

URBAN CONSUMERS' PREFERENCE FOR ORGANISED AND UNORGANISED FOOD RETAILING IN THE STATE OF JHARKHAND, INDIA

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Abstract *Retailing is the last stage of distribution channel where the retailer keeps the stock for the end use consumers. India has a huge population which gives a wide scope to the retailing business. In retailing, there are many sectors and food retailing/food and grocery retailing is one of them. The food retailing sector is unique in its nature as it has consumers from all the segments of society. Initially food retailing was a family owned business but later it has gone through a sea change. These small traditional shops come under the category of unorganised food retailing. Now, the big corporate houses are in the business of food retailing which provides many frill services with quality products. These shops come under the category of organised food retailing. However, the market share of these corporate houses owned food retail chains is in single digit. The present study is an attempt to find the consumers' preference for organized food retailing and unorganised food retailing. The study focuses on the retail attributes which are considered while selecting a retail shop by the consumers. Also, the study has highlighted the retail attributes of organised food retailing and unorganised food retailing which provides an edge to one over another.*

Keywords: Food Retailing, Consumer Preference, Urban Consumers of Jharkhand

INTRODUCTION

Retailing is not a new concept. It is in practice in different forms since the evolution of society. The people use to purchase their daily needs in small quantities from the retailers whenever required and the retailer keeps a stock on behalf of consumers to meet the demand. Retailing was limited to small family owned business for long time. Later big retail chains came into the retailing business and there was a sea change in the retailing market. However, even today the traditional family owned retail outlets are doing their business and enjoying their share of cake. The traditional small family owned retail shops, also known as “moms and pops” shops are termed as unorganized retailing and the big retail chains with all the possible comfort of purchase experience are termed as organized retailing.

Retail formats in India first emerged when the barter system was in vogue with the primitive format of the “shanty”, where the produces were brought to the market for convenient

access by consumers. Keeping the consumers in mind, small mobile retailers brought these products to villages on cart, bicycles, etc. Later retailers open small shops, stoking them with such produce. As towns and cities grew, these retail stores began stocking a mix of convenience merchandise, enabling the formation of high-street bazaars that become the hub of retail activity in every city (Vedamani, 2003).

With the change in demography and preference, the expectations of customers are changing and it is a continuous process. The purchase experience for the guests has taken a new shape, and the customers not only evaluate any outlet on the basis of goods available, but the evaluation is based on a mix of goods available, comfort of purchasing, the quality of time spent in the outlet and many more. The customers also consider their travel to and fro the outlet as part of purchase experience.

Today the consumer is far more educated and aware of the happenings around him/her than ever before. They are well-

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informed about everything that affects their life in some way or the other. Thus retailers must understand and be able to appreciate these better informed consumers by trying to satisfy their increased demands successfully. The relationship between the consumer and the retailer has, therefore, become much more competitive and more complex than ever before. It is strongly believed that only those retailers who can understand and grasp this reality will be able to survive in today's fiercely competitive marketplace. News of customer dissatisfaction travels fast and retailers would be naïve not to realize that one dissatisfied customer may lead to many more. In fact, it is believed that it costs over 17 times more to bring back an old customer than to retain the existing one (Lamba, 2003). Hence, the present study is an attempt to understand the food retailing consumers' preference for organised and unorganised retailing, and the attributes of food retailing on which these preferences are made.

REVIEW OF LITERATURE

Retailing consists of business activities involved in selling goods and services to consumers for their personal, family or household use. It includes every sale of goods and services to the final consumer- ranging from automobiles to apparel to meals at restaurants to movie theater tickets. Retailing is the last stage in the distribution process (Berman & Evans, 2002). The word 'retail' is derived from the French word 'retailleur', meaning 'to cut a piece off' or 'to break bulk' (Bajaj, Tuli, & Srivastava, 2005). The distribution of consumer products begins with the producer and ends at the ultimate consumers. Between the producer and the consumer there is a middleman- the retailer, who links the producer and the ultimate consumer. Retailing is defined as a conclusive set of activities or steps used to sell a product or service to consumers for their personal or family use. It is responsible for matching individual demands of the consumer with supplies of all the manufacturers. Retailers offer consumers assortment of products from many manufacturers which are presented in a variety of different shopping environments. The distribution channel performs the process of ownership and physical transfer of commodities, products and services (Bowersox & Copper, 2004). The work of the channel includes the performance of several marketing flows (Coughlan, Anderson, Stern, & EI-Ansary, 2006). The term flow is used rather than functions or activities to emphasize that these processes often flow through the channel, being done at different points in time by different channel members.

"Food Service" is defined as the practice or business of making, transporting, and serving or dispensing prepared foods, as in a restaurant or commissary (The American Heritage Dictionary of the English language). It is also known as "catering and food service". On the other hand, "Retail food" is all food, other than restaurant food, that

is purchased by consumers and consumed off-premise and the process to make the retail food available to consumers is "food retailing". Food retailing is also known as "food and grocery retailing". Retail food is one of man's most important expenditures because people need to eat to live healthy lives. Most people purchase retail food items every week, including meat, vegetables, fruit, milk, bread, eggs, snacks and many other items. Retail foods can be packaged in boxes, cans, cellophane wrapping or cylindrical cardboard containers. Some retail food like fresh vegetables are not individually packaged at all. Retail food can either be perishable or non-perishable, which is important for determining the proper storage procedures and inventory methods for various retail foods.

In India, retail trade is primarily divided into two segments-organised retailing and unorganized/ traditional retailing (Mukherjee & Patel, 2005). These two segments can be defined as follows:

- Organised retailing: Any retail outlet chain (and not a one shop outlet) which is professionally managed (even if it is family run), has accounting transparency (with proper usage of MIS and accounting standards) and organised supply chain management with centralized quality control and sourcing (certain part of sourcing can be locally made) can be termed as an organised retailing in India.
- Unorganized retailing: Any retail outlet which is run locally by the owner or the caretaker of the shop. Such outlets lack technical and accounting standardization. The supply chain and the sourcing are also done locally to meet the local needs.

Comparison of key characteristics of organised and unorganized retailers in India can be understood as under (Madaan, 2009).

Basis of comparison	Organised retailers	Unorganized retailers
Average size (sq. ft.)	4000	300
Average no of SKUs	5000	1200
Service format	Self service (do it yourself)	Over the counter
Customer expectation	Predominantly experience based	Predominantly need based
Stock turn	High	Low
Profit Margins	high	Low

If the retail industry is divided on the basis of retail formats, then it can be further classified into the 'modern retail formats' and the 'traditional formats' (Bajaj, Tuli, & Srivastava, 2005). The modern format retailers include supermarkets, hypermarkets, departmental stores, specialty chains and company owned and operational retail stores. The traditional format retailers comprise kirana stores,

kiosks, street markets as well as multiple brand outlets. Traditional retail formats refer to those formats that have long been part of the retail landscape of India. They include formats like kirana and independent stores that are typical of the unorganized retail sector across product category and also the most administratively organized form of Indian retailing – cooperatives and government – controlled retail institutions, like the public distribution system and cottage emporium. In terms of professional management, a deficiency of integration with the value chain, the traditional retail formats are better classified under the unorganized retail sector. The various retail formats of organised retailing are (Panda, 2007):

Basis	Types
Ownership	Independent single store, Corporate retail chain, Franchise, Vertical marketing system, Consumer cooperatives
Non store based retail mix	Direct selling, Catalog houses, Vending machine, E-retailing, Tele shopping
Store based- retail mix	Food based retailers – Supermarkets, Supercentres, Warehouse clubs, Convenience store
	Non food based retailers - Department store, Discount store (later entered in food & grocery), Specialty store, Category specialist, Off price retailers, Factory outlets, Single price retailers, Hypermarkets (food items are sold)

India is the country having the highest shop density in the world; with 11 outlets per 1000 people i.e. 12 million retail shops for about 209 million households (Chel, 2009). The retail sector is presently undergoing a transition in India. Till only a few years ago, customers would go to family-owned kirana stores to purchase their necessities. This then changed to bigger shop, run by one man with a few employees. Here, all the work was done manually, none of the staff being professionally trained. Gradually, more sophistication seeped into this sector and departmental stores came into being. “AT Kearney” has ranked India as the second most attractive retail market after Russia, in its ‘Global Retail Development Index’ 2004 report (Londhe, 2006).

Organised retail sector is growing fast but it is being challenged mainly because unorganized retailing named as ‘mom-pop stores’ has been there in India for centuries. These mom-pop stores depend on relationship, which are very strong (Rizvi & Kapoor, 2010). To develop such relationships at the local level is a big challenge for the organised retail sector, which mainly depends on formal organised and systematic sales. Moreover the low cost of infrastructure, low maintenance cost, low employee cost, and low taxes make unorganized sector more profitable

and competitive than the organised retailing. According to IRIS Primary Research, unorganized food and grocery retail constitutes 98.8% of total trade in food and grocery sector, while organized trade accounts only for 1.2% (Amitabh Taneja, 2011). Beginning with the mid-1990s, however, there was an explosion of the shopping malls and plazas where customer interacted not just with one single person—the owner, but with professional store owner and other staff. Significantly, customer requirements were now being catered to by trained staff. Today, organised retailing has become an experience characterized by ease, style and swiftness. It offers customer a more convenient environment, and many more choices along with an enjoyable shopping experience.

The term “*Preferences*” is used in a variety of related, but not identical, ways in the scientific literature. This makes it necessary to make explicit the sense in which the term is used in different social sciences. In psychology, preferences could be conceived of as an individual’s attitude towards a set of objects, typically reflected in an explicit decision-making process (Lichtenstein & Slovic, 2006). Alternatively, one could interpret the term “*preference*” to mean evaluative judgment in the sense of liking or disliking an object which is the most typical definition employed in psychology. However, it does not mean that a preference is necessarily stable over time. Preference can be notably modified by decision-making processes, such as choices, even in an unconscious way. In other words, Consumers face trade-offs in their purchase decisions, since their income is limited and choices are numerous. In order to make choices, consumers combine budget constraints (what they can afford), and preferences (what they would like to consume).

Study Goal

1. To analyze the consumers’ preference for organised and unorganised food retailing.
2. To find out the different attributes on which organized food retail is gaining ground and acceptance in Jharkhand.

Hypothesis

H₁ (Alternative Hypothesis): There is significant consumers’ preference towards organized food retailing over unorganized food retailing.

Study

In this study, extensive exploratory research is taken up in order to have a thorough understanding of the problem towards establishing priorities for further research actions. The methods adopted for this purpose are survey of literature

and experience. Descriptive research follows exploratory research in order to define the problem in a structured manner.

Sample Design

- a. Population Definition
 - i. Elements: Men, Women, and Children visiting to food and grocery retail shop.
 - ii. Sampling Units: Kirana shops, vegetables stalls, food and grocery retail chains, organised food and grocery retail shops and other related places.
 - iii. Extent : Jharkhand
 - iv. Time : 1st May 2014 to 15th June 2014
- b. Sampling Frame

No specific frame i.e. exhaustive list of respondents.

- c. Sample Size

The sample size includes a total of 384 respondents.

- d. Sampling Method

Stratified random sampling technique is used for the study. Jharkhand has four major cities namely Ranchi, Jamshedpur, Bokaro and Dhanbad. The study has taken all the four major cities to understand food retailing in Jharkhand. From each city, 96 respondents are taken, which are sub-divided in three categories equally (32 respondents in each) on the basis of retail choice. The retail choices are consumers who mostly shops from unorganised retail shops, consumers who mostly shops from organised retail shops, and consumers who shops from both unorganised and unorganised retail shops. Hence, it becomes 384 (96 respondents multiplied by 4 cities) respondents from all over Jharkhand.

Data Collection Method

Primary data is collected through questionnaires or schedules. Structured interviews of the customers are also taken in order to have an in-depth understanding of the issues involved, whenever found essential. Secondary data is obtained from relevant books, news papers, journals and internet. The questionnaire has close-ended questions, which includes multiple-choice questions on a 5 point Likert's scale for 33 attributes of food retailing. It is aimed to find the present consumers' preference and focused on the various attributes and factors related with food retailing.

Statistical Techniques Used for Data Analysis

SPSS 16.0 (Statistical Package for Social Science) software is used for descriptive and inferential statistics. Attitude-toward-object model is applied to know the consumers' preference for organised and unorganised retail outlets and then the significance of preference is tested by paired sample T-test. The respondents are split in three categories on the basis of retail choice (i.e. consumers who mostly shops from

unorganised retail shops, consumers who mostly shops from organised retail shops, and consumers who shops from both unorganised and unorganised retail shops) and then their preference for organised and unorganised retail shops are found separately.

Analysis and Result

The Attitude-toward-object model is especially suitable for measuring attitudes towards a product/service category or a specific brand or a retail store. According to this model, the consumer's attitude towards a product or specific brands of a product or a retail store is a function of the presence (or absence) and evaluation of certain product/brand/retail store- specific beliefs and/or attributes (Schiffman & Kanuk, 2004). In other words, consumers generally have favorable attitudes towards those brands/retail stores, they believe have an adequate level of attributes which they evaluate as positive; and unfavorable attitudes towards those brands/retail stores, they feel do not have an adequate level of desired attributes or have too many negative attributes. The Fishbein attitude-towards-object model is usually depicted in the form of the following equation (Schiffman & Kanuk, 2004):

$$\text{Attitude}_o = \sum_{i=1}^n b_i e_i$$

Where

b_i = Strength of belief that the attitude-object contains in the i^{th} attribute

e_i = Evaluative Dimension associated with the i^{th} attribute

Attitud

e_o = is a separately assessed overall measure of affect for or against the attitude-object

$\sum$ = indicates that there are n salient attributes over which the b_i and e_i combinations are summated

The evaluative component is the favourableness of respondents for an attribute. The top ten retail attributes in terms of evaluative component are Quality of products, Satisfaction after purchase of goods, Pricing of the products, Availability of Fresh vegetables, Location/accessibility, Discount schemes provided, Facility of return or exchange, Personal care, Breadth of assortment, and Billing and delivery system (Table:01).

The top ten attributes which scored high on association with organised retailing are Availability of Brand, Breadth of assortment, Availability of latest product, Credit card payments, Membership card, Layout and display, Depth of assortment, Ambience of the retail outlet, Quality of products, and Operational Hour (Table 1).

Table 1: Descriptive Statistics

Evaluative component (N=384)			Strength of belief for organised retailing (N=384)			Strength of belief for unorganised retailing (N=384)		
Attributes	Mean	Std. Deviation	Attributes	Mean	Std. Deviation	Attributes	Mean	Std. Deviation
Top ten attributes								
Quality of products	4.81	0.443	Availability of Brand	4.42	0.732	Availability of Fresh vegetables	4.26	0.861
Satisfaction after purchase of goods	4.7	0.602	Breadth of assortment	4.33	0.682	Location/accessibility	4.16	1.166
Pricing of the products	4.69	0.592	Availability of latest product	4.24	0.731	Operational Hour	4.08	0.783
Availability of Fresh vegetables	4.67	0.732	Credit card payments	4.18	1.012	Facility of return or exchange	4.04	0.834
Location/accessibility	4.54	0.729	Membership card	4.14	0.886	Personal care	4.02	0.885
Discount schemes provided	4.42	0.811	Layout and display	4.13	0.69	Pricing of the products	3.87	0.703
Facility of return or exchange	4.41	0.787	Depth of assortment	4.1	0.688	Complain handling	3.81	1.04
Personal care	4.38	0.738	Ambience of the retail outlet	4.09	0.758	Credit facilities available	3.81	0.935
Breadth of assortment	4.35	0.706	Quality of products	4.07	0.676	Customer assistance	3.64	0.837
Billing and delivery system	4.32	0.74	Operational Hour	4.04	0.723	Breadth of assortment	3.6	0.769
Last ten attributes								
Music	2.21	1.028	Home-delivery	2.2	1.075	Loyalty points redemption	1.38	0.847
Air conditioning	2.56	1.199	Credit facilities available	2.22	1.261	Credit card payments	1.49	1.001
Loyalty points redemption	2.58	1.314	Parking facility	2.91	0.949	Air conditioning	1.54	1.081
Membership card	2.58	1.342	Availability of Fresh vegetables	3.01	0.992	Membership card	1.59	1.24
Eating facilities	2.94	1.113	Billing and delivery system	3.2	0.888	Music	1.68	0.857
Home-delivery	2.99	0.957	Facility of return or exchange	3.2	0.879	Security at parking	1.88	1.107
Credit facilities available	3.12	1.295	Gift given on purchase	3.21	0.805	Shopping as outing	2.14	0.979
Credit card payments	3.16	1.535	personal care	3.25	0.928	Eating facilities	2.19	1.007
Shopping as outing	3.18	1.119	Music	3.33	0.742	Parking facility	2.51	0.975
Availability of Private brands	3.2	0.781	Pricing of the products	3.33	0.862	Availability of Brand	2.97	0.776

Table 2: Consumers' Preference

Attributes	Attributes of food retail shop	Consumer preference (Total)				
		K	L	M	N	O
At_1	Availability of Brand	4.02	4.42	2.97	17.77	11.96
At_2	Pricing of the products	4.69	3.33	3.87	15.60	18.15
At_3	Discount schemes provided	4.42	3.44	3.43	15.22	15.16
At_4	Easy to shop	4.29	3.60	3.19	15.47	13.69
At_5	Less crowd	3.76	3.35	3.30	12.57	12.41
At_6	Ambience of the retail outlet	3.53	4.09	3.10	14.43	10.93
At_7	Availability of Fresh vegetables	4.67	3.01	4.26	14.06	19.88
At_8	Depth of assortment	4.28	4.10	3.17	17.55	13.57
At_9	Breadth of assortment	4.35	4.33	3.60	18.80	15.63
At_10	Layout and display	3.43	4.13	3.10	14.17	10.64
At_11	Gift given on purchase	4.03	3.21	3.39	12.95	13.65
At_12	Operational Hour	3.67	4.04	4.08	14.85	14.96
At_13	Billing and delivery system	4.32	3.21	3.42	13.86	14.78
At_14	Quality of products	4.81	4.07	3.56	19.58	17.12
At_15	Availability of latest product	3.88	4.24	3.20	16.44	12.41
At_16	Availability of Private brands	3.20	3.91	3.02	12.51	9.68
At_17	Customer assistance	3.92	3.63	3.64	14.22	14.27
At_18	Parking facility	4.11	2.91	2.51	11.96	10.32
At_19	Security at parking	3.41	3.71	1.88	12.65	6.40
At_20	Home-delivery	2.99	2.20	3.30	6.58	9.86
At_21	Credit card payments	3.16	4.18	1.49	13.21	4.71
At_22	Membership card	2.58	4.14	1.59	10.65	4.08
At_23	Loyalty points redemption	2.58	3.92	1.38	10.11	3.56
At_24	Complain handling	4.22	3.42	3.81	14.42	16.07
At_25	Music	2.21	3.33	1.68	7.37	3.72
At_26	Location/accessibility	4.54	3.49	4.16	15.83	18.87
At_27	Shopping as outing	3.18	3.63	2.14	11.55	6.80
At_28	Air conditioning	2.56	3.65	1.54	9.34	3.95
At_29	Eating facilities	2.94	3.38	2.19	9.93	6.44
At_30	Credit facilities available	3.13	2.22	3.81	6.95	11.91
At_31	Facility of return or exchange	4.41	3.20	4.04	14.13	17.82
At_32	Satisfaction after purchase of goods	4.70	3.85	3.59	18.09	16.88
At_33	Personal care	4.38	3.25	4.02	14.24	17.62
				Tot.	447.03	397.90

Where,

K = Evaluative component, Mean, (e_i)

L = Strength of belief for organised retailing, Mean, (b_i -org)

M = Strength of belief for unorganized retailing, Mean, (b_i -unorg)

N = Preference for organised retailing, $N = e_i * b_i$ -org

O = Preference for unorganized retailing, $O = e_i * b_i$ -unorg

The top ten attributes which scored high on association with unorganized retailing are Availability of Fresh vegetables, Location/accessibility, Operational Hour, Facility of return or exchange, Personal care, Pricing of the products, Complain handling, Credit facilities available, Customer assistance, and Breadth of assortment (Table 1).

Table 2, Consumer preference for organised and unorganized retailing, lists the mean of evaluative component of the 384 respondents for 33 attributes of food and grocery retailing in the first column. Next two columns are the strength of belief of respondents for organised and unorganized retailing respectively. The means indicates the degree of association of attributes to organised and unorganized retailing by the 384 respondents. Finally the last two columns, labelled as 'preference for organised retailing' and 'preference for unorganized retailing', depict the preference of consumers for different attributes of retailing for organised and unorganized retail shops respectively. The multiplication of evaluative component and strength of belief for organised retailing or unorganized retailing represents the respective preference for a particular attribute of retailing. The summation at the end of the columns shows the preference for organised and unorganized retailing. The summation of preference for the attributes of retailing for organised retailing is 447.03 and the summation of preference for the attributes of retailing for unorganized retailing is 397.90. Hence, it is concluded that the consumers prefer organised retail shops over unorganized shops.

To have a better understanding of the consumers' preference, the respondents are classified into three categories on the basis of the retail choice from where they are presently purchasing (i.e. consumers who mostly shop from organized retail shop, consumers who mostly shop from unorganized retail shop and consumers who shop from both organised and unorganized retail shop) and their preference is calculated by Fishbein attitude-towards-object model as above (Table 3).

For the consumers who mostly shop from organised retailing, the summation of preference for the attributes of retailing for organised retailing is 444.84 and the summation of preference for the attributes of retailing for unorganized retailing is 394.23. Hence, it is concluded that the consumers, who mostly shop from organised retail outlet, prefer organised retail shops over unorganized shops. Also, it is clear from above, that the preference for retail choice is converted into behaviour (the act of purchasing). For the consumers who mostly shop from unorganised retailing, the summation of preference for the attributes of retailing for organised retailing is 439.61 and the summation of preference for the attributes of retailing for unorganized retailing is 404.55. Hence, it is concluded that the consumers, who mostly shop from unorganised retail outlet, prefer organised retail shops over unorganized shops but the preference for retail choice is converted into behaviour (the act of purchasing).

For the consumers who shop from both organised and unorganised retailing, the summation of preference for the attributes of retailing for organised retailing is 456.65 and the summation of preference for the attributes of retailing for unorganized retailing is 394.85. Hence, it is concluded that the consumers, who shop from both organised and unorganised retail outlets, prefer organised retail shops over unorganized shops.

Significance Test

To test the significance of consumer preference for organised and unorganised retailing, Paired sample T-test is used.

Table: 04, Paired samples T-test, Pair 1, Pair 2 and Pair 3 shows the results of preference of organised or unorganised retailing of the split data set on the basis of retail outlets from where the consumers are presently purchasing. Pair 1 shows that the consumers who mostly shops from unorganized retail shop prefer organised retail outlets over unorganised retail outlets ($t = 1.673$) but the difference in preference is not significant ($P = 0.104$) i.e. ($P > 0.05$). Pair 2 shows that the consumers who mostly shops from organized retail shop prefer organised retail outlets over unorganised retail outlets ($t = 2.210$) and the difference in preference is significant ($P = .034$) i.e. ($P < 0.05$). Pair 3 shows that the consumers who shops from both organised and unorganized retail shop prefer organised retail outlets over unorganised retail outlets ($t = 3.066$) and the difference in preference is significant ($P = 0.004$) i.e. ($P < 0.05$). Pair 4 shows that consumers of food and grocery retailing, as a whole (384 respondents), prefer organised retail outlets over unorganised retail outlets ($t = 2.315$) and the difference in preference is significant ($P = .027$) i.e. ($P < 0.05$).

CONCLUSION AND RECOMMENDATION

The retail attributes like Quality of products, Satisfaction after purchase of goods, Pricing of the products, Availability of Fresh vegetables, Location/accessibility, Discount schemes provided, Facility of return or exchange, Personal care, Breadth of assortment, and Billing and delivery system play major role in evaluation of the food retail outlets. The retailers should focus on these attributes while planning their business model.

The retail attributes on which organized food retailing is gaining ground and acceptance are Availability of Brand, Breadth of assortment, Availability of latest product, Credit card payments, Membership card, Layout and display, Depth of assortment, Ambience of the retail outlet, Quality of products, and Operational Hour. The unorganised sector should work on improving these attributes to be competitive in food retail market.

The retail attributes which has provided a large market share to unorganised food retailing are Availability of Fresh

Table 3: Consumers' Preferences- Split Data on Retail Choice

Attributes	Consumers' Preferences (Consumers who mostly shop from unorganized retail shops)					Consumers' Preferences (Consumers who mostly shop from organised retail shops)					Consumers' Preferences (Consumers who shop from both organised & unorga- nized retail shops)				
	K	L	M	N	O	K	L	M	N	O	K	L	M	N	O
At_1	3.84	4.30	3.03	16.55	11.65	4.17	4.51	2.96	18.81	12.35	4.05	4.44	2.92	17.99	11.85
At_2	4.76	3.30	3.99	15.69	18.99	4.63	3.23	3.80	14.98	17.63	4.68	3.45	3.81	16.12	17.84
At_3	4.49	3.24	3.57	14.56	16.04	4.38	3.55	3.38	15.55	14.77	4.41	3.52	3.34	15.53	14.70
At_4	4.21	3.60	3.31	15.17	13.95	4.37	3.55	3.20	15.52	13.99	4.30	3.65	3.05	15.71	13.12
At_5	3.72	3.27	3.40	12.14	12.64	3.81	3.48	3.23	13.28	12.30	3.73	3.29	3.29	12.28	12.28
At_6	3.48	4.15	3.25	14.42	11.30	3.58	4.05	3.01	14.51	10.76	3.52	4.07	3.04	14.34	10.71
At_7	4.70	2.96	4.41	13.93	20.76	4.69	2.97	4.22	13.92	19.78	4.61	3.11	4.15	14.33	19.12
At_8	4.23	4.07	3.26	17.20	13.77	4.31	4.10	3.15	17.69	13.58	4.31	4.12	3.09	17.76	13.34
At_9	4.31	4.31	3.66	18.60	15.80	4.36	4.28	3.62	18.66	15.77	4.37	4.38	3.51	19.14	15.32
At_10	3.37	4.13	3.24	13.92	10.92	3.41	4.16	3.05	14.19	10.43	3.51	4.11	3.01	14.41	10.55
At_11	4.17	3.29	3.57	13.72	14.89	3.99	3.18	3.34	12.69	13.35	3.93	3.17	3.24	12.46	12.74
At_12	3.66	4.04	4.16	14.77	15.20	3.70	4.13	4.12	15.30	15.25	3.66	3.96	3.95	14.48	14.45
At_13	4.30	3.18	3.55	13.66	15.27	4.34	3.25	3.45	14.09	14.94	4.34	3.19	3.26	13.82	14.13
At_14	4.76	4.09	3.69	19.48	17.54	4.82	4.01	3.51	19.32	16.91	4.85	4.11	3.48	19.94	16.90
At_15	3.85	4.27	3.37	16.43	12.97	3.87	4.25	3.09	16.44	11.93	3.91	4.21	3.16	16.45	12.33
At_16	3.20	3.98	3.08	12.73	9.84	3.07	3.87	3.02	11.87	9.28	3.34	3.88	2.97	12.93	9.90
At_17	3.84	3.59	3.66	13.81	14.08	3.91	3.57	3.65	13.95	14.25	4.00	3.73	3.62	14.91	14.47
At_18	3.93	2.89	2.60	11.36	10.22	4.10	2.95	2.44	12.08	10.00	4.29	2.90	2.50	12.43	10.72
At_19	3.24	3.74	1.92	12.13	6.23	3.35	3.63	1.84	12.18	6.15	3.63	3.77	1.88	13.65	6.80
At_20	2.94	2.22	3.22	6.52	9.46	2.93	2.06	3.29	6.04	9.64	3.11	2.31	3.38	7.19	10.52
At_21	2.95	4.24	1.50	12.53	4.43	3.24	4.23	1.42	13.73	4.61	3.29	4.05	1.55	13.34	5.09
At_22	2.40	4.14	1.68	9.93	4.03	2.65	4.15	1.44	10.99	3.81	2.68	4.12	1.64	11.03	4.40
At_23	2.30	3.94	1.43	9.04	3.28	2.71	4.00	1.27	10.84	3.45	2.73	3.81	1.44	10.42	3.93
At_24	4.11	3.38	3.89	13.87	15.99	4.21	3.45	3.84	14.54	16.15	4.33	3.43	3.71	14.84	16.06
At_25	2.20	3.38	1.75	7.43	3.84	2.14	3.40	1.69	7.27	3.61	2.30	3.20	1.60	7.38	3.69
At_26	4.48	3.46	4.09	15.52	18.32	4.58	3.44	4.36	15.74	19.96	4.55	3.56	4.02	16.23	18.33
At_27	3.14	3.68	2.24	11.56	7.04	3.11	3.63	2.09	11.30	6.51	3.30	3.56	2.07	11.77	6.84
At_28	2.45	3.72	1.67	9.12	4.10	2.45	3.64	1.36	8.90	3.32	2.78	3.59	1.59	9.97	4.43
At_29	3.00	3.41	2.30	10.22	6.91	2.81	3.36	2.07	9.45	5.82	3.02	3.36	2.19	10.13	6.60
At_30	3.15	2.31	3.81	7.28	12.00	3.05	2.03	3.87	6.20	11.81	3.17	2.33	3.76	7.38	11.92
At_31	4.41	3.16	4.08	13.97	18.00	4.45	3.08	4.02	13.71	17.88	4.37	3.37	4.02	14.71	17.57
At_32	4.61	3.85	3.69	17.75	17.00	4.69	3.73	3.51	17.50	16.44	4.80	3.97	3.59	19.04	17.20
At_33	4.40	3.32	4.11	14.60	18.07	4.41	3.08	4.03	13.59	17.79	4.34	3.35	3.92	14.53	17.01
			Tot.	439.61	404.55			Tot.	444.84	394.23			Tot.	456.65	394.85

Where,

K = Evaluative component, Mean, (e_i)L = Strength of belief for organised retailing, Mean, (b_i -org)M = Strength of belief for unorganized retailing, Mean, (b_i -unorg)N = Preference for organised retailing, $N = e_i * b_i$ -orgO = Preference for unorganized retailing, $O = e_i * b_i$ -unorg

Table 4: Paired Samples Test-Consumer Preference

		Paired Differences					t	df	Sig. (2-tailed)
	Consumer preference for different pairs	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Preference for organised retailing of Consumers who mostly shop from unorganised retail shops - Preference for unorganised retailing of Consumers who mostly shop from unorganised retail shops	1.06303	3.64912	.63523	-.23089	2.35695	1.673	32	.104
Pair 2	Preference for organised retailing of Consumers who mostly shop from organised retail shops - Preference for unorganised retailing of consumers who mostly shop from organised retail shops	1.53364	3.98670	.69400	.12001	2.94726	2.210	32	.034
Pair 3	Preference for organised retailing of Consumers who shop from both organised and unorganised retail shops - Preference for unorganised retailing of Consumers who shop from both organised and unorganised retail shops	1.87212	3.50751	.61058	.62841	3.11583	3.066	32	.004
Pair 4	Preference for organised retailing - Preference for unorganised retailing	1.48970	3.69697	.64356	.17881	2.80059	2.315	32	.027

Table 5: Reliability of Data Set and Subsets

Sl. No.	Data set or subset	Cases	No. of items	Cronbach's Alpha (α)
01	Consumer preference	384	99	.899
	Evaluative component of attributes	384	33	.897
	Strength of belief of attributes for organised retailing	384	33	.872
	Strength of belief of attributes for unorganised retailing	384	33	.917

vegetables, Location/accessibility, Operational Hour, Facility of return or exchange, Personal care, Pricing of the products, Complain handling, Credit facilities available, Customer assistance, and Breadth of assortment. The organised sector should include these retail attributes in their retail mix to increase its reach in the market. Since, the organised sector has very less market share; it has immense potential to grow.

The consumers of food and grocery retailing, as a whole, prefer organised retail outlets over unorganised retail outlets significantly. The output organised in groups based on retail choice reveals that:

- The consumers who are presently purchasing from organised food retail outlets significantly prefer organised food retail outlets over unorganised food retail outlets. So, the organised retailers must maintain their quality of products and services to retain their

customers. The decrease in level of performance may lead to consumer shift.

- The consumers who are presently purchasing from unorganized food retail outlets prefer organized food retail outlets over unorganised food retail outlets but the preference is not significant. So, the unorganised retailers must increase the level of performance and fulfill the expectations of consumers in terms of the key evaluative components to retain their consumers. Also, this is an opportunity for organised retailers to increase their market share by attracting the consumers of unorganised food retailing.
- The consumers who are presently purchasing from both organised and unorganised food retail outlets significantly prefer organised food retail outlets over unorganised food retail outlets. So, there is a scope for organised retailers to add few attributes in their retail

mix that can tempt the consumers to shop most of their requirements from organised retail outlets only. Also, unorganised retailers can use this opportunity for up-selling of the items and increase their consumer base.

Further, the significant preference for organised food retail outlets and insignificant preference for unorganised food retail outlets reveals that the preference for organised retail outlets is important. There is chance of customer shift from unorganised retailing to organised retailing.

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