

HEB

An Empirical Study of Generation-Y Behaviour with Special Reference to Retail Sector in Lucknow

CASS

Azmee Zaheer & Dr. M.S Khan ***

*Azmee Zaheer: Ph.D Research Scholar, School for Management Studies, Babasaheb Bhimrao
Ambaедkar University (A Central University) Lucknow


**Dr. M S Khan: Head & Associate Professor, School for Management Studies, Babasaheb Bhimrao
Ambaедkar University (A Central University) Lucknow

Email ID-editorcassstudies@gmail.com

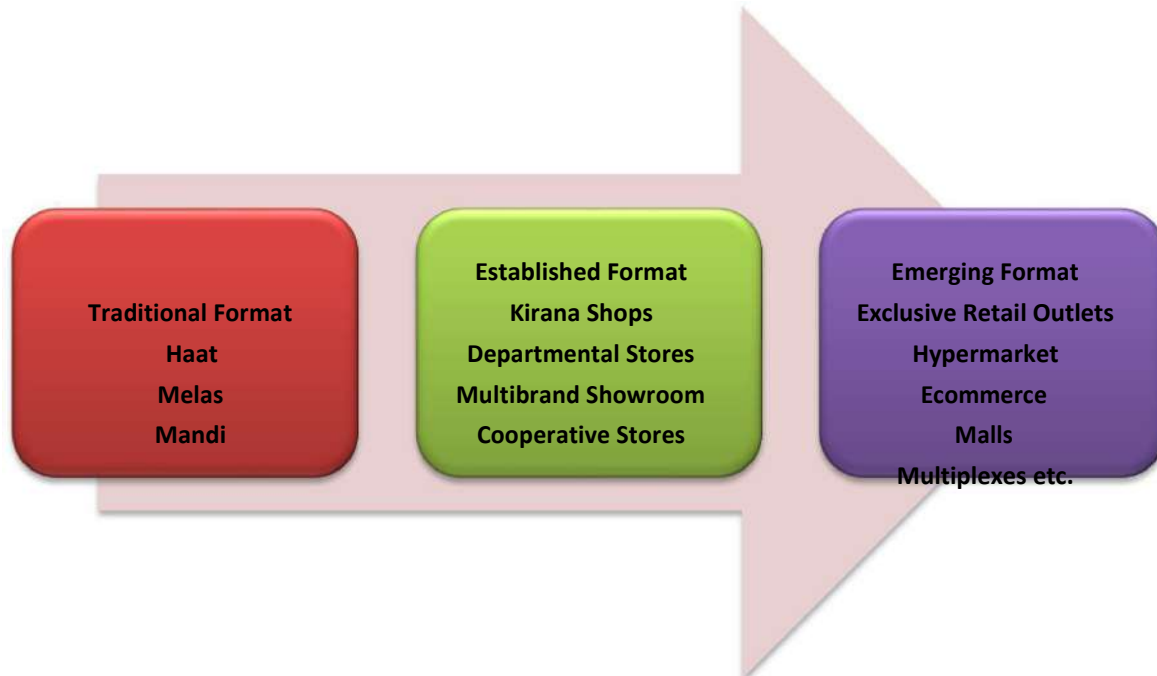
Abstract

India is a fast growing economy and the luxury sector is growing very fast. There is a large appetite for luxury products especially from the youth segment of India. Retail is most frequently flourished sector of the Indian economy including e-tailing, e-commerce, m-commerce and etc. In India retail popularity has driven by various factors that are retail space, one stop shopping, huge excess of quality products, different brands under one roof, ambience and etc. Basically in India Generation Y consumer are millennials i.e. born after 1980 those who are digitally connected, ambitious in lifestyles choices and are equally represented across gender. Generation Y consumers shows specific characteristic while shopping like using multiple channels in the shopping experience, seeking information from various sources, increasing two way engagement with retailers, stressing on brands and still value conscious. The study carried in this research paper will be both inductive and deductive. My study will help in understanding the concept of Generation Y consumers their needs, desire, expectation and attractions. It will also benefit the retail sector in identifying various factors affecting Generation Y buying behaviour depending upon their unique characteristics.

Keywords- Generation Y, Consumer Behaviour, Retail, Brands, Youths

Access this Article Online	Quick Response Code: 
Website: http://heb-nic.in/view-latest-issue	
Received on 22/12/2018	
Accepted on 25/12/2018 © HEB All rights reserved	

Introduction



Format of Retail in India

Source: Pradhan Swapna, Retailing Management p.28

In India entry of several new retail players due to globalization and FDI leads to most enterprising and maximum growth of retail industries. Retailing in India accounts for 14% to 15% of its GDP and is the major pillar of its economy. The restrained growth in GDP and the buying capacity of Indian gives an excellent opportunity for organized retailing. India presents a unique market with its younger generation just beginning to accept impressive lifestyle change. The demographic and economic facts mainly mentioned are impressive in respect to understand the basic nature of retail segment, before that we need to be aware about the deep transitions that are occurring in Indian Gen Y consumer behaviour due to lifestyles change, high aspirations and the emergence of a dynamic youth culture. Retailing in

India retailing is getting maximum recognition and this emerging sector is experiencing significant change in its investment and growth pattern. Generation Y consumer in India is member of millennial i.e. born after 1980 those who are digitally connected, ambitious in lifestyles choices and are equally represented across gender. Generation Y consumers shows specific characteristic while shopping like using multiple channels in the shopping experience, seeking information from various sources, increasing two way engagement with retailers, stressing on brands and still value conscious. Generation Y comprises those individuals born roughly between 1980 and 2000. The starting dates of 1977-1982 to the ending dates of 1994-2003, define the age parameter of Generation Y (Win Shih & Martha Allen 2007). They are the

progenies of the baby boomers who were observed as highly child-centred, attentive and competitive parents. Gen Y has grown up in a briskly changing technical realm where change occurs at a speed well beyond the realization pattern that history predicts (Anita Weyland 2011). The careful examination of generational variances in the corporation. Their study proposed that organisation should take cognizance of the impact on work preferences, values of the succeeding generation on corporation outcomes. As per them, it helps in retaining staff and grooming future leaders. It may also be proposed that organizations' lack of success in employee retention, as an offshoot of talent management, may be wedged by the extent to which the employers and HR professionals comprehend and shown generational issues in goals, desires and values (Jeanne H. Yamamura & James W. Westerman 2007). This enormously powerful cohort of Gen Y, with respect to its complete structure and being bring up at the occasion of pecuniary success believe in collaborative approach, accredits, are majorly societal and group rapt and are better networked (UN report 2010). The strongly demanded work area associations that consider their basics needs of work life balance, social grouping and their engagement. The eco-educated millennial generation or the generation-Y (mainly between the age bracket 20-25 years) are the most responsive to retail marketing because of their better education, techno-savvy approach and willingness to pay more for globalised products



Source: Consumers Survey 2015, with over 1,000 respondents spanning age groups 18 to 65 years across India, A.T. Kearney analysis

Factors drive consumers to choose a retailer

Literature Review

Pentecost and Andrews (2010) explains that younger generation in the current scenario in comparison to other groups in the society has fashion, inflated purchase frequency and instinct buying. Djamasbi, Siegel & Tullis (2010) study reveals that advance prevalent technologies and major internet usage both together helped Generation Y consumers following new trends and made them unique target market. Emergence of retail format along with new technologies and maximum internet is not at all new to Generation Y consumers. Lahiri, Isita & et al. (2010) in their study ascertain the factors that are influencing the buying behaviour of Generation Y consumers in apparel segments of retail sectors and also

determine the overall consequences of consumers at time of purchasing apparels from organised retail outlets. Khare (2010) in her research studied the mall buying behaviour of Indian small town consumers. She recorded difference in opinion of small town men and women towards malls depending upon social issues and cultural restriction is visible clearly. Despite of unawareness of concepts of malls, they are equally focussing on their experiential and functional benefits to attract and affect the buying behaviour of small town consumers. Gilboa & Vilnai-Yavetz (2010) they found that Generation Y consumers spent maximum time in retail sectors than by other generations and also make together purchase with their friends and family. It benefits retail sectors to understand their reactions to planned purchases. Sivaraman P. (2010) in his study explains that there are some major facts which consumers considered at time of purchase from any retail stores are numbers of brands under single roof, store ambiance, one stop shopping, price, product assortment, credit availability, complements and etc. Cherukuri Jayasankara Prasad (2010) illustrate various features analysis which exist in retail sectors like internal visibility, merchandise placement, ambience, impulsive buying, bulk purchase, social differentiation, experiences have remarkable effect retail store format choice decisions. Brosdahl & Carpenter (2011) according to their studies Generation Y consumers are fond of and pleased by shopping mostly than other generation and hit maximum stores before purchase and also rely on e-commerce sites. Bergh & Behrer (2011) explains that Generations Y consumers discuss several times about brands than other generations. Kaushal & Shailesh K (2011) surveyed 700 teenager's behaviour of Lucknow in relation to purchase attitude & intentions of fashion apparel and fashion marketing strategies. Bergh & Behrer (2011) examined that word of mouth have a very strong influence on the purchase decision. This behaviour also shows that basic reference

group suggestions are important source of information before any purchase. Krishna C. V. (2011) this paper helps in understanding the primary affecting factors that influence the consumer purchase behaviour towards private label apparel. Mitul Deliya, Bhavesh Parmar and Dr. K. K. Patel (2012) examined the organized retailers influence overconsumers is more than unorganized retailers. Swapna Pradhan in her book gives broad view of retailing in India and its global aspects. Book provides full knowledge and advancement to the current market condition and evolving new trends of retailing and its global boom. Different retail types and customised location strategies and its significances give whole retail awareness. According to PWC report (2012) the magnificent revolution in retail industry in India, increase paying capacity and incomes resulting in buying of indispensable and non-indispensable products, consumers changing trends, innovative strategies and evolving current patterns, hike in simple access to credits and customer knowledge, advancement of current pattern in urbanization, rapid growing trends and urbanization towards nuclear families can be seen in India. Jain & Pant (2012) their study suggest that Generation Y consumers are basically switchers. Low loyalty level is majorly because of switching brands. Luxury and big brands should be attractive, unique, trendy and updated. Dr. Sangeeta Mohanty (2012) examined age wise preference and choices toward retail stores and product offered by them. She emphasised particularly on customer's attitude towards retail sectors. Miller & Mils (2012) accordingly, luxury brands those are creative, innovative, unique with their ideas, distinguishes from others and new technology attracts and influence maximum footfall of Generation Y consumers. Brand name, personality, fashion knowledge, comfort and value for money effect product purchases and retail promotions, funding and sponsorship. Eastman and Liu (2012) say elevated level of motivation distinguishes Generation Y consumers from others generation like Generation X and Baby boomers. Sullivan, Pauline & et al. (2012) consequently, retails are facing different challenges in understanding the psychology and buying behaviour of the Generation Y consumers as they actively participate in decision making in the market. Moreover to understand and get in andout knowledge of Generation Y consumer, retailers examined the reaction towards fashionable trends, involvement, observational value and apparel purchase behaviour. Jain & Pant (2012) explains the behaviour and psychology of Generation Y individuals are multitasking, versatile, updated technology wise, get bored easily and value conscious. Mangold & Smith (2012) study focused on the retail stores surrounding and environment used in various types and style like product display, product assortment, clubbing the merchandise in attractive ways, easy access of

merchandise, catch their interest and mood etc. lead to higher attention and interest of Generation Y consumers. Among all different generations, generation Y is foremost generations which is extensively using evolving current technologies and internet from a very initial age. Generation Y individuals uses technologies as unavoidable on a daily basis and life. Sharma (2012) carried research in Mumbai shopping malls to study altogether customer satisfaction. The researcher examined and recorded the views and feedback of consumers depending on the basis of overall services offered at malls, quality and availability of products and the comfort and satisfaction level of the consumers towards shopping in the shopping mall of Mumbai. Deloitte (global powers of retailing 2013) focuses on a strong and long lasting retail strategy which includes: a strong vision of channelizing consumers desire and experiences across all medium and channels, flexible operating model for retail environment changes like Omni-channel strategy operationalize by playbooks and etc. Naganathan Venkatesh (2013) in his research stated that in next five years retail growth will rise to about 15-20 per-cent depending upon fundamentals of macroeconomic state of India, increase urbanisation rate and rising disposable incomes of younger generations of India. Around 121 million Indians have easy internet access from urban to rural region is the key factor of rapid expansion of foreign retail investors in India. Generation Y consumers below the age of 25 is the huge potential market and targets for retailers. Nusair & et al. (2013) mentioned that generation Y consumers are intelligent, mediasavvy, adopting new trends and digitally focussed behaviour for e.g. online networks or in e-commerce sites. The usage of social networks is maximum and creates strong impact on their lives. M. Hameedunissa (2013) in this paper it have been discussed that the role of consumers psychology, perception, beliefs and thoughts influences buying consumer behaviour. Dr. Seema S. Shenoy, Dr. Sequeira and Dr. Devaraj K. (2013) according to their research Indian retail development persuade new business opportunity for worldwide retailers. Organized sector is expanding at a frenzied pace. Yaamini Devi (2013) examined sample of 100 respondents of Madhuri region and emphasized on Facility Management such as infrastructure, ambience and traffic were studied particularly. Researcher found that malls not only provide product needs of the consumers, but also a mode of entertainment and recreation. O Cass & Siahtiri (2013) explains characteristics of younger generation that they are highly inspired, influenced, consumption of distinct merchandise, services and socially connected. Anuja Shukla, Ankur Shukla (2013) says that consumers are shifting their preference from traditional markets to evolving new retail segments. Due to current competition among increasing numbers of retailers there is an increase in shopping experiences and high value of consumers. Ballard et al. (2013) found that Generation Y consumers checks and welcome sales,

coupons, discounts, and offer before their visits to malls. Parment (2013) identified choices varies in case of purchase of products and retailer i.e. shopping place. Selection of a product is more ardent rather than shopping place selection more on a logical level. Generation Y chooses product before followed by shopping place selection which leads to a decreased loyalty level towards retail sector. Generation Y individual remarkably get impacted by others word of mouth makes final choices of both a product and a retailer. Kim & Jang (2014) Generation Y consumers income is less often used to buy evident service and products. Mayya (2015) studied Manglore region on the conceptions of the consumers of shopping malls clearly shows that consumers have obtain lots of benefits from retail sector on numerous counts like different products choice, new market arrivals, well-known brands, festive offers, one stop shopping, huge discounts, and other benefits. Dhanapal, Vashu & Subramaniam (2015) Generation Y consumers are tech savvy and shows easy e-shopping buying behaviour which induce to the huge e-commerce purchases. Shekar et al. (2016) studied overall consumer's satisfaction, quality of products, reaction of consumers with regard to the product availability and services offered at shopping malls and the respondents comfort level towards shopping in the shopping malls.

Theory

A Research is the way when the maximum number of studies is comparatively few considering the importance malls have had in the current era depending upon the locality. Teenagers has unbiased feelings about the organized retail sectors and wanted their shopping venue be attractive, exciting, updated with current trends. The results of the Taylor and Cosenza (2002) study identified variety of various sources showcasing that organized retail sector are slipping popularity with consumers. In a study we compared organized retail sector behaviour and noted the changing behaviour of consumers visiting organized retail sector rarely, rather making more purchases today's then they do it in past, because shopping trend phenomena was common in gentry to do best shopping depending upon the behaviour.

However, which of these unprejudiced feelings toward organized retail sector are worldwide common across all segments of consumers is not clear. Though trend of recent era organized retail sector related research has basically used "adult" younger consumers.

Given the importance rating of "Helpful and Friendly Employees" the (significantly higher) per cent of younger employees who don't enjoy their interactions with customers can have huge implications for retailers. At the very least, this finding impact on the technique for hiring and training younger employees who interact with customers.

Objectives

The objectives of my study are:

1. To study the concept of behaviour of Generation Y.
2. To study the impact of organised retail sector on Generation Y behaviour.
3. To study the relationship between Generation Y and the organised retail sector.

Hypothesis Formulation

1. **H0**-There is influential impact of organised retail sectors on Generation Y behaviour.
H1-There is non-influential organised impact retail sectors on Generation Y behaviour.
2. **H0**- The relationship establishment between Generation Y and the organised retail sector is effective.
H1- The relationship establishment between Generation Y and the organised retail sector is less effective.

Explanation

Gen Y is a savvy generation knows the current trends what they want and if they are not capable, can easily find the answer using technology. Their connection regarding with large role in their purchasing behaviour can easily translate the logical sense with the latest shopping behaviour. Retailers should ask themselves, Can Gen Y customers reach us in a fast using technology way for example online/through emails, instant messaging.

1. There is a significance association between Genders of the respondents.
2. There is a significant relationship between amount spent at retails and their motivational factors.

Gen Y requires more praise in the workplace and in their personal relationship than did previous generation while there is still some improvement to be made in providing employee.

Research Methodology

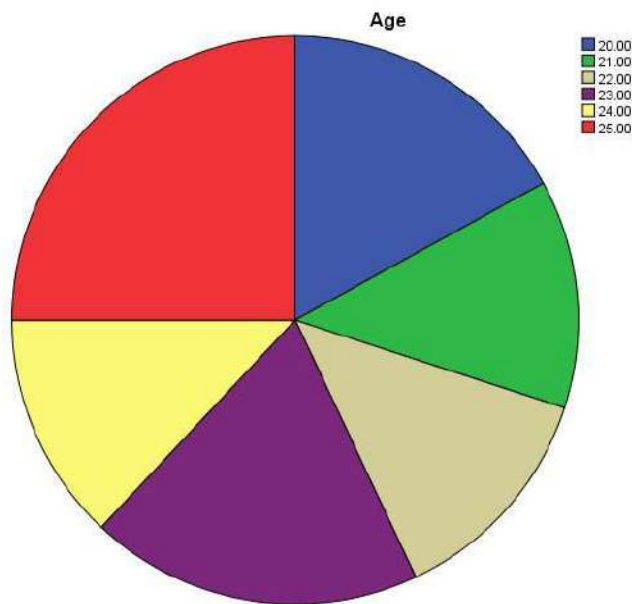
The Research Methodology used during this study is based on Primary as well as Secondary Data. Sample of 100 surveyed through personal structured questionnaire survey was used to collect information from the consumers. Generation Y consumers of age between 20-25 were asked to fill the questionnaire that contains fourteen multiple choice question regarding Generation Y Behaviour Focusing Retail Sector with Special Reference to Lucknow. The questionnaire has a significant level of content validity and the information collected through consumer survey is utilized for further analysis. Secondary data has been collected from a various number of sources like books, magazines, journals, periodicals and publications by government agencies. An intense study of both primary and secondary data has been done for reaching to the conclusion. Apart from these sources of information, newspapers and websites have also been used for collecting data.

Demographic Analysis

Demographic Variables includes personal information about respondents like Gender and Age.

Age

		Frequency	Percent	Valid Percent
Valid	20.00	17	17.0	17.0
	21.00	13	13.0	13.0
	22.00	13	13.0	13.0
	23.00	19	19.0	19.0
	24.00	13	13.0	13.0
	25.00	25	25.0	25.0
	Total	100	100.0	100.0

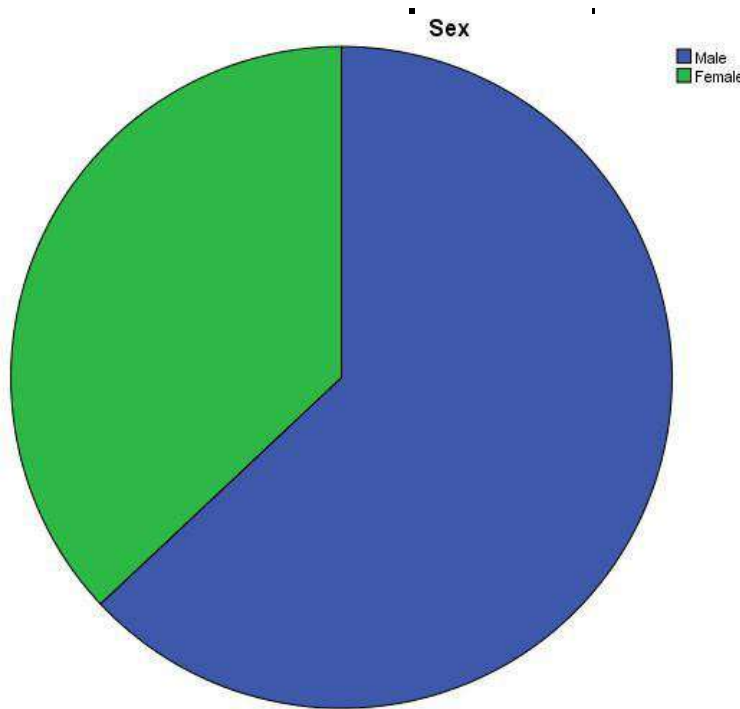


Interpretation

The above table and pie chart shows that 25% of respondents are 25 years old, 13% are 24 years old, 19% are 23 years old, 13% are 22 years old, 13% are 21 years old, and 17% are 20 years old.

Sex

		Frequency	Percent	Valid Percent
Valid	Male	63	63.0	63.0
	Female	37	37.0	37.0
	Total	100	100.0	100.0

**Interpretation**

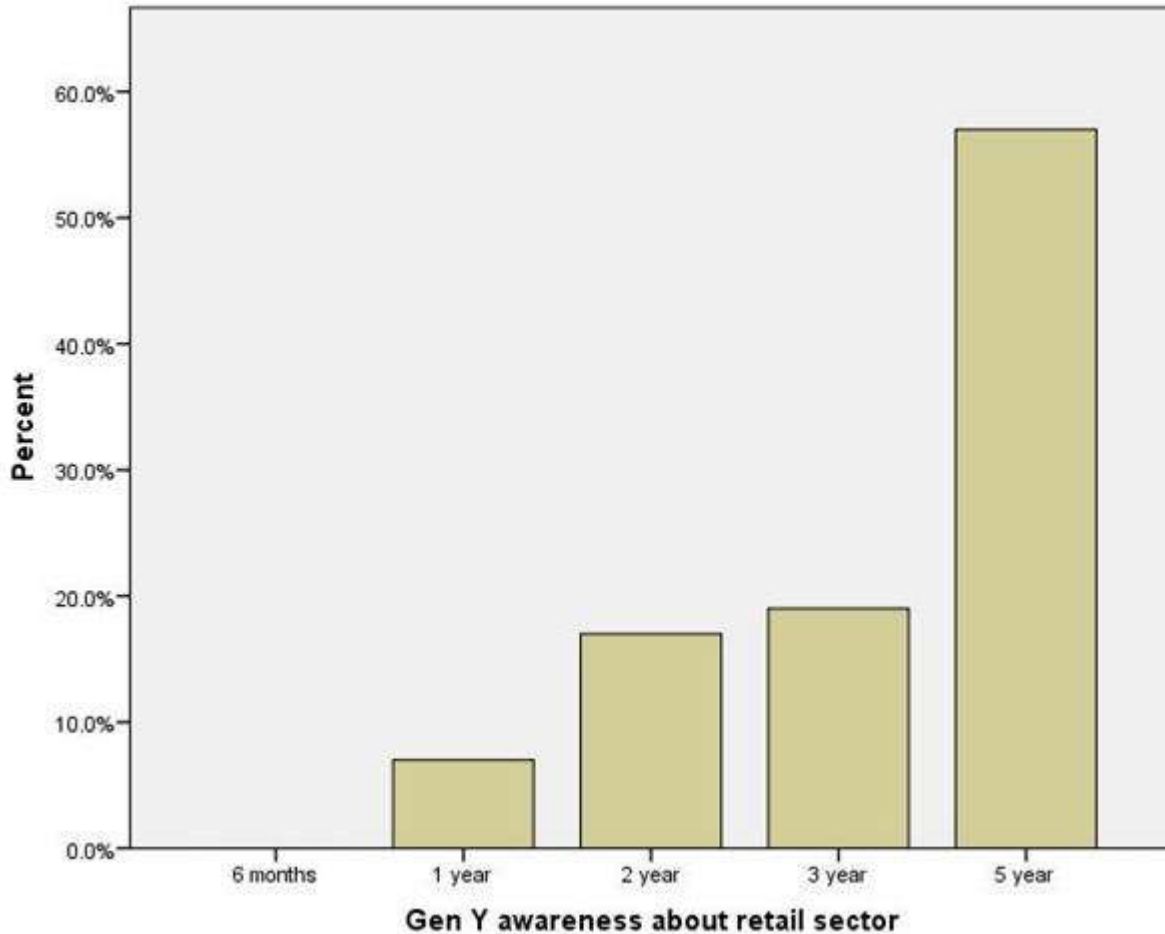
Above table and pie chart shows that there are 63% Male respondents and 37% Female respondents during study.

Research/ Questionnaire Analysis

For conducting the Research 100 Questionnaire having fourteen questions each were distributed among the respondents to seek their opinion on the subject. The responses are analysed in the form of Table, Graph and Interpretation as below.

Question No. 1- Are you aware of retail sector?**Interpretation**

With regard to the awareness of retail sectors, all the respondent numbering 100 were found to be well aware about the retail sectors.

Question No. 2- If yes, since how long you are aware of retail sectors?**Interpretation**

With regards to Question 2 it is found that 58% of Gen Y consumers are aware about retail sector in Lucknow for last 5 years and rest 19%, 16% and 7% of consumers are aware about retail sector in Lucknow for the last 3, 2 and 1 years respectively. This clearly shows that the majority of consumer Y is well aware of the retail sectors.

Question no. 2 clearly explains that the concept of retail sector to the generation Y is well known which ultimately suggests that consumer behaviour of generation Y is also well known. This result justifies the objective no.1 of my study.

Question 3- To which extent retail stores in Lucknow attracts generation Y consumers?

Question 5- How generation Y consumer feels while visiting any retail store?

Correlations

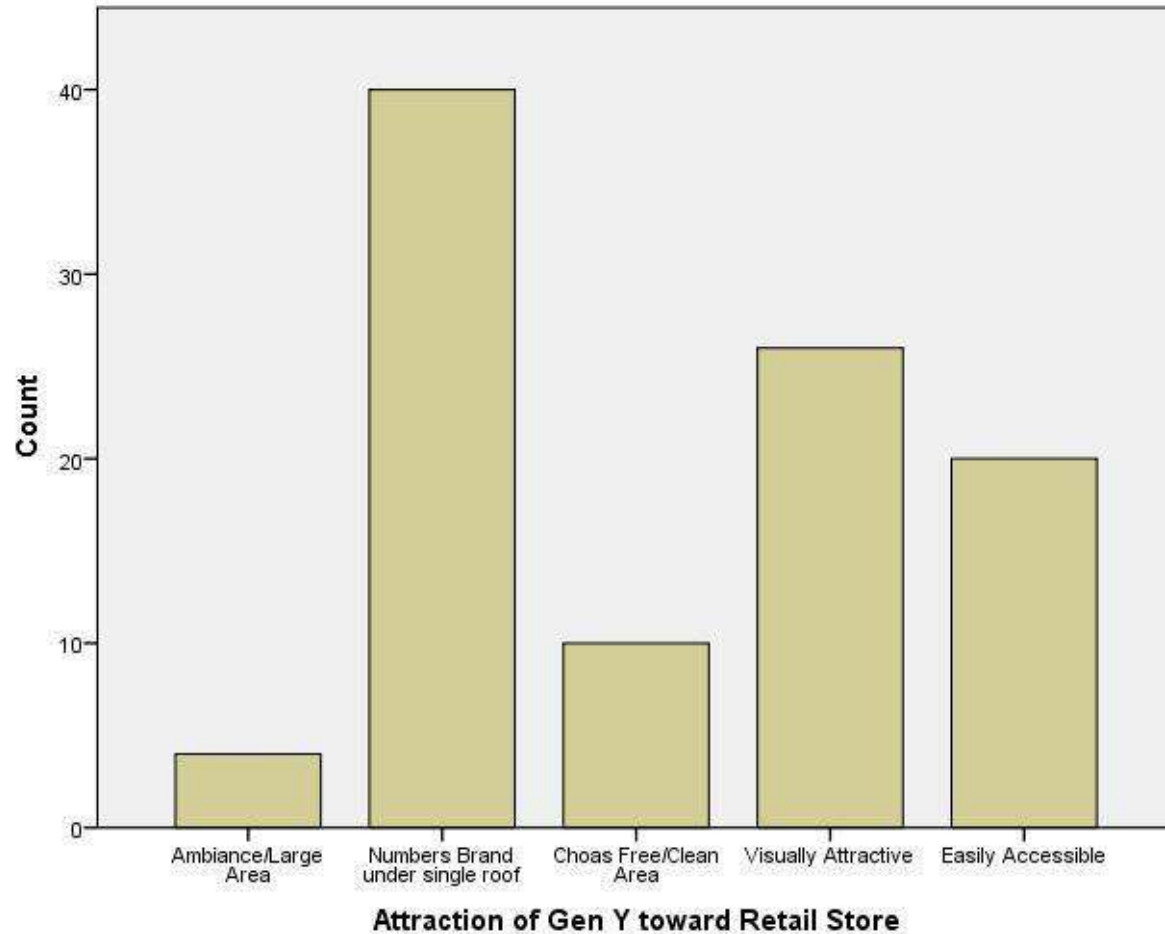
	What Extent Gen Y consumers Attracted to Retail sector	Satisfaction Level of Gen Y consumer while visiting any retail store
What Extent Gen Y consumers Attracted to Retail sector	1	.604**
	Pearson Correlation	
	Sig. (2-tailed)	.000
	N	100
Satisfaction Level of Gen Y consumer while visiting any retail store	.604**	1
	Pearson Correlation	
	Sig. (2-tailed)	.000
	N	100

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

With regard to question 3 & 5 the results show generation Y consumers are very attracted towards retail sector and the all are strongly satisfied which is clear by the value of correlation 0.604(0.01). The result further explains that the generation Y and retail sectors have strong relationship which is justified by the value of correlation ship $r=0.604(>0.01)$

Hence the hypothesis H1 is rejected and hypothesis H0 is accepted. This result also justifies the objective no. 3 of my study rejecting hypothesis H1.

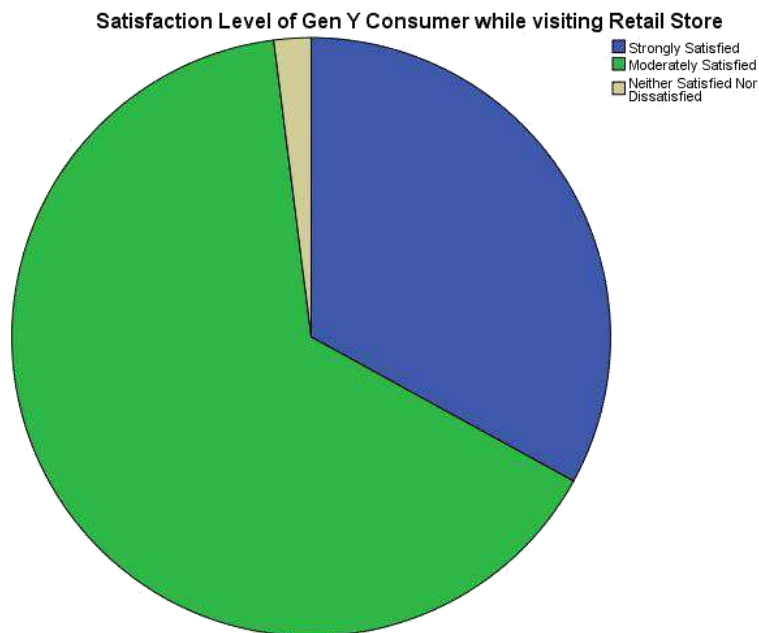
Question 4- What attracts generation Y consumer towards retail store?**Interpretation**

With reference to Question 4 maximum number i.e. 40 Gen Y consumers are attracted toward retail store because of number of brands under single roof, 25 numbers of Gen Y consumers are attracted because retail store are visually attractive, 20 numbers of Gen Y consumers feels at retail sectors number of things are easily accessible, lastly 10 and 5 numbers of Gen Y consumers are attracted because of chaos free clean area and Ambiance/Large area respectively.

The above result also suggests that retail sector is very popular among generation Y and it also justify the second objective of my study.

Question 5- How generation Y consumer feels while visiting any retail store?**Satisfaction Level of Gen Y Consumer while visiting Retail Store**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Satisfied	33	33.0	33.0	33.0
Moderately Satisfied	65	65.0	65.0	98.0
Valid Neither Satisfied Nor Dissatisfied	2	2.0	2.0	100.0
Total	100	100.0	100.0	

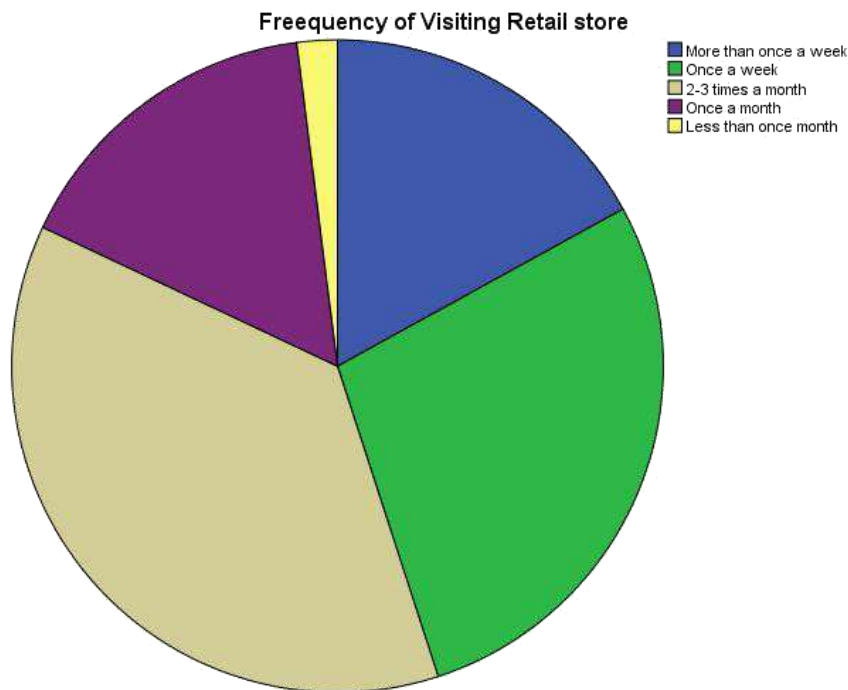
**Interpretation**

The above table shows that Out of 100 respondent's, 65% respondents are Satisfied Moderately while visiting retail stores, 33% respondents are Strongly Satisfied while visiting retail stores and remaining 2% respondents are Neither Satisfied nor Dissatisfied. This shows that respondent's feels satisfied while visiting retail stores. Therefore it also justifies objective no. 2 of my study.

Question 6- How often consumer of generation Y visits the retail store?

Frequency of Visiting Retail store

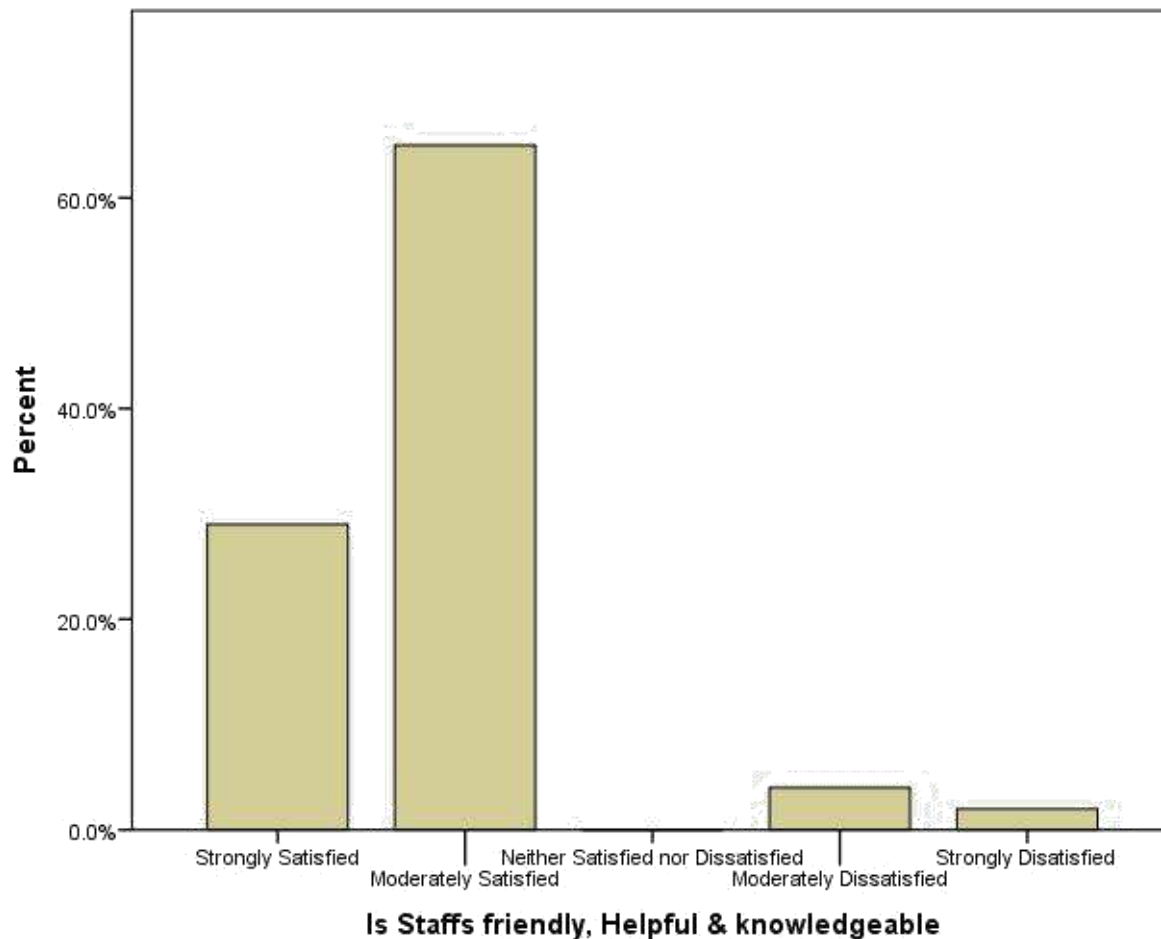
	Freque ncy	Percent	Valid Percent	Cumulative Percent
More than once a week	17	17.0	17.0	17.0
Once a week	28	28.0	28.0	45.0
2-3 times a month	37	37.0	37.0	82.0
Once a month	16	16.0	16.0	98.0
Less than once month	2	2.0	2.0	100.0
Total	100	100.0	100.0	



Interpretation

With regards to above table and pie chart shows that 37% of respondents i.e. Gen Y consumers prefer to visit retail sectors more viz 2-3 times in a month the other maximum is 28% respondents visits retail store once a week and remaining 17%, 16% and 2% respondents visits the retail store more than once a week, once a month and less than once a month respectively.

Question 7- Were the staffs friendly, helpful and knowledgeable?

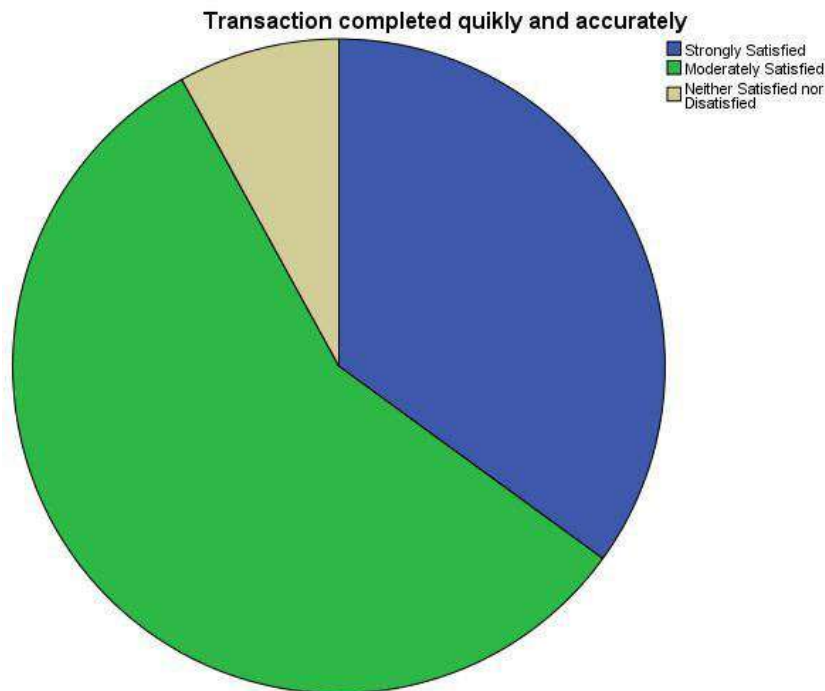


Interpretation

According to above bar graph, Gen Y consumers i.e. 65% of respondents are satisfied moderately from the staff of retail stores rest 30% respondents of Gen Y consumers are strongly satisfied from atmosphere of retail store. This show maximum per cent of respondents are satisfied from the staff of the retail stores. This result also justifies objective no. 2 of my study.

Question 8- Were your transactions completed quickly and accurately?**Transaction completed quickly and accurately**

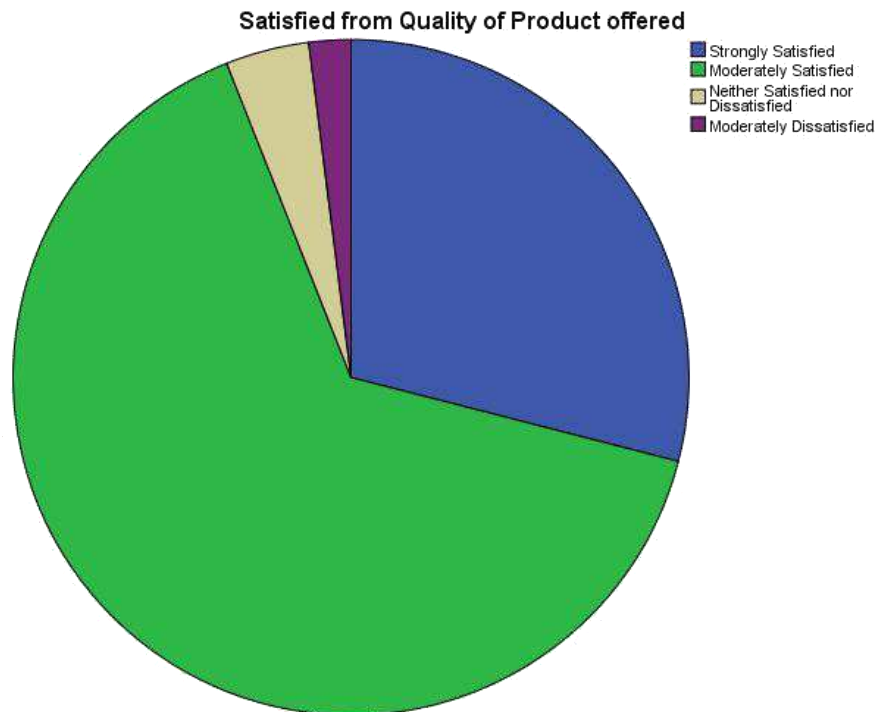
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Satisfied	35	35.0	35.0	35.0
Moderately Satisfied	57	57.0	57.0	92.0
Valid Neither Satisfied nor Dissatisfied	8	8.0	8.0	100.0
Total	100	100.0	100.0	

**Interpretation**

The above table shows that the 57% of respondents are satisfied moderately from the transaction process and 35% of respondents are strongly satisfied from the transaction process. From the above results we can conclude that retail sectors have influential impact on Gen Y consumers further justifying objective no. 2 of study.

Question 9- Did you like the quality of products?**Satisfied from Quality of Product offered**

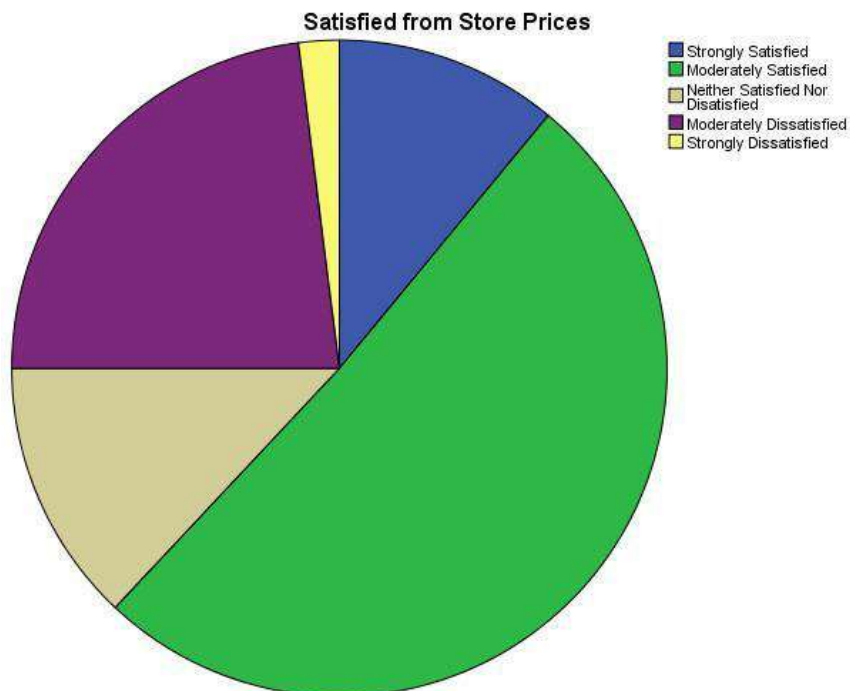
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Satisfied	29	29.0	29.0	29.0
Moderately Satisfied	65	65.0	65.0	94.0
Neither Satisfied nor Valid Dissatisfied	4	4.0	4.0	98.0
Moderately Dissatisfied	2	2.0	2.0	100.0
Dissatisfied				
Total	100	100.0	100.0	

**Interpretation**

The above table and pie chart shows that out of 100 respondents 65% respondents are satisfied moderately and 29% respondents are strongly satisfied from the quality of products of retail stores.

Question 10 - Are store prices fair?**Satisfied from Store Prices**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Satisfied	11	11.0	11.0	11.0
Moderately Satisfied	51	51.0	51.0	62.0
Neither Satisfied Nor Dissatisfied Valid	13	13.0	13.0	75.0
Moderately Dissatisfied	23	23.0	23.0	98.0
Strongly Dissatisfied	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**Interpretation**

The above results shows that 51% of respondents are satisfied moderately from store prices on other hand 23% of respondents are dissatisfied moderately remaining 13%, 11% & 2% respondents neither satisfied nor dissatisfied, strongly satisfied and strongly dissatisfied respectively.

Question 11: How likely are you to recommend this store to others?

Question 12: Is the shopping environment clean and attractive?

Correlations

		Frequency of recommendation of store to others	View of shopping at retail store
Frequency of recommendation of store to others	Pearson Correlation	1	.483**
	Sig. (2-tailed)		.000
	N	100	100
View of shopping at retail store	Pearson Correlation	.483**	1
	Sig. (2-tailed)	.000	
	N	100	100

Interpretation

With regard to question 11 & 12 the results show generation Y consumers frequently recommends retail stores to their friends depending on the attractive shopping environment of stores, which is clear by the value of correlation 0.483(0.01). The result further justifies the objective no. 3 of my study.

Question 11- How likely are you to recommend this store to others?

Question 13- How would you rate service overall?

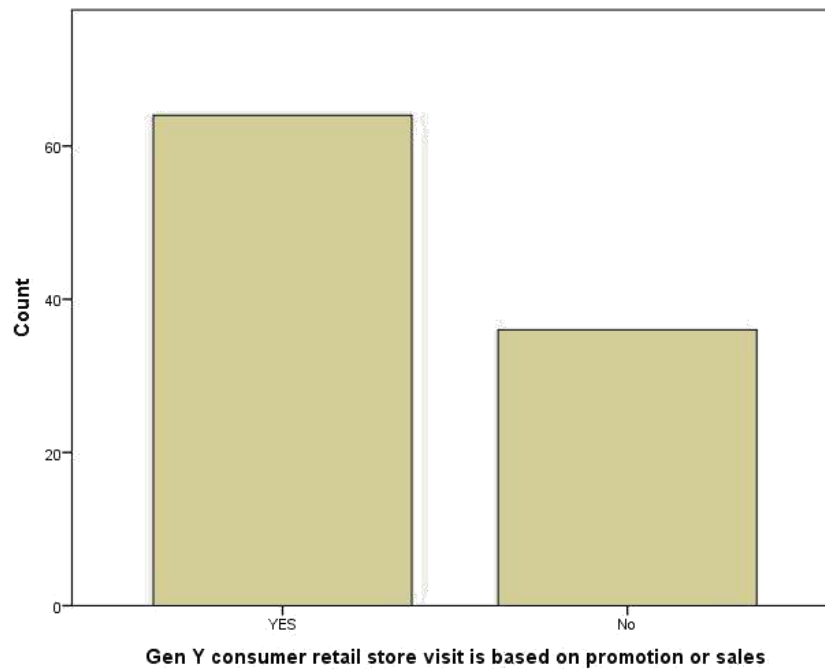
Correlations

		Frequency of recommendation of store to others	Level of satisfaction of Gen Y overall services of retail store
Frequency of recommendation of store to others	Pearson Correlation	1	.460**
	Sig. (2-tailed)		.000
	N	100	100
Level of satisfaction of Gen Y overall services of retail store	Pearson Correlation	.460**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

With reference to question 11 & 13 the results show generation Y consumers frequently recommends retail stores to their friends depending on the overall services at retail stores, which is clear by the value of correlation 0.460(0.01). This also justifies the objective no. 3 of my study.

Question 14- Did you visit the store based on a promotion or sale?**Interpretation**

With reference to Question 14 maximum numbers i.e. 65% Gen Y consumers visit retail stores based on promotion and sales on other hand 35% of Gen Y consumers visits the retail store without the promotion and sales.

Discussion

On the basis of data analysis done above the discussions of the study can be enumerated as below:

1. All of the 100 respondent in which 63% are male and 37% are female respondents respectively are well aware about the organised retail sector in which maximum percentage i.e. about 60% of Gen Y consumers are well aware about the organized retail sectors from last 5 years and frequently visits organised retail sectors and have very positive impact in their mind and feels highly satisfied after their each visit.
2. On the basis of my study i found that the level of satisfaction is high that comes out to be 65%. The result of analysis is high which shows strong relationship between Gen Y consumer and organised retail sectors. This will help organised retail sector in customer attraction, satisfaction, retention and etc.
3. Maximum percentage of Gen Y consumers visit organised retail stores 2-3 times a month for shopping and usually organised retail sector are more visually attractive & numbers of brands under single roof attracts them most.

4. The Gen Y consumers had an influential impact on them including environment, atmosphere, staff behaviour, quality of products their prices & overall service of organised retail stores attracts them.
5. Gen Y consumers are found more willing to visit organised retail stores at the time of sales and promotions i.e. 70%. Gen Y consumers are attracted mostly at the time of discounts, end season sales, festive offers, value added services and etc.
6. It is found that Gen Y consumers recommend organised retail stores frequently for shopping to others depending upon their clean & attractive environment, product display, ambience, services provided to them, stocks availability, product prices and etc.
7. It is also found that Gen Y consumers are found satisfied from the quality of the products offered by the organised retail sector i.e. 65%.
8. The Gen Y consumers do not encounter any problem in transaction of payments after any purchase and also find staff at organised retail sectors very helpful in giving information about the products and solving queries of the consumers.
9. The Gen Y consumers are socially connected through their friends and families through all mediums. They love to hang out with their friends at such places and try different and new things available their at organised retail sectors.

Managerial Implication

On the basis of above study the managers of the organised retail sectors will be able to formulate strategies and re-design their policies according to Gen Y consumers that how to maximize footfall and sales. It will help in designing innovative promotion to engage Gen Y consumers because of their unique characteristics of exploring new technology and ideas. Simultaneously along with sale promotion managers have keep in their mind to refrain their stores with new customized displays, quality of product, reasonable product prices, well behaved staff, coupons, festive offers and etc. for increased customer attraction, satisfaction, retention and etc.

Conclusion

The study primarily proves that the Lucknow Gen Y consumers are quite happy and satisfied with overall organised retail sectors experience and feels extremely comfortable by experiencing broad range of products and brands under single roof. The value added services they encountered in exchange for money they spend in organized retail sector is appreciably. Lucknow organized retail sectors with regard to services like overall ambience, guidance of staff, AC, cleanliness, parking facility, sanitary/ toilet facilities etc. attained good marks. Organized retail sectors should provide full information about safety measures and facilities consumers by informing about the same through proper signage displays and eager

responses. In Lucknow Gen Y consumers before any purchase search across all channels through online, offline, cross checking viewers point of view and blogs for the reason that it is very following trend and are also value and price conscious. Promotion & Advertising majorly plays an important role in attracting Gen Y consumers by using print, electronic and social advertisement mediums for promotion of festive discounts, coupons, value for money, hampers, different offers and creating knowledge, awareness and planning that influence the sales. However in organised retail sectors domestic exhibit like in-house activities, attractive displays, signage and ambiance impact maximums on Gen Y consumers towards purchases, as majorly Gen Y consumers strikes organised retail sectors for window shopping. Organised retail sectors pre-planning and domestic advertisement majorly focuses on this particular area to attract the Gen Y consumers for better further purchasing decisions.

References

1. Arpita Khare (2014). Consumer small retailer relationships in Indian Retail Facilities. Vol.32 (9/10). pp.533-553.
2. Arpita Mukherjee. Divya Satija. Tanu M. Goyal. Murali K. Mantrala. Shaoming Zou(2012). Are Indian consumers brand conscious? Insights for global retailers. Asia Pacific Journal of Marketing and Logistics. Vol. 2(3). PP -482-499.
3. Arpita Khare. Dhiren Ahtani. Manish Khatter (2014). Influence of price perception and shopping motives on Indian consumers' attitude towards retailer promotions in malls. Asia Pacific Journal of Marketing and Logistics. Vol. 26 (2). pp.272-295.
4. Chitra Srivastava Dabas. Brenda Sternquist. Humaira Mahi(2012). Organized retailing in India: upstream channel structure and management. Journal of Business & Industrial Marketing. Vol. 27(3). pp.176-195.
5. Arham Adnan. Asad Ahmed. Mohammad Naved Khan(2017) Examining the role of consumer lifestyles on ecological behaviour among young Indian consumers. Young Consumers. Vol. 18(4). pp. 348-377.
6. Tandon, U. G. (November 2012). Changing consumer preferences from unorganized retailing towards organized retailing-a study in Jammu. Journal of emerging knowledge on emerging markets. vol 4. 1- 15.
7. Shukla A. S (2013). A study of changing consumer behaviour towards convenience stores by entrance of malls in India. Zenith international journal of business economics & management research. Vol 1. PP. 2-6.
8. Mohanty D. S (2012). Drivers of retail shopping: an exploratory study driver of retail shopping. International journal of scientific and research publications. Vol 2(3).

9. Pandey S. M (2012). Organized retailing in India: challenges and opportunities. VSRD international journal of business & management research vol. 2 (3). PP 65-80.
10. Lakshmi Narayan K. A. S (2013). A study on consumer buying behaviour towards organized and unorganized retail stores in Bangalore city. Int. J. Mgmt res . & bus. Strat. Issn 2319-345x. PP 36-46.
11. Dr. Seema S. Shenoy S (2013). The saga of Indian retail avalanche. International journal of development research. Vol. 3(6). PP 26-29.
12. Deloitte Report (global powers of retailing 2013).
13. Jain M. M (2013). Changing consumer perceptions towards organized retailing from unorganized retailing an empirical analysis. International journal of marketing: financial services & management research. ISSN 2277- 3622. PP 73-85.
14. Venkatesh N (2013). Indian retail industries market analysis: issues, challenges and its opportunity for the 21st century. International journal of application or innovation in engineering & management (IJAEM). ISSN 2319 – 4847. PP 164-173.
15. [Http://www.pwc.in/en_in/in/assets/pdfs/industries/retail-and-consumer/retail-report-300812.pdf](http://www.pwc.in/en_in/in/assets/pdfs/industries/retail-and-consumer/retail-report-300812.pdf)
16. Srivastava R. K (2013). A comparative study of retail scene of two emerging market India and South Africa -an exploratory study. International centre for business research issue. Vol 2. pp 35-46.
17. Pentecost R. Andrews L (2010). Fashion retailing and the bottom line: The effects of generational cohorts, gender, fashion, attitudes and impulse buying on fashion expenditure. Journal of Retailing and Consumer Services. Vol.17(1). Pp.43-52.
18. Dalwadi R. Rathod HS. Patel A (2010). Key Retail Store Attributes Determining Consumers' Perceptions. An Empirical Study of Consumers of Retail Stores Located in Ahmadabad (Gujarat). SIES J. Mgt. Vol. 7(1). Pp. 20 -34.
19. Fam KS. Merrilees B. Richard JE. Jozsa L. Li Y, Krisjanous J (2011). In-store marketing: a strategic perspective. Asia Pac. J. Mkt. Log. Vol.23 (2). pp. 165-176.
20. Grewal D. Ailawadi KL. Gauri D. Hall K. Koppale P. Robertson JR (2011). Innovations in Retail Pricing and Promotions. J. Ret.
21. Kamala Devi B (2010). Customer Experience Management in Retailing. Bus. Int. J. Vol. 3(1). 37-54.
22. A.T. Kearney analysis.
23. U.S Report (2010)
24. PWC Report (2012)

25. Deliya Mitul. Parmar Bhavesh. Dr. Patel K.K (2012) A study on consumer perception towards organised retail stores in tier II cities Tamil Nadu. Internal journal of applied business and economic research. Vol(15).pp. 22.
26. Dr. Shenoy Seema S. Dr. Sequeira. Dr. Devraj K.(2013). The changing contours of supermarket shoppers in India. SIES Journal of management. Vol(9) pp. 74-81.
27. Susan Lee Taylor. Robert M. Cosenza (2002). Profiling later aged female teens: mall shopping behaviour and clothing choices. Journal of consumer marketing. Vol(19). Issue: 5. Pp.393-408.