PSYCHOLOGICAL MAPPING OF CUSTOMERS TOWARDS RETAILING: AN EMPIRICAL STUDY

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ABSTRACT

The retail sector in India is going through a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment .It has emerged as one of the most dynamic and fast paced industries with several players entering the market. Western-style malls have begun appearing in metros and second-rung cities alike treating the Indian consumer to a shopping experience like never before. India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets. Therefore, it is imperative to study the consumer perception towards various retail formats. The present paper is an attempt to identify the consumer perception and their preference for store image, store patronage & store loyalty in the Garhwal region of Uttrakhand state. With the formation of new state of Uttrakhand, the business opportunities have increased many fold. Research indicates that originality of the product was given highest preference by the respondents and they believe that retail showroom offers a reliable product ; it was followed by the availability of the product in large variety. The relationship and services offered by the retailer has emerged as other important factors which are given due consideration and scored better in their preference list. The importance of recognition of consumer value system and the discount offered by the retailer are other important factors which respondents have considered in selecting a particular retail showroom.

PERCEPTIONS OF EMERGING TRENDS IN RETAILING: AN EMPIRICAL STUDY

INTRODUCTION:

Retail sector in India is witnessing tremendous changes in format and functional execution as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Retail is India's largest industry, accounting for over 10 per cent of country's GDP and around eight per cent of employment. Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. India continues to be among the most attractive destinations for global retailers. Foreign direct investment (FDI) inflows between April 2000 and April 2010, in single-brand retail trading, stood at US$ 194.69 million, according to the Department of Industrial Policy and Promotion (DIPP). Western-style malls have begun appearing in metros and second-rung cities alike introducing the Indian consumer to a shopping experience like never before! India's vast middle class and its almost untapped retail potential are key attractions for global retail giants vying to enter newer markets. According to a market research report published in June 2008 by RNCOS titled, 'Booming Retail Sector in India', organised retail market in India is expected to reach US$ 50 billion by 2011. The number of shopping malls is expected to increase at a CAGR of more than 18.9 per cent from 2007 to 2015. Rural market is projected to dominate the retail industry landscape in India by 2012 with total market share of above 50 per cent. Driven by expanding retail market, third party logistics market is forecasted to reach US$ 20 billion by 2011.It

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is expected that Apparel, along with Food and Grocery, will lead organised retailing in India. Organized retailers in India are experimenting with a variety of formats, ranging from discount stores to supermarkets to hypermarkets to specialty chains.

The BMI India Retail Report for the third-quarter of 2010, forecasts that the total retail sales will grow from US$ 353 billion in 2010 to US$ 543.2 billion by 2014. With the expanding middle and upper class consumer base, there will also be opportunities in India's tier II and III cities. The greater availability of personal credit and a growing vehicle population to improve mobility also contribute to a trend towards annual retail sales growth of 11.4 per cent. Mass grocery retail (MGR) sales in India are forecast 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.

"PERCEPTUAL MAPPING OF DEVELOPMENTMENTS IN RETAILING" is a modest attempt to understand the customer perception towards retailing and its growth and relevance from customer perspective. The present study focuses on customer perception towards retailing by assessing respondents' demographic profile, their perception and preference towards different retail format selection. The study also intends to know the relationship between respondent preference for different formats and factors which they consider before selecting a particular retail outlet.

REVIEW OF PREVIOUS LITERATURE

Retail sector in India has been hailed as one of the sun shine sector today. Global consultancy major, AT Kearney recently identified India as the "second most attractive retail destination" from among 30 emergent markets. It has made India the cynosure of many foreign eyes and the cause of a good deal of excitement. With a contribution of 14 per cent to GDP and employing 7 per cent of the total workforce or 42 million (only agriculture employs more) in the country, the retail industry is definitely one of the pillars of the economy. Not only is it the largest component of the

services sector, but is also double the size of the next largest broad economic activity in the services sector. The Indian retail market, which was largely unorganized till recently, has undergone an immense transformation in the post liberalization era. Given the attractiveness of the Indian retail sector, foreign retailers like Wal-Mart, Carrefour SA, Europe's largest retailer and Tesco Plc, the UK's largest retailer, were keen to enter this growing market.The retail environment is changing more rapidly than ever before (Dabholkar, 1996). It is characterized by intensifying competition from both domestic and foreign companies, a spate of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences (Sellers, 1990; Smith, 1989). Consequently, retailers today must differentiate themselves by meeting the needs of their customers better than competition. There is general agreement that a basic retailing strategy for creating competitive advantage is the delivery of high service quality (e.g., Berry, 1986; Hummel and Savitt, 1988; Reichheld and Sasser, 1990).

Before looking at markets themselves it is first necessary to define what is meant by retailing. The purpose of retail shops or markets for any commodity is to provide an environment for looking at and buying merchandise that is displayed for sale. With a conventional shop, including a large-scale supermarket, there is usually a sales area where goods are displayed, a shop front used for advertising the goods and a service area where goods can be received, re-packed and stored. With a market stall these functions occur at one place. Or in other words, retailing offers a bundle of products and benefits at one point to its customer.

In modern retailing, a key strategic choice is the format. Innovation in formats can provide an edge to retailers. Organized retailers in India are trying a variety of formats, ranging from discount stores to supermarkets to hypermarkets to specialty chains. In commerce, a retailer buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells individual items or small quantities to the general public or end

user customers, usually in a shop, also called store. Retailers are at the end of the supply chain. Marketers see retailing as part of their overall distribution strategy. Retailing consists of all activities involved in selling goods and services to end consumers for their personal, family, or household use. Retailing (organized & unorganized) can take place in any of the following possible formats like Mom-and-Pop,Mass Discounters, Warehouse Stores , Category Killers Department Stores , Boutique Catalog Retailers, E-tailors, Franchise , Convenience, Vending Hypermarkets, and Supermarkets etc.

Success of retail depend upon '*Store image formed by the customer in his mind*'. Retail store image can be described as a series of mental pictures and feelings that a store evokes within the beholder. In other words it is the overall perception of customers about a Retail store which is the result of Physical characteristics of a store such as its brand name, logo, symbol, layout, presentation, signing, displays, entrances, events, flooring, cleanliness etc as well as other variables related to employee behavior within the store. Store image has been defined and operationalised in a myriad of ways. Martineau, 1958 was among the first to link store image or what he called as personality of the store, to the image that a shopper has of oneself. Martineau suggested that a shopper is unable to differentiate based only on price amongst various grocery stores and would tend to shop at that store which is congruent with the self image. "The shopper seeks the store whose image is most congruent with the image she has of herself. Some stores may intimidate her; others may seem beneath her. A store may be acceptable for one type of goods and not for others. A model proposed by Huff, in 1964 states that customer patronage is directly proportional to utility factors given by square feet and inversely proportional to disutility factors given by physical distance. Applebaum,1966 studied that the limits to enhancing loyalty can essentially be seen as the limited centripetal pull of a store/shopping centre.

Hubbard, 1978 researched on location-related variables to conclude that customers give more importance to location related variables in analyzing both trade areas and retail patronage behavior. These studies most often count the benefits of locating a store in a shopping centre/mall to increase the store 'destination' traffic rather than just stay with the convenience pull. The same work was further supported by Gautschi,1981 to determine that shopping centre traffic more accurately than single store traffic. The Huff model has subsequently been studied by introducing trade overlap areas for effects on store patronage. (Bucklin,1971). Generically speaking, these studies have resulted in the formation of the **Theory of Gravitational Pull** in the field of retailing patronage studies. Moore and Barry, 1969 fount out that apart from distance, several other factors such as Income and social class perceptions have also affect retail centre patronage decisions.

Arnold et al.1983, Craig et al. 1984, Louviere and Gaeth, 1987 studied the effect of product characteristics on store patronage. They concluded that within a given trade area, the uniqueness of assortment is a way of influencing store loyalty and patronage. In consumer priorities, assortment and variety comes after convenience and price. Given that consumers are favorably inclined to revisit a store where they have had positive shopping experiences (found something they could not find anywhere else), these studies suggest that competing stores need to differentiate themselves based on type and quality of assortment. Several studies (Kunkel and Berry-1968, Reynolds, Darden and Martin, Korgaonkar, Lund and Price-1985) have report direct linkages between Store Image and intensity of Store Loyalty. Thus, we can conclude that more positive the Store Image the greater is the degree of loyalty. M.Z. Osman, 1993 proposed a model that showed patronage as a result of past purchasing experience and the customers' (favorable) image of the store. He stressed that Patronage behavior is the culmination of Past purchase experience and the congruity of the Store Image between the retailer and the consumer.

Miller and Ginter, 1979 in his study found that situational factors impact consumer characteristics and produce significantly varying store choice and shopping

trip behavior. Usage context has been considered as a critical factor determining consumer preferences and satisfaction In 1981, Hirschman and Krishnan, concluded that Evaluating Store Image on purely objective criteria without accounting for individual subjectivity would lead to insufficient and maybe erroneous information to retailers. Several studies (Stone, 1954, Darden and Reynolds, 1971 and Darden and Ashton 1974) have found correlations between shopping orientations and life style, with store loyalty and preferences for stores. A study by Moschis (1976) found that shopping orientation correlates differently with the information mix elements- varying with source, source credibility, preference for a source by some consumers and usage of such information.

Popkowski, L. and Timmermans-1997, Kim and Park-1997 concluded that Store choice and shopping trip timing decisions tend to differ for individuals and households as a result of personal differences, household composition and activity patterns. In a research in 1989 Kahn and Schmittlein, quoted "Store Choice is dependent on the timing of shopping trips, as consumers may go to a smaller local store for short fill-in trips and go to a larger store for regular shopping trips." According to Popkowski, Sinha and Timmermans-2000, personal differences interact with situational factors and together they determine the store choice and shopping trip behaviour.

Several studies show that store choice is affected by the past experiences of the consumer. Aaker and Jones, 1971, quote from an unpublished dissertation by Rao, (Rao, Tanniru R., "Modeling Consumer's Purchase behaviour as a Stochastic Process" 1968) "A consumer's selection of a store…is not completely random. The more recent her purchase experience…and the more frequent her visits to the store, the more she is likely to repurchase that product in that store". This shows that past experience influence store choice and trip pattern to change, alter or reinforce the new shopping experience. Thus we can say that Consumer Characteristics interact with Situational Variables to impact how information about the retail mix elements is processed, resulting in store choice and trip patterns.

The concept of store loyalty is derived originally from the brand loyalty concept which refers to the tendency to repeat purchase the same brand. Osman in his review paper, concludes that at the store level, it refers to the tendency to repeat purchase at the same Store for similar or other products. Borrowing from the concepts of loyalty and commitment from the field of Organizational Behavior, there is inherently a large affective component in loyalty. Amongst others factors, it has elements of trust as built over a period of time (repeated experiences at the store) and is relatively stable over a long period of time. A loyal customer would give priority to the specific store over competition. Though much work has been done there is still no clear conceptualization of what store loyalty means. Reynolds, Darden, Martin in 1974 found out that store loyalty has been related to store patronage dimensions i.e. repeat purchase over time indicates loyalty as related to attitudes where as research by Tidwell and Horgan, in 1992 indicated brand loyalty as an attitude which may result in a purchase behavior". Most often it has been taken to imply a mix of both behaviour and attitude. Ajzen and Fishbein, provided a model of attitude comprising three elements: affect, cognitive and behavioural. According to Piron quoting from the work by Lewison, all these three components of attitude contribute to Loyalty. A model by Dick and Basu ,conceptualized loyalty as the relationship between relative attitude and patronage behaviour. Studies by Cunningham, Ennis and Gordon, Reynolds et al., found that it is beneficial for a store to identify and retain its loyal customers. Enis and Gordon found that store loyal consumers spent a larger portion of their total expenditure at the store. Tate, as stated in the paper by Reynolds, Darden and Martin, 1974, found that loyalty implies an increased number of shopping trips as compared to other stores. Studies into demographic and socio-economics found that they explain very little of the loyalty and patronage behaviour and neither are they a useful basis for segmentation. Store Image has found significant attention. It has been the focus of much research. According to Korgaonkar,

Lund and Price-1985 A consumer could display patronage behavior and yet not be loyal. This 'spurious' loyalty is indistinguishable from intended loyalty in the short term and occurs due to price offers and heavy promotions. Deal prone consumers would shift to a store that offers the best price/discounts though over a short period of time they may have the same shopping patterns as loyal customers. Loyalty (henceforth used to mean intended loyalty) is the prime attitudinal objective that every marketer/retailer aims for with his marketing/retail mix elements. Loyalty assures a retailer of patronage, of not just constancy and longevity of his business but creates an effective competitive advantage and an entry barrier which is difficult to erode.

OBJECTIVES OF THE STUDY AND RESEARCH METHODOLOGY

The present paper aims

- To assess the demographic profile of consumers and study their perceptions regarding retail store & identify key attributes that affect store image, store patronage & store loyalty.

- To study the relationship between respondents' preference with the different factors which they consider while selecting a particular retail shop.

- On the basis of review of literature, a null hypothesis was also formulated. It was hypothesized that Factors Influencing consumers towards retail format decision are not associated with their demographic characteristics.

To attain these objectives and test the hypothesis, a random survey 297 respondents located in Garhwal region of Uttrakhand state were administered. To collect the necessary information, various parameters were developed with the help of literature. The responses to these parameters were gathered, coded, tabulated and analyzed. To measure the intensity of parameters open ended and close ended questionnaire (Ref: **Annexure 1**) was used. To test the reliability of the scale , reliability test using SPSS -15 version was carried out. reliability value (Alpha) of the present

scale was found to be 0.851 which seems to be good (Note that a reliability coefficient of 0.60 or higher is considered "acceptable" in most social science research situations. To test the hypothesis χ^2 test , mean and ANOVA tests were carried out.

ANALYSIS AND DISCUSSION:

The demographic data presented in the following table (Table No.1) indicates that

- The sample is primarily dominated by those respondents who are in the age ranging from 20 to 30 years.

- The analysis elaborates that the sample includes 53.9 male and 46.1% female respondents.

- The information pertaining to Marital status of respondents reveals that sample includes 51.2% married and 48.8% unmarried respondents.

- The information regarding family size of the respondents indicates that sample is dominated by larger family size of the respondents.

- The data related to the level of education depicts that that the sample is dominated by the respondents who are educated up to post graduate and above as it was indicated by almost 49.2% respondents in the sample.

- The occupational status of respondent reveals that the sample is dominated by the respondents of service categories as 37.7% of them fall in this category.

- The data pertaining to the income of respondent presented in the above table projects that the sample dominated by those respondents who earn arounf Rs.7000 to Rs.10000PM.

An understanding of consumer behaviour is of critical importance to all personnel engaged in any form of marketing activity. This understanding enables the marketers to find behaviour of consumers, to influence their behaviours and to manipulate the influencing variables to gain advantage. The growth in the size of companies and markets has given birth to the marketing research. The consumer behaviour, the focal point of marketing, is being researched very

Table 1: Demographic Characteristic of Respondents

	Characteristics	No of Respondents	%
	Total No. of Respondents	297	100
Age	Upto 20 Years	67	22.6
	From 20 to 30 Years	119	40.1
	30 to 40 Year	72	24.2
	40 to 50 Years	14	4.7
	50 to 60 Years	25	8.4
Sex	Male	160	53.9
	Female	137	46.1
Marital status	Marreid	152	51.2
	Unmarried	145	48.8
Qualificati ons	Matric and Below	41	13.8
	Undergraduate	63	21.2
	Graduate	47	15.8
	Postgraduation	76	25.6
	Others	70	23.6
Family size	Upto 3 Members	43	14.5
	3 to 5 member	86	29.0
	5 to 7 members	77	25.9
	More than 7 members	91	30.6
Occupation	Students	65	21.9
	Business	20	6.7
	Services	112	37.7
	Professional	54	18.2
	Housewifes	43	14.5
	Others	3	1.0
Annual income	Upto Rs7000PM	53	17.8
	Rs7000 tp Rs10000PM	88	29.6
	Rs10000 to Rs15000PM	78	26.3
	Rs.15000 to Rs25000PM	41	13.8
	Rs 25000 to Rs50000PM	24	8.1
	Rs50000 and above	13	4.4

widely throughout the world. The products are designed to fit into the consumers' perceptions. The products are distributed as per the consumers' convenience and advertised to communicate consumers and ultimately influence their behaviour in favour of its offers. The stakes in the businesses are very high and competition is too stiff. A business involves application of a large amount of capital, hence, the failure of a business is a very risky proposition. Therefore, it is desirable to assess the consumers' behaviour and their preferences in order to remain competitive in the market. Keeping these into consideration , an attempt was made to know the nature of purchase by the consumers of Garhwal area. The information presented in the **table 2** below indicates that

a.   More than two third of the respondent in the

sample prefer to purchase their product on cash as it was indicted by 69.0% respondents in the sample.

b.   Very few respondents prefers to purchase on credit as it was indicated by 5.4% respondents in the sample.

c.   Almost one fourth 25.6% respondents indicated that they prefer both depending upon the situation.

Table no.2.
Nature of Purchase

Sl.No.	Description	No of Respondents	Percentage
a	Cash	205	69.0
b	Credit	16	5.4
c	Both	76	25.6
	Total	297	100.0

The consumers' buying patterns, according to researchers, is an area for in-depth study for suggesting different useful marketing strategies. In the present era, the information technology is growing at very fast rate. This has created tremendous competition in the market. The recent developments in information technology, globalisation of businesses and liberalisation of the Indian economy have emphasized the importance of consumers' behaviour. This has provoked an interest in examining various factors influencing the consumers' behaviour, their motives determinants and their decision making process. THE SUCCESS OF RETAIL shop will depend upon the customers preference of their preferred place of purchase. Keeping this into consideration, an attempt was made to know the place of purchase by the Consumer of Garhwal area. The information in this respect is presented below. Analysis indicates that more than three fourth respondent in the sample (77.4%) has shown their inclination to purchase their product from retail show room (Pl see **Table 3** below)

Sales promotions create excitement and involvement in the target segment. Introductory offers with either discounts or sales promotion enable the

Table 3
Place of Purchase

Sl No	Description	No of Respondent	Percentage
a	Retail Showroom	230	77.4
b	Wholesaler	47	15.8
c	Distributor	9	3.0
D	Others	11	3.7
	Total	297	100.0

consumer to try out a new brand in a familiar category. A brand of new cookies can create trials through such offers. Trial is necessary for any new brand which has the disadvantage of not having the equity enjoyed by well established brands. Sales promotion can bring in consumers who may have otherwise not done so to try the product. A company entering the market late in the consumer durables categories can alter consumer preference pattern significantly .. ith an appropriate and powerful sales promotion/exchange offer. With the culture of freebies and discounts spreading widely in the Indian market, brands need to consider their implications before embarking on a discount strategy. Price discounting not only affects the profitability of brands, it also affects their equity. For example, when two major detergent brands cut their prices by significant levels, what kind of perception would it create among consumers is an important implication from the viewpoint of marketing.

Modern retailing, though it accounts currently for only nine per cent of the total retailing market in India, has to draw more consumers belonging to the middle class or upper middle class by offering unique bundles of sales promotions. In fact, this aspect may be a compelling reason for shoppers to visit the departmental store. A consumer may plan for "**an unplanned impulse purchase**" in a departmental store known for offering such bundled sales promotions. The consumer gets used to sales promotions at the store and expects to take advantage of it, though she may not clearly know what is likely to be on offer when she makes a visit.

Keeping these consumer trends in consideration , an attempt was made to know the effectiveness of

Table no 4:
Effectiveness of Different Sales Promotional Scheme

Occupation	Quality of the Product	Price of the Product	availability of New Product at retail outlet	Quality of Service	Store Appearance	Convenience of shopping	Promotional features offered by Retail outlet	Luxury Features
Students	4.0154	2.9538	3.0462	4.1538	4.1385	4.0000	3.1538	3.2769
Business	4.4500	3.0000	2.9500	3.8000	4.6000	3.4500	3.0000	2.8500
Services	3.8571	3.1518	3.6875	4.0625	3.9018	3.6607	3.0089	2.6964
Professional	4.3148	3.4444	3.9259	4.0185	4.4074	3.8148	3.1481	2.7778
Housewives	3.8140	3.3488	3.9767	4.0000	4.0465	3.8372	3.3488	3.0698
Others	4.0000	2.0000	5.0000	5.0000	4.0000	4.0000	3.0000	2.0000
Total	4.0101	3.1684	3.5960	4.0572	4.1145	3.7778	3.1145	2.8956

different considerations like ,Quality of the Product, Price of the Product, availability of New Product at retail outlet, Quality of Services, Store Appearance, Convenience in shopping, Promotional schemes offered by Retail outlet, Luxury and comfort features, etc. for which a consumer is atracted while making a purchase decision. For this purpose, respondents were asked to rate the various schemes and their features in order of their preference. The information pertaining to this analysis presented in the **table no 4** clearly indicates that:

- Quality of service offered by retailer was most important consideration while making purchase decision by the respondents of Garhwal area.

- It was followed by product availability, convenience of shopping, promotional schemes and luxury of the offer etc. in that order.

FACTOR ANALYSIS

Our perception is an approximation of reality. Our brain attempts to make sense out of the stimuli to which we are exposed. Several sequential factors influence our perception. *Exposure* involves the extent to which we encounter a stimulus. It is followed by the *Interpretation* which involves making sense out of the stimulus. Several factors influence the extent to which stimuli will be noticed. One obvious issue is *relevance*. Consumers, when they have a choice, are also more likely to attend to *pleasant* stimuli. The perception forms Consumer attitudes that are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some object—within the context of marketing, usually a brand or retail format choice. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object. Keeping these into consideration, an attempt was made to assess the consumers' perception and their attitude toward retailing. For this respondents were asked to rate their views on the statements such as: I always give preference on the originality of the product, Retail show rooms are always having Product Matching Price, Retail showroom offers always Product Bundling, Advertising campaign always influence place of purchase, Personnel Selling is more effective in case of retailers., Retailers are having Closer Links with consumers., Retailers provide better information about

Table 5
Principle Component analysis with Rotated Component

	Component					Comm unality
	Factor 1	Factor 2	Factor 3	Factor 4	Fact or 5	
I always give preference on the originality of the product	.746					.630
Retail show room are always having Product Matching Price	.734					.574
Retail show offers always Product Bundling	.568					.661
Advertising campaign always influence my place of purchase	.526					.592
Personnel Selling is more effective in case of retailers.	.500					.716
Retailers are having more Close Links with consumers.		.838				.646
Retailers provide better information about New Product		.759				.470
Services offered by retailer are always better than wholesaler/ distributor.		.700				.542
Services offered by retailer are always better than wholesaler/ distributor.			.752			.791
I give preference to the place where Availability of the product is assured			.647			.673
I always give preference to purchase when there is a Seasonal Offer			.646			.654
I always purchase a product from the store where large no of Variety is available				.827		.723
I purchase from the retail because it matches my Value Perception				.767		.405
Retail showrooms Location always affect my purchase decision.				.603		.766
Retailers are always having better Stock Maintenance					.724	.777
Accessibility is the prime factor influences my purchase.					- .537	.678
Eigen Values	5.051	1.657	1.305	1.222	1.06 4	
% of Variation	31.569	10.359	8.157	7.638	6.65 0	
Cumulative % of Variation	31.569	41.928	50.085	57.723	64.3 73	

Extraction Method: Principal Component Analysis.

Table 6: Principle components and associate variable

Factor	Name of Dimension	Statement	Factor Loading
F1	Product Factor	I always give preference on the originality of the product	.630
		Retail show room are always having Product Matching Price	.574
		Retail show offers always Product Bundling	.661
		Advertising campaign always influence my place of purchase	.592
		Personnel Selling is more effective in case of retailers.	.716
F2	Relationship Factor	Retailers are having more Close Links with consumers.	.646
		Retailers provide better information about New Product	.470
		Services offered by retailer are always better than wholesaler/	.542
F3	Sales Promotion and availability factor	I always purchase a product from the store where large no of Variety is available	.791
		I purchase from the retail because it matches my Value Perception	.673
		Retail showrooms Location always affect my purchase decision.	.654
F4	Location and Product Match factor	I always purchase a product from the store where large no of	.723
		I purchase from the retail because it matches my Value	.405
		Retail showrooms Location always affect my purchase decision.	.766
F5	Availability and Accessibility	Retailers are always having better Stock Maintenance	.777
		Accessibility is the prime factor that influences my purchase.	.678

New Product, Services offered by retailer are always better than wholesaler/ distributor, preference to buy the product from the store from where maximum Discount is offered, preference to purchase when there is a Seasonal Offer, preference to the place where Availability of the product is assured, purchase a product from the store where large no of Variety is available, purchase from the retail store because it matches Value Perception, Retail showrooms Location always affect purchase decision, Retailers are always having better Stock Maintenance, Accessibility is the prime factor influences purchase. Respondents were asked to rate the various statement on a scale of 1 to 5 in order of their preference. The exploratory factor analysis was used in order to identify the various motivational factors of visiting retail store. Principal

Component analysis was employed for extracting factors and orthogonal rotation with Varimax was applied. As latent root criterion was used for extraction of factors, only the factors having latent roots or Eigen values greater than one were considered significant; all other factors with latent roots less than one were considered insignificant and disregarded. The extracted factors along with their Eigen values are shown in **table 5**.

The factors have been given appropriate names on the basis of variables represented in each case. The names of the factors, the statements, the labels and factor loading have been summarized in **Tables 5.** There are five factors each having Eigen value exceeding one for motivational factors. Eigen values

for five factors are 5.051, 1.657, 1.305, 1.222 and 1.064, respectively. The index for the present solution accounts for 64.373 % of the total variations for the motivational factors. It is a pretty good extraction because we are able to economise on the number of choice factors (from 16 to 5 underlying factors), we lost 35.627 % of information content for choice of variables. The percentages of variance explained by factors one to four are 31.569, 10.359, 8.157, 7.638, 6.650% respectively. Large communalities indicate that a large number of variance has been accounted for by the factor solutions. Varimax rotated factor analysis results for motivational factors are shown in **table 5** which indicates that after 5 factors are extracted and retained the communality is 0.630 for variable1, 0.574 for variable 2 and so on. It means that approximately 63 % of the variance of variable1 is being captured by 5 extracted factors together. The proportion of the variance in any one of the original variable which is being captured by the extracted factors is known as communality (Nargundkar, 2002).

Principal components & associated Variables indicate that first factor (**F1** Product Factor) indicating the customers perception towards retail on the basis of product availability and its perception towards pricing. This is the combination of I always give preference on the originality of the product

Retail show room are always having Product Matching Price, Retail show offers always Product Bundling

Advertising campaign always influence my place of purchase, Personnel Selling is more effective in case of retailers, and accounting 31.569% variance of the total variances. The second Factor (**F2**) is the relationship factor which is the combination of Retailers are having more Close Links with consumers.

Retailers provide better information about New Product, Services offered by retailer are always better than wholesaler/ distributor,and accounts 10.359% variance of total variance. Third factor(**F3**) is the sales promotion and availability factor which is the combination of I always purchase a product from the store where large no of Variety is available, I purchase from the retail because it matches my Value Perception

Retail showrooms Location always affect my purchase decision., and account 8.157 % variance of the total variances. Fourth factor (**F4**) is the Location and Product Match factorfactor which is the combination of I always purchase a product from the store where large no of Variety is available, I purchase from the retail because it matches my Value Perception, Retail showrooms Location always affect my purchase decision.and accounts 7.638% of total variance. Fifth factor F% is the Availability and Accessibility Factor which is the combination of Retailers are always having better Stock Maintenance, and Accessibility is the prime factor that influences my purchase and account for 6.650% of total Variance

The information pertaining to overall pleasant customer experience in retail store visit indicates that 31.0% respondents have a pleasant experience where as remaining respondent has mixed response about their feeling from retail store visit. This may be due to their perception towards product originality, availability of the product in large variety and relationship and services offered by the retailer and importance of recognition of consumers value system and the discount offered by the retailer are another important factor which respondent has considered in selecting the retail showroom. (**see Table 7, below**)

Table 7:
Feeling of Present Visit

Sl No	Description	No of Respondent	Percentage
a	Pleasant Experience	92	31.0
b	Boredom Experience	38	12.8
c	Unpleasant Experience	57	19.2
d	Disappointment on Many Front	80	26.9
	Others	30	10.1
	Total	297	100.0

CONCLUSIONS AND SUGGESTIONS:

Retail Industry in India has emerged as one of the largest among all the industries, accounting for over

10 per cent of the country's GDP and around 8 per cent of Employment. This Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. The marketer tries to attract the consumer and boost the sale with the permutation and combination of different retail formats. The success of this business will depend upon the consumer mood, their sentiment and perception toward different retail formats. This paper has attempted to correlate the distinct store features as perceived by respondents with true motivations of various consumers in patronizing various stores. In the process it provides insight as to whether the average Indian consumer values the new store dimensions offered by retailers as a part of the new formats emerging in the market place. The study reveals that majority of the customers prefer to purchase the product from retail shop on cash payment mode which indicates greater scope for the retail industry to grow in future. The research study also indicates that quality and responsive service offered by retailer is ranked first in consideration while making purchase decision by the respondents of Garhwal area. It was followed by product factor, convenience factor, promotional factor and luxury factor. So it is suggested that retailers must focus on improving their quality of services in order to strengthen their customer base. The analysis of Consumers' Attitude toward Retailing indicates that originality of the product was given highest preference by the respondents and they believe that retail showroom offers original product. It was followed by the availability of the product in large variety. The importance of recognition of consumers' value system and the discounts offered by retailer are another important factors which respondents have considered in selecting a retail outlet.

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