DETERMINING THE ORDER OF PREFERENCE OF SHOPPERS TOWARDS DRIVERS OF STORE CHOICE

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Abstract

Purpose of study-The present research work aims at making a segment wise analysis of order of preferences that a shopper accords to various key drivers varies that influence store choice.

Analysis-For all the shoppers segmented on various basisservices rendered by retailer, environment provided to shopper during the process of shopping, quality and variety of products offered, convenience in reaching the outlet and the presence of quality salesperson were the top five most preferred reasons making a store choice.

Implications- The results of the present article will give the retailers enough idea about the various dimensions towards which they should be more attentive as the phenomenon of organized retailing is gaining momentum in India.It would be highly beneficial to retailers.

Keywords-drivers, organized retailing, store choice

Introduction

Retailing in India has been categorized as sunshine industry due to the fast rate of growth. Organized retailing especially is creating a sense of euphoria amongst Indian consumers bringing them into various formats of malls. To maintain this flow retailers are offering new service dimensions to create unique shopping experiences for the customers. Now the question that arises is : whether consumers are able to perceive these new service dimensions as value addition & and in turn affecttheir level of store satisfaction, store loyalty leading to store patronage in new store formats or not?

This phenomenon gains greater significance in the Indian market, with the introduction of larger and more diverse retail formats by organized sector. It is providing new experiences and options to shop for the consumer. A variety of formats are being rolled out, with mixed success. Both retailers and shoppers are currently in an evolution phase with no clear verdict as to what may build strong image and what drives the choice of stores in the long run. The newly established stores with beautiful ambience are able to attract shoppers to the stores but they are finding it difficult to convert the footfall into actual purchases. This in turn causes a fall in profitability of retailers.

Research Gap

Not much of the research work has been done on Indian consumer behavior in the context of retailing. With large part of Indian population comprising of middle income class or lower income class, it is natural for Indian consumers to have a price conscious approach while making a purchase decision. The store loyalty in such a scenario becomes a myth. There are not enough empirical evidences in Indian context that point out the key factors which influence store choice &gives direction as to what actually matters (i.e. Drivers) most for Indian consumer . Keeping this research gap in mind it becomes imperative to undertake a study to identify “Drivers for store choice” which would be highly beneficial to retailers.

Significance of the Study

First, this research is beneficial to those retailers who want to determine the factors whichdrive consumers to shop from their store. Empirical studies such as this will provide retailers with the necessary tools required to attract new consumers and at the same time retainexisting consumers. This study becomes all the more significant to the Uttarakhand region where organized retailingis in a preliminary stage.

Second, it will provide insights to the unorganized retailers, enabling them to prepare better in order to face competition from organized retailers.

Third, it will help retailers gain a competitive advantage over non-store retailers by producing an overall pleasing experience for store consumers.

Questionnaire design and Measurement

Insert Table 1.1

A self-administered questionnaire was designed to collect data on the following constructs;

57 measures were developed to collect information on above mentioned 11 drivers.

An extensive review of literature was undertaken and exploratory interviews were conducted and the inferences drawn from them helped to identify questionnaire items. Each of these items was evaluated on a five-point Likertscale ranging from *1-Strongly disagrees* to *5-Strongly agree*. **Thus, questionnaire before taking to pilot survey contained 82 items**. A sample consisting of 30 subjects (who were representatives of the main sample) were asked to administer the measures so as to examine its clarity and relevance of constructs/drivers. Researcher has decided based upon five point Likert scale that measure with the score of 30 will be discarded. The subjects were intercepted randomly at the exit doors in case of organized retailer, and at counter in case of unorganized retailer once they had completed their transactions. The stores selected included organized retailer – (Vishal Mega mart, Easy Day, 7/11) and unorganized retailer – (local Kirana stores of the region).

Based upon it, **3 measures were dropped** from the final questionnaire. This exercise has led to the improvement in the quality of questionnaire. The final questionnaire was divided into 2 parts A and B. Part A had questions related to demographic information about the respondent. **Part B contained 79 measures** on 5 point Likert scale to assess the relative importance of these measures which the consumer considers while making decision about store choice. Few of the items have been illustrated as below for better understanding-(For detailed questions, see appendix).

Data Collection

352 shoppers including males, females of all age groups from cities like Dehradun, Kashipur, Haldwani, Rudrapur participated in the survey. 102 respondents did not provide complete information making them unusable; this resulted in samples size of 250 yielding a response rate of 71.4 %.

Primary data was collected in the month of July, August, and September'2011. Mall intercept method **(Bush and Joseph, 1985)** was used to collect the data so as to assess the latest perception of the customers about the stores (organized as well as unorganized) they have visited The instrument used for the collection of the data is questionnaire which has been got filled by intercepting the customer at the exit doors of the retail stores or at the counter in case of Kirana stores.. The systematic random sampling method (i.e. every tenth shopper coming out from the outlet) is used to select the respondents. Data collected is coded and entered in SPSS 16.0 for the purpose of analysis.

Sample size Adequacy

For sample size calculation the researcher wants no more than 5% error and is satisfied with 95% of confidence level. Assuming all other things constant, then in cities selected for sample selection considering where 70% of the population is aware about organized retailing and 30% is not aware of it a sample size of 352 is needed for the result. This sample size has been finalized based upon the standard sampling table for problems involving sample proportions **(Nan Lin, 1976)**.

DETERMINING THE ORDER OF PREFERENCE OF SHOPPERS TOWARDS DRIVERS OF STORE CHOICE

Eleven drivers identified as responsible for store choice under the current study are **-**

i- Service

ii-Atmospherics

iii-Product

iv-Location

v-Sales person

vi-Promotion

vii-Corporate Reputation

viii-Congeniality

ix-Purpose of visit

x-Price

xi-Congruency

To determining the order of preference of shoppers towards drivers of store choicefollowing method is used -

Respondents are segmented on the basis of-

1. **Product Category**
2. **Marital Status**
3. **Occupation**
4. **Monthly Income**
5. **Qualification**
6. **Type of Store format**

Each of these segments are further sub-segmented as-

1. Product Category has 6 (SIX) sub-segments as-

i. Consumer care,

ii. Grocery,

iii. Home care Products,

iv. Vegetables and fruits,

v. Consumer care +Grocery+ Home care Products,

vi. Consumer care +Grocery +Home care Products +Vegetables and fruits

2. Marital Status has 3 (THREE) sub-segments as-

i. Married,

ii. Unmarried,

iii. Any other

3. Occupation has 4 (FOUR) sub-segments as-

i. Service,

ii. Business,

iii. Student,

iv. Any other

4. Monthly Income (in lakhs) has 4(FOUR) sub-segments as-

i. Less than 15,000,

ii. 15000-30000,

iii. 30001-45000,

iv. above 45000

5. Qualification has 4 (FOUR) sub-segments as-

i. upto 10th,

ii. upto 12th,

iii. upto Graduation,

iv. upto PG

6. Type of store format has 2 (TWO) sub-segments as-

i. Organized

ii. Unorganized

Further based upon the data entered in SPSS-16, the scores given by the total number of respondents falling in one of the sub-segments to various measures related to each driver were added to get TOTAL SCORE of that driver under that particular sub-segment. After it TOTAL SCORE was arranged in descending order. Driver with the maximum score was given **First order of preference** and driver with minimum score was awarded **Last order of preference.** This process was followed to get preferences of all the 11 drivers under various sub-segments.

Insert Table 1.2A here

Discussion-This table represents the summary of various sub-segments of **Product Category.** On analyzing the comprehensive **Table-1.2 A** of PRODUCT CATEGORY (PC), the researcher is able to deduce that drivers like **Services** (i.e.-error free sales transactions, acceptance of various credit cards, flexible timings, free home delivery, return policy, presence of eating facilities etc.), **Atmospherics** (i.e.-cleanliness, familiarity with layout, display of merchandise, number of entry/exit doors, space for movement, etc), **Product** (i.e.-variety and quality of products, availability of well known brands, private labels, etc), **Location** (i.e.-nearness to home/office, accessibility, adjoining amenities, etc) and **Salesperson** (i.e.-courteousness, responsiveness, knowledge level of sales persons, etc) that are valued as five top most drivers by the shopper irrespective of the product category for making the purchase i.e., selection of the outlet by the shopper to purchase any type of product will be influenced most by the above mentioned drivers.

Reputation of the corporate /owner (i.e.-name of corporate house running the outlet, employee friendliness, CSR policy etc) is also an important parameter in influencing the decision of the shopper about visiting particular outlet in close competition with **Promotion** (i.e.-free samples, various mediums of advertisements used etc). However, a variation is observed in the order in which Corporate Reputation and Promotion are preferred. Decision of store selection for purchase of particular products falling under various product categories (PC) i.e. **PC-1**=CONSUMER CARE PRODUCTS (i.e. Soaps, Shampoo etc.) **PC-4**=VEGETABLES & FRUITS (i.e. Toilet Cleaner, Brooms etc.) and **PC-5**=PC-1+PC-2+PC-3 is more influenced by reputation of the corporate whereas shopper falling under category **PC-2**=GROCERY (i.e. Pulses, Wheat, Rice etc.) **PC-3**=HOME CARE PRODUCTS (i.e. Toilet Cleaner, Brooms etc.) is more influenced by promotional activities carried out by the retailers.

Another variation that is observedis in the order in which **Purpose of Visit** and **Congeniality** (i.e.-type of customers visiting store) are preferred. Shoppers visiting for purchase of items falling under category PC-1, PC-2, PC-4 have more inclination towards purpose of visit than congeniality**. Purpose of visit** i.e., whether the shopper is going to outlet for making major purchase or just for a "fill-in"(for minor purchase) purchase is also considered by shopper as an important parameter in the store choice. **Congruency between images** (i.e.-similarity between image of shopper and image of outlet) is considered as a least preferred reason by the shopper for visiting a store.

Against common assumption, **Price (**i.e.**-**competitive prices, discounts**)** was considered as second least important driver in selection of store by the shoppers falling in either of category except PC-1(i.e.-shopper going to purchase products like soaps, cream, shampoo) which has ranked it as third least preferred driver.

All these facts represent the increasing expectations of shopper who not only seeks functional experience (i.e., purchase of product, quality of products) but also emotional benefit (i.e., overall experience / feel) due to which his focus during purchase is not on the price only.

This is in accordance with the findings of the study carried out by **Sharma(2011),** which says that Indian consumer not only wants availability of products but also better experience, services and ambience. She also found that Indian consumer wants to live in present and prefers life full of luxury, comfort and is not price sensitive.

Further, least preference accorded to Congruency between self image with store image in addition to previous discussion, it is evident that customer of Uttarakhand is still evolving to the concept of retailing. Therefore, this high end proposition does not form a significant part of shopper's decision making w.r.t. Store choice.

Insert Table 1.2B here

Discussion-This table represents the summary of various sub-segments of **Marital Status.**On analyzing the comprehensive **Table-1.2 B** of MARITAL STATUS(MS), the researcher is able to deduce that drivers like **Services** (i.e.-error free sales transactions, acceptance of various credit cards, flexible timings , free home delivery, return policy, presence of eating facilities etc.), **Atmospherics** (i.e.-cleanliness, familiarity with layout, display of merchandise, number of entry/exit doors, space for movement, etc) , **Product** (i.e.-variety and quality of products, availability of well known brands, private labels, etc), **Location**(i.e.-nearness to home/office, accessibility, adjoining amenities, etc) and **Salesperson**(i.e.-courteousness, responsiveness, knowledge level of sales persons, etc) are valued as five top most preferred drivers in the same order of preference by the shopper irrespective of their marital status i.e., selection of the outlet by the shopper will be influenced most by the above mentioned drivers. **Reputation of the corporate** (owner) (i.e.-name of corporate house running the outlet, employee friendly, CSR policy etc) running the outlet is considered as less important parameter in influencing the decision of the shopper about visiting particular outlet in close competition with **Promotion**(i.e.-free samples, various mediums of advertisements used etc) where promotion has an upper edge on corporate reputation. **Purpose of visit** i.e., whether the shopper is going to outlet for making major purchase or just for a "fill-in" (for minor purchase) purchase is also considered by shopper as more important parameter in the store choice by unmarried shopper in comparison to married shopper. **Congruency** between image of shopper and image of outlet is considered as a least preferred reason by the shopper.

Price (i.e**.-**competitive prices, discounts**)** has been considered not so important in the store choice; however, the decision about store choice made by unmarried shoppers was influenced more by this factor in comparison to married shoppers. Whereas, **Congeniality** (i.e.-type of customers visiting store) was preferred more by married shoppers.

As it is evident from these findings that shopper irrespective of marital status is not very price sensitive and looks for better experience during the process of purchase .This is in accordance with the findings of the study carried out by **Sharma** (2011), which says that Indian consumer wants to live in present and prefers life full of luxury, comfort and is not price sensitive.

Insert Table 1.2C here

Discussion-On analyzing the comprehensive **Table-1.2C of** OCCUPATION(OC) the researcher is able to deduce that drivers like **Services** (i.e.-error free sales transactions, acceptance of various credit cards, flexible timings , free home delivery, return policy, presence of eating facilities etc.), **Atmospherics** (i.e.-cleanliness, familiarity with layout, display of merchandise, number of entry/exit doors, space for movement, etc) , **Product**(i.e.-variety and quality of products, availability of well known brands, private labels, etc), **Location**(i.e.-nearness to home/office, accessibility, adjoining amenities, etc) and **Salesperson**(i.e.-courteousness, responsiveness, knowledge level of sales persons, etc) are valued as five top most preferred drivers in the same order of preference by the shopper irrespective of the occupation i.e., selection of the outlet by the shopper will be influenced most by the above mentioned drivers.

Reputation of the corporate (owner) (i.e.-name of corporate house running the outlet, employee friendly, CSR policy etc) running the outlet is also an important parameter in influencing the decision of the shopper about visiting particular outlet in close competition with Promotion, where promotion is preferred more over corporate reputation by service class ,students and unemployed shopper. **Purpose of visit** i.e., whether the shopper is going to outlet for making a major purchase or just for a "fill-in" (for minor purchase) purchase has been considered by shopper as a less important parameter in the store choice, however, it is relatively of more importance for unemployed shopper. **Congruency** between image of shopper and image of outlet is considered as a least preferred reason by all shoppers irrespective of category. **Congeniality** (i.e.-type of customers visiting store) is more preferred more by service class and business class in comparison to students and unemployed shopper. Similarly, **Price (**i.e.**-** competitive prices, discounts**)** is preferred more by students while making the decision about store selection.

It has been found that congeniality is preferred more over price by the shoppers who had regular income (i.e.-service and business class) in comparison to the shoppers without regular income (i.e.-student and unemployed) which can be attributed to the reason that earning shoppers aspire to be a part of proletariat group giving less importance to price where as price was more important for the shoppers falling under the category of Student which is quite logical as the 'income' of this category is limited which is mainly either from pocket money or tuitions that they give.

Also, least preference accorded to congruency of self image with store image makes it evident that customer of Uttarakhand is still evolving to the concept of retailing, therefore, this high end non-tangible attribute does not form a significant part of shoppers decision making w.r.t. Store choice.

Further, higher order of preferences for service, atmosphere, salesperson, product and lower order of preference for price indicates the increase in the expectation levels of an average shopper irrespective of his occupational background **(Sharma, 2011).**

Insert Table 1.2D here

Discussion-This table represents the summary of various sub-segments of **Qualification** It is evident from comprehensive **Table –1.2 D** of QUALIFICATION(Q), drivers like **Services** (i.e.-error free sales transactions, acceptance of various credit cards, flexible timings , free home delivery, return policy, presence of eating facilities etc.), **Atmospherics** (i.e.-cleanliness, familiarity with layout, display of merchandise, number of entry/exit doors, space for movement, etc) , **Product**(i.e.-variety and quality of products, availability of well known brands, private labels, etc), **Location**(i.e.-nearness to home/office, accessibility, adjoining amenities, etc) and **Salesperson**(i.e.-courteousness, responsiveness, knowledge level of sales persons, etc),are valued as five top most preferred drivers almost in the same order of preference by the shopper irrespective of the qualification i.e., selection of the outlet by the shopper will be influenced most by the above mentioned drivers.

Despite having the same preferences with respect to **Services, Atmosphere, Product, Location, Salesperson,Price(**i.e**.-**competitive prices, discounts**)**and **Congruency** certain variations exist in case of remaining four variables i.e., **Promotion**(i.e.-free samples, various mediums of advertisements used etc), **Corporate Reputation**(i.e.-name of corporate house running the outlet, employee friendly, CSR policy etc), **Congeniality** (i.e.-type of customers visiting store) and **Purpose of visit**(i.e.-for making bulk or minor purchase).

Shopper whose qualification is above Post-Graduation has given more weightage to corporate reputation over promotion in comparison to shopper whose qualification is of graduation level. Similarly, in the case of shopper whose qualification is upto Post-Graduation has given more weightage to congeniality over purpose of visit in comparison to shopper whose qualification is of graduation level.

The reason for these findings can be that with the increase in educational level the intellect of an individual grows more and his preferences for finer aspects increases.

Insert Table 1.2E here

Discussion-This table represents the summary of various sub-segments of **Monthly Income.**On analyzing the comprehensive **Table-1.2 E** ofMONTHLY INCOME (MI), the researcher is able to deduce that drivers like **Services** (i.e.-error free sales transactions, acceptance of various credit cards, flexible timings , free home delivery, return policy, presence of eating facilities etc.), **Atmospherics** (i.e.-cleanliness, familiarity with layout, display of merchandise, number of entry/exit doors, space for movement, etc) , **Product**(i.e.-variety and quality of products, availability of well known brands, private labels, etc), **Location**(i.e.-nearness to home/office, accessibility, adjoining amenities, etc) and **Salesperson**(i.e.-courteousness, responsiveness, knowledge level of sales persons, etc), **Promotion** (i.e.-free samples, various mediums of advertisements used etc) and **Reputation of the corporate** (i.e.-name of corporate house running the outlet, employee friendly, CSR policy etc) are valued as five top most preferred drivers in the same order of preference by the shopper irrespective of the monthly income i.e., selection of the outlet by the shopper will be influenced most by the above mentioned drivers. **Purpose of visit** i.e., whether the shopper is going to outlet for making major purchase or just for a "fill-in" (for minor purchase) purchase has been considered as one of the least important driver responsible for store selection by majority of the shoppers. **Congruency** between image of shopper and image of outlet was considered as a least preferred reason for visiting a store by the all the categories of shoppers.

It was interesting to note that in the case of **Price (**i.e.**-**competitive prices, discounts**)**, shoppers under category **MI-1** (Income less than ~ 15,000 p.m.), **MI-3** (Income ranging from ~30,000 – 45,000 p.m.), **MI-4** (Income above ~45, 000 p.m.) have accorded the same order of preference to it. Further, as far as the preference with regards to **Congeniality** (i.e.-type of customers visiting store) is concerned categories i.e., **MI -1**, **MI-3**, **MI-4** have given more importance to it in comparison to a shopper who belongs to category **MI-2.**

The reason that may be given to the fact is that MI-1 and MI-3,MI-4 having almost the same attitude towards services, atmospheres, location, salesperson, product, price is that shoppers with higher income are naturally looking for enjoyment, overall experience for which they do not think about price aspect so much whereas shopper falling under MI – 1 also wants to project himself to that level of shoppers falling under higher income group therefore giving lesser preference to price (but due to lesser budget, he would be purchasing in smaller volume and only few items) .

This is supported by **Joji&Raveedran (2007)**, who have concluded that as the average incomes of the customers are increasing, they have started demanding better store ambience and are looking for solution providers and external guarantors of quality .The Indian consumer is focusing on value, convenience, variety and better shopping experience. Further, **Sharma(2011)** has concluded that as one move on lower income class, it is observed that consumer craves for a lifestyle similar to the well-to-do people.

The fact is that the shopper belonging to MI-2 has same preferences towards services, atmospheres, location, salesperson and product. Difference in preference towards price signifies that he also wants the overall experience but as he is more price conscious, he tends to save money for future.

Insert Table 1.2F here

Discussion-This table represents the summary of various sub-segments of **Type of Format.** It is evident from **Table-1.2 F** of TYPE OF FORMAT**,** that the preferences for the drivers like **Services** (i.e.-error free sales transactions, acceptance of various credit cards, flexible timings , free home delivery, return policy, presence of eating facilities etc.), **Atmospherics** (i.e.-cleanliness, familiarity with layout, display of merchandise, number of entry/exit doors, space for movement, etc) , **Product**(i.e.-variety and quality of products, availability of well known brands, private labels, etc), **Location**(i.e.-nearness to home/office, accessibility, adjoining amenities, etc) and **Salesperson**(i.e.-courteousness, responsiveness, knowledge level of sales persons, etc) **Corporate Reputation**(i.e.-name of corporate house running the outlet, employee friendly, CSR policy etc), **Promotion**(i.e.-free samples, various mediums of advertisements used etc)**, Purpose of Visit**(i.e.-for making bulk or minor purchase) **and Congruency** are the same for shoppers visiting to either type of format i.e., old or new.

The only difference in opinion lies between **Price (**i.e**.-**competitive prices, discounts**)** and **Congeniality** (i.e.-type of customers visiting store)**.** Shoppers visiting organized outlet preferred price aspect more over congeniality which indicates that they visit the outlet not only for emotional benefit but also are cautious about the price as the main objective of visiting the stores is to make purchase i.e. functional benefit ,but the difference of preference in these two drivers is not of great magnitude.

The shoppers visiting the unorganized outlets have given more weightage to congeniality over price which signifies that these shoppers are also getting inclined to visit the stores of organized sector as they present better shopping experience. It is seen that irrespective of the type of store shopper visits he is looking for almost same type of drivers. It is in accordance with the changing preference of the average Indian shopper who is increasingly focusing on value, convenience, and better shopping experience **(Joji, Raveedran, 2007).**

This can be accorded to the fact that now-a-days pace of life has increased resulting in the shortage of time available to be spent by the individual with his family. Hence, they want to utilize the time of shopping in two ways, firstly in purchasing the product, secondly, spending the time with family.

Conclusions

For all the shoppers segmented on various basis (like *Product category, Monthly income, Qualification, Marital status, Occupation and Type of Store visited)* services rendered by retailer, environment provided to shopper during the process of shopping, quality and variety of products offered, convenience in reaching the outlet and the presence of quality salesperson were the top five most preferred reasons making a store choice. Therefore, the researcher will be using them as common reasons which influence store choice of a shopper falling in either of the segment in addition to other reasons which vary segment wise for reaching various conclusions related to discussions held through Table-1.2(A) , 1.2(B),1.2(C), 1.2 (D), 1.2 (E), 1.2 (F).

1) In continuation of findings mentioned in paragraph 1 of*Conclusions* and the issues discussed through Table.1.2 (A), it may be concluded that the shopper irrespective of the type of product he intends to purchase, price has come out as one of the least preferred driver in store choice leading to the conclusion that shopper of Uttarakhand is not looking for dearer (cheaper) products only.But it does not mean that the customer is not concerned about price but what it means is that he would not be considering price aspect only while making the purchase decision provided he gets better package in terms of product as well as experience i.e., a shopper is buying not only a product-for-money but value-for-money (VFM).

2)In continuation of findings mentioned in paragraph 1 of *Conclusions* and the issues discussed through Table1.2 (B), it is concluded that the average shopper of Uttarakhand specially, the marriedone isbecoming more sophisticated in his outlook towards shopping activity and seeks for overall experience while going for shopping with his family. Whereas, an unmarried shopper does not consider shopping as an opportunity to get entertained rather for him it is a strenuous work Based upon these findings it is inferred that married shopper does not consider shopping as a mundane activity rather due to time pressure they consider it as an opportunity of spending quality time with their families for which they would not think in terms of money only but would be more concerned about the overall experience which is enhanced by congeniality. Similarly, even the unmarried shopper has not given much preference to price; however, in comparison to married shopper he has given more importance to this factor. The reason may be that he does not consider shopping as a medium of getting entertained.

3)In continuation of findings mentioned in paragraph 1 of *Conclusions*and based upon the information provided through Table.1.2(C), it is concluded that the preferences of shopper with regular income is representing the change in the buying behavior of the average Indian shopper who is now becoming less saving oriented and more of a pleasure seeker in comparison to past. However, he is into the process of evolution as concepts like congruency of self image with store image are concerned. But the process has started and it is a good indication for the players of organized sectors.

4)In continuation of findings mentioned in paragraph 1 of*Conclusions*and based upon the information provided through Table.1.2 (D), it is concluded that shoppers are evolving and their expectations are rising irrespective of their monthly income with every passing day signifying the good potential for retailers.

5)In continuation of findings mentioned in paragraph 1 of *Conclusions*and based upon the information provided through Table.1.2 (E), it is concluded that as the education level of the shopper goes up he seeks more of emotional benefit in comparison to functional benefits. Further, similarity, in top 5 most preferred drivers leads to the conclusion that expectations of average educated shoppers are increasing which have been resulted out of increase in the level of awareness among consumers.

6)Based upon the discussion made through Table.1.2(F), it can be concluded that shopper irrespective of the type of store format he visits the preferences w.r.t. drivers of store choice are almost similar with an exception to Price and Congeniality. Hence, it is concluded that Indian shopper, falling in either of these categories, is getting more evolved and his preferences are shifting to new drivers in comparison to time when organized retailing did not exist which is evident from the fact that his preference are more or less the same while making store choice.

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Table No-1.1 Numbers of Measures Used For Eleven Identified Drivers (For Pilot Testing)

S.No.	Drivers Identified	No. of Measures Used
1.	Product	7
2.	Sales person	7
3.	Store Atmospherics	12
4.	Location	5
5.	Prices	2
6.	Promotion	3
7.	Services	13
8.	Congeniality	2
9.	Corporate Reputation	3
10.	Purpose of Visit	2
11.	Congruency	1
Total		**57**

Comprehensive Table –1.2A (Product Category)

	ORDER OF PREFERENCE				
DRIVERS	**PC-1**	**PC-2**	**PC-3**	**PC-4**	**PC-5**
SERVICES	I	I	I	I	I
ATMOSPHERICS	II	II	II	II	II
PRODUCT	III	III	III	III	III
LOCATION	IV	IV	IV	IV	IV
SALES PERSON	V	V	V	V	V
CORPORATE REPUTATION	VI	VII	VII	VI	VII
PROMOTION	VII	VI	VI	VII	VI
PURPOSE OF VISIT	VIII	VIII	IX	VIII	IX
PRICE	IX	X	X	X	X
CONGENIALITY	X	IX	VIII	IX	VIII
CONGRUENCY	XI	XI	XI	XI	XI

PC-1-Consumer care products (Soap, cream, shampoo) PC-2-Grocery (Dal, atta, sugar) PC-3-Home care products (Lizol, Harpic, Pocha, Broom) PC-4-Vegetables and Fruits

PC-5-Consumer care products +Grocery+ Home care products

PC-6-Consumer care products +Grocery+ Home care products +Vegetables and fruits

NOTE- for PC-6 respondents are too less in number to be considered.

Comprehensive Table –1.2B (Marital Status)

	ORDER OF PREFERENCE		
DRIVERS	**MS-1**	**MS-2**	**MS-3**
SERVICES	I	I	I
ATMOSPHERICS	II	II	II
PRODUCT	III	III	III
LOCATION	IV	IV	IV
SALES PERSON	V	V	V
CORPORATE REPPUTATION	VII	VII	VIII
PROMOTION	VI	VI	VI
PURPOSE OF VISIT	IX	VIII	IX
PRICE	X	IX	X
CONGENIALITY	VIII	X	VIII
CONGRUENCY	XI	XI	XI

MS-1-Married MS-2- Unmarried MS-3-Any other

Comprehensive Table-1.2C (Occupation)

	ORDER OF PREFERENCE			
DRIVERS	**OC – 1**	**OC-2**	**OC-3**	**OC-4**
SERVICES	I	I	I	I
ATMOSPHERICS	II	II	II	II
PRODUCT	III	III	III	III
LOCATION	IV	IV	IV	IV
SALESPERSON	V	V	V	V
PROMOTION	VI	VII	VI	VI
CORPORATE REPUTATION	VII	VI	VII	VII
CONGENIALITY	VIII	VIII	X	X
PURPOSE OF VISIT	IX	X	IX	VIII
PRICE	X	IX	VIII	IX
CONGRUENCY	XI	XI	XI	XI

OC-1-Service class OC-2- Business class
OC-3-Student OC-4-Any other

Comprehensive Table-1.2D (Qualification)

	ORDER OF PREFERENCE			
DRIVERS	**Q1**	**Q2**	**Q3**	**Q4**
SERVICES	I	I	I	I
ATMOSPHERICS	II	II	II	II
PRODUCT	III	III	III	III
LOCATION	IV	IV	IV	IV
SALESPERSON	V	V	V	V
PROMOTION	VI	VI	VI	VII
CORPORATE REPUTATION	VII	VII	VII	VI
PRICE	VIII	VIII	X	X
CONGENIALITY	IX	X	IX	VIII
PURPOSE OF VISIT	X	IX	VIII	IX
CONGRUENCY	XI	XI	XI	XI

Q1-- Upto 10th
Q2- Upto 12th
Q3-Upto Graduation level
Q4-Upto PG Level

Comprehensive Table-1.2E (Monthly Income)

	ORDER OF PREFERENCE			
DRIVERS	**MI-1**	**MI - 2**	**MI -3**	**MI -4**
SERVICES	I	I	I	I
ATMOSPHERICS	II	II	II	II
PRODUCT	III	III	III	III
LOCATION	IV	IV	IV	IV
SALESPERSON	V	V	V	V
PROMOTION	VI	VI	VI	VI
CORPORATE REPUTATION	VII	VII	VII	VII
CONGENIALITY	IX	X	VIII	VIII
PURPOSE OF VISIT	VIII	IX	IX	IX
PRICE	X	VIII	X	X
CONGRUENCY	XI	XI	XI	XI

MI-1 -Less than 15,000 MI-2- 15,000-30,000
MI-3- 30,001-45,000 MI-4 -Above 45,000

Comprehensive Table-1.2F (Type of Format)

DRIVERS	ORDER OF PREFERENCE	
	ORGANISED	UNORGANISED
SERVICES	I	I
ATMOSPHERICS	II	II
PRODUCT	III	III
LOCATION	IV	IV
SALESPERSON	V	V
PROMOTION	VI	VI
CORPORATE REPUTATION	VII	VII
PURPOSE OF VISIT	VIII	VIII
PRICE	IX	X
CONGENIALITY	X	IX
CONGRUENCY	XI	XI