

Consumers perception towards modern retail store image

■ P. BALAJI, S.D.SIVAKUMAR, K.R. ASHOK AND V. RAVICHANDRAN

Received : 10.10.2013; Revised : 28.02.2014; Accepted : 23.03.2014

ABSTRACT

The organized retail business in its new 'Avatar' began its growth story in the country only after the liberalization of the economic policies. The operations of organized retailers have been spearheading and form a niche segment. The overall retailing registers an annual growth of 30 to 40 per cent. A major proportion of retailers of organized sector are food category consisting of 11 per cent food and grocery and 7 per cent food and beverage. The retail sector of India handles about \$250 billion every year, and is expected by veteran economists to reach to \$660 billion by the year 2015. The business in the organized retail sector of India, is to grow most and faster at the rate of 15-20 per cent every year, and can reach the level of \$100 billion by the year 2015. Consumers' perceptions on 44 attributes pertaining to modern retail store image considered in the study. Factor analysis was done using SPSS 16.0 package. The KMO measure of sampling adequacy is 0.839, which indicates the suitability of the collected data for factor analysis. The perception of consumers' about the modern retail store image dimensions revealed 26 significant attributes and the top three factors perceived by the consumers were product choice, market access and hygiene in that order.

KEY WORDS : Organised retail, Liberalization, Consumers' perception, Factor analysis

How to cite this paper : Balaji, P., Sivakumar, S.D., Ashok, K.R. and Ravichandran, V. (2014). Consumers perception towards modern retail store image. *Internat. J. Com. & Bus. Manage.*, 7(1) : 126-130.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

P. BALAJI, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA
Email: arunaibala@gmail.com

Authors' affiliations:

S.D. SIVAKUMAR, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA

K.R. ASHOK, Department of Agricultural Economics, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA

V. RAVICHANDRAN, Department of Agricultural Extension and Rural Sociology, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA