

**ANTECEDENTS OF CUSTOMER SATISFACTION AT SHRI KANNAN
DEPARTMENTAL STORE (P) LTD, COIMBATORE DISTRICT OF
TAMILNADU STATE**

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ABSTRACT

The present empirical research is an attempt to find out the factors that determine customer satisfaction at Shri Kannan Departmental Store (P) Ltd (SKDS) in Coimbatore District of Tamil Nadu State. The study has been made by collecting the responses of customers through self-designed questionnaire. A total 100 responses were collected from customers who are purchasing products at SKDS in X- Cut Road, Kuniamuthur, Singanallur, Sular and Ramnagar Areas. This study found eight different factors like customer value, easy to shop, employees' response, service features, reputation of store, service support, availability of products and affordable price with good product quality that determine customer satisfaction at SKDS. Finally, this study conclude that the factors like affordable price with good product quality, employees' response, reputation of store and availability of products have highly responsible to determine the customer satisfaction at SKDS. The findings of the present study may act as input for the customer perception about SKDS in organized retailing and also to the management knows their customers based on various socio demographic and economic variables.

Keywords: Organized Retailing, Departmental store, Customer satisfaction, Buying behavior

INTRODUCTION

India is the 5th largest retail market in the world with the businesses about US\$ 500 Billion and it is expected to US\$950 billion in 2018 (Retailers Association of India) but US\$ 1.3 trillion by 2020. The Indian retail sector accounts for over 20% of the country's Gross Domestic Product (GDP) and contributes 8% to total employment.

In the present scenario, organized retail trade accounts for merely 10% of the total retail trade and the remaining 90% is left unorganized. The organized retail to grow with 25%-30% every year but it contributes only 4% of total retail in 2008 (Shradha et al.). The organized Retailing include the corporate-backed hypermarkets and retail chains, Franchisee Stores, Specialty Stores, Departmental Store, discount stores, Factory outlets etc. Among various different stores in organized retail, this study only focuses on departmental store with reference to Shri Kannan Departmental Store (P) Ltd. This Concern was started in 1985 as a Departmental Store in Erode named as Sangeetha Shopping Centre under the Chairmanship of Shri. T. Thanushgaran. Then, a Mega Departmental Store was started in the year 1999 under the Name as "Shri Kannan Departmental Store (P) Ltd.," (SKDS) with support of the public. SKDS has branches in various parts like Coimbatore, Erode, Dindigul, Karur, Namakkal, Madurai and Tiruppur Distrcits of Tamilnadu State and presently operating total

of 22 Departmental Stores of various sizes in these places. Presently, SKDS groups providing employment opportunities to the 2500 people and its turnover of Rs. 370 Crores for the FY 2013-2014 which is grew with 27.58% over the FY 2008-2009 (Rs. 290 Crore). SKDS is a one-stop-shop for customers because it sells groceries, cosmetics, electronics, stationery items, furniture, clothing to medicines etc. In 2010, SKDS have been selected as the best Departmental Store for the Region by The Ministry of Food Processing Industries (MOFPI) jointly with the Food Forum of India, and this organization make an effort to keep up the same momentum in the coming years.

STATEMENT OF THE PROBLEM

Assessment of customer satisfaction frequently needed to the organized retail sector because of consumers' purchase decision shifting in nature on time-to-time due to changing their expectations, higher disposable income, preference for luxury goods, and change in the demographic mix, etc. In order to organized retail sector wants to know their customer satisfaction regularly. So, the researcher has undertaken this research work titled "Antecedents of Customer Satisfaction at Shri Kannan Departmental Store (P) Ltd, Coimbatore District of Tamilnadu State" with the following objectives.

OBJECTIVES OF THE STUDY

To find out the factors that determine the customer satisfaction at SKDS and also to analyze the relationship of various responsible factors with overall satisfaction of customer at SKDS.

HYPOTHESES OF THE STUDY

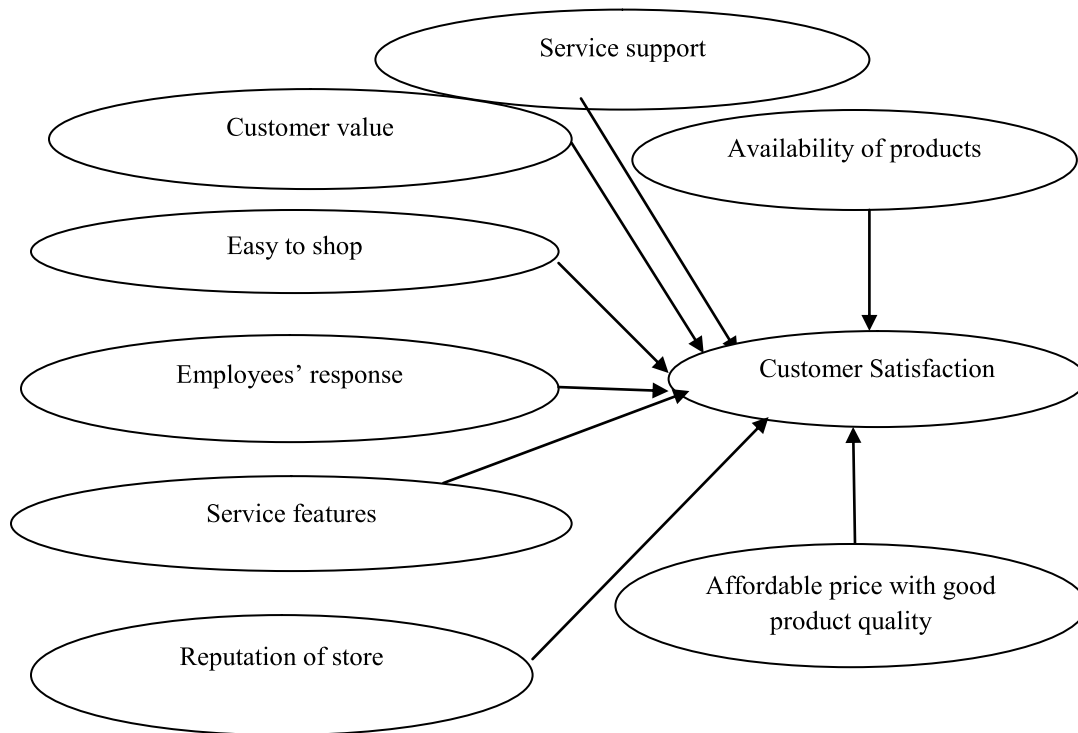
Ho₁: $f_1, f_2, f_3, \dots, f_n$ has determine the satisfaction among customers at SKDS.

Ho₂: Related factors ($f_1, f_2, f_3, \dots, f_n$) have lesser responsible towards overall satisfaction of the customers at SKDS.

RESEARCH METHODOLOGY

With an aim to factors that determine the customer satisfaction at SKDS, a total of 100 customers were selected from various SKDS functioning in Coimbatore District (X- Cut Road, Kuniamuthur, Singanallur, Suler and Ramnagar) of Tamil Nadu State. The self-designed questionnaire has been used to collect primary data from customers during the period of April to May' 2014. The questionnaire have three different parts like personal factors (Gender, Age group (in years), education, occupation, Marital status, type of family, family income (Rs. per month), Frequency of visit and Shopping style), Preference of products type and evaluate the customer satisfaction through various parameters. Purposive sampling method is most suitable for this research work. The statistical tools like % analysis, Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Sphercity, Garret's Ranking Technique, Factor analysis, regression and analysis of variance used to draw the inference of the study. The final research model of current research is shown in the figure – 1.

Figure – 1: Research Model towards Responsible Factors on Customer Satisfaction



REVIEW OF LITERATURES

Arpita (2014) concluded that Indian consumers prefer small retail stores due to assortment, service, store facility and relationship but older and younger populations differ in their reasons for preferring small retail stores.

Angamuthu and Sudalaimuthu (2013) in their study is to assess the consumers' acceptance level (Low, Medium and High) and expectations of service quality in the Organized Retail Market (ORM). The authors reported that majority of the consumers has moderately accepted the service quality provided by the ORM. Lowest price and high quality products are most expected service quality in the ORM.

Angamuthu and Sudalaimuthu (2013) in their descriptive research design focus on behavior of consumers' acceptance of service quality in the organized and unorganized retail market. This research has concluded that value added customer service, self-service satisfaction, variety of the products and quality of the products are influenced factors on consumers' acceptance of service quality in the organized retail market. Moreover, affordable prices, availability of credit facilities and fresh products, possible to personal interaction to the owner of the stores are the influenced factors on consumers' acceptance of service quality in the unorganized retail market.

Ramakrishna & Sudharani (2012) analyzed the fashion and food bazaar consumers' perception towards private label brands in ORM in Coimbatore. Majority of the youngsters

have good perception towards the private brands in fashion wear and munchies. Quality, trustworthiness of the product and brand image was found to be leading factors that differentiate private label brand from other branded product.

Hotniar, et.al. (2009) in their findings were there was no difference of consumer shopping behaviour among hypermarket, supermarket and minimarket. In addition, attitude towards retail outlet and shopping habit influenced to shopping intention.

Paromita and Mridula (2009) in their study tries to found that whether Indian consumers are likely to move from traditional kirana stores to large organized retailers while shopping for groceries. This study confirmed that the customer patronage to grocery stores was found to be positively related to location, helpful, trustworthy salespeople, home shopping, cleanliness, offers, quality and negatively related to travel convenience. Kiranas do well on location but poorly on cleanliness, offers, quality, and helpful trustworthy salespeople. Gupta et al. (2008) in their research involves studying the consumer's perception towards buying behavior at organized retailing. This study reported that the consumers are highly appreciating the availability of the variety of products/services at the organized retail stores and also good customer service and convenience of parking and other facilities most important aspect of their buying decision.

Leela Rani and Sanal Kumar (2008) in their empirical research aims to examine how consumers' attitude towards retail stores gets affected by situational, consumer, store and product characteristic variables when they face out-of-stock situations in India's unorganized retail sector. This study found that shopping attitude of respondent, store loyalty, perceived store prices, store distance, shopping frequency, and brand loyalty significantly influenced consumers' attitude towards retail store in out-of-stock.

Banerjee and Divakar (2001) in their study focus on threshold prices, which trigger different kinds of purchase behavior like decision to forego purchase till future periods, decision to increase consumption, decision to stockpile for the future. In addition need for retailers to be sensitive to the issue of consumer's multi-period purchase planning process, which may significantly impact the effectiveness of promotion schemes. This study reported that there exists a price threshold that triggers stockpiling behavior of the retail customer.

ANALYSIS AND INTERPRETATIONS

1. Personal profile of the customers

Distribution of the sample customers based on their gender, age group, education, occupation, marital status, type family, family income, frequency of visit and shopping style is given in the Table – 1.

Table - 1: Personal Profile of the Customers			
Variable	Character	No. of Customers	%
Gender	Male	28	28
	Female	72	72

Age group (in Years)	Upto 25	16	16
	26-40	39	39
	41-55	28	28
	Above 55	17	17
Education	Upto school level (IX-XII)	27	27
	Under Graduate	42	42
	Post graduate	31	31
Occupation	Govt. employee	23	23
	Private employee	36	36
	Own business	7	7
	Professional	16	16
	Home maker	14	14
	Students	4	4
Marital status	Married	91	91
	Unmarried	9	9
Type of Family	Nuclear family	70	70
	Joint family	30	30
Family Income (Rs. Per Month)	Upto 15,000	16	16
	15,001 - 25,000	48	48
	Above 25,000	36	36
Frequency of visit to the SKDS (Per Month)	One time	16	16
	Two times	39	39
	Three times	28	28
	Four times	9	9
	Five times and above	8	8
Shopping style	Single	20	20
	With spouse	44	44
	With family	28	28
	With friends	8	8
Source: Primary data			

Interpretation

Table 1 show that majority (72%) of the customers was female and the remaining 28% were male. This is followed by out of 100 customers, nearly 2/4th of the customers belonged to middle age group (26-40 years), 28% of the customers belonged to the age group of 41-55 years, equal number of customers belonged to the young age group (16%) and elder age group (17%). Further, classification of respondents according to marital status, it informs that little more 9/10th of the customers were married and the remaining 1/10th was unmarried. The table 1 also indicates that 73% of the customers have completed higher education (both under & post graduation) and the remaining 27% of the customers had school level. This is followed by most (36%) of the customers are working in private companies and more than 8/10th of the customers' family earn more than Rs.15,000 per month. 7/10th of the customers are living in

nuclear family and the remaining 3/10 of them living in joint family. Majority (41.2%) of the respondents' family proportion of saving is >20% out of total income per month. Nearly 2/5th of the customers visit at two times per month at SKDS and majority (44%) of the customers come with their spouse.

Customers' Preference of Products type at SKDS: Garrett's Ranking Technique

Garrett's Ranking technique has been used to evaluate the preference of product type of the customers at SKDS using the sample size of 100. Using this technique the customers were asked to rank the given products according to the magnitude about different types. The orders of merit given by the customers which have been converted into ranks by using the following

$$\% \text{ position} = 100(R_{ij} - 0.5) / N_j$$

Where,

R_{ij} = Rank given for the *i*th sources by the *j*th respondents

N_j = Number of sources ranked by the *j*th respondents

Table - 2: Customer Preference of Products type at SKDS		
Products	Garrett's Score	Mean
Groceries	6080	60.8
Furniture	5383	53.83
Electronics	5549	55.49
Cosmetics	5151	51.51
Leather items (ex. Footwear, Bags, etc.)	4414	44.14
Stationery items	4475	44.75
Others (Ex.Toys etc.)	3848	38.48
Source: Primary data		

Table 2 concluded that groceries items are most preferred products type among customers at SKDS because mean value shows at 60.80 and then electronics items (Mean 55.49), Furniture items (Mean 53.83), Cosmetic items (Mean 51.51). On the other hand toys, footwear, bag items are least preferred products type at SKDS.

Analyze the Relationship of Variables: Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Sphercity

The KMO measure of sampling adequacy is an index that compares the sizes of the observed correlation coefficients to the sizes of the partial correlation Coefficients. It is derived as follows

$$= (\sum \sum r^2_{ij}) / (\sum \sum r^2_{ij}) + (\sum \sum a^2_{ij})$$

Further, Bartlett's test of Sphericity tests whether the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate or appropriate. Here, chi-square also considered and it is calculated as follows

$$= [(n-1) - 1/6(2p+1+2/p)] [\ln|S| + p \ln(1/p) \sum I_j]$$

p=number of variables

k=number of components

I_j =jth eigen value of Sdf=(p-a) (p-2)/2

Ho: There is no significant of correlation between variables

Ho1: There is a significant of correlation between variables

Table - 3: Test Statistics		
KMO Sampling Adequacy		0.667
Bartlett's test of Sphericity	Approx. χ^2	1035.499** with df 325
** Sig. @ 1% & *Sig.@ 5% level		
Source: Primary data		

Bartlett's test of sphericity is used to test whether the correlation matrix is an identity matrix. The test value (1035.499**) and the significance level (P<.01) which are given above indicate that the correlation matrix is not an identity matrix, i.e., there exists correlations between the variables. The KMO measure of sampling adequacy measure is closer to 1, and then it is good to use for further analysis. The value of KMO test statistics gives that 0.667, which means for the selected variables is found to be appropriate to the data for conducting further interpretation.

Determining Factors on Customer Satisfaction at SKDS – Factor analysis Approach

Factor analysis is a generic name given to a class of multivariate statistical methods whose primary purpose is data reduction and summarization. Factor analysis identifies common dimensions of factors from the observed variables that link together the seemingly unrelated variables and provides insight in the underlying structure of the data. The common intention of factor analytic technique is to find way of condensing (summarizing) the information contained in a number of original variables into a smaller group of new composite factors with a minimum loss of information. In this current study, the Principal Component Analysis (PCA) was used. The PCA has been described as a mathematical procedure that uses an orthogonal transformation to convert a set of observations of possibly correlated variables into a set of uncorrelated variables called principal components. PCA is usually done when we have a number of observed variables that are believed to influence a given dependent variable, but then these variables are so many that they are correlated. In this situation we want a smaller number of important variables that will account for most of the variance in the observed variables. Further, varimax rotations have been used in order to simplify the factor structure by maximizing the variance of a column of pattern matrix because it is one of the most popular methods used in several social sciences research papers. In addition Eigen value is also used; it helps to find out the amount of variance in overall data. Finally, determination of the factors based on the factor score are estimated for each factor with a new name given about grouped variables. Below is the general form for the formula to compute scores on the first component extracted (created) in a PCA

$$F_i = W_{i1}X_1 + W_{i2} X_2 + \dots\dots\dots W_{ik} X_k$$

Where,

F_i = Estimate of the i th factor

W_1 = Factor (weight) score co-efficient

k = Number of variables

Using all the variables regarding customer satisfaction SV1,SV2,SV3,..... and SV26, Factor analysis is performed in order to group the variables on priority basis based on the strength of inter-correlation between these opinions, called ‘Factors’ and clustering these variables in to the factors extracted and the results are presented in the following tables. Table - 4 gives the rotated factor loadings, communalities, eigen values and the percentage of variance explained by the factors. There were eight factors each having eigen value exceeding one for determine that the customer satisfaction. The Eigen values for five factors were 3.457, 2.901, 2.196, 2.186, 2.152, 1.737, 1.619, and 1.438 respectively. Further, factors have been extracted and these factors put together explain the total variance to the extent of 68%. In order to reduce the number of factors and enhance the interpretability, the factors are rotated. The rotation increases the quality of interpretation of the factors. There are several methods of the initial factor matrix to attain simple structure of the data. The varimax rotation is one such method to obtain better result for interpretation is employed and the results are given in Table – 5.

Table - 4: Antecedents of Customer Satisfaction at SKDS

Satisfaction n	1	2	3	4	5	6	7	8	Communalities
SV1	0.079	- 0.093	0.330	0.05 8	0.294	- 0.051	0.113	0.700	0.719
SV2	- 0.191	0.148	- 0.193	- 0.01 0	- 0.158	0.105	0.053	0.730	0.668
SV3	0.046	0.059	- 0.118	0.74 5	0.139	0.103	- 0.032	- 0.004	0.605
SV4	0.195	0.089	- 0.003	0.78 1	0.054	0.083	0.087	0.184	0.707
SV5	0.309	0.079	0.208	0.65 5	0.034	- 0.253	0.025	- 0.107	0.651
SV6	0.364	0.127	0.158	0.15 3	- 0.022	0.205	0.525	0.268	0.587
SV7	0.614	0.018	- 0.116	- 0.13	0.122	0.454	- 0.035	0.080	0.638

				7					
SV8	0.749	- 0.062	0.129	0.04 7	0.088	0.200	0.029	- 0.235	0.687
SV9	0.684	0.098	0.256	0.06 7	- 0.161	- 0.238	0.080	- 0.109	0.649
SV10	0.705	- 0.005	0.243	0.07 0	- 0.146	0.005	0.113	- 0.133	0.613
SV11	0.318	0.268	0.551	- 0.01 9	- 0.045	- 0.398	0.012	0.033	0.638
SV12	0.678	0.130	0.100	0.16 2	0.145	- 0.100	- 0.134	0.263	0.632
SV13	0.680	0.185	- 0.154	0.08 5	0.310	- 0.176	- 0.200	0.077	0.700
SV14	0.064 8	0.059 4	0.427	0.13 5	- 0.001	0.625	0.068 3	0.073 4	0.065
SV15	0.154	0.104	0.755	- 0.04 4	0.071	0.210	- 0.156	0.143	0.700
SV16	0.070	0.019	0.805	- 0.02 5	0.035	0.097	0.075	- 0.103	0.680
SV17	0.043	0.109	0.031	0.10 1	0.928	0.125	0.004	0.043	0.904
SV18	0.040	0.098	0.048	0.12 7	0.904	- 0.100	0.108	- 0.011	0.868
SV19	- 0.035	0.812	0.037	0.06 4	- 0.099	0.197	0.148	0.031	0.737
SV20	- 0.022	0.684	- 0.104	0.26 3	- 0.059	0.285	0.198	0.183	0.706
SV21	0.136	0.787	0.081	- 0.03 6	0.272	- 0.143	0.156	0.024	0.765

SV22	0.184	0.683	0.178	0.01 1	0.190	- 0.017	0.013	- 0.060	0.573
SV23	- 0.096	0.430	0.112	0.14 3	- 0.039	0.614	- 0.066	- 0.015	0.610
SV24	0.327	0.007	0.042	- 0.59 2	- 0.028	- 0.162	0.234	0.068	0.545
SV25	- 0.009	0.317	- 0.023	- 0.06 9	0.030	0.255	0.739	0.189	0.753
SV26	0.114	0.407	0.090	0.07 1	0.126	- 0.141	0.709	0.113	0.742
Eig. Value	3.457	2.901	2.196	2.18 6	2.152	1.737	1.619	1.438	17.686
% of Vari.	13.29 6	11.15 8	8.448	8.40 9	8.275	6.682	6.226	5.531	68.025
Cumu. % of Vari.	13.29 6	24.45 4	32.90 1	41.3 1	49.58 6	56.26 7	62.49 3	68.02 4	
Extraction Method: Principal Component Analysis									
Rotation Method: Varimax with Kaiser Normalization									
Source: Primary data									

Table - 5: Clustering of Parameters into Responsible Factors on Customer Satisfaction at SKDS

Factor	Variables	Factor loadings
Factor - I (13.296) {Customer value}	Parking facility (SV8)	0.749
	Complaint handling (SV10)	0.705
	Customer care (SV9)	0.684
	Store location (SV13)	0.680
	Employees knowledge about products (SV12)	0.678

	Longer opening hours (SV7)	0.614
Factor - II (11.158) {Easy to shop}	Displays about products information (SV19)	0.812
	Lighting arrangements (SV21)	0.787
	Availability of low price unbranded products (SV20)	0.684
	Timely service of products (SV22)	0.683
Factor - III (8.448) {Employees' response}	Response to queries (SV16)	0.805
	Individual attention given (SV15)	0.755
	Greeting on arrival to the store (SV11)	0.551
Factor - IV (8.409) {Service features}	Replacement of the product (SV4)	0.781
	Discount (SV3)	0.745
	Guarantee/Warrantee (SV5)	0.655
	Door delivery facility (SV24)	0.592
Factor - V (8.275) {Reputation of Store}	Store reputation (SV17)	0.928
	Personal choice for selection of items (SV18)	0.904
Factor - VI (6.682) {Service support}	Security arrangements (SV14)	0.625
	Sufficient stock (SV23)	0.614
Factor - VII (6.226) {Availability of products}	Availability of fresh products (SV25)	0.739
	Availability of branded products (SV26)	0.709
	All products under one-roof (SV6)	0.525
Factor - VIII (5.531) { Affordable price with good product quality}	Quality of the products (SV2)	0.730
	Price of the products (SV1)	0.700
Source: Primary data		

Interpretation-

Table-5 explains that the six variables SV8, SV10, SV9, SV13, SV12, and SV7 were grouped together as factor I and accounts 13.296% of the total variance. The four variables SV19,

SV21, SV20 and SV22 constituted the factor II and accounts 11.158% of the total variance. The three variables SV16, SV15 and SV11 constituted the factor III and accounts 8.448% of the total variance. The four variables SV4, SV3,SV5 and SV24 constituted the factor IV and accounts 8.409% of the total variance. The two variables SV17 and SV18 constituted the factor V and accounts 8.275% of the total variance. The two variables SV14 and SV23 constituted the factor VI and accounts 6.682% of the total variance. The three variables SV25, SV26 and SV6 constituted the factor VII and accounts 6.226% of the total variance. The two variables SV2 and SV1 constituted the factor VIII and accounts 5.531% of the total variance.

Regression Model for Answerable Factors on Customer satisfaction at SKDS

This part developing a model using proper multiple regression with the purpose of exploring the avswerable factors on customer satisfaction at SKDS. This analysis is made of Y-overall satisfaction, with the explanatory factors like X₁- customer value, X₂-easy to shop, X₃- employees’ response, X₄-service features, X₅-reputation of store, X₆-service support, X₇ - availability of products andX₈- affordable price with good product quality The following regression model is fitted for performance:

$$Y = Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + e$$

where,

b₁, b₂ are partial regression coefficients; b₀-constant

Ho₁: The factors like customer value, easy to shop, employees’ response, service features, reputation of store, service support, availability of products and affordable price with good product quality have low answerable on the overall customer satisfaction at SKDS.

Table – 6: Final Model for Factors that Determine Customer Satisfaction at SKDS					
Model	Unstandardized Coefficients		Standardized Coefficients	t	R²
	B	Std. Error	Beta		
(Constant)	3.030	0.078		38.909**	.8 36
Affordable price with good product quality	0.972	0.078	0.700	12.423**	
Employees’ response	0.458	0.078	0.330	5.857**	
Reputation of store	0.408	0.078	0.294	5.214**	
Availability of products	0.156	0.078	0.113	1.996**	
** Sig, @ 1% & *Sig.@ 5% level					
Dependent Variable: Overall Satisfaction					
Source: Primary data					

Interpretation-

It is observed from the table – 6 that the coefficients for affordable price with good product quality, employees’ response, reputation of store and availability of products are significant @ 1% level. It means that the above said factors are significantly responsible to determines the customer satisfaction at SKDS. Moreover, the above table report that every considered factor is positively related with the overall customer satisfaction at SKDS. The calculated value of ‘f’ in the analysis of variance of selected regression model for Y indicates the overall significance of the model fitted (Refer Table – 7). The coefficient of determination R^2 value shows that these variables put together explain the variations of Y to the extent of 83.6%.

Table - 7: Analysis of Variance for Regression				
	SS	df	MS	f
Regression	133.297	4	33.324	54.95**
Residual	57.613	95	0.606	
Total	190.910	99		
** Sig, @ 1% & *Sig.@ 5% level				
Source: Primary data				

CONCLUSION

At present SKDS have greater competition in Coimbatore District with big retailers Like Reliance Fresh, Big Bazzar, More, The Nilgiris, Specenr’s Retail, Mega mart etc. So, SKDS must assure quality and availability of new products and attractive promotional schemes, sufficient security arrangements and to enhance customer satisfaction. Besides these variables customer care activities are becoming significant issue. Further, customer relationship signifies identifying the needs of the customers and stretching out ways and means to satisfy them. The completed research work has reported that 2/5th of the customers have made purchasing two times per month at SKDS. Finally, this empirical study concluded that the factors like affordable price with good product quality, employees’ response, reputation of store and availability of products have highly responsible to determines the customer satisfaction at SKDS.

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