11. CONCLUSION

11.1 CONCLUSION

The present study mainly addresses the cross shopping behaviour of customers across traditional retail stores and supermarkets in Chennai. The study has also attempted to identify the attitude of customers towards these retail stores. The study has employed retail store attributes, and consumer demographics as predictor variables. The findings of the study arrived at factors underlying the cross shopping behaviour of customers as well as their attitude towards a particular store.

Shopping motives have been used as moderators that impact the strength of relationship between store attributes and attitude developed towards a retail store. Shopping motives that are specific to supermarkets and traditional stores were identified for this purpose. As an extension, the study has also indicated the role of customer satisfaction as a mediator for re-patronage intention of customers towards a particular retail store. The study has also employed structural equation modeling approach to validate the proposed theoretical framework.

The results of the study indicated that the cross shopping behaviour of customers are due to the influence of store related attributes in their store choice behaviour. In addition, the cross shopping behaviour of customers also vary depending on their demographic characteristics. Further, cross shopping behaviour of customers vary based on their shopping motives. Customers have different shopping motives towards their store choice behaviour as explained in the study. The study has given many implications that are useful for the retailers in India. Based on the findings of the study, supermarkets and traditional retail stores can frame strategies to attract and retain customers. The study has also given many important findings that suggest that the policy makers of the country have a look into it. The study indicates the possible co-existence of both the
organized and unorganized form of retailers in India. However, the survival of any form of retailers depends on their adaptability and restructuring based on the needs and lifestyle of people in the country.

11.2 LIMITATIONS OF THE STUDY

The study has several limitations

- Non – probability convenience sampling technique was employed due to large population. Hence, there could be bias in the responses provided by customers of retail stores.
- The respondents were asked to recollect their experiences of shopping. Hence, there could be bias in the responses provided by respondents.
- The study has only considered the cross shopping behaviour of customers across supermarkets and traditional stores. Today's customers also buy food and grocery items from wholesale markets and hypermarkets
- Generalizing the study across India may not be feasible due to cultural differences across the country
- Several structural changes are happening in the retail industry and due to the dynamic nature of the industry; the interpretation the study may look outdated although the findings are valuable additions to the existing body of knowledge in the retail literature.
12. SCOPE FOR FUTURE STUDY

The present study has employed store attributes, consumer demographics and shopping motives as predictor variables. The same study can be extended by employing other factors like lifestyle factors, activities, interests and opinion of customers, cultural factors, etc. The study can also be done to understand the cross-shopping behaviour of customers across different product categories. Similar study can also be conducted in another city with a different demographic profile. The study can also be extended to compare between other emerging formats of retail store types. Comparison across the states in India can also be carried out in India. Cluster analysis can also be employed to group customers based on their shopping motivations/orientations.