



A STUDY ON CONSUMER PERCEPTION TOWARDS FDI ON RETAIL SECTOR

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Abstract

Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. A stimulus is any unit of input of any of the senses. Sensory receptors are the human organs as the eyes, ears, nose, mouth and skin, they receive the sensory input. The sensory functions are to see, hear, smell, taste and feel. The study of perception is largely the study of what we subconsciously added to or subtract from raw sensory inputs to produce our own private picture of the world.

Keywords: *Consumer Perception towards FDI, Retail Sector.*

Meaning

Perception is the meaning, which a person gives to stimuli. Perception influences and shapes the behavior. It can be defined as a complex process by which people select, organize and interpret sensory stimulation into a meaningful and coherent picture. The marketer must know how a customer perceives a product as a whole, its features, its packaging, its price etc., and then formulate and broad plans. Perception not only depends upon physical stimuli but also the stimuli in relation to the surrounding field and conditions within individual.

Factors Influencing Process of Perception

1. External Factors.
2. Internal factors.

External Factors

Intensity

High intensity increases the chances of selection. If the message is bright, if sentences are underlined it gets more attention than in normal case. The greater the intensity of stimulus, the more likely it will be noticed. An intense stimulus has more power to push itself our selection filters than does the weak stimulus.

Size: Size establishes dominance and over-rides other things and there by enhances perceptual selection. The bigger size of perceived stimulus, higher is the probability that is perceived.

Frequency

A repeated external stimulus is more attention getting than a single one. A stimulus that is repeated has better chance of catching us. Repetition increases our sensitivity and alertness to the stimulus. Thus, greater frequency with which a sensory stimulus is presented, the greater chances we select it for attention. Repetition is one of the most frequently used techniques in advertising and is the most common way of receiving our attention. Repetition aids in increasing the awareness of the stimulus.

Order

The order in which the objects or stimulus are presented is an important factor in influencing selective attention. Sometimes, the first piece of information among many pieces received, receives the most attention, thus making the other pieces of information less significant. Sometimes, the most important piece is left to the end in order to heighten the curiosity and perceptual attention.

Repetition: A repeated message is more likely to be perceived than a single message. Work instructions that are repeated tend to be received better. Marketing managers and advertisers use this principle in order to get customers' attention.

Novelty & Familiarity: The principle states that either the familiar or the novel factor can serve as an attention getter. New objects in a familiar setting or familiar objects in a new setting will draw attention.



Movement: Moving objects are more likely to be perceived than stationary objects. Movement increases our awareness of the object before we came aware of stationary surroundings. A flashing neon sign is more easily noticed.

Status: Perception is also influenced by the status of perceiver. High status people can exert more influence on perception of employees than low status people.

Internal Factors Needs and Desires

The needs and motives of the people play a vital role in perception. Perception of a frustrated person would be entirely different from that of a happy going person. Peoples at different levels of needs and desires perceive the same thing differently. Power seekers are more likely to notice power related stimuli. Socially oriented people pay attention to interpersonal stimuli. People will be likely to notice stimuli relevant to current active motives and compatible with major personality characteristics.

Experience: Experience and knowledge have a constant bearing on perception. Successful experiences enhance and boost the perceptive ability and lead to accuracy in perception of a person whereas failure erodes self-confidence.

Learning

Learning is an important factor in developing perceptual sets. A perceptual set is basically what a person expects from the stimuli on the basis of his learning and experience relative to same or similar stimuli. This is also known as cognitive awareness, by which the mind organizes information and forms images and compares them with previous exposures to similar stimuli.

Personality: Personality is another important factor that has a profound influence on perceived behavior. Optimistic people perceive the things in favourable terms while pessimistic people perceive in negative terms.

Present Scenario of Retailing in India

Retailing is the interface between the producers and the individual customers, with ends up with buying for personal consumption. With doubting its antiquity, it can be said that it is one of the oldest enterprises and commercial endeavors that civilization has known. The importance of retail can be appreciated from the following scenario of retail business in India.

1. Retail sector in India is estimated to account for about 10% GDP, as compared to 8% in China, 6% in Brazil and 10% in USA.
2. India may be called the nation of the shopkeepers because, with 15 million outlets, it has the highest density of the retail outlets in the world.
3. Organized retail is just 5% of the total retail markets, whereas 95% of the total retail trade India is in the organized sector.
4. Unorganized retail industry in India is the second largest employer after agriculture, employing about 8% of the total workforce, etc. are escalating to attract the FDI role in Indian retail sector.

Role of FDI in Indian Retailing

Retailing in India, which was the least evolved and sought after unlike the primary and secondary factors, has now succeeded in drawing the attention of all the top investors across worldwide. It is now the destiny of retailing to be the destination of FDI inflows. The focus of FDI inflows shifted from infrastructure, natural resources and export driven manufacturing to the areas like retailing, tourism, construction and offshore services. FDI in Indian retailing has become the one of the most debatable issues today. One can witness both the arguments of those opposing and also supporting it in everyday news. While the left parties seem to oppose FDI in retail, the government took positive in this issue. Looking at the optimistic view of the government towards it, one can be sure of having 100% FDI in retailing in India soon. It is not only the government, but also the growing 25 million middle-income markets, whose demands are escalating along with the growing expenditure rate of more than 11.5%.

Global Convergence

Today, the result of global convergence has signaled that a global market place can be constructed at the speed of thought; this has succeeded in creating a profound impact not only on the marketers but also on the customers. Even though the intensity and the span of this impact are not immediately clear, it could be observed indirectly through the changes in the consumers' mindset and demand pattern. The exposure of Indian customers of foreign goods and service has made the Indian retail industry move towards modernization and standardization. The outcome of the same is a promising and mounting organized retail sector, which is now just around 3% of the total Indian retail markets.



Expansion of Organized Retail Industry

It is also noticed that the Indian organized retail sector has 300 malls, 1500 supermarkets and 325 departmental stores across the country (Indian retail / forum, 2005). This expansion in the retail industry is fueled by massive infusion of capital from across the globe. A recent study on consumers' perception of corporate retail outlets and concluded that the consumer have switched to corporate retail outlets from the traditional small retail stores. It is also concluded that there is significant difference in the consumers' perception towards corporate and small retail outlets. The opinion towards corporate retail is much favourable than traditional small retail outlets, which result preferring hypermarkets, supermarkets or corporate malls (Purushotam Rao & AratiJadha, 2012). As a result, the aggressive expansion of mall space occupied in the major cities in India during 2005-20011 and now it is almost than 50% growth as shown in following table.

Expansion of Mall Space in Major Cities in India for 2005-2011

City	2005	2010	Growth
Bangalore	15%	25%	10%
Chennai	03%	11%	08%
Hyderabad	12%	22%	10%
Mumbai	31%	39%	08%
Kolkata	12%	19%	07%
Pune	6%	11%	05%

Source: Arpita Mukherjee, Nitisha Patel (2011), FDI retail sector: HPH

Growths of modern formats have encouraged a number of real estate companies and other corporate to invest in development malls, (for example, cross road in Mumbai, Spencer plaza in Chennai, and Ansal plaza in Delhi). Big schools business houses like Tatas (Westside and Landmark), RPG (Food world and Music world), Piramals (Pyramids and Crossroads) Rahejas and Ambanis' Reliance have opened up retail chains in a number of Indian cities. Both manufactures and multinationals have expanded their operations into retailing in order to market their brands.

Review of Literature

Singh Kr. Arun and Agarwal P.K., (2012)in their study entitled "**Foreign Direct Investment: The Big Bang in Indian Retail**" in this article they have studied the relation of foreign investment and Indian retail business. The study is based on different literatures, case studies and analysis of organized retail market. The author discusses the policy development for FDI in the two retail categories: single brand and multi brand. The author concludes that FDI in multi brand retail should be considered, better technology and employment. The paper also concludes that openness of FDI in India would help India to integrate into worldwide market.

Bose KantiTarun, (2012), in his article entitled "**Advantages and Disadvantages of FDI in India and China**" the study has been done on evaluation of advantages and disadvantages of FDI in China and India based on literature review. The study was based on two major companies: Wal-Mart operations in China and Hyundai operations in India. The study concludes that both China and India has been a hotspot for foreign investment due to its unsaturated market conditions, cheap labour, demographic factors, consumer behaviour, etc.

Dr. S N Babar and Dr. B V Khandare, (2012),in their study entitled "**Structure of FDI in India during Globalization Period**" the study is mainly focused on changing structure and direction of India's FDI during globalization period. The study is done through analysis of benefits of FDI for economic growth. The study has been done through sect oral analysis of FDI participation, as well as through study of country wise flow of foreign inflow in India till 2010.

Dr. Mamata Jain and Mrs. Meenal LodhanaSukhlecha, (2012), in their article entitled "**FDI in Multi Brand Retail: Is it the need of the hour?**"The paper studies the need of the retail community to invite FDI in retailing. The study is under taken through analysis of positive and negative impacts of reforms. The study shows various advantages of FDI, which suggests for foreign participation in retailing, but the author also suggests that the ceiling should not exceed 51% even for single brands to ensure check and control on business operations.

Basu, (2012)in his article entitled "**FDI in Multi-Brand Retail**" "In the next few years, we'll see whether the states that adopted FDI are doing good or bad. If we see these states are doing well, the hesitant states will open up and if doing bad then it would be a lesson for everyone," As of now only ten states in the country have endorsed the Centre's decision to allow FDI in multi-brand retail.



Rajalakshmi K. and Ramachandran F., (2011), in their study entitled **“Impact of FDI in India’s Automobile Sector with reference to Passenger Car segment”** The author has studied the foreign investment flows through the automobile sector with special reference to passenger cars. The research methodology used for analysis includes the use of ARIMA, coefficient, linear and compound model. The period of study is from 1991 to 2011. This paper is an empirical study of FDI flows after post liberalization period. The author has also examined the trend and composition of FDI flow and the effect of FDI on economic growth. The author has also identified the problems faced by India in FDI growth of automobile sector through suggestions of policy implications.

Mittal and Mittal (2008), in their study entitled **“Store Choice in the Merging Indian Apparel Retail Market: An Empirical Analysis”** Investigated the evaluation of an apparel store attributes by consumers in the context of apparel retail formats in India. They suggested retailers to consider underlying perceptions and demographic correlates of local consumers. According to them, retailers could use loyalty divers and shopping experience enhances to be integrated into the retail formats to create sustainable store choice and hence, store loyalty. Further research is needed to carry out research for other retail sectors such as food and grocery, consumer electronics, gift and so on and also to investigate the influence of demographics and psychographics on store choice and shopping orientations.

Rajaguru and Matanda, (2006), examined entitled **“Consumer Perception of Store and Product Attributes and its effect on Customers’ Loyalty within the Indian Retail Sector”** and observed that expects product price, other stores and product attributes have positive effects on customer loyalty. Further research is needed to identify retail managers’ focus on product quality, store convenience as well as assure quality and availability of new products in order to enhance customers’ loyalty and also to compare customers using various retail formats and customers perceptions of product and store attributes on retail formats keeping in view demographic correlates.

Koshy Joseph, Partner, Joseph and Joseph Law Offices (2006), in their articles entitled **“FDI IN RETAIL SECTOR”** describes The decision of permitting foreign direct investment (FDI) in the retail sector has been a debate in India for a considerable period of time. FDI has been permitted in several sectors by the government of India; however, retail has been as issue deliberated over in view of its expected effect on several sections of the economy, particularly small businesses. However, the said decision of the government permitting FDI in retail has drawn a lot of flak from the leftist and the opposition parties. The gates have opened for multinationals interested and looking forward to set a foot in the booming retail business in India.

Research Design of the Study

Objectives of the Study

1. To study the conceptual framework of consumer perception.
2. To study the consumer awareness towards FDI on retail sector.
3. To analyze the consumer perception towards FDI on retail sector.
4. To analyze the consumer preference towards FDI retail outlets.
5. To compare the consumer attitude towards Indian retail vs. FDI retail outlets.

Statement of the Problem

In olden days, Marketing Methods starts with Barter System and later it develops into Departmental Stores, Hyper Market and FDI in Single Brand etc. Due to the changes in Customers’ Preferences and Habits, the Marketing Methods has met massive changes. Recently, the government decided to allow FDI in multi brand retail with 51%. By this, many foreign branded products will available in the Market. It may create huge competition in the local market, due to the availability of foreign products. So, this study makes an attempt to find the consumer preference, changes in attitude, perception and preference of the consumer toward FDI in retail.

Need of the Study

The success or failure of any company is depends on the Consumer Satisfaction. Consumer Satisfaction depends on their preference, attitude and perception. But day by day, the preference and habits of the consumers are changing. So, company need to control its strategies to get success. This study helps to FDI companies, Local Retailers or Producer because it helps to know the changes in attitude, perception and preference of the consumer toward FDI in retail. By this the company may plan their sales strategy depend upon the consumer needs. Also, this study helps the consumer to express their expectation from the seller.



Methodology

For the study of consumer perception towards FDI on retail sector, both primary data and secondary data were used. The primary data, concerning the viewpoints of the consumers FDI in Tiruchirappalli region, were collected using a well defining questionnaire. Sample size was 100 randomly selected among the customers in the study region.

Sample Selection

For the purpose this study 100 respondents selected from Sathankulam town. The convenience sample technique method is adopted for selecting sample size.

Area of the Study

The research is mainly focused on the consumers belongs to the Sathankulam town. From the whole population i was selected only 100 respondents for collecting the primary data.

Sources of Data

This study deals with both the Primary data and Secondary data. The Primary data was collected from 100 respondents by providing questionnaire. The secondary data were collected from Journals, Books and Websites.

Tools used for the Study

The following tools are used for this study are as follows:

1. Simple Percentage Method.
2. Cross Tabulation.
3. Chi-Square test.

Simple Percentage Method

Percentage method refers to a specified kind which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and thereby allow meaning comparison.

$$\text{Percentage of respondent} = \frac{\text{Number of respondents}}{\text{Total no. of respondents}}$$

Cross Tabulation

Cross tabulation tables display the relationship between two or more categorical variables. The Cross tabs procedure forms two way and multi way tables and provides a variety of tests and measures of association for two way tables. The structure of the table and whether categories are ordered determine what test or measure to use.

Chi-Square Test

The chi-square test is an important test amongst the several test of significance developed by statisticians. Chi-square, symbolically written as χ^2 (Pronounced as Ki-Square), is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As a non-parametric* test, it "can be used to determine if categorical data shows dependency or the two classification of independent. It can also be used to make comparisons between theoretical populations and actual data when categories are used".

Limitations of the Study

Due to following unavoidable and uncontrollable factors, the result might not be accurate. Some of the problems faced while conducting the survey are as follows:

1. Time and cost constraints were also there.
2. Chances of some biasness couldn't be eliminated.
3. The sample size of 100 has been use due to time limitations.
4. Majority of respondents show lack of co-operation and are biased towards their own opinion.



Analysis of Consumer Perception

Age Group of the Respondents

Particulars	Number of the Respondents	Percentage
Age Group of the Respondents		
18-24	64	64.0
25-34	22	22.0
35-44	10	10.0
45&Above	4	4.0
Total	100	100.0

Source: Primary Data and Computed by using SPSS (v16)

Its explains that the Age Group of the respondents. It revealed 64% of respondents are at the age group of 18-24; 22% of the respondents are at the age group of 25-34; 10% of the respondents are at the age group of 35-44 and 4% of the respondents are at the age group of 45 & above.

It clearly indicates that the FDI on retail sector having more perceptions between the age group of 18-24.

Education Level of the Respondents

Particulars	Number of the Respondents	Percentage
Education level of the Respondents		
Higher Secondary	2	2.0
Graduate	21	21.0
Post Graduate	64	64.0
Professionals	13	13.0
Total	100	100.0

Source: Primary Data and Computed by using SPSS (v16)

The table represents that the Education level of the respondents. It is clear that 64% of the respondents are Post Graduates; 21% of the respondents are Graduates; 13% of the respondents are Professionals and 2% of the respondents are Higher Secondary level.

It clearly indicates that the most of the respondents are post graduates 64%.

Annual Income of the Respondents

Particulars	Number of the Respondents	Percentage
Annual Income of the Respondents		
Below100000	67	67.0
100001-200000	17	17.0
200001-300000	13	13.0
300001&Above	3	3.0
Total	100	100.0

Source: Primary Data and Computed by using SPSS (v16)



The table denotes that the results of annual income of the respondents, it disclose that 67% of the respondents are earning below 100000 INR as their annual income, 17% of the respondents are earning between 100001-200000 INR as their annual income, 13% of the respondents are earning between 200001-300000 INR as their annual income and 3% of the respondents are earning 300001 INR & above.

It clearly indicates that the majority of the respondents are earning below 100000 INR as their annual income.

Cross Tabulation of Educational Qualification and Awareness about FDI on Retail Sector

Education level	Awareness about FDI on retail				
	Online	Newspaper	Friends	Others	Total
Higher Secondary	0 .0%	2 2.0%	0 .0%	0 .0%	2 2.0%
Graduate	4 4.0%	8 8.0%	9 9.0%	0 .0%	21 21.0%
Post Graduate	10 10.0%	37 37.0%	15 15.0%	2 2.0%	64 64.0%
Professionals	2 2.0%	8 8.0%	3 3.0%	0 .0%	13 13.0%
Total	16 16.0%	55 55.0%	27 27.0%	2 2.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation represents that the relationship between Education and Awareness about FDI on retail sector. It revealed that 16% of respondents are getting awareness from Online, 55% of respondents are getting awareness from Newspaper, 27% of respondents are getting awareness from Friends and 2% of respondents are getting awareness from others factors like Seminars and Pamphlets.

Among the respondents majority of 37% of post graduates are getting awareness from newspaper. The government has to take action to create awareness among public about FDI on retail sector.

Cross Tabulation of Gender and Choices for the Products Available of the Respondents

Gender	Products are normally available				Total
	Kirana Shop	Departmental Stores	Domestic Branded Showroom	Foreign Branded Showroom	
Male	16 16.0%	49 49.0%	18 18.0%	2 2.0%	85 85.0%
Female	2 2.0%	4 4.0%	4 4.0%	5 5.0%	15 15.0%
Total	18 18.0%	53 53.0%	22 22.0%	7 7.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation explains that the relationship between Gender and Choices for the product available of the respondents. It is interesting to note that the respondents from Male, the Choices for the product normally from Kirana shop at 16%, Departmental Stores at 49%, Domestic Branded Showroom at 18% and Foreign Branded Showroom at 2%; respondents from Female, the Choices for the product normally 2% from Kirana Shop, 4% from both Departmental Stores and Domestic Branded Showroom, 5% from Foreign Branded Showroom.



It reveals that the majority of the respondents (53%) says that Choices for the product available at Departmental Stores. Foreign branded showrooms should have to increase the choices for the product available at same place.

Cross Tabulation of Education and Benefits of Allowing FDI on Retail Sector

Educational Qualification	Benefits of allowing FDI inertial				Total
	Additional Employment Opportunity	Growth in GDP	Price Advantage For Consumers	Others	
Higher Secondary	0 .0%	0 .0%	2 2.0%	0 .0%	2 2.0%
Graduate	5 5.0%	9 9.0%	5 5.0%	2 2.0%	21 21.0%
Post Graduate	20 20.0%	12 12.0%	19 19.0%	13 13.0%	64 64.0%
Professionals	4 4.0%	4 4.0%	2 2.0%	3 3.0%	13 13.0%
Total	29 29.0%	25 25.0%	28 28.0%	18 18.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation shows that the relationship between Education and benefits of allowing FDI on retail sector. It reveals that 29% of the respondents says that FDI benefits the additional employment opportunity, 25% of respondents says that benefits the growth in GDP, 28% of respondents are says that price advantage for consumers and 18% of respondents says that other factors like inflation, etc.

It clearly indicates that the 64% of Post Graduate respondents alone said that benefits of allowing FDI on retail sector for additional employment opportunity. The government should properly announce that what kind of benefits the consumer can get from allowing of FDI on retail sector.

Cross Tabulation of Income and Price Discount from MRP

Annual Income	Real Discount At Price From MRP				Total
	Kirana Shop	Big Retail Shops	Domestic Branded Showroom	Foreign Branded Showroom	
Below100000	15 15.0%	27 27.0%	24 24.0%	1 1.0%	67 67.0%
100001-200000	6 6.0%	6 6.0%	2 2.0%	3 3.0%	17 17.0%
200001-300000	1 1.0%	6 6.0%	5 5.0%	1 1.0%	13 13.0%
300001&Above	1 1.0%	0 .0%	0 .0%	2 2.0%	3 3.0%
Total	23 23.0%	39 39.0%	31 31.0%	7 7.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation explains that the relationship between Income and Price discount from MRP, it defines that 23% of the respondents are get their discount from Maximum Retail Price (MRP) at Kirana Shop, 39% of the respondents are get their discount from MRP at Big Retail Shop, 31% of respondents are get their discount from MRP at Domestic Branded Showrooms and 7% of the respondents are get their discount from MRP at Foreign Branded Showrooms.

It clearly observed that the majority of the respondents (39%) informed that, they getting their real discount at price from MRP on Big Retail Shops. The foreign branded showrooms have to provide more discounts from MRP to the customers to increase the Number of customers.



Cross Tabulation of Gender and Purchase of Food Articles, Garments and Personal Care Products

Gender	Normally Purchase your Food Articles Garments and Personal care Products				Total
	Kirana Shop	Big Retail Shops	Domestic Branded Showroom	Foreign Branded Showroom	
Male	25 25.0%	27 27.0%	30 30.0%	3 3.0%	85 85.0%
Female	3 3.0%	3 3.0%	7 7.0%	2 2.0%	15 15.0%
Total	28 28.0%	30 30.0%	37 37.0%	5 5.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation explains that the relationship between Gender and Purchase of Food articles, Garments and Personal care products of the respondents. It is clear that 28% of the respondents are purchase their products at Kirana Shop, 30% of the respondents are purchase their products at Big Retail Shops, 37% of the respondents are purchase their products at Domestic Branded Showroom and 5% of the respondents are purchase their product at Foreign Branded Showroom.

The study found that majority of the respondents (37%) normally Purchase their Food articles, Garments and Personal care products on Domestic Branded Showroom at large extent. The foreign branded showrooms should use more promotions like pamphlets, advertisements, etc. to incur the customers to purchase their products.

Cross Tabulation of Education and Benefits the Consumers A Lot

Education	FDI in retail sector benefits the consumer a lot				Total
	Strongly Agree	Agree	Disagree	Strongly Disagree	
Higher Secondary	0 .0%	1 1.0%	0 .0%	1 1.0%	2 2.0%
Graduate	6 6.0%	8 8.0%	6 6.0%	1 1.0%	21 21.0%
Post Graduate	11 11.0%	30 30.0%	12 12.0%	11 11.0%	64 64.0%
Professionals	5 5.0%	3 3.0%	5 5.0%	0 .0%	13 13.0%
Total	22 22.0%	42 42.0%	23 23.0%	13 13.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation denotes that the relationship between Education and Benefits a consumer a lot of the respondents. It describes that the respondents from Post Graduates says that 30% of Agree, 12% of Disagree, 11% of both Strongly Agree and Strongly Disagree about the benefits the consumer a lot on FDI in retail; respondents from Graduates says that 8% of Agree, 6% of both Strongly Agree and Disagree, 1% of Strongly Disagree about the benefits the consumers a lot on FDI in retail; respondents from Professionals says that 5% of both Strongly Agree and Disagree, 3% of Agree about the benefits the consumers a lot on FDI in retail; respondent from Higher Secondary says that 1% of both Agree and Strongly Disagree about the benefits the consumers a lot on FDI in retail.

It is clear that majority 30% of Post Graduate respondents are Agree that the benefits the consumers a lot on FDI in retail.

Cross Tabulation of Education and Benefits A Manufacturers and Farmers A Lot

Education	FDI in retail sector benefits the manufacturer and farmers a lot				Total
	Strongly Agree	Agree	Disagree	Strongly Disagree	
Higher Secondary	0 .0%	1 1.0%	0 .0%	1 1.0%	2 2.0%
Graduate	6 6.0%	5 5.0%	5 5.0%	5 5.0%	21 21.0%
Post Graduate	9 9.0%	27 27.0%	18 18.0%	10 10.0%	64 64.0%



Professionals	5 5.0%	2 2.0%	4 4.0%	2 2.0%	13 13.0%
Total	20 20.0%	35 35.0%	27 27.0%	18 18.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation represents that the relationship between Education and Benefits a Manufacturers and Farmers a lot of the respondents. It is clear that respondents from Post Graduates says that 27% of Agree, 18% of Disagree, 10% of Strongly Disagree and 9% of Strongly Agree about the benefits a Manufacturers and Farmers a lot on FDI in retail; respondents from Graduates says that 6% of Strongly Agree and 5% of Agree, Disagree and Strongly Disagree about the benefits a Manufacturers and Farmers a lot on FDI in retail; respondents from Professionals says that 5% of Strongly Agree, 4% of Disagree and 2% of both Agree and Strongly Disagree about the benefits a Manufacturers and Farmers a lot on FDI in retail; respondents from Higher Secondary says that 1% of both Agree and Strongly Disagree about the benefits a Manufacturers and Farmers a lot on FDI in retail.

It disclose that, 35% of the respondents are Agree that the benefits a Manufacturers and Farmers a lot on FDI in retail.

Cross Tabulation of Age and Changing Brand Preference

Age	Changing brand preference		Total
	Yes	No	
18-24	29 29.0%	35 35.0%	64 64.0%
25-34	17 17.0%	5 5.0%	22 22.0%
35-44	5 5.0%	5 5.0%	10 10.0%
45&above	1 1.0%	3 3.0%	4 4.0%
Total	52 52.0%	48 48.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation illustrates that the relationship between Age and Changing brand preference of the respondents. It is interesting to note that 64% of respondents are at the age group of 18-24, 22% of the respondents are at the age group of 25-34, 10% of the respondents are at the age group of 35-44 and 4% of the respondents are at the age group of 45 & above. Among that 52% of the respondents are changing their brand preference.

It clearly found that majority of the respondents (52%) are changing their brand preferences. The companies have to identify the reasons behind the respondents changing their brand preference to retain their customers.

Cross Tabulation of Income and Price of the Product Satisfaction

Annual Income	Price of product satisfactory in		Total
	FDI Retail Outlets	Domestic Retail Outlets	
Below100000	29 29.0%	38 38.0%	67 67.0%
100001-200000	8 8.0%	9 9.0%	17 17.0%
200001-300000	3 3.0%	10 10.0%	13 13.0%
300001&Above	1 1.0%	2 2.0%	3 3.0%
Total	41 41.0%	59 59.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)



The cross tabulation shows that the results of income and price of the product satisfaction of the respondents. It revealed 29% of FDI Retail Outlets and 38% of Domestic Retail Outlets are getting their price of product satisfactory at the income group of below 100000 INR of the respondents; 8% of FDI Retail Outlets and 9% of Domestic Retail Outlets are getting their price satisfactory at the income group of between 100001-200000 INR of the respondents; 3% of FDI Retail Outlets and 10% of Domestic Retail Outlets are getting their price satisfactory at the income group of between 200001-300000 INR of the respondents; 1% of FDI Retail Outlets and 2% of Domestic Retail Outlets are getting their price satisfactory at the income group of 300001 INR & above of the respondents.

It clearly denotes that majority of the respondents (59%) of getting their Price Satisfactory in Domestic Retail Outlets at Maximum level. The foreign retail outlets have to satisfy their consumers through sale their products with reasonable price.

Cross Tabulation of Age and Stick Brand Loyalty

Age	If Price Increase You Sticky Our Brand Loyalty		Total
	Yes	No	
18-24	34 34.0%	30 30.0%	64 64.0
25-34	12 12.0%	10 10.0%	22 22.0%
35-44	3 3.0%	7 7.0%	10 10.0%
45&above	3 3.0%	1 1.0%	4 4.0%
Total	52 52.0%	48 48.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation represents that the results of age and stick brand loyalty of the respondents. It revealed that 34% of Yes and 30% of No at the age group of 18-24 of the respondents says that they stick their brand loyalty while increase the price of the brand; 12% of Yes and 10% No at the age group of 25-34 of the respondents says that they stick their brand loyalty while increasing the price of the brand; 3% Yes and 7% No at the age group of 35-44 of the respondents says that they stick their brand loyalty while increasing the price of the brand; 3% of Yes and 1% of No at the age of 45 & above of the respondents can stick their brand loyalty while increasing the price of the brand.

It clearly indicates that the majority of respondents (52%) notified that, even if the prices of the product increase also, they stick their brand loyalty at large extent.

Cross Tabulation of Age and Prefer To Buy

Age	Prefer to buy				Total
	Branded Products	Quality	Low price	Others	
18-24	12 12.0%	35 35.0%	11 11.0%	6 6.0%	64 64.0%
25-34	4 4.0%	14 14.0%	4 4.0%	0 .0%	22 22.0%
35-44	1 1.0%	6 6.0%	2 2.0%	1 1.0%	10 10.0%
45&above	3 3.0%	1 1.0%	0 .0%	0 .0%	4 4.0%
Total	20 20.0%	56 56.0%	17 17.0%	7 7.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation represents that the relationship between Age and Prefer to buy of the respondents. It revealed that the respondents from the Age group of between 18-24 are mostly prefer to buy Branded Products at 12%, Quality at 35%, Low



Price at 11% and Others at 7%; respondents from the Age group of between 25-34 prefer to buy for Quality at 14%, both Branded Products and Low Price at 4%; respondents from the Age group of between 35-44 prefer to buy for Quality at 6%, Low Price at 2% and both Branded Products and Others at 1%; respondents from the Age group 45 & above prefer to buy Branded Products at 3%, Quality at 1% and both Low Price and Others are remains zero.

This study found that most of the respondents (35%) are mostly preferred to buy Quality Products and they are in the age group of 18-24 years. People in the age group of above 25 are not having much awareness about quality products; the major retailers should create awareness about quality products to their consumers.

Cross Tabulation of Age and Reason for Changing One Brand to Another

Age	Reason for Changing one Brand to another				Total
	Better Product Features	Better Value For Money	Added Product Features	Others	
18-24	27 27.0%	17 17.0%	12 12.0%	8 8.0%	64 64.0%
25-34	11 11.0%	6 6.0%	4 4.0%	1 1.0%	22 22.0%
35-44	5 5.0%	2 2.0%	2 2.0%	1 1.0%	10 10.0%
45&above	2 2.0%	1 1.0%	1 1.0%	0 .0%	4 4.0%
Total	45 45.0%	26 26.0%	19 19.0%	10 10.0%	100 100%

Source: Primary Data and Computed by using SPSS (v16)

The cross tabulation denotes that the relationship between Age and Reason for changing one brand to another of the respondents, it revealed 27% of Better Product Features, 17% of Better Value for Money, 12% of Added Product Features and 1% of Others are at the age of 18-24; 11% of Better Product Features, 6% of Better Value for Money, 4% of Added Product Features and 1% of Others are at the age of 25-34; 5% of Better Product Features, 2% of both Better Value for Money and Added Product Features, 1% of Others are at the age group of 35-44; 2% of Better Product Features, 1% of both Better Value for Money and Added Product Features are at the age of 45 & above.

It indicates that most of the respondents (45%) are changing one brand to another because of Better Product Features in New brand. The company should increase their product features to compete with new brand.

Major Findings

1. This study indicates that the Majority of the respondents are Male (85%).
2. This study found that the FDI on retail sector having more perceptions between the age group of 18-24.
3. The most of the respondents are Post Graduates 64%.
4. This study found that the majority of the respondents are earning below 100000 INR as their Annual Income.
5. Majority of the respondents (37%) of Post Graduates are getting awareness from Newspapers.
6. This study found that the majority of the respondents (53%) says that Choices for the product available at Departmental Stores.
7. This study clearly indicates that the 64% of Post Graduate respondents alone said that benefits of allowing FDI on retail sector for Additional Employment Opportunity.
8. The Majority of the respondents (39%) informed that, they getting their real discount at price from MRP on Big Retail Shops.
9. The study found that majority of the respondents (37%) Normally Purchase their Food articles, Garments and Personal Care products on Domestic Branded Showroom at large extent.
10. This study found that most of the respondents (35%) are mostly preferred to buy Quality Products and they are in the age group of 18-24 years.
11. Most of the respondents (45%) are Changing One Brand to Another because of Better Product Features in New brand.
12. This study proved that the Majority of the respondents (78%) are using their Mode of Payment by Cash.



13. This study clearly indicates that most of the respondents (47%) are Prefer to buy FDI Retail Outlets because of Quality Products.
14. This study clear that majority 30% of Post Graduate respondents are Agree that the Benefits the Consumers a lot on FDI in Retail.
15. This study disclose that, 35% of the respondents are Agree that the benefits a Manufacturers and Farmers a lot on FDI in Retail.
16. This study found that majority of the respondents (52%) is changing their Brand Preferences.
17. Majority of the respondents (59%) of getting their price satisfactory in Domestic Retail Outlets at maximum level.
18. Majority of respondents (52%) informed that products in Domestic Retail Outlets are a Good Quality one.
19. This study clearly indicates that the Majority of the respondents (56%) are says that Customer Service is Satisfactory in Domestic Retail Outlets.
20. This study illustrates that the Majority of respondents (52%) notified that, even if the prices of the product increase also, they stick their brand loyalty at large extent.
21. Among all respondents, it is clearly indicates that the Level of Satisfaction towards FDI on Retail Sector is 51%.
22. By the analysis the study found that there is partly impact of consumer awareness towards FDI on retail sector.
23. The study shows that there is significant impact of consumer preference on FDI retail outlets
24. The result of the study shows that there is no significant impact of consumer attitude towards Indian retail Vs FDI retail outlets' is partially accepted.

Recommendations

1. The Government has to take action to create awareness among public about FDI on Retail Sector.
2. Foreign Branded Showrooms should have to increase the choices for the product available at same place.
3. The Government should properly announce that what kind of benefits the consumer can get from allowing of FDI on Retail Sector.
4. The Foreign Branded Showrooms have to provide more discounts from MRP to the customers to increase the Number of customers.
5. The Foreign Branded Showrooms should use more promotions like Pamphlets, Advertisements, etc. to incur the customers to purchase their products.
6. People in the age group of above 25 are not having much awareness about quality products; the major retailers should create awareness about Quality Products to their consumers.
7. The Company should increase their product features to compete with new brand.
8. The Retailers make their customers can also use the Debit Cards as a preferred Mode of Payment.
9. FDI Retail Outlets have to increase the availability of good quality products to increase the number of customers.
10. The Companies have to identify the reasons behind the respondents changing their brand preference to retain their customers.
11. The Foreign Retail Outlets have to satisfy their consumers through sale their products with reasonable price.
12. Foreign Retail Outlets have to increase their quality of products to increase the sales volume.
13. FDI Retail Outlets give more importance to Customer Service for satisfy their customers.
14. The FDI retailers should give much attention to satisfy the respondents who are all unsatisfied with FDI on retail sector.

Conclusion

This study analyzed the various factors which influenced the consumer perception towards FDI on retail sector. The younger generation with higher disposal income is having a clear perception about the FDI retail sector. The brands, product variants, price ranges, added features of various products and various retail formats are taking informed purchasing decision than other target populations. The online payment mode for purchase of goods and services has to be improved further.

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