Study On Perception Of Consumers And Their Buying Behaviour Towards Organized Retail Stores

K. Suregka Felix[1*], Dr. M. Hema Nalini[2]

[1*]Research ScholarPG and Research Department of Commerce Thanthai Periyar Government Arts & Science College (Autonomous) (Affiliated to Bharathidasan University) Tiruchirappalli. Pin Code – 620023 Tamil Nadu State, India. e-mail: suregkafelix@gmail.com Mobile: +91 99524 06383
[2]Research Supervisor PG and Research Department of Commerce Thanthai Periyar Government Arts & Science College (Autonomous) (Affiliated to Bharathidasan University) Tiruchirappalli. Pin Code – 620023 Tamil Nadu State, India. e-mail: hemaevrcommerce@gmail.com Mobile: +91 93447 97530

ARTICLE INFO	ABSTRACT
	The findings elucidate that perception towards organized retail stores is significantly differing among profile of consumers. Promotion, price competitiveness, quality, convenience and product mix have significant and positive influence on buying behaviour of consumers in organized retail stores. Meanwhile, interaction between quality and price competitiveness and interaction between promotion and price competitiveness have significant and positive influence on buying behaviour of consumers in organized retail stores. Thus, all the hypotheses are supported by the findings of this study. Therefore, organized retail stores should open for long duration and give quick and efficient services without errors to their consumers and they must provide sufficient parking space and different payment options to their consumers. Organized retail stores should provide attractive promotional schemes, offers and membership cards to their consumers and they must give pertinent and correct information and gifts to their consumers. Besides, organized retail stores should give range of products and attractive and safe packaging to their consumers and they must give reliable and superior quality of products to their consumers.
	Key Words: Buying Behaviour, Consumers, Perception

INTRODUCTION

India is experiencing tremendous transformation in its industrial and economic growth in the last 30 years and its economic reforms is coming to operation in the year 1991 and it is leading to the expansion of retail sector in India (Prasanth and Balan, 2013) and it is in the second position in creating employment to people and it highly fragmented and districted across the nation.

The entry and emergence of big retail players has contributed considerably in the enlargement of this sector in India (Malik, 2012) and in turn it contributes to growth of economy of India significantly as 10 % to GDP and 8% in generation of employment. Organized retail store is a store that sells products and services to ultimate consumers in a systematic way and it is the combination of product and service mix, exclusive features, delivery of services, prices, atmosphere in store and response and behaviour of employees to consumers and it is having only share of 5-7% in retailing in India and it is presently growing very quickly in big cities and tows in India in recent times.

Besides, retail store is a blend of promotional and advertisement strategies pertaining to product, price, promotion, quantum and size, distribution and atmosphere of store for dealing consumers efficiently (Natalia et al 2014). The organized retail stores are serving and helping their consumers for making their buying comfortable and enjoyable through different and unique ways (Chavadi and Kokatnur, 2010) and they are also adopting innovative and attractive and consumer oriented strategies for enhancing buying behaviour of consumers (Amin and Mahasan, 2019) and several modern retail formats are successful operating in different places of India.

An array of factors is contributing to the expansion of organizational retail stores and their operations. Increasing working youngsters and disposable income, rapid increase in nuclear families and working women, aspiration and desires of consumers in buying variety of products and transformation in pattern of consumption among consumers are attracting them for organized retail stores (Chaturvedi and Singh, 2013).

The organized retail store is providing variety of products, entertainment, food and drinks and exclusive buying experience in a single place (Thomas, 2013).

Further, the buying behaviour among consumers in organized retail stores is mainly influenced by their perception towards them, their demographics and personal values (Kushwaha and Gupta, 2011). Therefore, organized retail stores are creating and implementing efficient and attractive retail strategies on par with changing needs, requirements and buying pattern and preference of products and services of consumers (Delgado-Ballester et al 2014).

To attract and bring consumers to organized retail stores, they have to discover and understand various dimensions of perception of consumers towards them and improve their various features and enhancing buying experience among them (Azhagan and Lakshmidevi, 2019). The correct mix of product, price, promotion, facilities, promotion, value added services and behaviour of employees are necessary for improving perception of consumers towards organized retail stores (Nenycz-Thiel and Romaniuk, 2012) and it is influencing their buying behaviour in organized retail stores. Besides, consumers are having different degree of perception towards organized retail stores across their demographic features and personal needs and modern life styles (Alawan, et al 2018; Lang, 2018).

On expectation of further augmentation of organized retail sector and big players are entering in to this segment, it becomes extremely competitive for them. In this situation, attracting and holding consumers are highly difficult task because consumers are shopping variety of products across various brands and form of retail stores. Meanwhile, organized retailers are forced to give consumers with value, quality and superior shopping experience to them and in order to meet these challenges, they have to be flexible, innovative and offer the best products and services to their consumers. At the same time, consumers are not only looking benefits of product and service mix, physical atmosphere and also unique shopping experiences in organized retail formats and it is necessary for them to understand insights of consumers about them in overall perspectives.

In present days, various types and sizes of organized retail stores are functioning in the market and they are using consumer oriented strategies and progrmames to improve perception of consumers towards them and it is remarkably influencing their buying behaviour. Meanwhile, there is no study is carried out on influence of dimensions of perception on buying behaviour of consumers in organized retail stores particulalry in Tamil Nadu state. Hence, the present study is carried out in Tamil Nadu.
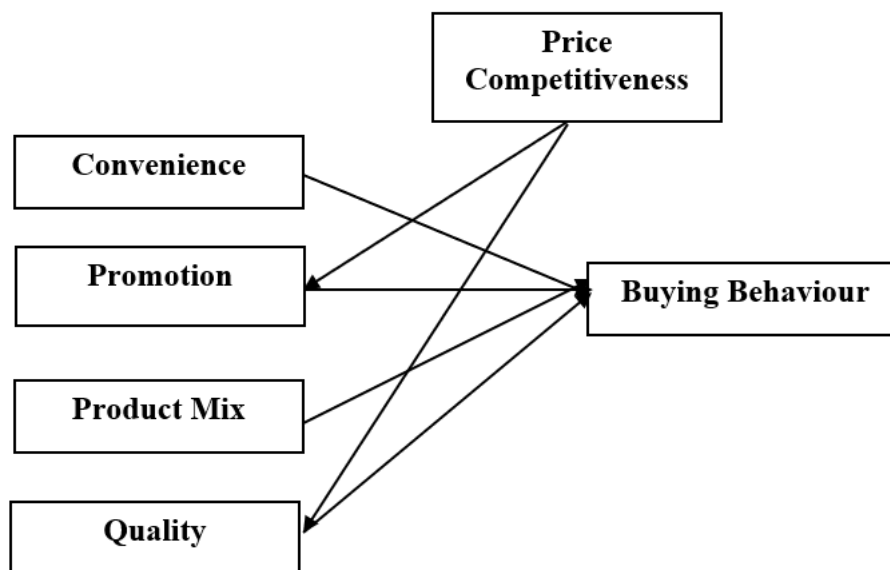
THEORETICAL BACKGROUND

The convenience (Goswami and Mishra, 2009; Devgan and Kaur, 2010; Khare, 2011; Dineshkumar and Vikkraman, 2012; Mohanty, 2012; Amrit and Kamaeshvari, 2012; Talerja and Jain, 2013; Teja and Jain, 2013; Sushmana, 2014; Menaka and Chandramana, 2014; Shashikala and Gangatkar, 2015; Raunaque et al 2016; Krishnan, 2017; Mondal et al 2017; Bala and Janaranjani, 2018; Qadri et al 2018; Amsaveni and Brindha, 2019), promotion (Khare, 2011; Mohanty, 2012; Menaka and Chandramana, 2014; Hameed, 2015; Raunaque et al 2016; Sharma et al 2018; Rani and Ramachandra, 2019; Amsaveni and Brindha, 2019; Gangwani et al 2020; Vanaja and Anukeerthana, 2021; Felix and Nalini, 2022; Jain et al 2023), product mix (Mohanty, 2012; Sangvikar and Katole, 2012; Teja and Jain, 2013; Sushmana, 2014; Sharma et al 2018), price competitiveness (Khare, 2011; Mohanty, 2012; Sangvikar and Katole, 2012; Amrit and Kamaeshvari, 2012; Teja and Jain, 2013; Shashikala and Gangatkar, 2015; Krishnan, 2017; Rani and Ramachandra, 2019; Jain et al 2023) and quality (Goswami and Mishra, 2009; Devgan and Kaur, 2010; Dineshkumar and Vikkraman, 2012; Talerja and Jain, 2013; Kumar and Reddy, 2013; Teja and Jain, 2013: Sushmana, 2014; Hameed, 2015; Shashikala and Gangatkar, 2015; Raunaque et al 2016; Varma and Srikrishna, 2016; Krishnan, 2017; Mondal et al 2017; Bala and Janaranjani, 2018; Krishna and Rao, 2022; Pandey, 2020; Gangwani et al 2020; Vanaja and Anukeerthana, 2021; Kene and Nafde, 2021; Felix and Nalini, 2022; Srivastava and Jaiswal, 2023) were positively and significantly influencing buying behaviour of consumers. Ease of access (Nair and Nair, 2013; Jain et al 2023), comforts, facilities, services (Fatima and Bisaria, 2017), value added services (Talerja and Jain, 2013; Chaudhary and Sharda, 2017) were positively and significantly influencing buying behaviour of consumers. Besides, reliability, comforts (Qadri et al 2018) proximity (Shukla and Shukla, 2013), delivery to home, credit facilities (Bedia and Gupta, 2017) enjoyment (Talerja and Jain, 2013; Sharma et al 2018), quick transactions, appearance of stores, displays (Sharma et al 2018), discounts or offers (Kumar and Reddy, 2013; Krishna and Rao, 2022; Pandey, 2020) advertisements (Kumar and Devi, 2016), features of store (Sangvikar and Katole, 2012;Varma and Srikrishna, 2016; Mondal et al 2017; Khan, 2018; Srivastava and Jaiswal, 2023), and kindness of employees (Nair and Nair, 2013) had also positive influence on buying behaviour among consumes in organized retail stores.

METHODOLOGY

This study is conducted in Tamil Nadu State in India. The survey method has applied for conducting the present study and data and information have gathered from consumers of organized retail stores. Random sampling method has adopted for selecting consumers. The structured questionnaire had sent to 920

consumers and after careful securitization of questionnaire, 350 usable questionnaires were considered and used in the analysis. The five points Likert scale is used for measuring variables of the study and it is varying from strongly agree to strongly disagree. Descriptive statistics, t and ANOVA tests, confirmatory factor analysis, correlation and hierarchical regression analysis are applied to study objectives and hypotheses. The research model is disclosed in Figure-1.

Figure-1. Research Model for the Study

HYPOTHESES OF THE STUDY

Based on theoretical background, the hypotheses are formulated and administrated for testing and they are:
H1: Convenience has positive influence on buying behaviour of consumers.
H2: Promotion has positive influence on buying behaviour of consumers.
H3: Product mix has positive influence on buying behaviour of consumers.
H4: Quality has positive influence on buying behaviour of consumers.
H5: Price competitiveness has positive influence on buying behaviour of consumers.
H6: Price competitiveness moderates the relationship between promotion and buying behaviour of consumers.
H7: Price competitiveness moderates the relationship between qualtiy and buying behaviour of consumers.

RESULTS

Profile of Consumers
Amidst 300 consumers, 55.43% of them are males, whilst, 44.57% of them are females, 31.43% of them are belonging to 26 – 35 years of age, whilst, 19.71% of them are belonging to less than 25 years of age, 34.57% of them are possessing under graduation, whilst, 19.57 % of them are possessing secondary, 35.71% of them are pertaining to income of Rs.30,001 – Rs.40,000, whilst, 15.14% of them are pertaining to income of above Rs.50,000 per month, 80.86% of them are in marital, whilst, 19.14% of them are in unmarried status and 69.14% of them are living in nuclear family, whilst, 30.86% of them are living in joint family (Table-1).

Table-1. Profile of Consumers

Profile	Number (n = 350)	Percentage
Gender		
Male	194	55.43
Female	156	44.57
Age		
Less than 25 Years	69	19.71
26 – 35 Years	110	31.43
36 – 45 Years	91	26.00
More than 45 Years	80	22.86
Education		
Secondary	65	19.57
Higher Secondary	93	26.57
Diploma	71	20.29
Under Graduation	121	34.57
Monthly Income		
Below Rs.30,000	73	20.86
Rs.30,001 – Rs.40,000	125	35.71

Rs.40,001 – Rs.50,000	99	28.29
Above Rs.50,000	53	15.14
Marital Status		
Married	283	80.86
Unmarried	67	19.14
Type of Family		
Joint	108	30.86
Nuclear	242	69.14

The composite reliability for dimensions of perception towards organized retail stores and buying behaviour of consumers is larger than 0.70, average variance extracted is greater than 0.50 and discriminant validity is bigger than 0.60 showing that convergent validity is confirmed for all the measures in the study (Table-2).

Table-2. Composite Reliability for Measures

Measures	**CR**	**AVE**	**DV**
Convenience	0.81	0.62	0.65
Promotion	0.84	0.65	0.69
Product Mix	0.73	0.64	0.68
Price Competitiveness	0.79	0.61	0.64
Quality	0.80	0.59	0.67
Buying Behaviour	0.77	0.66	0.63

From the above table, it is observed that composite reliability for measures is bigger than 0.70, average variance extracted is higher than of 0.50 and discriminant validity is larger than 0.60 showing that convergent validity is confirmed for measures included in this study.

Descriptive Statistics of Variables
The results explicate that relation among variables is moderate in general and significant in 1% level. The higher degree of relation is there among price competitiveness and quality of organized retail stores and it is positive and significant in 1% level (r = 0.60). The next higher degree of relation is there among promotion and buying behaviour among consumers in organized retail stores and it is positive and significant in 1% level (r = 0.59). The lowest degree of relation is there among convenience and promotion of organized retail stores and it is positive and significant in 1% level (r = 0.14). Besides, all the variables or dimensions of perception towards organized retail stores and buying behaviour among consumers in organized retail stores have significant and positive relation among them in 1% level. If the correlation coefficient is equal to or larger than 0.80, it is generating the problem of multicollinearity (Kennedy. 1979) and in this case all correlation co-efficients are lesser than 0.80, the problem of multicollinearity does not exit among variables taken in this study and it is verified through VIF for all the independent variables and they exhibit that multicollinearity is not seen since VIF values are smaller than 2 (Table-3).

Table-3. Mean, SD and Coefficient of Correlation

Variables	**M**	**SD**	**1**	**2**	**3**	**4**	**5**	**6**
1. Convenience	4.35	0.47	1					
2. Promotion	4.01	0.43	0.14**	1				
3. Product Mix	3.90	0.73	0.17**	0.53**	1			
4. Price Competitiveness	3.71	0.64	0.28**	0.36**	0.43**	1		
5. Quality	3.85	0.81	0.21**	0.32**	0.29**	0.60**	1	
6. Buying Behaviour	4.05	0.53	0.42**	0.59**	0.47**	0.49**	0.58**	1

*** Significant in 1 `% level*

Perception towards Organized Retail Stores and Profile of Consumers
The difference among perception towards organized retail stores and profile of consumers is examined by using ANOVA and t-tests and the outcomes are disclosed in Table-4.

Table-4. Perception towards Organized Retail Stores and Profile of Consumers

Particulars	**Value**	**Sig.**
Perception and Gender	5.121[a]	.000
Perception and Age	10.175[b]	.000
Perception and Education	13.838[b]	.000
Perception and Monthly Income	15.069[b]	.000
Perception and Marital Status	4.037[a]	.000
Perception and Family Type	4.100[a]	.000

[a] = t-value   [b] = F-value

The F and t-values are explicating that significant difference is found among perception towards organized retail stores and profile of consumers excluding education in 1% level.

Influence of Convenience, Promotion, Product Mix and Quality on Buying Behaviour of Consumers in Organized Retail Stores with Moderating Effect of Price Competitiveness

Hierarchical regression analysis (Parayitam et al 2020) is applied to study influence of convenience, promotion, product mix and quality on buying behaviour of consumers in organized retail stores with moderating effect of price competitiveness and the results are disclosed in Table-5. In Model 1, gender, age, education, monthly income, marital status and family type are included as independent variables and buying behaviour of consumers towards organized retail stores is included as dependent variable because these independent variables have influence on buying behaviour of consumers in organized retail stores.

In Model 2, in addition to profile variables, convenience, promotion, product mix, price competitiveness and quality are included as independent variables and buying behaviour of consumers in organized retail stores is included as dependent variable because in addition to profile variables, convenience, promotion, product mix, price competitiveness and quality have also influence on buying behaviour of consumers in organized retail stores.

In model 3, in addition to profile variables, convenience, promotion, product mix, price competitiveness, quality and interaction between promotion and price competitiveness and quality and price competitiveness are also included as in dependent variables and buying behaviour of consumers in organized retail stores is included as dependent variable because in addition to profile variables, convenience, promotion, product mix, price competitiveness, quality and interaction between promotion and price competitiveness and quality and price competitiveness have also influence on buying behaviour of consumers in organized retail stores. Besides, price competitiveness is moderate variable between promotion and buying behaviour and quality and buying behaviour of consumers in organized retail stores. The level of significant of regression co-efficients are tested at 1% level based on t-statistic values.

Table-5. Results of Hierarchical Regression Analysis

Particulars	Model 1 Regression Co-efficient (Unstandardized)	Model 2 Regression Co-efficient (Unstandardized)	Model 3 Regression Co-efficient (Unstandardized)
Intercept	17.829**	10.575**	9.684**
Gender	.647**	.309**	.291**
Age	.458**	.352**	.330**
Education	.259**	.276**	.290**
Monthly Income	.529**	.237**	.300**
Marital Status	1.579**	.872**	.716**
Family Type	2.531**	.554**	.544**
Convenience	-	.406**	.421**
Promotion	-	.590**	.460**
Product Mix	-	.313**	.307**
Price Competitiveness	-	.587**	.457**
Quality		.570**	.761**
Promotion x Price Competitiveness	-	-	.516**
Quality x Price Competitiveness	-	-	.533**
R Squared	0.32	0.67	0.71
Adjusted R Squared	0.30	0.65	0.69
F-Value (ANOVA Test)	27.868**	62.054**	56.637**

*** Significant in 1 level*

 The model 1 explains that the regression coefficients of gender (β = 0.647), age (β = 0.458), education (β = 0.259), monthly income (β = 0.529), marital status   (β = 1.579) and family type (β = 2.531) are significant in 1% level and the model 1 is significant in 1% level (R Squared = 0.32; Adjusted R Squared = 0.30;   F = 27.868) and it explains that 30.00% of variation in buying behaviour of consumers in organized retail stores. It is inferred that family type, marital status, gender, monthly income, age and education have significant and positive influence on buying behaviour of consumers in organized retail stores in 1% level.

The model 2 demonstrates that the regression coefficient of convenience   (β = 0.406), promotion (β = 0.590), product mix (β = 0.313), price competitiveness (β = 0.587) and quality (β = 0.570) are significant in 1% level and the model 2 is significant in 1% level (R Squared = 0.67; Adjusted R Squared = 0.65; F = 62.054) and it explains that 65.00% of variation in buying behaviour of consumers in organized retail stores. It is inferred that promotion, price competitiveness, quality, convenience and product mix have significant and positive influence on buying behaviour of consumers in organized retail stores in 1% level.

The model 3 reveals that the regression coefficient of interaction between promotion and price competitiveness (β = 0.516) and interaction between quality and price competitiveness (β = 0.533) and are significant in 1% level and the model 3 is significant in 1% level (R Squared = 0.71; Adjusted R Squared = 0.69;   F = 56.637) and it explains that 69.00% of variation in buying behaviour of consumers in organized retail stores. It is inferred that interaction between quality and price competitiveness and interaction between promotion

and price competitiveness have significant and positive influence on buying behaviour of consumers in organized retail stores in 1% level. Thus, the results are supporting the hypotheses of this study. Adjusted R Squared for model 1 is 0.30 and it is 0.65 for model 2 and it is 0.69 for model 3 and among these three models, R Squared for model 3 is better as compared to model 1 and model 2.

DISCUSSION

The finding of this study shows that promotion, has significant and positive influence on buying behaviour of consumers in organized retail stores and this finding is confirmed by the findings of Khare, (2011), Mohanty, (2012), Menaka and Chandramana, (2014), Hameed, (2015), Raunaque et al (2016), Sharma et al (2018), Rani and Ramachandra, (2019), Amsaveni and Brindha, (2019), Gangwani et al (2020), Vanaja and Anukeerthana, (2021), Felix and Nalini, (2022) and Jain et al 2023).

Price competitiveness has significant and positive influence on buying behaviour of consumers in organized retail stores and this finding is on par with outcomes of Khare, (2011), Mohanty, (2012), Sangvikar and Katole, (2012), Amrit and Kamaeshvari, (2012), Teja and Jain, (2013), Shashikala and Gangatkar, (2015), Krishnan, (2017), Rani and Ramachandra, (2019) and Jain et al (2023).

Quality has significant and positive influence on buying behaviour of consumers in organized retail stores and it is confirmed by the studies of Goswami and Mishra, (2009), Devgan and Kaur, (2010), Dineshkumar and Vikkraman, (2012), Talerja and Jain, (2013), Kumar and Reddy, (2013), Teja and Jain, (2013), Sushmana, (2014), Hameed, (2015), Shashikala and Gangatkar, (2015), Raunaque et al (2016), Varma and Srikrishna, (2016), Krishnan, (2017), Mondal et al (2017), Bala and Janaranjani, (2018), Pandey, (2020), Gangwani et al (2020), Vanaja and Anukeerthana, (2021), Kene and Nafde, (2021), Krishna and Rao, (2022), Felix and Nalini, (2022) and Srivastava and Jaiswal, 2023).

Convenience has significant and positive influence on buying behaviour of consumers in organized retail stores and this finding is on par with findings of Goswami and Mishra, (2009), Devgan and Kaur, (2010), Khare, (2011), Dineshkumar and Vikkraman, (2012), Mohanty, (2012), Amrit and Kamaeshvari, (2012), Talerja and Jain, (2013), Teja and Jain, (2013), Sushmana, (2014), Menaka and Chandramana, (2014), Shashikala and Gangatkar, (2015), Raunaque et al (2016), Krishnan, (2017), Mondal et al (2017), Bala and Janaranjani, (2018), Qadri et al (2018) and Amsaveni and Brindha, 2019).

Product mix had significant and positive influence on buying behaviour of consumers in organized retail stores and it is confirmed by the findings of Mohanty, (2012), Sangvikar and Katole, (2012), Teja and Jain, (2013), Sushmana, (2014) and Sharma et al 2018).

Further, interaction between quality and price competitiveness and interaction between promotion and price competitiveness have significant and positive influence on buying behaviour of consumers in organized retail stores and no studies in earlier periods are conducted in this direction.

MANAGERIAL IMPLICATIONS AND CONTRIBUTION OF THE STUDY

The findings indicate that promotion, price competitiveness, quality, convenience and product mix have significant and positive influence on buying behaviour of consumers in organized retail stores. Meanwhile, interaction between quality and price competitiveness and interaction between promotion and price competitiveness have significant and positive influence on buying behaviour of consumers in organized retail stores. Therefore, organized retail stores should open for long duration and give quick and efficient services without errors to their consumers and they must provide sufficient parking space and different payment options to their consumers. Organized retail stores should provide attractive promotional schemes, offers and membership cards to their consumers and they must give pertinent and correct information and gifts to their consumers. Besides, organized retail stores should give range of products and attractive and safe packaging to their consumers and they must give reliable and superior quality of products to their consumers. Organized retail stores should offer products at rational prices and value for money for their consumers and they must give price discounts and products at lower prices as compared to their competitors and all these suggestions will improve buying behaviour of consumers in organized retail stores. As, most of consumers residing in urban areas of Tamil Nadu state of India, it is anticipated that the findings of this study are generalizable to other urban centers of India and this findings are also applicable to different segments of consumers. This study makes additional and valuable knowledge on perception and buying behaviour of consumers in organized retail stores and also contributes to existing literature. Furthermore, this study is having higher degree of credentials for generalization of findings because of very limited analytical approaches in the current research studies regarding to perception and buying behaviour of consumers in organized retail stores.

CONCLUSION, LIMITATION AND AGENDA FOR FUTURE RESEARCH

The present study is concluded that perception towards organized retail stores is significantly differing among profile of consumers. Promotion, price competitiveness, quality, convenience and product mix have significant and positive influence on buying behaviour of consumers towards organized retail stores. Meanwhile,

interaction between quality and price competitiveness and interaction between promotion and price competitiveness have significant and positive influence on buying behaviour of consumers towards organized retail stores. Thus, all the hypotheses are supported by the findings of this study. This study is restricted to consumers of organized retail stores in Tamil Nadu and the sample size is also restricted to 350 only. The future research may be taken as proficiency of employees and as a moderator among dimensions of perception and buying behaviour of consumers towards organized retail stores in Tamil Nadu and also in other states in India.

REFERENCES:

1. Alalwan, A. A., Baabdullah, A. M., Rana, N. P., Tamilmani, K., & Dwivedi, Y. K. (2018). Examining adoption of mobile internet in Saudi Arabia: Extending TAM with perceived enjoyment, innovativeness and trust. *Technology in Society*, 55(2), 100-110.
2. Amin, S., & Mahasan, S.S. (2019) Difference between consumer preferences to choose between the traditional retailing and modern retailing. *Journal of Business and Retail Management Research*, 14(1), 63-70.
3. Amsaveni, R., & Brindha, S. (2019). Consumer buying behavior towards organized retail stores in Coimbatore city. *Journal of Emerging Technologies and Innovative Research*, 6(2), 281-288.
4. Anita Chaturvedi, & Viveka Nand Singh. (2013). Customers perception and shopping motivation at organized retail outlets. *International Journal of Science and Research*, 2(3), 201-206.
5. Bala Krishna, K., & Raghavendra Rao, R. (2022). A study on consumer buying behaviour towards organized retail outlets. *International Journal of Innovative Science, Engineering & Technology*, 9(1), 76-89.
6. Bedia, D.D., & Gupta, Rajesh. (2017). A comparative study of consumer perception towards organised and unorganised food retailing in Madhya Pradesh. *International Journal of Research and Culture Society*, 1(6), 25-39.
7. Chavadi, C.A., & Kokatnur, S. S. (2010) Driving factors and effectiveness of sales promotion in shopping malls: A consumer perspective. *Indian Journal of Marketing*, 40(1), 18-26
8. Delgado-Ballester, E., Hernandez-Espallardo, M., & Rodriguez-Orejuela, A. (2014). Store image influences in consumers' perceptions of store brands: The moderating role of value consciousness. *European Journal of Marketing*, 48(9/10), 1850-1869.Devgan, D., & Kaur, M. (2010). Shopping malls in India: Factors affecting Indian customers' perceptions. *South Asian Journal of Management*, 17(2), 29-39.
9. DineshKumar, U., & Vikkraman, P. (2012). Customers' satisfaction towards organized retail outlets in Erode City. *IOSR Journal of Business and Management*, 3(4), 34-40.
10. Faran Ahmad Qadri, Adeel Maqbool, Mustafa Raza Rabbani, & Mohammed Ishfaq. (2018). An empirical study of consumer buying behaviour towards organised retailing. *European Journal of Business and Management*, 10(33), 38-43.
11. Girish K Nair, & Harish K Nair. (2013). An analysis on customer perception towards services quality variables in selected organized retail outlets. *International Journal of management and Sciences Research*, 2(1), 121-139.
12. Isac Gunday, Kethan, M., & Mahabub Basha, S. (2023). A study on consumer perception towards fast food retail outlets with reference to Bengaluru Karnataka. *Journal of Pharmaceutical Negative Results*, 14(3), 148-424.
13. Khare, A. (2011). Mall shopping behavior of Indian small town consumers. *Journal of Retailing & Consumer Service*s, 18(1), 110-118.
14. Kushwaha, S., & Gupta, M. K. (2011). Customer perception in Indian retail industry: A comparative study of organized and unorganized retail industry. *Research Journal of Economics and Business studies*, 1(1), 61-73.
15. Lang, C. (2018). Perceived risks and enjoyment of access-based consumption: Identifying barriers and motivations to fashion renting. *Fashion and Textiles*, 5(1), 1-18.
16. Malik, M. (2012) A study on customer's satisfaction towards service quality of organized retail stores in Haryana. *Indian Journal of Marketing*, 42(1), 51-60.
17. Meena Rani, N., & Ramachandra, K.(2019). A study on consumer perception regarding buying fresh produce in organized retail stores in Bangalore, India: Do demographics matter? *Theoretical Economics Letters*, 9(6), 2864-2884.
18. Menaka, R., & Sudeep B Chandramana. (2014). A study on consumers' buying behaviour in retail outlet. *Shanlax International Journal of Management*, 1(3),   32-40.
19. Mohanty, S. (2012). Drives of retail shopping: An Exploratory study. *International Journal of Scientific & Research Publications*, 2(1), 1-6.Monika Tal Teja, & Dhiraj Jain. (2013), Changing consumer perception towards organize*d* retailing from unorganized retailing-An empirical analysis. *Indian Research Journals*, 2(6), 14-26.
20. Natalia, R., Nieves, V., & Oubina, J. (2014). Value and store brand identification in food products. *British Food Journal*, 116(6), 965-983.

21. Nenycz-Thiel, M., & Romaniuk, J. (2012). Value-for-money perceptions of supermarket and private labels. *Australia Marketing Journal*, 20(2), 171-177.
22. Pandya Amrit, R., & Bariya Kamaeshvari, J. (2012). A study on consumer behaviour of organized and unorganized retail outlets in VadpDara city. *IJEMS*, 3(4), 466-474.
23. Paromita GosWami, & Mridula Mishra (2009). Would Indian consumers move from kirana stores to organized retailers when shopping for groceries. *Asia Pacific Journal of Marketing and Logistics*, 2191), 127-143.
24. Pawan Kumar Varma, & Srikrishna, G. (2016). A study on consumer buying behavior towards organized retail outlets in Warangal. *International Journal of Research in Management Studies*, 1(10), 22-27
25. Pooja Pandey. (2020). A study on factors affecting consumers perception towards organised retail sector in India. *Journal of Information Storage and Processing Systems*, 19(3), 119-13
26. Prasanth, M.K., & Balan, J. (2013). The consumer perception and rating of private label in the organized retail chains in Kerala. *International Journal of Engineering Research & Technology*, 2(1), 1-11.
27. Raunaque, N., Zeeshan M.D., & Imam M.A. (2016). Consumer perception towards organized retail marketing in India. *International Journal of Advanced Engineering, Management and Science*, 2(8), 1236-1240.
28. Ravi Kumar, U., & Anitha Devi. S. (2016). A study on consumer behaviour with emphasis on perception with reference to organized and conventional retail store. *International Journal of Applied Research*, 2(1), 406-410
29. Revathi Bala, M., & Janaranjani, S. (2018). Perception of consumers towards organized retail outlets in Coimbatore city. *International Journal of Management, Technology and Engineering*, 8(10), 1067-1076.
30. Sana Khan. (2018). Factors affecting consumer buying behaviour and consumer preference towards organized retail outlets in India. *Journal of Advances and Scholarly Researches in Allied Education*, 15(5), 202-211.
31. Sandeep Chaudhary, & Shruti Sharda. (2017). Consumer perception towards organized retail store: A factor analytical approach. *Pacific Business Review International*, 9(7), 14-23.
32. Sangvikar, B.V., & Hemant J. Katole. (2012). A study of consumer purchase behavior in organized retail outlets. *Journal of Business and Retail Management Research*, 7(1), 39-47.
33. Sanjeevni Gangwani, Meenu Mathur, & Sana Shahab, (2020). Influence of consumer perceptions of private label brands on store loyalty – evidence from Indian retailing, *Cogent Business & Management*, 7(1), 1-19.
34. Shagun Jain, Tina Shivnani, & Jampala Maheshchandra Babu. (2023). A study comparing consumer perception towards shopping from online stores v/s supermarkets in India. *Academy of Marketing Studies Journal*, 27(2), 1-13.
35. Shaheema Hameed. (2015). A study on consumer satisfaction in organised retail with respect to apparels. *International Journal of Marketing and Management*, 4(10), 168-184.

36. Shashikala, R., & Ashwini Gangatkar, J. (2015). A study on comparative analysis of consumer perception towards supermarkets and provision stores in Bangalore. *I.J.E.M.,* 6(3), 149-154.
37. Shital Kene, & Sheetal Nafde. (2021). A study of factors of consumer buying behaviour and its influence on consumer perception: Evidence from value fashion retail in the city of Nagpur. *Palarch's Journal of Archaeology of Egypt/Egyptology*, 18(3), 4632-4642.
38. Shruti Srivastava, & Pratima Jaiswal. (2023). A study of customer satisfaction and perception towards the organized retail sector. *International Journal of Creative Research Thoughts*, 11(3), 495-503.
39. Shukla, A., & Shukla, A. (2013). A study of changing consumer behavior towards convenience stores by entrance of malls in India. *ZENITH International Journal of Business Economics & Management Reviews*, 3(4), 287-302.Subhra Mondal, Subhankar Das, Kamakshaiah Musunuru, & Madhusmita Dash. (2017). Study on the factors affecting customer purchase activity in retail stores by confirmatory factor analysis. *Revista ESPACIOS*, 38(61), 1-25.
40. Sunil Kumar, E., & Sudhir Reddy, M. (2013). A study on customer perception on retail services in select organized retail stores in semi-urban areas (a case study in Kadapa city, Andhra Pradesh). *International Journal of Computational Engineering & Management*, 16(3), 86-92.
41. Suregka Felix, K., & Hema Nalini, M. (2022). A study on consumer buying behavior towards organized retail stores in Tiruchirappalli district. *Journal of Positive School Psychology*, 6(4), 2074-2084.
42. Sushmana. K. (2014). Consumer perception towards organized and unorganized retailing. *International Journal of Advance Research in Education Technology and Management*, 1(3), 84-89.
43. Swati Sharma, Ruchira Shukla, & Alpesh Leua. (2018). A comparison of consumer perception towards organized and unorganized retailing in South Gujarat. *International Journal of Commerce and Business Management*, 11(2), 99-104.
44. Talreja, K., & Jain, M. (2013). Potential of organized retail store in India. *International Journal of Marketing, Financial Services and Management Research*, 3(4), 456-460.
45. Thirumal Azhagan, C., & Lakshmidevi. R. (2019). Customer's perception towards organized retail sector. *International Journal for Research Trends and Innovation*, 4(3), 6-9.

46. Thomas, S. (2013). Linking customer loyalty to customer satisfaction and store image: A structural model for retail stores. *Decision*, 40(1-2), 15-25.
47. Vanaja. K., & Anukeerthana, M. (2021). A study on consumer perception and preference towards selected retail stores with special reference to Singanallur. *EPRA International Journal of Multidisciplinary Research*, 7(7), 178-181.
48. ulaikha Fatima, & Charu Bisaria. (2017). A study on analysis of factors affecting consumer buying behaviour in organized retail sector. *ELK Asia Pacific Journals*, 2(8), 1-11.