"EMERGING SHOPPERS' PARADISE, THE MEGA RETAIL OUTLETS IN INDIA: A SURVEY REPORT ON PREFERENCES OUT OF IT IMPLICATION"

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Abstract

Technological innovation and IT implications can serve as a significant differentiator through which retailers create and deliver value to their customers. Researchers have made an attempt to identify the factors that motivate customers of different age groups and genders to choose a mega retail outlet in three major cities of India. This research work has explored and identified the issues of technological development and its association with the concept of customer satisfaction.

In all, 410 respondents were randomly selected for a store-intercept survey of visiting customers in three cities Delhi, Indore and Mumbai to extract their views and opinion on a structured questionnaire. The empirical survey indicates, shift in choices of the customers in a store selection, from standardized services to factors linked to convenience and shopping experience.

Key words: Organized Retailing, Customer Satisfaction, Technology infusion in Retailing, Store Selection Preferences.

The Mega Retailing

Retailing in India is inching towards inflexion point, wherein the growth of organised retailing and the consumption pattern of common man tend to climb towards a higher strata everyday. The intensification is witnessed in the form of sprawling shopping centres, departmental stores and multi-tiered malls, which offer shopping, entertainment and food altogether. Such Mega Retail Outlets (MRO) deploy latest technology to facilitate back-end operations, billing, inventory and sales forecast mechanism in place, in addition to creating an ambience to attract and hold customers in meeting their varied consumption and preferences.

In a traditional municipal market, individual retailers and shops, provide variety of goods, food and entertainment to individual's requirement and taste. Markets are ordinarily sprawled over acres of land, nurtured over a period of decades by a local government. Expansion of these markets have been horizontal and the ownerships multiple. For a Mall, the promoter is common to its development that takes place vertically, accommodating 'all in one' with 'a provision for something for every body'. The Mall is a convergence of an entire market into one composite entity of retailing like a micro-chip.

Indian retail industry has witnessed phenomenal growth during 2001-2006. Organized retail which constituted 3% of the total retail business in 2006 may form 10% by the end of the decade and is further expected to grow at CAGR of 49.53% per annum.1 Hypermarket is emerging as the favorable format in India. Arrival of multinationals will push the growth of this format. One consequence of entire investments will be, increase in per capita retail space by 15-20% from present availability of the space of two square feet. There are reasons for optimism. Country's preponderantly young population is expected witness an increase in per capita disposable income by 8.5% till 2015. By 2010, outlets may be dotting 784 cities and small towns of India .2

The growth of Retail sector in India is attributed to, change in life style of an Indian, staying in large and metro cities, shift in expenditure favoring items like fast food, drinks, lifestyle products and entertainment on one hand and market access to global trend which favor varieties and nurture new habits in an IT age on the other.

With increasing shopping options in product categories and formats, brands per se are becoming important – both at the product level and the retail store level. There is relentless competitive pressure on retailers mainly on two fronts, of cutting cost and adding customer value. Such a performance may be optimised, from stock room to the point of sale, using store technology. An improved technology enhances the customer experience and effectiveness of in-store employees. Gaining real-time visibility into stock levels helps to minimize out-of-stock situation. To meet the demand of low-cost shoppers, mega-retailers attempt to dominate the low-price markets through their breadth and scale, expanding rapidly in multiple locations, categories and segments. Speciality retailers will also continue to thrive, serving customers who seek a unique and high-end shopping experience. Market leaders at both the ends of spectrum will differentiate themselves by exploiting new capabilities, such as real-time information, advance analytics and automated system, to reach to a state of operational optimization.

Customer Preferences

Customer satisfaction is an important measurement of the ability of a retail firm to meet the demand. The degree to which, match between the customers' expectation and of the real performance is attained; the level of customers' satisfaction is increased. Expectations are formed on the basis of information consumers receive from varied sources, sales-persons, friends, family, opinion leaders and out of own past experience. The mall promoters have to make heavy investments in flexible-inflexible and tangibles-intangibles, in making provision for both, style and services. It is in the interest of a Mall to grow faster to customers' demand level and to recover cost, as soon as it can be managed.

The phenomenon of sky rocketing customers expectations on inclusion of service provision is illustrated in figure1, the curve goes on with a higher slope, from scratch. A customer starts visiting malls from Pedestal I, the minimum level before. The curve of service expectation, beginning at Pedestal I, intersects the curve of service provision at point E after a period of time T, on beginning of the business. Once Pedestal II is reached, the service expectation of the customer's over- reaches the curve of service provision touching to another peak, Pedestal III, for the reason that, other malls in competition come into fray. The first mall starts back lagging.

As, more is offered , the expectation take –off .A Mall visitor feels like a King first, an Emperor there after, attempting to conquer everything lying before him, on price, quality, promptness, style and satisfaction, to one and entire family. Refer Figure 1 (about here):

Figure 1 Consumer's Satisfaction
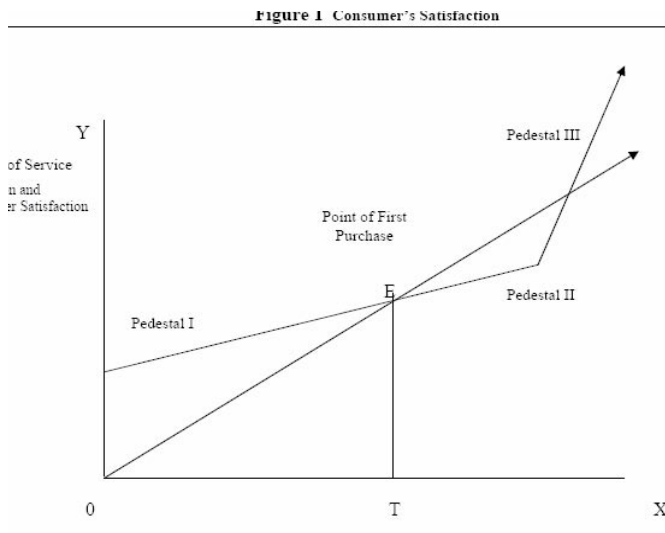
Source: Researcher's Concept.

Technology Implication

Technological innovation and IT application are continually changing the process through which retailers and service providers create and deliver value to their customers. It has penetrated deeply to the function of retail management. These include factors, such as customers' knowledge, software on customer relationship management; product movement, RFID tags, point-of- purchase, scanners, kiosks, self-serve checkout, web technologies, online shopping carts; purchase recommendation and many more.

Customers can use in-store kiosks connected to the retailer's Internet website to get product information, check on order status, or purchase merchandise that isn't available in the store. When they finish shopping, can avail the convenience and speed in self-checkouts. IT and allied technology offer benefits in a visible manner to a retailer and translate movement of goods and services, as satisfiers. Refer Figure 2.

Figure 2 Penetration of IT and Technology
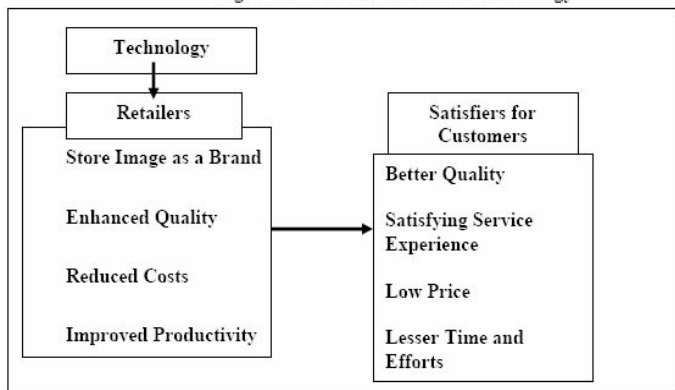
Source: Researcher's Concept.

Use of technology is a strategic issue seeking advanced planning and timely action. It is basically concerned with choice of alternatives, utilisation of resources and analysis of technological events occurring outside the market or in the industry that may leave on a strategic impact. These trends or events can offer opportunities to those in a position to capitalise. Supply-Chain visibility is evolving fast in retail industry to help in smooth operation. It is often easy to compile the list of technologies already in use, but difficult to sort out the winning strategy for the particular operation. It is critical to manage the transition to infuse a new technology. There may be few criteria that could be considered while selecting the technology:-

i. Technology in use or under assessment should create an immediate and tangible benefit for the customer. Customer should

not feel hassled because of the technology change.

ii. It should be easy to use in for both, internal and external customers. Customers resist wasting time in use of complicated procedures.

iii. Regional variations in customers' response to technology application should be recognized.

Information Technology has evolved from a mere support function to an essential tool of decision-making process. Inevitably, modernization of the Indian retail sector will be reflected in rapid growth in sales of supermarkets, department stores and hypermarkets. In the era of increased competition, retailers are looking at various opportunities.

Embedded IT and Technology applications could be put into three broad categories; sales forecasting, supply- chain management and data base management. Refer Table I, about here,

Each purchase, at a store triggers off a series of information flow which are crucial to the success of retailing. Infusion of technology passages through valued information at each of the turning points in retail management. A store provides sales data, demand forecast and replenishment orders routing fund to vendors. Refer figure 3 .

Figure 3
IT Applications in Supply chain.
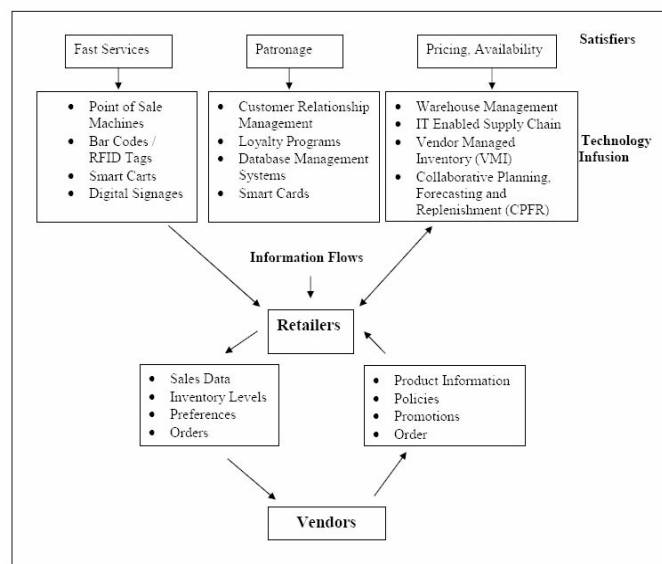
Source: Compiled by Researchers.

i. Electronic Data Interchange (EDI): An inter-organization exchange of business documentation through a structured machine-process, consisting of a standardized electronic message-format for creating common formats of, request for quotation, Purchase orders, Invoices, Shipping notices etc. Information is exchanged between vendors and the retailers with the help of special translators and software that converts data into a common format.

ii. Enterprises Resources Planning (ERP): A pro-active adaptability around pre-defined business objectives is called Enterprise Resource Planning (ERP). ERP is a comprehensive planning framework. Find genesis in Materials Requirement Planning (MRP), Manufacturing Requirement Planning (MRP), Relational Database Management System (RDBMS) and is influenced by the concept of just-in-time (JIT) and computer integrated manufacturing (CIM). ERP takes advantage of IT application , plays an important role in improving customers' service and increasing customer focus.

iii. Advance Planning Systems (APS): These are powerful business-modeling tools and optimization techniques, work along with an

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ERP and harness the large amount of data available. All kind of resource constraints, throughout the supply- chain are identified and managed. The process of sourcing material, distribution, capacity utilization and others are planned concurrently to get real-time optional solutions. Impact of any change is propagated both up-stream and down-stream to adjust, all affected operations. Industry-specific solutions exist for forecasting, demand management; planning distribution & replenishment; establishing warehouse management system (WMS) and transportation management system (TMS).

iv. Radio Frequency Identification Code (RFID): To overcome stock -outs, delayed shipments and excess inventory, technology like Radio Frequency Identification Code (RFID) could be utilized. RFID is e-tagging technology. Tags are small integrated circuits, connected to an antenna; which can respond to interrogating radio frequency signals. It enables a passive object tagging, makes automatic data-capture and is flexible to suit different operations. RFID allows different channels of supply-chain to know information about origin of the product, current location, manufacturing date, batch number, expiry date and other related information.

v. Vendor Managed Inventory System: Vendor Managed Inventory (VMI) is a continuous replenishment program that uses the exchange of information to allow the vendors to manage and replenish merchandise at the store or warehouse levels. VMI is a backward replenishment model where the vendor does the demand creation and demand fulfillment. Vendor decides the quantity and the frequency of replenishment. This concept provides improved visibility across the supply- chain, help vendors and retailers in stock availability and reducing inventory levels. Electronic Data Interchange (EDI) is an integral part of VMI process and plays a vital role in the process of data transfer and related communication.

vi. Collaborative Planning, Forecasting and Replenishment (CPFR): CPFR seeks cooperative management of inventory through joint visibility and replenishment of merchandise. Information shared between vendors and retailers aids in planning and satisfying customer demand through a supportive system. Free flow of information is attained with the help of various database management tools. This allows for continuous updating of inventory and upcoming requirements, making the end-to-end supply- chain process more efficient. Efficiency is reflected in fall of cost of inventory, logistics and transportation across all trading partners.

vii. Virtual Private Networks (VPNs): To access information across various sites, penetrating visibility into every resource, stores could take advantage of receiving up-to-the-minute data for increased strategic flexibility and informed decision-making.

viii. Store Mobility: Stores will use wireless technologies at the point of sale for faster checkout and real-time product information in the store to improve operations and the supply-chain to reduce cost.

ix. Internet Protocol (IP): Stores converge available data and use voice system, providing instant communication throughout the store. IP technology could operate and act as a significant value enhancer. In-store broadcasting and digital signage create new revenue-generating advertisings, accelerate brand awareness and do customized messaging. The same platform could also be of use to support cross branch employees' training.

x. Smart Carts: Smart cart technology allows consumers to e-mail their shopping lists to the store. At the store, what shoppers do, is to take hold of a smart cart and swipes a customer loyalty card across a reader to activate it. The cart, which features a touch-screen display, immediately attunes itself to the consumer, displaying his or her shopping list and showing a map indicating where desired items are located. Cart offers instant discounts on some products, and suggests other things; the consumer would like to buy. It can steer a consumer directly to a desired product.

Empirical Survey in India
The customer's choice of a store depends on shopping orientation and his/her satisfying experience. An attempt is made in this study to identify various factors for a store selection and time spent, within a store. Researchers have undertaken the task to identify the issue of technological development and its association with the customer preferences.

An exploratory research design has been formulated for the shoppers in India. Study involved a Store Intercept Survey, conducted across different Mega Retail Outlets in three cities of India, Delhi, Mumbai and Indore. These cities have been selected keeping in view the penetration of retail activities taking place and the socio-cultural difference that may exist on account of regional and geographical distance.

A non-probability simple random sampling plan was adopted. The sample consisted of 410 respondents who visit /purchase from different Mega Retail Outlets in proposed cities. Data were collected on different days of the week and different time, in order to improve randomness.

Respondents were asked to furnish information on a structured questionnaire with focus on:-

i. Reasons to shop at a store; seven attributes were incorporated: patronage, friendly staff, fast services, convenient location, good atmosphere, low price and good quality.

ii. Time spent in a store by the customers.
As, no rigid assumption about the parameters of population distribution could be made, a non-parametric test, Chi-Square test of Homogeneity was used to analyze the data. This test is useful, when a researcher intends to verify whether different populations are homogeneous with respect to similar characteristic of interest. In order to identify any significant difference within gender and different age groups in three cities, the Hypotheses are premised in table II as under: - (Table II about here). The data was further tabulated and analyzed with the help of SPSS (11.5 version).
Findings

i. Reason to shop at a store in different cities:-
Convenient Location, Ambience and Patronage are clearly demarcated as primary reasons for store selection. As shown in Table III. 9% customers in Delhi indicate 'convenient location' as the primary reason to shop at a particular store and 7.6% indicate 'friendly staff' as the second best reason. Customers in Delhi put least preference to low price, 0.5%. Whereas, Mumbai being a high-density population city, 7.6% customers prefer 'ambience' as their first choice and 7.1% customers prefer 'patronage' as their second choice. Patronage 6.8% and Convenient Location 6.1% are the primary preferences for the customers in Indore to shop at a store and other variables remain less preferred. The factors of Fast Service and Good Quality lie low all around. (Table III about here)

H1: The reason to shop at a store will vary in three cities.
The respondents in Indore have been exposed to organized retailing since 1999. They are more demanding and choose a store that delivers all the variables thus there is no significant difference among the responses. Respondents of Delhi and Mumbai are matured shoppers and have clearer choices.

Cities	Chi Square Value	
Delhi	$\chi^2 = 41.30$, df = 6, p < .01	Accepted
Mumbai	$\chi^2 = 15.01$, df = 6, p < .05	Accepted
Indore	$\chi^2 = 8.20$, df = 6, p is not significant	Rejected

ii.   Reason to shop at a store in different Age groups:-
As shown in Table IV, 5.2% customers in the Age group of 18-25 years, 4.6% customers in the age group of 36-45 years and 1.2% customers in age group of 46-55 years have indicated 'convenient location' as their first choice in choosing a store to shop. The 'good atmosphere' is shown as second best choice at 18-25 years (4.6%), and 36-45 years (4.6%); and 'low price' for the age group of 46-55 years (0.8%). Whereas, shoppers in the age group of 26-35 years have indicated patronage (11.7%), as their first choice and 'friendly staff' (10.5%) and 'convenient location' (10%) as their second preference. 'Patronage', 'good atmosphere' and 'good quality' all at 0.7% are the third preferred choice for a reason to shop at a store in the age group of 46-55 years.

Customers in the age group of 46-55 years are mature and pragmatic shoppers, have developed loyalty towards brands or stores. This indicates that there is no significant difference among them towards the reason to shop at a store. There is a significant difference in responses, among other age groups, as they are variety seekers and often switch loyalty. (Table IV about here)

H2: The reasons to shop at a store will vary for different Age Groups.Youngest age group of 18-25 year still prefers fast

Age Groups	Chi Square Value	
18-25	$\chi^2 = 28.37$, df = 6, p < .01	**Accepted**
26-35	$\chi^2 = 18.98$, df = 6, p < .01	**Accepted**
36-45	$\chi^2 = 25.90$, df = 6, p < .01	**Accepted**
46-55	$\chi^2 = 9.54$, df = 6, p is not significant	**Rejected**

Youngest age group of 18-25 year still prefers fast service most 4.2%, than the group of 26-35 years. 3.9%, 36-45 yrs. 1.2 % and the lowest in age group of 46-55 yrs. 0.5%. An adult prefers the fast service as the least factor.

iii.   Reason to shop at a store in Male and Female:
As indicated in Table V, Male customers give first preference to 'convenient location' (12.7%). Female customers put 'patronage' (11.7%) and 'friendly staff' (11.2%) as their preferences. The 'good atmosphere' is indicated as an important preference for female (10.2%) than male customers (8.8%). Both the categories of customers remain passive towards 'good quality' and 'low price'. (Table V about here)

H3: The reasons to shop at a store will vary in Male and Female.

Gender	Chi Square Value	
Male	$\chi^2 = 9.05$, df = 6, p is not significant	Rejected
Female	$\chi^2 = 11.04$, df = 6, p is not significant	Rejected

iv.   Time spent in a store in three cities:
More than 85% (36.5%+ 49.0%) of time spent in shopping , in three cities is up to 2 hrs. A negligible number of customers stay beyond 04 hrs. This is due to distance traveled to a store and disposable time

available with the customers. Larger number of customers in Delhi, Mumbai and Indore spend up to 2 hrs. (Table VI about here)

H4: There will be significant difference in time spent in a Store in three cities.

Place of Data Collection	Chi Square Value	
Delhi	$\chi^2 = 21.32$, df = 3, p < .01	Accepted
Mumbai	$\chi^2 = 15.91$, df = 3, p < .01	Accepted
Indore	$\chi^2 = 20.87$, df = 3, p < .01	Accepted

v.   Time spent in a store in different Age-groups:
Customers in all the Age Groups of 18-25 years (11.7%), 26-35 years (25.6%), 36-45 years (8.5%) and 46-55 years (3.7%) spend between 1-2 hrs in shopping, followed by less than 1 hour and between 2 to 4 hrs. Young customers in the age group of 26-35 years spend more than 4 hrs in shopping as they are the largest group (53%) of visitors to a Mall. (Table VII about here)

H5: There will be significant difference in time spent in a store in different Age Groups.

Age Groups	Chi Square Value	
18-25	$\chi^2 = 28.37$, df = 6, p < .01	**Accepted**
26-35	$\chi^2 = 18.98$, df = 6, p < .01	**Accepted**
36-45	$\chi^2 = 25.90$, df = 6, p < .01	**Accepted**
46-55	$\chi^2 = 9.54$, df = 6, p is not significant	**Rejected**

The frequency of Time spent in a store by Age group up to 2 hrs is highest in 26-35 yrs. 18.8 + 25.6 = 44.4% and of 18-25 yrs. 11.7 + 7.3 = 19%. The Time Spent is a major factor correlated to the 'fast service', where the embedded technology and IT application are crucial to.
vi.   Time spent in a store in Male and Female customers:
Male customers spend less than 1 hour in shopping while 32.2% Female customers shop between 1.0 to 2.0 hrs in shopping. In both the cases less than 2% customers spend more than 4 hrs in shopping. Largely female customers have disposable time in hands to spend in retail stores. (Table VIII about here)

H6: There will be significant difference in the frequency of time spent in a store in Male and Female customers.

Gender	Chi Square Value	
Male	$\chi^2 = 24.42$, df = 3, p < .01	Accepted
Female	$\chi^2 = 42.59$, df = 3, p < .01	Accepted

Conclusion
Technology infusion in retail management has led to standardization of various attributes and lowering cost .Many of such have become disguised satisfiers; customers do not seek openly rather expect the retailer to meet these, ever. Any mismatch may lead to dissatisfaction reflected in reduced footfall and store switching behavior of customers. Most of the customers spend between 1-2 hours inside a store; look for a complete shopping experience, rather than spending time in tedious queuing, tryst with locating the products and facing the situation of stock outs. Tables IX & X exhibit the store preferences and the time spent by customers in a store, indicating the shift in choice from standardized service to factors contributing to convenience and experience reflected in convenient location, good atmosphere and efficient staff.

Retailers are at crossroad of using technology and that of identifying differentiators for enticing customers to visit the store. Towering need of infusing technology in retail management is leading to standardization of services. Faced with legacy- technologies and

a rapidly changing environment, retailers are looking for effective ways to simplify operations and provide definitive customer satisfaction. (Table IX & X about here)

Recommendation

i.   The triangular strategy of a mall to offer quality, price and efficient service adds to its own brand image. 'A failure to create differentiation and a desire through effective branding is likely to result in reduced customer traffic, lowered market share and shrinking profit margin.' Technology infusion in a Mega Retail Outlet transforms the expectations of the customers to experiential deliverables. A retailer should extend the offerings over and above the standardized services and products offered.

ii.   The creation of complex deters the shallow pocket customers visiting mall whereas the crowd puts the young ones and elders away. Within a Mega Retail Outlet, the layout should effectively address the need and aspiration of different age groups, class and sections. Offerings should be conveniently located and exhibited without heterogeneous mixture to enhance the in-store experience. Technology plays an integral role; retailers may identify basic interactive areas within the store and use right IT tools that enable shelf-space allocation plan-o-grams, product movement analysis, and category management.

iii.   There is a dichotomous approach to be adopted by a Mall, to attract shoppers, first to buy a product, on entry; thereafter to tempt them to stay back longer for availing provisions in a store, consume eatables and entertainment. All the segments are worked out to be benefited in access and visibility. The time span of staying in a Mall if made productive, adds to the sale of new arrivals. The ambience in all aspects should be able to be suitable to different age groups, genders and of the class, equally well.

iv.   India is a vast country with a population crossing 100 billion of people has varied sections of buying habits and purchasing power. Different regions have unique features; the reason to shop to a location of the retailer should be planned and forecasted out of variety of reasons. A chain store may adopt a cross channel integrated approach addressing local needs, as once the shoppers get accustomed to mall culture, the standardized differentials in long run may fade out.

Notes:
1.   www.rncos.com/Report/IM058.htm, visited September 10th 2007.
2.   www.rediff.com/money/2007/jan/19bspec.htm, visited September 14th 2007.

List of Tables

Table I, Technology Devices

Sales Forecasting	• Electronic Data Interchange (EDI) • Advanced Planning System (APS) • Collaborative Planning Forecasting and Replenishment
Inventory Management	• Radio Frequency Identification Code (RFID) • Bar Codes • Vendor Managed Inventory System (VMI) • Warehouse Management System
Data base Management	• Enterprise Resource Planning (ERP) • Customer Relationship Management (CRM)

Compiled by the Researchers

Table II

	Hypotheses
H_1	The reason to shop at a store will vary in three cities.
H_2	The reasons to shop at a store will vary for different Age Groups
H_3	The reasons to shop at a store will vary in Male and Female.
H_4	There will be significant difference in time spent in a Store in three cities.
H_5	There will be significant difference in time spent in a store in different Age Groups.
H_6	There will be significant difference in the frequency of time spent in a store in Male and Female customers.

Table III Reason to Shop at a Store in Delhi, Mumbai and Indore

	Place of data collection			Total
	Delhi	Mumbai	Indore	
Patronage	4.1%	7.1%	6.8%	18.0%
Friendly staff	7.6%	4.6%	5.6%	17.8%
Fast service	2.5%	2.9%	4.4%	9.8%
Convenient location	9.0%	5.9%	6.1%	21.0%
Good atmosphere	6.3%	7.6%	5.1%	19.0%
Low price	.5%	2.9%	2.4%	5.9%
Good quality	2.0%	2.9%	3.7%	8.5%
Total	32.0%	33.9%	34.1%	100.0%

Table IV Reason to Shop at a Store for different Age Groups

	Age Group				Total
	18-25	26-35	36-45	46-55	
Patronage	2.7%	11.7%	2.9%	0.7%	18.0%
Friendly staff	3.6%	10.5%	3.2%	0.5%	17.8%
Fast service	4.2%	3.9%	1.2%	0.5%	9.8%
Convenient location	5.2%	10.0%	4.6%	1.2%	21.0%
Good atmosphere	4.6%	9.0%	4.7%	0.7%	19.0%
Low price	1.7%	2.9%	0.5%	0.8%	5.9%
Good quality	0.0%	4.9%	2.9%	0.7%	8.5%
Total	22.0%	52.9%	20.0%	5.1%	100.0%

Table V Reason to shop at a store in Male and Female

	Gender		Total
	Male	Female	
Patronage	6.3%	11.7%	18.0%
Friendly staff	5.2%	11.2%	17.8%
Fast service	6.6%	4.6%	9.8%
Convenient location	12.7%	8.3%	21.0%
Good atmosphere	8.8%	10.2%	19.0%
Low price	3.4%	2.5%	5.9%
Good quality	4.1%	4.4%	8.5%
Total	47.1%	52.9%	100.0%

Table VI Time spent in a Store in Delhi, Mumbai, and Indore

	Place of data collection			Total
	Delhi	**Mumbai**	**Indore**	
<1hr	9.0%	13.4%	13.7%	36.1%
1-2	18.1%	14.6%	16.3%	49.0%
2-4	4.1%	5.4%	3.9%	13.4%
>4hrs	0.8%	0.5%	0.2%	1.5%
Total	**32.0%**	**33.9%**	**34.1%**	**100.0%**

Table VII Time spent in a Store in different Age Groups.

	Age Group				Total
	18-25	**26-35**	**36-45**	**46-55**	
<1hr	7.3%	18.8%	8.5%	1.5%	36.1%
1-2	11.7%	25.6%	8.0%	3.7%	49.0%
2-4	2.9%	7.1%	3.4%	0.0%	13.4%
>4hrs	0.0%	1.5%	0.0%	0.0%	1.5%
Total	**21.9%**	**53.0%**	**19.9%**	**5.2%**	**100.0%**

Table VIII Time spent in a Store in Male and Female

	Gender		Total
	Male	**Female**	
< 1 hr	22.7%	13.4%	36.1%
1-2	16.8%	32.2%	49.0%
2-4	6.6%	6.8%	13.4%
>4hrs	1.0%	.5%	1.5%
Total	**47.1%**	**52.9%**	**100.0%**

Table VIII Time spent in a Store in Male and Female

	Gender		Total
	Male	**Female**	
< 1 hr	22.7%	13.4%	36.1%
1-2	16.8%	32.2%	49.0%
2-4	6.6%	6.8%	13.4%
>4hrs	1.0%	.5%	1.5%
Total	**47.1%**	**52.9%**	**100.0%**

Table IX Time Spent and Store Selection Preferences in different Age Groups

Age Groups	Time Spent	Store Choice
18-25 years	1-2 hours	• Convenient Location • Fast Services
26-35 years	1-2 hours	• Patronage • Friendly Staff
36-45 years	< 1 hour	• Convenient Location • Good Atmosphere
46-55 years	1-2 hours	• Convenient Location • Patronage

Table X Time Spent and Store Selection Preferences in Male and Female Customers

Gender	Time Spent	Store Choice
Male	< 1 hour	• Convenient Location • Good Atmosphere
Female	1-2 hours	• Patronage • Friendly Staff

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