

**A STUDY ON CATEGORIZATION AND BRAND ANALYSIS OF NON
PHARMA PRODUCTS IN TULSI DIVISION OF PANTALOON RETAIL
INDIA LTD (PRIL), MUMBAI**

By

L. SAMIPILLAI, B. Sc. (Ag.)

I.D.No. 05-608-019

**DEPARTMENT OF AGRICULTURAL AND RURAL MANAGEMENT
CENTRE FOR AGRICULTURAL AND RURAL DEVELOPMENT STUDIES
TAMIL NADU AGRICULTURAL UNIVERSITY
COIMBATORE-641003**

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*Thesis submitted in part fulfillment of the requirements for the award of the
Degree of **MASTER OF BUSINESS ADMINISTRATION** to the
Tamil Nadu Agricultural University, Coimbatore-3.*

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CERTIFICATE

This is to certify that the thesis entitled “**A STUDY ON CATEGORIZATION AND BRAND ANALYSIS OF NON PHARMA PRODUCTS IN TULSI DIVISION OF PANTALOON RETAIL INDIA LTD,(PRIL) MUMBAI**” submitted in part fulfillment of the requirements for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** to the Department of Agricultural and Rural Management, Tamil Nadu Agricultural University, Coimbatore is a record of *bonafide* research work carried out by **Mr. L. SAMIPILLAI** under my supervision and guidance and that no part of this thesis has been submitted for the award of any other degree, diploma, fellowship or other similar titles and that the work has not been published in part or full in any scientific or popular journal or magazine.

Place: Coimbatore.

Date: 11.06.2007

(Dr. C. SEKHAR)
CHAIRMAN

Approved by

Chairman : **(Dr. C. SEKHAR)**

Members : **(Dr. K. MAHENDRAN)**

(Dr. RAVIKUMAR THEODORE)

External Examiner :

Date :

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With Love

(L.SAMIPILLAI.)

ABSTRACT

A STUDY ON CATEGORIZATION AND BRAND ANALYSIS OF NON PHARMA PRODUCTS IN TULSI DIVISION OF PANTALOON RETAIL INDIA LTD (PRIL), MUMBAI

By

L.SAMIPILLAI

Discipline : **MASTER OF BUSINESS ADMINISTRATION**

Chairman : **Dr. C. SEKHAR, Ph.D.,**
Professor,
Dept of Agricultural and Rural Management,
Tamil Nadu Agricultural University,
Coimbatore-3

2007

The overall objective is to study the categorization, consumer preference and to analyze the brand performance of Tulsi (The medicine bazaar) for PRIL, Mumbai. Among the sample respondents, 64 per cent were females and 33 per cent belongs to 30-40 age groups. 100 per cent of the respondents were literate, 57 per cent respondents was comes under more than 5 lakhs income group. The purchase decision in buying Tulsi products are mostly made by females. Among the respondents, 52 per cent were visited the division fortnightly.

Most of the respondents (83 per cent) were aware about the Tulsi format. On an average of 43 per cent of the respondents prefer health foods of non pharma articles. Most of the customers are satisfied with the range of brands and the quality of products. Nearly 70 per cent of the respondents perceived the concept of mall is one step solution for all. Majority of customers purposefully visited the mall for brand availability and for schemes and offers and suggesting to increase the number of products and free consultation and mentioned to give a better demonstration for all the new products.

The non pharma articles are categorized into seven products: They are 1.Ayurvedha, 2. Health foods, 3. Homeopathy, 4. Instruments, 5. Medical care, 6.Suppositors and 7.Test Kits. 72 per cent of sales turn over contributed by Health foods

(41.16 percent) and Ayurvedha (31.12 percent) itself. Major brands are contributing to their each sector in categorized order are Himalaya (28.82 per cent), Baksons (66.64 per cent), IBP (57 per cent), LP (92 per cent), Calcium Sandoz (67.83 per cent), Scholl (95 per cent) and Accucheck (63.68 per cent) respectively.

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CHAPTER I

INTRODUCTION

Retail industry is said to be a booming sector contributing over 10 per cent of the country's share to the nation's Gross Domestic Product (GDP) and 9 per cent of employment. Indian economy has an excellent growth due to the enormous growth of the retail sector. It is expected that more relaxation on Foreign Direct Investment will foster growth of retail sector in the years to come. There are already many successful retailing shops in and around the metropolis of India. Shoppers Stop, Westside, Pantaloon, Spencer's RPG, Food world, Subhiksha, Pizza hut, Coffee Day, Metro and so on. (www.timesb2b.com/retailbiz)

Today Retailing has played a major role world over in increasing productivity across a wide range of consumer goods and services. Wal-Mart is now the leading company in the world in terms of sales – ahead of Exxon Mobil, General Motors, and other manufacturing giants. It is estimated that out of 300 billion US\$ of total retail business, the share of organized retailing alone accounted for 10 billion US\$ (5 per cent) during the year 2008. (Table 1)

Table 1. Global Retail Scenario

Particulars	1999	2002	2005	2008
Total Retail(Billion US \$)	150	180	225	300
Organized Retail(Billion US \$)	1.1	3.3	7.0	10
Percent Share of Organized Retail	0.7	1.8	3.2	5.0

(www.euromonitor.com)

The Indian retail sector is estimated to have a market size of about \$ 180 billion; but the organized retail sector in India represents only 5 per cent share of this market. Most of the organized retailing in the country has just started recently, and has been concentrated mainly in the metro cities. In Thailand, more than 40 per cent of all consumer goods are sold through the super markets and departmental stores. A similar

phenomenon has swept through all other Asian countries. Organized retailing in India has a huge scope because of the vast market and the growing consciousness of the consumer about product quality and services.

As the corporates – The Piramals, The Tatas, The Rahejas, ITC, S.Kumar's, RPG Enterprises and Mega retailers- Crosswords, Shopper's Stop, and Pantaloons are racing to revolutionize the retailing sector, as an industry in India. The forecast growth in real retail sales during 2003- 2008 is 8.3 per cent per year, compared with 7.1 per cent for consumer expenditure. Modernization of the Indian retail sector will be reflected in rapid growth in sales of supermarkets, departmental stores and hyper marts. Sales from these large-format stores are to expand at growth rates ranging from 24 to 49 per cent per year during 2003-2008, according to a latest report by Euromonitor International, a leading provider of global consumer-market intelligence.

A. T. Kearney Inc, Corporate development studies corporation places India sixth on a global Retail Development Index. India has the highest per capita retail outlets in the world which is arrived at 5.5 outlets per 1000 population. Around 7 per cent of the population in India is engaged in retailing, as compared to 20 per cent in the USA. The share of employment in retailing in India is only 6 per cent which is very low when compared to Brazil (14 per cent), and Poland (12 per cent).

The Indian retail sector can be broadly classified into

- Food Retailers
- Health and Beauty Products
- Clothing and Footwear
- Home Furniture and Household Goods
- Durable Goods
- Leisure and Personal Goods
- Petro-Retailing

The strengths that are associated with Indian retail sector are ever growing population, raising incomes and improvements in infrastructure, enlarging consumer markets and accelerating the convergence of consumer tastes. Liberalization of the Indian economy which has led to the opening up of the market for consumer goods has helped the MNC brands like Kellogs, Unilever, Nestle, Coke, Pepsi etc. to make significant inroads into the vast consumer market by offering a wide range of choices to the Indian consumers. There is a shift in consumer demand to foreign brands like McDonalds, Sony, Panasonic, etc due to wide range of varieties with quality services. The internet revolution is making the Indian consumer more accessible to the growing influences of domestic and foreign retail chains. Reach of satellite television channels are helping in creating awareness about global products for local markets. About 47 per cent of India's population is under the age of 20 and this will increase to 55 per cent by 2015. The young population, which is technology-savvy and display the highest propensity to spend, will immensely contribute to the growth of the retail sector in the country.

Several factors are responsible for retail sector development in India which are furnished as follows

- Emergence of modern retail formats
- Increased pressure on opening up of FDI in retail sector
- Rapid evolution of New-age young Indian consumers
- Rapidly increasing middle class
- Rising Income levels
- Increased awareness level among consumers
- Exposure to International Brands
- Retail space is no more a constraint for growth

Retail Players in India

Trent and Shoppers' Stop are also opening large format multi-product stores. Trent has launched its hypermarket brand "Star India Bazaar", which are already doing well. Shopper's Stop has opened a chain of hyper markets called "Hypercitiy" Malad in Mumbai, November 2005. (www.euromonitor.com/Retailing_in_India)

Away from the limelight, Reliance Industries also suddenly opened their retail outlets and readying itself for a large roll out in retailing. The company's retail foray would revolve around the fuel stations it is planning across the country, along the highways and in smaller towns. Apart from that Aditya Birla, Wall-Mart and Bharti are preparing itself to run into the Indian retail race with in this year.

The retail growth rates in India are fairly high – about 30 to 35 per cent, there is need for caution in terms of really understanding customers, building the requisite infrastructure and systems to ensure sustainable growth, and not just short term success.”

Pantaloon Retail (India) Ltd

Pantaloon Retail (India) Limited (PRIL) was incorporated on October 12, 1987 as Manz Wear Private Limited under the stewardship of Mr. Kishore Biyani. The Company was converted into a public limited company on September 20, 1991 and on September 25, 1992 the name was changed to Pantaloon Fashions (India) Limited and the same time it went public and today it has approximately 14,000 shareholders. It later changed its name to Pantaloon Retail (India) Limited on 7th July 1999.

Pantaloon Retail forayed into modern retail in 1997 with the opening up of a chain of department stores, Pantaloons. In 2001, it launched Big Bazaar, a hypermarket chain, followed by Food Bazaar, a supermarket chain. It went on to launch Central, a first of its kind, seamless mall located in the heart of major Indian cities. Some of its other formats include, Collection I (home improvement products), E-Zone (consumer electronics), Depot (books, music, gifts and stationeries), aLL (fashion apparel for plus-size individuals), Shoe Factory (footwear) and Blue Sky (Fashion accessories). It has recently launched its e-tailing venture, futurebazaar.com.

Some of the group's subsidiaries include Home Solutions Retail India Ltd, Future Bazaar (India) Ltd and ConvergeM Retail (India) Ltd, which leads the group's foray into home improvement, e-tailing (retailing through net) and communication products, respectively. Other group companies include Pantaloon Industries Ltd, Galaxy

Entertainment and Indus League Clothing. It has also entered joint venture agreements with a number of companies including ETAM group, Gini & Jony, Liberty Shoes and Planet Retail, a company that owns the franchisee of international brands like Marks & Spencer, Debenhams and Guess in India.

Major Milestones

1987- Company incorporated as Manz Wear Private Limited. Launch of Pantaloons trouser, India's first formal trouser brand.

1991- Launch of BARE, the Indian jeans brand.

1992- Initial public offer (IPO) was made in the month of May.

1994- The Pantaloon Shoppe – exclusive men's wear store in franchisee format launched across the nation. The company starts the distribution of branded garments through multi-brand retail outlets across the nation.

1995- John Miller – Formal shirt brand launched.

1997- Pantaloons – India's family store launched in Kolkata.

2001- Big Bazaar, 'Is se sasta aur accha kahi nahin' – Cheap and Best than this is not there. India's first hypermarket chain launched.

2002- Food Bazaar, the supermarket chain was launched.

2004- Central – 'Shop, Eat, Celebrate In The Heart Of Our City' - India's first seamless mall was launched in Bangalore.

2005- Fashion Station-the popular fashion chain was launched.

aLL – 'a little larger' - exclusive stores for plus-size individuals was launched.

2006- Future Capital Holdings, the company's financial arm launches real estate funds Kshitij and Horizon and private equity fund Indivision. Plans forays into insurance and consumer credit.

Multiple retail formats including Collection I, Furniture Bazaar, Shoe Factory, E-Zone, Depot, futurebazaar.com are launched across the nation.

Group enters into joint venture agreements with ETAM Group and Gini & Jony.

Corporate Strategy

'Rewrite Rules Retain Values'

Problem Focus

Retailing is a business activity through which the everyday needs of Indian consumers are fulfilled. Though there were many operators, few of them face success and few faces difficulties in continuing the retailing as business. The reasons may be plenty. Any organization want to be successful, they will be having constant eye on the recent developments of retailing, attitude of consumers, their taste and preferences, seasonality aspects etc., If a company wants to promote a new division then it should give special attention on consumer expectations and their preferences towards the product. This study is one such kind focused to address the pharmaceutical section called “Tulsi” (The medicine bazaar) a new division belonged to PRIL. Hence a study was undertaken to analyse the Brand preferences, Brand promotions and Buying Behaviour of consumer with reference to non pharma purchase from Food bazaars and big bazaars of Mumbai city, a study for Pantaloons Retail India Limited. (www.pantaloon.com)

Objectives of the Study

The overall objective is to study the categorization, consumer preference and analyze the brand performance of non pharma products in Tulsi (The medicine bazaar) for PRIL.

Specific Objectives

The specific objectives of the study are

- i. To study the categorization of non pharma products in Tulsi
- ii. To identify the consumer awareness and preference towards the Tulsi Division
- iii. To analyze the consumer perception and satisfaction level on non pharma products
- iv. To analyze the brand performance of non pharma products in Tulsi Division

Scope of the Study

The study is purposive in nature and the result gives a clear screen of the sale of Non-Pharma products. The study enables the firm to know the sales variance, performance of all the stores across zones.

The study also provides the details of the customer profile, their awareness and preference towards health products in Tulse and also the reasons for making their purchase in Food bazaars and Big bazaars. It also describes the expectations of the consumers (customers) from the Super and Hyper markets which will be helpful in coining appropriate strategies to address the needs of the consumers.

Limitations of the Study

Considering the time and resource, the study was based on the primary data collected from the customer survey and secondary data from the records maintained in Head office were taken for analysis. However, every effort had been taken to minimize the bias by including questions that facilitate cross checking. There are certain constraints in conducting this study. They are (i) The size of the sample is small, (ii) The survey is limited to Mumbai city only, that's not enough to analyse and predict for all over India. (iii) The study doesn't deal in-depth with the Local, National and International brands individually.

Organization of the Thesis

The thesis is presented under the following chapters.

- Chapter I : Introduction:** A brief outline of present scenario related to the study as introduction, problem focus, objectives, scope and limitations of the study are explained.
- Chapter II : Concepts and Review:** The brief reviews of the concepts and results of past research studies relevant to the present study are presented.
- Chapter III : Design of the Study:** This chapter explains the research design, methodology followed and analytical tools used.
- Chapter IV : Description of the Study Area:** The physical, social, economical and other aspects of the study area are described.
- Chapter V : Results and Discussion:** The results of the study are presented and discussed in detail.
- Chapter VI : Summary and Conclusion:** A summary of the results of the study are presented, conclusions drawn and appropriate strategies to address the issues are discussed.

CHAPTER II

CONCEPTS AND REVIEW

In this chapter, the concepts of past studies related to the present study will give a holistic picture and better understanding of the research problem in proper perspective. So in this chapter, the relevant concepts and the previous studies are reviewed and presented under the following sub headings.

1. Market
2. Marketing
3. Retailer
4. Retailing
5. Consumer
6. Awareness
7. Buying Behavior
8. Consumer Preference
9. Consumer satisfaction
10. Categorization
11. Brand
12. Brand Awareness
13. Dealers
14. Vendor
15. Review of past studies

Market

Clark (1962) opined that market was found at every point at which a specific commodity was concentrated for sale. A market was a center about which or an area in which the forces leading to exchange of title to a particular product operated towards which and from which the actual goods travel.

Cundiff and Still (1968) defined market as the congregate of forces and conditions within which buyers and sellers made decisions that resulted in the transfer of goods and services and determined the price namely value in exchange.

Lipsey (1971) defined market as an area in which buyers and sellers negotiate the exchange of a well defined commodity.

Kerr (1977) defined market as social institution that facilitate the free exchange of commodities for buyers and sellers, usually for money, but sometimes for barter too. Markets in this sense did not refer to as specific location where goods and services were exchanged, but rather to the process by which the exchange was done.

Hill (1980) described that market was some sphere or space, where the forces of demand and supply were at work, the price was determined or modified, the ownership of goods and services was transferred and certain physical and institutional arrangements are exchanged.

Stanton (1984) defined market as a concentration of people with needs to be satisfied, money to spend and willingness to spend on it.

Acharya and Agarwal (1987) referred market as a social institution which performs activities and provides facilities for exchanging commodities between buyers and sellers.

Koshy and Jha (1994) referred market as a social institution, which performed activities and provides facilities for exchanging commodities between buyers and sellers.

According to Kotler (2000) market consists of all the potential customers sharing a particular need or wants and might be willing and able to engage in exchange to satisfy that need or want.

The American Marketing Association (2001) viewed market as expression of the aggregate forces or conditions within which buyers and sellers make decisions resulting in the transfer of goods and services consequent to a commodity or service.

Ahamed Riaz (2002) referred market as an area where buyers and sellers negotiate for exchanging the commodity.

Kotler et.al, (2007) described a market as a collection of buyers and sellers who transact over a particular product or particular class.

In the present study market is defined as a place where products are offered for sale and customers make purchases by their physical or any means of communication.

Marketing

Pyle (1956) defined marketing as that phase of business activity through which human wants are satisfied by the exchange of goods and services.

Law et.al, (1971) described marketing as a comprehensive term which included those processes involved in converting a raw product in to a valuable commodity. It might be a change of place, form, time, and appearance.

Boone and Kurtz (1973) defined Marketing is the process of planning and executing the organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives.

Buzzel and Mathews (1974) defined marketing as the performance of business activities that directed the flow of goods and services from the producer to the ultimate consumer or user.

Subrahmanyam *et al.*, (1985) defined marketing as the process of anticipating and creating consumers' needs and wants and of organizing all the resources of the company to satisfy them.

Manmohan Singh (1986) considered marketing as the creative management function, which promotes trade, employment by assessing consumer needs and initiating research and development to meet them.

Archana *et al.* (1995) opined that agricultural marketing is a complex process involving a large number of intermediaries between the producer and the consumer.

Kotler (2000) defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Varshney and Gupta (2000) stated that marketing is the process of discovering and translating consumer needs and wants into products and services, specifications, creating demand for these products and services and then in turn expanding this demand.

Ramasamy and Namakumari (1996) inferred marketing is a total system of interacting business activities designed to plan, promote and distribute need satisfying products and services to existing and potential consumers.

Kotler and Keller (2004) defined marketing as a social and managerial process by which individuals obtain what they need and want through creating and exchanging products of value with others. It includes the process of planning and executing the conception, pricing, promotion and developing ideas to create exchanges with target groups to satisfy consumers and achieve organizational objectives.

Kotler et.al, (2007) defined marketing as a process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that individual and organizational goals.

In the present study marketing is defined as all the activities associated with identifying the wants and needs of the target market customers, and then going about satisfying those customers better than the competitors.

Retailer

Cundiff and Still (1968), defined retailer as a merchant or occasionally an agent whose main business was selling directly to ultimate consumers for non-business use.

Stanton (1984), defined retailer as a business enterprise that sold products household consumer for non-business use

According to Nair (1988) a retailer is a business enterprise which sells primarily to ultimate consumers.

Bell (1991) described a retailer as a merchant or a business establishment that sold to ultimate consumers.

According to Kotler and Keller (2004), retailers were those engaged in selling goods or services directly to final consumers for their personal and non-business use.

For the present study, the definition given by Kotler and Keller (2004) was adopted.

Retailing

Bolen (1982) referred retailing as the summation of all activities which resulted in the offering for sale of goods/or services to the individual and/or organization for the purposes of ultimate consumption.

Lucas (1997) defined retailing as all activities involved in the marketing of goods and services directly to the consumers for their personal, family or household use.

Varshney and Gupta (2000) explained retailing as the final connection in the marketing channel that brings goods from manufacturers to consumers. In other words, retailing is the combination of activities involved in selling goods and services directly to ultimate consumers for their personal or household use.

Evans (2003) defined that retailing encompasses the business activities involved in selling goods and services to customers for their personal, family or household use. Retailing is the last stage in the distribution process.

For the present study, the above definition was adopted.

Consumer

Bhatt (1985) explained that consumer is an individual who consumes goods, whether manufactured by business unit or created by nature such as air, water, etc and utilities offered by the government, business organization like hospitals, religious, educational and voluntary organization etc

Deolankar (1985) opined that consumer was a person who exercised the role of initiator, influencer, and decider in order to make a purchase of a product for his consumption or use. The consumer passed through five stages in the buying process to affect a purchase. They were (i) recognition of unsatisfied need, (ii) identification of alternatives, (iii) evaluation of alternatives (iv) purchase decision and (v) Post purchase feelings.

According to the Consumer Protection Act (1986), a consumer is one who buys only goods or hires or avails of any service for a consideration and the amount might have been paid or promised to be paid or partly paid or promised to pay under a deferred payment system.

According to Wallace (1988) consumer is the actual user of a product or service.

Nagendra (1994) defined consumer as a person who bought goods or services for own use and needs and not for resale.

According to Kotler and Keller (2004) consumers included all the individuals and household who buy or acquire goods and services for personal consumption.

Sheeja (2004), defined consumer as an individual who purchased the product for his or her own use or for household consumption. The person would be the end user of the product

For the present study, consumer is defined as the actual user of the product or service offered by Tulsi format.

Awareness

Rossiter and Percy (1987) defined awareness as the strength of the brand node or trace in memory as reflected by consumers' ability to identify the brand under different conditions and it consisted of brand recognition and brand recall.

Suppe (1994) stated that awareness was the first stage of innovation decision process wherein individual would be exposed to an idea but lacked detailed information about it.

Thanulingam (1996) defined awareness as the ability of consumer to recall more or less currently the various aspects of consumer movement and consumer rights and the respondents' clarity of understanding of the selected aspects.

In this study, awareness is considered as the level of consumer's knowledge about the product.

Buying Behavior

Navar and Savit (1971) indicated that the process of buying behaviour meant the steps either implicit or explicit, which every buyer passes through in making a decision, to accept or reject produce to fulfill their needs. The process consisted of four sequential stages i.e., problem recognition, search, choice and post decision evaluation.

Walter (1974) defined buying behavior as the process wherein individuals decide on whether, what, when, where, how and from whom to purchase goods and services.

Metha (1974) opined that buying behaviour involved those activities like search of alternatives, evaluation of alternatives, choice decision and post purchase feelings and reactions.

Markin (1982) defined buying behaviour as it is meant human activities in the consumption role. The acts of individuals and organizations directly involved in obtaining and using goods and services included the decision making process. This includes problem recognition, search of alternatives, evaluation and assessment of options, decision to buy, post pone or search further and post decision evaluation.

Sivakumar (1987) was of the opinion that buying behaviour is of immense significance and paramount importance to both the buyer and seller, for the former in satisfying his needs and for the latter in meeting the needs of his buyer and realizing more profit.

According to Gupta and Raghbir singh (1989) consumer behavior referred to selection of specific brand of a product out of the available brands in the market by considering their various attributes such as size, texture, material, taste, hardness, price, name and distribution.

Iyer (1990) defined buying behaviour as consumer's decisions in buying, which played a key role in the success or failure of products. The levels of involvement on the part of the consumers show their interest and distaste for the particular product.

Sutherland (1993) described that buying behaviour is newer measures to evaluate the impact of the advertisements in the consumers buying behaviour. The measures are broadly classified in to two categories (i) brand-focused measures which include brand awareness, brand image and brand attitude, purchase intention, and (ii) ad-focused measures which include add recall. Correct branding and messages take out.

Naik (1994) defined buying behaviour as the influence of numerous uncontrollable components such as product, price, promotion and distribution.

Varshney and Gupta (2000) stated that buying behaviour is the reaction of individuals in obtaining the service of a particular type. The process that buyers go through when deciding whether or not to purchase goods or services and it can be influenced by a variety of external factors and motivations, including marketing activity.

In the present study buying behavior is defined as an act in which a consumer buys the same brand again and again or buys different brands, the habit of buying and extending loyalty towards the product.

Consumer Preference

Elling (1984) explained that the consumer preference as that of the consumer which, when the product preferred by him was not available with the dealers, made him to walk to other dealer for the same product.

Kotler (2000) explained that the consumer's satisfaction or dissatisfaction would decide the consumer's preference for the product and if he was satisfied with the product, then he would exhibit a higher probability of purchasing it again.

Indumathi (2003) stated that, consumer preference referred to the choice of the consumer among many brands of processed spice mix.

In this study, consumer preference referred to the choice of the consumer among many brands of products.

Consumer Satisfaction

Aiello Etat (1977) defined satisfaction as a function of perceived performance and expectations, if the performance was short of expectations, the customer became dissatisfied, if the performance was same as that of consumer expectations and the consumer was satisfied. If the performance exceeded expectations of the consumer then the consumer was highly satisfied or delighted.

According to Varshney and Gupta (2000) satisfaction is a persons feelings of pleasure or disappointment resulting from comparison of a product's perceived and actual performance to his or her expectations. So, consumer's satisfaction is a function of the product's perceived performance and the consumer's expectations.

In the present study, consumer satisfaction is defined as the people's perceived expectation from purchasing a product and its performance in fulfilling the need of the consumer.

Categorization

Eleanor and George Lakoff (1970) defined Categorization is the process in which ideas and objects are recognized, differentiated and understood. Categorization implies that objects are grouped into categories, usually for some specific purpose. Ideally, a category illuminates a relationship between the subjects and objects of knowledge. Categorization is fundamental in prediction, inference, decision making and in all kinds of interaction with the environment.

Sam (1983) defined Categorization is the process of arranging and allocating the products for easy identification.

Loganathan (1999) described as Categorization is the arrangement of products or goods in desirable manner.

In the present study, the concept of Categorization is the arrangement of pharma and non pharma products for easy identification.

Brand

A name, term, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may also identify one item, a family of items, or all items, or all items of that seller.

According to Branson and Nowell (1983), a brand has both a name by which it is called and often a mark by which it is recognized visually. Also, the brand name could communicate to both consumers and retailers as to what to expect the product.

Sivakumar (1987) viewed brand as an aggregate of all characteristics of a product of a firm that enabled to differentiate it from the similar products of other firms.

Kotler (1991) defined a brand as a name, term, symbol, or design or a combination of them which is intended to identify the goods and services of one seller and to differentiate them, from those of the competitors.

Brown (1992) took a brand approach to these concepts in defining a brand as nothing more or less than the sum of all the mental connections people have around it.

Stanton (1984) defined a brand as a name, term, design, symbol or any other feature that identifies one seller's goods or services as distinct from those of other sellers.

Wood (2000) the integrated definition considered a brand as a mechanism for achieving competitive advantage for firms such as in terms of revenue, profits, added value or market share through differentiation.

Miller & Muir (2004) quoted brand as a symbolic embodiment of all the information connected to a company, product or service. A brand serves to create associations and expectations among products made by a producer.

Kotler et.al, (2006) defined as brand is a collection of images and ideas representing an economic producer; more specifically, it refers to the concrete symbols such as a name, logo, slogan, and design scheme.

In this study, brand is defined as a name of the product of a firm that enabled to differentiate it from the similar products of other firms.

Brand Awareness

Aaker (1991) defined brand awareness as the ability for a buyer to recognize or recall that a brand is a member of a certain product category.

Macdonald and Sharp (1996) proposed that brand awareness was found affecting the considerable set of the consumers in case of several brand choices, behaviour of the consumers buying only brands that were known to them and the perceived quality of the brands especially in the case of low involvement of products.

Silverman *et al.*, (1999) mentioned that brand awareness related to the strength of a brand in memory, and the likelihood and ease with which the brand would be recognized or recalled under various conditions.

Ankur (2000) regarded brand awareness as a remarkably durable and sustainable asset. It provides a sense of familiarity (especially in low involvement products), a sense of presence or commitment and substance and it was very important for recall at the time of purchasing process.

Dealers

Kotler (1988) defined a dealer as a firm that bought and re-sold merchandise at either retail or wholesale level.

Ramesh Babu (1990) remarked that the term dealer included all the firms carrying on business of selling fertilizers, wholesaler cum retailer, private retailers and retail co-operative societies selling fertilizers to farmers

According to Beena (2003) dealer may be a wholesaler or retailer, who sold whole or part of the volume of sales of agricultural inputs like fertilizers, pesticides and micronutrients directly to the farmers.

Omkumar (2003) in his study considered dealer is the one who carried out business of selling of fertilizers either through wholesale business, retailing or as wholesaler cum-retailer.

For the present study, dealer is the one who carried out the business of selling of pharma and non pharma products through wholesaling and retailing mode.

Vendor

Macmillan (2002) defined Vendor as One who sells goods; identical to a merchant.

Samlo (2003) defined as seller or distributor of goods and services.

Review of Past Studies

Categorization of Articles

Kousalya Devi. P (2006) quoted that the arrangement of articles in stores were mostly based on ABC analysis and she has used this analysis in her study on inventory management of store brands and non store brands for pantaloon retail outlet.

Consumer Awareness

Nandagopal and Chinnaiyan (2003) concluded that the level of awareness among the rural consumers about the brand of soft drinks is high which was indicated by the mode of purchase of the soft drinks by “Brand Name”. The major source of brand awareness is the word of mouth followed by ads, family members, relatives and friends.

Consumer Preference

Tauseef and Inderjeet (1983) in their study on factors influencing consumer decision making process towards biscuits found that quality and taste were considered as prime reasons for buying a particular brand of biscuit. He was used Perception Index for his study. Low price and easy availability were the other reasons considered for buying a particular brand.

Venkateshwarlu (1987) in his study on “Factors influencing consumer decision making process towards biscuits – A behavioral analysis” found that the quality and taste were considered as prime reasons for buying a particular brand of biscuits. Low price and easy availability were the other reasons considered for buying a particular brand.

Kainth (1994) in his study on “Consumption of apples: Consumers towards view pattern and determinants” used Garrett’s ranking techniques to understand consumer preference for seven factors affecting consumption of apples in different income groups.

Gursharan singh (1995) examined the consumer attitude towards walnut in Punjab. He used the scaling techniques and found that consumer preference had consistent similarity among the entire income group. But the factors influencing consumption marginally, diffused among income groups.

Munavar (2005) reported the primary attribute that was responsible for influencing customer preferences were found to be product range, shelf display and regular price updation.

Consumer Satisfaction

Morganosky (1988) revealed that consumer satisfaction with the value for price of store brands was significantly lowered when associated with certain store types and satisfaction with the value for price was significantly lowered by association with designer brands.

Yi (1993) found the product ambiguity moderates the way that expectation, performance and disconfirmation determine consumer satisfaction. When the product was ambiguous, expectations had direct effects on consumer satisfaction as indirect effects through disconfirmation. On the other hand, when the product was unambiguous or easy to evaluate, product performance had direct effects on consumer satisfaction as well as indirect effects via disconfirmation.

Raju et al., (1995) in their study on the factors influencing the retailers decision to introduce brands in the store, reported that lower price competition between national brands and store brands.

CHAPTER III

DESIGN OF THE STUDY

An appropriate research methodology is important to get meaningful results, which would be more reliable and useful to any firm for making decisions. A description of methodology followed in identification of study area, selection of sample respondents, method of collection of data and various tools of analysis used are presented in this chapter.

For the flawless analysis and the meaningful inference of an economic problem formulation of suitable methodology is an essential pre requisite. The methods adopted in sampling and data collection and the analytical framework are detailed below

Selection of the Study Area

Mumbai, the Prince city of retailing, has high density of population, diversified cultures, wide social and economic classes and highly sophisticated lifestyles. The case firm has a strong consumer base and it has big malls, shopping centers and Hi-Fi areas. Pantaloon is interested to strengthen the overall performance of its retail outlets with reference to diversified cultures and consumer preferences. Hence the Malls and shopping centers, where the retail format was located were purposively given for the study by the case firm.

Sampling Design

The researcher has contacted different companies for researchable issues. M/s. Pantaloon Retail India Limited (PRIL) has given an immediate call and requested the researcher to examine the consumer attitude towards the produce of PRIL. Hence the study was purposively chosen with a main focus of addressing the consumer preference and to analyze the performance of various brands of PRIL.

Purposive sampling technique was followed in this study. By collecting addresses of the stores from the company (Pantaloon Retail India Limited) which consists of 2 food bazaars and 2 big bazaars of its own, in that 25 samples from each store were randomly selected. The details of selected stores, their location and sample size are furnished in Table 2.

Table 2. List of Selected Formats, Location and Number of Respondents

S. No.	Location	Format	No. of Samples
1.	Goregaon	Food Bazaar	25
2.	Lower parel	Food Bazaar	25
3.	Thane	Big Bazaar	25
4.	Mumbai Central	Big Bazaar	25
Total		4	100

The sampling areas are presented in the map showing the study area (Figure 1)

Method of Collection of Data

The primary data were collected from the consumers who came for purchase in the Tulsi –The medicine bazaar present in food bazaars and big bazaars. The data were collected through a well-structured and pre tested interview schedule. The consumers were contacted individually and the objectives were clearly explained to them to ensure their cooperation and accuracy in their responses.

Information regarding the experience, expectation, average sales and consumer (customer) preference and satisfaction level etc., towards the Tulsi –The medicine bazaar running in food bazaars and big bazaars was collected.

The primary data required for the study were collected through personal interview with the help of a comprehensive interview schedule. The schedule covered the aspects such as general characteristics, awareness level of the customers towards various brands,

factors influencing to buy and use particular brands and the suggestions from the shoppers.

TOOLS OF ANALYSIS

The collected data were analyzed with reference to the objectives set forth in the study, tools of analysis employed in analyzing the various aspects of the study to fulfill the objectives are explained below.

(i) Percentage Analysis

Percentages were worked out to study the general characteristics like age, income, education, family size, etc. This technique was used to make simple comparisons.

(ii) ABC Analysis

It is a categorization method of classifying items, events, or activities according to their relative importance. It is frequently used to classify stock items into groups based on the total annual expenditure or its turn over in sales for, or total stockholding cost of each item.

The first 20 per cent of important items are known as Category A items, the next, typically 40 per cent are Category B items and the relatively unimportant, though larger in number, 40 per cent are Category C items. Kousalya Devi. P (2006) has used this analysis in her study on inventory management of store brands and non store brands for pantaloons retail outlet.

(iii) Garrett's Ranking Technique

As per the technique, the order of merit assigned by the shoppers was converted into ranks by using the following formula,

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

Where,

R_{ij} – Rank given for the i^{th} attribute by the j^{th} individual

N_j – Number of attributes ranked by the j^{th} individual

The per cent position of each rank obtained was converted into scores by referring to the table given by Garrett. Mean score was estimated for each attribute. These mean scores for all the factors were arranged in descending order and factor with the highest mean score was given the first rank. The most important factors were thus identified. Similar techniques were adopted by Kainth (1994).

(iv) Multi Dimensional Scaling Technique

The Multi Dimensional Scaling technique was used to measure the satisfaction level of the customers with respect to Range of products, Quality, Price, Range of brands, Product demonstration, Product display and Services. A five point scale (Outstanding, Good, Satisfactory, Average and Poor) was used in this study. So, the sample customers were asked to indicate whether their opinion on the above factors was Outstanding, Good, Satisfactory, Average and Poor.

The responses were recorded and the scores were added to obtain the mean score towards the satisfactory level of the customers. The score for the each attribute responses are given in Table 3.

Table 3. Score for Responses of Satisfaction

Performance level	Score
Outstanding	5
Good	4
Satisfactory	3
Average	2
Poor	1

The scores were summed up and the mean of each attribute was calculated and the brand performances were ranked based on it. Similar techniques were adopted by Gursharan singh (1995).

(v) Perception Index

This technique was used to know the perception of the customers towards Tulsi division. To measure this, an arbitrary scale with six perception statements was constructed. The individual respondents was asked to state on a five point continuum of ‘Strongly agree’, ‘Agree’, ‘Undecided’, ‘Disagree’ and ‘Strongly disagree’. The scoring procedure was developed as 5, 4,3,2,1 for the responses respectively. Based on the score, Perception Index was calculated by using the following formula.

$$\text{Perception Index} = \frac{\text{Individual respondents score}}{\text{Total statements score}} \times 100$$

The overall perception level was classified into low, medium and high based on the mean and the standard deviation. This technique was adopted by Tauseef and Inderjeet (1983).

Fig 1. Map Showing the Study Area



(Not to Scale)

CHAPTER IV

DESCRIPTION OF THE STUDY AREA

Mumbai formerly known as Bombay, is the capital of Maharashtra State, and the most populous city of India, also it is the most populous city in the world with an estimated population of about 13 million (as of 2006). Mumbai is located on Salsette Island, off the west coast of Maharashtra. Along with its neighbouring suburbs, it forms the world's sixth most populous metropolitan area with a population of about 20 million. The city has a deep natural harbour and the port handles over half of India's passenger traffic and a significant amount of cargo. (www.maharastratourism.gov.in/mumbai)

Mumbai is the commercial and entertainment capital of India, and houses important financial institutions, such as the Reserve Bank of India (RBI), the Bombay Stock Exchange (BSE), the National Stock Exchange of India (NSE) and the Corporate headquarters of many Indian companies. Mumbai has attracted migrants from all over India because of the immense business opportunities, and the relatively high standard of living, making the city a potpourri of various communities and cultures. The city is home to India's Hindi film and television industry, known as Bollywood. Mumbai is also one of the rare cities to accommodate a national park, the Sanjay Gandhi National Park, within its city limits. The name was officially changed to Mumbai in 1995, but the former name is still used by many of the city's inhabitants and famous institutions.

History

Present-day Mumbai was originally an archipelago of seven islands. Artefacts found near Kandivali, in northern Mumbai indicate that these islands had been inhabited since the Stone Age. Documented evidence of human habitation dates back to 250 BC, when it was known as Heptanesia (Ptolemy) (Ancient Greek: A Cluster of Seven Islands). In the 3rd century BC, the islands formed part of the Maurya Empire, ruled by the Buddhist Emperor, Aşoka. The Hindu rulers of the Silhara Dynasty later governed the islands until 1343, when the Kingdom of Gujarat annexed them. Some of the oldest

edifices of the archipelago – the Elephanta Caves and the Walkeshwar temple complex date from this era. (www.maharashtra-tourism.gov.in/mumbai)

In 1534, the Portuguese appropriated the islands from Bahadur Shah of Gujarat, naming them Bom Baia, Portuguese for "good bay". They were ceded to Charles II of England in 1661, as dowry for Catherine de Braganza. These islands, were in turn leased to the British East India Company in 1668 for a sum of £10 per annum. The company found the deep harbour on the east coast of the islands to be ideal for setting up their first port in the sub-continent. The population quickly rose from 10,000 in 1661, to 60,000 in 1675. In 1687, the British East India Company transferred its headquarters from Surat to Bombay. The city eventually became the headquarters of the Bombay Presidency.

From 1817 onwards, the city was reshaped with large civil engineering projects aimed at merging all the islands in the archipelago into a single amalgamated mass. This project, known as the Hornby Vellard, was completed by 1845, and resulted in the total area swelling to 438 km².

In 1853, India's first passenger railway line was established, connecting Bombay to the town of Thane. During the American Civil War (1861-1865), the city became the World's Chief Cotton Trading Market, resulting in a boom in the economy and subsequently enhancing the city's stature. The opening of the Suez Canal in 1869 transformed Bombay into one of the largest seaports on the Arabian Sea.

Over the next thirty years, the city grew into a major urban centre, spurred by an improvement in infrastructure and the construction of many of the city's institutions. The population of the city swelled to one million by 1906, making it the second largest in India after Calcutta. As capital of the Bombay Presidency, it was a major base for the Indian Independence Movement, with the Quit India Movement called by Mahatma Gandhi in 1942 being its most rubric event. After India's Independence in 1947, it became the capital of Bombay State. In the 1950 the city expanded to its present limits by incorporating parts of Salsette Island which lay to the north.

After 1955, when the State of Bombay was being reorganised along linguistic lines into the states of Maharashtra and Gujarat, there was a demand that the city be constituted as an autonomous city-state. However, the Samyukta Maharashtra Movement opposed this, and insisted that Mumbai be declared the capital of Maharashtra. Following a successful protests in which 105 people were killed by police firing, Maharashtra state was formed with Mumbai as its capital on May 1, 1960.

The late 1970s witnessed a construction boom and a significant influx of migrants, which saw Bombay overtake Calcutta as India's most populous city. This has been giving rise to unrest in Marathi speaking people in Mumbai and consequently Shiv Sena, a political outfit safeguarding the rights of 'sons of soil' was formed in 1966. The city's secular fabric was torn apart in 1992, after large scale sectarian violence caused extensive loss of life and property. A few months later, on March 12, simultaneous bombings at several city landmarks by the Mumbai underworld killed around three hundred people. In 1995, the city was renamed Mumbai by the Shiv Sena Party Government of Maharashtra, in keeping with their policy of renaming colonial institutions after historic local appellations. There have also been bomb explosions on Public Transport Buses in the past couple of years. In 2006, Mumbai was also the site of a major terrorist incident in which over two hundred people were killed when several bombs exploded almost simultaneously on the Mumbai Suburban Railway.

Geography

Mumbai is located on Salsette Island, which lies at the mouth of Ulhas River off the Western Coast of India, in the coastal region known as the Konkan. Much of Mumbai is at sea level, and the average elevation ranges from 10 to 15 metres. The northern part of Mumbai is hilly, and the highest point of the city is at 450 metres (1,450 feet). Mumbai spans a total area of 468 km². (www.wikipedia.com)

There are five lakes supplying water to Mumbai. They are Vihar, Vaitarna, Powai, Tulsi and Tansa lakes. Three lakes are located within the metropolitan limits the Tulsi

Lake, Vihar Lake and Powai Lake. The first two are located within the Borivali National Park, and supply part of the city's drinking water. Mumbai also has three small rivers within the city limits originating in the National Park. The coastline of the city is indented with numerous creeks and bays. The eastern seaboard of Salsette Island is covered with large mangrove swamps, rich in biodiversity. On the western seaboard, there are two beaches, named Juhu beach and Chowpatty beach.

Soil cover in the city region is predominantly sandy due to its proximity to the sea. In the suburbs, the soil cover is largely alluvial and loamy. The underlying rock of the region is composed of black Deccan basalt flows, and their acid and basic variants dating back to the late Cretaceous and early Eocene eras. Mumbai sits on a seismically active zone owing to the presence of three fault lines in the vicinity. The area is classified as a Zone III region, which means an earthquake of up to the magnitude of 6.5 on the Richter scale may be expected.

Mumbai is classified as a Metropolis of India, under the jurisdiction of the Brihan Mumbai Municipal Corporation. It consists of two distinct regions the city and the suburbs, which also form two separate districts of Maharashtra. The city region is also commonly referred to as the Island City.

Climate

The climate of the city, being in the tropical zone, and near the Arabian Sea, may be broadly classified into two main seasons the humid season, and the dry season. The humid season, between March and October, is characterised by high humidity and temperatures of over 30 °C (86 °F). The monsoon rains lash the city between June to September, and supply most of the city's annual rainfall of 2,200 mm (85 inches). The maximum annual rainfall ever recorded was 3,452 mm (135.89 inches) in 1954. The highest rainfall recorded in a single day was 944 mm (37.16 inches) on 26th July 2005.

The dry season, between November and February, is characterised by moderate levels of humidity and warm to cool weather. Cold northerly winds are responsible for a mild chill during January and February. Annual temperatures range from a high of 38 °C (100 °F) to a low of 11 °C (52 °F). The record high is 43.3 °C (110 °F) and record low is 7.4 °C (45 °F) on 22th January 1962.

Economy

Mumbai contributes 10 per cent of all factory employment, 40 per cent of all income tax collections, 60 per cent of all customs duty collections, 20 per cent of all central excise tax collections, 40 per cent of India's foreign trade and Rupees 40 billion (9 billion US\$) in corporate taxes. A number of Indian financial institutions have headquarters in downtown Mumbai, including the Bombay Stock Exchange, the Reserve Bank of India, the National Stock Exchange of India, the Mint, and numerous conglomerates (the Tata Group, Godrej and Reliance etc). Many foreign banks and financial institutions also have branches in this area.

Up until the 1980s, Mumbai owed its prosperity largely to textile mills and the seaport, but the local economy has since been diversified to include engineering, diamond polishing, healthcare and information technology. Mumbai's status as the state capital means that state and federal government employees make up a large percentage of the city's workforce. Mumbai also has a large unskilled and semi-skilled labour population, who primarily earn their livelihood as hawkers, taxi drivers, mechanics and other such blue collar professions. The port and shipping industry too employs many residents, directly or indirectly.

The entertainment industry is the other major employer in Mumbai. Most of India's major television and satellite networks are headquartered in Mumbai, as well as its major publishing houses. The centre of the Hindi Movie industry, Bollywood, is also located in Mumbai, along with its largest studios and movie production houses. Marathi television and film industries are based in Mumbai.

Demography

The population of Mumbai is about 20 million, with a density of about 29,000 persons per square kilometre. There are 811 females to every 1,000 males – which is lower than the national average, because many working males come from rural areas, where they leave behind their families. The overall literacy rate of the city is above 86 per cent, which is higher than the national average. The religions represented in Mumbai include Hindus (68 per cent of the population), Muslims (17 per cent of the population), and Christians and Buddhist (4 per cent each). The remainders are Parsis, Jains, Sikhs, Jews and Atheists.

Mumbai has a large polyglot population like any other metropolitan city of India. Marathi is widely spoken, but the most common language spoken on the city streets is a colloquial form of Hindi, known as Bambaiya/Mumbaiya – a blend of Marathi, Hindi, Indian English and some invented colloquial words. Marathi is the official language of the state of Maharashtra, English is extensively spoken, and is the principal language of the city's white collar workforce. Most languages spoken in India have some degree of representation in the demographic fabric of Mumbai; the most widely spoken of these are Gujarati, Tamil and Kannada.

Like other large cities in the developing world, Mumbai suffers from the same major urbanisation problems seen in many fast growing cities in developing countries widespread poverty and poor public health, employment, civic and educational standards for a large section of the population. With available space at a premium, Mumbai residents often reside in cramped, relatively expensive housing, usually far from workplaces, and therefore requiring long commutes on crowded mass transit, or clogged roadways. According to the Business Week, around 45-48 per cent of the population lives in shanty towns and slums.

CHAPTER V

RESULTS AND DISCUSSION

The information gathered from the 100 sample respondents were tabulated, processed and analyzed statistically. The findings of the study are presented and discussed under the following headings.

1. General characteristics of the sample respondents
2. Consumer awareness of Tulsi Division
3. Consumer preference for non pharma products
4. Consumer perception and satisfaction on non pharma products
5. Categorization of non pharma products
6. Brand performance of non pharma products in Tulsi Division

Consumer Analysis

In consumer analysis, the general characteristics such as age, gender, literacy level, family type, occupation, and family income are discussed besides frequency of purchase, point of purchase, expectation and feed back from the present source of purchase.

1. General Characteristics of the Sample Respondents

Analyzing the general characteristics of the customers of Tulsi Division with respect to gender, family type, family size, educational status, income level of the household will be helpful to the management in accomplishing the needs of the consumers.

1.1. Gender of the Respondents

The gender of the respondents has been classified into two category and the results are given in the Table 4.

Table 4. Gender of the Respondents

S.No	Gender	No of Respondents	Percentage to Total (%)
1	Male	46	46
2	Female	64	64
Total		100	100.00

From the above table, it could be inferred that 64 per cent of the respondents were females, which was very high when compared to male (46 per cent). Thus the results revealed that most of the sample customers of food bazaar and big bazaar were females. So, the majority of the business in Tulsi Division occurred through the female customers. The case firm need to understand them well, as well as should concentrate more on attracting male customer by conducting periodic surveys to assess their taste and preferences from Tulsi format. Besides, the company can also explore the possibilities of practicing “Reactive Marketing” and “Proactive Marketing” to increase the sales volume and at the same time, ensures retention of the customers.

1.2. Age of the Respondents

The respondents were classified into four groups based on their age and the details are furnished in the Table 5.

Table 5. Age Group of the Respondents

S.No	Age Group (in years)	No of Respondents	Percentage to Total (%)
1	Upto 30	17	17.00
2	31 to 40	33	33.00
3	41 to 50	29	29.00
4	> 50	21	21.00
Total		100	100.00

From the above table, it could be inferred that 33 per cent of the respondents belonged to the age group of 30 to 40 years, followed by 29 per cent of the respondents belonged to the age group of 41 to 50 years. The study indicated that majority of the customers visiting Tulsi format were in the age group of 30 to 50 years which was

accounted for 62 per cent. It revealed that the respondents visiting the Tulsi were mostly married and working groups. The working groups are generally considered to be the keen shoppers and intensive watchers.

1.3. Educational Status of the Respondents

Educational status is another important factor that influences the buying behavior of the customers. Therefore, the educational status of the respondents was assessed and the details are presented in Table 6.

Table 6. Educational Status of the Respondents

S.No	Educational Level	No of Respondents	Percentage to Total (%)
1	High School	15	15.00
2	Under Graduate	38	38.00
3	Post Graduate	47	47.00
Total		100	100.00

From the above table, it could be inferred that 47 per cent of the respondents were post graduates followed by 38 per cent with under graduate degree and none of them were found illiterate. Thus the results clearly indicated that most of the customers were well educated and it would be easy for us to explain the product features.

1.4. Occupation of the Respondents

Occupations of the respondents were classified into four categories and the results are explained in Table 7.

Table 7. Occupation of the Respondents

S.No	Source of Occupation	No of Respondents	Percentage to Total (%)
1	Government	29	29.00
2	Private	43	43.00
3	Business	21	21.00
4	Others	07	07.00
Total		100	100.00

Table 7 inferred that, 43 per cent of the respondents were working in private organizations followed by 29 per cent of the respondents who were working in the government organizations. More efforts should be taken to attract the business class to tap their increased purchasing power through suitable promotional measures.

1.5. Annual Income of the Family

The respondents were classified into four categories based on the gross annual income of the family. The results are presented in Table 8.

Table 8. Annual Family Income of the Respondents

S.No	Annual Income (Rs in lakhs)	No of Respondents	Percentage to total (%)
1	Upto 3	16	16.00
2	3-5	27	27.00
3	More than 5	57	57.00
Total		100	100.00

From the above table, it could be inferred that 57 per cent of the respondents belonged to the higher income group (more than rupees 5 lakhs) followed by 27 per cent of the respondents belonged to the income group of rupees 3 to 5 lakhs. The results indicated that the customers of Tulsi format belonged to higher income groups. It might be due to the consciousness of getting a quality product from the quality shop.

1.6. Family Type of the Respondents

The family type of the respondents was classified as nuclear and joint family and the results are presented in Table 9.

Table 9. Family Type of the Respondents

S.No	Family Type	No of Respondents	Percentage to Total (%)
1	Nuclear Family	86	86.00
2	Joint Family	14	14.00
Total		100	100.00

From the above table, it could be inferred that 86 per cent of the respondents belonged to the nuclear type of family while 14 per cent of the respondents belonged to the joint family. It might be due to the limited living space in the city like Mumbai.

1.7. Frequency of Visit by the Respondents

The frequencies of visit to the mall by the respondents are presented in Table 10.

Table 10. Frequency of Visit by the Respondents

S.No	Frequency	No of Respondents	Percentage to Total (%)
1	Weekly	13	13.00
2	Fortnightly	52	52.00
3	Monthly	35	35.00
Total		100	100.00

From the above table, it could be inferred that 52 per cent of the respondents visited the division fortnightly followed by 35 per cent of the respondents who visited once in a month. The weekly visit was found to be very less and hence the Tulsi division should concentrate on increasing the number of visits to the outlet by giving weekly offers. Apart from this, the respondents mostly visiting the mall by evening hours.

2. Consumer Awareness of Tulsi Division

Consumer awareness is nothing but recognition and recall of a branded product or a firm involved in meeting the interest of the consumers.

2.1. Awareness Among the Customers About Tulsi Division

Consumer Awareness about the Tulsi Division and the source of getting the response by the respondents was collected and presented in Table 11.

Table 11. Awareness About the Tulsi Division

S.No	Attributes	No of Respondents	Percentage to Total (%)
1	Aware	83	83.00
2	Un aware	17	17.00
Total		100	100.00

Tulsi Division is one among the many divisions present in the Food bazaar and Big bazaar selling pharma and related non pharma products. The customer after entering into the bazaar went around for shopping their requirements. Out of the one hundred interviewed customers at Tulsi Division, 83 per cent of them were well aware of the division but while going around entered the Tulsi division for the first time is accounted for only 17 per cent.

Though awareness level on Tulsi division was high, suitable in-store displays and posters on Tulsi Division may increase the foot fall.

2.2. Source of Awareness to the Customers About Tulsi Division

It is also important to analyze the source of awareness; the one motivated the customers to know more about Tulsi. The details are analyzed and presented in Table 12.

Table 12. Source of Awareness to the Customers about Tulsi Division

(N=83)

S.No	Source	No of Respondents	Percentage to Total (%)
1	Radio (FM)	18	21.70
2	Television / Mass Media	15	18.02
3	Wall Paintings	4	4.83
4	Newspapers / Magazines	33	39.77
5	Word of Mouth	9	10.85
6	Others	4	4.83
Total		83	100.00

From the above table, it could be inferred that 39.77 per cent of the respondents aware about the Tulsi division through Newspapers / Magazines advertisements. Followed by FM Radio advertisements (21.70 per cent) and 18.02 per cent were aware through Television / Mass media. Sources like word of mouth, wall paintings and other sources made less awareness to the customers about the Tulsi division.

3. Consumer Preference for Non Pharma Products

The consumer preference referred to the choice of the consumer among many brands of non pharma products of Tulsi.

3.1. Preference of Non Pharma Products Among the Consumers

The sample respondents expressed their preferences for non pharma products that were found in Tulsi and the results are analyzed and presented in Table 13.

Table 13. Preference of Non Pharma Products Among the Consumers

S.No	Particulars	No of Respondents	Preference (%)
1	Ayurvedha	30	30.00
2	Health foods	43	43.00
3	Homeopathy	7	7.00
4	Instruments	2	2.00
5	Medical care	7	7.00
6	Suppositors	3	3.00
7	Test Kits	11	11.00

From the above table, it is observed that 43 per cent of the respondents preferred to buy health foods like Calcium Sandoz, Protinex and Nutramen. Followed by 30 per cent of the respondents preferred to buy ayurvedha items and 11 per cent of the respondents were interested in buying test Kits to measure BP and Sugar levels in the blood. The rest of items like medical care, homeopathy, suppositories, and instruments were preferred by few respondents.

Table13 revealed that, consumer preferences are mostly to the products of Ayurvedha, Health foods and Test Kits. In this respect, the consumer preference with respect to product size, quality and price are analyzed and presented in Tables from 14 to 20.

3.2. Consumer Preference on Product Size of Ayurvedha Products

From the consumer preference, the product size preferred by the consumers of ayurvedha products was studied and presented in Table 14.

Table 14. Consumer Preference on Product Size of Ayurvedha Products

S.No	Product size (Grams)	No of Consumers Preferred	Status of Availability Yes/No
1	Upto 100	63	Yes
2	100 to 200	27	Yes
3	More than 200	10	Yes

From the Table 14, it is understood that most of the consumers (63 per cent) preferred the product size of upto 100 grams because 52 per cent of the respondents visited the division fortnightly. So they preferred to buy then and there and don't want to stock medicines over a period. Followed by 27 per cent of consumers preferred 100 to 200 grams and 10 per cent preferred more than 200 grams product size. It might be due to one time purchase. Age factor may be responsible for the same.

3.3. Consumer Preference on Form of Ayurvedha Products

Besides product size, the form of the ayurvedha products also influences the consumers. The product forms preferred are classified into four categories and are presented in the Table 15.

Table 15. Preference on Form of Ayurvedha Products

S.No	Form of the Product	No of Consumers Preferred	Status of Availability Yes/No
1	Powder	25	Yes
2	Tablets	61	Yes
3	Paste	4	Yes
4	Syrup Base	10	Yes

Table 15 revealed that majority of consumers (61 per cent) have preferred Tablets form of ayurvedha products followed by Powder form (25 per cent), Syrup base (10 per cent) and Paste form (4 per cent). To sum up, higher preference could be seen in favour of tablets form of ayurvedha medicines.

3.4. Price Preference on Ayurvedha Products

The price of the product is also one of the important factor among the consumers. Hence the price of ayurvedha products are classified into three categories and reported in the Table 16.

Table 16. Price Preference on Ayurvedha Products

S.No	Price	No of Consumers Reported	Percentage (%)
1	High	19	19.00
2	Moderate	57	57.00
3	Low	24	24.00
Total		100	100.00

From the Table 16, it is understood that 57 per cent of consumers have reported that the price of the ayurvedha products is moderate followed by 24 per cent felt as low and 19 per cent revealed as high. On comparing the price preference with that of income levels, the higher income group have revealed that the price of the produce were moderate and it was mentioned as low by middle income group and part of high income group due to the richness of the produce at Tulsi.

3.5. Consumer Preference on Product Size of Health Products

From the consumer preference, the product size preferred by the consumers of Health products was studied and presented in Table 17.

Table 17. Consumer Preference on Product Size of Health Products

S.No	Product Size (Grams)	No of Consumers Preferred	Status of Availability Yes/No
1	Upto 200	35	Yes
2	Upto 500	42	Yes
3	Between 500-1000	19	Yes
4	More than 1000	4	Yes

From the Table 17, it is understood that most of the consumers (42 per cent) preferred the product size of upto 500 grams because of the respondents frequent visit they prefer optimum size than any other, followed by 35 per cent of consumers preferred upto 200 grams, 19 per cent of consumers preferred between 500 to 1000 grams product size and only 4 per cent of consumers preferred more than 1000 grams as product size.

3.6. Price Preference on Health Products

The price of the product is also one of the preference criteria among the consumers. Hence the price of the ayurvedha products are classified into three categories and presented in Table 18.

Table 18. Price Preference on Health Products

S.No	Price	No of Consumers Reported	Percentage (%)
1	High	22	22.00
2	Moderate	57	57.00
3	Low	21	21.00
Total		100	100.00

From the Table 18, it is learnt that 57 per cent of consumers expressed the price of Health products is moderate followed by almost an equal response received in respect of

high and low price. It might be due to the vital nutrient contents of health products which attracted higher price per unit of the produce.

3.7. Brand Preference on Health Products by the Consumers

The sample respondents expressed their Brand preference on health products that were found in Tulsi and the results are presented in Table 19.

Table 19. Brand Preference on Health Products by the Consumers

S.No	Brand Availability in Tulsi	No of Consumers Reported	Percentage (%)
1	All Time	38	38.00
2	Some Time	28	28.00
3	Substitution of Brands	22	22.00
4	No Substitution	12	12.00
Total		100	100.00

From the above table, it could be inferred that 38 per cent of consumers always preferred branded products. 28 per cent of consumers preferred some time, 22 per cent of consumers have substituted with other brands and 12 per cent were not substituted with any other brands in purchase. It shows the value of brand and brand preference on purchase of products.

3.8. Consumer Preference on Test Kits

From the consumer perspective, the preference on Test Kits was studied and presented in Table 20.

Table 20. Consumer Preference on Test Kits

S.No	Name of the Product	Purpose	No of Consumers Preferring
1	Pressure Kits	Pressure check up	33
2	Sugar test Kits	Sugar test	33
3	Blood test Kits	Blood test	27
4	Other Kits	Miscellaneous	7

From the Table 20, one could infer that 33 per cent of consumers have preferred the pressure Kits and 33 per cent of consumers preferred sugar test Kits equally among the products of Test Kits. Followed by 27 per cent of consumers preferred blood test Kits and 7 per cent of consumers preferred other Kits for body exercise and other multifarious usage.

4. Perception and Satisfaction on Non Pharma Products of Tulsi Division

Consumer satisfaction is a person’s feeling of pleasure resulting from comparing a product’s perceived performance in relation to the expectation of the consumer.

4.1. Perception of the Respondents

As Tulsi division has been recently introduced in the bazaar, it is very important to know the perception of the customers about the division. So to know the perception of the customers, questions put to them were analyzed and the results are presented in Table 21.

Table 21. Perception of the Respondents on Non Pharma Products

S.No	Attributes	No of Respondents	Percentage to Total (%)
1	Only for Fitness products	17	17.00
2	Only for medicines	9	9.00
3	One step solution for all	68	68.00
4	Just a normal medicine store	6	6.00
Total		100	100.00

From the above table, it could be infer that 68.00 per cent of the respondents perceived that the mall as one step solution for both fitness and medicine products. From this one could understand the concept of Tulsi that has reached the minds of the customers.

4.2. Satisfaction of the Respondents

Consumer satisfaction is a function of consumer’s perception about the products performance and the expectation of the consumers. If the performance matches their

expectations, the consumer is satisfied. If the performance exceeds expectations, the consumer is highly satisfied. Hence various attributes for satisfaction of the customers was analyzed using scaling technique and the results are given in the Table 22.

Table 22. Satisfaction of the Respondents

S.No	Attributes	Mean Score
1	Availability of range of brands	2.97
2	Quality Products	2.65
3	Product display	2.54
4	Price level	2.32
5	Range of products availability	1.89
6	In store services	1.75
7	Product demonstration	1.63

From the above table, it is clear that most of the customers were satisfied with the availability of range of brands and the quality products. The customers were not much satisfied with the product demonstration and in store services in the Tulsi division. Hence in the services of products demonstration, in-store services, range of products availability are to be given more attention to make the consumers satisfied.

4.3. Reasons for Visiting Tulsi Division

It is important to know the reasons for the purposeful visits of the customers to the division. It will be useful to improve the various attributes of products and services by the Tulsi division. The reasons are ranked and presented in Table 23.

Table 23. Reasons for Visiting Tulsi Division

S.No	Attributes	Percentage to Total (%)	Rank
1	Availability of many brands	76.50	1
2	Schemes and offers	64.00	2
3	Nominal price	53.50	3
4	Good service	51.00	4
5	Post purchase satisfaction	48.50	5
6	Peer group influence	42.00	6
7	Pleasant store atmosphere	36.00	7

Table 23 revealed that among the seven reasons, availability of range of brands secured the first rank followed by schemes and offers ranked second and nominal price as third were the motivating factors among the consumers which forced them to visit the store periodically. Hence, consumer expectations are to be tracked by the store to find new value added services to get Total Consumer Satisfaction (TCS).

4.4. Expectations of the Consumers

Consumers will be visiting the store with some expectations. The expectations may be on product and goods services provided by the store. Preferred products in preferred form coupled with good customer services will motivate the consumer to have periodic visits to the store. In this respect, the expectations of the consumers with respect to the fulfillment of product and services are analyzed and presented in Tables 24 and 25.

4.4.1. Products

It is important for any business to consider the suggestions of the customers, as every business depends upon their customers. Especially in retail industry, it is a crucial factor in determining the success of the company. So, the details were collected from the customers and are analyzed and presented in Table 24.

Table 24. Expectations of the Consumers on Products

S.No	Expectations	Percentage to Total	Rank
1	Increase the number of products	68.50	1
2	Better product demonstration	57.50	2
3	Trial packs can be given to all new products	52.00	3
4	Replacement assurance	34.50	4
5	Increase the number of brands	26.00	5

From the above table, it could be inferred that 68.50 per cent of the respondents suggested for increasing the number of products in the division followed by 57.50 per cent of the respondents suggested for better product demonstration. Around 52.00 per cent of the respondents wanted more trial packs for the new products. On seeing the performance of trial packs, consumers will develop interest in buying the produce. Nearly 34.50 per cent of the respondents expected replacement assurance. It is also equally important and hence the store should concentrate more on replacement assurance to gain the confidence of customers. Besides this, the product packs in the desired form may also be made available in the store to gain retention of customers.

4.4.2. Services

The sample respondents ranked the in store service attributes like billing, demonstration, personal care and other facilities. The details are presented in Table 25.

Table 25. Expectations of the Consumers on Services

S.No	Expectations	Percentage to Total	Rank
1	The billing process should be faster	84.00	1
2	Free medical consultation	67.50	2
3	Personal attention to be given on all the customers	46.00	3
4	Can give a trolley for shopping	34.00	4

From the above Table 25, it could be inferred that 84.00 per cent of the respondents suggested to do the billing process as faster followed by 67.50 per cent of the respondents mentioned to give a free medical consultation related to all the new products. Hence the division should concentrate on installing additional billing counters during the peak hours and the product demonstration should be facilitated in the desired place in an effective way. The method of demonstration should be more of convincing the customers rather than for the sake.

5. Categorization of Non Pharma Products

Retail industry is a booming sector in which newer divisions are emerging. Recently pharmaceutical division was included into the retail format of pantaloon, named Tulsi. An attempt was made to understand the performance of Tulsi (The Medicine Bazaar)-pharmaceutical division in food bazaars and big bazaars of PRIL and its categorization of articles. The results are as discussed below.

Categorization is the process of arranging and allocating the products for easy identification in which ideas and objects are recognized, differentiated and understood. Tulsi division is mainly categorized into pharma and non pharma product divisions. Normally pharma articles are categorized according to alphabetic order and it is easy for handling. Non pharma product categorization was more complex because of the fact that many brands were available in each product category with varying packaging and sizes.

The existing format of non pharma products were reclassified into 7 categories and are presented in Table 26.

Table 26. Categorization of Non Pharma Products

S.No	Particulars	No of Brands	Category
1	Ayurvedha	7	B
2	Health foods	3	A
3	Homeopathy	2	B
4	Instruments	2	B
5	Medical care	2	C
6	Suppositories	2	C
7	Test Kits	4	C

Table 26 revealed that ayurvedha products had many brands which are demended among the consumers and hence 7 brands were stocked followed by health foods had only 3 brands. Since health foods are fast moving, addition of brands in health foods and its space for stocking may be explored. In each category there were many brands and products were sub classified based on the needs.

6. Brand Performance of the Non Pharma Products in Tulsi Division

A brand is essentially a seller's promise to deliver a specific set of features, benefits and services consistently to the consumers. The best brands convey a warranty of quality. With this in mind, the performance of different brands in health foods, ayurvedha are discussed and presented in the following heads.

6.1. Category Wise Contribution to the Total Sales Turnover of Tulsi

The brand performance of the products was analyzed through the details generated from the sales report during July to December, 2006. The category wise contribution to the total sales turnover of Tulsi division and share of major brands in each category are discussed in Table 27.

**Table 27. Category Wise Contribution to the Total Sales Turnover of Tulsi
(July - December, 2006)**

Category	Sales (in Rs)	Contribution to Total Sales (%)
Ayurvedha	899721	31.12
Health foods	1189967	41.15
Homeopathy	182637	6.32
Instruments	141440	4.89
Medical care	164503	5.69
Suppositories	240772	8.33
Test Kits	72194	2.50
Total sales turnover	2891233	100.00

It could be observed from Table 27 that, the major share in the sales turnover of non pharma products in Tulsi Division was contributed by Health foods (41.15 per cent), followed by Ayurvedha (31.12 per cent), Suppositories (8.33 per cent), Homeopathy (6.32 per cent), Medical care (5.68 per cent), Instruments (4.89 per cent) and Test Kits (2.49 per cent) during the month of July to November, 2006. Nearly 73 percent of sales contributed by health foods and ayurvedha sector to the total sales of Tulsi division. Rest of the categories contributed only less than 10 per cent. These are also presented in graphical form in Fig 2.

Fig 2. Sector Wise Contribution to the Total Sales Turnover of Tulsi

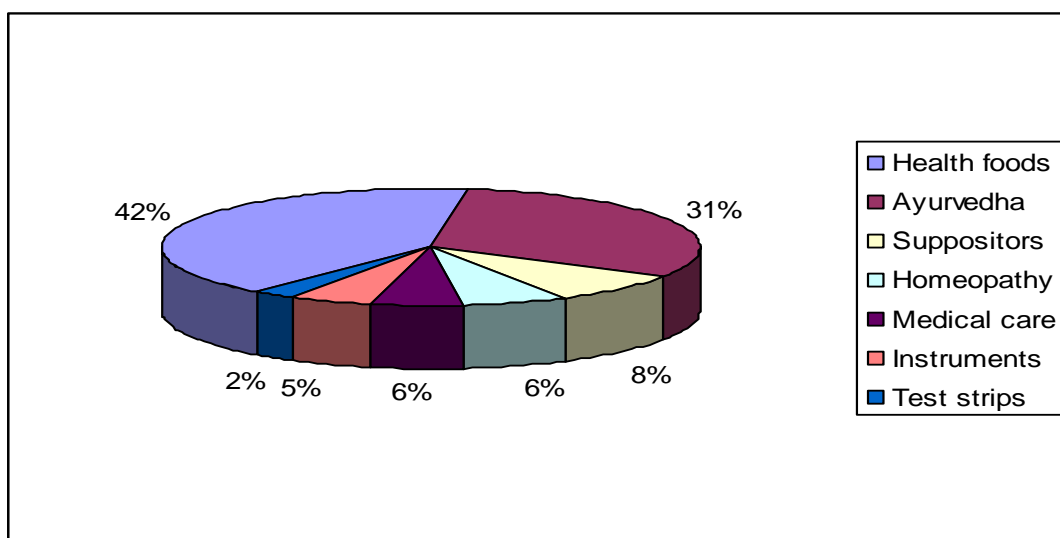


Fig 2 revealed that Tulsi division should concentrate on generating more brands on health foods to increase the sales turn over and win the confidence of customers through quality servicing.

6.2. Share of Major Brands in Sales of Ayurvedha Products

From the sales report, the share of each brand of Ayurvedha products and its contribution to the total sales of ayurvedha category was analyzed and presented in Table 28.

Table 28. Share of Major Brands in Sales of Ayurvedha Products

Brand	Sales (Rs)	Contribution to Total Sales (%)
Age Ayurvedha	15116	1.68
Ayurganga	97506	10.84
Baidyanath	81185	9.02
Dabur	103158	11.47
Himalaya	259346	28.83
Kudos	183411	20.38
Sunova	159998	17.78
Total Sales (in Rs)	899,720	100.00

It could be observed from Table 28 that, the major brands in terms of sales in Ayurvedha products were Himalaya (28.83 per cent) followed by Kudos (20.38 per cent), Sunova (17.78 per cent), Dabur (11.47 per cent), Ayurganga (10.84 per cent), Baidyanath (9.02 per cent) and Age ayurvedha (1.68 per cent).

Among seven brands of ayurvedha products, himalaya brand was moving fast followed by kudos. Based on the quality and business dealings, Tulsi division can also promote the brands in the minds of the customers.

Fig 3. Share of Major Brands in Sales of Ayurvedha Products

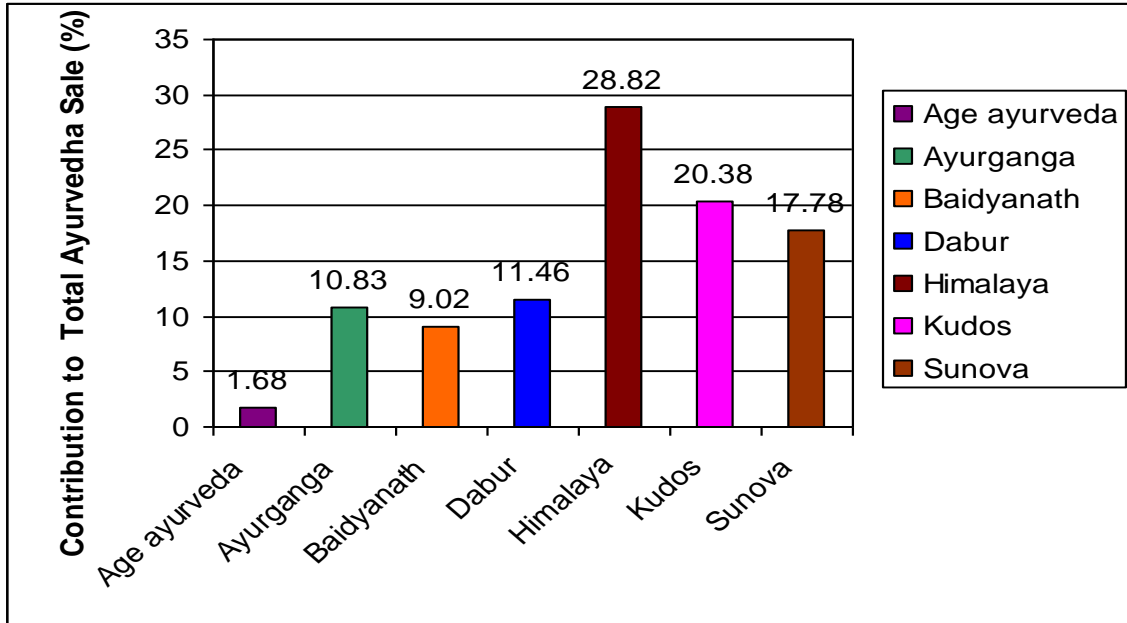


Figure 3 depicted the clear share of Himalaya brand among ayurvedha products which shared around 29 per cent of total sales. Besides, an Ayurvedic physician may also be placed in the format to have consultation on a moderate fee to facilitate higher sales volume in ayurvedha and health foods.

6.3. Share of Major Brands in Sales of Health Food Products

From the sales report, the share of each brand in Health Food and its contribution to the total sales of Health Food category was analyzed and presented in Table 29.

Table 29. Share of Major Brands in Sales of Health Food Products

Brand	Sales (Rs)	Contribution to Total Sales (%)
Calcium Sandoz	807,214	67.83
Protinex	145,388	12.22
Nutramen	237,365	19.95
Total Sales (in Rs)	1189967	100.00

From the above table, the total sale of Health Food was contributed by three brands Calcium Sandoz (67.83 per cent), Nutramen (19.95 per cent) and Protinex (12.22 per cent). It is also presented for easy comparison in Fig 4.

Fig 4. Share of Major Brands in Sales of Health Food Products

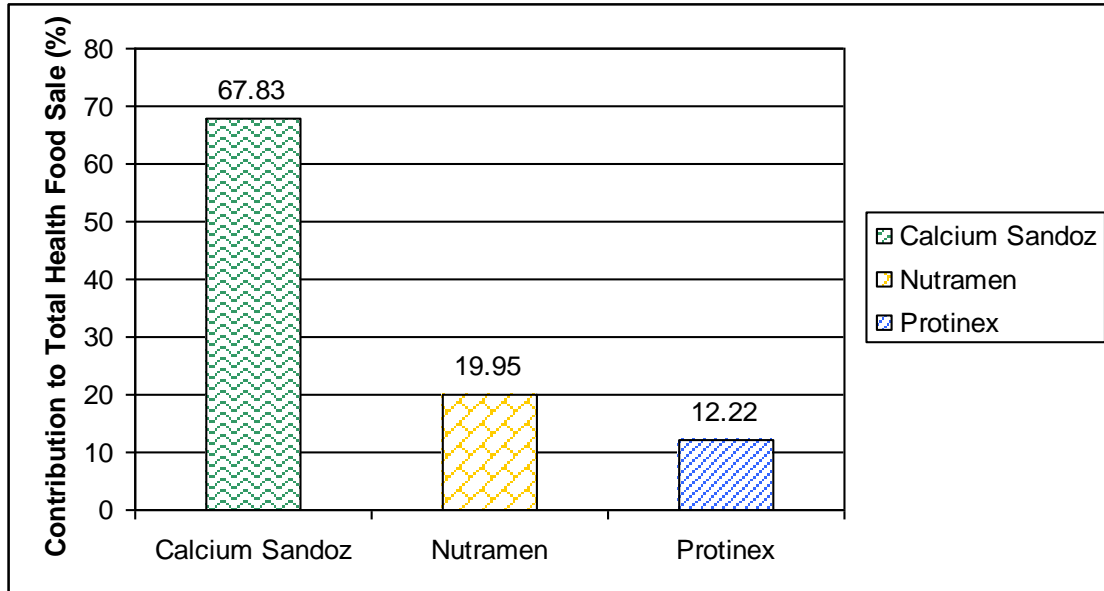


Figure 4 depicted the clear share of Calcium Sandoz brand among Health Food products which shared around 68 per cent of total sales. Hence, the Health Food products is doing well and contributes nearly 42 per cent to the total sales, the Tulsi division should concentrate on generating more brands on health foods to increase the sales turn over and win the confidence of customers through quality servicing.

6.4. Share of Major Brands in Sales of Homeopathy Products

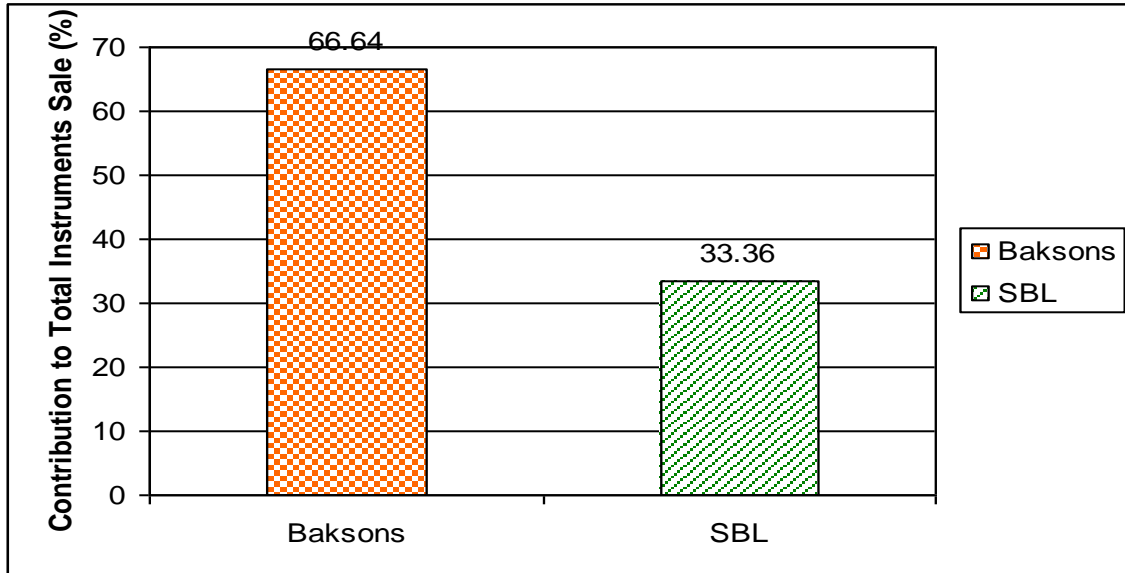
From the sales report, the share of each brand in Homeopathy and its contribution to the total sales of Homeopathy sector were analyzed and presented in Table 30.

Table 30. Share of Major Brands in Sales of Homeopathy Products

Brand	Sales (Rs)	Contribution to Total Sales (%)
Baksons	121697	66.64
SBL	60940	33.36
Total Sales (in Rs)	182637	100.00

From the Table 30, one could infer that the sale in Homeopathy products was contributed by two brands namely Baksons (66.64 percent) and SBL (33.36 percent). These are also presented in graphical form (Fig 4.)

Fig 5. Share of Major Brands in Sales of Homeopathy Products



When comparing the sales turnover of homeopathy medicines with that of Ayurvedha, homeopathy sector fared very poorly. It might be due to poor awareness among the customers on homeopathy medicines. Hence, promotional measures need to be harnessed by homeopathy dealers to reach the minds of customers. Since homeopathy sector contributing around 6.32 per cent of total sales turnover of Tulsi, a homeopathy physician can be positioned in consultation basis for a short time in Tulsi format to accelerate the sales of homeopathy medicines.

6.5. Share of Major Brands in Sales of Instrument Products

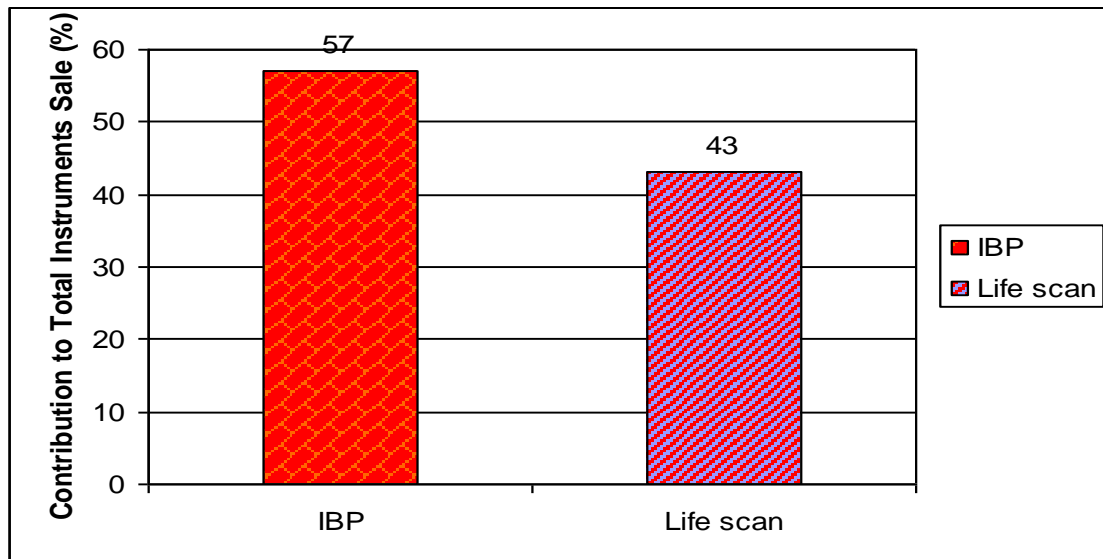
From the sales report, the share of each brand on total sales turn over of Instruments was calculated and presented in Table 31.

Table 31. Share of Major Brands in Sales of Instruments Products

Brand	Sales (Rs)	Contribution to Total Sales (%)
IBP	80620	57.00
Life scan	60820	43.00
Total Sales (in Rs)	141440	100.00

Table 31 revealed that the sales of instruments are contributed by only two brands i.e., IBP (57 per cent) and Life scan (43 per cent). From the total sales turn over of Tulsi, it is accounted only for 4.89 per cent.

Fig 6. Share of Major Brands in Sales of Instruments Products



When comparing the sales turnover of instrument sales with that of suppositories, Instruments sector fared very poorly. It might be due to high cost, poor utility or poor awareness among the customers on instruments. Hence, promotional measures highlighting the usefulness of the produce are needed to reach the minds of customers.

6.6. Share of Major Brands in Sales of Medical Care Products

From the sales report, the share of each brand in Medical Care and their contribution to the total sales of Medical Care category was analyzed and presented in Table 32.

Table 32. Share of Major Brands in Sales of Medical Care Products

Brand	Sales (Rs)	Contribution to Total Sales (%)
AMPM	8239	5.00
Scholl's	156264	95.00
Total Sales (in Rs)	164503	100.00

From the above table, it could be inferred that the sales of Medical Care was contributed by two brands Scholl's (95.00 percent) and AMPM (5.00 percent). It is also represented in the Fig 7.

Fig 7. Share of Major Brands in Sales of Medical Care Products

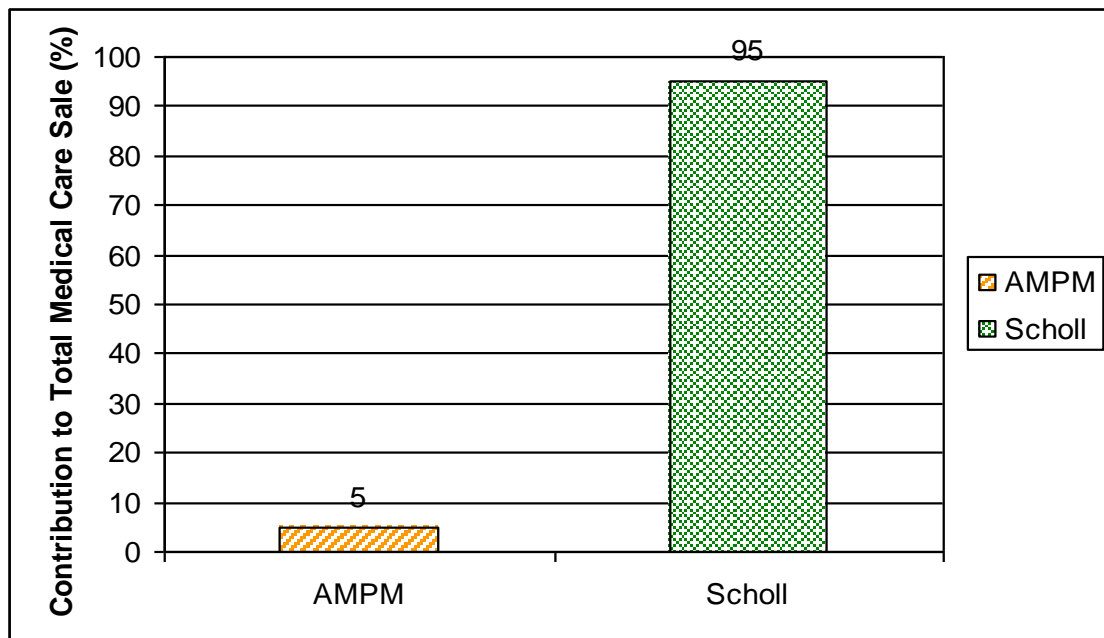


Figure 7, depicted that the major share of medical care products were contributed by Scholl brand (95 per cent). At the same time the total medical care products sale contribution to the total non pharma is very little. So the division should concentrate on

the promotional activities to reach the customers and increase the sales of medical care products.

6.7. Share of Major Brands in Sales of Suppository Products

From the sales report, the share of sales of each brand in Suppository is to the total sales of Suppositories category was analyzed and presented in Table 33.

Table 33. Share of Major Brands in Sales of Suppositories Products

Brand	Sales (Rs)	Contribution to Total Sales (%)
LP	220,060	91.39
Visco	20,712	8.61
Total Sales (in Rs)	240772	100.00

From the above table, it could be inferred that the Suppositories sales was contributed by two brands viz., LP (91.39 percent) and Visco (8.61 percent). It is also represented in Fig 8.

Fig 8. Share of Major Brands in Sales of Suppositories Products

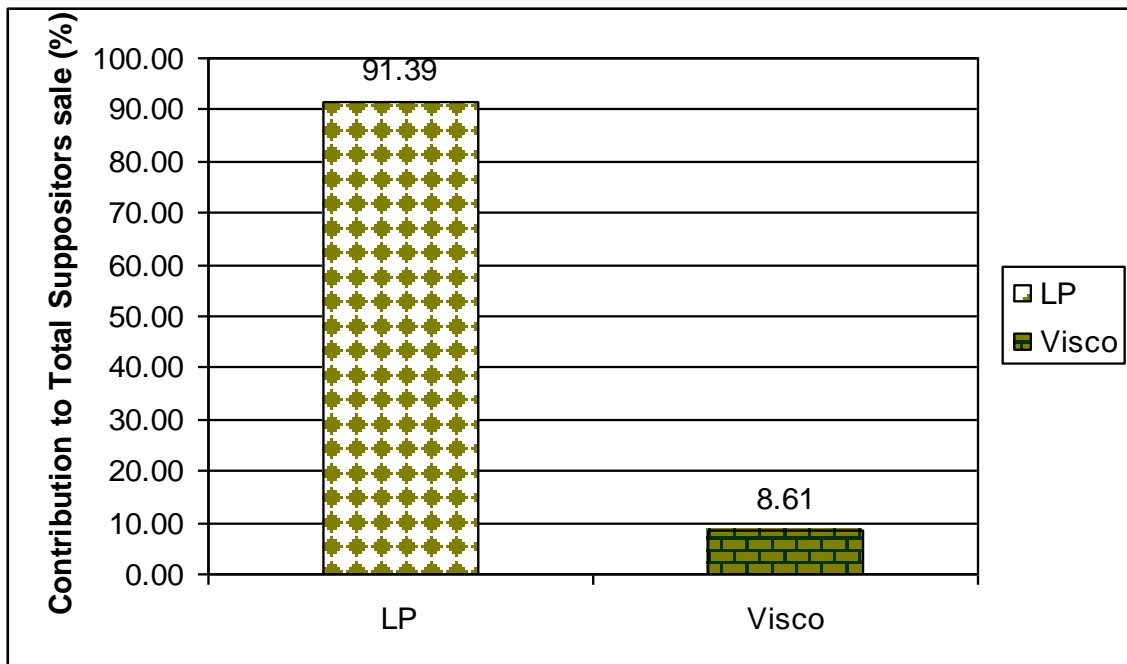


Figure 8, depicted the clear share of LP brand (91.39 per cent) dominating among total sales to the suppositories. As compared to sale of other non pharma products, suppositories sales performed very poor but fared well than its counter part instruments and test Kits. Hence, promotional measures need to be harnessed by suppository dealers to reach the minds of customers.

6.8. Share of Major Brands in Sales of Test Kit Products

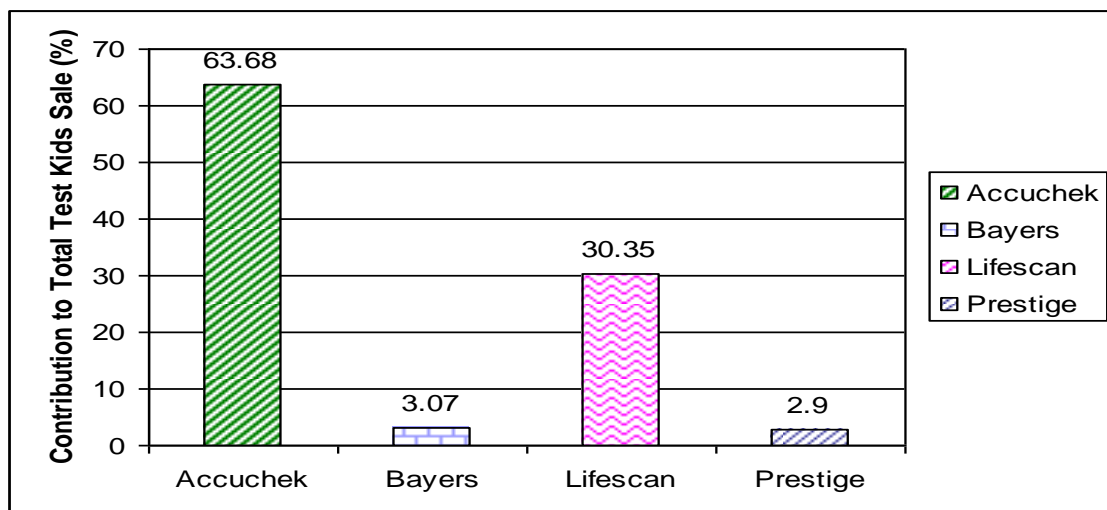
From the sales report, the share of each brand in Test Kits to the total sales of Test Kits category was analyzed and presented in Table 34.

Table 34. Share of Major Brands in Sales of Test Kit Products

Brand	Sales (Rs)	Contribution to Total Sales (%)
Accucheck	45975	63.68
Bayers	2219	3.07
Life scan	21910	30.35
Prestige	2090	2.90
Total Sales (in Rs)	72194	100

It could be observed from the table that the major brand in Test kid were Accucheck (63.68 percent) followed by Life scan (30.35 percent), Bayers (3.07 percent) and Prestige (2.90 percent). Its performance is presented in graphical form (Fig 9.)

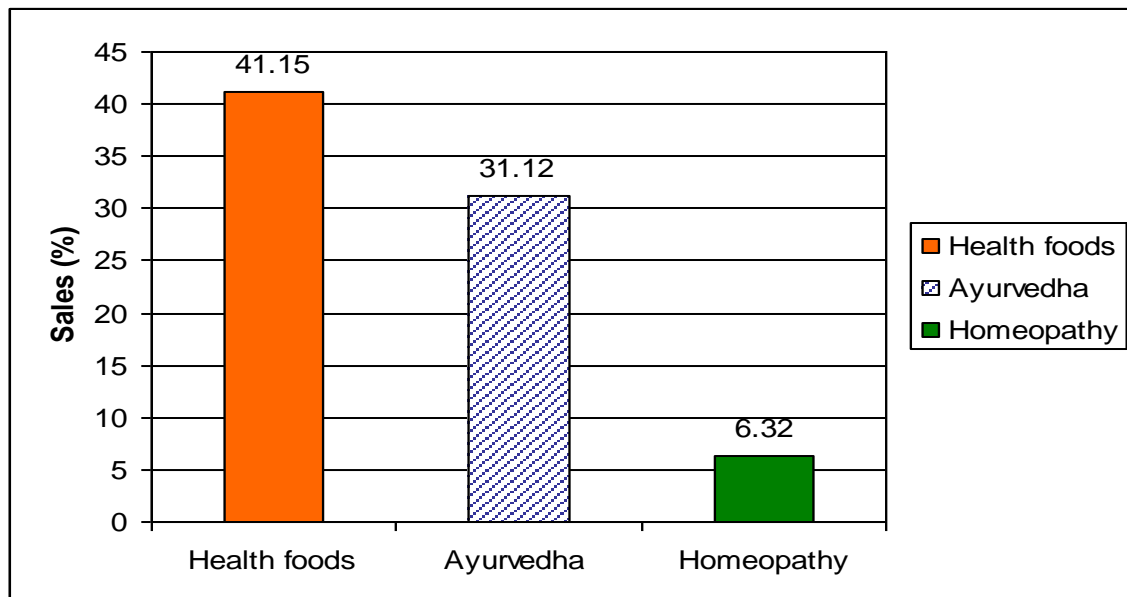
Fig 9. Share of Major Brands in Sales of Test Kit Products



When comparing the sales turnover of Test Kits sales with that of other sectors, it contributes very less (2 per cent). It might be due to high cost and poor awareness among the customers on handling. Hence, promotional measures and timely demonstrations are needed to reach the minds of customers to light up the Test Kits sales and uplift the contribution to total non pharma category sales.

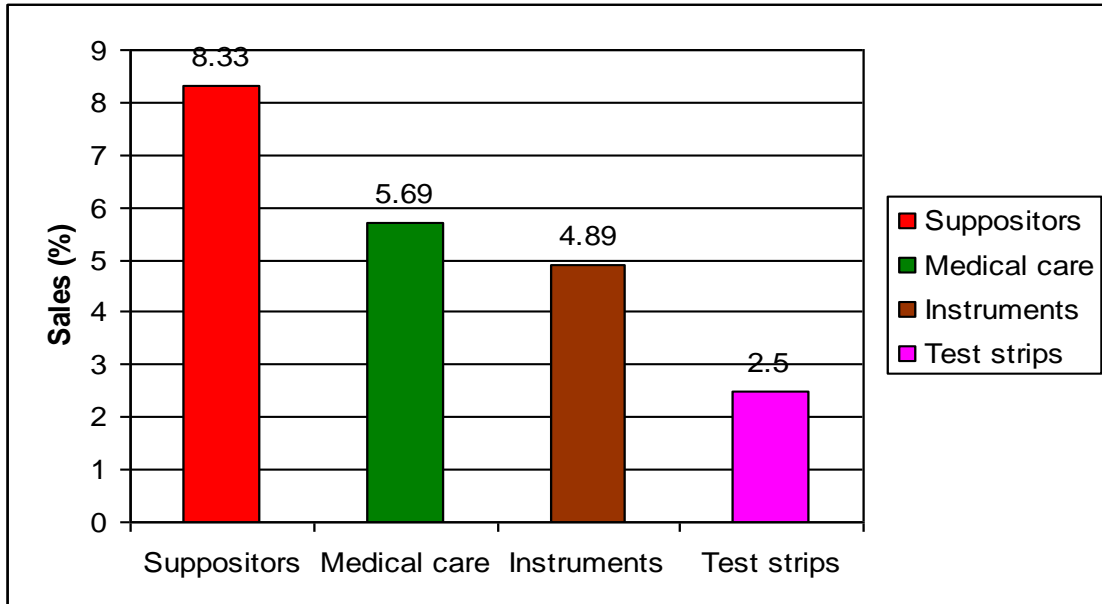
To sum up, health foods sector contributed around 78 per cent to the total sales turnover. It included Ayurvedha (31 per cent), Health foods (41 per cent) and Homeopathy (6.3 per cent). The sales turnover by health foods sector is presented in graphical from (Fig 10). It revealed that the major sales turnover is from health foods. Hence, Tulsi can stock many more brands in respect of health foods to increase its business size.

Fig 10. Sales Turnover of Health Foods sector



Remaining 22 per cent contributed by non health food items viz., Suppositories (8.33 per cent), Medical care (6 per cent), Instruments (5 per cent) and Test Kits (2.50 per cent). The sales turnover realized by this sector is presented in graphical form (Fig 11).

Fig 11. Sales Turnover of Non Health Foods sector



Hence the Tulsi division can concentrate more on health foods to increase sales volume and the remaining for customer satisfaction to fulfill one step solution for all requirements.

CHAPTER VI

SUMMARY AND CONCLUSION

In this chapter, summary of the study and conclusions drawn based on the results are presented. The study was undertaken for Pantaloon Retail India Limited, Mumbai. The study was undertaken with the following specific objectives

The specific objectives of the study are

- i. To study the categorization of non pharma products in Tulsi
- ii. To identify the consumer awareness and preference towards the Tulsi Division
- iii. To analyze the consumer perception and satisfaction level regarding non pharma products
- iv. To analyze the brand performance of non pharma products in Tulsi Division

The study was carried out in Mumbai city. The primary data was collected by personal interview with 100 sample respondents using pretested interview schedule and the secondary data was gathered from the company records and collected through email from the respective formats. The collected data were tabulated and analyzed employing Percentage analysis, ABC analysis, Garrett's Ranking Technique, Multi dimensional Scaling Technique and Perception Index.

This chapter is presented according to the array of results and discussion are as follows

1. General characteristics of the sample respondents
2. Consumer awareness of Tulsi Division
3. Consumer preference for non pharma products
4. Consumer perception and satisfaction level regarding non pharma products
5. Categorization of non pharma products in Tulsi Division
6. Brand performance of non pharma products in Tulsi Division

1. General Characteristics of the Sample Respondents

In the study area on an average, 64 per cent of the respondents were females and mostly 33 per cent of the respondents belonged to the age group of 30 to 40. The study clearly indicates that most of the customers visiting the food bazaar and big bazaar were females and the decision making of buying mostly by females. The literacy level of the sample respondents in the study area was 100 per cent and in that 47.00 per cent are post graduate. Around 43 per cent of the respondents are working in private organizations. The annual income of the respondent's family was arrived at more than 5 lakhs (57 per cent). Majority of the respondents belonged to the nuclear type of family (86 per cent). Among the respondents, 52 per cent were visited the division fortnightly.

2. Consumer Awareness of Tulsi Division

Most of the respondents (83 per cent) who were aware about the Tulsi format. In that 39.77 per cent of the respondents were aware about the Tulsi division through the source of Newspapers / Magazines advertisements.

3. Consumer Preference for Non Pharma Products

Around 43 per cent of the respondents preferred to buy health foods followed by ayurvedha products (30 per cent). In ayurvedha products, 63 per cent of consumers preferred upto 100 grams product size and mostly (61 per cent) preferred in tablet form with moderate price preference. In health products, the consumers preferred upto 500 grams product size with moderate price and particularly 38 per cent of consumers prefer branded products all the time. Coming to test Kits 33 per cent of consumers preferred to buy pressure Kits and sugar test Kits for self check up.

4. Consumer Perceptions and Satisfaction Level

Among the sample respondents nearly, 70 per cent of the respondents perceived the concept of mall is one step solution for all. Most of the customers are satisfied with the range of brands and the quality of products. Majority of the customers purposefully visited the mall for brand availability and for schemes and offers. Mostly the customers are expecting or suggesting to increase the number of products and better product

demonstration. The suggestion by the respondents for services is to do the billing process as faster and mentioned to give a free medical consultation related to all the new products.

5. Categorization of Articles in Tulsi

Categorization is the process of arranging and allocating the products for easy identification. In Tulsi the non pharma articles were reclassified into seven categories with number of brands. They are follows

1. Ayurvedha, 2. Health foods, 3. Homeopathy, 4. Instruments, 5. Medical care.
6. Suppositories and 7. Test Kits.

Categorization implies that objects are grouped into categories, usually for some specific purpose. Ideally, a category illuminates a relationship between the subjects and objects of knowledge. It is fundamental in prediction, inference, decision making and in all kinds of interaction with the environment. In respect of categorization, Health foods classified into 'A' group, Homeopathy and Ayurvedha comes under 'B' category with respect to space and turn over norms.

6. Brand Performance of the Articles

According to the sales report during July to December, 2006, the major share (72 per cent) in the sales turnover of non pharma articles in Tulsi Division was contributed by Health foods (41.16 per cent) and Ayurvedha (31.12 per cent). Nearly 50.00 per cent of the Ayurvedha sales were shared by Himalaya (28.82 per cent) and Kudos (20.38 per cent). Around 66.64 per cent of the Homeopathy sales were shared by Baksons. Total Instruments sales were contributed by two brands IBP (57 per cent) and Life scan (43 per cent). LP brand itself contributed 92 per cent to the total suppositories sales. The Health Foods sale was contributed maximum by Calcium Sandoz (67.83 per cent). In Medical care sector, Scholls brand shares 95 per cent to the total sales. Finally in Test Kits sector, 63.68 per cent sales shared by Accucheck.

Conclusions

- Most of the customers visiting the food bazaar and big bazaar were females and decision making of buying mostly by females.
- Around 43 per cent of the respondents are working in private organizations.
- The annual income of the 57 per cent respondent's family was arrived at more than 5 lakhs.
- Majority of the respondents (86 per cent) belonged to the nuclear type of family.
- Among the respondents, 52 per cent were visited the division fortnightly.
- Most of the respondents (83per cent) who were aware about the Tulsi format.
- Awareness about the Tulsi division through the source of Newspapers / Magazines advertisements.
- Around 43 per cent of the respondents preferred to buy health foods.
- Around three fourth of the respondents perceived the concept of mall is one step solution for all.
- Most of the customers are satisfied with the range of brands and the quality of products.
- In respect of categorization, Health foods classified into 'A' group, Homeopathy and Ayurvedha comes under 'B' category with respect to space and turn over norms.
- 72 per cent of sales turn over of non pharma sector is contributed by Health foods (41.16 percent) and Ayurvedha (31.12 percent) itself.
- Nearly 50 per cent of the Ayurvedha sales were shared by Himalaya (28.82 per cent) and Kudos (20.38 per cent).
- Around 66.64 per cent of the Homeopathy sales were shared by Baksons.
- Total Instruments sales were contributed by two brands IBP (57 per cent) and Life scan (43 per cent).
- LP brand itself contributed 92 per cent to the total suppositories sales.
- The Health foods sale was contributed maximum by Calcium Sandoz (67.83 per cent).
- In Medical care sector, Scholls rand shares 95 per cent to the total sales.
- Finally in Test Kits sector, 63.68 per cent sales shared by Accucheck.

Recommendations

- The company can resort to “Reactive Marketing” and “Proactive Marketing” to increase the sales volume and at the same time, ensures retention of the customer.
- More efforts should be taken to attract the business class to tap their increased purchasing power through suitable promotional measures.
- The Tulsi division should concentrate on increasing the number of visits of customer to the outlet by giving weekly offers
- The division should give more attention to make the consumers satisfied by providing services of product demonstration, in-store services and range of products availability.
- Consumer expectations are to be tracked by the store to find new value added services to get Total Consumer Satisfaction (TCS)
- The division should concentrate on installing additional billing counters during the peak hours in desired place in an effective way.
- Tulsi division should concentrate on generating more brands on health foods to increase the sales turn over and win the confidence of customers through quality servicing.
- The format can be positioned with ayurvedha physician in the evening hours for consultation on a moderate fee to facilitate higher sales volume in ayurvedha and homeopathy products.

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