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INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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   INTRODUCTION

   REVIEW OF LITERATURE

   NEED/IMPORTANCE OF THE STUDY

   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

   ACKNOWLEDGMENTS

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   APPENDIX/ANNEXURE

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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DETERMINANTS OF CUSTOMER SATISFACTION OF TRADITIONAL AND MODERN FORMATS IN FOOD AND GROCERY: THE CASE OF INDIAN RETAIL

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ABSTRACT

Organised retail sector in India, though still at a nascent stage, has been growing at a rapid pace in the past few years. Food and grocery is the second-largest segment of India's retail industry and there is enormous potential for new entrants in this segment, particularly in untapped markets like rural and semi-rural areas. The present paper aims at studying the determinants of customer satisfaction in Food and Grocery in two metropolitan cities of Mumbai and Delhi by surveying customers of traditional stores versus new modern formats. It also attempts to identify the reorientation needed by the traditional retail outlets to retain their place and consolidate their survival and growth which can take place despite the establishing of the modern retail formats. The paper uses factor analysis and multiple regression analysis and comes out with major drivers of traditional formats and modern formats based on the customer responses. This study is expected to contribute to the existing body of knowledge on retail patronage in food and grocery segment.

KEYWORDS
customer satisfaction, Indian retailing.

1. INTRODUCTION

India like Britain is a nation of shopkeepers. With over 12 million retail outlets, India has one of the highest densities of retail outlets in the world with one retail outlet for ~90 persons. (Pankaj Gupta, 2006). Retail in India has been characterized by the presence of small shops, local neighborhood stores also called kirana shops, stalls, street vendors and hawkers. These stores stocked grocery products, households products, staple items like rice, wheat, sanitary products, cold drinks, soaps etc all in space of as little as 300 sq.feet or less. Till the mid 1990s retailing was a low cost structure, mostly owner-operated, had negligible real estate and labour costs and little or no taxes to pay. Consumer familiarity that ran from generation to generation was one big advantage for the traditional retailing sector. However in the past decade India has witnessed a retail boom. With the entry of modern retailers over the last few years, the share of organized retail has been growing rapidly to reach 5% of the total market (FICCI-Ernst & Young, 2007). Further, emerging markets such as India and China are the final frontier for retail taking the focus away from saturated Western markets. The Indian retail market was estimated at $350 billion of which organized retail was estimated at only $8 billion. In other words organized retail accounted for a mere 3.5% in 2005. In 2008, the share of organized retail was 7.5 per cent or US$ 30 billion of the total retail market which was estimated to be around $400 billion. India's overall retail sector is expected to rise to US$ 833 billion by 2013 and to US$ 1.3 trillion by 2018, at a compound annual growth rate (CAGR) of 10 per cent.

1.1 FOOD AND GROCERY
Food and grocery is the second-largest segment of the retail industry and the potential for new entrants in this segment is enormous, particularly in untapped markets like rural and semi-rural areas. Growing at the rate of 30%, the Indian food retail is going to be the major driving force for the retail industry. It is currently estimated at US$152 billion and it accounts for over half the total retail market in India and is growing at 3.5% to 4% annually (FICCI-Ernst&Young, 2007). The organized segment of the market, however represents just around 1% of the total market; i.e the lowest penetration level amongst all major categories in the retail sector. In light of low share of modern retail in large consumption baskets and the growing consumer acceptance of organized retail, retailers are working quickly to establish their presence and grab market share. The most promising space is believed to be the food and grocery, as this is the least penetrated.

1.2 NEED FOR RESEARCH
Given the changing retail scenario in India, it becomes imperative to understand the consumer behavior in the plethora of choices available. The scope of the research is to gain an understanding in the changing and evolving mindset of the consumer when it comes to his shopping behavior. The research is focused on the food and grocery segment given that this segment is the second largest segment. Today the consumer can walk through air-conditioned aisles and take his time to select the best brands at the cheapest prices. But these are many consumers who prefer the old traditional stores due to the trust factor. Many consumers also believe that food should be as fresh as possible and hence they prefer the hand-carts for fruits and vegetables. It is the aim of the present research to study the determinants of customer satisfaction in Food and Grocery in the context of traditional stores vs new modern formats. Further the objective of this study is to identify, at a macro level, the drivers of customer satisfaction in food and grocery for both traditional formats and modern formats in the context of the evolving retail industry in India.

1.3 BENEFIT OF THE STUDY
This study is expected to contribute to the existing body of knowledge on retail patronage in food and grocery segment. Findings from the study will also be helpful to retailers of traditional formats and modern formats to identify the hierarchy of attributes that drive consumers towards a particular format. There is an economic basis for the existence of different retail formats in the market and an understanding of this phenomenon can help retail managers and owners of traditional formats in identifying the important attributes for their format and consequently differentiate themselves to a large enough customer segment thereby remaining viable.

2. LITERATURE REVIEW
Economic development is frequently characterized by greater use of large, multi-line food retail outlets including supermarkets and hypermarkets (Veeck and Veeck, 2000).
Four types of analysis are found in the literature.
2.1 SATISFACTION AND STORE IMAGE IN THE FOOD AND GROCERY RETAIL ENVIRONMENT
Carpenter and Fairhurst (2005) showed that utilitarian shopping benefits and hedonic shopping benefits had a positive impact on satisfaction. Eroglu et al. (2005) looked at the relationship between perceived retail crowding, shopping value and satisfaction and found that perceived retail crowding had a negative

effect on shopping value and, in turn, satisfaction. If the shopping experience provides qualities that are valued by the customer, satisfaction with the store is likely to result.

The importance of studying the image is based on the assumption that the store possessing the most congruent attributes with the image desired by consumer will have better chance of being selected and patronized (Martineau, 1958, Doyle and Fenwick, 1974-1975, Amirani and Gates, 1993).Therefore, the store image can be used as a "marketing tool" (Engel et al., 1995), or as a "competition tool" providing useful indications to managers about the most and the least appellative attributes to consumers, and therefore, the insights for the marketing mix conception.

Tigert and Arnold (1981) reported how, in 14 different retail food store studies, respondents were asked to "please tell me all things considered, the single most important reason you shop at the store where you shop most often". The important store characteristics were found to be locational convenience, low prices, assortment/variety, courteous helpful staff, high quality merchandise, quality of fresh food, fast checkout/fast service, cleanliness, and shopping environment. Locational convenience and low prices were clearly more important attributes than the other attributes.

2.2 NUTRITIONAL CONSCIOUSNESS DUE TO SPREAD OF SUPERMARKETS
A second strand of literature examines nutritional impacts of the spread of supermarkets. Lau & Lee (1988) discovered from other developed Asian regions that consumers prefer to shop daily for fresh food at open markets, given the convenient access to modern supermarkets.

2.3 PROFILE OF CONSUMERS SHOPPING AT SUPERMARKETS
A third strand of the literature examines the profile of consumers shopping at supermarkets. The 'classic' hypothesis on this was in Arieh Goldmana (1974) which argued that modern retail's structure would be amenable mainly or only to rich consumers in developing countries who could drive to stores, buy big units, store the products, and afford infrequent large shopping bills. But this early work did not use consumer or retail surveys, just anecdotal evidence. Carlson, Kinsey and Nadav (2002) use cluster analysis to group consumers based on where they obtained their food and found that half were "Home Cookers'-purchasing 93 percent of their food from grocery stores. Neven et al. (2006) discusses the rise of supermarkets in urban Kenya, spreading well beyond the richer consumers to derive more than a third of their sales and half of their customers from low income and poor consumers. Store choice has also been found dependent on socio-economic background of consumers, their personality and past purchase experience (Dodge and Summer, 1969). Lumpkin et al. (1985) found that as compared to young shoppers, elderly shoppers were less price-conscious and proximity of residence to store was not an important factor for them. They considered shopping as recreational activity and thus chose a store that is perceived to be high on "entertainment" value.

2.4 ASSORTMENT PATTERNS IN RETAIL STORES
A fourth strand of the literature examines the assortment available in retail stores. (Erica Van Herpen and Pieters, 2002) summarised that product variety influences a customer's perception of a store In turn, (Hoch et al. , 1999) stated that perceptions concerning product variety influence both satisfaction and store choice. (Lumpkin and McConkey, 1984) inferred that the availability of a wide variety of products is ranked higher as a store patronage attribute among department and discount store shoppers than specialty store shoppers), indicating expectations surrounding product assortment vary by store type.(Paulins and Geistfeld 2003) found that when a store had an appealing merchandise selection, it became a key reason why that store was considered desirable.

Not many Indian research works were come across by the researcher with a focus on identifying and analyzing consumer's buying behavior keeping the objective of contrasting their preferences to buy from traditional versus modern retail formats. Despite the growth of new product categories and new industry players, few studies have investigated customer satisfaction within the retail food industry. Yet, satisfaction is increasingly more important given the highly competitive environment in food retailing Carpenter and Moore (2005) acknowledge that the changing competitive landscape conventional food stores to modern formats by examining satisfaction levels with each store format, and investigating the relationship between satisfaction and store attributes, such as product assortment, store service, offers and discounts etc.

3. THEORETICAL FRAMEWORK
Within the grocery industry makes it critical for retailers to better understand grocery customers. As such, the purpose of this research is to compare and contrast customer perceptions of the overall purpose of this paper is to study and understand the effect of modern retail formats on traditional retail formats in India. It is a known fact that organized retailing is making a strong impact in many parts of India's growing economy. With rapid change and expansion in the retail environment, it has become all the more necessary to identify the different parameters that drive overall satisfaction for modern retail formats and traditional retail formats.

3.1 PRIMARY OBJECTIVES
The following are the objectives of this paper:
1. To study the satisfaction levels of shoppers among traditional formats and modern formats and identify the key drivers of satisfaction among the two formats.

To study the consumer's satisfaction levels with various attributes like location, convenient store timings, promotions and discounts, ambience, freshness of products stocked etc. for both traditional and modern formats.
2. To understand the shopper needs better and delve deeper into inner needs – to go beyond functional needs and arrive at a hierarchy of needs so that retailers can focus on the right mix which would result in higher chances of being patronized.
3. To identify the reorientation needed by the traditional retail outlets to retain their place and consolidate their survival and growth which can take place despite the establishing of the modern retail formats.

3.2 HYPOTHESES
The following are the hypotheses that are proposed in this paper:
Hypothesis 1: There is a relationship between types of food items purchased and choice of formats.
1a. H1: Consumers prefer to purchase processed foods from modern formats.
1 b. H1; Consumers prefer to purchase fresh produce from traditional formats.
Hypothesis 2: Store satisfaction is stronger for modern formats than traditional formats.
Hypothesis 3: Satisfaction levels vary for the different attributes in traditional formats and modern formats.
Hypothesis 4: Performance of the two formats on the drivers of satisfaction are different
Hypothesis 5 : Modern formats are highly recommended by consumers

4. RESEARCH METHODOLOGY
4.1 QUESTIONNAIRE DEVELOPMENT AND INSTRUMENT
Questionnaire's content and structure are critical factors for the success of any research. Considerable time was spent in preparing an effective questionnaire. Required amount of thought was given on the questionnaire design process, like the contents of the questionnaire (what would be asked) , types of questions asked , including wording and measurement scales (how would it be asked) as well as the structure of the questionnaire (sequencing of questions).
An important issue of the questionnaire is the order of the questions. As a general rule, simple questions that are easily answered should appear first (Converse and Presser, 1986).

4.2 PRETESTING
The main objectives of the pilot survey was to test whether the survey questions were fully understood by the respondents and to examine the effectiveness of the questionnaire in terms of structure, presentation etc. Usually the sample size depends on the complexity of the issues being studies and the size of the full survey. Hence a total of 15 pilot interviews were conducted among the target respondents. All aspects of the questionnaire including question content, wording, sequence, form and layout, question difficulty, and instructions were tested.

4.3 POPULATION AND SAMPLE

The scope of the study was to understand the consumer buying behavior in organized retail. Further the study attempted to analyze the shifting of purchases from the local grocery stores to organized retail formats. Also, the study made an effort to focus on the composition of the purchase basket of buyers at organized retail.

The target population is defined as follows:

Elements: Male or female who are responsible for most of the shopping or equal amount of shopping related to food and grocery at both modern and traditional formats.

Individuals below 25 years of age are mostly pursuing their studies and are not involved in the purchase behavior of food and grocery. Further the research focused on both males and females. While traditionally females were involved in the purchase of household items and fruits and vegetables, with the advent of modern retail male members in the household are also exercising their choice. Dholakia (1999) inferred in a study that males appear to be responsible for about 45 per cent of household grocery shopping, either as the primary or as a joint shopper.

Age groups were identified as follows in the questionnaire – 25 to 34 years, 35 to 44 years and 45 years and above. No quotas have been set for each of the age group. The sample constituted males and females in the proportion of 56% to 44% (Mumbai population estimate). No other variables were used for target audience selection.

Extent: Currently organized retailing is focused in metropolitan cities and is expected to extend to Tier II cities. Mumbai with 28 malls is second in India as compared to Delhi NCR (60 malls) in the number of malls. Hence the scope of the study included consumers from Mumbai. A small sample was also taken from Delhi to see if the trends were very different or similar to the ones exhibited by the Mumbai centre.

Sample Size : At the questionnaire design stage itself it was decided to use various multivariate analyses like multiple regression, factor analysis and cluster analysis which require large sample size. Hence a minimum sample size of 385 respondents from Mumbai was proposed. The researcher collected 400 responses from Mumbai. The sample size proposed for Delhi was 70. The researcher collected responses from 72 consumers in Delhi.

4.3 DATA COLLECTION PROCEDURES

The method used for the data collection was a face-to-face interview, using a structured questionnaire, with closed-ended questions, conducted at the residence of the respondents and directed to the person responsible for shopping in the household. The sample was probabilistic where area sampling was used.

The sample was drawn from Mumbai and it represented consumers with different economical, social and geographical characteristics. A total of 450 questionnaires were sent in Mumbai of which 400 questionnaires were completed and validated (response rate of 90%). A total of 100 questionnaires were sent to Delhi of which 72 questionnaires were completed and validated (response rate of 72%). This survey was done with the help of volunteer students in Mumbai and professors and volunteer students in Delhi.

4.4 DATA ANALYSIS

The questionnaires were thoroughly checked and edited. The data were entered in Statistical Package for Social Sciences Version 14. Various statistical tools and techniques were used to analyze the data.

5. RESULTS

The first part of the questionnaire consisted of certain demographic information like age of the consumer, gender, monthly household income and number of family members.

- As per the requirement for the survey, the minimum age for the consumers was 25 years. For Mumbai, majority of the sample (71%) consisted of people belonging to the age group 25 years to 34 years. Close to 20% of the sample belonged to the age group 35 years to 44 years and the remaining 10% of the sample belonged to the age group of above 45 years.
- In Delhi almost 90% of the sample belonged to the age group of 25 to 34 years while 10% belonged to the age group of 35 to 44 years and just 1% belonged to the age group of 45 years and above. Further analysis of the data has been done at an aggregate level for Delhi since the sample size for individual age groups was quite small.
- The monthly household income for Mumbai was distributed across the range starting from Rs 10,000 up to greater than Rs 1, 00,000. The maximum proportion of consumers was from the income group Rs 25,000 to Rs 50,000 (28%).A similar trend was observed in the Delhi sample with responses being distributed across the income range. The proportion of consumers was maximum for the income group Rs 10,000 to Rs 25,000.
- One third of the Mumbai sample consisted of 4-member households. Around one fourth of the sample has three members in their family and another one fourth had 5 to 6 members in their household.
- 35% of the Delhi sample had 5 to 6 members in their household and 13% had more than 6 members in their household. Compared to Mumbai, the Delhi sample had more number of family members.

5.1 SHOPPING HABITS AND PREFERENCES

Hypothesis 1 : There is a relationship between types of food items purchased and choice of formats.

1a. H1: Consumers prefer to purchase processed foods from modern formats.

1b. H1: Consumers prefer to purchase fresh produce from traditional formats.

A Chi square test was conducted to check for significant difference among various categories of items when it came to preference among traditional formats only, or modern formats only or both being equally preferred. The Chi Square Goodness of Fit Test reveals a p value of 0.000 for almost all the categories. Since the p value 0.000 was less than level of significance (0.05) the null hypothesis of responses being equally distributed among the three options i.e only traditional formats being preferred, only modern formats being preferred, both are preferred was rejected.

- People clearly preferred traditional formats over modern formats for perishable items like fruits, vegetables, milk and fresh milk products. These categories were also bought more often. The convenience factor, proximity to home and ease of making purchases as and when required are possible factors for preference of traditional formats over modern formats. People also preferred traditional formats for staple foods like rice, wheat, pulses to some extent. However almost one third of the respondents preferred modern formats for staple foods. Modern formats like Big Bazaar and D Mart advertise the huge discounts for staple foods like rice, wheat and sugar atleast once a week in the newspaper and through hoardings. It looks like the huge discounts on 10 kg wheat, 5 kg rice etc has acted as a pull factor.
- Pre-processed foods, packaged goods and frozen food were preferred in modern formats. Modern formats have better cold storage and better range and variety of toiletries, cosmetics, fruit juices etc. In modern formats there are aisles for specific product categories and this makes it easier for consumers to have access to a variety of brands.
- People preferred to buy snacks, sweets and savories from both modern formats and traditional formats.

Inference: There was a relationship between types of food items purchased and choice of formats

TABLE I : PREFERENCE OF PURCHASE OF VARIOUS ITEMS			
Item (Percentage of responses)	**Traditional Only**	**Modern Only**	**Both are preferred**
Staple foods (rice, wheat, pulses etc)	45	29	26
Fruits	70	13	17
Vegetables	76	10	14
Milk	81	9	10
Fresh milk products (paneer, curd)	59	23	18
Other milk products	36	37	27
Heat and serve/ready to eat food	19	57	24
Frozen vegetarian food (e.g Frozen Peas)	18	58	26
Eggs	75	8	17
Food fresh non vegetarian	59	27	15
Frozen non vegetarian	26	54	20
Health drinks, tea, coffee, squashes etc	26	42	32
Item (Percentage of responses)	**Traditional Only**	**Modern Only**	**Both are preferred**
Fruit drinks, soft drinks, other packaged drinks	22	44	34
Snacks, savories, sweet and confectionary	38	28	34
Other packaged food like sauces, cereals	18	51	31
Toiletries and cosmetics	14	54	32
Homecare and cleaning	15	53	32
Organic food	19	53	29

Hypothesis 2: Store satisfaction is stronger for modern formats than traditional formats.

A 5 point satisfaction scale was used to determine consumers' overall satisfaction with both traditional formats and modern formats.

1 = Very satisfied, 2 = Somewhat satisfied, 3 = Neither satisfied nor dissatisfied, 4 = Somewhat dissatisfied and 5 = Very dissatisfied

A parametric test was conducted since the satisfaction scale was a 5 point scale and was considered to be an interval scale. The two-related samples test concerns those situations in which persons, objects, or events are closely matched or the phenomena are measured twice.

The Paired sample t test reveals a p value of 0.193 for Mumbai and 0.387 for Delhi. Since the p value 0.193 and 0.387 are greater than level of significance (0.05) the null hypothesis of overall satisfaction being the same for traditional formats and modern formats is retained.

Inference: The hypothesis that store satisfaction was stronger for modern formats than traditional formats was not proved. The mean satisfaction with both the formats was in the range of 1.83 to 1.98 which indicated high satisfaction level.

Hypothesis 3: Satisfaction levels vary for the different attributes in traditional formats and modern formats.

Consumers were given a list of 20 attributes that related to different aspects of a retail format and were asked to indicate their satisfaction level on a 5 point scale (1= highly satisfied….5=highly dissatisfied). Here the objective was to identify which attributes were consumers most satisfied with and least satisfied with if any.

Inference for traditional Formats

- Consumers were highly satisfied with the location of traditional formats as well as the convenient store timings. Most neighborhood retail stores are open till 11 pm. Further traditional formats offer free home delivery and take order over the phone. This is the reason why people prefer to purchase items that get over or are required as and when needed from traditional formats.
- The next set of attributes that consumers were moderately satisfied with were the long relationship that they had with the traditional formats, quick billing, freshness of products stocked, availability of credit and error free sales and transaction.
- Traditional formats had a lower score (neither satisfied nor dissatisfied) on parameters like ambience, loyalty program membership, attractive discounts and promotions, acceptance of all modes of payment and availability of international products. These attributes are differentiators for modern formats. Further the low satisfaction with the parameter attractive discounts and promotions reemphasizes the fact the people prefer modern formats for staple items like rice, wheat etc where there are huge discounts offered by Big Bazaar, Star Bazaar etc.
- The median rank for the parameter availability of international products was 4 indicating that 50% of the consumers are highly dissatisfied with traditional formats.

Inference for Modern Formats

- Consumers were highly satisfied with the ambience, acceptance of all modes of payment, availability of international products and wide variety of brands.
- For traditional formats, a high satisfaction was observed for four attributes (Mean satisfaction rating of 1) while for modern formats consumers are highly satisfied with 8 attributes (mean satisfaction rating of 1).
- Traditional formats had got a higher rating for quick billing as compared to modern formats indicating that despite a number of counters for billing, consumers still view the billing process as slow in modern formats. This could be a deterrent when consumers have a few items to purchase.
- Consumers were moderately satisfied with courteous and well trained staff and convenient store timings. Most of the modern formats are now open from 10.00 am to 10.00 pm. Hence convenient store timings are no longer a differentiator for traditional formats.
- Proximity to residence was a parameter which consumers have a neutral response.
- Free home delivery, availability of credit and order taken over phone were parameters that have got lower satisfaction ratings.
- The parameter order is taken over phone had a median ranking of 4 indicating 50% of the consumers are highly dissatisfied with this parameter. Thus traditional formats are able to differentiate themselves on the free home delivery, credit and ease of taking order over the phone. Traditional formats continue to be extremely convenient and hassle free for consumers.

Inference

Satisfaction levels varied for the different attributes in traditional formats and modern formats. Consumers were highly satisfied with the attributes proximity to residence, convenient store timings; order is taken over phone and free home delivery for traditional formats. Modern formats scored highly on ambience, all modes of payment are accepted, assortment of the products and the attractive discounts and promotions.

5.2 MULTIVARIATE ANALYSIS

Was there a better way to look at the above data apart from the traditional mean score method? The traditional mean scores indicated the satisfaction level of individual attributes, however a question in mind was when a consumer shopped for food and grocery did he look at individual parameters or did a bundle of parameters govern his overall satisfaction with the two formats?

In order to answer this question a factor analysis was conducted to see if there were any underlying groupings in the minds of the consumers, when they shopped at the two formats.

In the present research, consumers were asked to evaluate traditional formats and modern formats on a series of items on a 5 point satisfaction scale. Factor analysis was conducted to analyze the item evaluations to determine factors underlying satisfaction with the two formats.

The factor analysis was conducted for traditional formats and modern formats.

The factor analysis was performed on the explanatory variables with the primary goal of data reduction. The principal components method, using varimax rotation, reduced the 20 explanatory variables to three factors having eigen values greater than 1. For the purpose of interpretation, each factor was composed

of variables that loaded 0.4 or higher on that factor. In three instances where variables loaded 0.4 or above on two factors, the variable was assigned to the factor where it had the highest loading. The two variables long association with the store and quick billing had low component loadings and loaded onto more than one factor and hence were removed from the factor analysis. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis. High values (between 0.5 and 1) indicate factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate. The Bartlett's test of sphericity is a test statistic used to examine the hypothesis that the variables are uncorrelated in the population. For the present research the KMO measure was greater than 0.5 while the Bartlett's test indicated that the variables have a significant correlation between themselves and hence they could be grouped (p value was 0.00 which is less than level of significance 0.05).

TABLE II – ROTATED COMPONENT MATRIX

	Rotated Component Matrix	Factor 1	Factor 2	Factor 3
Enhanced shopping experience	Availability of International products	0.80		
	Availability of variety of brands and products	0.78		
	Availability of products in pack sizes that you need	0.69		
	Ambience	0.67		
	Freshness of products stocked	0.65		
	Attractive discounts, promotions and schemes	0.63	0.37	
	All modes of payment accepted-like cash, credit card, Sodexo coupons etc.	0.58	0.45	
	Brand Image	0.53	0.49	
Smooth transaction and interaction	Availability of credit		0.72	
	Promptness of handling customer complaints		0.65	
	Loyalty program membership	0.41	0.61	
	Hassle free exchange policy		0.59	
	Courteous and well trained staff	0.33	0.56	
	Error-free sales transactions and records		0.56	0.30
Ease of access	Proximity to residence			0.83
	Convenient store timings			0.77
	Order is taken over phone			0.67
	Free home delivery		0.35	0.61

Three factors were extracted for both traditional formats and modern formats which accounted for 54 per cent of the original variance. They were

Factor 1 : In the rotated factor matrix, Factor 1 had high coefficients for the following variables - Availability of international products, availability of variety of brands and products, availability of products in pack sizes that you need, ambience, freshness of products stocked, attractive discounts, promotions and schemes, all modes of payment accepted-like cash, credit card, sodexo coupons etc., and brand image. Therefore this factor was labeled as **Enhanced shopping experience**.

Factor 2: In the rotated factor matrix, factor 2 had high coefficients for the following variables - Availability of credit, Promptness of handling customer complaints, Loyalty program membership, Hassle free exchange policy, Courteous and well trained staff, Error-free sales transactions and records. Therefore this factor was labeled as **Smooth transaction and interaction.**

Factor 3: In the rotated factor matrix, factor 3 had high coefficients for the following variables
Proximity to residence, convenient store timings, order is taken over phone, free home delivery.
Therefore this factor was labeled as **Ease of access.**

We could summarize the data by stating that consumers sought three major kinds of benefits from traditional formats and modern formats regarding purchase of food, grocery and household items: Enhanced shopping experience, smooth transaction and interaction and ease of access.

The relationship between the overall satisfaction with the formats and consumers' perceptions regarding the format on various dimensions (factors) was again measured using a Multiple Regression model. The overall satisfaction scores were the dependent variable. Furthermore, the overall satisfaction question may be asked before or after the satisfaction with individual attributes. It was decided to use the first approach that is the overall satisfaction was asked before satisfaction with individual parameters. This is because customers after answering the overall satisfaction question firstly, have the ability to interpret the meaning of the question and give the judgment naturally. The three factors were the independent variables. The factor scores of each of the dimensions were used as inputs. The result of the Multiple Regression analysis is given in Table III and Table V that follow.

TABLE III – MULTIPLE REGRESSION FOR TRADITIONAL FORMATS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.463(a)	.215	.206	.70632

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.911	.041		46.074	.000
Enhanced shopping exp	.222	.041	.280	5.343	.000
Smooth transaction and interaction	.235	.041	.298	5.683	.000
Ease of access	.174	.042	.218	4.155	.000

a Dependent Variable: Overall sat-Traditional

It was inferred that all three factors were significant predictors of overall satisfaction with traditional formats. Enhanced shopping experience and smooth transaction and interaction were slightly more important than ease of access. Earlier it was inferred that when it came to traditional formats consumers were highly satisfied with the location of traditional formats as well as the convenient store timings. They were moderately satisfied with freshness of products stocked, availability of credit and error free sales and transaction. Consumers were dissatisfied with parameters like ambience, loyalty program membership, attractive discounts and promotions, acceptance of all modes of payment and availability of international products.

The mean score for the individual parameters as well as the analysis of the multiple regression have been juxtaposed together in table IV attached below.

It may be noted that the importance of attributes have been termed as high and low based on the Beta values from the regression output. The satisfaction scores have been tabulated as high, moderate and low based on the following criteria.

Satisfaction in the range of 1 to 2 = High Satisfaction
Satisfaction in the range of 2 to 3 = Moderate satisfaction
Satisfaction >3 = Low satisfaction.

TABLE IV – IMPORTANCE VS SATISFACTION OF VARIOUS ATTRIBUTES FOR TRADITIONAL FORMATS

	Traditional Formats	Order of Importance (From Factor and Multiple Regression)	Satisfaction (From Mean satisfaction score)
Enhanced shopping experience	Availability of International products	High	3.5 (Low)
	Availability of variety of brands and products	High	2.8 (Moderate)
	Availability of products in pack sizes that you need	High	2.5 (Moderate)
	Ambience	High	2.9 (Moderate)
	Freshness of products stocked	High	2.2 (Moderate)
	Attractive discounts, promotions and schemes	High	3.2 (Low)
	All modes of payment accepted-like cash, credit card, Sodexo coupons etc.	High	3.3 (Low)
	Brand Image	High	2.7 (Moderate)
Smooth transaction and interaction	Availability of credit	High	2.3 (Moderate)
	Promptness of handling customer complaints	High	2.6 (Moderate)
	Loyalty program membership	High	3.2 (Low)
	Hassle free exchange policy	High	2.3 (Moderate)
	Courteous and well trained staff	High	2.6 (Moderate)
	Error-free sales transactions and records	High	2.3 (Moderate)
Ease of access	Proximity to residence	Low	1.5 (High)
	Convenient store timings	Low	1.6 (High)
	Order is taken over phone	Low	1.8 (High)
	Free home delivery	Low	1.8 (High)

Factor 2 - Smooth transaction and interaction is the most important dimension to consumers. On these parameters traditional formats fare quite well with which most consumers are happy with parameters like availability of credit, error-free sales and transaction, hassle-free exchange etc. These stand out as the strengths of traditional formats. Personalized interaction is where traditional formats score. Loyalty program membership is the only attribute where traditional formats fare poorly.

Factor 1 –Enhanced shopping experience is the next most important dimension to consumers. Within this factor we find that consumers are quite dissatisfied with traditional formats when it comes to availability of international products, various discounts and schemes available, the ambience and non acceptance of modes of payment like credit card and Sodexo coupons.

Factor 3 – Ease of access is the least important dimension and this is where consumers are most satisfied with traditional formats. Traditional formats offer free home delivery and consumers can place the order over the phone based on their requirement. Also the stores are close to the residence and are open till late hours. However since this dimension is the least important to consumers, traditional formats should bear in mind that they need to work on providing more range of products and also better transaction and interaction to have an edge over modern formats.

TABLE V – MULTIPLE REGRESSION FOR MODERN FORMATS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.341(a)	.116	.107	.74965

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.835	.044		41.390	.000
Enhanced shopping exp	.233	.044	.296	5.287	.000
Smooth transaction and interaction	.090	.044	.113	2.020	.044
Ease of access	.100	.045	.126	2.252	.025

While the R square value for modern formats was lesser than the R square value for traditional formats, it was still significant. Like in the case of traditional formats, it was inferred that all three factors were significant predictors of overall satisfaction with modern formats. However the factor enhanced shopping experience was a major driver of overall satisfaction given its high Beta value and high t statistic. Ease of access and smooth transaction and interaction were the next significant predictors. In other words when it came to modern formats consumers were looking at enhanced shopping experience like ambience, international products, offers and discounts etc.

TABLE VI - IMPORTANCE VS SATISFACTION OF VARIOUS ATTRIBUTES FOR MODERN FORMATS

		Order of Importance (From Factor and Multiple Regression)	Satisfaction (From Mean satisfaction score)
Enhanced Shopping experience	Availability of International products	High	1.58 (High)
	Availability of variety of brands and products	High	1.64 (High)
	Ambience	High	1.41 (High)
	Availability of products in pack sizes that you need	High	1.87 (High)
	All modes of payment accepted-like cash, credit card, Sodexo coupons etc.	High	1.58 (High)
	Attractive discounts, promotions and schemes	High	1.7 (High)
	Freshness of products stocked	High	1.95 (High)
	Brand Image	High	1.9 (High)
Smooth transaction and interaction	Promptness of handling customer complaints.	Moderate	2.52 (Moderate)
	Free home delivery	Moderate	3.19 (Low)
	Hassle free exchange policy	Moderate	2.8(Moderate)
	Quick Billing	Moderate	2.72 (Moderate)
	Availability of credit	Moderate	3.27 (Low)
	Courteous and well trained staff	Moderate	2.12 (Moderate)
	Loyalty program membership	Moderate	2.36 (Moderate)
	Error-free sales transactions and records	Moderate	2.37 (Moderate)
Ease of access	Proximity to residence	Moderate	2.72 (Moderate)
	Convenient store timings	Moderate	2.31 (Moderate)
	Order is taken over phone	Moderate	3.68 (Low)

Enhanced shopping experience is the most important dimension for consumers while shopping at modern formats. Consumers are highly satisfied with the ambience of modern formats. All other parameters in this factor score quite high on the satisfaction aspect. Clearly modern formats have distinguished themselves on the shopping experience platform for something as mundane as food and grocery and consumers are quite satisfied.

The second important parameter is smooth transaction and interaction. While consumers are quite happy with the physical aspects of the modern formats, transaction aspects score slightly poorly. Modern formats score poorly on 5 attributes out of eight in this dimension. Consumers are quite dissatisfied with the unavailability of credit and lack of free home delivery. Further consumers find the exchange policy cumbersome and handling of customer complaints is an area of dissonance. Quick billing is also found to be a source of dissatisfaction. Modern formats may not be able to do anything about availability of credit and free home delivery, however they should try to improve the billing process and train the staff to handle customer complaints better.

Hypothesis 5

Consumers are in favor of recommending modern formats.

H0: Consumers are indifferent to recommending modern formats to family and friends. In other words the mean rating for Recommendation is 3 on a 5 point scale.

H1: Consumers are in favor of recommending modern formats to family and friends. In other words the mean rating for recommending modern formats is less than 3 (1 = Definitely recommend…5 = definitely not recommend)

TABLE VI: ONE SAMPLE T TEST

	N	Mean	Std. Deviation		Std. Error Mean	
Recommend modern	467	1.7901	.86594		.04007	
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Recommend modern	-30.193	466	.000	-1.20985	-1.2886	-1.1311

Since the p value was 0.00 was less than the significance value of 0.05, we reject the null hypothesis and infer that consumers are in favor of recommending modern formats.

6. CONCLUSION

In the past few years, India's retail journey seemed poised for huge growth given the entry of several new players. Retail in India emerged as one of the most dynamic and fast paced industries according to the FICCI-Ernst and Young 2007 report (Winning with Intelligent Supply Chains). However the global meltdown had an impact on the Indian market. As per the Cartesian Economic Meltdown Survey 2008, almost all key industries in India have been negatively impacted by the slowdown and retail is no exception. Organized retail penetration, which was expected to touch 16 percent by 2012 from the current 5 percent, is likely to trace to 10.4 percent only (**Businessworld-The Marketing Whitebook-2010-2011 pg283, Source: KPMG Analysis and Retailers Association of India**).The retail sector is still registering decent growth, but heavy investments made during the boom period may make it difficult for retailers to show profits.

6.1 MAIN FINDING

There was a relationship between types of food items purchased and choice of formats whereby consumers preferred to purchase processed foods from modern formats and fresh produce from traditional formats. The street vendor and neighborhood store benefit from Indian's habit of buying fresh food often and hence convenient location becomes an important parameter for consumers. The main attributes that scored poorly for modern formats were proximity to residence (modern formats were not close to their residence), hassle-free exchange policy and freshness of products stocked. On the other hand proximity to residence was found to be a parameter where traditional formats scored very highly. Thus the traditional formats will retain their hold in India even as organized retail evolves. Both are expected to grow alongside, as has happened in China.

A factor analysis and multiple regression indicated that the major driver for traditional formats are enhanced shopping experience and smooth transaction and interaction. Ease of access was a significant driver but scored lower. Traditional formats scored on location, free home delivery and offering credit. These formats have long maintained accounts for households, waiving payments till the end of the month and sending goods to the door, at just a phoned in request. Modern formats have recognized this strength of traditional formats and have made payment options like acceptance of all major credit cards and Sodexo coupons a convenient alternative. Further, modern formats offer great in store experience, with a variety of brands, access to international brands and ambience. Traditional formats need to work on enhancing the shopping experience by offering international products if it is possible, otherwise it is best that they compete with modern formats on the dimension of smooth transaction and interaction.

For modern formats, enhanced shopping experience was the major driver of customer satisfaction. Modern formats are already delivering on this dimension. However Modern formats need to work on improving in-store service. Consumers were dissatisfied with the exchange policy as well as the slow billing. The transaction process was found to be tedious at modern formats as compared with traditional formats. If modern formats can improve on the factor smooth transaction and interaction then it will lead to substantial conversions.

6.2 LIMITATION

The present research was a general study on understanding consumer behavior among modern formats and traditional formats in food and grocery. Specifically the study focused on the drivers of satisfaction for the two formats and patronage behavior for the two formats. It also focused on understanding the hierarchy of shopper needs and arriving at inner needs. However the study did not focus on different type of formats within modern formats for example – discount stores, hypermarkets and supermarkets separately. Also the research was restricted to the two metropolitan cities of Mumbai and Delhi. The impact of modern formats on traditional formats was not studied for other metros specifically South India namely Bangalore, Chennai and Hyderabad. Hence the results may vary if one were to compare modern formats across 4 or 5 major cities.

6.3 SCOPE FOR FUTURE RESEARCH

As for future research, there is need to study the development of modern formats in more detail. A lot of research has been carried out in the modern retail sector in Asia, such as in Thailand (Feeny et al. 1996), Hong Kong (Kawahara & Speece 1994), Vietnam (Venard 1996).

The present study was limited to Mumbai and Delhi. Further since the sample size for Delhi was only 72, the Delhi findings are exploratory in nature. Studying the impact of modern retail on traditional retail and understanding the shopper needs for food and grocery in Tier II main cities like Surat, Kanpur, Indore, Jabalpur, Nagpur, Pune, Kozikode etc. should be pursued. Further it would be interesting to study the rural market and understand how retailers can aim their offerings to the rural market. It would be interesting to study in detail the way neighbourhood stores and local grocery stores are adapting themselves to the influx of modern retail giants like Big Bazaar, Reliance Fresh, etc.

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