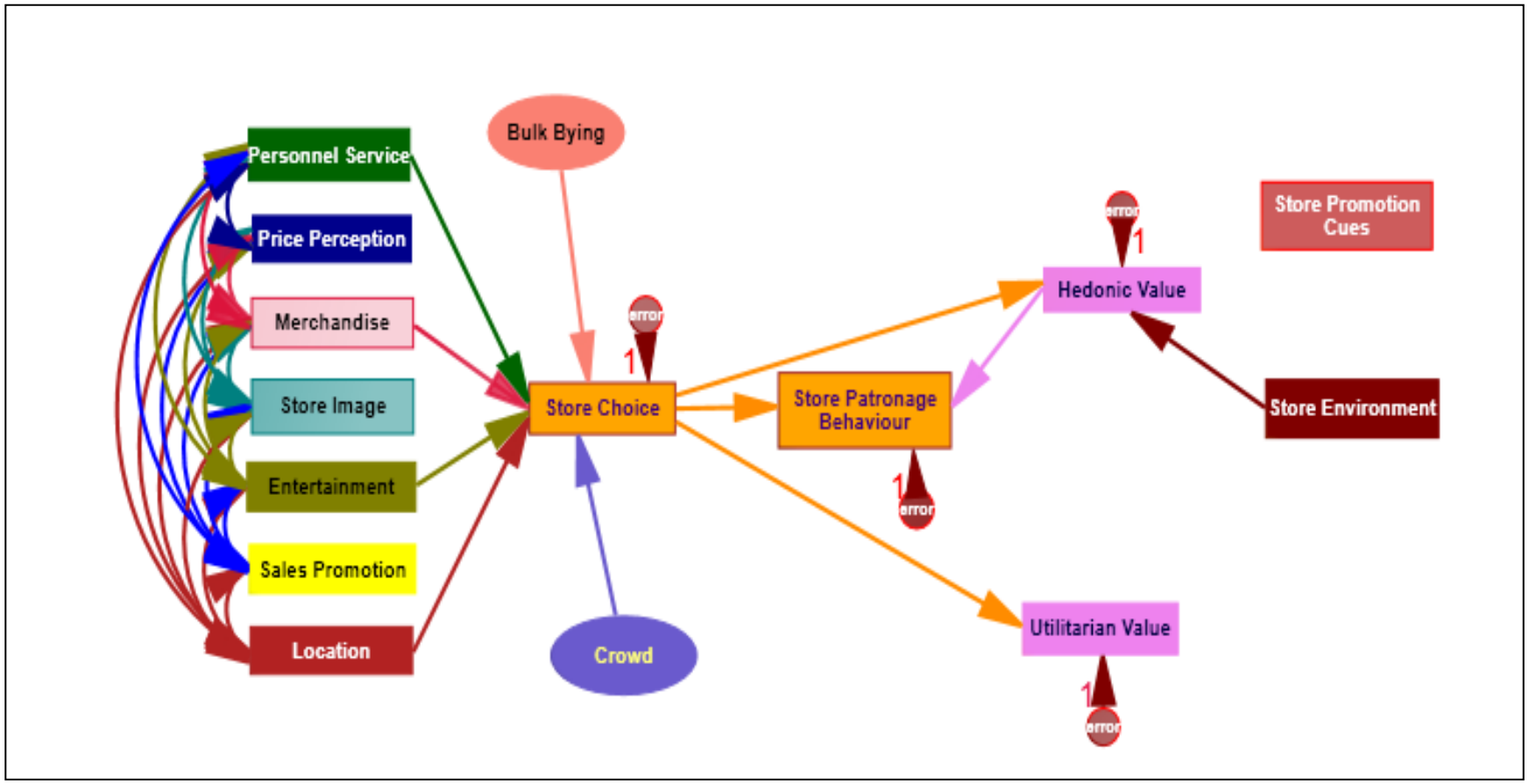
As table 7.13 shows, the revised model explains a high percent of variation in store choice and it has a direct effect of all predictor variables (merchandise, personnel service, entertainment, location), of which personnel service is found to be the most important predictor followed by merchandise. In the model, store choice performs the role of both dependent variable and predictor variable for store patronage, hedonic value and utilitarian value.

A high variation in store patronage behaviour is also explained by the revised model and all predictor variables have significant direct and indirect effects on it. Store choice (0.489) has a direct positive significant effect on store patronage behaviour, i.e., when store choice will increase by one, store patronage behaviour will increase by 0.489. Hedonic value (0.537) has a direct positive significant effect and is the most significant predictor for store patronage behaviour. Store choice also has an indirect effect mediated by hedonic value (0.132) which implies that, if hedonic value increases by 1, it will increase the customers' patronage behaviour by 0.132. Personnel service perception has a strong indirect effect (1.067). Merchandise (0.202), entertainment (0.155), location (0.132) and store environment (-0.107) have significant indirect effects on store patronage behaviour.

The revised model also explains 24.3 percent of variance in hedonic value and all predictor variables have significant direct and indirect effects on it. Store environment (-0.199) and store choice (0.247) have strong direct effect on hedonic value whereas merchandise (0.080), personnel service (0.423), entertainment (0.061) and location (0.053) have significant positive indirect effect. Among all these variables, personnel service is the most important predictor for hedonic value followed by merchandise, as can be seen in the table 7.13.

Furthermore, the revised model explains about 5.1 percent of variance in utilitarian value. Store choice (0.081) has a direct significant positive effect on utilitarian value whereas all other predictors of store choice have indirect significant positive effect on utilitarian value, as can be seen in the table 7.13.

Figure 7.6 Revised Model Assessing Customer Store Choice Decision and Patronage Behaviour for HyperCITY



7.2.3 Evaluation of Proposed Model for Spencer's Hyper

For Spencer's Hyper, the proposed model of causal relations is evaluated by estimating the standardised path coefficient for hypothesized links. The results for regression weight, standardised regression weight, significant value and fit statistics for proposed model are shown in table 7.14.

Table 7.14 Regression Weights Estimate of Hypothesized Paths for Spencer's Hyper

Hypothesized Paths	Proposed Model		
	Regression weight	Standardised regression weight	Significant value
Price Perception → Store Choice	0.072	0.040	0.226
Merchandise → Store Choice	0.268	0.136	***
Sales Promotion → Store Choice	0.059	0.034	0.288
Personnel Service Perception → Store Choice	1.450	0.519	***
Store Image → Store Choice	0.344	0.134	***
Entertainment → Store Choice	0.136	0.044	0.164
Location → Store Choice	0.326	0.187	***
Store Environment → Hedonic Value	0.001	0.001	0.978
Store Promotion cues → Hedonic Value	0.046	0.022	0.672
Store Environment → Utilitarian Value	-0.002	-0.003	0.963
Store Promotion cues → Utilitarian Value	-0.141	-0.101	0.090
Store Choice → Hedonic Value	0.226	0.549	***
Store Choice → Utilitarian Value	0.079	0.287	***
Store Choice → Store Patronage Behaviour	0.658	0.620	***
Utilitarian Value → Store Patronage Behaviour	-0.182	-0.047	0.258
Hedonic Value → Store Patronage Behaviour	0.567	0.221	***
Store Environment → Store Patronage Behaviour	-0.246	-0.107	0.008
Store Promotion Cues → Store Patronage Behaviour	-0.412	-0.076	0.061
Fit Statistics Degrees of freedom = 38 Chi-square = 598.653 GFI = 0.817 CFI = 0.756			

Note: *** Significant at the 0.001 level.

According to table 7.14, the 'Chi-Square' value of the proposed model is 598.653 at 38 df, which is significant at 0.05 ($p<0.05$) level of significance. The values of GFI and CFI indicate satisfactory fit. Out of the eighteen proposed causal relationships, eight are found to be statistically significant at the 0.001 level of significance, whereas causal relationship between store environments to store patronage behaviour is found to be significant at the 0.01 level of significance. Furthermore, the result suggests eliminating seven paths, i.e., **(1)** from price perception to store choice, **(2)** from entertainment to store choice **(3)** from sales promotion to store choice, **(4)** from store promotion cues to hedonic value, **(5)** from store promotion cues to utilitarian value, **(6)** from store environment to hedonic value, **(7)** from store environment to utilitarian value **(8)** from utilitarian value to store patronage behaviour and **(9)** from store promotion cues to store patronage behaviour. The final result gives a revised model of customer store choice and store patronage behaviour for Spencer's Hyper.

Table 7.15 Regression Weights Estimate of Significant Paths for Revised Model of Spencer's Hyper

Hypothesized Paths	**Revised Model**		
	Regression weight	Standardised regression weight	Significant value
Merchandise → Store Choice	0.318	0.162	***
Personnel Service Perception → Store Choice	1.507	0.540	***
Store Image → Store Choice	0.426	0.166	***
Location → Store Choice	0.336	0.192	***
Store Choice → Hedonic Value	0.232	0.558	***
Store Choice → Utilitarian Value	0.062	0.231	***
Store Choice → Store Patronage Behaviour	0.604	0.587	***
Hedonic Value → Store Patronage Behaviour	0.545	0.220	***
Store Environment → Store Patronage Behaviour	-0.231	-0.104	0.012
Fit Statistics Degrees of freedom = 47 Chi-square = 609.937 GFI = 0.814 CFI = 0.755			

Note: *** Significant at the 0.001 level.

The study then constrained the nine non-significant paths to zero and re-estimated the structural model. The revised model represents nine paths (1) from merchandise to store choice (0.318) (2) from personnel service perception to store choice (1.507) (3) from store image to store choice (0.426) (4) location to store choice (0.336) (5) from store choice to hedonic value (0.232) (6) from store choice to utilitarian value (0.062) (7) from store choice to store patronage behaviour (0.604) (8) from hedonic value to store patronage behaviour (0.545) and (9) from store environment to store patronage behaviour (-0.231). All these paths are significant at the 0.001 level of significance, but path from store environment to store patronage behaviour is significant at the 0.05 level of significance. The result which represents a change in regression weight is summarized in table 7.15. 'Chi-Square' value for revised model is 609.937 at 47 df, which is greater than that in the proposed model. Also, there is a slight change in values of GFI (0.814) and CFI (0.755) and it is close to one, indicating that the model is perfect fit (table 7.15).

Table 7.16 Squared Multiple Correlation for Spencer's Hyper

Dependent Variables	**Estimates**	
	Proposed Model	*Revised Model*
Store Choice	0.844	0.840
Store Patronage	0.579	0.548
Hedonic value	0.301	0.311
Utilitarian Value	0.092	0.053

Results observed in table 7.16 specify significant changes in the revised model. It is estimated that the predictors of store choice, store patronage, hedonic value and utilitarian value explain 84, 54.8, 31.1 and 5.3 percent of its variance respectively which is different from the proposed model. Resultant variation motivated the examination of the relative contribution of the predictive variables in explaining variation. Furthermore, direct, indirect and total effect of predictor variables on the two key variables: store choice and store patronage as well as on the two latent variables: hedonic and utilitarian values are measured.

Figure 7.7 Graphical Representation of the Significant Paths with their Regression Weights for Spencer's Hyper (AMOS Output)

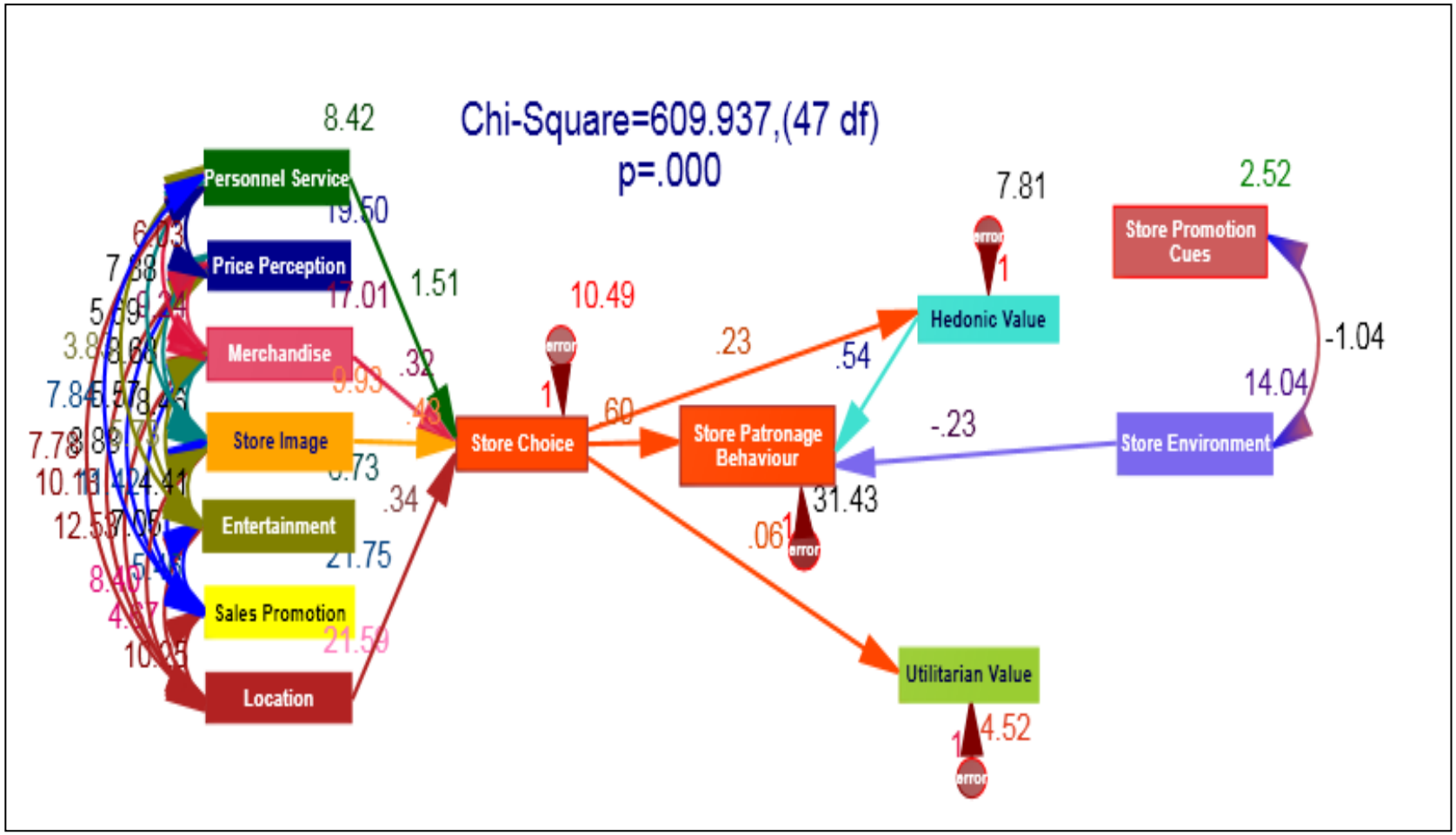


Table 7.17 Examining Direct, Indirect and Total Effect of Predictor Variables on Predictive Variables for Spencer's Hyper

Predictor Variables	**Store Choice**			**Store Patronage Behaviour**			**Hedonic Value**			**Utilitarian Value**		
	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE
Merchandise		.318	.318	.232		.232	.074		.074	.020		.020
Personnel Service Perception		1.507	1.507	1.101		1.101	.349		.349	.094		.094
Store Image		.426	.426	.311		.311			.099	.627		.027
Location		.336	.336	.245		.245	.078		.078	.021		.021
Store Environment					-.231	-.231						
Store Choice				.126	.604	.731		.232	.232		062	.062
Hedonic value					.545	.545						

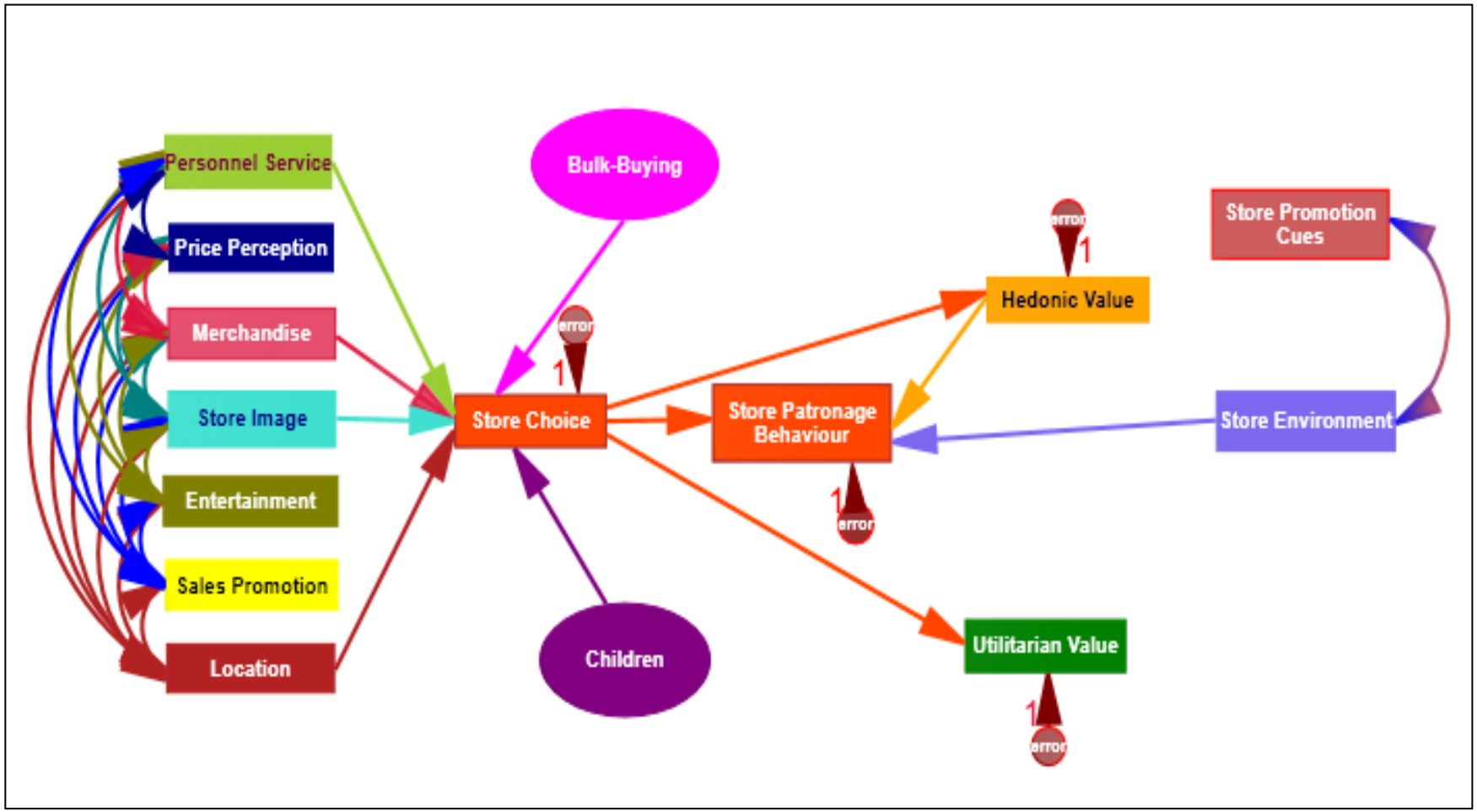
As table 7.17 shows, the revised model explains a high percent (84 percent) of variation in store choice and it has direct effect of all predictor variables (merchandise, personnel service, store image, location), of which personnel service is found to be the most important predictor followed by store image. In the revised model, store choice performs the role of both dependent variable and predictor variable for store patronage, hedonic value and utilitarian value.

Similarly, the revised model explains the high variation (54.8 percent) in store patronage behaviour and all predictor variables have significant direct and indirect effects on it. Store choice (0.604) has a direct positive significant effect on store patronage behaviour, i.e., when store choice will increase by one, store patronage behaviour will increase by 0.604. Hedonic value (0.545) has a direct positive significant effect. Store choice is the most significant predictor followed by hedonic value for store patronage behaviour. Store choice also has an indirect effect mediated by hedonic value (0.126), which implies that if there is any increase in hedonic value, it will also increase the customers' patronage behaviour by 0.126. Personnel service perception has a strong indirect effect (1.101). Merchandise (0.232), store image (0.311), location (0.245) and store environment (-0.231) have significant indirect effects on store patronage behaviour as can be seen in Table 7.17.

The revised model also explains 31.1 percent of variance in hedonic value. All predictor variables have significant direct and indirect effects. Store choice (0.232) has a strong direct effect on hedonic value whereas merchandise (0.074), personnel service (0.349), store image (0.049) and location (0.078) have significant positive indirect effect on it. Among all these variables, personnel service is the most important predictor followed by merchandise for hedonic value as can be seen in Table 7.17.

Moreover, the revised model also explains about 5.3 percent variance in utilitarian value. Store choice (0.062) has a direct significant positive effect on utilitarian value whereas all other predictors of store choice have indirect significant positive effect on utilitarian value as can be seen in Table 7.17.

Figure 7.8 Revised Model Assessing Customer Store Choice Decision and Patronage Behaviour for Spencer's Hyper



7.2.4 Evaluation of Proposed Model for Hypermarket (Combined Sample)

The proposed model of causal relations for the whole sample of hypermarket is finally assessed by estimating the standardised path coefficient for hypothesized links. The results for regression weight, standardised regression weight, significant value and fit statistics for Hypermarket (combined sample) for the proposed model is shown in table 7.18.

Table 7.18 Regression Weights Estimate for Hypothesized Paths for Hypermarket (Combined Sample)

Hypothesized Paths	Proposed model		
	Regression weight	Standardised regression weight	Significant value
Price Perception → Store Choice	-0.034	-0.021	0.245
Merchandise → Store Choice	0.355	0.180	***
Sales Promotion → Store Choice	-0.009	-0.005	0.796
Personnel Service Perception → Store Choice	1.654	0.609	***
Store Image → Store Choice	0.200	0.081	***
Entertainment → Store Choice	0.188	0.067	***
Location → Store Choice	0.260	0.147	***
Store Environment → Hedonic Value	-0.149	-0.166	***
Store Promotion cues → Hedonic Value	0.197	0.090	0.003
Store Environment → Utilitarian Value	-0.029	-0.052	0.137
Store Promotion cues → Utilitarian Value	0.032	0.024	0.493
Store Choice → Hedonic Value	0.229	0.497	***
Store Choice → Utilitarian Value	0.071	0.249	***
Store Choice → Store Patronage Behaviour	0.584	0.550	***
Utilitarian Value → Store Patronage Behaviour	0.000	0.000	0.997
Hedonic Value → Store Patronage Behaviour	0.577	0.250	***
Store Environment → Store Patronage Behaviour	-0.048	-0.023	0.365
Store Promotion Cues → Store Patronage Behaviour	0.330	0.066	0.010
Fit Statistics Degrees of freedom = 38 Chi-square = 1901.832 GFI = 0.818 CFI = 0.725			

Note: *** Significant at the 0.001 level.

According to table 7.18, the 'Chi-Square' value for the Hypermarket (combined sample) model is 1901.832 at 38 df and it is significant at 0.05 ($p<0.05$) level of significance. The values of GFI and CFI indicate satisfactory fit. Out of the eighteen proposed causal relationships, twelve are found to be statistically significant, however six are insignificant. Among those 12 relationships, 10 are significant at the 0.001 level of significance. Two paths are significant at the 0.01 level of significance, namely, path from store promotion cues to hedonic value and from store promotion cues to store patronage. Further, results suggest elimination of six non-significant paths, i.e., (1) from price perception to store choice, (2) from sales promotion to store choice, (3) from store environment to utilitarian value, (4) from store promotion cues to utilitarian value, (5) from utilitarian value to store patronage behaviour and (6) from store environment to store patronage behaviour. After the removal of the insignificant paths, the final results provide a revised model of store choice and store patronage behaviour for Hypermarket (combined sample).

Table 7.19 Regression Weights Estimate of Significant Paths for Hypermarket (Combined Sample)

Hypothesized Paths	Revised Model		
	Regression weight	Standardised regression weight	Significant value
Merchandise → Store Choice	0.347	0.176	***
Personnel Service Perception → Store Choice	1.653	0.608	***
Store Image → Store Choice	0.180	0.073	***
Entertainment → Store Choice	0.176	0.063	0.001
Location → Store Choice	0.255	0.145	***
Store Environment → Hedonic Value	-0.149	-0.166	***
Store Promotion cues → Hedonic Value	0.197	0.090	0.003
Store Choice → Hedonic Value	0.229	0.497	***
Store Choice → Utilitarian Value	0.078	0.273	***
Store Choice → Store Patronage Behaviour	0.585	0.549	***
Hedonic Value → Store Patronage Behaviour	0.588	0.255	***
Store Promotion Cues → Store Patronage Behaviour	0.340	0.068	0.007
Fit Statistics: Degrees of freedom = 44 Chi-square = 1906.938 GFI = 0.818 CFI = 0.725			

Note: *** Significant at the 0.001 level.

The study then constrained the six insignificant paths to zero and re-estimated the structural model with changes in regression weight. Ten paths in revised model are found to be statistically significant at the 0.001 level of significance, whereas two paths, store promotion cues to hedonic value and store promotion cues to store patronage behaviour are found to be significant at the 0.01 level of significance. The 'Chi-Square' value for the revised model is 1906.938 at 44 df which is more than that in the proposed model. The values of GFI and CFI are 0.818 and 0.725 respectively, which is close to one and indicates that the model is perfect fit. Results are summarized in table 7.19.

Table 7.20 Squared Multiple Correlation for Hypermarket (Combined Sample)

Dependent Variables	Estimates	
	Proposed Model	Revised Model
Store Choice	0.829	0.829
Store Patronage	0.513	0.515
Hedonic value	0.289	0.289
Utilitarian Value	0.066	0.075

Results in table 7.20 specify significant changes in the variation explained by predictor variables for the revised model. It is estimated that predictors of store choice, store patronage, hedonic value and utilitarian value explain 82.9, 51.5, 28.9 and 7.5 percent of its variance. Resulting variation motivated the examination of the relative contribution of the predictive variable in explaining variation. Furthermore, direct, indirect and total effect of predictor variables on the two key variables: store choice and store patronage as well as on the two latent variables: hedonic and utilitarian value are measured.

Figure 7.9 Graphical Representation of the Significant Paths with their Regression Weights for Hypermarket (Combined Sample) (AMOS Output)

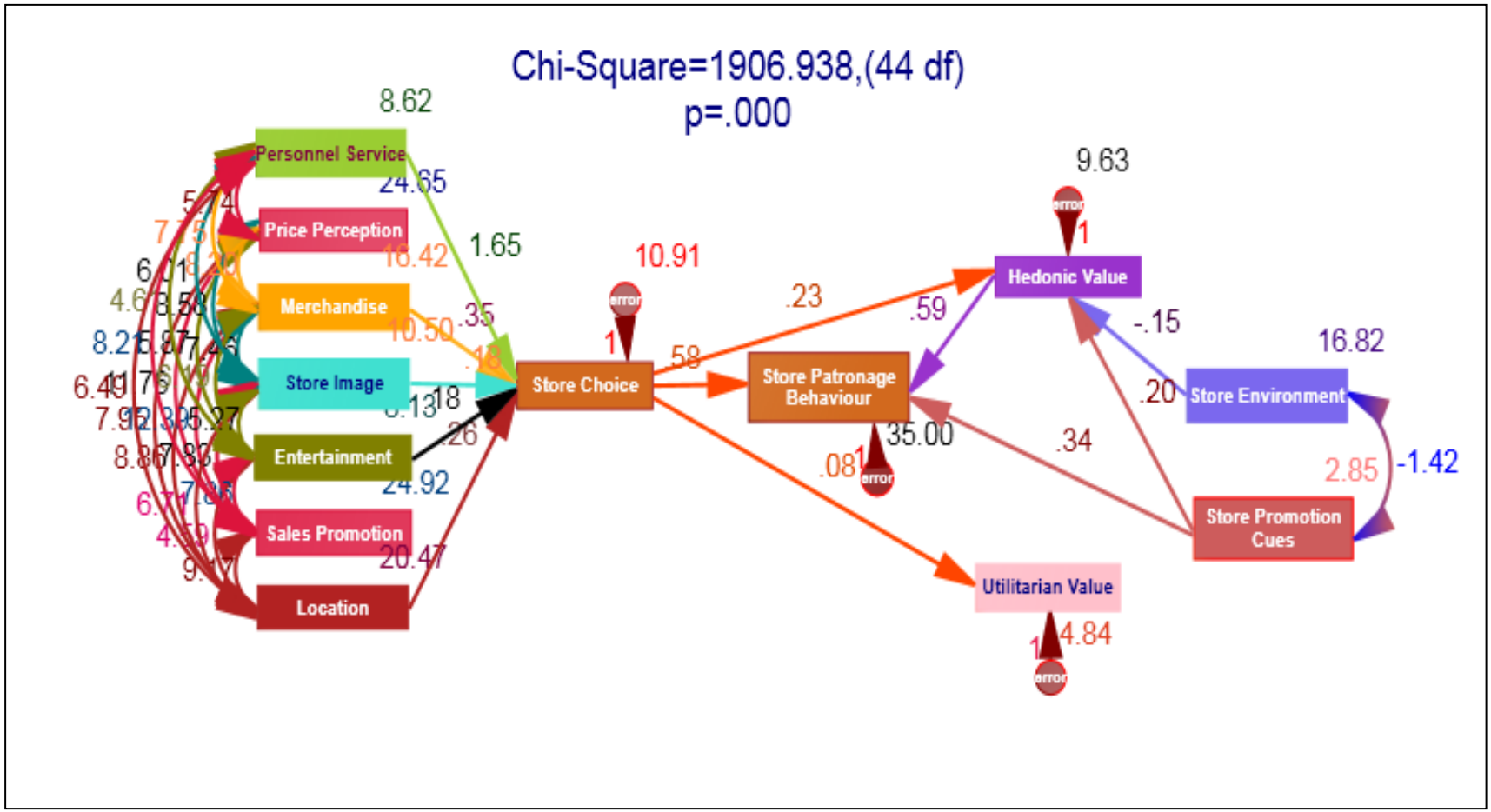


Table 7.21 Direct, Indirect and Total Effect of Predictor Variables on Predictive Variables for Hypermarket (Combined Sample)

Predictor Variables	Store Choice			Store Patronage Behaviour			Hedonic Value			Utilitarian Value		
	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE
Merchandise		.347	.347	.250		.250	.080		.080	.027		.027
Personnel Service Perception		1.653	1.653	1.190		1.190	.379		.379	.129		.129
Store Image		.180	.180	.130		.130	.041		.041	.014		.014
Location		.255	.255	.184		.184	.059		.059	.020		.020
Entertainment		.176	.176	.127		.127	.040		.040	.014		.014
Store Environment				-.088		-.088		-.149	-.149			
Store Promotion Cues				.116	.340	.456		.197	.197			
Store Choice				.135	.585	.720		.229	.229		.078	.078
Hedonic value					.588	.588						

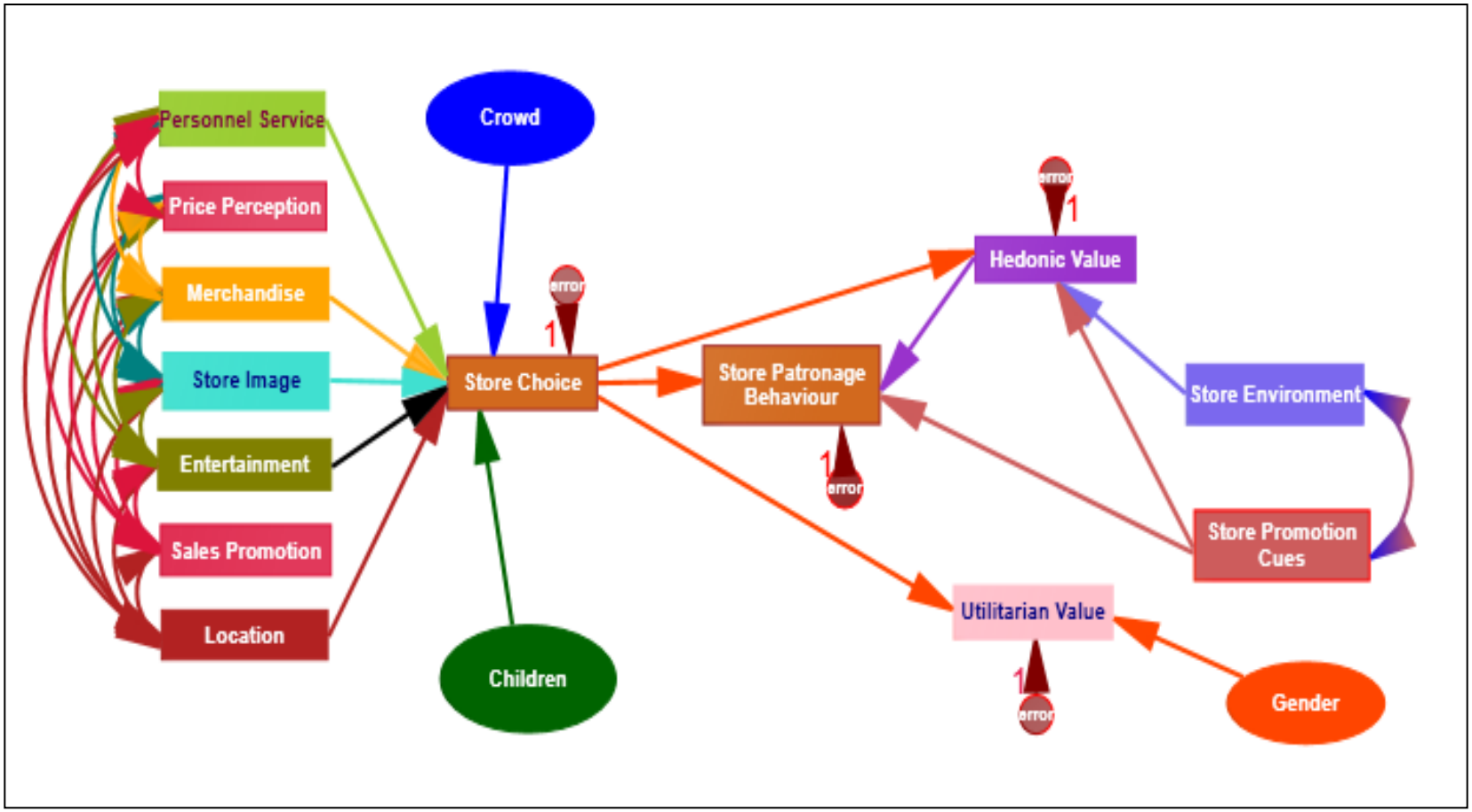
As table 7.21 shows, the revised model explains a high percent (82.9 percent) of variation in store choice. Also, it has direct effect of all predictor variables (merchandise, personnel service, store image, location and entertainment), of which personnel service is found to be the most important predictor followed by merchandise. In the revised model, store choice performs the role of both the dependent variable and the predictor variable for store patronage, hedonic value and utilitarian value.

The revised model also explains 51.5 percent of variation in store patronage behaviour and all predictor variables have significant direct and indirect effects on it. Store choice (0.585) has a direct positive significant effect which implies that when value of store choice increases by one, then store patronage behaviour will increase by 0.585. Hedonic value (0.588) and store promotion cues (0.340) also have a direct significant positive effect. Store choice is the most significant predictor followed by hedonic value for store patronage behaviour. Store choice also has an indirect effect mediated by hedonic value (0.135), i.e., if there is any increase in hedonic value, it will increase the customer store patronage behaviour by 0.135. Store promotion cues also have a statistically significant direct effect (0.340) as well as indirect effect (0.116), mediated by hedonic value on store patronage behaviour whereas personnel service perception has a strong indirect effect (1.190). Merchandise (0.250), store image (0.130), location (0.184) and entertainment (0.127) have significant indirect effects on store patronage behaviour mediated by store choice. Finally, store environment (-0.088) also has an indirect effect on store patronage behaviour mediated by hedonic value.

The revised model also explains 28.9 percent of variance in hedonic value and all predictor variables have significant direct and indirect effects on it. Store choice (0.229) has a strong statistically significant direct effect followed by store promotion cues (0.197) on hedonic value. Similarly, store environment (-0.149) has a significant direct effect, whereas merchandise (0.080), personnel service (0.379), store image (0.041), location (0.059) and entertainment (0.040) have significant positive indirect effect on hedonic value mediated by store choice. Among all these variables, personnel service is the most important predictor for hedonic value.

Furthermore, the revised model explains about 7.5 percent variance in utilitarian value. Store choice (0.078) has direct statistically significant positive effect on utilitarian value whereas all other predictors of store choice have indirect significant positive effect on utilitarian value.

Figure 7.10 Revised Model Assessing Customer Store Choice Decision and Patronage Behaviour for Hypermarket (Combined Sample)



7.3 Conclusion

This chapter deals with the objective "To find out the relationship and effect of customer store choice on store patronage behaviour for selected Indian hypermarkets." To evaluate this objective, correlation and regression analysis is used and results show that store choice decision has a strong positive impact on store patronage behaviour. This chapter mainly focuses on the validation of the proposed comprehensive model of store choice and store patronage behaviour, using structural equation modeling, in order to fulfill the last objective of this study, i.e., "To validate the proposed comprehensive model of customer store choice and store patronage behaviour by making a comparative analysis of the model being applied to the selected Indian hypermarkets under study and measure the direct and indirect effects of the identified variables on dependent variables." The model is validated for all the three Indian hypermarkets selected for this research work as well as for Hypermarkets together. Results provide a revised model for Big Bazaar, HyperCITY, Spencer's Hyper and Hypermarket (combined sample).

7.4 Results of Hypothesis

Table 7.22 Hypothesis Result

SN	Hypothesis	Result
1.	Store choice has a significant impact on store patronage behaviour.	Accepted

CHAPTER VIII

CONCLUSIONS AND SUGGESTIONS

8.1 Conclusions

On the basis of the study done, it can be concluded that brand name, promotional offer, in-store events, store environment, personnel service, children, price, bulk buying and store location, are the underlying factors that have the potential to influence the store choice decision and store patronage behaviour of the customers.

8.1.1 Store Choice

Over and above the identified variables i.e. personnel service, location, merchandise, sales promotion, price, entertainment, store image, gender and crowd), this research work added two more variables i.e. bulk buying and children) to analyze their impact on customers' hypermarket choice decision and patronage behaviour. The results of analysis show that these underlying variables have an impact on customer store choice decision and store patronage behaviour independently.

As findings suggest, there are some common criteria that determine a customer's decision to choose a particular store. The findings of the present study reveal that customers consider location as a more important factor than brand name while choosing a store for shopping. The conceptual justification for this could be that the nearest and best location is preferred over brand name. The results of all the three stores show that customer store choice decision varies from store to store. For example, for Big Bazaar, the major factors that influence the customers' store choice decision and patronage behaviour is store location followed by brand name, merchandise, promotional offers, advertisement of the store and price. On the other hand, in the case of HyperCITY, after store location, merchandise is the second most important influencing factor, followed by brand name, store environment, price and children whereas merchandise, bulk buying,

brand name, promotional offers and store environment are the major influencing factors in order of increasing importance for Spencer's Hyper.

Results indicate that the variables are highly correlated and statistically significant at the 0.01 level of significance. It implies that significant correlation will increase the variance in the dependent variable in the model. As hypothesized, merchandise, personnel service perception, location, store image, price perception, entertainment and sales promotion have a significant positive impact on customer store choice decision for all the three stores individually, as well as, for Hypermarket (combined sample), and explain the varied percentage of variability. This effect is especially strong for personnel service perception, followed by merchandise and store image. This is again an important finding and worthy of further research.

The findings also point out the determinants of customer store choice decision and offer additional and surprising insights into the combined effect of all the predictor variables on it. Specifically, the results show that while considering the combined effect of all the identified variables on store choice, price perception and sales promotions have an insignificant effect on all the three stores individually as well as on Hypermarket (combined sample). Significant and insignificant effects of store image and entertainment are erratic according to different stores as per the study. Further, the results confirm that neither price perception nor sales promotions are important criteria as far as customer store choice decision and patronage behaviour are concerned. These findings are slightly different across Big Bazaar, Spencer's Hyper, HyperCITY and Hypermarket (combined sample).

For Big Bazaar, price perception, sales promotion and entertainment, are not very important factors for customers to influence the choice of the store whereas other variables i.e. personnel service, merchandise, location and entertainment) explain high percentage of variance in store choice and are considered as important factors. In the case of HyperCITY, price perception, sales promotion and store image have no significant effect on the store choice decision; whereas, for Spencer's Hyper, in addition to price perception and sales promotion, entertainment is also not a very important factor which

influences the store choice decision. The results of Hypermarket (combined sample) reveal that only price perception and sales promotion have insignificant effect on store choice decision. Other than these two variables, the remaining five i.e. personnel service perception, merchandise, location, store image and entertainment are important determinants of store choice decision and explain about 83 percent of the variability in store choice. The inferences drawn from the results enable us to challenge conventional knowledge and thinking, as well as, the cognitive processes involved in customers' decision making process for store choice. The possible explanation for this could be customers' perception and their previous experiences about everyday low prices in hypermarkets.

8.1.1.1 Children and Bulk Buying

Researching the effect of children and bulk buying on customer store choice decision was based solely on limited conceptual work. Therefore, researching these effects is an inaugural attempt to examine these hypotheses empirically. Results for Big Bazaar and HyperCITY show that children have no significant effect on customer choice decision about the store for their shopping. In other words, customers choose a particular store only for shopping purposes and not because of the children's desire to visit that particular store. On the contrary, the results for Spencer's Hyper and Hypermarket (combined sample) show that children do have the potential to influence the store choice decision. For bulk buying, HyperCITY and Spencer's Hyper are the preferred choice of customers but this is not the case for Big Bazaar and Hypermarket (combined sample).

8.1.2 Store Patronage Behaviour

Apart from the factors involved in decision making of store choice, results also show that variables such as hedonic value and store promotional cues have the potential to predict the store patronage behavior . Results reveal that predictors of store patronage, i.e. hedonic value and store promotion cues are highly correlated. Utilitarian value has poor positive significant correlation; and store environment has poor negative significant correlation, but, in the case of HyperCITY, correlation of store environment with store

patronage behaviour was found to be insignificant. Predictors of store patronage behaviour were hypothesized; further analysis will provide alternative explanation of these findings by discussing each individual variable.

8.1.2.1 Store Environment

As hypothesized, store environment has an impact on store patronage behaviour, hedonic value and utilitarian value. The empirical findings show different impact of store environment across the three stores individually and on Hypermarket (combined sample). For Big Bazaar, Spencer's Hyper and Hypermarket (combined sample), results show that the store environment has very less impact on patronage behaviour. The plausible explanation for this could be that the customers are more concerned about the value they are getting out of their investments rather than the environment of the store. When store environment impact was tested on hedonic value, the findings reveal that for Big Bazaar, HyperCITY and Hypermarket (combined sample), store environment has very less positive significant impact. For Spencer's Hyper, however, it has insignificant effect. Consequently, store environment does not contribute much to the hedonic value, but there are other factors like entertainment, deals and store image which play an important role in predicting the store patronage behaviour. In order to evaluate the impact of this variable on utilitarian value, 5analysis showed that in case of Big Bazaar and Hypermarket (combined sample), store environment has a significant impact on utilitarian value but for HyperCITY and Spencer's Hyper, it shows insignificant impact. The findings also suggest that the relationship with the environment only holds for visual designing related cues, which does not have much impact on patronage, utilitarian and hedonic values. The findings of the present study also suggest that there is a need for more theoretical work in order to understand the differential impact of various cues of store environment such as music, scent etc. and also look at their combined impact on store patronage, hedonic value and utilitarian value.

8.1.2.2 Store Promotion Cues

Store promotion cues have a positive impact on store patronage behaviour for all three stores individually, but when it is tested for combined impact, it shows modest impact on patronage behaviour. Conceptual rationale for the present finding is that the stores are not creating very lucrative offers in order for it to be considered as an important factor which can influence store patronage. When the store promotion cues were tested on hedonic and utilitarian values, the results show positive modest impact across the three stores individually and also for Hypermarket (combined sample). Utilitarian value has poor impact on store promotion for Big Bazaar, HyperCITY and Hypermarket (combined sample) but for Spencer's Hyper, it has an insignificant impact because it does not have store promotional activities. The findings of the current study allow us to probe for further research in terms of why store promotion cues have differential impact on different stores and whether the nature of the impact varies across different purchasing contexts, different situations and time.

8.1.2.3 Hedonic and Utilitarian Values

In order to evaluate the proposed variables, it is hypothesized to check whether hedonic value and utilitarian value have an impact on customer patronage behaviour or not. Empirically tested results reveal that hedonic value has a modest positive significant impact on customer store patronage behaviour which suggests that, if customers feel pleasure while shopping, their chances of visiting the same store will be high. Apart from these results, utilitarian value has a poor significant impact on store patronage behaviour. Plausible explanation for this is that customers may have pre-decided their shopping requirements and are usually aware of its availability in the store. In case of Big Bazaar, this impact is modest because the store provides variety of in-store offers which can lead to pleasure of striking a good deal. Therefore, utilitarian value alone cannot be a potential factor for determining customer store patronage behaviour. Findings also suggest that more research is needed in order to achieve a better understanding about situational factors which can contribute as an important predictor for store patronage behaviour.

8.1.2.4 Gender

Gender has no effect on store patronage behaviour. The theoretical explanation for this result is that the assessment of store patronage by male and female customers is somewhat similar, and they seek similar values for patronizing any store. When gender effect was tested on hedonic value, the results were in line with the result for patronage behaviour, and there was no gender bias. The test on utilitarian value reveals that the perception about usefulness of the trip is same for both male and female customers of HyperCITY and Spencer's Hyper, whereas, results for Big Bazaar and Hypermarket (combined sample) reveal that perception about utility of the trip is different for male and female customers. This could be because of several reasons, but one possible explanation for this is that Big Bazaar provides many in-store offers during shopping hours and women are more discount conscious than men. These surprising results suggest future directions for further research on the impact of gender on store patronage behaviour, whether it varies with the store and what the main reasons behind these variations are. As the literature suggests, male and female customers respond differently to store environment, therefore, research can be done to assess gender effect on store patronage behaviour mediated through store environment.

8.1.3 Crowdedness and Billing Time

Crowdedness is another factor which is taken into consideration for proposing the comprehensive model for store choice decision and patronage behaviour. As literature reveals, crowdedness is an important factor which affects customer choice and patronage behaviour.

Results reveal that the feeling after shopping and frequency of visit to a store is not independent, but is solely dependent on store image and type. Thus, it is inferred that if footfalls could be increased, more customers would be attracted towards the store.

As strength of crowd varies from store to store, the perception about crowdedness is also different across the stores. For instance, the crowd in Big Bazaar will be viewed differently from that in HyperCITY, but the percept of crowd will be the same, which is

"store is full of merchandise and customers find it difficult to move around". For the customers of Big Bazaar, crowdedness does not influence their frequency of visit. Therefore, if frequency of visit is fluctuating in Big Bazaar, then it might be because of other reasons rather than the apparent crowd in the store. However, in the case of HyperCITY and Spencer's Hyper, fluctuation in frequency of visit is due to crowd in the store.

Billing time has a differential affect for the three stores in influencing customers' purchase but it does not affect the frequency of the visits to the store. Time spent in the store is different across the three stores and is not affected by billing time, which in turn indicates that customers do not add billing time to the total time spent in the store. But in the case of HyperCITY and Spencer's Hyper, customers include billing time to the total time spent by them in the store, which in turn affects their purchase.

Crowd in the store has influence on the customer's purchase decision; crowd has positive influence for Big Bazaar and Spencer's Hyper. From results it can be inferred that if customers find crowd in these two stores, it generates interest in shopping and creates a sense of getting a good deal. However, in the case of HyperCITY, customers' purchase is not affected because of crowd. Findings also suggest that the effect may go in negative direction for HyperCITY.

As hypothesized, crowd has a significant effect on store choice decision and store patronage behaviour. The empirically tested results show that crowd has no effect on customers' store patronage behaviour for all the three stores individually as well as for Hypermarket (combined sample) but in the case of store choice, customers will be affected by crowd in order to choose the store for their shopping. In case of Spencer's Hyper and Big Bazaar, customers do not get affected by crowd in choosing the store for their shopping; whereas, for HyperCITY, crowd affects customers' choice decision much like that for Hypermarket (combined sample). Further research is needed to explore and examine the impact of crowd and bulk buying on choice and patronage behaviour by measuring variables on scale.

8.1.4 Store Choice and Patronage Behaviour

All hypothesized antecedents of store patronage behaviour, i.e., store environment; store promotion cues, hedonic value and utilitarian value individually have a significant influence on store patronage behaviour. However, in assessing the combined impact of all four variables on store patronage behaviour, for Big Bazaar, HyperCITY, and Hypermarket (combined sample), store promotion cues and hedonic value hold significant influence whereas, utilitarian value and store environment have an insignificant impact. For Spencer's Hyper, store promotion cues, hedonic value and store environment have a significant impact but utilitarian value has an insignificant impact. Results reveal that store choice decision and store patronage behaviour are correlated with each other. If connected, store choice becomes an important predictor for store patronage behaviour because it has both direct and indirect effects on store patronage behaviour. Store choice also plays a role of independent variable to predict latent variables-hedonic value and utilitarian value, and they in turn act as predictor variable to predict store patronage behaviour. This interaction provides a complex model with direct and indirect effects which provides a rationale for further study.

8.1.5 Applications of Model

Validation of the proposed model with all three selected hypermarkets for the study, in addition to Hypermarket (combined sample), provides elimination of some paths that have insignificant impact on dependent variables, store patronage behaviour, store choice decision, hedonic value and utilitarian value. All hypothesized antecedents of store choice decision and store patronage behaviour have significant influence. However, there are noticeable differences in proposed and revised model as can be seen from table 8.1, 8.2, 8.3.and 8.4.

Big Bazaar

Table 8.1 Hypotheses Paths for Revised Model of Big Bazaar

Hypothesized Paths	
Proposed Model	**Revised Model**
Price Perception → Store Choice	Path Deleted
Merchandise → Store Choice	Path Retained
Sales Promotion → Store Choice	Path Deleted
Personnel Service Perception → Store Choice	Path Retained
Store Image → Store Choice	Path Retained
Entertainment → Store Choice	Path Deleted
Location → Store Choice	Path Retained
Store Environment → Hedonic Value	Path Retained
Store Promotion Cues → Hedonic Value	Path Deleted
Store Environment → Utilitarian Value	Path Retained
Store Promotion Cues → Utilitarian Value	Path Deleted
Store Choice → Hedonic Value	Path Retained
Store Choice → Utilitarian Value	Path Retained
Store Choice → Store Patronage Behaviour	Path Retained
Utilitarian Value → Store Patronage Behaviour	Path Deleted
Hedonic Value → Store Patronage Behaviour	Path Retained
Store Environment → Store Patronage Behaviour	Path Deleted
Store Promotion Cues → Store Patronage Behaviour	Path Retained
Fit Statistics Degrees of freedom = 38 Chi-square = 759.327 GFI = 0.811 CFI = 0.734	**Fit Statistics** Degrees of freedom = 45 Chi-square = 768.413 GFI = 0.806 CFI = 0.733

Removal of the seven insignificant paths considerably enhances the predictability of the dependent variables with increase in the variance of hedonic value and utilitarian value in the model (Table 8.1). In addition to this, store choice (0.626), store promotion cues (0.777) and hedonic value (0.611) have direct positive significant effect and have proved to be the most significant predictors for store patronage behaviour whereas personnel service perception has strong indirect effect (1.447).

HyperCITY

Table 8.2 Hypotheses Paths for Revised Model of HyperCITY

Hypothesized Paths	
Proposed Model	**Revised Model**
Price Perception → Store Choice	Path Deleted
Merchandise → Store Choice	Path Retained
Sales Promotion → Store Choice	Path Deleted
Personnel Service Perception → Store Choice	Path Retained
Store Image → Store Choice	Path Deleted
Entertainment → Store Choice	Path Retained
Location → Store Choice	Path Retained
Store Environment → Hedonic Value	Path Retained
Store Promotion Cues → Hedonic Value	Path Deleted
Store Environment → Utilitarian Value	Path Deleted
Store Promotion Cues → Utilitarian Value	Path Deleted
Store Choice → Hedonic Value	Path Retained
Store Choice → Utilitarian Value	Path Retained
Store Choice → Store Patronage Behaviour	Path Retained
Utilitarian Value → Store Patronage Behaviour	Path Deleted
Hedonic Value → Store Patronage Behaviour	Path Retained
Store Environment → Store Patronage Behaviour	Path Deleted
Store Promotion Cues → Store Patronage Behaviour	Path Deleted
Fit Statistics Degrees of freedom = 38 Chi-square = 627.167 GFI = 0.805 CFI = 0.662	**Fit Statistics** Degrees of freedom = 48 Chi-square = 636.567 GFI = 0.800 CFI = 0.662

Nine insignificant paths were removed, which in turn significantly strengthened the model by increasing variance of store patronage, hedonic value and utilitarian value (Table 8.2). Personnel service perception has strong indirect effect whereas store choice and hedonic value have strong direct positive effect and proved to be important predictors of store patronage behaviour.

Spencer's Hyper

Table 8.3 Hypotheses Paths for Revised Model of Spencer's Hyper

Hypothesized Paths	
Proposed Model	**Revised Model**
Price Perception → Store Choice	Path Deleted
Merchandise → Store Choice	Path Retained
Sales Promotion → Store Choice	Path Deleted
Personnel Service Perception → Store Choice	Path Retained
Store Image → Store Choice	Path Retained
Entertainment → Store Choice	Path Deleted
Location → Store Choice	Path Retained
Store Environment → Hedonic Value	Path Deleted
Store Promotion Cues → Hedonic Value	Path Deleted
Store Environment → Utilitarian Value	Path Deleted
Store Promotion Cues → Utilitarian Value	Path Deleted
Store Choice → Hedonic Value	Path Retained
Store Choice → Utilitarian Value	Path Retained
Store Choice → Store Patronage Behaviour	Path Retained
Utilitarian Value → Store Patronage Behaviour	Path Deleted
Hedonic Value → Store Patronage Behaviour	Path Retained
Store Environment → Store Patronage Behaviour	Path Retained
Store Promotion Cues → Store Patronage Behaviour	Path Deleted
Fit Statistics Degrees of freedom = 38 Chi-square = 598.653 GFI = 0.817 CFI = 0.756	**Fit Statistics** Degrees of freedom = 47 Chi-square = 609.937 GFI = 0.814 CFI = 0.755

Exclusion of nine paths substantially made the model stronger. This is also due to direct and indirect significant positive effects of store choice and strong direct effect of hedonic value on store patronage behaviour (Table 8.3), which have proved to be the most significant predictors of store patronage behaviour. While in this case, personnel service perception also has strong indirect effect (1.101).

Hypermarket (Combined Sample)

Table 8.4 Hypotheses Paths for Revised Model of Hypermarket (Combined Sample)

Hypothesized Paths	
Proposed Model	**Revised Model**
Price Perception → Store Choice	Path Deleted
Merchandise → Store Choice	Path Retained
Sales Promotion → Store Choice	Path Deleted
Personnel Service Perception → Store Choice	Path Retained
Store Image → Store Choice	Path Retained
Entertainment → Store Choice	Path Retained
Location → Store Choice	Path Retained
Store Environment → Hedonic Value	Path Retained
Store Promotion Cues → Hedonic Value	Path Retained
Store Environment → Utilitarian Value	Path Deleted
Store Promotion Cues → Utilitarian Value	Path Deleted
Store Choice → Hedonic Value	Path Retained
Store Choice → Utilitarian Value	Path Retained
Store Choice → Store Patronage Behaviour	Path Retained
Utilitarian Value → Store Patronage Behaviour	Path Deleted
Hedonic Value → Store Patronage Behaviour	Path Retained
Store Environment → Store Patronage Behaviour	Path Deleted
Store Promotion Cues → Store Patronage Behaviour	Path Retained
Fit Statistics Degrees of freedom = 38 Chi-square = 1901.832 GFI = 0.818 CFI = 0.725	Degrees of freedom = 44 Chi-square = 1906.938 GFI = 0.818 CFI = 0.725

Strong and weak impact of variables, in addition to removal of six insignificant paths, considerably strengthened the model of store choice decision and store patronage behaviour (Table 8.4). Store choice and store promotion cues have significant direct and indirect positive effect, whereas, hedonic value has direct significant positive effect and are the most significant predictors of store patronage behaviour. Personnel service perception also has a strong indirect effect.

8.2 Suggestions

This research offers new and significant insights in the area of customer behaviour and emphasizes the need for continual research to examine the generalizability of the study findings. The results of the present study also enhance the understanding of the impact of predictors (merchandise, personnel service, location, store image, sales promotion, entertainment, price, children, bulk buying, store promotion cues, store environment, gender and crowd) on store choice decision, store patronage behaviour, hedonic value and utilitarian value. Therefore, the findings of this study can be suggestive for retail practices.

Findings of the study reveal that, location, merchandise and store image are important predictors for store choice and also have indirect effect mediated through store choice on patronage behaviour. Also, entertainment due to shopping in the store, contributes to the hedonic value. This indirect effect allows for checking if there is any direct impact of personnel service perception, location, store image and merchandise on store patronage behaviour. With this assumption, revised models were retested.

8.2.1 Big Bazaar

The retest is applied to Big Bazaar, the results of which show that, if analysis is repeated treating regression weight for location and merchandise to predict store patronage behaviour as a free parameter, the estimate will become larger by approximately 0.156 and 0.017 respectively and cause the discrepancy to fall by at least 4.402 . Similarly, if the analysis is repeated treating regression weight for entertainment to predict hedonic value as a free parameter, the estimate will again become large by approximately 0.56 than in the present analysis and the discrepancy will fall by at least 85.997. These modifications lead to change in the impact of other predictor variables in addition to increasing the coefficient of determinants value to make this comprehensive model of store choice decision and store patronage composite and strong.

Table 8.5 R-Square Values of Revised and Suggested Model for Big Bazaar

Dependent Variables	Estimates	
	Revised Model	*Suggested Model*
Store Choice	0.839	0.839
Store Patronage	0.648	0.681
Hedonic Value	0.416	0.772
Utilitarian Value	0.103	0.103

Coefficient of determinants for hedonic value and store patronage behaviour has changed from 416 to 772 and 648 to 681 respectively.

Figure 8.1 Suggested Model Showing Significant Paths with their Regression Weights for Big Bazaar

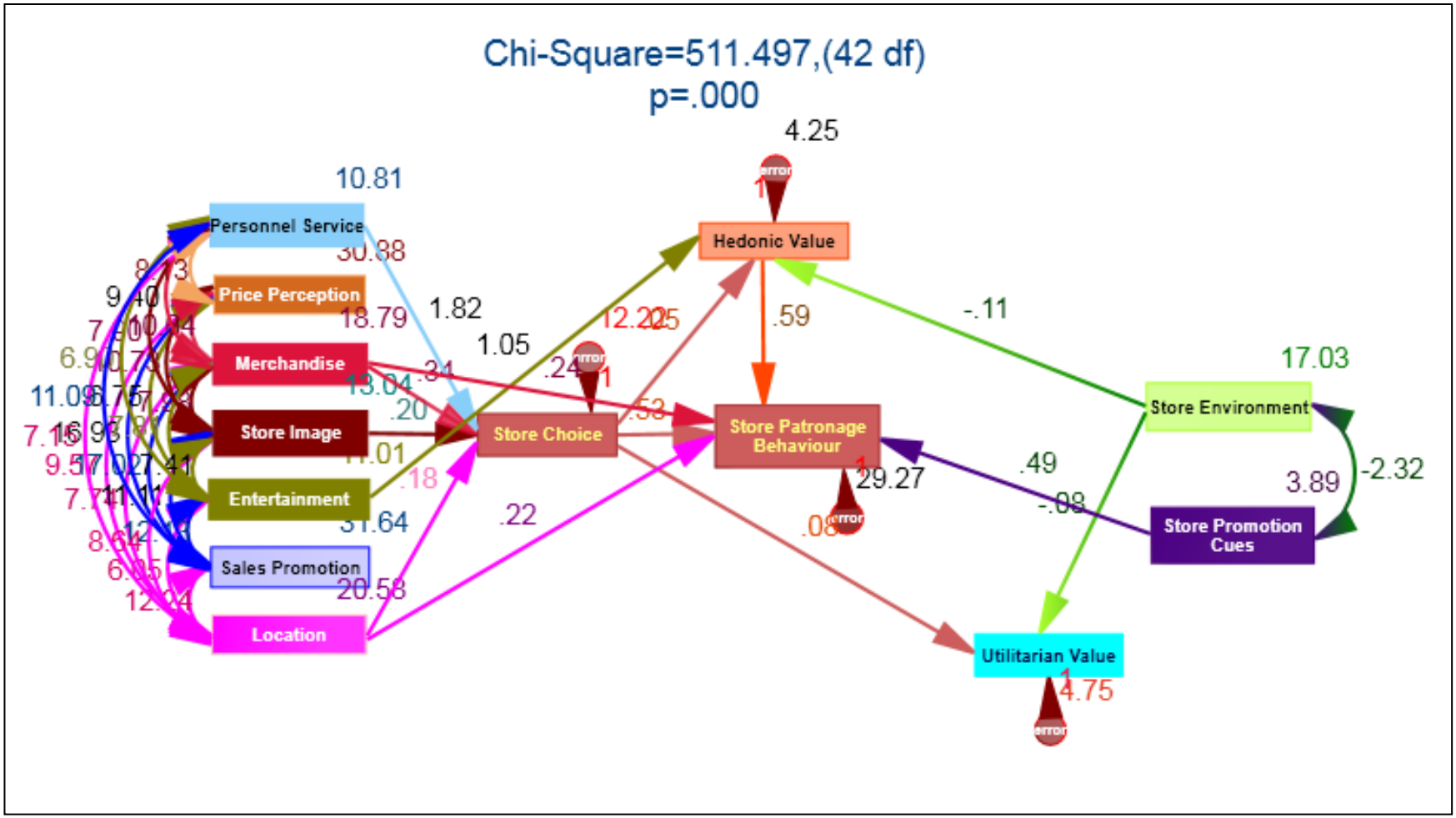


Table 8.6 Regression Weights of Hypothesized Paths of Revised and Suggested Model for Big Bazaar

Hypothesized Paths	Proposed Model		Suggested Model	
	Regression Weight	*Significant Value*	*Regression Weight*	*Significant Value*
Merchandise → Store Choice	0.339	***	0.339	***
Personnel Service Perception → Store Choice	1.816	***	1.816	***
Store Image → Store Choice	0.201	0.017	0.201	0.017
Location → Store Choice	0.183	0.001	0.183	0.001
Store Environment → Hedonic Value	-0.317	***	-0.109	***
Store Environment → Utilitarian Value	-0.083	0.010	-0.083	0.010
Store Choice → Hedonic Value	0.279	***	0.050	0.006
Store Choice → Utilitarian Value	0.075	***	0.075	***
Store Choice → Store Patronage Behaviour	0.626	***	0.533	***
Hedonic Value → Store Patronage Behaviour	0.611	***	0.591	***
Store Promotion Cue → Store Patronage Behaviour	0.777	***	0.487	0.004
Entertainment → Hedonic Value			1.048	***
Merchandise → Store Patronage Behaviour			0.230	***
Location → Store Patronage Behaviour			00.223	0.010
Fit Statistics	Degrees of freedom = 45 Chi-square = 768.413 GFI = 0.806 CFI = 0.733		Degrees of freedom = 42 Chi-square = 511.497 GFI = 0.850 CFI = 0.827	

Note: *** Significant at the 0.001 level.

Adding three new paths in the revised model, i.e., (1) from entertainment to hedonic value, (2) from merchandise to store patronage behaviour (significant at 0.001 level of significance) and (3) from location to store patronage behaviour (significant at 0.01 level) changed the values of five paths, (a) from store environment to hedonic value (value changed from -0.317 to -0.109), (b) from store choice to hedonic value (value changed from 0.279 to 0.050, significant at 0.01 level), (c) from store choice to store patronage behaviour (from 0.626 to 0.533), (d) from hedonic to store patronage behaviour (0.611 to 0.591), and (e) from store promotion cues to store patronage behaviour (0.777 to 0.487). Chi-square value is 511.497 at 42 df, GFI is 0.850 and CFI is 0.827 which is close to one indicating model is perfect fit.

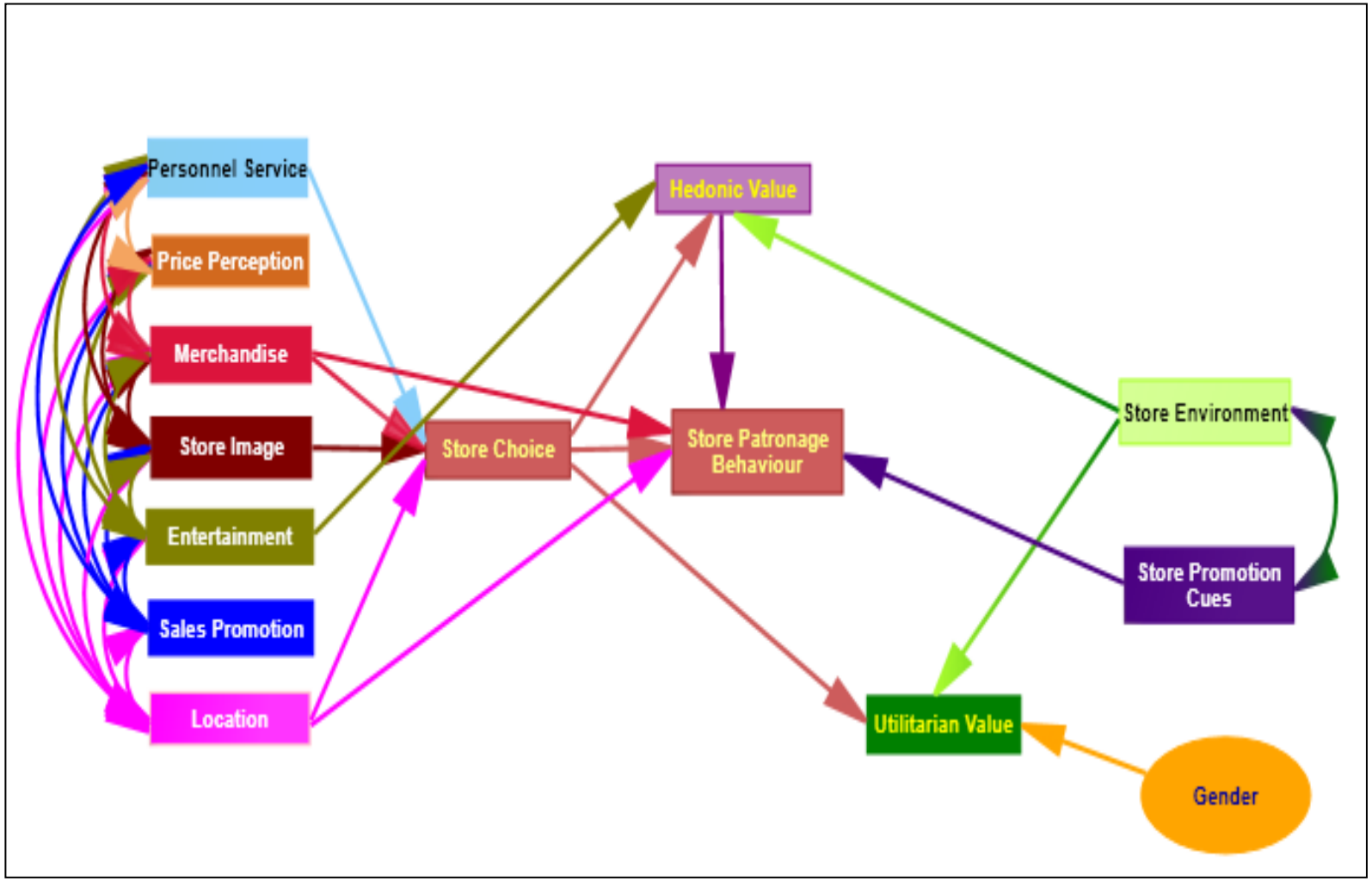
Further analysis was carried out in order to evaluate the predictive validity of the suggested model. The analysis also extended to examining the predictor variables in order to explain the variation in the two key variables and the two latent variables.

Table 8.7 Indirect, Direct and Total Effect of Predictor Variables on Dependent Variables for Big Bazaar

Predictor Variables	Store Choice			Store Patronage Behaviour			Hedonic Value			Utilitarian Value		
	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE
Merchandise		.339	.339	.190	.238	.428	.017		.017	.026		.026
Personnel Service Perception		1.816	1.816	1.021		1.021	.091		.091	.137		.137
Store Image		.201	.201	.113		.113	.010		.010	.015		.015
Location		.183	.183	.103	.223	.326	.009		.009	.014		.014
Entertainment				.620		.620		1.048	1.048			
Store Promotion Cues					.487	.487						
Store Environment				-.064		-.064		-.109	-.109		-.083	-.083
Store Choice				.030	.533	.562		.050	.050		.075	.075
Hedonic Value					.591	.591						

As hypothesized, merchandise, personnel service, store image and location have strong, significant impact on store choice, and strong, indirect impact on store patronage behaviour. Also, they have poor, indirect impact on hedonic and utilitarian value. Store promotion cues, store choice and hedonic value have strong, direct impact on store patronage behaviour and are its most important predictors. Entertainment also has a strong indirect impact on store patronage behaviour mediated through hedonic value. Additionally, entertainment along with personnel service is important latent predictors of store patronage behaviour. Location, merchandise and store choice have both direct and indirect impact and are main predictors of store patronage behaviour.

Figure 8.2 Suggested Model Assessing Customer Store Choice Decision and Patronage Behaviour for Big Bazaar



8.2.2 HyperCITY

In the case of HyperCITY, if analysis is repeated treating regression weight for location, store image and sales promotion to predict store patronage behaviour as a free parameter, the estimate will become larger by approximately 0.382, 0.284 and 0.208 respectively than in the present analysis and the discrepancy will fall by at least 17.876, 4.560 and 5.634 individually . Similarly, if analysis is repeated treating regression weight for entertainment to predict hedonic value as a free parameter, the estimate will become larger by approximately 0.883 than in the present analysis and the discrepancy will fall by at least 125.278. These modifications lead to changes in other predictor variables too.

Table 8.8 R-Square Values of Revised and Suggested Model for HyperCITY

Dependent Variables	**Estimates**	
	Revised Model	*Suggested Model*
Store Choice	0.785	0.785
Store Patronage	0.329	0.424
Hedonic Value	0.243	0.718
Utilitarian Value	0.051	0.051

Table 8.8 shows that coefficient of determinants for hedonic value and store patronage behaviour has noticeably increased in the suggested model, thus increasing its robustness.

Table 8.9 Regression Weights of Hypothesized Paths of Revised and Suggested Model for HyperCITY

Hypothesized Paths	Revised Model		Suggested Model	
	Regression Weight	*Significant Value*	*Regression Weight*	*Significant Value*
Merchandise → Store Choice	0.325	***	0.325	***
Personnel Service Perception → Store Choice	1.716	***	1.716	***
Entertainment → Store Choice	0.249	0.005	0.249	0.005
Location → Store Choice	0.213	***	0.213	***
Store Environment → Hedonic Value	-0.199	***	-0.121	***
Store Choice → Hedonic Value	0.247	***	0.040	0.049
Store Choice → Utilitarian Value	0.081	***	0.081	***
Store Choice → Store Patronage Behaviour	0.489	***	0.188	0.016
Hedonic Value → Store Patronage Behaviour	0.537	***	0.346	0.004
Entertainment → Hedonic Value			1.161	***
Location → Store Patronage Behaviour			0.500	***
Store Image → Store Patronage Behaviour			0.520	***
Sales Promotion → Store Patronage Behaviour			0.215	0.022
Fit Statistics	Degrees of freedom = 48 Chi-square = 636.567 GFI = 0.800 CFI = 0.662		Degrees of freedom = 44 Chi-square = 334.960 GFI = 0.860 CFI = 0.833	

Note: *** Significant at the 0.001 level.

Modification in revised model by adding four new paths (1) from entertainment to hedonic value, (2) from location to store patronage behaviour (3) from store image to store patronage behaviour (significant at 0.001 level of significance) and (4) from sales promotion to store patronage behaviour (significant at 0.05 level) changed the values of four paths (a) from store environment to hedonic value (value changed from -0.199 to -0.121), (b) from store choice to hedonic value (value changed from 0.247 to 0.040, significant at 0.05 level), (c) from store choice to store patronage behaviour (from 0.489 to 0.188), (d) from hedonic to store patronage behaviour (0.537 to 0.346), significant at 0.05 level of significance. Chi-square value is 334.960 at 44 df, GFI is 0.860 and CFI is 0.833, which is very close to one indicating model is perfect fit.

Figure 8.3 Suggested Model Showing Significant Paths with their Regression Weights for HyperCITY

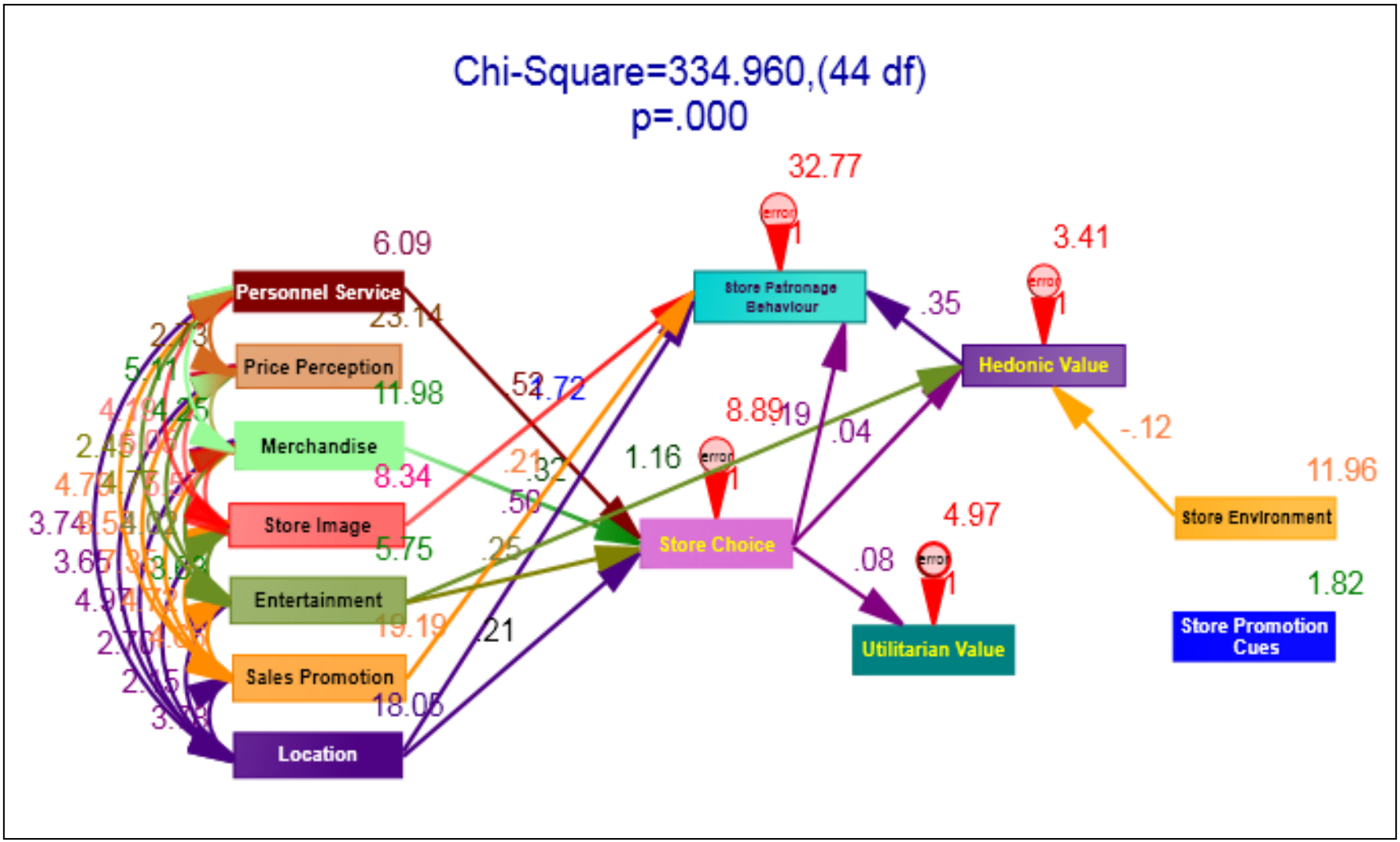
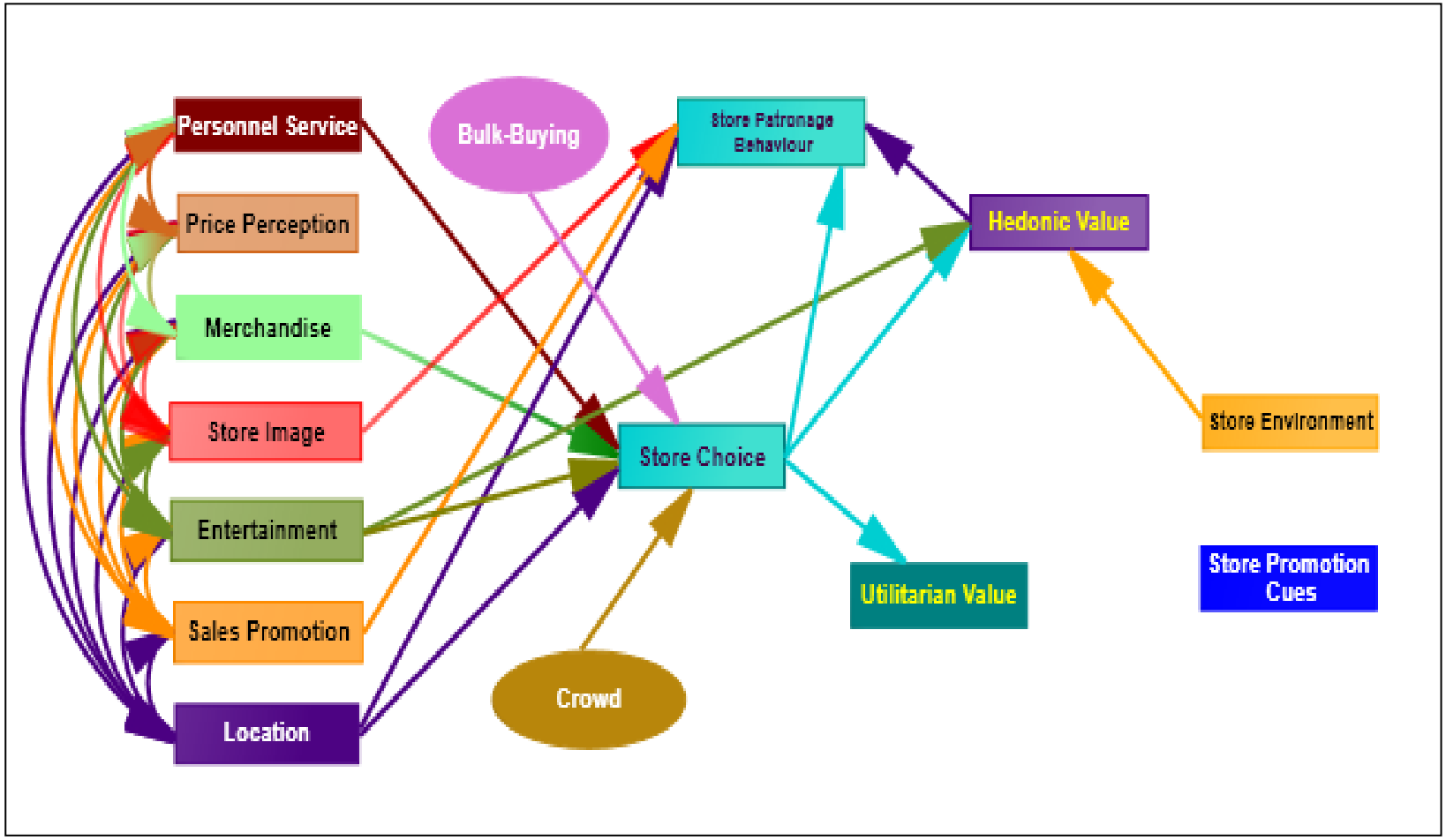


Table 8.10 Indirect, Direct and Total Effect of Predictor Variables on Dependent Variables for HyperCITY

Predictor Variables	Store Choice			Store Patronage Behaviour			Hedonic Value			Utilitarian Value		
	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE
Merchandise		.325	.325	.066		.066	.013		.013	.026		.026
Personnel Service Perception		1.716	1.716	.346		.346	.068		.068	.138		.138
Entertainment		.249	.249	.452		.452	.010	1.161	1.171	.020		.020
Location		.213	.213	.043	.500	.543	.008		.008	.017		.017
Store Image					.520	.520						
Sales Promotion					.215	.215						
Store Environment				-.042		-.042		-.121	-.121			
Store Choice				.014	.188	.202		.040	.040		.081	.081
Hedonic Value					.346	.346						

Hypothesized paths from merchandise, personnel service, entertainment and location have strong significant impact on store choice and strong indirect impact on store patronage behaviour whereas poor indirect impact on hedonic and utilitarian value. Entertainment has strong direct and indirect impact on hedonic value and is its most important predictor. Store image, sales promotion, store choice and hedonic value have strong direct impact on store patronage behaviour and are found to be the key predictors of store patronage behaviour. Entertainment mediated through hedonic value also has a strong indirect impact on store patronage behaviour. Entertainment and personnel service are also important latent predictors of store patronage behaviour. Location and store choice have both direct and indirect impact on store patronage behaviour and are its main predictors.

Figure 8.4 Suggested Model Assessing Customer Store Choice Decision and Patronage Behaviour for HyperCITY



8.2.3 Spencer's Hyper

For Spencer's Hyper, if analysis is repeated treating regression weight using location and merchandise to predict store patronage behaviour as a free parameter, the estimate will become larger by approximately 0.262 and 0.252 respectively, than in the present analysis and the discrepancy will fall by at least 12.577 and 9.122. Similarly, if analysis is repeated treating regression weight using entertainment to predict hedonic value as a free parameter, the estimate will become larger by approximately 0.688 than in the present analysis and the discrepancy will fall by at least 108.355. Modifications by adding these three paths will lead to changes in the impact of other predictor variables and make the model composite and strong.

Table 8.11 R-Square Value for Revised and Suggested Model of Spencer's Hyper

Dependent Variables	**Estimates**	
	Revised Model	*Suggested Model*
Store Choice	0.840	0.840
Store Patronage	0.548	0.610
Hedonic Value	0.311	0.718
Utilitarian Value	0.053	0.053

Coefficient of determinants of store patronage and hedonic value was changed with addition of three paths and direct, indirect effects of predictor variables in order to make the model stronger.

Figure 8.12 Regression Weights of Hypothesized Paths of Revised and Suggested Model for Spencer's Hyper

Hypothesized Paths	Proposed Model		Working Model	
	Regression Weight	*Significant Value*	*Regression Weight*	*Significant Value*
Merchandise → Store Choice	0.318	***	0.318	***
Personnel Service Perception → Store Choice	1.507	***	1.507	***
Store Image → Store Choice	0.426	***	0.426	***
Location → Store Choice	0.336	***	0.336	***
Store Choice → Hedonic Value	0.232	***	0.052	***
Store Choice → Utilitarian Value	0.062	***	0.062	***
Store Choice → Store Patronage Behaviour	0.604	***	0.257	***
Hedonic Value → Store Patronage Behaviour	0.545	***	0.494	***
Store Environment → Store Patronage Behaviour	-0.231	0.012	-0.211	0.013
Entertainment → Hedonic Value			1.001	***
Location → Store Patronage Behaviour			0.422	***
Merchandise → Store Patronage Behaviour			0.449	***
Fit Statistics	Degrees of freedom = 47 Chi-square = 609.937 GFI = 0.814 CFI = 0.755		Degrees of freedom =44 Chi-square = 331.619 GFI = 0.875 CFI = 0.875	

Note: *** Significant at the 0.001 level.

Addition of three paths in the revised model (1) from entertainment to hedonic value, (2) from location to store patronage behaviour and (3) from merchandise to store patronage behaviour (significant at 0.001 level), changed the values of four paths, (a) from store choice to hedonic value (value changed from 0.232 to 0.052), (b) from store choice to store patronage behaviour (value changed from 0.604 to 0.257), (c) from hedonic to store patronage behaviour (from 0.545 to 0.494), and (d) from store environment to store patronage behaviour (-0.231 to -0.211). Chi-square value is 331.619 at 44 df, GFI is 0.875 and CFI is 0.875 which is close to one indicating model is perfect fit.

Figure 8.5 Suggested Model Showing Significant Paths with their Regression Weights for Spencer's Hyper

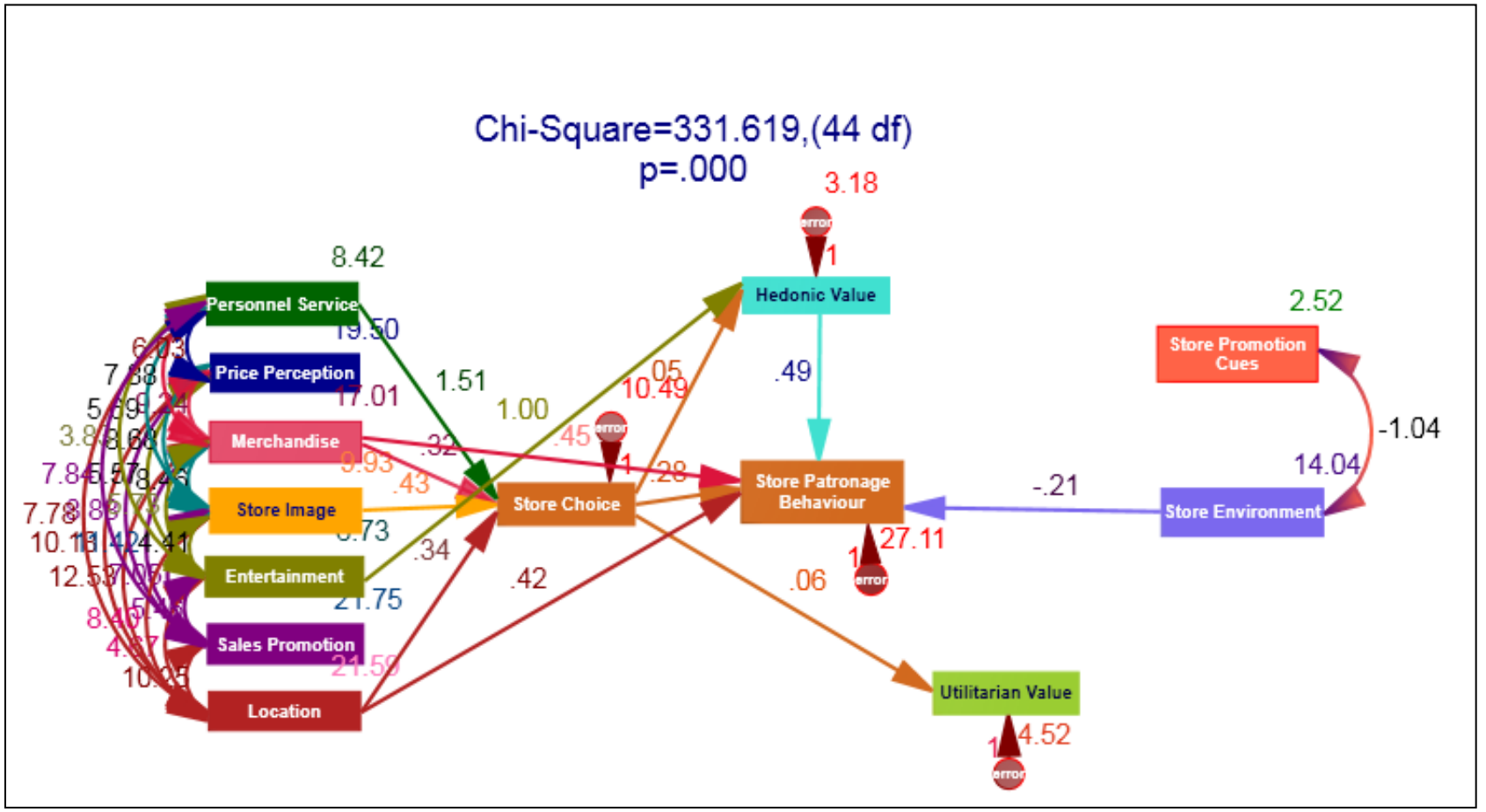
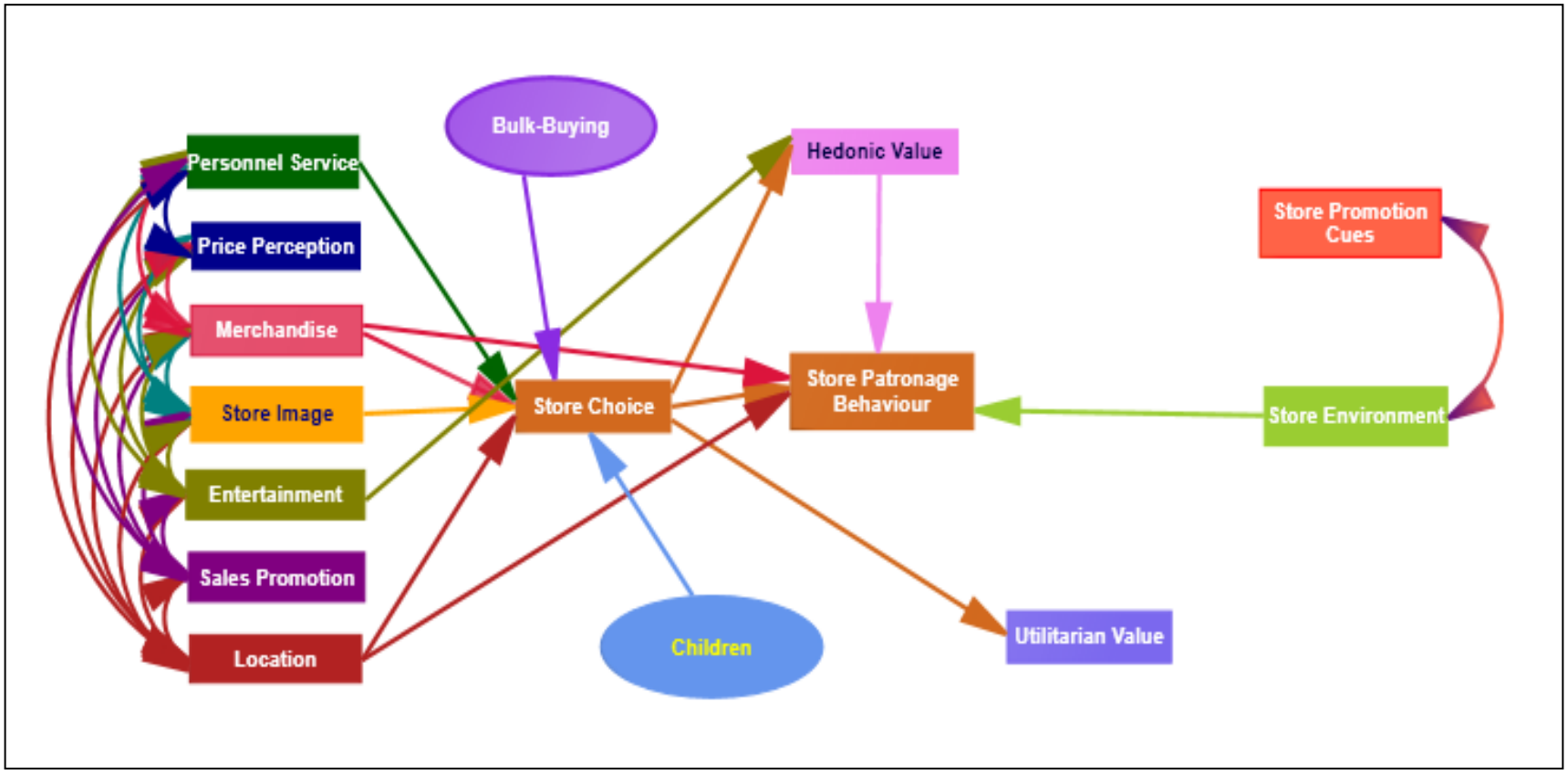


Table 8.13 Indirect, Direct and Total Effect of Predictor Variables on Dependent Variables for Spencer's Hyper

Predictor Variables	Store Choice			Store Patronage Behaviour			Hedonic Value			Utilitarian Value		
	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE
Merchandise		.318	.318	.096	.449	.545	.017		.017	.020		.020
Personnel Service Perception		1.507	1.507	.454		.454	.079		.079	.094		.094
Store Image		.426	.426	.128		.128	.022		.022	.027		.027
Location		.336	.336	.101	.422	.523	.018		.018	.021		.021
Store Environment				-.211		-.211						
Entertainment				.495		.495		1.001	1.001			
Store Choice				.026	.275	.301		.052	.052		.062	.062
Hedonic Value					.494	.494						

Antecedents of store choice decision have strong indirect impact on store patronage behaviour whereas poor indirect impact on hedonic value and utilitarian value. Store choice, location and merchandise have both direct and indirect impact on store patronage behaviour and are key predictors of store patronage behaviour. Personnel service mediated through store choice and entertainment through hedonic value has indirect impact on store patronage behaviour. Hedonic value has a direct effect on store patronage behaviour and is also its important predictor. Entertainment has a direct impact on hedonic value and is a very strong predictor of hedonic value in the model.

Figure 8.6 Suggested Model Assessing Customer Store Choice Decision and Patronage Behaviour for Spencer's Hyper



8.2.4 Hypermarket (Combined Sample)

In case of Hypermarket (combined sample), if analysis is repeated treating regression weight using location, store image and merchandise to predict store patronage behaviour as a free parameter, the estimate will become larger by approximately 0.204, 0.221 and 0.168 respectively than in the present analysis and the discrepancy will fall by at least 30.017, 11.637 and 10.479 separately. Similarly, if analysis is repeated treating regression weight using entertainment to predict hedonic value as a free parameter, its estimate will become larger by approximately 0.657 than in the present analysis and the discrepancy will fall by at least 289.717. These modifications will lead to changes in the impact of other predictor variables, in addition to increase in coefficient of determinants value to make this comprehensive model robust.

Table 8.14 R-Square Values for Revised and Suggested Model of Hypermarket (Combined Sample)

Dependent Variables	**Estimates**	
	Revised Model	*Suggested Model*
Store Choice	0.829	0.829
Store Patronage	0.515	0.613
Hedonic Value	0.289	0.825
Utilitarian Value	0.075	0.075

Coefficient of determinants of store patronage and hedonic value was changed by addition of three paths and direct, indirect effects of predictor variables in the model, making it stronger.

Table 8.15 Regression Weights of Hypothesized Paths of Revised and Suggested Model for Hypermarket (Combined Sample)

Hypothesized Paths	Proposed Model		Suggested Model	
	Regression Weight	*Significant Value*	*Regression Weight*	*\Significant Value*
Merchandise → Store Choice	0.347	***	0.347	***
Personnel Service Perception → Store Choice	1.653	***	1.653	***
Store Image → Store Choice	0.180	***	0.180	***
Entertainment → Store Choice	0.176	0.001	0.176	0.001
Location → Store Choice	0.255	***	0.225	***
Store Environment → Hedonic Value	-0.149	***	-0.065	***
Store Promotion Cues → Hedonic Value	0.197	0.003	-0.549	***
Store Choice → Hedonic Value	0.229	***	0.087	***
Store Choice → Utilitarian Value	0.078	***	0.078	***
Store Choice → Store Patronage Behaviour	0.585	***	0.345	***
Hedonic Value → Store Patronage Behaviour	0.588	***	0.474	***
Store Promotion Cue → Store Patronage Behaviour	0.340	0.007	Path Deleted	
Entertainment → Hedonic Value			1.185	***
Location → Store Patronage Behaviour			0.332	***
Merchandise → Store Patronage Behaviour			0.313	***
Store Image → Store Patronage Behaviour			0.340	***
Fit Statistics	Degrees of freedom = 44 Chi-square = 1906.938 GFI = 0.818 CFI = 0.725		Degrees of freedom = 41 Chi-square = 975.756 GFI = 0.885 CFI = 0.862	

In order to strengthen the model, it is modified by adding four paths, (1) from entertainment to hedonic value, (2) from location to store patronage behaviour (3) from merchandise to store patronage behaviour, and (4) from store image to store patronage behaviour (significant at 0.001 level). Addition of path from entertainment to hedonic value has lead to the elimination of one path, i.e., from store promotion cues to store patronage behaviour. These modifications in the model also changed the values of five paths, (a) from store environment to hedonic value (changed from -0.149 to -0.065), (b) from store promotion cues to hedonic value (changed from 0.197 to -0.549), (c) from store choice to hedonic value (changed from 0.229 to 0.087), (d) from store choice to store patronage behaviour (changed from 0.585 to 0.345), and (e) from hedonic to store patronage behaviour (changed from 0.588 to 0.474). Chi-square value is 975.756 at 41 df, GFI is 0.885 and CFI is 0.862 which is close to one indicating model is perfect fit.

Figure 8.7 Suggested Model Showing Significant Paths with their Regression Weights for Hypermarket (Combined Sample)

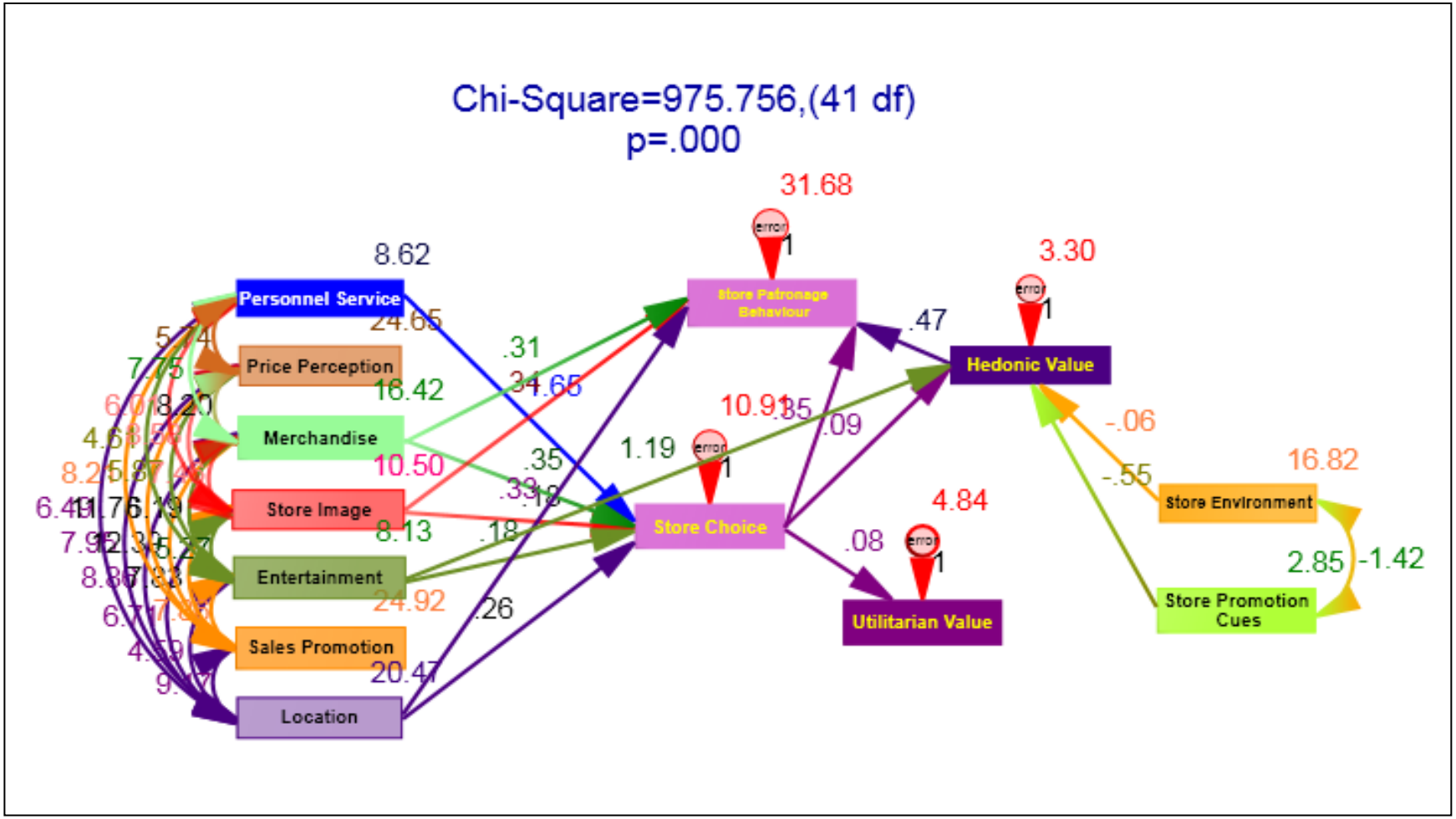
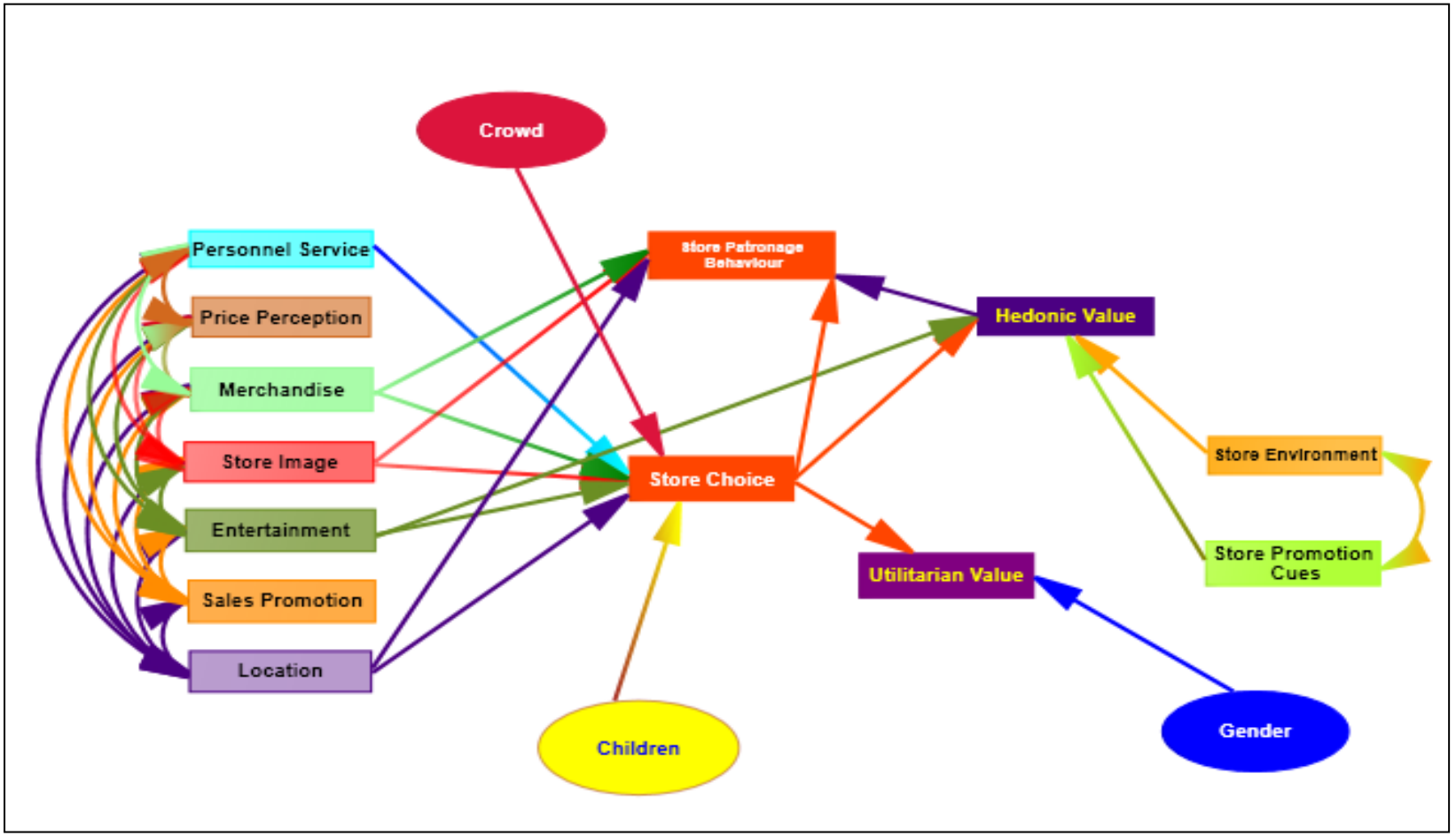


Table 8.16 Indirect, Direct and Total Effect of Predictor Variables on Dependent Variables for Hypermarket (Combined Sample)

Predictor Variables	Store Choice			Store Patronage Behaviour			Hedonic Value			Utilitarian Value		
	IE	DE	TE	IE	DE	TE	IE	DE	TE	IE	DE	TE
Merchandise		.347	.347	.134	.313	.447	.030		.030	.027		.027
Personnel Service Perception		1.653	1.653	.639		.639	.144		.144	.129		.129
Store Image		.180	.180	.070	.340	.410	.016		.016	.014		.014
Location		.255	.255	.099	.332	.430	.022		.022	.020		.020
Entertainment		.176	.176	.629		.629		1.185	1.201	.014		.014
Store Environment				-.031		-.031		-.065	-.065			
Store Promotion Cues				-.260		-.260		-.549	-.549			
Store Choice				.041	.345	.368		.087	.087		.078	.078
Hedonic Value					.474	.474						

Results in the table after modifying the model depicts that antecedent of customer store choice decision have strong influence on it. Among all variables, personnel service is the most important predictor followed by merchandise. Store choice predictors have indirect impact on store patronage behaviour whereas poor indirect impact on hedonic value and utilitarian value. Store choice, location, merchandise and store image have both direct and indirect impact on store patronage behaviour and are its chief predictors. Personnel service mediated through store choice and entertainment mediated through hedonic value has strong indirect impact on store patronage behaviour. Additionally, hedonic value has direct effect on store patronage behaviour and is also its important predictor. Entertainment has direct impact on hedonic value and is its very strong predictor. Thus it can be concluded that the suggested model which has been derived and validated from the study for Hypermarket (combined sample) can be applied to all hypermarket formats to increase footfalls in the store.

Figure 8.8 Suggested Model Assessing Customer Store Choice Decision and Patronage Behaviour for Hypermarket Formats



Finally, the insights from this research are based on perceptual measures provided by respondents who were intercepted while they were shopping in the hypermarket. Further, minor differences which are noticed in the research might be due to the differences in hypermarkets. This possibility calls for research aimed at identifying whether these differences vary with stores and/or with the formats by using a large sample size. Further, same research can be carried out by using experimental techniques to get additional insights about which factors influence the customers most, what factors inside the store are noticed and which of them influence the customers in their purchase decisions.

This research offers new and significant insights in the area of customer behaviour and emphasizes the need for continual research to examine the generalizability of the study findings. The results of the present study also enhances the understanding of the impact of predictors (merchandise, personnel service, location, store image, sales promotion, entertainment, price, children, bulk buying, store promotion cues, store environment, gender, crowd) on store choice decision, store patronage behaviour, hedonic value and utilitarian value.

Therefore, the findings of this study can be suggestive for retail practices rather than a definite solution so that managers can be benefited by implementing the suggested model of store choice decision and patronage behaviour. From the suggested model, managers can concentrate on the major variables and increase new customers which in turn will increase the footfalls.

The significant and consistent influence of merchandise, personnel service, store image, location, and entertainment on store choice and along these factors, store choice, hedonic value and utilitarian value on store patronage behaviour underscores the need for retailers to give careful consideration to merchandise, personnel service, entertainment, enhanced shopping experience, store image and usefulness of customers' trip to the store. These factors have great potential to influence old as well as new customers, their choice decision and patronage behaviour and could provide effective weapon for retailers in today's ever growing competition.

Retailers should maintain merchandise quality and variety with proper backup inventory at reasonable price. To attract non-buyers, display should be proper and spacious and also hypermarkets must timely advertise to create awareness among customers. Retailers should also concentrate on providing better and lucrative offers with one stop solution for shopping and entertainment which will differentiate them from other formats and create image of the store in the customers' mind. In-store events should also be shaped occasionally targeting children, to create superior shopping experience with the store, which in turn would influence customer store choice decision and patronage behaviour.

8.3 Other Suggestions

- Billing service in the store should be fast.
- More billing counters should be opened on weekends and during rush hour.
- Billing of extra items should be avoided; refund policies should be very flexible.
- Female volunteers should be placed at female sections.
- Staff should be more courteous, disciplined, responsive and up to date about the products. Specifically for Big Bazaar, staff should not interfere in customers' shopping. For HyperCITY, they should increase the staff.
- Stock should be replenished regularly and in time to avoid inconvenience to customers.
- Products should be placed at fixed place.
- Backup inventory should be there for fast moving products.
- Sitting area should be provided in the store for customers.

- Proper space should be maintained in the store for display of products so that customers can get attracted to other products, thus converting non buyers into buyers.
- Offers should be transparent and lucrative.
- Clothing section should be in tune with the latest in fashion and region. Merchandise range and quality should be maintained and reasonably priced.
- They should provide some extra benefits and offers for loyalty card holders.

8.4 Scope for Future Research

This study does not cover areas such as:

- Further studies can be carried out for comparing other segments using single category products.
- Study of Hayiel Hino (2010) "Antecedents of supermarket formats' adoption and usage: A study in the context of non-western customers" explains that format adoption and usage is influenced by culture, therefore this study can be extended to compare cultural dimensions.
- Similar study can also be carried out to validate the results for seasonal studies.
- Further research can explore and examine the impact of crowd on choice and patronage behavior by measuring variables on scale.

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APPENDICES

APPENDIX 1

Appendix Table 5.1 Correlation between Factors that Lead to Customer Choice Decision

Correlations											
		Store Choice	Store Environment	Price Perception	Location	Personnel Service Perception	Store Image	Entertai-nment	Value Perception	Sales Promotion	Merch andise
Store Choice	Correlation	1									
	Sig.										
	N										
Store Environment	Correlation	**-.221****	1								
	Sig.	.000									
	N	796									
Price Perception	Correlation	**.413****	**-.117****	1							
	Sig.	.000	.001								
	N	796	796								
Location	Correlation	**.583****	**-.100****	**.354****	1						
	Sig.	.000	.005	.000							
	N	796	796	796							
Personnel Service Perception	Correlation	**.875****	**-.174****	**.394****	**.488****	1					
	Sig.	.000	.000	.000	.000						
	N	796	796	796	796						
Store Image	Correlation	**.660****	**-.194****	**.533****	**.458****	**.632****	1				
	Sig.	.000	.000	.000	.000	.000					
	N	796	796	796	796	796					
Entertainment	Correlation	**.586****	**-.253****	**.415****	**.356****	**.550****	**.570****	1			
	Sig.	.000	.000	.000	.000	.000	.000				
	N	796	796	796	796	796	796				
Value Perception	Correlation	**.582****	**-.173****	**.506****	**.433****	**.508****	**.901****	**.516****	1		
	Sig.	.000	.000	.000	.000	.000	.000	.000			
	N	796	796	796	796	796	796	796			
Sales Promotion	Correlation	**.572****	**-.162****	**.474****	**.406****	**.560****	**.484****	**.553****	**.437****	1	
	Sig.	.000	.000	.000	.000	.000	.000	.000	.000		
	N	796	796	796	796	796	796	796	796		
Merchandise	Correlation	**.718****	**-.223****	**.408****	**.483****	**.652****	**.568****	**.536****	**.520****	**.612****	**1**
	Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	796	796	796	796	796	796	796	796	796	

APPENDIX -2

Appendix Table 5.2 Big Bazaar Correlation Table

Correlations *Big Bazaar*											
		Store Choice	Store Environment	Price Perception	Location	Personnel Service Perception	Store Image	Entertainment	Value Perception	Sales Promotion	Merchandise
Store Choice	Correlation	1									
	Sig.										
	N										
Store Environment	Correlation	-.269**	1								
	Sig.	.000									
	N	268									
Price Perception	Correlation	.434**	-.040	1							
	Sig.	.000	.519								
	N	268	268								
Location	Correlation	.533**	-.119	.380**	1						
	Sig.	.000	.051	.000							
	N	268	268	268							
Personnel Service Perception	Correlation	.897**	-.214**	.445**	.479**	1					
	Sig.	.000	.000	.000	.000						
	N	268	268	268	268						
Store Image	Correlation	.675**	-.228**	.535**	.528**	.666**	1				
	Sig.	.000	.000	.000	.000	.000					
	N	268	268	268	268	268					
Entertainment	Correlation	.640**	-.402**	.366**	.402**	.632**	.618**	1			
	Sig.	.000	.000	.000	.000	.000	.000				
	N	268	268	268	268	268	268				
Value Perception	Correlation	.581**	-.226**	.481**	.463**	.517**	.892**	.537**	1		
	Sig.	.000	.000	.000	.000	.000	.000	.000			
	N	268	268	268	268	268	268	268			
Sales Promotion	Correlation	.616**	-.188**	.542**	.480**	.600**	.547**	.650**	.442**	1	
	Sig.	.000	.002	.000	.000	.000	.000	.000	.000		
	N	268	268	268	268	268	268	268	268		
Merchandise	Correlation	.700**	-.220**	.442**	.394**	.660**	.510**	.543**	.442**	.698**	1
	Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	268	268	268	268	268	268	268	268	268	

Note: **. Correlation is significant at

APPENDIX-3

Appendix Table 5.3 HyperCITY Correlation table

Correlations *HyperCITY*											
		Store Choice	Store Environment	Price Perception	Location	Personnel Service Perception	Store Image	Entertainment	Value Perception	Sales Promotion	Merchandise
Store Choice	Correlation	1									
	Sig.										
	N										
Store Environment	Correlation	-.018	1								
	Sig.	.774									
	N	261									
Price Perception	Correlation	.219**	-.128*	1							
	Sig.	.000	.039								
	N	261	261								
Location	Correlation	.454**	.076	.179**							
	Sig.	.000	.221	.004							
	N	261	261	261							
Personnel Service Perception	Correlation	.852**	-.015	.230**	.357**	1					
	Sig.	.000	.813	.000	.000						
	N	261	261	261	261						
Store Image	Correlation	.579**	-.184**	.436**	.220**	.588**	1				
	Sig.	.000	.003	.000	.000	.000					
	N	261	261	261	261	261					
Entertainment	Correlation	.480**	-.105	.414**	.211**	.414**	.523**	1			
	Sig.	.000	.089	.000	.001	.000	.000				
	N	261	261	261	261	261	261				
Value Perception	Correlation	.466**	-.135*	.436**	.207**	.433**	.910**	.495**	1		
	Sig.	.000	.029	.000	.001	.000	.000	.000			
	N	261	261	261	261	261	261	261			
Sales Promotion	Correlation	.435**	-.069	.405**	.203**	.443**	.373**	.444**	.344**	1	
	Sig.	.000	.264	.000	.001	.000	.000	.000	.000		
	N	261	261	261	261	261	261	261	261		
Merchandise	Correlation	.661**	-.147*	.256**	.338**	.598**	.557**	.484**	.475**	.485**	1
	Sig.	.000	.018	.000	.000	.000	.000	.000	.000	.000	
	N	261	261	261	261	261	261	261	261	261	

APPENDIX-4

Appendix Table 5.4 spencer's Hyper

Correlations *Spencer's Hyper*											
		Store Choice	Store Environment	Price Perception	Location	Personnel Service Perception	Store Image	Entertainment	Value Perception	Sales Promotion	Merchandise
Store Choice	Correlation	1									
	Sig.										
	N										
Store Environment	Correlation	**-.149***	1								
	Sig.	.015									
	N	267									
Price Perception	Correlation	**.565****	**-.233****	1							
	Sig.	.000	.000								
	N	267	267								
Location	Correlation	**.705****	**-.099**	**.496****	1						
	Sig.	.000	.107	.000							
	N	267	267	267							
Personnel Service Perception	Correlation	**.860****	**-.146***	**.471****	**.577****	1					
	Sig.	.000	.017	.000	.000						
	N	267	267	267	267						
Store Image	Correlation	**.717****	**-.173****	**.624****	**.574****	**.622****	1				
	Sig.	.000	.004	.000	.000	.000					
	N	267	267	267	267	267					
Entertainment	Correlation	**.559****	**-.090**	**.487****	**.387****	**.508****	**.539****	1			
	Sig.	.000	.143	.000	.000	.000	.000				
	N	267	267	267	267	267	267				
Value Perception	Correlation	**.670****	**-.137***	**.607****	**.573****	**.545****	**.907****	**.492****	1		
	Sig.	.000	.026	.000	.000	.000	.000	.000			
	N	267	267	267	267	267	267	267			
Sales Promotion	Correlation	**.605****	**-.166****	**.431****	**.473****	**.580****	**.480****	**.451****	**.492****	1	
	Sig.	.000	.007	.000	.000	.000	.000	.000	.000		
	N	267	267	267	267	267	267	267	267		
Merchandise	Correlation	**.751****	**-.158****	**.507****	**.654****	**.658****	**.651****	**.535****	**.650****	**.594****	1
	Sig.	.000	.010	.000	.000	.000	.000	.000	.000	.000	
	N	267	267	267	267	267	267	267	267	267	

APPENDIX -5

Cronbach's Alpha value Reliability of Factors

SN	Factors	Cronbach's Alpha
1	Price + Price Sensitivity	.742
2	Value for money	.812
3	Hedonic Value	.706
4	Patronage	.833
5	Re-Patronage Intentions	.827
6	Re-Patronage Anticipation	.768
7	Location	.772
8	Store Attribute	.901
9	Product Attributes	.771
10	Sales Promotions	.833
11	Utilitarian Value	.470

Reliability of Statements taken for the study

Reliability Statistics	
Cronbach's Alpha	N of Items
.953	72

Adequacy of Sample

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.939

APPENDIX-6

Appendix Table 6.1 Correlation among variables for Big Bazaar, HyperCITY and Spencer's Hyper

Correlations							
GROUP			Hedonic value	Utilitarian value	Store Environment	Store Promotions Cue	Store Patronage behavior
Big Bazaar	Hedonic value	Pearson Correlation	1				
		Sig. (2-tailed)					
		N					
	Utilitarian value	Pearson Correlation	**.402****	1			
		Sig. (2-tailed)	.000				
		N	268				
	Store Environment	Pearson Correlation	**-.439****	**-.223****	1		
		Sig. (2-tailed)	.000	.000			
		N	268	268			
	Store Promotions Cue	Pearson Correlation	**.491****	**.252****	**-.285****	1	
		Sig. (2-tailed)	.000	.000	.000		
		N	268	268	268		
	Store Patronage behavior	Pearson Correlation	**.675****	**.359****	**-.270****	**.644****	1
		Sig. (2-tailed)	.000	.000	.000	.000	
		N	268	268	268	268	
Hyper-City	Hedonic value	Pearson Correlation	1				
		Sig. (2-tailed)					
		N					
	Utilitarian value	Pearson Correlation	**.245****	1			
		Sig. (2-tailed)	.000				
		N	261				
	Store Environment	Pearson Correlation	**-.204****	**-.026**	1		
		Sig. (2-tailed)	.001	.680			
		N	261	261			
	Store Promotions Cue	Pearson Correlation	**.295****	**.146***	**-.050**	1	
		Sig. (2-tailed)	.000	.018	.420		
		N	261	261	261		
	Store Patronage behavior	Pearson Correlation	**.439****	**.162****	**-.072**	**.335****	1
		Sig. (2-tailed)	.000	.009	.246	.000	
		N	261	261	261	261	
Spencer-Hyper	Hedonic value	Pearson Correlation	1				
		Sig. (2-tailed)					
		N					
	Utilitarian value	Pearson Correlation	**.238****	1			
		Sig. (2-tailed)	.000				
		N	267				
	Store Environment	Pearson Correlation	**-.083**	**-.028**	1		
		Sig. (2-tailed)	.174	.645			
		N	267	267			
	Store Promotions Cue	Pearson Correlation	**.348****	**.073**	**-.175****	1	
		Sig. (2-tailed)	.000	.234	.004		
		N	267	267	267		
	Store Patronage behavior	Pearson Correlation	**.550****	**.150***	**-.207****	**.396****	1
		Sig. (2-tailed)	.000	.014	.001	.000	
		N	267	267	267	267	

**.Correlation is significant at the 0.01 level and *. Correlation is significant at the 0.05 level (2-tailed).

Appendix Table 6.2 Correlation among variables for Hypermarket (combined sample)

Correlations						
		Hedonic value	Utilitarian value	Store Environment	Store Promotions Cue	Store Patronage behavior
Hedonic value	Pearson Correlation	**1**				
	Sig. (2-tailed)					
	N					
Utilitarian value	Pearson Correlation	**.313****	**1**			
	Sig. (2-tailed)	.000				
	N	796				
Store Environment	Pearson Correlation	**-.282****	**-.111****	**1**		
	Sig. (2-tailed)	.000	.002			
	N	796	796			
Store Promotions Cue	Pearson Correlation	**.410****	**.185****	**-.206****	**1**	
	Sig. (2-tailed)	.000	.000	.000		
	N	796	796	796		
Store Patronage behavior	Pearson Correlation	**.579****	**.236****	**-.222****	**.491****	**1**
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	796	796	796	796	

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix Table 6.3 Crosstabulation for Crowd purport of the Customers for Big Bazaar

			A crowded store as per you means/purports					Total
			Store is full of merchandise but does not have enough space	Store is full with customers, and the sales staff finds	Store is full of merchandise and customers find difficulty	Store has enough space to accommodate huge crowds, yet t	Any other	
How crowded do you find the store on your visits	Always Crowded	Count	18	15	19	21	2	75
		% within crowd in the store	24.0%	20.0%	25.3%	28.0%	2.7%	100.0%
		% of Total	6.7%	5.6%	7.1%	7.8%	.7%	28.0%
	Sometimes Crowded	Count	14	30	48	40	4	136
		% within crowd in the store	10.3%	22.1%	35.3%	29.4%	2.9%	100.0%
		% of Total	5.2%	11.2%	17.9%	14.9%	1.5%	50.7%
	Not at all Crowded	Count	4	3	6	13	3	29
		% within crowd in the store	13.8%	10.3%	20.7%	44.8%	10.3%	100.0%
		% of Total	1.5%	1.1%	2.2%	4.9%	1.1%	10.8%
	Can't say	Count	1	11	6	10	0	28
		% within crowd in the store	3.6%	39.3%	21.4%	35.7%	.0%	100.0%
		% of Total	.4%	4.1%	2.2%	3.7%	.0%	10.4%
Total		Count	37	59	79	84	9	268
		% within crowd in the store	13.8%	22.0%	29.5%	31.3%	3.4%	100.0%
		% of Total	13.8%	22.0%	29.5%	31.3%	3.4%	100.0%

Pearson Chi-Square = 25.995, df = 12, p-value = 0.012

Appendix Table 6.4 Crosstabulation for Crowd purport of the Customers for HyperCITY

A crowded store as per you means/purports								
			A crowded store as per you means/purports					Total
			Store is full of merchandise but does not have enough sp	Store is full with customers, and the sales staff finds	Store is full of merchandise and customers find difficul	Store has enough space to accommodate huge crowds, yet t	Any other	
crowded do you find the store on your visits	Always Crowded	Count	3	6	7	13	1	30
		% within crowd in the store	10.0%	20.0%	23.3%	43.3%	3.3%	100.0%
		% of Total	1.1%	2.3%	2.7%	5.0%	.4%	11.5%
	Sometimes Crowded	Count	17	51	44	72	7	191
		% within crowd in the store	8.9%	26.7%	23.0%	37.7%	3.7%	100.0%
		% of Total	6.5%	19.5%	16.9%	27.6%	2.7%	73.2%
	Not at all Crowded	Count	4	5	4	9	1	23
		% within crowd in the store	17.4%	21.7%	17.4%	39.1%	4.3%	100.0%
		% of Total	1.5%	1.9%	1.5%	3.4%	.4%	8.8%
	Can't say	Count	7	2	3	4	1	17
		% within crowd in the store	41.2%	11.8%	17.6%	23.5%	5.9%	100.0%
		% of Total	2.7%	.8%	1.1%	1.5%	.4%	6.5%
Total		Count	31	64	58	98	10	261
		% within crowd in the store	11.9%	24.5%	22.2%	37.5%	3.8%	100.0%
		% of Total	11.9%	24.5%	22.2%	37.5%	3.8%	100.0%
Pearson Chi-Square = 18.096, df = 12, p-value = 0.012								

Appendix Table 6.5 Crosstabulation for Crowd purport of the Customers for Spencer's Hyper

A crowded store as per you means/purports								
			A crowded store as per you means/purports					Total
			Store is full of merchandise but does not have enough space	Store is full with customers, and the sales staff finds	Store is full of merchandise and customers find difficulty	Store has enough space to accommodate huge crowds, yet t	Any other	
How crowded do you find the store on your visits	Always Crowded	Count	6	20	10	17	3	56
		% within crowd in the store	10.7%	35.7%	17.9%	30.4%	5.4%	100.0%
		% of Total	2.2%	7.5%	3.7%	6.4%	1.1%	21.0%
	Sometimes Crowded	Count	25	23	44	70	10	172
		% within crowd in the store	14.5%	13.4%	25.6%	40.7%	5.8%	100.0%
		% of Total	9.4%	8.6%	16.5%	26.2%	3.7%	64.4%
	Not at all Crowded	Count	2	5	6	9	0	22
		% within crowd in the store	9.1%	22.7%	27.3%	40.9%	.0%	100.0%
		% of Total	.7%	1.9%	2.2%	3.4%	.0%	8.2%
	Can't say	Count	2	1	6	8	0	17
		% within crowd in the store	11.8%	5.9%	35.3%	47.1%	.0%	100.0%
		% of Total	.7%	.4%	2.2%	3.0%	.0%	6.4%
Total		Count	35	49	66	104	13	267
		% within crowd in the store	13.1%	18.4%	24.7%	39.0%	4.9%	100.0%
		% of Total	13.1%	18.4%	24.7%	39.0%	4.9%	100.0%
Pearson Chi-Square = 19.961, df = 12, p-value = 0.073								

Appendix Table 6.6 Crowd in the Store Vs. Frequency of Visit for Big Bazaar

Crowd in the store on your visits							
			How crowded do you find the store on your visits				Total
			Always Crowded	Sometimes Crowded	Not at all Crowded	Can't say	
Frequency of visit in the hypermarket	Once a week	Count	19	35	5	7	66
		% within frequently of visit	28.8%	53.0%	7.6%	10.6%	100.0%
		% of Total	7.1%	13.1%	1.9%	2.6%	24.6%
	More than Once a week	Count	5	16	6	5	32
		% within frequently of visit	15.6%	50.0%	18.8%	15.6%	100.0%
		% of Total	1.9%	6.0%	2.2%	1.9%	11.9%
	Once a month	Count	38	61	17	14	130
		% within frequently of visit	29.2%	46.9%	13.1%	10.8%	100.0%
		% of Total	14.2%	22.8%	6.3%	5.2%	48.5%
	Once in three months	Count	8	15	1	0	24
		% within frequently of visit	33.3%	62.5%	4.2%	.0%	100.0%
		% of Total	3.0%	5.6%	.4%	.0%	9.0%
	Once in six months	Count	5	5	0	1	11
		% within frequently of visit	45.5%	45.5%	.0%	9.1%	100.0%
		% of Total	1.9%	1.9%	.0%	.4%	4.1%
	First time	Count	0	0	4	1	5
		% within frequently of visit	.0%	.0%	80.0%	20.0%	100.0%
		% of Total	.0%	1.5%	.0%	.4%	1.9%
Total		Count	75	136	29	28	268
		% within frequently of visit	28.0%	50.7%	10.8%	10.4%	100.0%
		% of Total	28.0%	50.7%	10.8%	10.4%	100.0%
Pearson Chi-Square = 16.307, df = 15, p-value = 0.362							

Appendix Table 6.7 Crowd in the Store Vs. Frequency of Visit for HyperCITY

Crowd in the store on your visits							
			How crowded do you find the store on your visits				Total
			Always Crowded	Sometimes Crowded	Not at all Crowded	Can't say	
Frequency of visit in the hypermarket	Once a week	Count	11	53	5	6	75
		% within frequently of visit	14.7%	70.7%	6.7%	8.0%	100.0%
		% of Total	4.2%	20.3%	1.9%	2.3%	28.7%
	More than Once a week	Count	4	72	4	2	82
		% within frequently of visit	4.9%	87.8%	4.9%	2.4%	100.0%
		% of Total	1.5%	27.6%	1.5%	.8%	31.4%
	Once a month	Count	15	63	7	6	91
		% within frequently of visit	16.5%	69.2%	7.7%	6.6%	100.0%
		% of Total	5.7%	24.1%	2.7%	2.3%	34.9%
	Once in three months	Count	0	2	4	1	7
		% within frequently of visit	.0%	28.6%	57.1%	14.3%	100.0%
		% of Total	.0%	.8%	1.5%	.4%	2.7%
	First time	Count	0	0	3	3	6
		% within frequently of visit	.0%	.0%	50.0%	50.0%	100.0%
		% of Total	.0%	.4%	1.1%	1.1%	2.3%
Total		Count	30	191	23	17	261
		% within frequently of visit	11.5%	73.2%	8.8%	6.5%	100.0%
		% of Total	11.5%	73.2%	8.8%	6.5%	100.0%
Pearson Chi-Square = 56.109, df = 12, p-value = 0.001							

Appendix Table 6.8 Crowd in the Store Vs. Frequency of Visit for Spencer's Hyper

Crowd in the store on your visits							
			How crowded do you find the store on your visits				Total
			Always Crowded	Sometimes Crowded	Not at all Crowded	Can't say	
Frequency of visit in the hypermarket	Once a week	Count	7	33	4	6	50
		% within frequently of visit	14.0%	66.0%	8.0%	12.0%	100.0%
		% of Total	2.6%	12.4%	1.5%	2.2%	18.7%
	More than Once a week	Count	10	29	8	2	49
		% within frequently of visit	20.4%	59.2%	16.3%	4.1%	100.0%
		% of Total	3.7%	10.9%	3.0%	.7%	18.4%
	Once a month	Count	34	85	7	7	133
		% within frequently of visit	25.6%	63.9%	5.3%	5.3%	100.0%
		% of Total	12.7%	31.8%	2.6%	2.6%	49.8%
	Once in three months	Count	4	19	0	2	25
		% within frequently of visit	16.0%	76.0%	.0%	8.0%	100.0%
		% of Total	1.5%	7.1%	.0%	.7%	9.4%
	Once in six months	Count	1	3	0	0	4
		% within frequently of visit	25.0%	75.0%	.0%	.0%	100.0%
		% of Total	.4%	1.1%	.0%	.0%	1.5%
	First time	Count	0	0	3	3	6
		% within frequently of visit	.0%	.0%	50.0%	50%	100.0%
		% of Total	.0%	.0%	1.1%	1.1%	2.2%
Total		Count	56	172	22	17	267
		% within frequently of visit	21.0%	64.4%	8.2%	6.4%	100.0%
		% of Total	21.0%	64.4%	8.2%	6.4%	100.0%
Pearson Chi-Square = 29.405, df = 15, p-value = 0.014							

Appendix Table 6.9 Crowd influence the purchase of products for Big Bazaar

Crowd in the store on your visits * influence on purchase of the products									
			Crowd in the store influence the purchase of the products						Total
			Crowd attracts customers and generates interest for purchase	I do not get affected by the crowd , I do my own purchase	Crowd in the store annoys me so I get out of store as so	Crowd creates sense of getting a good deal	the store is crowded, I avoid shopping, but do window	Crowd in the store annoys me but I do my necessary shopping	
Crowd in the store on visit	**Always Crowded**	Count	19	31	7	12	2	4	75
		% within Crowd in the store	25.3%	41.3%	9.3%	16.0%	2.7%	5.3%	100.0%
		% of Total	7.1%	11.6%	2.6%	4.5%	.7%	1.5%	28.0%
	Sometimes Crowded	Count	35	51	18	7	14	11	136
		% within Crowd in the store	25.7%	37.5%	13.2%	5.1%	10.3%	8.1%	100.0%
		% of Total	13.1%	19.0%	6.7%	2.6%	5.2%	4.1%	50.7%
	Not at all Crowded	Count	8	4	6	4	5	2	29
		% within Crowd in the store	27.6%	13.8%	20.7%	13.8%	17.2%	6.9%	100.0%
		% of Total	3.0%	1.5%	2.2%	1.5%	1.9%	.7%	10.8%
	Can't say	Count	10	11	2	4	0	1	28
		% within Crowd in the store	35.7%	39.3%	7.1%	14.3%	.0%	3.6%	100.0%
		% of Total	3.7%	4.1%	.7%	1.5%	.0%	.4%	10.4%
Total		Count	72	97	33	27	21	18	268
		% within Crowd in the store	26.9%	36.2%	12.3%	10.1%	7.8%	6.7%	100.0%
		% of Total	26.9%	36.2%	12.3%	10.1%	7.8%	6.7%	100.0%
Pearson Chi-Square = 25.418, df = 15, p-value = 0.045									

Appendix Table 6.10 Crowd influence the purchase of products for HyperCITY

Crowd in the store on your visits * influence on purchase of the products									
			Crowd in the store influence the purchase of the products						Total
			Crowd attracts customers and generates interest for purchase	I do not get affected by the crowd, I do my own purchase	Crowd in the store annoys me so I get out of store as so	Crowd creates sense of getting a good deal	f the store is crowded, I avoid shopping, but do window	Crowd in the store annoys me but I do my necessary shopping	
Crowd in the store on visitvisits	**Always Crowded**	Count	4	12	7	3	0	4	30
		% within crowded in the store	13.3%	40.0%	23.3%	10.0%	.0%	13.3%	100.0%
		% of Total	1.5%	4.6%	2.7%	1.1%	.0%	1.5%	11.5%
	Sometimes Crowded	Count	22	74	41	34	9	11	191
		% within crowded in the store	11.5%	38.7%	21.5%	17.8%	4.7%	5.8%	100.0%
		% of Total	8.4%	28.4%	15.7%	13.0%	3.4%	4.2%	73.2%
	Not at all Crowded	Count	3	9	4	4	2	1	23
		% within .crowded in the store	13.0%	39.1%	17.4%	17.4%	8.7%	4.3%	100.0%
		% of Total	1.1%	3.4%	1.5%	1.5%	.8%	.4%	8.8%
	Can't say	Count	6	6	1	3	0	1	17
		% within crowded in the store	35.3%	35.3%	5.9%	17.6%	.0%	5.9%	100.0%
		% of Total	2.3%	2.3%	.4%	1.1%	.0%	.4%	6.5%
Total		Count	35	101	53	44	11	17	261
		% within crowded in the store	13.4%	38.7%	20.3%	16.9%	4.2%	6.5%	100.0%
		% of Total	13.4%	38.7%	20.3%	16.9%	4.2%	6.5%	100.0%
Pearson Chi-Square = 15.370, df = 15, p-value = 0.425									

Appendix Table 6.11 Crowd influence the purchase of products for Spencer's Hyper

Crowd in the store on your visits * influence on purchase of the products									
			Crowd in the store influence the purchase of the products						Total
			Crowd attracts customers and generates interest for purc	I do not get affected by the crowd, I do my own purchas	Crowd in the store annoys me so I get out of store as so	Crowd creates sense of getting a good deal	f the store is crowded, I avoid shopping, but do window	Crowd in the store annoys me but I do my necessary shopp	
Crowd in the store on visits	**Always Crowded**	Count	9	9	4	15	6	13	56
		% within crowded in the store	16.1%	16.1%	7.1%	26.8%	10.7%	23.2%	100.0%
		% of Total	3.4%	3.4%	1.5%	5.6%	2.2%	4.9%	21.0%
	Sometimes Crowded	Count	22	75	22	26	18	9	172
		% within crowded in the store	12.8%	43.6%	12.8%	15.1%	10.5%	5.2%	100.0%
		% of Total	8.2%	28.1%	8.2%	9.7%	6.7%	3.4%	64.4%
	Not at all Crowded	Count	4	7	6	5	0	0	22
		% within crowded in the store	18.2%	31.8%	27.3%	22.7%	.0%	.0%	100.0%
		% of Total	1.5%	2.6%	2.2%	1.9%	.0%	.0%	8.2%
	Can't say	Count	3	7	2	3	2	0	17
		% within crowded in the store	17.6%	41.2%	11.8%	17.6%	11.8%	.0%	100.0%
		% of Total	1.1%	2.6%	.7%	1.1%	.7%	.0%	6.4%
Total		Count	38	98	34	49	26	22	267
		% within crowded in the store	14.2%	36.7%	12.7%	18.4%	9.7%	8.2%	100.0%
		% of Total	14.2%	36.7%	12.7%	18.4%	9.7%	8.2%	100.0%
Pearson Chi-Square = 40.856, df = 15, p-value = 0.001									

Appendix Table 6.12 Billing Time Influence on Customers' Frequency of the Visit for Big Bazaar

Billing time influence						
			Does the billing time influence			Total
			Yes	NO	Can't say	
Frequency of visit this hypermarket	Once a week	Count	30	19	17	66
		% within frequency of visit	45.5%	28.8%	25.8%	100.0%
		% of Total	11.2%	7.1%	6.3%	24.6%
	More than Once a week	Count	9	13	10	32
		% within frequency of visit	28.1%	40.6%	31.3%	100.0%
		% of Total	3.4%	4.9%	3.7%	11.9%
	Once a month	Count	56	42	32	130
		% within frequency of visit	43.1%	32.3%	24.6%	100.0%
		% of Total	20.9%	15.7%	11.9%	48.5%
	Once in three months	Count	7	13	4	24
		% within frequency of visit	29.2%	54.2%	16.7%	100.0%
		% of Total	2.6%	4.9%	1.5%	9.0%
	Once in six months	Count	5	4	2	11
		% within frequency of visit	45.5%	36.4%	18.2%	100.0%
		% of Total	1.9%	1.5%	.7%	4.1%
	First time	Count	3	1	1	5
		% within frequency of visit	60.0%	20.0%	20.0%	100.0%
		% of Total	1.1%	.4%	.4%	1.9%
Total		Count	110	92	66	268
		% within frequency of visit	41.0%	34.3%	24.6%	100.0%
		% of Total	41.0%	34.3%	24.6%	100.0%
Pearson Chi-Square = 8.689, df = 10, p-value = 0.562						

Appendix Table 6.13 Billing Time Influence on Customers' Frequency of the Visit for HyperCITY

Billing time influence						
			Does the billing time influence your purchase decision			Total
			Yes	NO	Can't say	
Frequency of visit this hypermarket	Once a week	Count	47	19	9	75
		% within frequency of visit	62.7%	25.3%	12.0%	100.0 %
		% of Total	18.0%	7.3%	3.4%	28.7%
	More than Once a week	Count	53	20	9	82
		% within frequency of visit	64.6%	24.4%	11.0%	100.0 %
		% of Total	20.3%	7.7%	3.4%	31.4%
	Once a month	Count	41	26	24	91
		% within frequency of visit	45.1%	28.6%	26.4%	100.0 %
		% of Total	15.7%	10.0%	9.2%	34.9%
	Once in three months	Count	4	1	2	7
		% within frequency of visit	57.1%	14.3%	28.6%	100.0 %
		% of Total	1.5%	.4%	.8%	2.7%
	First time	Count	3	2	1	6
		% within frequency of visit	50.0%	33.3%	16.7%	100.0 %
		% of Total	1.1%	.8%	.4%	2.3%
Total		Count	148	68	45	261
		% within frequency of visit	56.7%	26.1%	17.2%	100.0 %
		% of Total	56.7%	26.1%	17.2%	100.0 %
Pearson Chi-Square = 12.409, df = 8, p-value = 0.134						

Appendix Table 6.14 Billing Time Influence on Customers' Frequency of the Visit for Spencer's Hyper

Billing time influence						
			Does the billing time influence your purchase decision			Total
			Yes	NO	Can't say	
Frequency of you visit this hypermarket	Once a week	Count	26	10	14	50
		% within frequency of visit	52.0%	20.0%	28.0%	100.0 %
		% of Total	9.7%	3.7%	5.2%	18.7%
	More than Once a week	Count	35	9	5	49
		% within frequency of visit	71.4%	18.4%	10.2%	100.0 %
		% of Total	13.1%	3.4%	1.9%	18.4%
	Once a month	Count	75	35	23	133
		% within frequency of visit	56.4%	26.3%	17.3%	100.0 %
		% of Total	28.1%	13.1%	8.6%	49.8%
	Once in three months	Count	13	8	4	25
		% within frequency of visit	52.0%	32.0%	16.0%	100.0 %
		% of Total	4.9%	3.0%	1.5%	9.4%
	Once in six months	Count	4	0	0	4
		% within frequency of visit	100.0%	.0%	.0%	100.0 %
		% of Total	1.5%	.0%	.0%	1.5%
	First time	Count	3	1	2	6
		% within frequency of visit	50.0%	16.7%	33.3%	100.0 %
		% of Total	1.1%	.4%	.7%	2.2%
Total		Count	156	63	48	267
		% within frequency of visit	58.4%	23.6%	18.0%	100.0 %
		% of Total	58.4%	23.6%	18.0%	100.0 %
Pearson Chi-Square = 12.407, df = 10, p-value = 0.259						

APPENDIX-7

Nidhi Gupta
Research Scholar

School of Management Studies
University of Hyderabad

Questionnaire for Customers

This questionnaire is prepared for measuring role of customer store choice in/and patronage behavior. The data collected will be used purely for academic purpose and will be kept confidential.

Please answer the following questions; your cooperation will be appreciated.

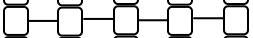
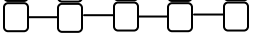
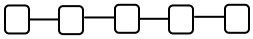
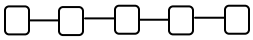
	Hyper-City	Big Bazaar	Spencer-Hyper
Which store do you visit frequently (tick one or more)			
From which store you make maximum purchase (Please tick only one)			

1	Name	
2	Gender	Male ☐ Female ☐
3	Age	Below 25 ☐ 25– 34 years ☐ 35– 44 years ☐ 45– 54 year ☐ 55– 64 years ☐ over 65 ☐
4	Education	Less than high school ☐ Completed high school ☐ Completed Intermediate ☐ Graduate ☐ Postgraduate ☐
5	Household monthly income	Less than Rs 20,000 ☐ Rs. 20,000 – 39,999 ☐ Rs. 40,000 – 59,999 ☐ Rs. 60,000 – 79,999 ☐ Rs. 80,000 – 99,999 ☐ Rs. 100,000 and above ☐
6	Marital Status	Single ☐ Married ☐ Others ☐
7	Number of members in household	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ Children:- Yes ☐ No ☐ Number of Children….....
8	Amount spent on single purchase	Less than 1000 ☐ 1000-2000 ☐ 2000-3000 ☐ 3000-4000 ☐ 4000-5000 ☐ More than 5000 ☐

9. What factor influenced you most to choose this hypermarket? (In case of more than one factor, please specify in what rank the factors influenced your choice.)

1. Brand Name of the hypermarket	2. Advertisement of store
3. Ease of Location	4. In store events/themes/offer
5. Product range and variety offered	6. Promotional schemes/offers
7. Services of the store	8. Children
9. Price	10. Bulk buying
11. store environment	

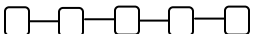
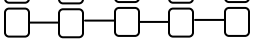
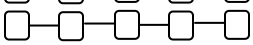
10. The environment of this hypermarket is:

(1) Tense		Relaxed
(2) Uncomfortable		Comfortable
(3) Depressing		Cheerful
(4) Drab		Colorful
(5) Boring		Stimulating

11. When shopping in this hypermarket you felt:

(1)Annoyed (2) Satisfied (3) Dissatisfied (4) Delighted (5) Displeased

12. This hypermarket is:

(1) Badly designed		Well designed
(2) Not well arranged		Well arranged
(3) Dirty		Clean
(4) Not designed with customers in mind		Designed with the customers in mind

13. How frequently you visit this hypermarket?

(1) Once a week (2) More than Once a week (3) Once a month (4) Once in three months (5) Once in six months (6) First time

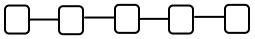
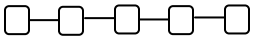
14. How crowded do you find the store on your visits?

(1) Always Crowded (2) Sometimes Crowded (3) Not at all Crowded (4) Can't say

15. A crowded store as per you means/purports-

(1) Store is full of merchandise but does not have enough space to move around
(2) Store is full with customers, and the sales staff finds difficulty in moving
(3) Store is full of merchandise and customers find difficulty in moving freely
(4) Store has enough space to accommodate huge crowds, yet the merchandise attracts many customers.
(5) Any other please specify……

16. Perceived Crowdedness

(2) Restricted  Free to Move
(3) Confined  Spacious

17. Crowd in the store influence the purchase of the products

(1) Crowd attracts customers and generates interest for purchase of products
(2) I do not get affected by the crowd , I do my own purchasing
(3) Crowd in the store annoys me so I get out of store as soon as possible without purchase
(4) Crowd creates sense of getting a good deal
(5) If the store is crowded, I avoid shopping, but do window shopping
(6) Crowd in the store annoys me but I do my necessary shopping

18. How would you justify your time spent at the hypermarket?

(1) Long but worthy (2) Long, and unworthy (3) Short compared to the deal I got
(4)Short because store service is good

19. Does the billing time influence your purchase decision?
(1) Yes (2) No (3) Can't say

20. Please give your level of satisfaction for the statements given below, from strongly disagree to strongly agree:

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Price Factor						
1	Price is less than what I expect it to be	1	2	3	4	5
2	Price is less than average market price	1	2	3	4	5
3	Price is less than what other retailers charge	1	2	3	4	5
4	Products here is a great deal; I will definitely buy from this hypermarket	1	2	3	4	5
5	Prices are about the same as competitors	1	2	3	4	5
6	At this price, I would save a lot of money	1	2	3	4	5
Value for the money						
1	I am very concerned about low prices, but I am equally concerned about product quality	1	2	3	4	5
2	When shopping, I compare prices of different brands and stores to be sure I get the best value for the money	1	2	3	4	5
3	This hypermarket offers value for money.	1	2	3	4	5
4	When purchasing a product, I always try to maximize the quality I get for the money I spend.	1	2	3	4	5
5	This hypermarket's services are reasonably priced.	1	2	3	4	5

6	When I buy products, I like to be sure I am getting my money's worth	1	2	3	4	5
7	I generally shop around for lower prices on products, but they still must meet certain quality requirements before I will buy them	1	2	3	4	5
8	Using this hypermarket is economical.	1	2	3	4	5
Feelings while Shopping						
1	I continue to shop at this hypermarket since it is always a pleasant experience.	1	2	3	4	5
2	Compared to other things I could have done, the time spent shopping here was truly enjoyable.	1	2	3	4	5
3	I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	1	2	3	4	5
4	While shopping, I felt a sense of adventure.	1	2	3	4	5
5	This shopping trip was not a very nice time out.	1	2	3	4	5
6	I felt happy going to that hypermarket because of the hypermarket's environment	1	2	3	4	5
hypermarket worth visiting						
1	I accomplished just what I wanted to on this shopping trip.	1	2	3	4	5
2	I couldn't buy what I really needed.	1	2	3	4	5
3	While shopping, I found just the item(s) I was looking for.	1	2	3	4	5
4	I was disappointed because I had to go to another hypermarket(s) to complete my shopping.	1	2	3	4	5
5	I shop exclusively at this hypermarket	1	2	3	4	5
6	I spend maximum percentage of my total purchasing expenditure at this hypermarket	1	2	3	4	5
7	Maximum percentage of my total shopping trips is made to this hypermarket.	1	2	3	4	5
8	I buy a maximum percentage of quantity/items at this hypermarket	1	2	3	4	5
9	Are the consecutive trips made to this hypermarket 'significantly' more than the consecutive runs made to other similar, competing hypermarket	1	2	3	4	5
Re-patronage intentions						
1	Shopping in this hypermarket is my first choice	1	2	3	4	5
2	I am going to do my shopping in this hypermarket in the next few weeks	1	2	3	4	5
3	I will probably visit this hypermarket again in the future	1	2	3	4	5
4	I care about the long term success of this hypermarket	1	2	3	4	5
5	I'm likely to say good things about this hypermarket.	1	2	3	4	5
6	I would recommend this hypermarket to my friends and relatives and others.	1	2	3	4	5
Re-patronage anticipation						
1	I look forward to visiting this hypermarket in the future.	1	2	3	4	5
2	No matter how often I visit this hypermarket, I always look forward to coming back	1	2	3	4	5
Location factor						

1	The hypermarket was in a good location	1	2	3	4	5
2	It was convenient for me to travel to that hypermarket	1	2	3	4	5
3	The hypermarket is located near my home.	1	2	3	4	5
4	This hypermarket is located near my workplace.	1	2	3	4	5
5	Parking is very convenient	1	2	3	4	5
6	The hypermarket is quite conveniently located to meet many people	1	2	3	4	5
Store Attributes						
1	The shelf is not too high to pick up merchandise with hands	1	2	3	4	5
2	The merchandise display is very attractive	1	2	3	4	5
3	The hypermarket has a pleasant atmosphere	1	2	3	4	5
4	It was easy to get in and out of that hypermarket	1	2	3	4	5
5	The hypermarket had convenient opening hours	1	2	3	4	5
6	Convenient to do one stop shopping	1	2	3	4	5
7	Hypermarket has good products	1	2	3	4	5
8	Employees are courteous, professional, and always willing to respond to my request promptly	1	2	3	4	5
9	The quality of this hypermarket's service is excellent.	1	2	3	4	5
10	The hypermarket’s refund policy is appropriate	1	2	3	4	5
11	The hypermarket offers easy exchange services for goods I have purchased	1	2	3	4	5
12	I view the brand name positively	1	2	3	4	5
Product attributes						
1	This hypermarket sells a variety of products from different manufacturers	1	2	3	4	5
2	The products offered are up-to-date and in fashion	1	2	3	4	5
3	The product selection of this hypermarket is inadequate	1	2	3	4	5
4	The quality of the products available in this hypermarket is high	1	2	3	4	5
5	All popular products are sold in this hypermarket	1	2	3	4	5
6	Finding the products I am looking for is easy in this hypermarket.	1	2	3	4	5
Sale Promotions effect						
1	If a product is on sale, that can be a reason for me to buy it	1	2	3	4	5
2	When I buy a brand that is on sale, I feel that I am getting a good deal	1	2	3	4	5
3	I have favorite brands, but most of the time I buy the brand that is on sale	1	2	3	4	5
4	I am more likely to buy brands that are on sale	1	2	3	4	5
5	Compared to most people, I am more likely to buy brands that are on sale	1	2	3	4	5
6	Store makes good products offers	1	2	3	4	5
7	In store events are very attractive	1	2	3	4	5
Price Sensitivity						
1	I am not willing to go to extra effort to find lower prices	1	2	3	4	5
2	I will shop at more than one store to take advantage of low prices	1	2	3	4	5
3	The money saved by finding lower prices is usually worth the time and effort	1	2	3	4	5

4	I often shop at more than one store to find low prices	1	2	3	4	5

Please give us your suggestions for this store

Store services

Store products

☺ Thank You ☺

APPENDIX-8

Interview guide

1- What is the history of this store? Of the chain it belongs to?

2- What is your code of conduct?

3- What kind of customers do you have?

4- Do you have a strategy concerning your customers?

   a. How do you approach your customers?

   b. How do you keep your customers loyal?

   c. How do you win-back customers who leave?

   d. Do you track your customers' preferences in order to offer them customized offers/suggestions?

   e. what kind of offers you have?

5- What are the challenges you are facing?

6- Do you use website as a complementary tool for your customers to have some information for their future purchase?

7- Have your customers changed overtime?

8- What is your turnover and foot falls in a year?

9- What are the opportunities you are looking for?

10- What are your future plans?

GLOSSARY

GLOSSARY

Choice –Choice of a store is the result of a specific purchasing task and refers to a purchase in a particular store, usually after gathering information and evaluating alternative stores

Consumer Sales Promotion – Sales promotion activities have a direct impact on behaviour as it motivates a consumer to buy now rather than in future.

Cues – An event, action, or statement that tells someone indirectly that they should do something or a signal, such as a word or action, used to prompt another event in a performance.

Customer Loyalty – Customer Loyalty is the commitment or tendency of the customer to shop at store s/he is emotionally attached to the firm for obvious reasons.

Events - Events are live programmes, which can be an excellent source of promoting the brand outside the store as well as within the store.

Every Day Low Pricing (EDLP) - The strategy entails keeping retail prices below the MRP mentioned on the goods on a daily basis.

Gross Profit Margin – The gross profit margin is indicative of the relationship between the revenue generated by a store from the net sales and the cost of selling those goods.

Hedonic Value – Hedonic shopping value reflects the value received from the multisensory, fantasy and emotive aspects of the shopping experience.

High-Low Pricing – Retailers offer prices that are sometimes above their competitor's EDLP, but they use advertisements to promote frequent sales.

In-store Promotion – This kind of promotion is done inside the store to persuade customer to purchase the product. In-store promotion is called 'point-of-sale'.

Intention - The intention refers to the consumer's purchasing pattern throughout a variety of purchasing tasks. The intention patterns of the store could be a result of store loyalty based on the consumer's commitment and strong preference or reduced involvement.

Net Profit Margin (Return on Sales) – Measures the net profit earned on sales by a retail store. It ensures the competitiveness of the store in the marketplace.

Patronage – Patronage refers to activity of consumers shopping exclusively at a particular store due to some specific reason; a particular store where a consumer buys maximum quantity of products, spends maximum amount and makes maximum trips to that single store, in comparison to other competing stores.

Perceived-Value Pricing – It is a method of pricing in which a seller attempts to set the price at the level that the intended buyers value the product.

Perception – Can be defined as 'The process of selecting, organizing and interpreting or attaching meaning to events that occur in the environment'.

Personnel Selling – Building a good personnel selling efforts can develop a valuable competitive age over large competitors.

Point-of-Purchase (POP) – The term refers to the promotional graphics focused on influencing consumer behaviour at the moment of purchasing decision.

Preferences – Preference is further linked to a positive state of consumer affection for a particular store, which may or may not result in the choice or support of a store.

Promotion – Represents all the communication that a marketer may use in the marketplace.

Quality – The perception in the mind of the consumer for the price paid for the product and the value delivered through the product

Retail Consumer Behaviour – The act of designing a retail experience for the End Users (Consumer) and the buyer in order to identify and understand their needs and wants by reaching the presentation, learning, motivation, attitude, culture and such other variables.

Retail Pricing – Activities related to managing the cost, merchandise, store and talking competition using pricing as a strategy so as to generate value, quality, and benefit to the customer and to increase the profitability for the retailer.

Sales Promotion – The use of incentives techniques that create a perception of greater brand value among consumers and trade and business buyers.

Store Brands – Retailers who adopt multi-formats will brand their store according to the merchandise so as to differentiate them from their own other formats, and this process is called store branding.

Store Format – The process of planning, selecting, implementing the type of store based on various factor like target market, type of merchandise, pricing strategies and positioning.

Store Image – It is how the shopper perceives the store in terms of the products available in the store, the store itself and the expenses he or she expects when shopping at the store.

Store Location – Refers to strategising the place where a store has to be located. It includes the catchment analysis, catchment area analysis, and also location analysis, so as to benefit the retailer and the consumer alike.

Store Promotions – Store promotion are implemented by the strategy of store operations, visual merchandise and the marketing department.

Utilitarian Value – Utilitarian shopping value reflects the acquisition of products and/or information in an efficient manner and can be viewed as reflecting a more task oriented, cognitive, and non-emotional outcome of shopping.

CUSTOMER PROFILE

Hypermarket (Combined Sample) Customer profile by Frequency of visit

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Monthly Income * Frequency of visit * Age * Gender	796	100.0%	0	.0%	796	100.0%

gender	age				How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
Male	Below 25	montlyIncome	Less than Rs 20,000	Count	27	7	25	5	2	1	67
				% within montlyIncome	40.3%	10.4%	37.3%	7.5%	3.0%	1.5%	100.0%
			Rs. 20,000 - 39,999	Count	9	12	17	0	0	2	40
				% within montlyIncome	22.5%	30.0%	42.5%	.0%	.0%	5.0%	100.0%
			Rs. 40,000 - 59,999	Count	6	4	8	0	0	1	19
				% within montlyIncome	31.6%	21.1%	42.1%	.0%	.0%	5.3%	100.0%
			Rs. 60,000 - 79,999	Count	1	1	3	1	0	0	6
				% within montlyIncome	16.7%	16.7%	50.0%	16.7%	.0%	.0%	100.0%
			Rs. 80,000 - 99,999	Count	2	1	2	0	0	0	5
				% within montlyIncome	40.0%	20.0%	40.0%	.0%	.0%	.0%	100.0%
			Rs. 100,000 and above	Count	6	3	7	0	0	0	16
				% within montlyIncome	37.5%	18.8%	43.8%	.0%	.0%	.0%	100.0%
		Total		Count	51	28	62	6	2	4	153
				% within montlyIncome	33.3%	18.3%	40.5%	3.9%	1.3%	2.6%	100.0%
	25- 34 years	montlyIncome	Less than Rs 20,000	Count	10	10	16	2	3	3	44
				% within montlyIncome	22.7%	22.7%	36.4%	4.5%	6.8%	6.8%	100.0%
			Rs. 20,000 - 39,999	Count	16	21	32	4	0	1	74
				% within montlyIncome	21.6%	28.4%	43.2%	5.4%	.0%	1.4%	100.0%
			Rs. 40,000 - 59,999	Count	20	19	19	6	0	0	64

gender	age			How frequently you visit this hypermarket						Total
				Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
			% within montlyIncome	31.3%	29.7%	29.7%	9.4%	.0%	.0%	100.0%
		Rs. 60,000 - 79,999	Count	3	5	7	0	1	0	16
			% within montlyIncome	18.8%	31.3%	43.8%	.0%	6.3%	.0%	100.0%
		Rs. 80,000 - 99,999	Count	5	1	3	4	0	2	15
			% within montlyIncome	33.3%	6.7%	20.0%	26.7%	.0%	13.3%	100.0%
		Rs. 100,000 and above	Count	3	4	13	2	3	0	25
			% within montlyIncome	12.0%	16.0%	52.0%	8.0%	12.0%	.0%	100.0%
	Total		Count	57	60	90	18	7	6	238
			% within montlyIncome	23.9%	25.2%	37.8%	7.6%	2.9%	2.5%	100.0%
35- 44 years	montlyIncome	Less than Rs 20,000	Count	0	0	1	0	0		1
			% within montlyIncome	.0%	.0%	100.0%	.0%	.0%		100.0%
		Rs. 20,000 - 39,999	Count	0	0	4	4	0		8
			% within montlyIncome	.0%	.0%	50.0%	50.0%	.0%		100.0%
		Rs. 40,000 - 59,999	Count	4	2	8	0	0		14
			% within montlyIncome	28.6%	14.3%	57.1%	.0%	.0%		100.0%
		Rs. 60,000 - 79,999	Count	1	1	9	0	0		11
			% within montlyIncome	9.1%	9.1%	81.8%	.0%	.0%		100.0%
		Rs. 80,000 - 99,999	Count	2	0	6	0	2		10
			% within montlyIncome	20.0%	.0%	60.0%	.0%	20.0%		100.0%
		Rs. 100,000 and above	Count	10	1	20	0	0		31
			% within montlyIncome	32.3%	3.2%	64.5%	.0%	.0%		100.0%
	Total		Count	17	4	48	4	2		75
			% within montlyIncome	22.7%	5.3%	64.0%	5.3%	2.7%		100.0%
45- 54 year	montlyIncome	Rs. 20,000 - 39,999	Count	0	0	0	1			1
			% within montlyIncome	.0%	.0%	.0%	100.0%			100.0%
		Rs. 40,000 - 59,999	Count	0	2	2	0			4
			% within montlyIncome	.0%	50.0%	50.0%	.0%			100.0%
		Rs. 60,000 - 79,999	Count	6	3	4	0			13

gender	age				How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within montlyIncome	46.2%	23.1%	30.8%	.0%			100.0%
			Rs. 80,000 - 99,999	Count	3	0	2	0			5
				% within montlyIncome	60.0%	.0%	40.0%	.0%			100.0%
			Rs. 100,000 and above	Count	1	1	3	0			5
				% within montlyIncome	20.0%	20.0%	60.0%	.0%			100.0%
		Total		Count	10	6	11	1			28
				% within montlyIncome	35.7%	21.4%	39.3%	3.6%			100.0%
	55- 64 years	montlyIncome	Rs. 20,000 - 39,999	Count		1	2			1	4
				% within montlyIncome		25.0%	50.0%			25.0%	100.0%
			Rs. 40,000 - 59,999	Count		0	3			0	3
				% within montlyIncome		.0%	100.0%			.0%	100.0%
			Rs. 60,000 - 79,999	Count		1	0			0	1
				% within montlyIncome		100.0%	.0%			.0%	100.0%
			Rs. 80,000 - 99,999	Count		1	0			0	1
				% within montlyIncome		100.0%	.0%			.0%	100.0%
			Rs. 100,000 and above	Count		0	3			0	3
				% within montlyIncome		.0%	100.0%			.0%	100.0%
		Total		Count		3	8			1	12
				% within montlyIncome		25.0%	66.7%			8.3%	100.0%
Female	Below 25	montlyIncome	Less than Rs 20,000	Count	7	8	15	1	0	0	31
				% within montlyIncome	22.6%	25.8%	48.4%	3.2%	.0%	.0%	100.0%
			Rs. 20,000 - 39,999	Count	7	7	13	3	1	1	32
				% within montlyIncome	21.9%	21.9%	40.6%	9.4%	3.1%	3.1%	100.0%
			Rs. 40,000 - 59,999	Count	14	9	10	2	1	0	36
				% within montlyIncome	38.9%	25.0%	27.8%	5.6%	2.8%	.0%	100.0%
			Rs. 60,000 - 79,999	Count	0	1	8	0	0	0	9
				% within montlyIncome	.0%	11.1%	88.9%	.0%	.0%	.0%	100.0%
			Rs. 80,000 - 99,999	Count	0	0	5	0	0	0	5

gender	age			How frequently you visit this hypermarket						Total
				Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
			% within montlyIncome	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
		Rs. 100,000 and above	Count	4	0	2	0	0	0	6
			% within montlyIncome	66.7%	.0%	33.3%	.0%	.0%	.0%	100.0%
	Total		Count	32	25	53	6	2	1	119
			% within montlyIncome	26.9%	21.0%	44.5%	5.0%	1.7%	.8%	100.0%
25- 34 years	montlyIncome	Less than Rs 20,000	Count	4	2	4	1	0	0	11
			% within montlyIncome	36.4%	18.2%	36.4%	9.1%	.0%	.0%	100.0%
		Rs. 20,000 - 39,999	Count	9	13	16	2	0	0	40
			% within montlyIncome	22.5%	32.5%	40.0%	5.0%	.0%	.0%	100.0%
		Rs. 40,000 - 59,999	Count	3	8	21	3	1	0	36
			% within montlyIncome	8.3%	22.2%	58.3%	8.3%	2.8%	.0%	100.0%
		Rs. 60,000 - 79,999	Count	0	5	5	1	0	1	12
			% within montlyIncome	.0%	41.7%	41.7%	8.3%	.0%	8.3%	100.0%
		Rs. 80,000 - 99,999	Count	1	0	5	0	0	0	6
			% within montlyIncome	16.7%	.0%	83.3%	.0%	.0%	.0%	100.0%
		Rs. 100,000 and above	Count	3	3	13	5	0	3	27
			% within montlyIncome	11.1%	11.1%	48.1%	18.5%	.0%	11.1%	100.0%
	Total		Count	20	31	64	12	1	4	132
			% within montlyIncome	15.2%	23.5%	48.5%	9.1%	.8%	3.0%	100.0%
35- 44 years	montlyIncome	Less than Rs 20,000	Count		0	0	2	0		2
			% within montlyIncome		.0%	.0%	100.0%	.0%		100.0%
		Rs. 20,000 - 39,999	Count		1	6	1	0		8
			% within montlyIncome		12.5%	75.0%	12.5%	.0%		100.0%
		Rs. 40,000 - 59,999	Count		2	2	1	0		5
			% within montlyIncome		40.0%	40.0%	20.0%	.0%		100.0%
		Rs. 60,000 - 79,999	Count		1	3	0	1		5
			% within montlyIncome		20.0%	60.0%	.0%	20.0%		100.0%
		Rs. 80,000 - 99,999	Count		0	1	0	0		1
			% within montlyIncome		.0%	100.0%	.0%	.0%		100.0%

gender	age			How frequently you visit this hypermarket						Total
				Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
		Rs. 100,000 and above	Count		1	1	1	0		3
			% within montlyIncome		33.3%	33.3%	33.3%	.0%		100.0%
	Total		Count		5	13	5	1		24
			% within montlyIncome		20.8%	54.2%	20.8%	4.2%		100.0%
45- 54 year	montlyIncome	Rs. 20,000 - 39,999	Count	1		1	0		0	2
			% within montlyIncome	50.0%		50.0%	.0%		.0%	100.0%
		Rs. 40,000 - 59,999	Count	0		0	0		1	1
			% within montlyIncome	.0%		.0%	.0%		100.0%	100.0%
		Rs. 60,000 - 79,999	Count	0		2	0		0	2
			% within montlyIncome	.0%		100.0%	.0%		.0%	100.0%
		Rs. 100,000 and above	Count	1		0	2		0	3
			% within montlyIncome	33.3%		.0%	66.7%		.0%	100.0%
	Total		Count	2		3	2		1	8
			% within montlyIncome	25.0%		37.5%	25.0%		12.5%	100.0%
55- 64 years	montlyIncome	Rs. 20,000 - 39,999	Count	0	0	1	0			1
			% within montlyIncome	.0%	.0%	100.0%	.0%			100.0%
		Rs. 60,000 - 79,999	Count	0	0	0	2			2
			% within montlyIncome	.0%	.0%	.0%	100.0%			100.0%
		Rs. 80,000 - 99,999	Count	0	0	1	0			1
			% within montlyIncome	.0%	.0%	100.0%	.0%			100.0%
		Rs. 100,000 and above	Count	2	1	0	0			3
			% within montlyIncome	66.7%	33.3%	.0%	.0%			100.0%
	Total		Count	2	1	2	2			7
			% within montlyIncome	28.6%	14.3%	28.6%	28.6%			100.0%

Store Wise Customer Profile by Amount Spent per Visit

Case Processing Summary

GROUP		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Big Bazaar	Monthly Income * Amount spent on single purchase * Age * Gender	268	100.0%	0	.0%	268	100.0%
Hyper-City	Monthly Income * Amount spent on single purchase * Age * Gender	261	100.0%	0	.0%	261	100.0%
Spencer-Hyper	Monthly Income * Amount spent on single purchase * Age * Gender	267	100.0%	0	.0%	267	100.0%

GROUP	gender	age				Amount spent on single purchase						Total
						Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
Big Bazaar	Male	Below 25	montlyIncome	Less than Rs 20,000	Count	16	20	3	0	3	1	43
					% within montlyIncome	37.2%	46.5%	7.0%	.0%	7.0%	2.3%	100.0%
				Rs. 20,000 - 39,999	Count	7	7	1	0	1	0	16
					% within montlyIncome	43.8%	43.8%	6.3%	.0%	6.3%	.0%	100.0%
				Rs. 40,000 - 59,999	Count	1	6	4	0	0	0	11
					% within montlyIncome	9.1%	54.5%	36.4%	.0%	.0%	.0%	100.0%
				Rs. 80,000 - 99,999	Count	2	0	0	1	0	0	3
					% within montlyIncome	66.7%	.0%	.0%	33.3%	.0%	.0%	100.0%
				Rs. 100,000 and above	Count	2	8	0	1	0	1	12
					% within montlyIncome	16.7%	66.7%	.0%	8.3%	.0%	8.3%	100.0%
			Total		Count	28	41	8	2	4	2	85
					% within montlyIncome	32.9%	48.2%	9.4%	2.4%	4.7%	2.4%	100.0%
		25- 34 years	montlyIncome	Less than Rs 20,000	Count	2	6	4	0	3	0	15

GROUP	gender	age			Amount spent on single purchase						Total
					Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
				% within montlyIncome	13.3%	40.0%	26.7%	.0%	20.0%	.0%	100.0%
			Rs. 20,000 - 39,999	Count	3	8	4	2	0	1	18
				% within montlyIncome	16.7%	44.4%	22.2%	11.1%	.0%	5.6%	100.0%
			Rs. 40,000 - 59,999	Count	4	1	7	1	1	0	14
				% within montlyIncome	28.6%	7.1%	50.0%	7.1%	7.1%	.0%	100.0%
			Rs. 60,000 - 79,999	Count	0	2	2	0	0	0	4
				% within montlyIncome	.0%	50.0%	50.0%	.0%	.0%	.0%	100.0%
			Rs. 80,000 - 99,999	Count	0	0	4	2	1	0	7
				% within montlyIncome	.0%	.0%	57.1%	28.6%	14.3%	.0%	100.0%
			Rs. 100,000 and above	Count	0	1	0	0	3	1	5
				% within montlyIncome	.0%	20.0%	.0%	.0%	60.0%	20.0%	100.0%
		Total		Count	9	18	21	5	8	2	63
				% within montlyIncome	14.3%	28.6%	33.3%	7.9%	12.7%	3.2%	100.0%
	35- 44 years	montlyIncome	Rs. 40,000 - 59,999	Count		1	0			0	1
				% within montlyIncome		100.0%	.0%			.0%	100.0%
			Rs. 60,000 - 79,999	Count		0	2			0	2
				% within montlyIncome		.0%	100.0%			.0%	100.0%
			Rs. 80,000 - 99,999	Count		0	2			0	2
				% within montlyIncome		.0%	100.0%			.0%	100.0%
			Rs. 100,000 and above	Count		0	1			1	2
				% within montlyIncome		.0%	50.0%			50.0%	100.0%
		Total		Count		1	5			1	7
				% within montlyIncome		14.3%	71.4%			14.3%	100.0%
	45- 54 year	montlyIncome	Rs. 60,000 - 79,999	Count		1	3	0			4
				% within montlyIncome		25.0%	75.0%	.0%			100.0%
			Rs. 100,000 and above	Count		0	0	1			1
				% within montlyIncome		.0%	.0%	100.0%			100.0%
		Total		Count		1	3	1			5

GROUP	gender	age				Amount spent on single purchase						Total
						Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
					% within montlyIncome		20.0%	60.0%	20.0%			100.0%
	Female	Below 25	montlyIncome	Less than Rs 20,000	Count	4	2	2	0	1		9
					% within montlyIncome	44.4%	22.2%	22.2%	.0%	11.1%		100.0%
				Rs. 20,000 - 39,999	Count	2	5	2	0	0		9
					% within montlyIncome	22.2%	55.6%	22.2%	.0%	.0%		100.0%
				Rs. 40,000 - 59,999	Count	4	7	2	3	0		16
					% within montlyIncome	25.0%	43.8%	12.5%	18.8%	.0%		100.0%
				Rs. 60,000 - 79,999	Count	1	0	1	0	0		2
					% within montlyIncome	50.0%	.0%	50.0%	.0%	.0%		100.0%
				Rs. 80,000 - 99,999	Count	0	2	1	0	0		3
					% within montlyIncome	.0%	66.7%	33.3%	.0%	.0%		100.0%
				Rs. 100,000 and above	Count	3	2	1	0	0		6
					% within montlyIncome	50.0%	33.3%	16.7%	.0%	.0%		100.0%
			Total		Count	14	18	9	3	1		45
					% within montlyIncome	31.1%	40.0%	20.0%	6.7%	2.2%		100.0%
		25- 34 years	montlyIncome	Less than Rs 20,000	Count	3	2	0	0	0		5
					% within montlyIncome	60.0%	40.0%	.0%	.0%	.0%		100.0%
				Rs. 20,000 - 39,999	Count	0	7	1	0	1		9
					% within montlyIncome	.0%	77.8%	11.1%	.0%	11.1%		100.0%
				Rs. 40,000 - 59,999	Count	4	7	3	2	0		16
					% within montlyIncome	25.0%	43.8%	18.8%	12.5%	.0%		100.0%
				Rs. 60,000 - 79,999	Count	0	3	1	1	0		5
					% within montlyIncome	.0%	60.0%	20.0%	20.0%	.0%		100.0%
				Rs. 80,000 - 99,999	Count	0	1	1	0	0		2
					% within montlyIncome	.0%	50.0%	50.0%	.0%	.0%		100.0%
				Rs. 100,000 and above	Count	5	2	5	0	2		14
					% within montlyIncome	35.7%	14.3%	35.7%	.0%	14.3%		100.0%
			Total		Count	12	22	11	3	3		51

GROUP	gender	age				Amount spent on single purchase						Total
						Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
					% within montlyIncome	23.5%	43.1%	21.6%	5.9%	5.9%		100.0%
		35- 44 years	montlyIncome	Rs. 20,000 - 39,999	Count	3	0	0	0			3
					% within montlyIncome	100.0%	.0%	.0%	.0%			100.0%
				Rs. 40,000 - 59,999	Count	0	0	1	0			1
					% within montlyIncome	.0%	.0%	100.0%	.0%			100.0%
				Rs. 60,000 - 79,999	Count	0	0	3	0			3
					% within montlyIncome	.0%	.0%	100.0%	.0%			100.0%
				Rs. 80,000 - 99,999	Count	0	0	0	1			1
					% within montlyIncome	.0%	.0%	.0%	100.0%			100.0%
				Rs. 100,000 and above	Count	0	1	0	0			1
					% within montlyIncome	.0%	100.0%	.0%	.0%			100.0%
			Total		Count	3	1	4	1			9
					% within montlyIncome	33.3%	11.1%	44.4%	11.1%			100.0%
		45- 54 year	montlyIncome	Rs. 40,000 - 59,999	Count	0	1					1
					% within montlyIncome	.0%	100.0%					100.0%
				Rs. 100,000 and above	Count	1	0					1
					% within montlyIncome	100.0%	.0%					100.0%
			Total		Count	1	1					2
					% within montlyIncome	50.0%	50.0%					100.0%
		55- 64 years	montlyIncome	Rs. 100,000 and above	Count						1	1
					% within montlyIncome						100.0%	100.0%
			Total		Count						1	1
					% within montlyIncome						100.0%	100.0%
Hyper-City	Male	Below 25	montlyIncome	Less than Rs 20,000	Count	7	7	1	0	2		17
					% within montlyIncome	41.2%	41.2%	5.9%	.0%	11.8%		100.0%
				Rs. 20,000 - 39,999	Count	8	6	2	0	0		16
					% within montlyIncome	50.0%	37.5%	12.5%	.0%	.0%		100.0%
				Rs. 40,000 - 59,999	Count	1	2	2	0	0		5

GROUP	gender	age			Amount spent on single purchase						Total
					Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
				% within montlyIncome	20.0%	40.0%	40.0%	.0%	.0%		100.0%
			Rs. 60,000 - 79,999	Count	1	4	0	0	0		5
				% within montlyIncome	20.0%	80.0%	.0%	.0%	.0%		100.0%
			Rs. 80,000 - 99,999	Count	0	2	0	0	0		2
				% within montlyIncome	.0%	100.0%	.0%	.0%	.0%		100.0%
			Rs. 100,000 and above	Count	0	0	1	2	0		3
				% within montlyIncome	.0%	.0%	33.3%	66.7%	.0%		100.0%
		Total		Count	17	21	6	2	2		48
				% within montlyIncome	35.4%	43.8%	12.5%	4.2%	4.2%		100.0%
	25- 34 years	montlyIncome	Less than Rs 20,000	Count	3	4	2	0	0	2	11
				% within montlyIncome	27.3%	36.4%	18.2%	.0%	.0%	18.2%	100.0%
			Rs. 20,000 - 39,999	Count	4	11	4	4	4	3	30
				% within montlyIncome	13.3%	36.7%	13.3%	13.3%	13.3%	10.0%	100.0%
			Rs. 40,000 - 59,999	Count	1	15	7	1	1	1	26
				% within montlyIncome	3.8%	57.7%	26.9%	3.8%	3.8%	3.8%	100.0%
			Rs. 60,000 - 79,999	Count	0	3	0	0	1	0	4
				% within montlyIncome	.0%	75.0%	.0%	.0%	25.0%	.0%	100.0%
			Rs. 80,000 - 99,999	Count	0	3	1	2	0	1	7
				% within montlyIncome	.0%	42.9%	14.3%	28.6%	.0%	14.3%	100.0%
			Rs. 100,000 and above	Count	1	10	1	0	1	1	14
				% within montlyIncome	7.1%	71.4%	7.1%	.0%	7.1%	7.1%	100.0%
		Total		Count	9	46	15	7	7	8	92
				% within montlyIncome	9.8%	50.0%	16.3%	7.6%	7.6%	8.7%	100.0%
	35- 44 years	montlyIncome	Rs. 20,000 - 39,999	Count	0	0	2	0	0	0	2
				% within montlyIncome	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
			Rs. 40,000 - 59,999	Count	1	2	1	2	1	0	7
				% within montlyIncome	14.3%	28.6%	14.3%	28.6%	14.3%	.0%	100.0%
			Rs. 60,000 - 79,999	Count	0	1	0	0	0	0	1
				% within montlyIncome	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%

GROUP	gender	age				Amount spent on single purchase						Total
						Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
				Rs. 80,000 - 99,999	Count	0	0	1	2	0	0	3
					% within montlyIncome	.0%	.0%	33.3%	66.7%	.0%	.0%	100.0%
				Rs. 100,000 and above	Count	1	6	5	2	2	1	17
					% within montlyIncome	5.9%	35.3%	29.4%	11.8%	11.8%	5.9%	100.0%
			Total		Count	2	9	9	6	3	1	30
					% within montlyIncome	6.7%	30.0%	30.0%	20.0%	10.0%	3.3%	100.0%
		45- 54 year	montlyIncome	Rs. 20,000 - 39,999	Count		1		0	0	0	1
					% within montlyIncome		100.0%		.0%	.0%	.0%	100.0%
				Rs. 60,000 - 79,999	Count		0		1	1	1	3
					% within montlyIncome		.0%		33.3%	33.3%	33.3%	100.0%
				Rs. 100,000 and above	Count		0		1	1	0	2
					% within montlyIncome		.0%		50.0%	50.0%	.0%	100.0%
			Total		Count		1		2	2	1	6
					% within montlyIncome		16.7%		33.3%	33.3%	16.7%	100.0%
		55- 64 years	montlyIncome	Rs. 20,000 - 39,999	Count	1			1			2
					% within montlyIncome	50.0%			50.0%			100.0%
			Total		Count	1			1			2
					% within montlyIncome	50.0%			50.0%			100.0%
	Female	Below 25	montlyIncome	Less than Rs 20,000	Count	5	5	1	4	2	0	17
					% within montlyIncome	29.4%	29.4%	5.9%	23.5%	11.8%	.0%	100.0%
				Rs. 20,000 - 39,999	Count	6	2	1	0	0	0	9
					% within montlyIncome	66.7%	22.2%	11.1%	.0%	.0%	.0%	100.0%
				Rs. 40,000 - 59,999	Count	1	7	2	0	0	0	10
					% within montlyIncome	10.0%	70.0%	20.0%	.0%	.0%	.0%	100.0%
				Rs. 60,000 - 79,999	Count	0	0	1	0	0	2	3
					% within montlyIncome	.0%	.0%	33.3%	.0%	.0%	66.7%	100.0%
			Total		Count	12	14	5	4	2	2	39
					% within montlyIncome	30.8%	35.9%	12.8%	10.3%	5.1%	5.1%	100.0%
		25- 34 years	montlyIncome	Rs. 20,000 - 39,999	Count	1	5	1	0	1	3	11

GROUP	gender	age				Amount spent on single purchase						Total
						Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
					% within montlyIncome	9.1%	45.5%	9.1%	.0%	9.1%	27.3%	100.0%
				Rs. 40,000 - 59,999	Count	5	2	2	0	0	1	10
					% within montlyIncome	50.0%	20.0%	20.0%	.0%	.0%	10.0%	100.0%
				Rs. 60,000 - 79,999	Count	0	5	1	1	0	0	7
					% within montlyIncome	.0%	71.4%	14.3%	14.3%	.0%	.0%	100.0%
				Rs. 80,000 - 99,999	Count	0	0	1	0	0	0	1
					% within montlyIncome	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
				Rs. 100,000 and above	Count	0	1	2	2	0	3	8
					% within montlyIncome	.0%	12.5%	25.0%	25.0%	.0%	37.5%	100.0%
			Total		Count	6	13	7	3	1	7	37
					% within montlyIncome	16.2%	35.1%	18.9%	8.1%	2.7%	18.9%	100.0%
		35- 44 years	montlyIncome	Rs. 20,000 - 39,999	Count			1		1		2
					% within montlyIncome			50.0%		50.0%		100.0%
			Total		Count			1		1		2
					% within montlyIncome			50.0%		50.0%		100.0%
		45- 54 year	montlyIncome	Rs. 20,000 - 39,999	Count			1	0			1
					% within montlyIncome			100.0%	.0%			100.0%
				Rs. 60,000 - 79,999	Count			0	1			1
					% within montlyIncome			.0%	100.0%			100.0%
				Rs. 100,000 and above	Count			1	0			1
					% within montlyIncome			100.0%	.0%			100.0%
			Total		Count			2	1			3
					% within montlyIncome			66.7%	33.3%			100.0%
		55- 64 years	montlyIncome	Rs. 100,000 and above	Count		1				1	2
					% within montlyIncome		50.0%				50.0%	100.0%
			Total		Count		1				1	2
					% within montlyIncome		50.0%				50.0%	100.0%
Spencer-Hyper	Male	Below 25	montlyIncome	Less than Rs 20,000	Count	1	5	1	0			7
					% within montlyIncome	14.3%	71.4%	14.3%	.0%			100.0%

GROUP	gender	age			Amount spent on single purchase						Total
					Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
			Rs. 20,000 - 39,999	Count	5	2	1	0			8
				% within montlyIncome	62.5%	25.0%	12.5%	.0%			100.0%
			Rs. 40,000 - 59,999	Count	0	1	1	1			3
				% within montlyIncome	.0%	33.3%	33.3%	33.3%			100.0%
			Rs. 60,000 - 79,999	Count	0	0	1	0			1
				% within montlyIncome	.0%	.0%	100.0%	.0%			100.0%
			Rs. 100,000 and above	Count	0	0	1	0			1
				% within montlyIncome	.0%	.0%	100.0%	.0%			100.0%
		Total		Count	6	8	5	1			20
				% within montlyIncome	30.0%	40.0%	25.0%	5.0%			100.0%
	25- 34 years	montlyIncome	Less than Rs 20,000	Count	0	8	7	3	0	0	18
				% within montlyIncome	.0%	44.4%	38.9%	16.7%	.0%	.0%	100.0%
			Rs. 20,000 - 39,999	Count	2	12	7	4	1	0	26
				% within montlyIncome	7.7%	46.2%	26.9%	15.4%	3.8%	.0%	100.0%
			Rs. 40,000 - 59,999	Count	0	11	7	5	0	1	24
				% within montlyIncome	.0%	45.8%	29.2%	20.8%	.0%	4.2%	100.0%
			Rs. 60,000 - 79,999	Count	0	3	3	1	1	0	8
				% within montlyIncome	.0%	37.5%	37.5%	12.5%	12.5%	.0%	100.0%
			Rs. 80,000 - 99,999	Count	0	0	0	0	0	1	1
				% within montlyIncome	.0%	.0%	.0%	.0%	.0%	100.0%	100.0%
			Rs. 100,000 and above	Count	0	1	1	3	0	1	6
				% within montlyIncome	.0%	16.7%	16.7%	50.0%	.0%	16.7%	100.0%
		Total		Count	2	35	25	16	2	3	83
				% within montlyIncome	2.4%	42.2%	30.1%	19.3%	2.4%	3.6%	100.0%
	35- 44 years	montlyIncome	Less than Rs 20,000	Count	0	0	1	0	0	0	1
				% within montlyIncome	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
			Rs. 20,000 - 39,999	Count	1	2	3	0	0	0	6
				% within montlyIncome	16.7%	33.3%	50.0%	.0%	.0%	.0%	100.0%
			Rs. 40,000 - 59,999	Count	1	0	4	0	0	1	6

GROUP	gender	age			Amount spent on single purchase						Total
					Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
				% within montlyIncome	16.7%	.0%	66.7%	.0%	.0%	16.7%	100.0%
			Rs. 60,000 - 79,999	Count	0	0	4	0	4	0	8
				% within montlyIncome	.0%	.0%	50.0%	.0%	50.0%	.0%	100.0%
			Rs. 80,000 - 99,999	Count	0	2	1	0	2	0	5
				% within montlyIncome	.0%	40.0%	20.0%	.0%	40.0%	.0%	100.0%
			Rs. 100,000 and above	Count	1	2	3	5	1	0	12
				% within montlyIncome	8.3%	16.7%	25.0%	41.7%	8.3%	.0%	100.0%
		Total		Count	3	6	16	5	7	1	38
				% within montlyIncome	7.9%	15.8%	42.1%	13.2%	18.4%	2.6%	100.0%
	45- 54 year	montlyIncome	Rs. 40,000 - 59,999	Count		0	2	2	0	0	4
				% within montlyIncome		.0%	50.0%	50.0%	.0%	.0%	100.0%
			Rs. 60,000 - 79,999	Count		1	3	1	0	1	6
				% within montlyIncome		16.7%	50.0%	16.7%	.0%	16.7%	100.0%
			Rs. 80,000 - 99,999	Count		4	0	0	1	0	5
				% within montlyIncome		80.0%	.0%	.0%	20.0%	.0%	100.0%
			Rs. 100,000 and above	Count		0	0	1	1	0	2
				% within montlyIncome		.0%	.0%	50.0%	50.0%	.0%	100.0%
		Total		Count		5	5	4	2	1	17
				% within montlyIncome		29.4%	29.4%	23.5%	11.8%	5.9%	100.0%
	55- 64 years	montlyIncome	Rs. 20,000 - 39,999	Count	2	0	0	0	0		2
				% within montlyIncome	100.0%	.0%	.0%	.0%	.0%		100.0%
			Rs. 40,000 - 59,999	Count	0	0	0	1	2		3
				% within montlyIncome	.0%	.0%	.0%	33.3%	66.7%		100.0%
			Rs. 60,000 - 79,999	Count	0	1	0	0	0		1
				% within montlyIncome	.0%	100.0%	.0%	.0%	.0%		100.0%
			Rs. 80,000 - 99,999	Count	0	0	0	1	0		1
				% within montlyIncome	.0%	.0%	.0%	100.0%	.0%		100.0%
			Rs. 100,000 and above	Count	0	1	1	1	0		3
				% within montlyIncome	.0%	33.3%	33.3%	33.3%	.0%		100.0%

GROUP	gender	age				Amount spent on single purchase						Total
						Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
			Total		Count	2	2	1	3	2		10
					% within montlyIncome	20.0%	20.0%	10.0%	30.0%	20.0%		100.0%
	Female	Below 25	montlyIncome	Less than Rs 20,000	Count	0	4	1	0			5
					% within montlyIncome	.0%	80.0%	20.0%	.0%			100.0%
				Rs. 20,000 - 39,999	Count	1	10	3	0			14
					% within montlyIncome	7.1%	71.4%	21.4%	.0%			100.0%
				Rs. 40,000 - 59,999	Count	4	6	0	0			10
					% within montlyIncome	40.0%	60.0%	.0%	.0%			100.0%
				Rs. 60,000 - 79,999	Count	0	2	1	1			4
					% within montlyIncome	.0%	50.0%	25.0%	25.0%			100.0%
				Rs. 80,000 - 99,999	Count	2	0	0	0			2
					% within montlyIncome	100.0%	.0%	.0%	.0%			100.0%
			Total		Count	7	22	5	1			35
					% within montlyIncome	20.0%	62.9%	14.3%	2.9%			100.0%
		25- 34 years	montlyIncome	Less than Rs 20,000	Count	0	4	0	0	2	0	6
					% within montlyIncome	.0%	66.7%	.0%	.0%	33.3%	.0%	100.0%
				Rs. 20,000 - 39,999	Count	2	12	3	2	0	1	20
					% within montlyIncome	10.0%	60.0%	15.0%	10.0%	.0%	5.0%	100.0%
				Rs. 40,000 - 59,999	Count	1	2	3	4	0	0	10
					% within montlyIncome	10.0%	20.0%	30.0%	40.0%	.0%	.0%	100.0%
				Rs. 80,000 - 99,999	Count	0	0	3	0	0	0	3
					% within montlyIncome	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
				Rs. 100,000 and above	Count	0	0	5	0	0	0	5
					% within montlyIncome	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
			Total		Count	3	18	14	6	2	1	44
					% within montlyIncome	6.8%	40.9%	31.8%	13.6%	4.5%	2.3%	100.0%
		35- 44 years	montlyIncome	Less than Rs 20,000	Count		2	0	0	0		2
					% within montlyIncome		100.0%	.0%	.0%	.0%		100.0%
				Rs. 20,000 - 39,999	Count		0	2	0	1		3

GROUP	gender	age			Amount spent on single purchase						Total
					Less than 1000	1000-2000	2000-3000	3000-4000	4000-5000	More than 5000	
				% within montlyIncome		.0%	66.7%	.0%	33.3%		100.0%
			Rs. 40,000 - 59,999	Count		2	2	0	0		4
				% within montlyIncome		50.0%	50.0%	.0%	.0%		100.0%
			Rs. 60,000 - 79,999	Count		0	0	2	0		2
				% within montlyIncome		.0%	.0%	100.0%	.0%		100.0%
			Rs. 100,000 and above	Count		0	2	0	0		2
				% within montlyIncome		.0%	100.0%	.0%	.0%		100.0%
		Total		Count		4	6	2	1		13
				% within montlyIncome		30.8%	46.2%	15.4%	7.7%		100.0%
	45- 54 year	montlyIncome	Rs. 20,000 - 39,999	Count				0	1		1
				% within montlyIncome				.0%	100.0%		100.0%
			Rs. 60,000 - 79,999	Count				1	0		1
				% within montlyIncome				100.0%	.0%		100.0%
			Rs. 100,000 and above	Count				0	1		1
				% within montlyIncome				.0%	100.0%		100.0%
		Total		Count				1	2		3
				% within montlyIncome				33.3%	66.7%		100.0%
	55- 64 years	montlyIncome	Rs. 20,000 - 39,999	Count	1	0		0			1
				% within montlyIncome	100.0%	.0%		.0%			100.0%
			Rs. 60,000 - 79,999	Count	0	2		0			2
				% within montlyIncome	.0%	100.0%		.0%			100.0%
			Rs. 80,000 - 99,999	Count	0	0		1			1
				% within montlyIncome	.0%	.0%		100.0%			100.0%
		Total		Count	1	2		1			4
				% within montlyIncome	25.0%	50.0%		25.0%			100.0%

Store Wise Customer Profile by Frequency of Visit

Case Processing Summary

GROUP		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Big Bazaar	Monthly Income * frequency of visit * Age * Gender	268	100.0%	0	.0%	268	100.0%
Hyper-City	Monthly Income * frequency of visit * Age * Gender	261	100.0%	0	.0%	261	100.0%
Spencer-Hyper	Monthly Income * frequency of visit * Age * Gender	267	100.0%	0	.0%	267	100.0%

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
Big Bazaar	Male	Below 25	montlyIncome	Less than Rs 20,000	Count	18	3	17	3	1	1	43
					% within montlyIncome	41.9%	7.0%	39.5%	7.0%	2.3%	2.3%	100.0%
				Rs. 20,000 - 39,999	Count	2	3	11	0	0	0	16
					% within montlyIncome	12.5%	18.8%	68.8%	.0%	.0%	.0%	100.0%
				Rs. 40,000 - 59,999	Count	2	4	5	0	0	0	11
					% within montlyIncome	18.2%	36.4%	45.5%	.0%	.0%	.0%	100.0%
				Rs. 80,000 - 99,999	Count	2	1	0	0	0	0	3
					% within montlyIncome	66.7%	33.3%	.0%	.0%	.0%	.0%	100.0%
				Rs. 100,000 and	Count	6	3	3	0	0	0	12

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
			above	% within montlyIncome	50.0%	25.0%	25.0%	.0%	.0%	.0%	100.0%
		Total		Count	30	14	36	3	1	1	85
				% within montlyIncome	35.3%	16.5%	42.4%	3.5%	1.2%	1.2%	100.0%
	25- 34 years	montlyIncome	Less than Rs 20,000	Count	3	2	8	2	0		15
				% within montlyIncome	20.0%	13.3%	53.3%	13.3%	.0%		100.0%
			Rs. 20,000 - 39,999	Count	5	3	10	0	0		18
				% within montlyIncome	27.8%	16.7%	55.6%	.0%	.0%		100.0%
			Rs. 40,000 - 59,999	Count	3	1	5	5	0		14
				% within montlyIncome	21.4%	7.1%	35.7%	35.7%	.0%		100.0%
			Rs. 60,000 - 79,999	Count	0	2	1	0	1		4
				% within montlyIncome	.0%	50.0%	25.0%	.0%	25.0%		100.0%
			Rs. 80,000 - 99,999	Count	2	0	2	3	0		7
				% within montlyIncome	28.6%	.0%	28.6%	42.9%	.0%		100.0%
			Rs. 100,000 and above	Count	0	0	2	0	3		5
				% within montlyIncome	.0%	.0%	40.0%	.0%	60.0%		100.0%
		Total		Count	13	8	28	10	4		63
				% within montlyIncome	20.6%	12.7%	44.4%	15.9%	6.3%		100.0%
	35- 44 years	montlyIncome	Rs. 40,000 - 59,999	Count			1		0		1
				% within montlyIncome			100.0%		.0%		100.0%
			Rs. 60,000 - 79,999	Count			2		0		2

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within montlyIncome			100.0%		.0%		100.0%
			Rs. 80,000 - 99,999	Count			0		2		2
				% within montlyIncome			.0%		100.0%		100.0%
			Rs. 100,000 and above	Count			2		0		2
				% within montlyIncome			100.0%		.0%		100.0%
		Total		Count			5		2		7
				% within montlyIncome			71.4%		28.6%		100.0%
		45- 54 year	montlyIncome	Rs. 60,000 - 79,999	Count	3	0	1			4
				% within montlyIncome		75.0%	.0%	25.0%			100.0%
				Rs. 100,000 and above	Count	0	1	0			1
				% within montlyIncome		.0%	100.0%	.0%			100.0%
			Total	Count		3	1	1			5
				% within montlyIncome		60.0%	20.0%	20.0%			100.0%
	Female	Below 25	montlyIncome	Less than Rs 20,000	Count	1	1	7	0	0	9
				% within montlyIncome		11.1%	11.1%	77.8%	.0%	.0%	100.0%
				Rs. 20,000 - 39,999	Count	5	0	3	0	1	9
				% within montlyIncome		55.6%	.0%	33.3%	.0%	11.1%	100.0%
				Rs. 40,000 - 59,999	Count	3	3	7	2	1	16
				% within montlyIncome		18.8%	18.8%	43.8%	12.5%	6.3%	100.0%
				Rs. 60,000 - 79,999	Count	0	1	1	0	0	2

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within montlyIncome	.0%	50.0%	50.0%	.0%	.0%		100.0%
			Rs. 80,000 - 99,999	Count	0	0	3	0	0		3
				% within montlyIncome	.0%	.0%	100.0%	.0%	.0%		100.0%
			Rs. 100,000 and above	Count	4	0	2	0	0		6
				% within montlyIncome	66.7%	.0%	33.3%	.0%	.0%		100.0%
		Total		Count	13	5	23	2	2		45
				% within montlyIncome	28.9%	11.1%	51.1%	4.4%	4.4%		100.0%
	25- 34 years	montlyIncome	Less than Rs 20,000	Count	0	0	4	1	0	0	5
				% within montlyIncome	.0%	.0%	80.0%	20.0%	.0%	.0%	100.0%
			Rs. 20,000 - 39,999	Count	0	3	5	1	0	0	9
				% within montlyIncome	.0%	33.3%	55.6%	11.1%	.0%	.0%	100.0%
			Rs. 40,000 - 59,999	Count	3	1	10	1	1	0	16
				% within montlyIncome	18.8%	6.3%	62.5%	6.3%	6.3%	.0%	100.0%
			Rs. 60,000 - 79,999	Count	0	0	4	1	0	0	5
				% within montlyIncome	.0%	.0%	80.0%	20.0%	.0%	.0%	100.0%
			Rs. 80,000 - 99,999	Count	1	0	1	0	0	0	2
				% within montlyIncome	50.0%	.0%	50.0%	.0%	.0%	.0%	100.0%
			Rs. 100,000 and above	Count	2	0	8	1	0	3	14
				% within montlyIncome	14.3%	.0%	57.1%	7.1%	.0%	21.4%	100.0%
		Total		Count	6	4	32	5	1	3	51

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within montlyIncome	11.8%	7.8%	62.7%	9.8%	2.0%	5.9%	100.0%
		35- 44 years	montlyIncome	Rs. 20,000 - 39,999 Count			2	1	0		3
				% within montlyIncome			66.7%	33.3%	.0%		100.0%
				Rs. 40,000 - 59,999 Count			0	1	0		1
				% within montlyIncome			.0%	100.0%	.0%		100.0%
				Rs. 60,000 - 79,999 Count			2	0	1		3
				% within montlyIncome			66.7%	.0%	33.3%		100.0%
				Rs. 80,000 - 99,999 Count			1	0	0		1
				% within montlyIncome			100.0%	.0%	.0%		100.0%
				Rs. 100,000 and above Count			0	1	0		1
				% within montlyIncome			.0%	100.0%	.0%		100.0%
			Total	Count			5	3	1		9
				% within montlyIncome			55.6%	33.3%	11.1%		100.0%
		45- 54 year	montlyIncome	Rs. 40,000 - 59,999 Count				0		1	1
				% within montlyIncome				.0%		100.0%	100.0%
				Rs. 100,000 and above Count				1		0	1
				% within montlyIncome				100.0%		.0%	100.0%
			Total	Count				1		1	2
				% within montlyIncome				50.0%		50.0%	100.0%
		55- 64 years	montlyIncome	Rs. 100,000 and Count	1						1

GROUP	gender	age				How frequently you visit this hypermarket						Total
						Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				above	% within montlyIncome	100.0%						100.0%
			Total		Count	1						1
					% within montlyIncome	100.0%						100.0%
Hyper-City	Male	Below 25	montlyIncome	Less than Rs 20,000	Count	8	3	5	1		0	17
					% within montlyIncome	47.1%	17.6%	29.4%	5.9%		.0%	100.0%
				Rs. 20,000 - 39,999	Count	3	9	2	0		2	16
					% within montlyIncome	18.8%	56.3%	12.5%	.0%		12.5%	100.0%
				Rs. 40,000 - 59,999	Count	3	0	2	0		0	5
					% within montlyIncome	60.0%	.0%	40.0%	.0%		.0%	100.0%
				Rs. 60,000 - 79,999	Count	1	1	3	0		0	5
					% within montlyIncome	20.0%	20.0%	60.0%	.0%		.0%	100.0%
				Rs. 80,000 - 99,999	Count	0	0	2	0		0	2
					% within montlyIncome	.0%	.0%	100.0%	.0%		.0%	100.0%
				Rs. 100,000 and above	Count	0	0	3	0		0	3
					% within montlyIncome	.0%	.0%	100.0%	.0%		.0%	100.0%
			Total		Count	15	13	17	1		2	48
					% within montlyIncome	31.3%	27.1%	35.4%	2.1%		4.2%	100.0%
		25- 34 years	montlyIncome	Less than Rs 20,000	Count	5	5	1	0		0	11
					% within montlyIncome	45.5%	45.5%	9.1%	.0%		.0%	100.0%
				Rs. 20,000 - 39,999	Count	6	11	12	0		1	30

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within montlyIncome	20.0%	36.7%	40.0%	.0%		3.3%	100.0%
			Rs. 40,000 - 59,999	Count	15	6	5	0		0	26
				% within montlyIncome	57.7%	23.1%	19.2%	.0%		.0%	100.0%
			Rs. 60,000 - 79,999	Count	2	0	2	0		0	4
				% within montlyIncome	50.0%	.0%	50.0%	.0%		.0%	100.0%
			Rs. 80,000 - 99,999	Count	2	1	1	1		2	7
				% within montlyIncome	28.6%	14.3%	14.3%	14.3%		28.6%	100.0%
			Rs. 100,000 and above	Count	3	3	6	2		0	14
				% within montlyIncome	21.4%	21.4%	42.9%	14.3%		.0%	100.0%
		Total		Count	33	26	27	3		3	92
				% within montlyIncome	35.9%	28.3%	29.3%	3.3%		3.3%	100.0%
	35- 44 years	montlyIncome	Rs. 20,000 - 39,999	Count	0	0	1	1			2
				% within montlyIncome	.0%	.0%	50.0%	50.0%			100.0%
			Rs. 40,000 - 59,999	Count	1	2	4	0			7
				% within montlyIncome	14.3%	28.6%	57.1%	.0%			100.0%
			Rs. 60,000 - 79,999	Count	1	0	0	0			1
				% within montlyIncome	100.0%	.0%	.0%	.0%			100.0%
			Rs. 80,000 - 99,999	Count	1	0	2	0			3
				% within montlyIncome	33.3%	.0%	66.7%	.0%			100.0%
			Rs. 100,000 and	Count	9	0	8	0			17

GROUP	gender	age				How frequently you visit this hypermarket						Total
						Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				above	% within montlyIncome	52.9%	.0%	47.1%	.0%			100.0%
			Total		Count	12	2	15	1			30
					% within montlyIncome	40.0%	6.7%	50.0%	3.3%			100.0%
		45- 54 year	montlyIncome	Rs. 20,000 - 39,999	Count	0	0	0	1			1
					% within montlyIncome	.0%	.0%	.0%	100.0%			100.0%
				Rs. 60,000 - 79,999	Count	1	2	0	0			3
					% within montlyIncome	33.3%	66.7%	.0%	.0%			100.0%
				Rs. 100,000 and above	Count	1	0	1	0			2
					% within montlyIncome	50.0%	.0%	50.0%	.0%			100.0%
			Total		Count	2	2	1	1			6
					% within montlyIncome	33.3%	33.3%	16.7%	16.7%			100.0%
		55- 64 years	montlyIncome	Rs. 20,000 - 39,999	Count		1	1				2
					% within montlyIncome		50.0%	50.0%				100.0%
			Total		Count		1	1				2
					% within montlyIncome		50.0%	50.0%				100.0%
	Female	Below 25	montlyIncome	Less than Rs 20,000	Count	3	6	8	0			17
					% within montlyIncome	17.6%	35.3%	47.1%	.0%			100.0%
				Rs. 20,000 - 39,999	Count	0	5	3	1			9
					% within montlyIncome	.0%	55.6%	33.3%	11.1%			100.0%
				Rs. 40,000 - 59,999	Count	5	5	0	0			10

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within montlyIncome	50.0%	50.0%	.0%	.0%			100.0%
			Rs. 60,000 - 79,999	Count	0	0	3	0			3
				% within montlyIncome	.0%	.0%	100.0%	.0%			100.0%
		Total		Count	8	16	14	1			39
				% within montlyIncome	20.5%	41.0%	35.9%	2.6%			100.0%
	25- 34 years	montlyIncome	Rs. 20,000 - 39,999	Count	1	6	4			0	11
				% within montlyIncome	9.1%	54.5%	36.4%			.0%	100.0%
			Rs. 40,000 - 59,999	Count	0	6	4			0	10
				% within montlyIncome	.0%	60.0%	40.0%			.0%	100.0%
			Rs. 60,000 - 79,999	Count	0	5	1			1	7
				% within montlyIncome	.0%	71.4%	14.3%			14.3%	100.0%
			Rs. 80,000 - 99,999	Count	0	0	1			0	1
				% within montlyIncome	.0%	.0%	100.0%			.0%	100.0%
			Rs. 100,000 and above	Count	1	3	4			0	8
				% within montlyIncome	12.5%	37.5%	50.0%			.0%	100.0%
		Total		Count	2	20	14			1	37
				% within montlyIncome	5.4%	54.1%	37.8%			2.7%	100.0%
	35- 44 years	montlyIncome	Rs. 20,000 - 39,999	Count		1	1				2
				% within montlyIncome		50.0%	50.0%				100.0%
		Total		Count		1	1				2

GROUP	gender	age				How frequently you visit this hypermarket						Total
						Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
					% within montlyIncome		50.0%	50.0%				100.0%
		45- 54 year	montlyIncome	Rs. 20,000 - 39,999	Count	1		0				1
					% within montlyIncome	100.0%		.0%				100.0%
				Rs. 60,000 - 79,999	Count	0		1				1
					% within montlyIncome	.0%		100.0%				100.0%
				Rs. 100,000 and above	Count	1		0				1
					% within montlyIncome	100.0%		.0%				100.0%
			Total		Count	2		1				3
					% within montlyIncome	66.7%		33.3%				100.0%
		55- 64 years	montlyIncome	Rs. 100,000 and above	Count	1	1					2
					% within montlyIncome	50.0%	50.0%					100.0%
			Total		Count	1	1					2
					% within montlyIncome	50.0%	50.0%					100.0%
Spencer-Hyper	Male	Below 25	montlyIncome	Less than Rs 20,000	Count	1	1	3	1	1	0	7
					% within montlyIncome	14.3%	14.3%	42.9%	14.3%	14.3%	.0%	100.0%
				Rs. 20,000 - 39,999	Count	4	0	4	0	0	0	8
					% within montlyIncome	50.0%	.0%	50.0%	.0%	.0%	.0%	100.0%
				Rs. 40,000 - 59,999	Count	1	0	1	0	0	1	3
					% within montlyIncome	33.3%	.0%	33.3%	.0%	.0%	33.3%	100.0%
				Rs. 60,000 - 79,999	Count	0	0	0	1	0	0	1

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within montlyIncome	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%
			Rs. 100,000 and above	Count	0	0	1	0	0	0	1
				% within montlyIncome	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%
		Total		Count	6	1	9	2	1	1	20
				% within montlyIncome	30.0%	5.0%	45.0%	10.0%	5.0%	5.0%	100.0%
	25- 34 years	montlyIncome	Less than Rs 20,000	Count	2	3	7	0	3	3	18
				% within montlyIncome	11.1%	16.7%	38.9%	.0%	16.7%	16.7%	100.0%
			Rs. 20,000 - 39,999	Count	5	7	10	4	0	0	26
				% within montlyIncome	19.2%	26.9%	38.5%	15.4%	.0%	.0%	100.0%
			Rs. 40,000 - 59,999	Count	2	12	9	1	0	0	24
				% within montlyIncome	8.3%	50.0%	37.5%	4.2%	.0%	.0%	100.0%
			Rs. 60,000 - 79,999	Count	1	3	4	0	0	0	8
				% within montlyIncome	12.5%	37.5%	50.0%	.0%	.0%	.0%	100.0%
			Rs. 80,000 - 99,999	Count	1	0	0	0	0	0	1
				% within montlyIncome	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%
			Rs. 100,000 and above	Count	0	1	5	0	0	0	6
				% within montlyIncome	.0%	16.7%	83.3%	.0%	.0%	.0%	100.0%
		Total		Count	11	26	35	5	3	3	83
				% within montlyIncome	13.3%	31.3%	42.2%	6.0%	3.6%	3.6%	100.0%
	35- 44 years	montlyIncome	Less than Rs 20,000	Count	0	0	1	0			1

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within montlyIncome	.0%	.0%	100.0%	.0%			100.0%
			Rs. 20,000 - 39,999	Count	0	0	3	3			6
				% within montlyIncome	.0%	.0%	50.0%	50.0%			100.0%
			Rs. 40,000 - 59,999	Count	3	0	3	0			6
				% within montlyIncome	50.0%	.0%	50.0%	.0%			100.0%
			Rs. 60,000 - 79,999	Count	0	1	7	0			8
				% within montlyIncome	.0%	12.5%	87.5%	.0%			100.0%
			Rs. 80,000 - 99,999	Count	1	0	4	0			5
				% within montlyIncome	20.0%	.0%	80.0%	.0%			100.0%
			Rs. 100,000 and above	Count	1	1	10	0			12
				% within montlyIncome	8.3%	8.3%	83.3%	.0%			100.0%
		Total		Count	5	2	28	3			38
				% within montlyIncome	13.2%	5.3%	73.7%	7.9%			100.0%
	45- 54 year	montlyIncome	Rs. 40,000 - 59,999	Count	0	2	2				4
				% within montlyIncome	.0%	50.0%	50.0%				100.0%
			Rs. 60,000 - 79,999	Count	2	1	3				6
				% within montlyIncome	33.3%	16.7%	50.0%				100.0%
			Rs. 80,000 - 99,999	Count	3	0	2				5
				% within montlyIncome	60.0%	.0%	40.0%				100.0%
			Rs. 100,000 and	Count	0	0	2				2

GROUP	gender	age				How frequently you visit this hypermarket						Total
						Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				above	% within montlyIncome	.0%	.0%	100.0%				100.0%
			Total		Count	5	3	9				17
					% within montlyIncome	29.4%	17.6%	52.9%				100.0%
		55- 64 years	montlyIncome	Rs. 20,000 - 39,999	Count		0	1			1	2
					% within montlyIncome		.0%	50.0%			50.0%	100.0%
				Rs. 40,000 - 59,999	Count		0	3			0	3
					% within montlyIncome		.0%	100.0%			.0%	100.0%
				Rs. 60,000 - 79,999	Count		1	0			0	1
					% within montlyIncome		100.0%	.0%			.0%	100.0%
				Rs. 80,000 - 99,999	Count		1	0			0	1
					% within montlyIncome		100.0%	.0%			.0%	100.0%
				Rs. 100,000 and above	Count		0	3			0	3
					% within montlyIncome		.0%	100.0%			.0%	100.0%
			Total		Count		2	7			1	10
					% within montlyIncome		20.0%	70.0%			10.0%	100.0%
	Female	Below 25	montlyIncome	Less than Rs 20,000	Count	3	1	0	1		0	5
					% within montlyIncome	60.0%	20.0%	.0%	20.0%		.0%	100.0%
				Rs. 20,000 - 39,999	Count	2	2	7	2		1	14
					% within montlyIncome	14.3%	14.3%	50.0%	14.3%		7.1%	100.0%
				Rs. 40,000 - 59,999	Count	6	1	3	0		0	10

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within monthlyIncome	60.0%	10.0%	30.0%	.0%		.0%	100.0%
			Rs. 60,000 - 79,999	Count	0	0	4	0		0	4
				% within monthlyIncome	.0%	.0%	100.0%	.0%		.0%	100.0%
			Rs. 80,000 - 99,999	Count	0	0	2	0		0	2
				% within monthlyIncome	.0%	.0%	100.0%	.0%		.0%	100.0%
		Total		Count	11	4	16	3		1	35
				% within monthlyIncome	31.4%	11.4%	45.7%	8.6%		2.9%	100.0%
	25- 34 years	montlyIncome	Less than Rs 20,000	Count	4	2	0	0			6
				% within monthlyIncome	66.7%	33.3%	.0%	.0%			100.0%
			Rs. 20,000 - 39,999	Count	8	4	7	1			20
				% within monthlyIncome	40.0%	20.0%	35.0%	5.0%			100.0%
			Rs. 40,000 - 59,999	Count	0	1	7	2			10
				% within monthlyIncome	.0%	10.0%	70.0%	20.0%			100.0%
			Rs. 80,000 - 99,999	Count	0	0	3	0			3
				% within monthlyIncome	.0%	.0%	100.0%	.0%			100.0%
			Rs. 100,000 and above	Count	0	0	1	4			5
				% within monthlyIncome	.0%	.0%	20.0%	80.0%			100.0%
		Total		Count	12	7	18	7			44
				% within monthlyIncome	27.3%	15.9%	40.9%	15.9%			100.0%
	35- 44 years	montlyIncome	Less than Rs 20,000	Count		0	0	2			2

GROUP	gender	age			How frequently you visit this hypermarket						Total
					Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
				% within montlyIncome		.0%	.0%	100.0%			100.0%
			Rs. 20,000 - 39,999	Count		0	3	0			3
				% within montlyIncome		.0%	100.0%	.0%			100.0%
			Rs. 40,000 - 59,999	Count		2	2	0			4
				% within montlyIncome		50.0%	50.0%	.0%			100.0%
			Rs. 60,000 - 79,999	Count		1	1	0			2
				% within montlyIncome		50.0%	50.0%	.0%			100.0%
			Rs. 100,000 and above	Count		1	1	0			2
				% within montlyIncome		50.0%	50.0%	.0%			100.0%
		Total		Count		4	7	2			13
				% within montlyIncome		30.8%	53.8%	15.4%			100.0%
	45- 54 year	montlyIncome	Rs. 20,000 - 39,999	Count			1	0			1
				% within montlyIncome			100.0%	.0%			100.0%
			Rs. 60,000 - 79,999	Count			1	0			1
				% within montlyIncome			100.0%	.0%			100.0%
			Rs. 100,000 and above	Count			0	1			1
				% within montlyIncome			.0%	100.0%			100.0%
		Total		Count			2	1			3
				% within montlyIncome			66.7%	33.3%			100.0%
	55- 64 years	montlyIncome	Rs. 20,000 - 39,999	Count			1	0			1

GROUP gender age			How frequently you visit this hypermarket						Total
			Once a week	More than Once a week	Once a month	Once in three months	Once in six months	First time	
		% within montlyIncome			100.0%	.0%			100.0%
	Rs. 60,000 - 79,999	Count			0	2			2
		% within montlyIncome			.0%	100.0%			100.0%
	Rs. 80,000 - 99,999	Count			1	0			1
		% within montlyIncome			100.0%	.0%			100.0%
Total		Count			2	2			4
		% within montlyIncome			50.0%	50.0%			100.0%