CONSUMER BUYING BEHAVIOR TOWARDS ORGANIZED RETAIL STORES IN COIMBATORE CITY

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Abstract

The Indian retail industry is one of the fastest growing in the world. Retail industry in India is expected to grow to US$ 1,200 billion by 2021 from US$ 795 billion in 2017. The main objective of the study is to study the consumer perception towards organized retail stores and know the sales promotion measures adopted by organized retail stores. A sample of 150 respondents has been taken for the study by adopting convenience sampling method. The study is mainly based on primary data. The data have been collected through questionnaire in Coimbatore city. The statistical tools such as percentage analysis, T-test, ANOVA, chi-square have been applied to analyze the data. The result shows that the factors such as discounts for products, guarantee for the products and store location have influenced the consumers to prefer the organized retail stores.

Keywords: Indian Retail Industry, Organized Retail Stores and sales promotion measures.

INTRODUCTION

Retail is a sale of goods to the public in relatively small quantities for use or consumption rather than for resale. The Indian retail industry is one of the fastest growing industries in the world. It is expected to grow from US $ 795 billion 2017 to US $ 1200 billion by 2021. India is preferred as a 5th largest retail destination in the world. It accounts 10 per cent of country's gross domestic products (GDP) and it contributes around 8 per cent of the Indian employment.

The Indian retail market expected to increase by 60% to reach US $ 1.1trillion by 2020. Overall retail market is expected to grow from 9% in 2017 to 18% in 2021. India is expected to become third largest consumer economy by 2025 with US $ 400 billion. The survey of KPMG's global consumer and retail practice's 2017, found that only 23% of the customers prefer to do purchase in stores whereas the rest of them prefer to do shopping from online.

Gartner's customer experience reports in 2017 highlights that primary basis for the differentiation in competition is relied on the customer experience which 89% of the marketing leaders expect.

The development of the retail sector is not only seen in metros but it is also seen in tier II and tier III cities. The factors which take the growth in the organized retail market are healthy economic growth, changing demographic profile, increasing disposable incomes, urbanization, and changes in consumer tastes and preferences. Global retail survey reveals 77% of the consumers wanted the offers of the products which expected to satisfy their personal tastes and preferences.

To attract the FDI in retail the government of India has introduced reforms for the business. Government approved 51% in multi-brand retail and 100% in single brand retail. The plans have also been made for 100% FDI in e-commerce.

LITERATURE REVIEW

Sangvikar and Hemant Katole (2012) have made a study on consumer purchase behavior in organized retail outlets. Samples of 150 respondents have been taken for the study. Tools such as one way ANOVA, chi-square test and non-parametric tests have been applied to analyze the data. The study has focused on behavior of the consumer mainly on the purchasing pattern in varies store formats and store preference on the basis of product, availability, spending pattern, consumers preferred store, sales man services and store layout. It has been observed that the consumers prefer retail outlets because of price discount, followed by variety of products in the store and convenience to the customer. It has also been observed that departmental stores are most popular amongst consumers. Customers purchase behaviour varies with price and availability of products and customers spending pattern, shrinks due to poor quality of products.

Kumar (2015) have made a study on consumer buying behaviour towards organized retail stores. The objective of this study is to get the feedback about consumer perception, attitude and satisfaction of the retail stores. A sample of 1000 respondents has been taken for the study. Tools such as percentage analysis and multiple regression analysis were applied for the study. The preferences of the consumers clearly indicate the importance of consumer buying behaviour in influencing their purchase, the additional facilities expected in handling defective goods and many. The results may help the management of retail stores to understand about the factors that influence the consumer perception, attitude and satisfaction towards organized retail stores.

Sandeep Chaudhary and Shruti Sharda (2017) have made a study on Consumer Perception towards Organized Retail Store: A Factor Analytical Approach. The study has analyzed the various factors that affect the customer perception towards organized retail stores. The data has been collected with the help of structured questionnaire and a sample of 100 respondents from Jalandhar, Amritsar and Ludhiana were taken for the study. The factor analysis has been applied. The result indicated that there are six factors i.e. Easily Accessible, Quality stock, Comfort Zone, Infrastructure, Quality time, Add on services or facilities, Variety which affects the customer perception towards organized retail store.

Vijayalakshmi and Priya (2018) have made an analytical study on organized retail store customers' aiming to know the purchasing pattern and to find the factors that influence them to purchase in organized retail stores. A sample of 400 respondents has been taken for the study by adopting stratified random sampling method. The study is mainly based on primary data. The data have been collected through questionnaire in Coimbatore. The statistical tools such as percentage analysis, chi-square and Kendall's co-efficient of concordance have been applied to analyze the data. The study has concluded that the factors such as quality of products, price, and availability of products, discounts/offers, and self-service and store reputation have influenced the consumers to prefer the organized retail stores. The study has also revealed that among the demographic factors, occupational status and family monthly income have played a vital role in determining their purchasing pattern.

OBJECTIVES OF THE STUDY

1. To study the consumer perception towards organized retail stores.
2. To identify the attractive sales promotion measures of the organized retail store customers.

HYPOTHESES OF THE STUDY

$H_0$1: There is no significant difference between the age, gender, marital status, educational qualification, occupation, family structure, monthly family income, purchase companion and the perception of the respondents about the organized retail stores.

$H_0$2: There is no significant relation between age, gender, marital status, educational qualification, occupation, family monthly income and React to the Problems.

$H_0$3: There is no significant relation between age, gender, marital status, educational qualification, occupation, family monthly income and sales promotion.

RESEARCH METHODOLOGY

The study is about the demographic profile of the customers, consumer perception and the sales promotion measures adopted by the retail outlets in Coimbatore city. A sample of 150 consumers of retail outlets were taken for the study by using convenience sampling technique. The primary data has been collected directly from 150 respondents through questionnaire for a period of 3 months from September to November 2018 and the secondary data have been collected from different sources such as articles, internet and publications related to retail outlets.

RESULTS AND DISCUSSIONS

Table 1 – Demographic Profile

Demographic Factors		Frequency	Percent
Age	20-30 Years	67	44.7
	31-40 Years	28	18.7
	41-50 Years	36	24.0
	Above 50 Years	19	12.7
Gender	Male	85	56.7
	Female	65	43.3
Marital Status	Married	82	54.7
	Unmarried	68	45.3
Education Qualification	School Level	38	25.3
	Graduate	61	40.7
	Post Graduate	36	24.0
	Professional	9	6.0
	Others	6	4.0
Occupation	Self Employment	29	19.3
	Govt Employee	13	8.7
	Private Employee	98	65.3
	Professional	2	1.3
	Retired	3	2.0
	House Wife	5	3.3
Family Structure	Nuclear	103	68.7
	Joint	47	31.3
Family Monthly Income	Below Rs.10,000	34	22.7
	Rs.10,000-Rs.20,000	70	46.7
	Rs.20,001-Rs.30,000	8	5.3
	Rs.30,001-Rs.40,000	11	7.3
	Rs.40,001-Rs.50,000	9	6.0
	Above Rs.50,000	18	12.0
Total		**150**	**100.0**

Age of respondents

The table 1 indicates that out of 150 respondents, 44.7 per cent are between the age group of 20 to 30 years followed by 24 per cent are between 41 to 50 years,18.7 per cent are between the age group of 31 to 40 years and 12.7 per cent of the respondents are above 46 years of age group.

Gender of the respondents

The table 1 represents that out of 150 respondents, 56.7 per cent are male and 43.3 per cent are female.

Marital status

The table indicates that among 150 respondents 54.7 are married and 45.3 are unmarried.

Educational qualification

The table 1 shows that 40.7 per cent have completed their graduation, 25.3 per cent have completed their school level education, 24 per cent have completed their post graduation, 6 per cent have completed their professional education and 4 per cent have completed their Diploma course.

Occupation of the respondents

The table 1 indicates that among 150 respondents, 65.3 per cent are private employees followed by 19.3 per cent are self-employed, 8.7 per cent are government employees, 3.3 per cent are house wives, 2 per cent are retired and 1.3 per cent are professionals.

Family structure

The table 1 shows that out of 150 respondents, 68.7 per cent are in nuclear family followed by 31.3 are in the joint family.

Family Monthly Income

The table 1 depicts that 46.7 per cent of the respondents are earning between Rs.10,000 to Rs.20,000 followed by 22.7 per cent of the respondents are earning below Rs.10,000, 12 per cent of the respondents are earning above Rs.50,000, 7.3 per cent of the respondents are earning between Rs.30,001 to Rs.40,000, 6 per cent of the respondents are earning between Rs.40,001 to Rs.50,000 and 5.3 per cent of the respondents are earning between Rs.20,001 to Rs.30,000.

Table 2 - Source of knowledge

Source of Knowledge	Frequency	Percent
TV	28	18.7
Friends/Relatives	69	46.0
Radio	5	3.3
Newspaper/Magazine	30	20.0
Hoardings/Banners	2	1.3
Internet	8	5.3
Pamphlets	8	5.3
Total	**150**	**100.0**

The table 2 represents that among 150 respondents, 46 per cent of the respondents have known their store through Friends/Relatives followed by 20 per cent of the respondents through Newspaper/Magazine, 18.7 per cent of the respondents through TV, 5.3 per cent of the respondents through internet, 5.3 per cent of the respondents through pamphlets, 3.3 per cent of the respondents through radio and 1.3 per cent of the respondents through Hoardings/Banners.

Table 3 - Preference of shopping days

Preferred Shopping Day	Frequency	Percent
Weekdays	27	18.0
Weekends	67	44.7
Based on Convenience	34	22.7
Others	22	14.7
Total	**150**	**100.0**

The table 3 represents that among 150 respondents, 44.7 per cent of the respondents have preferred to do shopping in weekends followed by 22.7 per cent of the respondents does shopping based on their convenience, 18 per cent of the respondents have preferred to do shopping in weekdays and 14.7 per cent of the respondents have preferred to do shopping occasionally.

Table 4 - Frequency of purchase

Frequency of Purchase	Frequency	Percent
Daily	6	4.0
Weekly	52	34.7
Monthly	74	49.3
Rarely	18	12.0
Total	**150**	**100.0**

The table 4 represents that among 150 respondents, 49.3 per cent of the respondents do monthly purchase, 34.3 per cent of the respondents do weekly purchase, 12 per cent of the respondents does purchase rarely and 4 per cent of the respondents does daily purchase.

Table 5 - Amount spent monthly for shopping

Amount Spent Monthly	Frequency	Percent
Below Rs.2,000	73	48.7
Rs.2,000-Rs.4,000	34	22.7
Rs.4,001-Rs.6,000	31	20.7
Rs.6,001-Rs.8,000	9	6.0
Above Rs.10,000	3	2.0
Total	**150**	**100.0**

The table 5 represents that among 150 respondents, 48.7 per cent of the respondents spend monthly below Rs.2,000 for shopping, 22.7 per cent of the respondents monthly spend Rs.2,000 to Rs.4,000 for shopping, 20.7 per cent of the respondents monthly spend Rs.4,001 to 6,000 for shopping, 6.0 per cent of the respondents monthly spend Rs.6,001 to 8000 for shopping and 2 per cent of the respondents monthly spend above Rs.10,000 for shopping.

Table 6 - Experience in purchasing

Purchase Experience	Frequency	Percent
Below 1 Year	41	27.3
1-2 Years	56	37.3
2-3 Years	19	12.7
3-4 Years	6	4.0
Above 4 Years	28	18.7
Total	**150**	**100.0**

The table 6 represents that among 150 respondents, 37.3 per cent of the respondents have an experience from 1 to 2 years in purchasing, 27.3 per cent of the respondents have an experience below 1 year in purchasing, 18.7 per cent of the respondents have an experience of above 4 years in purchasing, 12.7 per cent of the respondents have an experience from 2 to 3 years in purchasing and 4 per cent of the respondents have an experience from 3 to 4 years in purchasing in the retail outlets.

Table 7 - Companion in purchasing

Purchase Companion	Frequency	Percent
Parents	23	15.3
Spouse	35	23.3
Kids	19	12.7
Friends	14	9.3
Colleagues	13	8.7
Jointly by all	46	30.7
Total	**150**	**100.0**

The table 7 represents that among 150 respondents, 30.7 per cent of the respondents do their purchase jointly with all, followed by 23.3 per cent of the respondents purchase with spouse, 15.3 per cent of the respondents purchase with parents, 12.7 per cent of the respondents purchase with kids, 9.3 per cent of the respondents purchase with friends and 8.7 per cent of the respondents do their purchase with colleagues.

Table 8 - Changes observed while shopping

Changes observed in Shopping Behaviour	Frequency	Percent
Increase in Budget	25	16.7
Purchase Frequently	47	31.3
Branded Products added in	31	20.7
Impulse Buying	10	6.7
Willing to travel at a distance for shopping	32	21.3
Shopping become leisure	5	3.3
Total	**150**	**100.0**

The table 8 represents that among 150 respondents, 31.3 per cent of the respondents purchase frequently, 21.3 per cent of the respondents willing to travel at a distance for shopping, 20.7 per cent of the respondents observed branded products are added in shopping, 16.7 per cent of the respondents have increase in budget, 6.7 per cent of the respondents have done impulse buying and 3.3 per cent of the respondents purchase for leisure.

Table 9 – Attractive Sales Promotional Measures

Sales Promotion Measures	Frequency	Percent
Special / Free gifts	16	10.7
Money back offer	16	10.7
Discount	45	30
Special Offer (Discount for bulk purchases)	19	12.7
Free samples for new product	5	3.3
Coupons	11	7.3
Buy one get one free offer	29	19.3
Point of purchase display	9	6
Total	**150**	**100**

The table 9 represents that among 150 respondents, 30 per cent of the respondents are attracted towards discounts, 19.3 per cent of the respondents are attracted towards buy 1 get 1 free offer, 12.7 per cent of the respondents are attracted towards discounts of the products, 10.7 per cent of the respondents are attracted towards special gifts and money back offer, 7.3 per cent of the respondents are attracted towards coupons, 6 per cent of the respondents are attracted towards point of purchase display and 3.3 per cent of the respondents are attracted towards free samples for new products.

Table 10 - Comparative opinion

Comparative Opinion	Frequency	Percent
Excellent	51	34.0
Good	80	53.3
Fair	19	12.7
Total	**150**	**100.0**

The table 10 represents that among 150 respondents, 53.3 per cent of the respondents have a good opinion when compared, 34 per cent of the respondents have given excellent and 12.7 per cent of the respondents have a fair opinion about the retail store.

Table 11 - Reaction towards problems

Reaction Towards Problems	Frequency	Percent
Ignore the Problem	16	10.7
Compliant to Authority	88	58.7
Return the Goods	33	22.0
Switch the Stores	13	8.7
Total	**150**	**100.0**

The table 11 represents their reactions of the respondents towards the problems faced in the retail outlets. 58.7 per cent of the respondents will complain to the authority, 22 per cent of the respondents will return the goods, 10 per cent of the respondents will ignore the problem and 8.7 per cent of the respondents will switch to other store.

Table 12 - Agreeability Score on Perception

Variables	Mean Value	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Location	4.36	84 (56)	51 (34)	3 (2)	9 (6)	3 (2)
Plan Before	4.26	78 (52)	33 (22)	39 (26)	0 (0)	0 (0)
Gather Information	3.86	48 (32)	48 (32)	42 (28)	9 (6)	3 (2)
Cautious Sale	4.17	61 (40.7)	55 (36.7)	12 (8)	19 (12.7)	3 (2)
Cheaper	3.76	35 (23.3)	53 (35.3)	56 (37.3)	3 (2)	3 (2)
Offer Influence	3.95	42 (28)	74 (49.3)	21 (14)	10 (6.7)	3 (2)
Guarantee	3.93	60 (40)	40 (26.7)	30 (20)	0 (0)	20 (13.3)
Display New Arrival	3.95	68 (45.3)	33 (22)	36 (24)	0 (0)	13 (8.7)
Store Understands needs and expectation	3.63	46 (30.7)	43 (28.7)	39 (26)	3 (2)	19 (12.7)
Advertisement	4.00	73 (48.7)	33 (22)	28 (18.7)	3 (2)	13 (8.7)
First Priority	3.29	0 (0)	55 (36.7)	83 (55.3)	12 (8)	0 (0)
Pride	2.48	0 (0)	30 (20)	12 (8)	108 (72)	0 (0)
Employee Response	3.16	34 (22.7)	27 (18)	37 (24.7)	33 (22)	19 (12.7)
Sufficient Sales Person	2.92	0 (0)	13 (8.7)	112 (74.7)	25 (16.7)	0 (0)
Alternative Measures for Non-Availability	2.42	0 (0)	19 (12.7)	25 (16.7)	106 (70.7)	0 (0)

Values given within brackets are percentages

Table 12 portrays the agreeability score on the perception of the respondents about the organized retail stores. The mean value for location is seen as highest among the other factors. Planning before going to purchase and confident that the store will not sell expired products shows the next highest mean values compared to other perception factors about the organized retail outlets. Majority 56% of the respondents agree that they strongly agree that the location of the store attracts them to purchase. 52% of the respondents plan to purchase before they go to the store. The respondents reveal that they equally strongly agree and agree that they gather information about the product and about the store before they go to purchase. 40.7% of the respondents strongly agree that the store is cautious in selling the products which are not expired. 37.3% of the respondents say a neutral agreeability about the price of the products in the organized retail stores are cheaper than with other retail formats. 49.3% of the respondents agree that the offer influenced them to purchase and end up in buying items. 40% of them strongly agree that the store provides guarantee for its own brand products. 45.3% of the respondents strongly agree that the store has continues display for new arrivals. 30.7% of the respondents strongly agree the store understands their needs and expectations. 48.7% of the respondents strongly agree that the advertisement helps to prefer the store for shopping.55.3% of the respondents neutrally agree that the store gives them first priority. 72% of the respondents disagree that shopping in organized retail stores is a matter of pride. 24.7% of the respondents neutrally agree that the employees' response is important. 74.7% of the respondents neutrally agree that the store has sufficient number of sales persons to serve. 70.7% of the respondents disagree that the store makes prompt alternative measures for non-availability of the products.

Table 13 - T – Test (One-Sample Test)

Perception Range	Test Value = 0				
	T	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Location	57.045	.000	4.360	4.21	4.51
Plan Before	61.609	.000	4.260	4.12	4.40
Gather Information	47.108	.000	3.860	3.70	4.02
Cautious Sale	33.588	.000	3.173	2.99	3.36
Cheaper	51.026	.000	3.760	3.61	3.91
Offer Influence	51.834	.000	3.947	3.80	4.10
Guarantee	45.189	.000	3.933	3.76	4.11
Display New Arrival	39.786	.000	3.953	3.76	4.15
Store Understands needs and expectation	34.492	.000	3.627	3.42	3.83
Advertisement	39.431	.000	4.000	3.80	4.20
First Priority	66.452	.000	3.287	3.19	3.38
Pride	37.560	.000	2.480	2.35	2.61
Employee Response	28.849	.000	3.160	2.94	3.38
Sufficient Sales Person	71.728	.000	2.920	2.84	3.00
Alternative Measures for Non-Availability	41.904	.000	2.420	2.31	2.53

The table 13 shows the 't' test results and the mean difference between the variables and its significance level. The significant values less than 0.05 indicates low variance, and conforms that the data collected as sample for this study is good and the results can be generalized.

(H_01): There is no significant difference between the age, gender, marital status, educational qualification, occupation, family structure, monthly family income, purchase companion and the perception of the respondents about the organized retail stores.

Table 14 - ANOVA RESULTS

		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	33.706	18	1.873	1.692	.048
	Within Groups	144.967	131	1.107		
	Total	178.673	149			
Gender	Between Groups	9.702	18	.539	2.603	.001
	Within Groups	27.131	131	.207		
	Total	36.833	149			
Marital Status	Between Groups	6.912	18	.384	1.662	.054
	Within Groups	30.261	131	.231		
	Total	37.173	149			

Educational Qualification	Between Groups	71.975	18	3.999	6.212	.000
	Within Groups	84.318	131	.644		
	Total	156.293	149			
Occupation	Between Groups	83.392	18	4.633	6.800	.000
	Within Groups	89.248	131	.681		
	Total	172.640	149			
Family Structure	Between Groups	6.494	18	.361	1.833	.027
	Within Groups	25.779	131	.197		
	Total	32.273	149			
Family Monthly Income	Between Groups	154.777	18	8.599	4.692	.000
	Within Groups	240.056	131	1.832		
	Total	394.833	149			
Purchase Companion	Between Groups	99.013	18	5.501	1.618	.064
	Within Groups	445.260	131	3.399		
	Total	544.273	149			

The table 14 shows the ANOVA results and the significant values which makes it clear that for Age, Gender, Educational Qualification, Occupation, Family Structure and Monthly Family Income it is significant at 5% levels of significance and hence, the null hypothesis is rejected and it is concluded that there is significant difference between the said demographic variables and the perception of the respondents about the organized retail stores. But, the significant values for Marital Status and Purchase Companion are more than 5% levels of significance and hence the null hypothesis is accepted for these two factors and it is confirmed that there is no significant difference between marital status and purchase companion with the perception of the respondents about the organized retail stores.

Table 15 - Chi-Square Results

Hypothesis [$H_0$2]	**Pearson Chi-square value**	**Asymp. Sig. (2 sided)**	**Result**
There is no significant relation between age and React to the Problems	7.198	.616	NS
There is no significant relation between Gender and React to the Problems	2.721	.437	NS
There is no significant relation between Marital Status and React to the Problems	5.174	.159	NS
There is no significant relation between Educational Qualification and React to the Problems	53.787	.000	S
There is no significant relation between Occupation and React to the Problems	43.793	.000	S
There is no significant relation between Monthly family income and React to the Problems	54.355	.000	S

From the table 15 it is clear that the significant values of age, gender, marital status are more than 5% levels of significance and it is evidenced that there is no significant relationship between age, gender and marital status with the reaction to the problems. But, for educational qualification, occupation and monthly family income the significant values are .000 hence, at 1% level of significance the null hypothesis is rejected and hence, it is said that there is a significant relation between the educational qualification, occupation and monthly family income with the reaction to the problems.

Table 16 - Chi-Square Results

Hypothesis [$H_0$3]	**Pearson Chi-square value**	**Asymp. Sig. (2 sided)**	**Result**
There is no significant relation between age and sales promotion	7.436	.282	NS
There is no significant relation between Gender and sales promotion	1.572	.456	NS
There is no significant relation between Marital Status and sales promotion	.355	.837	NS
There is no significant relation between Educational Qualification and sales promotion	22.269	.004	S
There is no significant relation between Occupation and sales promotion	21.960	.015	S
There is no significant relation between	24.302	.007	S

Monthly family income and sales promotion			

From the table 16 it is clear that the significant values of age, gender, marital status are more than 5% levels of significance and it is evidenced that there is no significant relationship between age, gender and marital status with the sales promotion. But, for educational qualification, occupation and monthly family income the significant values are less than .05 hence, at 5% levels of significance the null hypothesis is rejected and hence, it is said that there is a significant relation between the educational qualification, occupation and monthly family income with the sales promotion.

SUGGESTIONS OF THE STUDY

1. The retail outlets could concentrated more on non-availability of products and make the alternative measures to retain their customers.
2. The retail store location, attractive offers, display of new arrivals are found as the influential factors. Hence, the retails stores are suggested to adopt smart strategies towards the said factors.
3. Advertisement plays an important role to create new consumers and also to retain them in future. Therefore, the retail outlets should promote their stores through SMS, emails, hoardings/banners, internet, pamphlets, FM/radio etc., because most of them have come to know about the retail store through friends and relatives.
4. Most of the respondents prefer to do shopping during weekends and the change observed in their shopping behavior is found as increase in their purchase frequency. Hence implementing sales promotion strategies during weekends and a different attractive kind of offers during weekdays could increase the sales and will help to balance the crowd.
5. It is also recommended to give SMS alerts about the various offers made by the retail outlet to its customers to update them and help to retain the customers, who will become loyal to the store also.

CONCLUSION

Indian retail industry is no doubt one of the largest and fastest growing industries. Like most developed countries, India's growth also relies on growth of its retail industry. The result shows that the factors such as discounts for products, guarantee for the products and store location have influenced the consumers to prefer the organized retail stores. India is becoming a dynamic market with many international brands entering India to capitalize on the growing consumption pattern shown by the country. The organized retail stores by adopting the said suggestions and attractive marketing strategies could cover their customers and will overcome the obstacles.

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