Factors Influencing Customer Preference towards Organised Food Retailing.

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Abstract:

In India the scope of organized food retailing has increased in the last few years, offering ample amount of opportunities to Indian business. Due to large consumer base, India provides an opportunity for their retailers all over the world to sell their products in India. In any business, change is the only permanent thing. Consumers prefer modern retail stores over the conventional and traditional stores. This has resulted in a major change in consumer behaviour.

After considering the important changes in the consumer scenario in India, especially with regard to the present changing pattern in organized retail stores, the researcher has decided to study on consumer behaviour in organized retail industry with reference to organized food retail. This study has been focused on the Bangalore region which is a fast growing industrial belt in South India.

It provides a guideline for further research in the area of organized retailing. This study gets importance because in this study, the consumer awareness, factors influencing consumer behaviour, marketing strategies, promotional mix, benefits and problems faced by the consumers and opportunities for the departmental stores in this area have been studied. This research is also getting importance because it aims to identify the consumer response and decision making behaviour in organized food retail. It also shows the future scenario of organized retailing keeping in view of current perspective.

Introduction

With this hectic schedules in lives, the lifestyle of people is changing and hence their shopping behaviour and the factors influencing the customer purchase intention are also changing. This has increased the demand for organised food retailing and the various services provided by these organised food retailers which make the shopping experience easy and pleasant for people. Most of the organised food retailers like Nilgiri's , More etc are continuously striving to understand the factors that influence people to buy from organised food retailers and make their shopping experience better. Thus people are looking for comfort while shopping for household items, which can be achieved by getting proper services and incorporating those factors which make shopping experience pleasant for customers.. Thus this tremendous growth of organised food retailers has triggered the idea ofconducting a study on finding the factors that influence the consumers/customers to purchase vegetables, fruits, grocery and staple food from organised food retailing.

The present study is both exploratory and descriptive research. Descriptive research aims to describe systematically about the factors influencing the customer/consumer preference towards the organised food retailing. Exploratory research was done to get the factors that impact the customer preference towards organised food retailing by studying various journals and doing literature review. The study is

based on the factors collected from various journals, books and by asking people who shop from organised food retailing. Research is based on the statistical analysis report using spss.

Literature Review

1. **Dr. Satendra Thakur (June 2016)** explains how consumer behavior has become most vital factor for each and every business organizations. However study of consumer behavior is important for both consumer and well as business organizations. In this research paper we have describe the relationship between organized food retail stores and consumer behavior, for this purpose we have identify three major aspect of organized food retail stores such as Product, Price and Service.

2. **David R. Bell (1998)** This paper attempts to understand the relationship between grocery shopping behavior, retail price format, and store choice by posing and answering the following questions. First, after controlling for other factors (e.g., distance to the store, prior experience in the store, advertised specials), do consumer expectations about prices for a basket of grocery products ("expected basket attractiveness") influence the store choice decision? This is a fairly straightforward test of the effect of price expectations on store choice. Second, are different pricing formats (EDLP or HILO) more or less attractive to different types of shoppers? To adequately answer the second question, we must link consumers' category purchase decisions, which collectively define the market basket, and the store choice decision.

3. **DivariesCosmasJaravaza (2013)** The study investigated the role of store location in influencing customers' store choice. Two outlets that belong to the same supermarket chain were studied. These outlets shared similar management and marketing strategies. A descriptive survey of customers and management was done through the use of questionnaires, interviews and observations as research instruments. It was noted that outlets with better parking space attracted high income earners, whilst proximity to other complimentary outlets increased pedestrian store traffic. Out of ten factors that may influence store choice, seven factors were considered by customers to be pertinent. Of the seven factors, four were store location features, namely travelling time, location convenience, proximity to complimentary outlets and store visibility.

4. **Er.R.Shenbagasuriyan (2012) explains about the** Consumer Perception carried out the attention of the consumers towards the product, interpretation, memory, purchase and Consumer decision of the consumers. It includes the consumer opinion towards the product, frequency of buying, selecting the store it may be organized retail or unorganized retail sectors.

Objectives:

1. To find outwhether there is any kind of a relationship between the demographic variables and the type of food retailer they choose(i.e organized or unorganized).
2. To understand whether there is an kind of a relationship between type of grocery/staple customer buy(i.e branded/unbranded) and type of food retailer.
3. To determine the factors impacting the customer purchase intention

Hypothesis:

Hypothesis 1(H_{o1}): There is no significant association between the demographic variables of the respondents and the type of food retailer.

Sub Hypothesis:

Hypothesis1(H_{011}):. There is no significant association between the gender of respondents and the type of food retailer.

Hypothesis 1(H_{012}): There is no significant association between the age group of the respondents and the type of food retailer.

Hypothesis 1(H_{013}): There is no significant association between the house-hold Income and the type of food retailer.

Hypothesis 2(H_{02}): There is no significant association between the type of grocery (i.e Branded/unbranded) and the type of retailer customer choose.

Hypothesis 3(H_{03}): There is no impact of the various factors considered for study on Customer purchase intention.

The hypothesis is tested using statistical tool SPSS 20.0 version.

Research Metthodology

a) Population: Anyone who shops from organised or un-organised food retailing in Bengaluru.

b) Sample design

Sample size: The sample size selected for the research is 257 in the area of Bengaluru.

Sampling unit: All the respondents who shop from organised food retailers are the sample to be surveyed.

Sampling method: In this study non-probability sampling method i.e. convenient sampling method is used for collecting primary data.

c) Method of data collection

Primary data: Primary data consist of original information gathered from sample size of 257 respondents staying in Bengaluru, India.

Secondary data: The study also contains secondary data i.e. data frombooks, authenticatedwebsites and journals forthe latest updates just to gain an insightsfor the views of variousexperts.

d) Instrument for data collection

The data collectiontool used for theresearch is "Questionnaire" to get the primary datafor the empiricalresearch on consumer perception towards organised food retailers. The Questionnaire which is attached in the next pageconsists of a number of questions in a definite order on a formwhich is the respondents read.

e) Designing a questionnaire

The questionnaire consists of two parts mainly. The first partconsists of mainly closed ended questions and the second part consists of five point interval scale i.e. from strongly agree to strongly disagree.

f) Testing of questionnaire/Pilot

Piloting of thequestionnaire has been done by asking 5 people to read it through andsee if there is any ambiguitieswhich I have not noticed. A reliability test has been performed for the 20 variables which is used for factor analysis with first 50 responses and thus it resulted out with a 0.83 Cronbach's Alpha value which means high level of internal consistency for the scale with this specific sample.

g) Hypothesis – Testing of hypothesis using SPSS/any tool

Hypothesis 1(H_{o1}): There is no significant association between the demographic variables of the respondents and the type of food retailer.
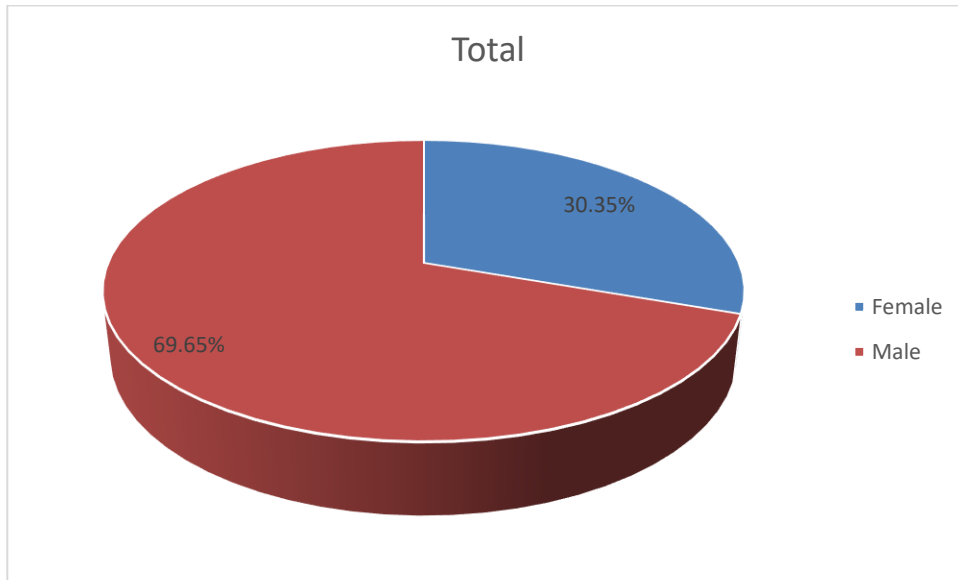
1. GENDER

CHART 4.1: SHOWING GENDER OF RESPONDENTS

Table:

Gender	Number of respondents
Male	179 (69.65%)
Female	78 (30.35%)
Total	257 (100%)

TABLE 4.1: SHOWING GENDER OF RESPODENTS

Analysis:

Out of 257 respondents

- 179 (69.65%) are Male respondents.
- 78 (30.35%) are Fe-male respondents.

Inerpretation:

The majority of the sample population are male i.e 69.95%.
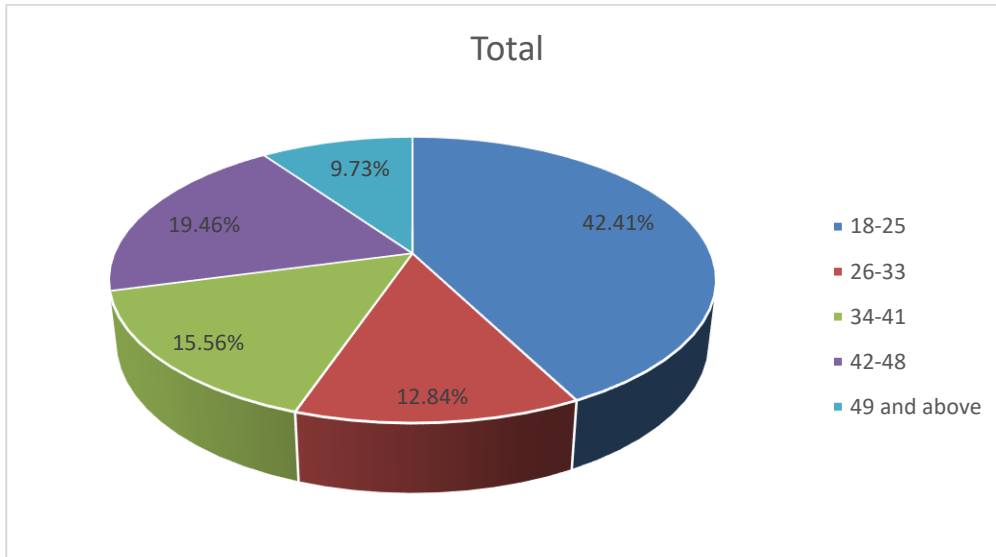
2. AGE GROUP OF RESPONDENTS

CHART 4.2: SHOWING AGE GROUP OF RESPONDENT

Table:

Age Group	Number of respondents
18 – 25	109 (42.41%)
26 – 33	33 (12.84%)
34 – 41	40 (15.56%)
42-48	50 (19.46%)
Above 49	25 (9.73%)
Total	257 (100%)

TABLE 4.2: SHOWING AGE GROUP OF RESPONDENTS

Analysis:

Out of 257, 109 respondents are of 18 – 25 age group, 33 respondents are of 26-33 age group, 40 respondents are of 34 – 41 age group, 50 respondents are of 42-48 age group and 25 respondents are of Above 49 age group.

Interpretation:

The majority of the respondents belong to the age group of 18 to 33 i.e 55.25%.
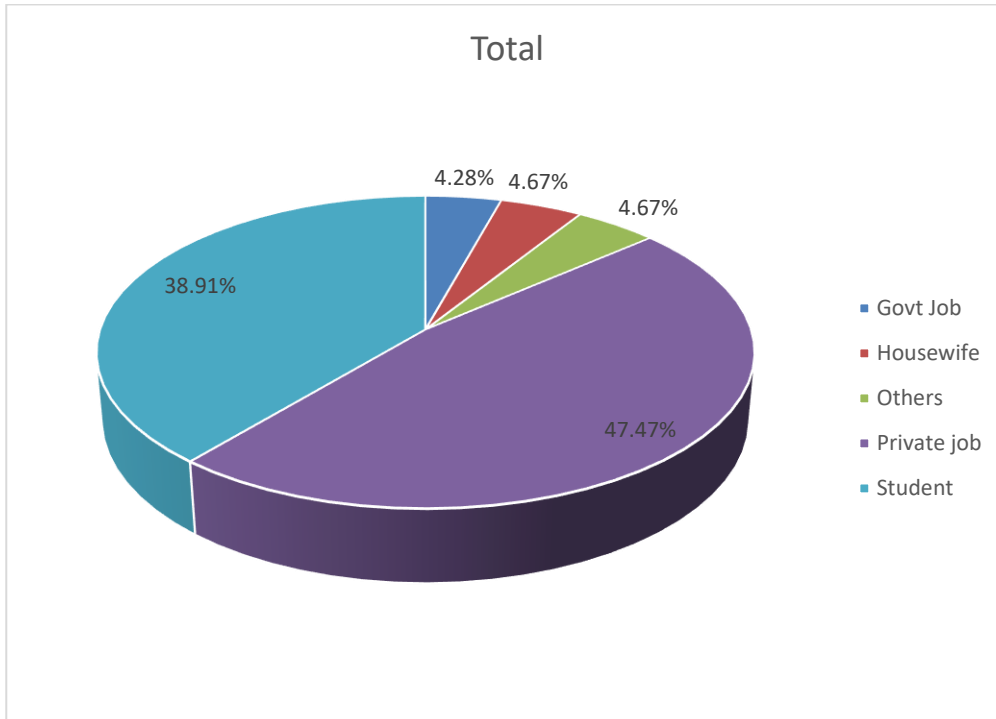
3. OCCUPATION

CHART 4.3: SHOWING OCCUPATION OF RESPONDENTS

Table:

Profession	Number of respondents
Student	100 (38.91%)
House-wife	12 (4.67%)
Private-Job	122 (47.47%)
Govt Job	11 (4.28%)
Others	12 (4.67%)
Total	257 (100%)

TABLE 4.3: SHOWING PROFESSION OF RESPONDENTS

Analysis:

Out of 257 respondents, 100 respondents are of Student Profession, 12 respondents are House-Wife , 122 respondents are of Private-Job Profession, 11 respondents are of Govt-Job Profession ad 12 respondents are of Other Profession.

Interpretation:

The majority of the respondents have their profession either as student or private job and they account for 86.38% of the total sample population.
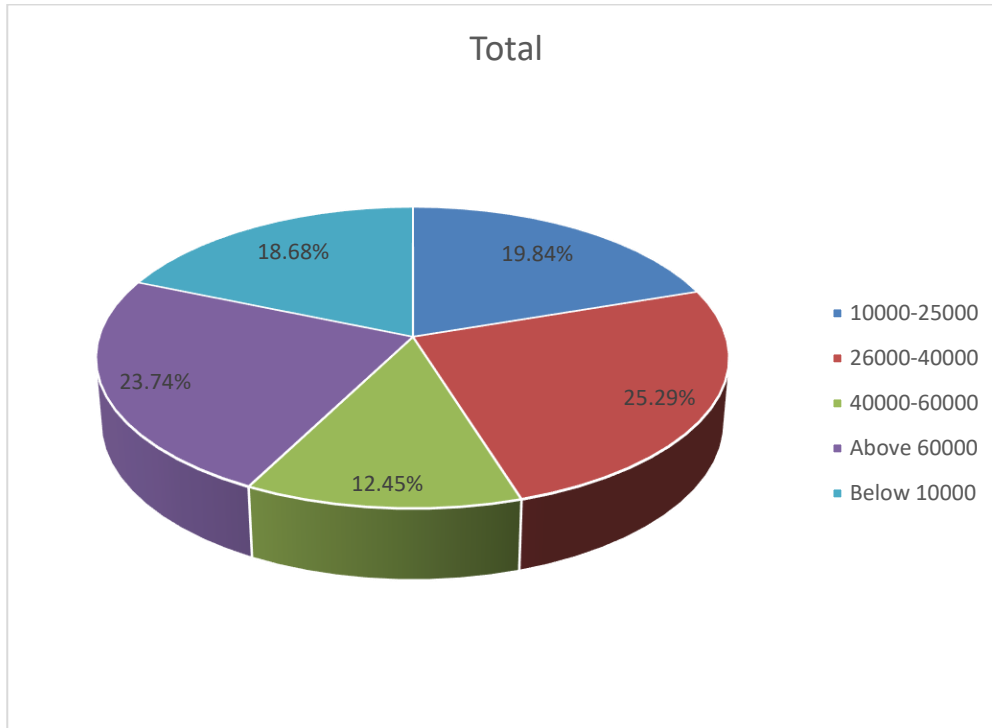
4. AVERAGE MONTHLY INCOME

CHART 4.4: SHOWING AVERAGE MONTHLY INCOME

Table :

Average monthly income or expenditure	Number of respondents
<10000 Rs.	51 (19.84%)
10000 – 25000 Rs.	65 (25.29%)
26000 – 40000 Rs.	32 (12.45%)
40000 – 60000 Rs.	61 (23.74%)
>60000 Rs	48 (18.68%)
Total	257 (100%)

TABLE 4.5: SHOWING AVERAGE MONTHLY INCOME

Analysis:

Out of 257 respondents, 48 respondents have monthly income of less than 10000 Rs, 51 respondents have between 10000 – 20000 Rs. Monthly income, 65 respondents have between 26000 – 40000 Rs. Monthly income, 32 respondents have between 40000 – 60000 Rs. Monthly income and 61 respondents have above 60000 Rs. as their monthly income.

Interpretation:

The income group of 10k to 25k and 40k to 60k forms the major part of sample population i.e. 49.03%.

5. MARITAL STATUS
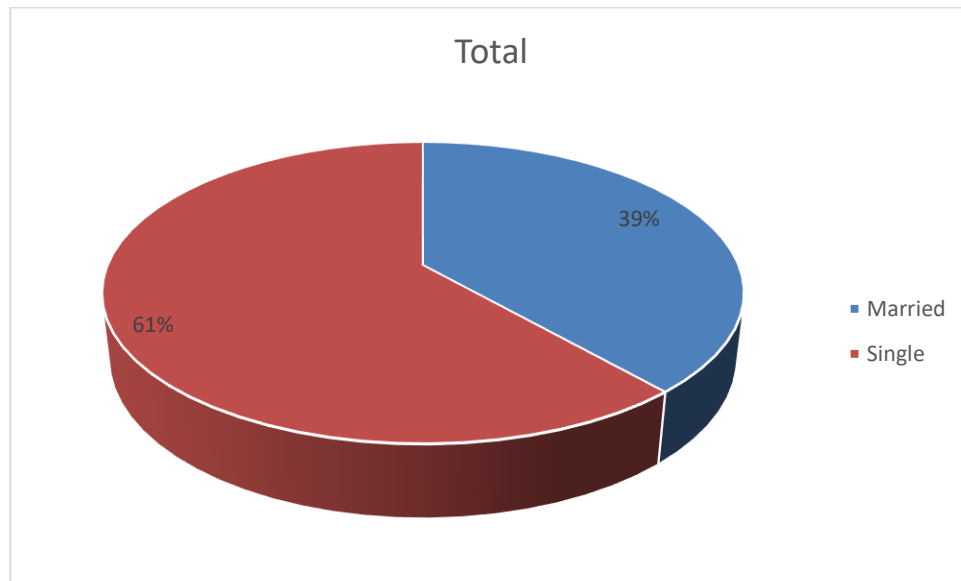
CHART 4.5: SHOWING MARITAL STATUS OF RESPONDENTS

Table:

Marital status	Number of respondents
Married	99
Single	158
Total	257 (100%)

TABLE 4.5: SHOWING MARITAL STATUS OF RESPONDENTS

Analysis:

Out of 257 respondents, 99 respondents are married and 158 respondents are single.

Interpretation:

The majority of the respondents are single i.e 61% of them.

6. Family Type
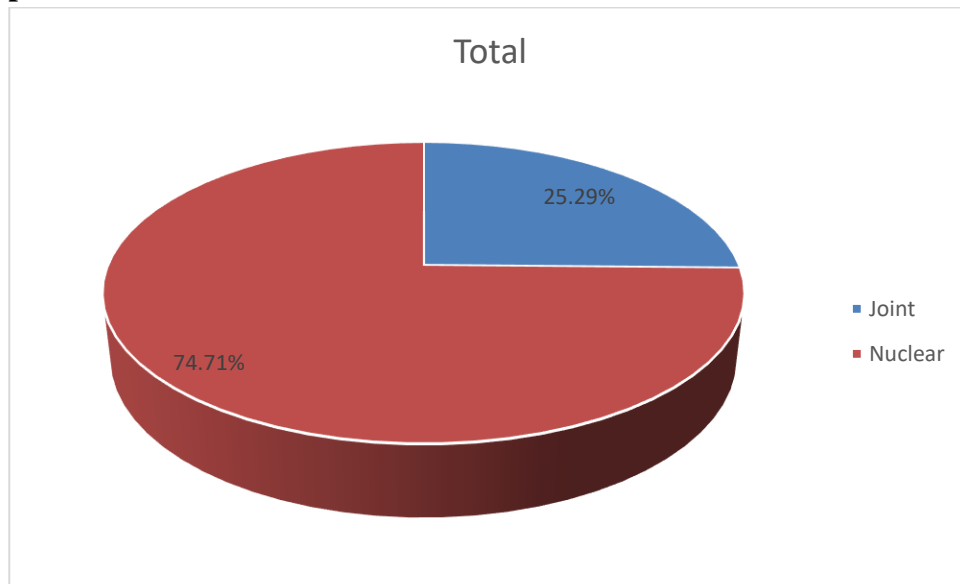
CHART 4.6: Family Type

Table:

Family Type	Number of respondents
Nuclear	192
Joint	65
Total	257

TABLE 4.6: Family Type

Analysis:

Out of 257 respondents, 192 or 74.71% of the total sample population has nuclear family while 65 or 25.29% of the total sample population has joint family.

Interpretation:

Majority of the sample population have nuclear family i.e 74.71% of 257 respondents.

7. PERFERENCE OF THE TYPE OF RETAIL SECTOR FOR OVER-ALL SHOPPING.

PERFERENCE OF THE TYPE OF RETAIL SECTOR

CHART 4.7:

Table:

TYPE OF GROCERY/STAPLE	Number of respondents
BRANDED	157
UN-BRANDED	100
Total	257 (100%)

TABLE 4.8 shows the preference towards branded/non-branded grocery and staples

Analysis:
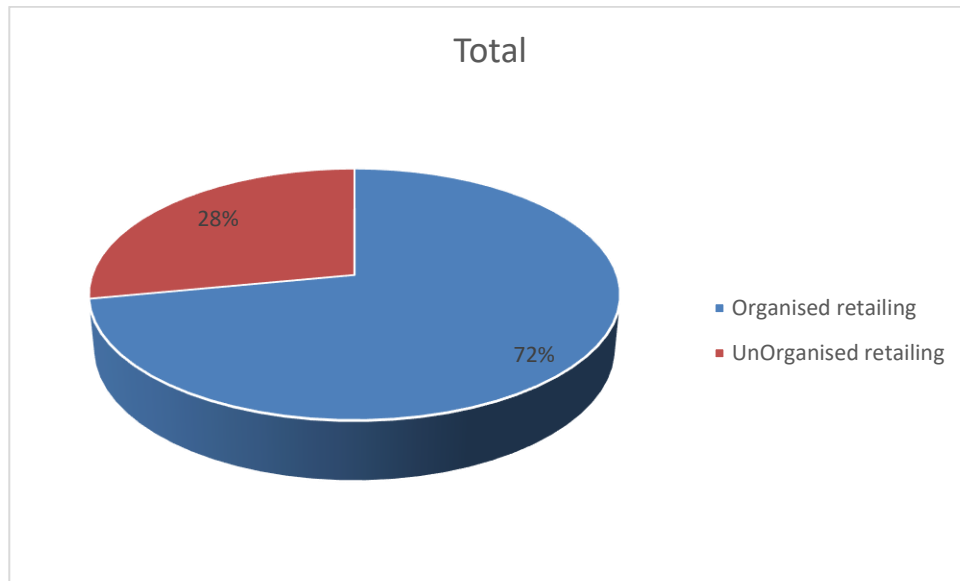Out of the 257 respondents, 157 respondents prefer to buy branded grocery/staples, while 100 people prefer buying unbranded grocery/staples

Interpretation:
Majority of the respondents prefer to buy branded grocery/staples i.e 61% of them.

HYPOTHESIS
Hypothesis 1(H_{o11}): There is no significant association between gender of the respondents and the type of food retailer.
Hypothesis 1(H_{a11}): There is significant association between gender of the respondents and the type of food retailer.

CHI-SQUARE TEST:

CROSSTABS

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Retail_Type	257	97.0%	8	3.0%	265	100.0%

TABLE 4.11.1: SHOWING CASE PROCESSING SUMMARY

Gender * Retail_Type Crosstabulation

Count

		Retail_Type		Total
		ORGANISED FOOD RETAILING	UNORGANIS ED FOOD RETAILING	
Gender	Male	96	83	179
	Female	40	38	78
Total		136	121	257

TABLE 4.11.2 SHOWING CROSS TABULATION OF GENDER AND PREFERENCE OF FOOD RETAIL TYPE.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.120[a]	1	.729		
Continuity Correction[b]	.045	1	.833		
Likelihood Ratio	.120	1	.729		
Fisher's Exact Test				.786	.416
Linear-by-Linear Association	.120	1	.729		
N of Valid Cases	257				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 36.72.

b. Computed only for a 2x2 table

TABLE 4.11.3 SHOWING CHI – SQUARE TEST

Analysis: According to the crosstab analysis, there is nothing like most preferred food retail among the male or female.

From the chi – square table, as the p-value is 0.729 which is greater than 0.05 the null hypothesis is accepted. There is no significant association between gender of the samples and the preference of food retail type .

Hypothesis 1(H$_{o12}$): There is no significant association between the age group and the type of the food retailer .

Hypothesis 1(H$_{a12}$): There is significant association between the age group and the type of the food retailer.

CROSSTABS

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Retail_Type	257	97.0%	8	3.0%	265	100.0%

TABLE 4.11.4: SHOWING CASE PROCESSING SUMMARY

Age * Retail_Type Crosstabulation

Count

		Retail_Type		Total
		ORGANISED FOOD RETAILING	UNORGANISED FOOD RETAILING	
Age	18-25	57	52	109
	26-33	16	17	33
	34-41	27	13	40
	42-48	22	28	50
	49 AND ABOVE	14	11	25
Total		136	121	257

TABLE 4.11.5: SHOWING CROSS TABULATION OF AGE GROUP AND PREFERENCE OF THE FOOD RETAIL TYPE.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.383^a	4	.250
Likelihood Ratio	5.472	4	.242
Linear-by-Linear Association	.000	1	.994
N of Valid Cases	257		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.77.

TABLE 4.11.6: SHOWING CHI – SQUARE TESTS

Analysis: From the pearson chi-square significance value which is .250 that is greater than 0.05 , so we should accept the null hypothesis. There is no significant association between the age group sample population and the preference of the food retail type.

Hypothesis 1(H_{o13}): There is no significant association between the house-hold income group of sample population and the preference of the food retail type.

Hypothesis 1(H_{a13}): There is no significant association between the house-hold income group of sample population and the preference of the food retail type.

CROSSTAB:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HI * Retail_Type	257	97.0%	8	3.0%	265	100.0%

TABLE 4.11.4: SHOWING CASE PROCESSING SUMMARY

HI * Retail_Type Crosstabulation

Count

		Retail_Type		Total
		ORGANISED FOOD RETAILING	UNORGANISED FOOD RETAILING	
HI	BELOW 10000	26	22	48
	10000-25000	24	27	51
	25000-40000	35	30	65
	40000-60000	18	14	32
	ABOVE 60000	33	28	61
Total		136	121	257

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.932[a]	4	.920
Likelihood Ratio	.931	4	.920
Linear-by-Linear Association	.142	1	.706
N of Valid Cases	257		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.07.

TABLE 4.11.6: SHOWING CHI – SQUARE TESTS

Analysis: From pearson chi-square test we can see that the significance value is 0.920 i.e greater than 0.05 so we accept the null hypothesis. There is no significant association between the house-hold income goup of sample population and the preference of the food retail type.

Hypothesis 2(H$_{o2}$): There is no significant association between the type of grocery/staples(i.e Branded/Unbranded) and the type of the food retailer.

Hypothesis 2(H$_{a2}$): There is significant association between the type of grocery/staples(i.e Branded/Unbranded) and the type of food retailer.

CROSSTABS

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Branded_Unbranded * Retail_Type	257	97.0%	8	3.0%	265	100.0%

TABLE 4.11.4: SHOWING CASE PROCESSING SUMMARY

Branded_Unbranded * Retail_Type Crosstabulation

Count

		Retail_Type		Total
		ORGANISED FOOD RETAILING	UNORGANISED FOOD RETAILING	
Branded_Unbranded	BRANDED	84	53	137
	UNBRANDED	52	68	120
Total		136	121	257

TABLE 4.11.5: SHOWING CROSS TABULATION OF TYPE OF GROCERY/STAPLE AND PREFERENCE OF THE FOOD RETAIL TYPE.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.301[a]	1	.004		
Continuity Correction[b]	7.595	1	.006		
Likelihood Ratio	8.339	1	.004		
Fisher's Exact Test				.006	.003
Linear-by-Linear Association	8.268	1	.004		
N of Valid Cases	257				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 56.50.

b. Computed only for a 2x2 table

TABLE 4.11.6: SHOWING CHI – SQUARE TESTS

Analysis: According to the crosstab analysis, the sample population which prefers to buy branded grocery/staples usually buy them from organised food retailing.

From the chi – square table, as the p-value is 0.003 which is less than 0.05 the null hypothesis is rejected. There is significant association between the type of grocery/staples(i.e Branded/Unbranded) the sample population choose and the preference of the food retail type.

REGRESSION

Hypothesis 3(H_{o3}): There is no impact of the various factors considered for study on Customer purchase intention.

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Hypothesis 3(H_{o3}): There is a impact of the various factors considered for study on Customer purchase intention.

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The 18 independent factors/variables which are used for regression analysis.

1. VR1:The quality grade of the items is very good.
2. VR2: The availability of the branded grocery.
3. VR3:Good display and visual merchandising of products.
4. VR4:Have to spend lesser time in the queue.
5. VR5:The availability of adequate parking space for vehicle.
6. VR6:The attractive customer loyalty schemes.
7. VR7:The exchange policy is better at organised food retailing.
8. VR8: The availability of variety of mode of payment.
9. VR9: A large number of variants to choose from.
10. VR10: Ease of travelling o the location/destination of shopping.

11. VR11:The cash-backs or coupons given while paying through credit/debit cards.

12. VR12: The price of products are fair and reasonable

13. VR13:The ambience and physical atmosphere of the store..

14. VR14: The availability of everything under one roof.

15. VR15: Saves time.

16. VR16:Availability of Door step delivery/Home delivery.

17. VR17: Attractive offers of the products.

18. VR18: Availability of the credit facility.

The Dependent Variable is

VR19: The over-all shopping experience at organised food retailing.

The Regression analysis:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802[a]	.643	.616	.472

a. Predictors: (Constant), VR18, VR14, VR9, V17, VR16, VR3, VR5, VR10, VR4, VR1, VR15, VR13, VR2, VR6, VR11, VR7, VR12, VR8

b. Dependent Variable: VR19

TABLE 4.12.1: SHOWING THE MODEL SUMMARY FOR REGRESSION.

The R value is 80.2% which indicates that there is a good correlation among the independent and dependent variables.

The R square value is 64.3% which means that the independent variables can predict the dependent variable 64.3% correctly and this shows that the goodness of the model fit is good because it's above 60%.

Significance:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.504	18	5.306	23.853	.000[b]
	Residual	52.940	238	.222		
	Total	148.444	256			

a. Dependent Variable: VR19

b. Predictors: (Constant), VR18, VR14, VR9, V17, VR16, VR3, VR5, VR10, VR4, VR1, VR15, VR13, VR2, VR6, VR11, VR7, VR12, VR8

From the table we can see that the significance value for regression is 0.000 which is less than 0.05 and hece we reject null hypothesis and accept alternate hypothesis i.e. There is statistical significant association between the Independent variables(VR1 to VR18) and the Dependent variable(VR19).

THE COEFFICIENT TABLE:

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.098	.359		8.639	.000
	VR1	-.116	.036	-.156	-3.201	.002
	VR2	.333	.042	.418	7.877	.000
	VR3	.109	.041	.107	2.640	.009
	VR4	.053	.039	.073	1.352	.178
	VR5	.112	.040	.141	2.791	.006
	VR6	.037	.032	.066	1.159	.247
	VR7	-.062	.040	-.098	-1.546	.123
	VR8	.475	.038	.866	12.476	.000
	VR9	-.121	.050	-.133	-2.422	.016
	VR10	.010	.055	.010	.183	.855
	VR11	-.036	.037	-.061	-.973	.332
	VR12	.040	.054	.048	.742	.459
	VR13	-.235	.037	-.395	-6.412	.000
	VR14	-.332	.048	-.446	-6.983	.000
	VR15	.245	.034	.435	7.306	.000
	VR16	-.071	.037	-.089	-1.931	.055
	V17	.015	.032	.023	.488	.626
	VR18	-.047	.040	-.061	-1.167	.244

a. Dependent Variable: VR19

Analysis: From the co-effecient table we can see that variables VR1,VR2,VR3,VR5,VR8,VR9,VR13,VR14,VR15 and VR16 have significance value less than 0.05 and hence these variables are significant and they contribute to the model.

While the remaining variables VR4, VR6, VR7, VR10, VR11, VR12, VR17 and VR18 have a significance value of more than 0.05 and hence they don't contribute to the model significantly.

The regression equation thus formed would be

VR19= 3.098 -0.116*VR1 +0.333*V2 +0.109*V3+0.112VR5 +0.475VR8 -0.121VR9- 0.235VR13 - 0.332VR14 +0.245VR15 -0.071VR16.

Findings and Suggestions

1. Out of 257 respondent, the majority of the sample population are male i.e 69.95% (172).
2. Out of 257 respondents, the majority of the respondents belong to the age group of 18 to 33 i.e 55.25%.

3. Out of 257 respondents, the majority of the respondents have their profession either as student or private job and they account for 86.38% of the total sample population.

4. Out of 257 respondents, the income group of 10k to 25k and 40k to 60k forms the major part of sample population i.e. 49.03%.

5. Out of 257 respondents, the majority of the respondents are single i.e 61% of them.

6. Out of 257 respondents, majority of the respondents prefer to buy from the organised food retailing i.e 72% of them.

7. Out of 257 respondents, majority of the respondents prefer to buy branded grocery/staples i.e 61% of them.

8. The study is an attempt to find the factors influencing customer purchase intention towards from organised food retailing. From the data analysis i.e regression analysis the variables found to be significant are VR1,VR2,VR3,VR5,VR8,VR9,VR13,VR14,VR15 and VR16 have significance value less than 0.05 and hence these variables are significant and they contribute to the model.While the remaining variables VR4, VR6, VR7, VR10, VR11, VR12, VR17 & VR18 have significance value more than 0.05 i.e they are insignificant and do not contribute to the model.Thus the linear regression equation is,

   VR19= 3.098 -0.116*VR1 +0.333*V2 +0.109*V3+0.112VR5 +0.475VR8 -0.121VR9- 0.235VR13 - 0.332VR14 +0.245VR15 -0.071VR16

9. The hypothesis framed for the customer preference towards organised food retailing among the respondents was "There is no significant association between the gender of the respondents and the preference of food retail sector".From the data analysis, there is no significant association between the gender of the respondents and the preference of service.

10. The hypothesis framed for the customer preference towards organised food retailing among the respondents was "There is no significant association between the type of grocery/staples(i.e Branded or unbranded) sample and the preference of food retail sector.From the data analysis, there is a significant association between the type of grocery/staples(i.e Branded or unbranded) and the preference of food retail sector   According to the crosstab analysis, the preferred food retail sector was organised food retail sector among people who choose branded grocery/staples.

11. The hypothesis framed for the customer preference towards organised food retailing among the respondents was "There is no significant association between the age group of the respondents and the preference of food retail sector".From the data analysis, there is no significant association between the age group of the respondents and the preference of service.

12. The hypothesis framed for the customer preference towards organised food retailing among the respondents was "There is no significant association between the House-hold income of the sample population and the preference of food retail sector".From the data analysis, there is no significant association between the House-hold income of the respondents and the preference of service.

Conclusion:

1. The food retail industry is one of the fastest growing organised retailing in India and this was an opportunity for me to understand the various factors that have an impact on the customer purchase intention like the quality grade of items, variety of mode of payment, large number of variants to select from, everything under one roof , good display , home delivery etc .

2. When the study was going on it was noted that people of all age group , house-hold income and gender shop from organised food retailing and it is also evident from the chi-square tests that there is no any kind of relationship between these demographic variables and the type of food retail sector they choose to purchase from. So people from all age group , house-hold income and gender shop from organised food retailing.

3. As I went to various organised food retailing and got the respondents , one of the things to be noted was that people tend to buy more of branded grocery/staples from the organised food retailing.

4. It was a good learning experience trying to understand the customer purchase intention and what are the factors that impact when it comes to organised food retailing .