



‘A COMPARATIVE STUDY ON TRAFFIC AND PARKING ISSUES AFFECTING CONSUMER BEHAVIOUR WITH RESPECT TO READYMADE RETAIL SHOPS OF KOLHAPUR AND SANGLI DISTRICT’

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ABSTRACT

Consumer buying behaviour refers to the end consumer's purchasing decisions. Many factors, characteristics, and qualities influence an individual's identity as well as a consumer's decision-making process, buying habits, purchasing behaviour, brands purchased and merchants visited. Every one of these factors influences a purchase decision. Today in most of the city's transportation problems such as traffic congestion, parking problem etc. are common issues faced by consumers which ultimately affect on their purchase decision. By recognising and comprehending the transportation aspects that influence their customers, business people can devise a more effective plan that will result in client retention and attraction.

Keywords: Consumer Behaviour, Retail, Readymade Garments.

1.0 Introduction:

India has one of the world's fastest expanding economies. Indians' average income is rising, and as a result, the number of privately owned vehicles is increasing. Even though public transportation is extensively

available in India, it is insufficient for the country's population. Public transportation is frequently overcrowded. As a result, individuals prefer to commute in their own vehicles in order to travel in solitude leading to are vehicles on the road. One of the major causes of traffic congestion in India is a lack of parking spots. People are obliged to park their automobiles in front of buildings due to a lack of parking spots, which often encroaches on roads. As a result, the road becomes less usable.

The business that truly understands how customers will react to various consumer needs, will have a significant competitive advantage over its competitors. As a result, understanding the various elements that influence consumer behavior is critical.

1.1 STATEMENT OF PROBLEM:

Ready-made clothing is popular in today's fashion for people from all walks of life. Now, being the most important commercial center for readymade clothes, Kolhapur and Sangli area are experiencing rapid growth. There is a lot of money in the market, but the marketing plan isn't very good. The ability of marketing staff to understand consumer behaviour and react with them appropriately is critical to the success of marketing.

In the districts of Kolhapur and Sangli, few research have been undertaken to examine consumer behaviour in relation to readymade clothing retail businesses but no comparative study has been made with respect to traffic congestion and parking problems in these districts. In view of these facts, the researcher selected the topic 'A COMPARATIVE STUDY ON TRAFFIC AND PARKING ISSUES AFFECTING CONSUMER BEHAVIOUR WITH RESPECT TO READYMADE RETAIL SHOPS OF KOLHAPUR AND SANGLI DISTRICT'

1.2 OBJECTIVES OF THE STUDY:

The objectives of the studies are as given below:

1. To know mode of transportation opted by consumers visiting Kolhapur and Sangli district for purchase of readymade garments.
2. To know influence of parking problem on consumer behaviour in Kolhapur and Sangli District.
3. To obtain a deep insight related to different issues which influence consumer behavior.
4. To know whether parking problem faced by consumers while visiting readymade garment shop is significantly different in Kolhapur and Sangli or not.

1.3 SAMPLE AND SAMPLING METHOD:

The universe of the study covers all the consumers visiting shops of readymade retail garment in Kolhapur and Sangli district. The researcher took a sample size of 35 shops from each district. From 35 shops the researcher has selected randomly 15 branded shops and 20 general garment retail shops. All the shops which are selected for the study are from all talukas of the two districts. As the number of respondents is very large, hence as per the convenience random sampling method 10 consumers of each shop are selected. Likewise the total consumer respondents sample number is 700. In this way the researcher ensured good representation of Universe of the shops and Consumers is made.

1.4 SOURCES OF DATA COLLECTION:

There are two methods of data collection namely primary data and secondary data through which data was collected.

- **PRIMARY DATA-**
The researcher used interview schedule to collect the primary data from the 350 consumers as a tool for the purpose of Data Collection. In addition to this, observation method was also used to collect the data.
- **SECONDARY DATA-**
The secondary data was collected from books, reports and relevant websites available on internet.

1.5 DATA ANALYSIS AND INTREPRETATION:

TABLE NO.1 MODE OF TRANSPORT

MODE	KOLHAPUR	SANGLI	TOTAL
Public transport	92 (26.3)	153 (43.7)	245 (35)
Private transport	72 (20.6)	63 (18)	135 (19.3)
Private vehicle	186 (53.1)	134 (38.3)	320 (45.7)
Total	350 (100)	350 (100)	700 (100)

The movement of people and goods is facilitated by transport. It would be actually impossible to move from one place to another place without transport. So transport plays a vital role in buying of the consumer. The consumers visiting readymade retail shops of Kolhapur and Sangli are categorized into respondents who use different modes of transport to visit shops. The details of collecting information about mode of transport used to visit shop of Kolhapur and Sangli Districts shown in Table no.1.

It is observed from the table that the consumer uses different modes of transport that is public transport, private transport and private vehicle. Out of 350 respondents of Kolhapur, 92 respondents comprise 26.3% of buyers who use public transport, 72 respondents comprise 20.6% who use private transport, 186 respondents comprise 53.1% who use private vehicles. In Sangli 153 respondents comprise 43.7% who use public transport, 63 respondents comprise 18.0% who use private transport, 134 respondents comprise 38.3% who use private vehicles. When total sample of both the district is taken into consideration it found that 245 respondents with 35% uses public transport, 135 respondents constituting 19.3% of total sample uses private transport followed by 320 respondents with 45.7% uses private vehicles to visit readymade retail shops of both the districts.

The analysis of the above table shows that consumer respondents belonging to those who use 'private vehicle' is higher in Kolhapur than Sangli. Use of 'public transport' is higher in Sangli as compared to

Kolhapur district. It can be also seen that majority of the respondents uses 'private vehicles' to visit the market in both districts.

TABLE NO.2 TYPE OF PRIVATE VEHICLE

Type of Private Vehicle		Kolhapur			Sangli			Total	Percent
		Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent		
Valid	Two Wheeler	105	30	56.5	47	13.4	35.1	152	47.5
	Four Wheeler	59	16.9	31.7	54	15.4	40.3	113	35.3
	Any Other	22	6.3	11.8	33	9.4	24.6	55	17.2
	Total	186	53.1	100	134	38.3	100.0	320	100
Missing	System	164	46.9		216	61.7		380	
Total		350	100		350	100.0		700	

Now a days most of the people prefer to use their own vehicle in order to visit any place. This is because it not only saves money but it is also cost effective. People may use two wheeler or four wheeler as and when required. The consumer respondents visiting Kolhapur and Sangli market by their private vehicle are classified into three categories that is two wheeler, four wheeler and others as per the type of private vehicle. While collecting data oral discussion was made with respondents. Some respondents responded that they use auto rickshaw, invalid carriage (vehicle for handicap people) which are included in 'any other' category. Details of type of private vehicle used by the respondents is shown in Table no.2

From the table we can see that consumer uses different types of private vehicles that is two wheeler, four wheeler etc. Out of 350 respondents in Kolhapur,105 respondents constitute 30% who use two wheeler, 59 respondents constitute 16.9% who use four wheelers 22 respondents constitute 6.3% who use any other vehicle .In Sangli 47 respondents use 13.4% constitute buyers who use two wheelers, 54 respondents constitute 15.4% who use four wheelers 33 respondents constitute 9.4% who use any other vehicle. It is also found that 152 respondents that is 47.5% of the total sample uses two-wheeler,113 respondents constituting 35.3% and 55 respondents with 17.2% uses any other vehicle when aggregate sample is taken into consideration of both the districts. Those consumer who travels trough public and private transport are not taken into consideration and are shown as missing system.

The analysis shows the users of two wheeler are higher in Kolhapur when compared to Sangli. It should be also noted that the users of four wheelers is slightly higher in Kolhapur as that of Sangli. It is also seen that majority of the respondents uses two wheeler to visit the markets of both the districts.

TABLE NO.3 CONSUMER FACING PARKING PROBLEM

MODE	KOLHAPUR	SANGLI	TOTAL
Never	95 (27.1)	128 (36.6)	223 (31.9)
Sometimes	197 (56.3)	172 (49.1)	369 (52.7)
Always	58 (16.6)	50 (14.3)	108 (15.4)
Total	350 (100)	350 (100)	700 (100)

Today due to growing population, traffic congestion and other reasons, parking is the common problem faced by any consumer. Parking problem is a common issue faced by consumers especially at the time of purchase during festival days and week end days. The respondents have been classified on the basis of facing parking problem into never, sometimes and always categories which is shown in Table no.3

The above table portrays that, out of 350 respondents of Kolhapur 95 respondents comprise 27.1% who never parking problem 197 respondents comprise 56.3% who sometimes face parking problem,58 respondents comprise 16.6% who always face parking problem. In Sangli 128 respondents comprise 36.6% who never parking problem 172 respondents comprise 49.1% who sometimes face parking problem ,50 respondents comprise 14.3% use always face parking problem. When aggregate sample of 700 respondents is taken into consideration, it is found that 223 respondents with 31.9% of the total sample,never faces parking problem. 369 respondents constituting 52.7 % sometimes faces parking problem and 108 respondents with 15.4% always faces parking problem when they visit the readymade retail shops in both the districts.

The analysis shows the consumer who 'sometimes' face parking problem is higher in Kolhapur when compared to Sangli.Those who 'never' face parking problem is higher in Sangli as that of Kolhapur. It can be also seen that majority of the respondents from both the districts 'sometimes' faces parking problem.

TABLE NO.4 PARKING PREFERENCE

PARKING PREFERENCE		Kolhapur			Sangli			Total	Percent
		Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent		
Valid	Yes	39	11.1	67.2	42	12	84	81	75
	No	19	5.4	32.8	8	2.3	16	27	25
	Total	58	16.5	100	50	14.3	100.0	108	100
Missing	System	292	83.5		300	85.7		594	
Total		350	100		350	100.0		700	

Generally, consumer who 'always' faces parking problem mostly would like to purchase goods from those who provide parking facilities, because he wants to keep his vehicle safe and purchase goods in a tension free atmosphere. If parking facility will not be available then consumer has to find put a place to park his vehicle and while purchasing their focus is diverted towards vehicle. Consumers preference for the shops with provide parking facility is categorized into two groups that is those who prefer shops providing parking facility and those who do not prefer shops providing parking facility which is shown in Table no.4

The table highlights that out of 58 respondents of Kolhapur who always faces parking problem, 39 respondents with 67.2% who prefer a shop providing parking amenities, 19 respondents constitute 32.8% who do not prefer a shop providing parking services. In Sangli 42 respondents with 84% who prefer a shop providing parking facilities and 8 respondents constitute 16% who do not prefer a shop providing parking facilities. It can be also seen that 81 respondents with 75% of the total sample prefer shops providing parking facility and 27 respondents with 25% do not prefer for a shop with parking facility. Those consumers who sometimes or never faces parking problem as not taken into consideration and are shown as missing system.

The analysis shows the percentage of buyers who prefer a shop providing parking facilities is higher in Sangli when compared to Kolhapur. Majority of the respondents from both the districts prefer a shop providing parking facility when aggregate of both the district is taken into consideration.

TABLE NO.5 PROBLEM OF TRAFFIC FACED

PROBLEM FACED	KOLHAPUR	SANGLI	TOTAL
Never	66 (18.9)	141 (40.3)	207 (29.6)
Sometimes	216 (61.7)	131 (37.4)	347 (49.6)
Always	68 (19.4)	78 (22.3)	146 (20.8)
Total	350 (100)	350 (100)	700 (100)

Development of market at anyplace results in various economics and diseconomies of the scale. Economics are benefits which a firm gains and diseconomies are the drawbacks that a firm suffers due to development of a market. One of the common diseconomies which a firm face is traffic congestion. Mostly during the peak season time, consumer faces traffic congestion problem. The respondents have been classified on the basis of traffic congestion problem faced by the buyer while visiting readymade retail shop into never, sometimes and always as shown in table no.5

The study shows that out of 350 respondents of Kolhapur 66 respondents comprise 18.9% who never face traffic congestion problem while visiting a readymade retail shop, 216 respondents comprise 61.7% who sometimes face traffic congestion problem and 68 respondents comprise 19.4% use always face traffic congestion problem while visiting a readymade retail shop. In Sangli 141 respondents comprising 40.3% who never face traffic congestion problem, 131 respondents comprise 37.4% who sometimes face traffic congestion problem, 78 respondents with 22.3% who always face traffic congestion problem while visiting a readymade retail shop. It can be also seen that out of 700 respondents, 207 respondents with 29.6% of the

total sample never faces traffic problem, 347 respondents with 49.6% sometimes faces traffic problem while 146 respondents comprising 20.8% always faces traffic congestion problem in both the districts.

The analysis shows the percentage of buyers who ‘sometimes’ face traffic congestion problem while visiting a readymade retail shops higher in Kolhapur when compared to Sangli. It is also found that a respondent who ‘never’ faces traffic congestion problem is higher in Sangli as compared to Kolhapur. When aggregates responses of both the districts is taken into consideration, it is found that majority of the respondents ‘sometimes’ faces traffic congestion problem.

TABLE NO.6 IF ALWAYS, LODGING COMPLAINT WITH RTO

Lodging Complaint		Kolhapur			Sangli			TOTAL	Valid Percent
		Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent		
Valid	Yes	44	12.6	64.7	74	21.1	94.9	118	80.8
	No	24	6.9	35.3	4	1.1	5.1	28	19.2
	Total	68	19.4	100	78	22.3	100.0	146	100
Missing	System	282	80.6		272	77.7			
Total		350	100		350	100.0			

Traffic problem is one of the major problems faced by each and every individual while visiting any market. Most of the people neglect such problem but very few are socially aware and they lodge a complaint with RTO. For the sake of present study consumer respondents who ‘always’ face traffic congestion problem while visiting readymade retail shop are categorized into those who complaint to RTO and those who don’t complaint to RTO as shown in table no.6

Out of 68 respondents of Kolhapur 44 consumer respondents comprise 64.7% of those who complaint to RTO, 24 respondents comprise 35.3% of those who don’t complaint it to RTO. While in Sangli out of 78 respondents, 74 respondents comprise 94.9% of those who complaint to RTO and 4 respondents comprise 5.1% who don’t complaint it to RTO. When aggregate respondents of both the districts are taken into consideration, it is found that 118 respondents with 80.8% of the sample lodge a complaint with RTO and 28 respondents with 19.2% do not lodge a complaint with RTO. Missing system includes consumer respondents belonging to those who never or sometimes faces traffic congestion problem and are not taken into consideration.

The analysis of the above table shows that consumer respondents belonging to the group of consumers who complaint to RTO is higher in Sangli when compared to respondents of Kolhapur. Thus it states that most of the consumer who ‘always’ faces traffic congestion problem fulfill their social responsibility by lodging complaint with RTO. It can be also seen that majority of the respondents lodge a complaint with RTO, when aggregate of both the districts is taken into consideration.

TABLE NO.7 IS COMPLAINT SOLVED?

Complaint Solved		Kolhapur			Sangli			TOTAL	Valid Percent
		Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent		
Valid	Yes	1	1.7	2.3	2	0.6	2.7	3	2.5
	No	43	22.3	97.7	72	20.6	97.3	115	97.5
	Total	44	24	100.0	74	21.1	100.0	118	100
Missing	System	306	76		276	78.9			
Total		350	100		350	100.0			

It is essential that solution must be provided for problem. If problem remains unsolved, it will continue to make people suffer again and again. Similarly if any individual respondents lodge a complaint, he wishes that his or her complaint must be entertained properly with an appropriate solution. When a consumer who 'always' faces traffic congestion problem and lodges a complaint, is their complained solved or not in both the districts is shown in the table no. 7

Out of 44 respondents of Kolhapur, 1 respondent constitute 2.3% who prefer to complaint and their problem is solved while 43 respondents constitute 97.7% whose complaint is not solved in spite of their complaint to the RTO. In Sangli out of 74 respondents 2 respondents constitute 2.7% whose problem is solved when they have complained it to RTO and 72 respondents with 97.3% comprise of those whose complaint is not solved after their complaint to the RTO. When aggregate responses of both the district are taken into consideration, it is found that 3 respondents with 2.5% of the sample are those whose complaint is solved while 115 respondents with 97.5% are those whose complaint is not solved. Those respondents who do not complain for traffic congestion problem with RTO are taken as missing system in above table and are not considered.

The analysis of the table shows that there is no significant difference between the percentage of respondents whose complaint is not solved in Kolhapur as well as Sangli District. It can be also seen that complaint of majority of respondents remains unsolved when aggregate respondents of both the districts are taken into consideration.

1.6 Hypothesis testing:

H₀: Parking problem faced by consumers while visiting readymade garment shop is not significantly different in Kolhapur and Sangli.

H₁: Parking problem faced by consumers while visiting readymade garment shop is significantly different in Kolhapur and Sangli.

City Name * Facing parking problem

		Facing parking problem			Total
		Never	Sometime	Always	
City	Kolhapur	95	197	58	350
Name	Sangli	128	172	50	350
Total		223	369	108	700

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	7.170 ^a	2	.028
Likelihood Ratio	7.190	2	.027
Linear-by-Linear Association	5.378	1	.020
N of Valid Cases	700		

- a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 54.00.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.101	.028
	Cramer's V	.101	.028
N of Valid Cases		700	

- a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.

Above table show Pearson Chi-Square test result. We can see here that $\chi(2) = 7.170, p < .05$. This tells us that there is statistically significant association between city and parking problem. that is, both places Kolhapur and Sangliis not same parkingregarding problem facing while visiting readymade garment shop. The Likelihood Ratio, which we'd prefer to the chi-square test if the sample were small, is within rounding error of the value we calculated (7.190) and is also significant ($p < 0.05$). There were no expected frequencies less than 5 so the chi-square statistic should be accurate. Hence need not to go for Fisher exact text.

Cramer's statistic is 0.10 out of a possible maximum value of 1, which represents a weak association betweenparking problem facing while visiting readymade garment shop and city. This value is highly significant ($p < 0.05$).

Here we reject the null hypothesis and accept alternative hypothesis. Hence, we can say that parking problem faced by consumers while visiting readymade garment shop is significantly different in Kolhapur and Sangli.

1.7 FINDINGS:

1. The percentage of consumer respondents belonging to the category of those who use 'private vehicle' is higher in Kolhapur (53.1%) than Sangli district (38.3%). It can be also seen that majority of the respondents (45.7%) uses 'private vehicles' to visit the market in both districts. (Table no.1)
2. It is found that consumer respondents who use two wheeler for visiting the readymade retail shops are higher in Kolhapur district (56.5%) when compared to Sangli(35.1%). It is also seen that majority of the respondents (47.5%) uses two wheeler to visit the markets of both the districts. (Table no.2)
3. The study shows that the consumer who 'sometimes' face parking problem is higher in Kolhapur (56.3%)when compared to Sangli district (49.1%). It can be also seen that majority of the respondents (52.7%) from both the districts 'sometimes' faces parking problem. (Table no.3)
4. The percentage of buyers who prefer a shop providing parking facilities is higher in Sangli (84%) when compared to Kolhapur district (67.2%). Majority of the respondents (81%) from both the districts prefer a shop providing parking facility. (Table no.4)
5. The percentage of buyers of category 'sometimes', face traffic congestion problem while visiting a readymade retail shops higher in Kolhapur(61.7%) when compared to Sangli district(37.4%).When aggregates responses of both the districts is taken into consideration, it is found that majority of the respondents(49.6%) of category 'sometimes' faces traffic congestion problem. (Table no.5)
6. The study shows that the percentage consumer respondents belonging to the group of consumers who complaint to RTO is higher in Sangli (94.9%) when compared to respondents of Kolhapur district (64.7%). It can be also seen that majority of the respondents (80.8%) lodge a complaint with RTO, when aggregate of both the districts is taken into consideration. (Table no.6)

7. There is no significant difference between the percentage of respondents whose complaint is not solved in Kolhapur as well as Sangli District. It can be also seen that complaint of majority of respondents (97.5%) remains unsolved when aggregate responses of both the districts are taken into consideration. (Table no.7)
8. Parking problem faced by consumers while visiting readymade garment shop is significantly different in Kolhapur and Sangli.

1.8 CONCLUSION:

Customer behaviour research is essential for marketers because it allows them to understand what customers want. It assists in determining what drives a customer to buy a product. Marketers can use this information to customise their marketing campaigns to their clients' preferences. Knowing what customers' concerns, what are problems faced by them which visitng market and how much they influence their purchasing decisions allows marketers to better understand how to connect with them in order to build a long-term relationship.

