Impact Of Store Amenities On Buyers Behaviour: A Study Of Convenience Goods Buyers In Organized Retail Sector In India

* Gopal Das
** Dr. Rohit Vishal Kumar

INTRODUCTION

With Liberalization, Privatization, Globalization and Modernization, a modern competitive business is based on understanding the mind of the consumer and providing the king products and services that he wants. Considering the truth that the customer is the king, every organization wants to increase market share and profit. The competitors are also following the same strategy. So, all of them try to get more customers which leads to increased market share and profit through different marketing activities, like sales promotions. As a marketer, one needs to know the following questions- Why a customer uses a product?, Why does a customer buy it? How does a customer buy it?, When does a customer buy it?, Which brand does a customer buy?, How often does s/he buys it?, How much does s/he buys it?, and Where does s/he buys it from?. Once they know the answer of these questions, the marketer would prepare to fulfill his needs and wants. If the customers' wants matches with what the companies are delivering, then the companies will do better business. Suppose a customer's reason for purchasing a product is promotion- when a marketer comes to know to about this and fulfills this requirement, market share, perhaps profit also, is bound to increase.

GROWTH OF RETAILING : THE INDIAN CONTEXT

After agriculture, retail is the second largest employer in India. In India, retailing sector is fragmented and consists of predominantly small, independent and owner-managed shops. There is a boom in the retail trade in India owing to a gradual increase in the disposal income of the middle-class household. More and more players are coming in the market with new attractive retail formats like malls, supermarkets, departmental stores etc.India Retail Report (2007) reviewed that food and grocery comprises of 62 per cent of the ($ 270 billion (Rs. 1200000 crore) Indian retail market. Only .8 per cent of this segment is in organized sector, and witnessed a year-on-year growth of 30.8 per cent in 2005-2006 as against 2.2 per cent growth of the total food and grocery retail market (Refer to Exhibit 1 for the major players in India and their projected sales) (India Retail Report, 2007). This indicates scope for growth in organized retail sector, though 95% of the total sales are held through traditional retail stores in the country currently.But the traditional retailers are unable to compete with new age retailers in terms of variety and scale and have begun losing volumes in several parts of the country. (Vijayraghavan and Ramsurya, 2007).

With the growth of organized retail, the traditional retailers are loosing business. As a solution, organized large retailers like Reliance Fresh are inviting small retailers as well as individuals to become franchises on revenue sharing model (Thakkar and Bhatt, 2007) and the newly-formed Bharati-Wal-Mart venture too intends to follow the same model by offering employment opportunities to 60,000 people by 2015 (Times News Network,2007). The Indian consumers are very price sensitive. The entry of big grocery format of Reliance and the proposed venture of Bharati Wal-Mart is expected to further kick up competition in the business and put pressure on margins (Daftari, 2007).

A study done by A.T.Kearney Global Retail Development Index, 2008 ranked the various countries in 2008 and 2007 with their changes which is as follow:

Table 1: A.T. Kearney Global Retail Development Index, 2008

Country	2008 Rank	2007 Rank	Change
Vietnam	1	4	+3
India	2	1	-1
Russia	3	2	-1
China	4	3	-1
Egypt	5	14	+9
Morocco	6	15	+9
Saudi Arabia	7	10	+3
Chile	8	6	-2
Brazil	9	20	+11

* Lecturer, NSHM Business School, Kolkata-700053. E-mail : gopal.das@nshm.com
** Reader, Department of Marketing, Xavier Institute of Social Service, Ranchi-834001. E-mail : rohitvishal@xiss.ac.in

Turkey	10	13	+3
Mexico	11	9	-2
Algeria	12	25	+13
Malaysia	13	8	-5
Peru	14	22	+8
Indonesia	15	24	+9
Bulgaria	16	12	-4
Ukraine	17	5	-12
Tunisia	18	11	-7
Colombia	19	30	+11
United Arab Emirates	20	18	-2
Latvia	21	7	-14
Romania	22	27	+5
Slovenia	23	17	-6
Thailand	24	16	-8
Macedonia	25	N/A	N//A
Philippines	26	23	-3
Guatemala	27	N/A	N/A
Argentina	28	29	+1
Honduras	29	N/A	N/A
Lithuania	30	28	-2

OBJECTIVES OF THE STUDY

In the retail context, consumer goods enjoy predominant place in terms of volume and sales revenue. In our day to day life, we need innumerable convenience goods. The organized retail sectors are keeping almost all convenience goods under one roof. This convenience obviously attracts more customers. But more numbers of national and international players are entering into the Indian Organized retail sector. So the organized retail sector is becoming large. Everybody wants to attract more customers through various promotional and other competitive schemes. This present paper wants to find out the answers to the following question:-
•Are consumers attracted by store amenities in a retail environment?

CONCEPTUAL FRAMEWORK

The Indian market is currently witnessing a retail boom with Organized Retailers offering a whole assortment of goods and services to consumers under one roof with congenial shopping ambience. Retail business is the largest private industry, ahead even of finance and engineering, contributing 8% to the GDP in the West. Over 50 of the Fortune 500 and about 25 of the Asian Top 200 companies are retailers. Today, in some developed countries, retail business houses have shares as large as 40% of the market. For instance, in Thailand and Brazil, the organized retail business has been growing rapidly. In comparison, the organized retail business in India is quite small.

The word retail is derived from the French word *retaillier*, which means to cut off a price or to break bulk. A retailer may be defined, as a 'dealer or trader who sells goods in small quantities' or 'one who repeats or relates'.

Retailing thus may be understood as the final step in the distribution of merchandise, for consumption by the end consumers. Or in other words, any firm that sells products to the final consumer is performing the function of retailing. It thus consists of all activities involved in the marketing of goods and services directly to the consumers for their personal, family or household use (Pradhan S. 2007).

While barter would be considered to be the oldest form of retail trade; since independence, retail in India has evolved to support the unique need of the country, given its size and complexity. Haats, Mandis and Melas have always been a part of the Indian landscape. They still continue to be present in most parts of the country and form an essential part of life and trade in various areas. In the past decade, the Indian marketplace has transformed dramatically. However, from the 1950's to the 80's, investment in various industries was limited due to the low purchasing power in the hands of the consumer and government's policies favoring the small scale sector. Initial steps towards liberalization were taken in the period from 1985-90. It was at this time that many restrictions on private companies were lifted, and in the 1990's, the Indian economy slowly progressed from being state-led to becoming "market friendly". This was a sense; the beginning of a new era for retail in India. The fact that post-liberalization, the economy had opened up and a new large middle class with spending power had emerged, helped shape this sector. The vast middle class market demanded value for money products. The emergence of the modern Indian housewife, who managed her home and work, led to a demand for more products, a better shopping ambience, more convenience and one stop shopping. This fuelled the growth of Supercentres, Hypermarkets, warehouse stores etc.

Product is the key element in market offerings. Marketing-mix planning begins with formulating an offering to meet target customers' needs or wants. The vast array of goods consumers buy can be classified on the basis of shopping habits, like convenience, specialty, and shopping unsought goods. Convenience goods are goods that the customer usually purchases frequently, immediately, and with a minimum of effort, for example, tobacco products, soaps, and newspapers. Staples are goods consumers purchase on a regular basis. A buyer might routinely purchase Heinz ketchup, Crest toothpaste and Ritz crackers. Impulse goods are purchased without any planning or search effort. Candy bars and magazines are placed next to checkout counters because shoppers may not have thought of buying them until they spot them. Emergency goods are purchases when a need is urgent, like umbrellas during a rainstorm, boots and shovels during the first winter snowstorm.

REVIEW OF LITERATURE

International Context

Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002) studied Buyerseller relationships for promotional support in the apparel sector which was critical for success. The purpose of the study was to describe the promotional activities offered to apparel retailers by manufacturers. The study was trying to find out the retailer's perceptions of the offering frequency and importance of the promotional support, and to investigate the relationship between offering frequency and perceptions of importance. It was found that monetary support was regarded as the most important promotional support.

In a study by Broadbridge and Calderwood, 2002, emphasis was given to the fact that in an age of increasing competition from large-scale organized grocery retailers, local shops need to have the commitment and willingness to cater to the local community for survival which means focusing more closely on local residents' wants and needs.

In a study in 2003, Knox and Walker found the existence of weak but significant relationship between the involvement and brand loyalty in grocery markets. Another study done by Moschis, Curasi and Bellenger (2004) was that older consumers are very price-conscious, (with an often exacting memory for the prices of frequently purchased items necessitating food stores to use frequent price-reduction promotions), enjoy interactions and prefer to shop in a store where they can receive special-assistance services (such as valet parking, delivery assistance, carry-out assistance, liberal product return and refund policies).

Overall satisfaction with a store does not significantly influence customers' loyalty to that store. And shoppers' intention to remain loyal to their "primary store" was in fact influenced by several other reasons such as frequently-buyer reward schemes, travel distance, preference for an in-store delicatessen, size of the average grocery bill, store signage and the level of sale assistance (Miranda, Konya and Havrila , 2005).

Spanish consumers' perceptions of US apparel specialty retailers' products and services was studied by Hyllegard, Karen; Eckman, Molly; Descals, Alejandro Molla; Borja, Miguel Angel Gomez (2005). The study focused that specialty retailers' success in international markets is contingent upon their knowledge of culturally-defined values, norms and behaviour that influences consumer decision making and impacts acceptance of products and services. It was found that perception concerning quality, product assortment, quality of customers service etc differed from person to person.

Meyer-Waarden, Lars; Benavent, Christophe, (2006) studied the impact of Loyalty programmes on Repeat Purchase in the context of the French market. It was found that the loyalty programmes did not substantially change market structures, when all companies had loyalty programmes; the market was characterized by an absence of change of the competitive situation.

In a study by Yuping, (2007) on the Long-Term Impact of Loyalty Programs on consumer Purchase Behaviour and Loyalty, it was found that consumers who were heavy buyers at the beginning of a loyalty program were most likely to claim their qualified rewards, but the program did not prompt them to change their purchase behavior. For light buyers, the loyalty program broadened their relationship with the firm into other business areas.

In a study by Mayer (1989), it has been claimed that store image has been one of the main topics in retailing research and recent meta-analysis by Pan and Zinkhan (2006) shows that store visit frequency is strongly influenced by store image and attributes.

Studies by Enis and Paul, 1970; Dunn and Wrigley, 1984 found that loyalty is a characteristic of poorer shoppers; a recent study indicates that the incomes and weekly expenditures of the loyal shoppers are significantly higher (McGoldrick and Andre, 1997).

Another study by Knox and Walker (2003) confirmed the existence of a weak but significant relationship between involvement and brand loyalty in grocery markets. But the overall satisfaction with a store does not significantly

influence customers' loyalty to that store and shoppers' intention to remain loyal to their "primary store" was in fact influenced by several other contextual factors: frequent-buyer reward schemes, travel distance, preference for an in-store delicatessen, size of the average grocery bill, store signage and the level of sale assistance (Miranda, Konya and Havrilla (2005).

THE INDIAN CONTEXT

In India, the major drivers for a grocery store seem to be nearness to place of residence and the comfort level that the respondent has in dealing with the store owner measured in terms of personal relationship with the shopkeeper. (Singh and Banerjee, 2004).

The Indian consumers are known to be price-sensitive and retailers have to manage with razor thin margins in order to compete for the share of wallet of the grocery.Consumer spends on food constitute just around under 50 percent and margins on food retail is around 12- 15 per cent with a post-tax margin of 2 per cent (Vijayraghavan, 2007). The entry of Reliance and proposed venture of Bharati-Wal-Mart is expected to further kick up competition in the business and put pressure on margins (Daftari, 2007).

Reliance Fresh, the fruit and vegetable store of Reliance Retail made a mid-course correction of its product-mix by deciding to sell groceries in an effort to increase the average bill value which was stagnated at Rs. 120-130; Subhiksha has evolved towards a 60:40 ratio in favor of grocery with an average bill size of a typical customer of around Rs. 300-320 (Daftari, 2007). Indications of cut-throat competition and an impending price-war is evident in selling of different products by Reliance Retail to the tune of 15-20% cheaper in grocery items like potatoes, onions and flour (atta) and as much as 50% in case of fruits (Jha and Guha, 2007).

In fact, the 2000-crore Future Group (Pantaloon Retail) intends to increase its non-grocery business from the present 40% to 50-70% in view of the increased competition in the grocery business in coming years wherein the group's grocery model might not be competitive enough (Vijayraghavan, 2007). On the other hand, understanding consumer insight is crucial to get to the shelf right and Wal-Mart went wrong in Germany as the did not even understand that the pillow size of Germans is bigger than that of Americans (Karwal as quoted by Tarun and Chopra, 2007). Again, Indian retailers understand the culture, taste and preferences of Indian consumers better (Biyani of Pantaloons as quoted by Tarun and Chopra, 2007). Given that the kirana stores do not have any overheads and are extremely presentable; if Indian big retailers can compete with them, they may compete with anybody and should not be worried about competition from international players (SanjivGoenka of RPG Enterprises as quoted by Tarun and Chopra, 2007).The Indian consumer is also known to be extremely value-conscious, with 80 per cent of his wallet consisting of essential and need-based purchases, which he can get from the store next-door; the big question is whether he would travel all the way to the big store (Karwal as quoted by Tarun and Chopra, 2007). In fact, there might be emergence of several India-specific retail business models and formats in view of the unique peculiarities of the behavior of Indian consumers (Arvind Singhal, Chairman, Technopak Advisors as quoted by Tarun and Chopra, 2007) like the proposed Argos retail format of Shoppers Stop-Hyper CITY Retail-Home Retail venture (which involves catalogue stores along with home shopping and on-line retail) (Bureau, 2007b). Sinha P.K., Mathew E., Kansal Al (2005) carried out a study on format choice of food and grocery retailer for one product and one customer segment with a sample of 26 respondents on five existing store formats namely kirana, upgraded kirana, supermarkets, hypermarkets and wholesalers. They suggested that a particular type of product influences the purchasing patterns of customers and commented that it would be interesting to capture the utilities of each store format; given that shopping has been found to be influenced by local culture, and suggested that it would be a good study to determine the format choice behavior of many customers.

In a study by Vyass (2005), it was found that 72% of the respondents are deal prone in all income categories; more than 60% of the sample was found to be deal prone. In fact, in higher income category, 75% were found to be deal prone. Respondents were asked about their preference for price cut or value added promotions for the FMCG category. 60% of the sample preferred price cut nature of promotions and the best preference was given to value added promotions. From another study (Goswami P. and Mishra M., 2007; in food and grocery retail sector in India), it was found that customer loyalty in grocery stores was found to be positively related to location, cleanliness, quality offers; helpful, trustworthy salespeople, home shopping etc. and negatively related to travel inconvenience. Kiranas do well on location but poorly on the parameters of cleanliness, offers, quality and helpful, (trustworthy) salespeople. Converse is also true for organized retailers.

In another study (Vyass 2007), it is found that seasonality affects apparel sector and hence it becomes critical for a retailer to clear off the stock at the end of season. Otherwise he may have to incur substantial inventory carrying

costs, allocate scarce shelf space and out of fashion apparels may be worthless- and may remain unsold forever! Thus, stock clearance seems to be a very important objective for apparel retailer and they use end of season sale twice in a year wherein discount given is upto 50% of the MRP (Maximum retail price) so as to clear the remaining stock. She also pointed out from the study that in terms of consumer sales promotions, almost everyone used discount coupons and few used lucky draws, contests, gifts, "buy one get one free" type of promotions. Only Pantaloon had a unique scheme of exchange offer which is normally prevalent in durable goods industry. The study also revealed that every retail outlet measures the impact of sales promotion activities by looking at sales made during the promotional period. Few others also look at the footfalls, conversion from footfalls to buyers, average bill size during promotion etc. and a miniscule segment measure profit made during promotions by relating revenues to costs of promotions.

In our day to day life, the importance of convenience goods is increasing. If a consumer is satisfied with the product, environment and services, they will again come to the retail shop. As retail is a new buzz word for the Indian market, so many national and international players are coming into the market. The customers show their interest to visit organized retail malls. Every retail shop wants to create their target customer group. Consumer behavior also sheds light on the fact that situational factor has an impact on buying behavior. Based on the above review of literature, the present study tries to find out the impact of store amenities on consumer behavior with particular reference to purchasing of convenience goods in the Indian grocery sector.

RESEARCH METHODOLOGY

After formulating the research problem, the researcher is interested to find out a suitable way to solve the problem. Research methodology is the way to systematically solve that problem. A research methodology consists of various steps. A researcher should have detailed knowledge before implementing all the steps of a research methodology. The researcher must design the steps of research methodology focusing on the research objectives and the logic behind it. Thus, when we talk of research methodology, we not only talk of research methods but also consider the logic behind the methods.

Research Design

"When designing a research, one is faced with a continual series of tradeoffs. Since there are tropically numerous design alternatives that will work, the goal is to find the design that enhances the value of the information obtained, while reducing the cost of obtaining it" (Malhotra.N.K, 2005).

"A research design is the arrangement of conditions for collecting and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure"-(C.R Kothari, 2007). In fact, research design is the conceptual structure within which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data. Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximum information with minimum expenditure of effort, time and money. A good research design is often characterized by adjectives like flexible, appropriate, efficient, economical and so on (Kothari C.R-2007).

A good research design will ensure that the data collected is relevant to the research problem and that it was collected, from an objective and in an economical manner (Green, Tall and Albaum 1997).

The research design of this study could be exploratory cum descriptive in nature. The main purpose of exploratory research design is that of formulating a problem for more precise investigation or for developing the working hypotheses from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights. As such, the research designs appropriate for such studies must be flexible enough to provide opportunities for considering different aspects of a problem under study. On the other hand, descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group, whereas diagnostic research studies determine the frequency with which something occurs or its association with narration of facts and characteristics concerning individuals, groups or situations are all examples of descriptive research studies.

As there is no clear cut idea about whether the promotions lead to increased repeat purchase or not, our study will try to formulate a plan of action regarding the research objectives which lead to the discovery of ideas and insights into the problem. In our study, we are going to find out whether repeat purchase is occurring due to promotions or not. Thus, in the earlier stages, the study showed the characteristics of an exploratory analysis and diagnostics and subsequently, it would be descriptive in nature.

Sampling Unit

Before selecting a sample, a decision has to be taken concerning the sampling unit. A Sampling unit may be a

geographical one-such as a state, district or village, a construction unit, it may also be a social unit or it may be an individual one. To provide a better understanding for the research objectives, the study decided to follow the Socio Economic Criteria (SEC) classification system as laid down by the National Readership Survey Round V (NRS-V) to select the respondents. SEC is a household classification system and the SEC of an individual is determined by taking into consideration the highest educational level and occupation of the Chief Wage Earner (CWE). The NRS-V defines the CWE to be that person in a given time period. Our study considered the time period of one month for determining the CWE.

As per the SEC classification, a household can be divided into 8 groups that is based on the occupation level of the Chief Wage Earner roughly corresponding to income distribution nomenclature. The groups are A1, A2, B1, B2, C, D, E1, and E2.

The study was limited to the respondents of SEC A1 and A2 only. This is because SEC A1 and A2 roughly correspond to the middle to lower upper income group and thereby, it is assumed that the groups would be more indicative of Big Bazaar customers. The other criterion of selecting the respondents was their age group. The study has taken the age group of 15-35 years, both male and female. So the target respondents were coming under SEC A1 and A2 and in the age group of 15-35 years, both male and female. The survey was held only for the convenience goods.

Sample Size

Sample size refers to the numbers of elements that are to be included in the study. Determining the sample size is a complex process and involves several qualitative and quantitative considerations. In general, for more important decisions, more information is necessary and the information should be obtained more precisely. The nature of research also has an impact on the sample size.

Hair Jr., Bush, and Ortinau (2003) have pointed out that most of the sampling that takes place in consumer research is under the situation in which the researcher has no prior knowledge about the population parameters of interest. This is primarily due to the fact that today's business environments are so complex and so rapidly changing that it becomes extremely difficult to ascertain the population characteristics. The study is taking 100 samples under the assumption that the characteristics of interest are present in 50% of the population. The choice of sample size of 100 samples would give us a +/- 10% margin of error at 5% level of significance and +/- 13% margin of error at 1% level of significance.

The study collected data from two retail stores from different locations of Big Bazaar in Kolkata through structured questionnaire and face to face interview. From each retail store, we took data from 50 respondents. The detail of the sample size is as follows:

Types of buyers	High land park	VIP Road	Total
First Time Buyers	25	25	50
Repeat Buyers	25	25	50
Total	50	50	100

The study takes the help of secondary data (regarding the various promotional sales figure and non-promotional sales figure), which was collected from the retail stores itself.

Repeat Buyers would be identified as those females and males who have purchased the identified convenience goods at least once in the last 45days.

First Time Buyer would be identified as those females and males who have purchased the identified convenience goods beyond the specified days.

SAMPLING PROCEDURE

The study took the help of random sampling. Among the various types of random sampling, the study specifically took the systematic sampling. The data have been collected through structured questionnaire which has been pre-tested among the researchers and faculties before the posting of the final one. The questionnaire had been divided into two parts- eligibility and main part. The data was collected by the researchers themselves at the checkout point of the selected retail stores with the sampling interval of five- that is, every fifth shopper was intercepted and eligibility questionnaire was administered to the respondent. If the respondents met the eligibility criteria, then the main questionnaire was administered.

ANALYSIS AND FINDING

In order to find the impact of store amenities, the study has developed a hypothesis which is as follows:

H1: Store amenities and consumer attractions are independent of each other.

In order to test the first claim- that consumers are attracted by store amenities in a retail environment or not, we first need to establish that the type of the consumers (Repeat Purchaser or First Time Buyers) are not influenced by various other demographic parameters like the sex of the respondent (Male or Female), status of the respondent (whether CWE or others), Socio-economic Class (A1 or A2) or the location of the retail store (Highland Park or VIP Bazaar).

To estimate the effect of the above variables on the respondent type, we conducted a logistic regression with sex, status, SEC and location as independent variables. **Logit** was used as the link function. The results are summarized in the table below:

Table.2: Logistic Regression Table of center, sex, status, SEC

Predictor	Coefficient	SE	Z	P	Odds Ratio	95% Confidence Interval	
						Lower	Upper
Constant	0.3814	1.2344	0.31	0.757	—	—	—
Center	-0.0191	0.4200	-0.05	0.964	0.98	0.43	2.23
Sex	-0.2850	0.5800	-0.49	0.623	0.75	0.24	2.34
Status	0.3855	0.5838	0.66	0.509	1.47	0.47	4.62
SEC	-0.4105	0.4420	-0.93	0.353	0.66	0.28	1.58

Log-Likelihood = -68.715

Test that all slopes are zero: G = 1.200, DF = 4, P-Value = 0.878

Goodness-of-Fit Tests			
Method	Chi-Square	DF	P
Pearson	20.0031	9	0.018
Deviance	23.6863	9	0.005
Hosmer-Lemeshow	13.0874	5	0.023

Measures of Association:				
(Between the Response Variable and Predicted Probabilities)				
Pairs	Number	Percent	Summary Measures	
Concordant	1288	51.5	Somers' D	0.15
Discordant	911	36.4	Goodman-Kruskal Gamma	0.17
Ties	301	12.0	Kendall's Tau-a	0.08
Total	2500	100.0		

The test statistic "G" tests the null hypothesis that all the coefficients associated with the predictor variables equal zero versus these coefficients not all being equal to zero. We see that the p-value = 0.878; as such we can conclude at 5% level of significance that none of the variables are significant. This leads us to conclude that center, SEC, sex and status do not play a significant role in attracting customers.

We then started to search for variables that could be of importance for determining whether consumers are attracted to retail promotions or not. We were of the belief that if the consumer already has the product stocked at home, then the consumer is likely to have a weaker pull towards promotion. Working on this aspect, we hypothesized that the frequency of purchase of the convenience good, along with the current basket size of purchase may play an important role. One aspect of promotion in a retail environment, especially in India, is that majority of the promotions that take place are on convenience goods. The heavy frequency of promotion of consumer goods may lead to "promotion fatigue" and consumers may not be too much attracted to products. Keeping this argument in mind, we conducted logistic regression amongst various variables and finally came up with one additional variable which contributed to purchase-namely facilities provided at the retail mall. The results of the analysis are provided below. To keep parity with the previous analysis, we again used the **logit** link function.

Table.3: Logistic Regression Table of QB1, QB3, QB13, QB17

Predictor	Coefficient	SE	Z	P	Odds Ratio	95% Confidence Interval	
						Lower	Upper
Constant	1.06284	1.19536	0.89	0.374	—	—	—
QB1	0.184904	0.164677	1.12	0.262	1.20	0.87	1.66
QB3	-0.722945	0.381619	-1.89	0.058	0.49	0.23	1.03
QB13	-0.278204	0.262573	-1.06	0.289	0.76	0.45	1.27
QB17	0.373181	0.283187	1.32	0.188	1.45	0.83	2.53

Log-Likelihood = -65.373

Test that all slopes are zero: G = 7.883, DF = 4, P-Value = 0.096

Goodness-of-Fit Tests			
Method	Chi-Square	DF	P
Pearson	45.6142	48	0.571
Deviance	56.8749	48	0.178
Hosmer-Lemeshow	6.3046	8	0.613

Measures of Association:				
(Between the Response Variable and Predicted Probabilities)				
Pairs	Number	Percent	Summary Measures	
Concordant	1540	61.6	Somers' D	0.27
Discordant	869	34.8	Goodman-Kruskal Gamma	0.28
Ties	91	3.6	Kendall's Tau-a	0.14
Total	2500	100.0		

In the above logistic equation, the independent variables are as follows:

QB1: Frequency of Purchase of Convenience Good

QB3: Current purchase basket of Convenience Good

QB13: Likelihood of revisiting the store if promotion scheme is run again

QB17: Perceived impact of store amenities on sales of the store

The results showed a marked improvement over our previous analysis with log-likelihood decreasing to 65. The test statistic G has a p-value of 0.096 which is significant at 10% level. Thus we can say that there is at least one predictor variable which has a significant impact on determining the type of buyer.

As a second step, we look at the p-values of the individual predictors and we find that QB3 (current situation of purchase basket of convenience goods) is significant at 10% level of significance. We also find that QB17 (perceived impact of store amenities) also has a fairly low p-value of 0.188 suggesting that store amenities may play a large role in attracting customers.

Aiming to improve the above analysis, we checked the following two graphs:

Figure 1: Graphs of Delta-Chi Square
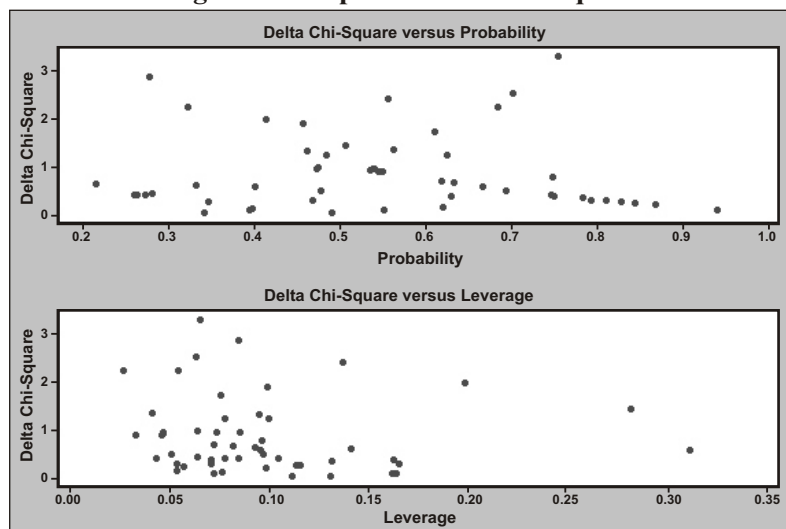
The "Delta-Chi-Square vs. P" and "Delta-Chi-Square vs. Leverage" graphs are used to examine factors or co-variate patterns that have not been fit well by the model. The "Delta Chi-Square" measures the change in the Pearson goodness-of-fit statistic due to deleting a particular factor or co-variate. After examining the graphs, we decided to delete five cases which did not fit the model well viz. case no: 2, 12, 31, 36 and 40. After removing these five cases, we again ran the analysis and the results are reproduced below:

Variable Value Count

RespCODE 2   49 (Event)

          1   46

          Total   95

Logistic Regression Table

Table.4: Logistic Regression Table of QB1,QB3,QB13,QB17(After removing five cases)

Predictor	Coefficient	SE	Z	P	Odds Ratio	95% Confidence Interval	
						Lower	Upper
Constant	0.418780	1.25102	0.33	0.738	—	—	—
QB1	0.285915	0.173492	1.65	0.099	1.33	0.95	1.87
QB3	-0.635797	0.388771	-1.64	0.102	0.53	0.25	1.13
QB13	-0.311554	0.268629	-1.16	0.246	0.73	0.43	1.24
QB17	0.553852	0.326914	1.69	0.090	1.74	0.92	3.30

Log-Likelihood = -60.863

Test that all slopes are zero: G = 9.876, DF = 4, P-Value = 0.043

Goodness-of-Fit Tests			
Method	Chi-Square	DF	P
Pearson	40.1674	47	0.749
Deviance	49.8942	47	0.359
Hosmer-Lemeshow	4.5803	7	0.711

Measures of Association:				
(Between the Response Variable and Predicted Probabilities)				
Pairs	Number	Percent	Summary Measures	
Concordant	1438	63.8	Somers' D	0.30
Discordant	763	33.9	Goodman-Kruskal Gamma	0.31
Ties	53	2.4	Kendall's Tau-a	0.15
Total	2254	100.0		

The results showed a marked improvement over our previous analysis with log-likelihood decreasing to 60. The test statistic G has a p-value of 0.043 which is significant at 5% level.

As a second step, we look at the p-values of the individual predictors and we find that QB1 (Frequency of Purchase of Convenience Good), QB3 (current purchase basket of convenience goods) and QB17 (perceived impact of store amenities) are significant at 10% level of significance. This seems to suggest that store amenities may play a major role in attracting the customer to the retail environment.

CONCLUSION

Situational factor has an impact on the consumer buying process. There are many players in the retail market- with different promotional schemes and facilities. In the face of so many options, the choice of appropriate retail stores becomes an important topic for the customers. With the buying of a product, the customers also want to satisfy their unstated needs. Once the customers are satisfied with the unstated needs in the retail malls, then there is the possibility of a revisit. Keeping this concept in mind, the retail players are arranging multi- facilities with the retail purchase. Their objective is to attract more number of customers through different extra benefits. Store amenities are one of them.This paper shows the impact of store amenities in retail buying. From the above analysis, the study can conclude that store amenities may lead to attract customers in the retail environment. So the retailers may take care of their store amenities in order to get more numbers of customers.

BIBLIOGRAPHY

(Miranda M.J., Kónya L., Havrila I.(2005), ' Shoppers' satisfaction levels are not the only key to store loyalty', *Marketing Intelligence & Planning*, Vol. 23, No. 2, pp 220-232.)

Enis B. M., Paul G.W.(1970), 'Store loyalty' as a basis for market segmentation', *Journal of Retailing,* Vol. 46, No. 3, pp 42-56.

McGoldrick P.J., Andre E. (1997), 'Consumer misbehaviour: Promiscuity or loyalty in grocery shopping', *Journal of Retailing and Consumer Services,* Vol. 4, No. 2, pp 73-81.

Knox S., Walker D.(2003),'Empirical developments in the measurement of involvement, brand loyalty and their relationship in grocery markets', *Journal of Strategic Marketing*, Vol. 11, pp 271 286.

(Mayer, Morris L. (1989). "1949 1989: Retail Reflections," *Journal of Retailing,* 65 (Fall): 396-401.

Pan, Yue and Zinkhan, George M. (2006). "Determinants of retail patronage: A metaanalytical perspective," *Journal of Retailing*, 82 (September): 229-243.)

Green , Tull and Albaum, Research For Marketing Decisions, 5th edition, 2007, PHI).

Liu, Yuping," The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty," Journal of Marketing, Oct2007, Vol. 71 Issue 4, p19-35, 17p.).

Kothari . C.R. Research Methodology, New age International Publishers (2007).

Malhotra N.K, Marketing Research an applied orientation, PHI, fourth edition, 2005.

Vyas P.H (2005),"Measuring Consumer Preferences for Sales Promotion Schemes through Conjoint Design in FMCG Sector" W.P NO.2005 -09-08, IIMA, India.

Tarun K.S., Chopra S.L. (2007), 'Beyond the Retail Hype', *Indian Management*, pp 12-27.
Vijayraghavan K. (2007), 'Future Group to focus on lifestyle & non-grocery biz for higher margins', *The Economic Times*, February 9, pp 4.
Sinha P.K., Banerjee A. (2004), 'Store choice behaviour in an evolving market', *International Journal of Retail & Distribution Management*, Vol. 32, No. 10, pp 482-494.
Goswami P and Mishra M, Would Indian Consumers move from Kirana Stores to Organized Retailers When Shopping for Groceries?, ssrn.
Daftari I. (2007), 'Reliance Fresh may add groceries to product mix', The Economic Times, May 3, pp 4.
Vijayraghavan K., Ramsurya M.V. (2007), 'Mom & pop happy letting a rich tenant take over', The Economics Times, February 5, pp4.
Pradhan .S. (2007), "Retailing Management Text & Cases". Tata McGraw hill Publishing company Ltd.
Retail Development Index, Emerging Marketing priorities for Global RetailersA.T.
Hair Jr.,J.H,R.P.Bush, and D.J. Ortinau (2003): Marketing Research within a changing environment . Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 3 edn.
Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun,", International Journal of Consumer Studies, Dec2002, Vol. 26 Issue 4, p294-302, 9p.
Broadbridge A., Calderwood E. (2002), 'Rural grocery shoppers: do their attitudes reflect their actions?', *International Journal of Retail & Distribution Management*, Vol. 30, No. 8, pp 394-406.
Hyllegard, Karen; Eckman, Molly; Descals, Alejandro Molla; Borja, Miguel Angel Gomez., "Spanish consumers' perceptions of US apparel speciality retailers' products and services "Journal of Consumer Behaviour, Sep2005, Vol. 4 Issue 5, p345-362, 18p, 7 charts.)

directly or indirectly. With a better understanding of the fact that "To be a global business and to have a global market share, you have to participate in all segments", Project Shakti has proved the equation: "Strategic Marketing Approach = Business Excellency".

BIBLIOGRAPHY

1. Paul F. Anderson (1982), "Marketing, strategic planning and the theory of the firm", Journal of Marketing, Vol 46 (Spring), 15-26.
2. Clinton Barth, Dan Greene, Mark King & Jean Paradis Zachary, "Hindustan Lever & The New India: Enabling farmers and connecting with customers", Strategic Planning Workshop, Spring 2006, Institute of Design, Illinois Institute of Technology.
3. G.S. Day (1994), "The capabilities of market-driven organizations", Journal of Marketing, 58(4), 37-52.
4. Pham Thuy Ha (2008), "Unilever in India: Hindustan Lever's Project Shakti", http://thuyha-management.blogspot.com/2008/04/unilever-in-india-hindustan-levers.html
5. Matti Jaakkola, (2006), "Strategic Marketing and Its Effect on Business Performance: Moderating Effect of Country-specific Factors", Master's thesis submitted in partial fulfillment of the requirements for the degree of Master of Science in Industrial Engineering and Management, Helsinki, 31 October 2006
Supervisor: Markku Maula, Professor, Helsinki University of Technology
Instructor: Petri Parvinen, Docent, Helsinki School of Economics
6. Vinay Kamath, (2003), "Where HLL's Shakti comes from" , The Hindu Business Line (Internet Edition), Financial Daily from THE HINDU group of publications, Thursday, May 29, 2003.
7. P Kotler (1999), "Kotler on marketing: How to create, win, and dominate market,. The Free Press.
8. J.C Narver. and S.F. Slater (1990), "The Effect of a Market Orientation on Business Profitability", Journal of Marketing, 54(4), 20-35.
9. S John Mano Raj and Dr. P Selvaraj (2007), "Social Changes and the Growth of Indian Rural Market: An Invitation To FMCG Sector", Presented on International Marketing Conference on Marketing & Society, 8-10 April, 2007, IIMK. (accessed on 02.08.07) Department of Management Studies, N.I. College of Engineering , Kumaracoil, Tamil Nadu.
10. M. Salminen (2006), "Innovaatioyrittäjä jää laakereille lepäämään", Kauppalehti.12, 18-19.
11. Dr. Venkatesh Tamlurkar (2008), "Assessing the Marketing for Rural India", http://www.indianmba.com/Faculty_Column/FC299/fc299.html
12. M. J. Xavier (2003), "Technology to the grassroots", The Hindu Business Line (Internet Edition), Financial Daily from THE HINDU group of publications, Thursday, Jan 30, 2003.
13. K. Yli-Kovero (2006) Tuotekehitysjohtaja Mäyrä-Mäkinen jättää pettyneenä Raision, Helsingin Sanomat. 2006-08-25.
14. Indrajit Gupta & M. Rajshekhar (2005), ITC vs HLL, Business World, April 25, 2005, http://www.itcportal.com/newsroom/press_25apr_05.htm

CONCLUSION

The study reveals that TV is still the most powerful medium for advertisements in terms of its recall and recognition value. In addition, this media is mostly preferred by the respondents because of its entertaining viewer friendly look with convenience of viewing hours, which gives accurate credible information in an understandable way. Also, the respondents perceive that the advertisements aired on this media are more attractive with high attention value, which influences them to view the advertisements again and again. Thus, this study will contribute to a better conceptual understanding of viewers' perception towards memorability of advertisements on TV media. Meanwhile, the study can provide practical implications on how to design memorable advertisements to fully utilize the advantages of the electronic based media-TV.

BIBLIOGRAPHY

1. George E. Belch and Michael A. Belch, (2001), Advertising and Promotion, Tata Mc Graw Hill, New Delhi. pg. 114-115; 355-357; 495; 506-507; 516-517.
2.S.H.H. Kazmi and Satish K. Batra, (2006), Advertising and Sales Promotion, Excel Books, New Delhi. pg. 13-18; 280-281; 287-288; 326-327.
3. Judy Strauss and Raymond Frost (2002), E-Marketing,   Prentice-Hall of India Pvt Ltd., New Delhi. pg. 254-255.
4. Phillip Kotler and Gary Armstrong (2000), Principles of Marketing, Prentice Hall of India, New Delhi. pg.450.