

## **Factor Influencing the Buying Behaviour of Consumer towards Organized Retail Stores in Tiruchirappalli**

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### **ABSTRACT**

*All over the world, the organized retail sector has performed extremely well since its beginning in the 20th century. Retailing has been defined as business activities involved in selling goods and services to consumers for their personal, family or household. The 20th century a host of changes in the organized retail sector, particularly in the developed countries. Modern day formats such as discount stores, fast food outlets, supermarkets, convenience stores, departmental stores, warehouse retailers, specialty stores, and hypermarkets have emerged. Retailing has become more organized and chain stores have been growing at the cost of old fashioned single retail shops. The growth of modern retail is linked to consumer needs, attitudes and behavior. Marketing channels, including retailing, emerge because they receive impetus from both the supply side and the demand side. On the demand side, the marketing channel facilitates service outputs that consumers value. The importance to study the consumer buying behavior has intensified due to fast pace of globalization which changed has been consistently changing the way consumers are shopping for their daily food and grocery products. As more retailers operate in more than one country, they have to pay close attention to the difference in culture, lifestyle, taste, expectations and many other factors that determine the differing buying behavior of customers from various countries.*

**Keywords:** Buying Behaviour, Personalized Attention and so on.

### **INTRODUCTION:**

All over the world, the organized retail sector has performed extremely well since its beginning in the 20<sup>th</sup> century. Retailing has been defined as business activities involved in selling goods and services to consumers for their personal, family or household. The 20<sup>th</sup> century a host of changes in the organized retail sector, particularly in the developed countries. Modern day formats such as discount stores, fast food outlets, supermarkets, convenience stores, departmental stores, warehouse retailers, specialty stores, and hypermarkets have emerged. Retailing has become more organized and chain stores have been growing at the cost of old fashioned single retail shops. The growth of modern retail is linked to consumer needs, attitudes and behavior. Marketing channels, including retailing, emerge because they receive impetus from both the supply side and the demand side. On the demand side, the marketing channel facilitates service outputs that consumers value. The importance to study the consumer buying behavior has intensified due to fast pace of globalization which changed has been consistently changing the way consumers are shopping for their daily food and grocery products. As more retailers operate in more than one country, they have to pay close attention to the difference in culture, lifestyle, taste, expectations and many other factors that determine the differing buying behavior of customers from various countries.

## OBJECTIVES OF THE STUDY:

1. to ascertain brand awareness of the outlets considered for the study.
2. to analyze customer satisfaction towards products and service offered and to understand the factors that influence consumers to prefer the outlets.
3. to provide suitable suggestions to improve the delivery of products and service by the outlets.
4. to study consumer purchase behavior and satisfaction in different store formats.
5. to understand the consumer shopping behavior dimensions.

Boone and Bonno (1971), suggest that convenience, friendship and credit are the key factors behind the choice of store for low income consumers. However, supermarkets provide the benefit of hygiene in comparison to corner shops. Hygiene factors are one of the key considerations, but it is not possible for all retailers to maintain them. Supermarkets prevent these climatic and hygiene problems faced by the consumer, as regular shops do not have suitable temperature control equipment nor are backed up by 24 hours electricity.

Levy and Weitz (2007), found that a good merchandise assortment entices customers to move around the store to purchase more merchandise than they may have planned originally.

Kumar (2008), raises concerns about the shopping experience provided by the Indian retail sector. Better shopping experience may lead to more spending of time as well as money on the stores. The paper also raises concerns about issues like jam-packed shopping centers, lack of seating arrangement, etc., which ultimately hamper the retailers only. The paper also says, with the help of a survey, that retail designing is needed for today's retail market. Retail design includes not only interiors but also other factors like determining consumers attraction, etc.

Sinha and Banerjee (2004), argue that high levels of personalized services such as credit and home delivery offered by transformed kirana stores(corner-shop) are making shoppers reluctant to the supermarket format as a result several successful chains are delaying their expansion.

Bloch et al (1994), atmospherics and entertainment aspects should be focused on as they are the most affecting areas for consumer visit to stores.

Goodwin and McElwee (1999), suggest that staff-attitude, queue-lengths, etc. influence their store choice pattern. Hence, tangible and intangible factors such as staff attitude, location and ambience are vital for consumer appreciation.

Arnold and Reynolds (2003), suggest that in spite of the trend of entertainment shopping, less significance has been paid to utility shopping motivations.

**Table 1: Most commonly used by you for shopping – wise classification of the respondents**

Stores	No.of. Respondents	Percentage
Traditional retail stores	61	53.04
Organized retail stores	36	31.30
Both	18	15.65
<b>Total</b>	<b>115</b>	<b>100</b>

**Source:** Field Data

It could be inferred from the *Table-01* that, 61 respondents[53.04 percent] opted Traditional retail stores for most commonly used by shopping, 36 respondents[31.30 percent] opted Organized retail stores for most commonly used by shopping, 18 respondents[15.65] opted Both for most commonly used by shopping.

Hence, it could be found that, 61 respondents[53.04 percent] opted Traditional retail stores for most commonly used by shopping.

**Table 2: Do You Shop at Organized Retail Stores – Wise Classification of the Respondents**

Times of Shopping	No.of. Respondents	Percentage
Once	71	61.73
Twice	16	13.91
Thrice	16	13.91
Four times	8	6.95
Five times	3	2.60
Five times or more	1	0.86
<b>Total</b>	<b>115</b>	<b>100</b>

**Source:** Field Data

It could be found from the *Table-02* that, 71 respondents[61.73 percent] opted Once for do you shop at organized retail stores, 16 respondents[13.91 percent] opted Twice for do you shop at organized retail stores, 16 respondents[13.91 percent] opted Thrice for do you shop at organized retail stores, 8 respondents[6.95 percent] opted Four times for do you shop at organized retail stores, 3 respondents[2.60 percent] opted Five times or more for do you shop at organized retail stores.

Hence, it could be inferred that, 71 respondents [61.73 percent] opted Once for do you shop at organized retail stores.

**Table 3: Personalized Attention – Wise Classification of the Respondents**

Personalized Attention	No.of Respondents	Percentage
Very Importance	27	23.47
Importance	36	31.30
Neutral	29	25.21
Less Importance	14	12.17
Not Importance	9	7.82
<b>Total</b>	<b>115</b>	<b>100</b>

**Source:** Field Data

It could be inferred from the *Table-15* that, 27 respondents[23.47 percent] opted Very importance for personalized attention, 36 respondents[31.30 percent] opted Importance for personalized attention, 29 respondents[25.21 percent] opted Neutral for personalized attention, 14 respondents[12.17 percent] opted Less importance for personalized attention, 9 respondents[7.82 percent] opted Not importance for personalized attention.

Hence, it could be observed that, 36 respondents[31.30 percent] opted Importance for personalized attention.

**Table 4: Promotion Schemes – Wise Classification of the Respondents**

Promotion Schemes	No. of Respondents	Percentage
Very Importance	23	20
Importance	54	46.95
Neutral	33	28.69
Less Importance	2	1.73
Not Importance	3	2.60
<b>Total</b>	<b>115</b>	<b>100</b>

**Source:** Field Data

It could be ascertained from the *Table-04* that, 23 respondents[20 percent] opted Very importance for promotion schemes, 54 respondents[46.95 percent] opted Importance for promotion schemes, 33 respondents [28.69 percent] opted Neutral for promotion schemes, 2 respondents [1.73 percent] opted Less importance for promotion schemes, 3 respondents [2.60 percent] opted Not importance for promotion schemes.

Hence, it could be found that, 54 respondents[46.95 percent] opted Importance for promotion schemes.

**Table 5: Environment and Atmospherics – Wise Classification of the Respondents**

Atmospherics	No. of Respondents	Percentage
Strongly disagree	8	6.95
Disagree	2	1.73
Neither agree	2	1.73
Agree	71	61.73
Strongly agree	32	27.82
<b>Total</b>	<b>115</b>	<b>100</b>

**Source:** Field Data

It could be understood from the *Table-05* that, 8 respondents [6.95 percent] opted Strongly disagree for environment and atmospherics, 2 respondents [1.73 percent] opted Disagree for environment and atmospherics,

2 respondents [1.73 percent] opted Neither agree for environment and atmospherics, 71 respondents [61.73 percent] opted Agree for environment and atmospherics, 32 respondents [27.82 percent] opted Strongly agree for environment and atmospherics.

Hence, it could be ascertained that, 71 respondents [61.73 percent] opted Agree for environment and atmospherics.

**Table 6: Lack of Assistance from Staff – Wise Classification of the Respondents**

<b>Lack of Assistance</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Strongly disagree	1	0.86
Disagree	1	0.86
Neither agree	2	1.73
Agree	76	66.08
Strongly agree	35	30.43
<b>Total</b>	<b>115</b>	<b>100</b>

**Source:** Field Data

It could be observed from the *Table-06* that, 1 respondents[0.86 percent] opted Strongly disagree for lack of assistance from staff, 1 respondents[0.86 percent] opted Disagree for lack of assistance from staff, 2 respondents[1.73 percent] opted Neither agree for lack of assistance from staff, 76 respondents[66.08 percent] opted Agree for lack of assistance from staff, 35 respondents[30.43 percent] opted Strongly agree for lack of assistance from staff.

Hence, it could be understood that, 76 respondents[66.08 percent] opted Agree for lack of assistance from staff.

**Table 7: Impulse Buying has Increased – Wise Classification of the Respondents**

<b>Buying Increased</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Yes	102	88.69
No	13	11.30
<b>Total</b>	<b>115</b>	<b>100</b>

**Source:** Field Data

It could be ascertained from the *Table-07* that, 102 respondents[88.69 percent] opted Yes for impulse buying has increased, 13 respondents[11.30 percent] opted No for impulse buying has increased.

Hence, it could be found that, 102 respondents[88.69 percent] opted Yes for impulse buying has increased.

**Table 8: Play Area for Children – Wise Classification of the Respondents**

<b>Play Area for Children</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Very Strongly	41	35.65
Strongly	52	45.21
Neutral	9	7.82
Less Strongly	12	10.43
Not Affecting	1	0.86
<b>Total</b>	<b>115</b>	<b>100</b>

**Source:** Field Data

It could be understood from the *Table-08* that, 41 respondents[35.65 percent] opted Very Strongly for play area for children, 52 respondents[45.21 percent] opted Strongly for play area for children, 9 respondents[7.82 percent] opted Neutral for play area for children, 12 respondents[10.43 percent] opted Less Strongly for play area for children, 1 respondents[0.86 percent] opted Not Affecting for play area for children.

Hence, it could be inferred that, 52 respondents[45.21 percent] opted Strongly for play area for children.

**Table 9: Online Shopping Facility – Wise Classification of the Respondents**

<b>Online Shopping</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Very Strongly	44	38.26
Strongly	37	32.17
Neutral	30	26.08
Less Strongly	1	0.86
Not Affecting	3	2.60
<b>Total</b>	<b>115</b>	<b>100</b>

**Source:** Field Data

It could be observed from the *Table-09* that, 44 respondents[38.26 percent] opted Very Strongly for online shopping facility, 37 respondents [32.17 percent] opted Strongly for online shopping facility, 30 respondents [26.08 percent] opted Neutral for online shopping facility, 1 respondents[0.86 percent] opted Less Strongly for online shopping facility, 3 respondents[2.60 percent] opted Not Affecting for online shopping facility. Hence, it could be found that, 44 respondents[38.26 percent] opted Very strongly for online shopping facility.

#### **SUGGESTION:**

Based on the analysis and interpretations, the research offers the suitable suggestions to improve the performance of mega retail malls among the urban customers. They are the mall are expecting the heavy purchase and concentrating only highly salaried persons, they should also give equal priority to all shoppers. In order to inculcate the concept “complaining customer is a contributing customer”. The authorities of the supermarket can have consumer feedback system to pave the opportunity for the customers to lodge a complaint. To support this system, stores can think about creating toll free numbers for customers to interact with the company. It is observed that most of the stores in salem are having inadequate space for parking. This makes the four wheeler riders to think about the competitor store. Some supermarkets are used to issue loyalty card to their customers. But surprisingly they fail in attracting and retaining their customers in their 243 stores. Most of the shoppers are not ready to travel more than 5 km to reach the store. Hence, supermarkets are advised to have more number of neighbourhood store formats. This research enunciates that the fair number of customers is not fully satisfied with the services offered by the supermarkets.

#### **CONCLUSION:**

The study has been a rewarding, in the sense that it has assessed the customer’s perception and shopping behavior of mall shoppers. Today’s shopping is an integral part of life for every individual. Mall retailing is retrievably of recent in India and therefore the result of the present study is very relevant to the present day developments happening in the mall retailing sector. The concept of mall shopping emerged from western countries and it is well established in developing countries. Retail sector has become one of the most dynamic growing sectors in recent time. It has got airborne and the concept of organized retailing and better distribution and logistics has set in. it has always been an integral part of economic development. It is a clear indication of the spending pattern of the consumers of a country. By bringing the products to the consumers, they are helpful in creation of demand of new products to the consumers, they helpful in creation of demand of new offers leading to the expansion of market. A successful retail enterprise needs to have a vast network of people and error-free processes in place. The Indian consumers are becoming increasingly sensitive in their expectations of products and services, in which a higher standard of quality of delivery is being demanded. So the retail stores must provide the customers with good ambience and positive shopping experience in terms of easy of shopping. Understanding the consumer buying behavior will enable the retailer in targeting the consumer and retaining them for that the firm can establish itself.

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