

Consumer Buying Behaviour towards Organised and Unorganised Retail Stores in Jalandhar and Ludhiana Cities

Dr. Nancee

Assistant Professor, Department of Commerce,
S.C.V.B. Govt. College Palampur, Himachal Pradesh.

(Corresponding author: Dr. Nancee)

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ABSTRACT: Retail industry is the largest sectors in India and second largest employment provider after agriculture; it plays a significant role in increasing the productivity across a wide range of goods and services. In India, both organised and unorganised retail sector exists, majority of the share being under unorganised. The main purpose of the present study is to identify the various factors which affect the satisfaction level of consumers in organised and unorganised retail. The sample in the present study consists of 400 respondents, 200 each from Jalandhar and Ludhiana cities of Punjab who visit organised and unorganised retail stores for shopping. For accomplishing the objectives of the study, both primary and secondary data has been utilized. The present study is mainly a primary probe and is based on a survey of selected consumers with the help of interview schedule. Further, secondary data has been also used to accomplish the present study.

Keywords: Consumer Buying Behaviour, Consumer satisfaction, Organized Retail, Unorganized Retail.

I. INTRODUCTION

In India, both organised and unorganised retail sector exists, majority of the share being under unorganised. Organised retailing has finally emerged from the shadows of unorganised retailing and is contributing significantly to the growth of Indian retail sector.

According to the survey of Associated Chamber of Commerce, the growth of organised retail is expected to the extent of 637 billion in 2015. Organised retail industry was initially concentrated in metropolitan cities like Bangalore, Mumbai, Delhi, Kolkata and they entered small towns to curb rural population. As the expansion of organised retail outlets was happening in smaller cities and towns, it became imperative to understand the perception of the customer about the retail service quality, in such smaller towns in comparison with metros where organised retail outlet across the cities have already been accepted by the customers [1].

The word '*retail*' is derived from French word retailers which means 'to cut a price off' or to break bulk. The distribution of consumer products begins with the products and ends at the ultimate consumers. Between the producer and the consumer there are middlemen– the retailer, who links the producers and the ultimate consumers. A retailer is a person, agent, agency, company, or organization which is instrumental in providing the goods, merchandise or service to the ultimate consumers. Retailing is defined as a conclusive set of activities or steps used to sell a product or service to consumer for their personal or family use. It is responsible for matching individual demand of the consumer with supplies of all manufacturers. In India both organized and unorganized retail exist and organised retailing has finally emerged from the shadows of unorganised retailing and is contributing significantly to the growth of Indian retail sector. The retail industry continued in India in the form of Kirana's till 1980. Soon, following the modernisation of retail sector in India, many companies started pouring in the retail industry in India like Bombay Dyeing, Grasim etc. As has been mentioned earlier the retail sector in India can be widely split into the organised and unorganised sector. The unorganised sector is predominant [2].

Philip Kotler "Retailing includes all the activities involved in selling goods or services to the final consumers for personal or non-business use. A retailer or retail store is any business enterprise whose sale volume comes primarily from retailing"

North American Industry Classification System (NAICS): "The retail trade sector comprises of establishments primarily engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sales of merchandise." [3].

The person who is involved in retailing is called retailer and his business is called retail business. Retail shops, departmental stores, showrooms, and government approved fair priced stores, the canteen stores, the post office, mobile vendors, multiplexes, and many others are called retailers. Retailing is the last stage in any mode of distribution system. Banking, transportation, telecommunication, cyber marketing, internet, consumer guidance agencies, etc. facilitate retailing [4].

Following are the key elements (features) of retailing.

- Retail must be ultimate stage of distribution; product must be sold after retailing.

- Retailing must involve individual dealing or personal dealing between consumer and retailer.
- Products must be sold directly to consumers for their personal or family use.
- Products must be sold in original form, without making any type of change.
- Product must be sold to ultimate users in small quantity.
- Retailing must involve repeat transactions. Retailer sells the same merchandise repeatedly to same group of consumers.
- All fundamentals of marketing can be applied to retailing, i.e. all marketing decisions can be applied to this sector.
- Retail trade is carried out by manufacturers, their agents, or by independent organizations.
- Retailing must involve the transfer of ownership or title.
- Successful retailing needs various facilities such as banking, transportation, telecommunication, cyber marketing, internet, and consumer guidance agencies [5].

It is difficult to explain stages of retail trade. Exact inception of retailing is a difficult state. Retailing is assumed to be as old as human civilization. However, it has experienced drastic changes during its evolution to reach today's position. New forms could improve retailing practices but could not replace old modes of retailing. For example, emergence of shopping malls cannot replace small retailers. Swapna Pathan considers specific stages of retail trade evolution [6].

The structure of retail industry in India as follow:

Unorganised Retail Sector: The unorganised retail sector basically includes the local kiranas, hand cart, the vendors on the pavement etc. This sector constitutes about 98% of the total retail trade. But Foreign Direct Investment in the retail sector is expected to shrink the employment in the unorganised sector and expand that in the organised one.

Organised Retail Sector: In the organised sector trading is undertaken by the licensed retailers who have registered themselves to sales as well as income tax. The organised retail sectors have in their ambit, corporate backed hypermarkets and retail chains. The private large business enterprises are also included under the organised retail category [7].

Concept of malls in India: The concept of Retail as entertainment came to India with the advent of malls. Mall fever has touched every facet of Indian society. Whatever is the income stratum of consumers, malls make no distinction in proffering most-revered national and global brands. Shopping Mall refers to a set of homogenous and heterogeneous shops adjoining a pedestrian, or an exclusive pedestrian street, that make it easygoing for shopper to walk from store to store without interference from vehicular traffic. Malls are incorporated with a whole bank of lifts and escalators for smooth transit of shoppers. Malls are located in proximity to urban outskirts, and ranges from 60,000 sq ft to 70,000 sq ft and above. The future of organised retailing is largely in the hands of mall where the shoppers get quality, quantity, aspirational appeal, recreation facilities and ambience. Under one roof, the flashy malls promise just about everything under the sun, from foreign gizmos to the very desi, virtually an airbus full of national and international brands, to say the least. Malls offer a plethora of attractions- high profile shopping, impulse eating establishment, a glitzy and glamorous environment to discerning shoppers of more refined tastes, who are more concerned with quality and fashion and less concerned with budgets. Mall reveals six factors namely comfort, diversity, luxury, mall essence, entertainment, and convenience which are a source of cynosure [8].

Organized VS Unorganized Retailing.

Criteria	Organized Retailing	Unorganized Retailing
Ownership House	Corporate Business	Household Business
Size Of Operation	Comparatively Large	Small Store
Selling Price	Less Than MRP	MRP
Nature of Employment	Hired Members	Generally Family Members
Store Ambience	Excellent	Poor
Location	Distantly Located	Located Round The Corner
Product Availability	Wide Range of Branded And Non Branded Products.	Selective Range Of Branded And Non Branded Products.
Promotions	Joint Promotions	Company Promotions Only
Tax Payments	Greater Enforcement of Taxation Mechanism.	Evasions of Taxes
Market Experience	Short Term	Long Term
Supply Chain	Efficient	Inefficient
Range	Wide Range of Products	Limited Products

Source: Asian Journal of Management Research, Vol. 2, Issue 1, 2011.

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Consumer Behaviour. Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society [9].

There are two different kinds of consuming entities: the personal consumer and the organizational consumer. Personal Consumer buys goods and services for his or her own use, for the use of the household or as a gift for a friend. The products are bought for final use by individuals, who are referred to as end users or ultimate consumers. Organizational consumers include profit and non-profit businesses, government agencies (local, state, national) and institutional (e.g. schools, hospitals, and institutions), all of which buy products, equipment, and services in order to run their organizations [10].

II. MATERIAL AND METHODS

Sampling Element: The study is carried out in Jalandhar and Ludhiana cities of Punjab. The consumers visiting Organised (Departmental, Hypermarket/Supermarket) Stores and Unorganised (Kirana) Stores in these cities are taken as target consumers.

Sampling Technique: Purposive, quota and judgement sampling method have been used in the present study. The populations elements have been selected on the basis of own judgment.

Sample Size: The sample has been composed of 400 consumers, 200 each from Jalandhar and Ludhiana who visit organised and unorganised retail stores for shopping. Keeping in view availability of various organised retail stores in these cities.

Sampling Unit: The consumers shopping at different malls and traditional stores are the primary unit of analysis. The behavior of these consumers is observed and data is collected through questionnaire method.

Tools and techniques of data collection:

Secondary Data: In order to get a complete understanding of the marketing concept, its operationalisation and implication, the secondary data is essential. Therefore, the first step in the research involves collection of secondary data from all possible sources that directly or indirectly focuses on the theme. Secondary data was collected from publications, journals, magazines, books, statistical reports, data bases and internet. Secondary data in shape of literature review is guideline for data analysis, which is also helpful in finding the answer of research question to value and compare primary data.

Primary Data: Primary data in the form of the response of consumers, which was of immense importance and backbone of the study, was obtained from consumers with the help of widely used fully structured questionnaire. It has been prepared to get information from the consumers who visit organised and unorganised retail stores for shopping. They are those consumers who are living in particular cities. In order to study their choice regarding retail format, factors affecting the satisfaction level of consumers have been taken into consideration.

Analysis and Interpretation of Data: Keeping in view the nature of study, the data collected has been analysed and interpreted with the help of the following methods:

Mathematical Methods: In the present study, the data collected has been analysed with the help of mathematical methods such as simple average and percentage methods where needed.

Statistical Methods: Statistical methods provide an indispensable tool for collecting, organizing, analyzing and interpreting data expressed in numerical terms.

Diagrammatic Methods: In the present study the collected data has been analysed with the help of pie diagrams.

III. RESULTS AND DISCUSSION

Demographic profile of the consumers. Demographics are the quantifiable statistics of a given population. Demographic variables reveal ongoing trends, such as shift in age, gender and income distribution that signal business opportunities. Demographics are also used to identify the study of quantifiable subsets within a given population which characterize that population at a specific point in time. Demographic profiling is essentially an exercise in making generalizations about groups of people. Researcher typically has two objectives in this regard: first to determine what segments or subgroups exist in the overall population and secondly to create a clear and complete picture of the characteristics of a typical member of each of segments.

Distribution of Consumers on the basis of Domicile: Domicile is the country that a person treats as their permanent home, or lives in and has a substantial connection with. Consumer's preference for retail stores is influenced by domicile of consumers.

Table 1: Distribution of Consumers on the Basis of Domicile.

City	Frequency	Percent	Valid Percent	Cumulative Percent
Ludhiana	200	50.0	50.0	50.0
Jalandhar	200	50.0	50.0	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

As we know that consumers get influenced by the values, lifestyles and behavior of their society. Table 1 and figure 1 depicts the distribution of the consumers on the basis of their domicile.

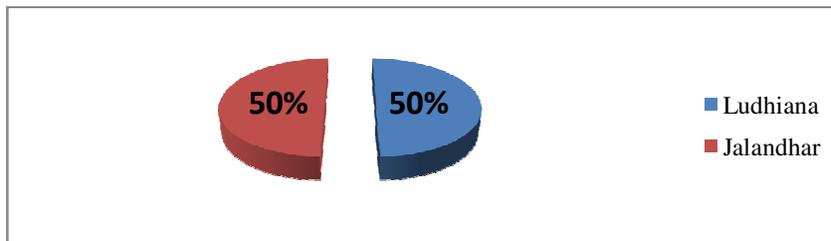


Fig. 1. Distribution of Consumers on the Basis of Domicile.

The above table further shows that, the sample of the present study is composed of 400 consumers, 200 each from Jalandhar and Ludhiana, who go for shopping in organised and unorganised retail stores.

Gender- Wise Distribution of Consumers:

Gender - wise distribution of consumers helps the researcher to classify the population to indicate composition of the sample under study.

Table 2: Gender-Wise Distribution of Consumers.

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	134	33.5	33.5	33.5
Female	266	66.5	66.5	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 2 and figure 2 shows the gender- wise distribution of consumers. Further, the table reveals that there are 134 (33.5%) male consumers and 266 (66.5%) female consumers.

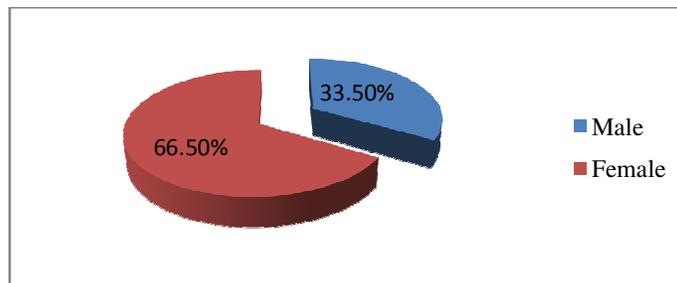


Fig. 2. Gender-Wise Distribution of Consumers.

The percentage of female consumers is more as compared to male consumers. Therefore, it can be said that females go for shopping more as compared to males, as females are more experienced in purchasing the things and are better aware of their family requirements.

Distribution of Consumers on the basis of Area:

Consumer's preference regarding organised and unorganised stores is affected by the area where the consumer resides. It is really important for some consumers to visit organized store for shopping, whereas some consumers like to go for shopping in unorganised stores. In the present study consumers of urban and rural area are taken.

Table 3: Distribution of Consumers on the basis of Area.

Area	Frequency	Percent	Valid Percent	Cumulative Percent
Rural	119	29.8	29.8	29.8
Urban	281	70.2	70.2	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 3 and figure 3 depicts the distribution of consumers on the basis of area. Further, the table reveals that 119 (29.8%) consumers belong to rural area and 281 (70.2%) consumers belong to urban area.

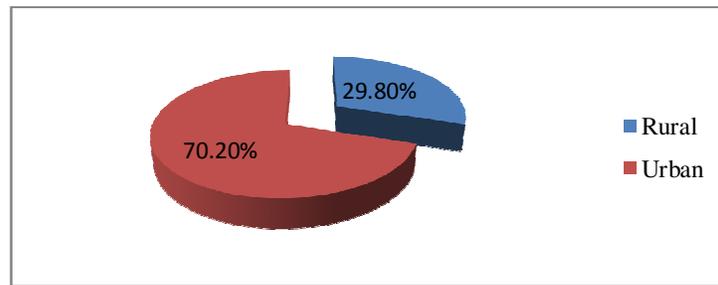


Fig. 3. Distribution of Consumers on the basis of Area.

It shows that, consumers of rural area have a low tendency to go for shopping and consumers who belong to urban area go for shopping more often.

Age- Wise Distribution of Consumers:

Age of consumers play a vital role in selecting store for shopping. Teenager consumers are more interested in shopping from departmental stores and hypermarkets/supermarkets, whereas middle aged or elder consumers prefer unorganised retail store for shopping. The sample of the present study is composed of all the age groups.

Table 4: Age -Wise Distribution of Consumers.

Age (in years)	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	91	22.8	22.8	22.8
26-35	98	24.5	24.5	47.3
36-45	99	24.8	24.8	72.1
46-55	67	16.7	16.7	88.8
Above 55	45	11.2	11.2	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 4 and figure 4 shows the age - wise distribution of consumers. It is apparent from the table that, 99 (24.8%) consumers are from the age group of 36-45 years, 98(24.5%) consumers fall in the age group of 26-35 years, 91 (22.8 %) consumers belong to the age group of 18-25 years, 67 (16.7%) consumers belong to the age group of 46-55 years and 45 (11.2%) consumers are from the age group above 55 years.

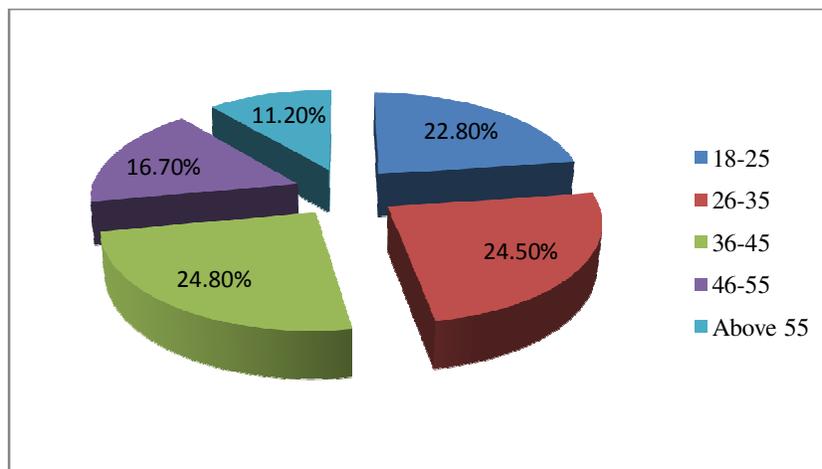


Fig. 4. Age-Wise Distribution of Consumers.

Further, table depicts that consumers of every age group go for shopping in organised and unorganised retail stores. The percentage of consumers who fall in the age group of 36-45, 26-35 and 18-25 years is high, which shows that consumers of these age groups are more interested in shopping than rest of the age groups.

Educational Background of Consumers:

Educational background plays a great role in analyzing the demographic profile of the consumers. Education influences consumer's attitude toward shopping by making them aware of the quality and standard of the goods. In the present study consumers having different educational background are taken.

Table 5: Educational Background of Consumers.

Education	Frequency	Percent	Valid Percent	Cumulative Percent
Up to Intermediate	32	8.0	8.0	8.0
Undergraduate	77	19.2	19.2	27.2
Graduate	160	40.0	40.0	67.2
Post – Graduate or above	88	22.0	22.0	89.2
Other	43	10.8	10.8	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 5 and figure 5 shows the distribution of the consumers according to their education in which 160 (40%) consumers are graduates, followed by post graduates 88 (22%), undergraduates 77 (19.2%), others 43 (10.8%) and up to intermediate 32 (8%).

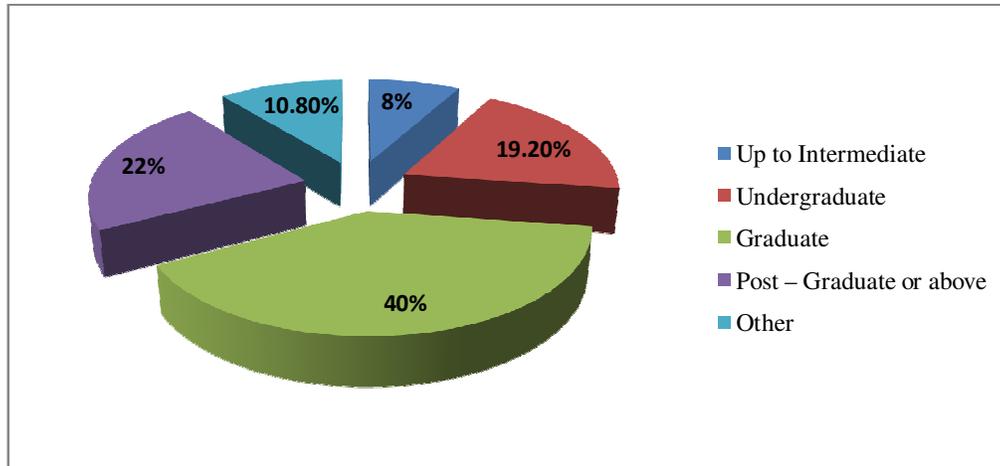


Fig. 5. Educational Background of Consumers.

On the basis of above table, it can be said that as far education is concerned, consumers who are graduate they go for shopping more as compared to the consumers of all other classes of education.

Marital Status of Consumers:

Marital status of consumers affects their choice regarding type of retail store. As we know that for many products and services, household continues to be the relevant consuming unit. Hence, sample of the present study is composed of married as well as single consumers.

Table 6: Marital Status of Consumers.

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	157	39.2	39.2	39.2
Single	243	60.8	60.8	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 6 and figure 6 shows, marital status of consumers. Further, the table reveals that 243 (60.8%) consumers are single and 157 (39.2%) consumers are married.

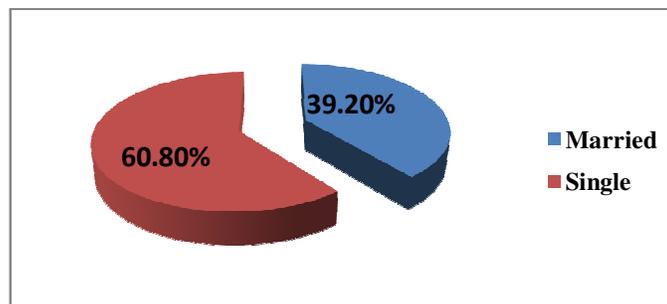


Fig. 6. Marital Status of Consumers.

Hence, it can be said that single consumers are more interested in shopping as compared to married consumers.

Family Structure of Consumers:

Family structure of the consumers plays a vital role in influencing their choice regarding selection of retail stores. There are mainly three types of family structures prevalent in the society viz. nuclear, extended and joint family. Consumers of different family structures are taken as the sample of present study.

Table 7: Family Structure of Consumers.

Family structure	Frequency	Percent	Valid Percent	Cumulative Percent
Nuclear	176	44.0	44.0	44.0
Extended Family	151	37.8	37.8	81.8
Joint Family	73	18.2	18.2	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

The family structure-wise classification of consumers is given in table 7 and figure 7. Further, table reveals that, 176 (44%) consumers have nuclear family, 151 (37.8%) consumers belong to extended family and 73 (18.2%) consumers are living in a joint family.

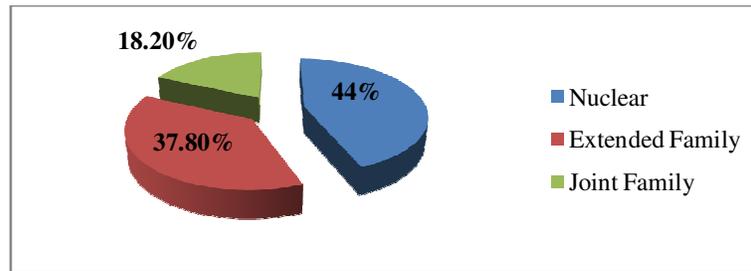


Fig. 7. Family Structure of Consumers.

Therefore, it can be said that nuclear family system is more prevalent in both the cities under study. Further, consumers who live in a nuclear family go for shopping more frequently as compared to the consumers of other family structures.

Occupation of Consumers:

In the present time consumers are very concerned about their image and the status in the society which is a direct outcome of their material prosperity. The profession or the occupation of a consumer has direct impact on their choice of retail store. Hence, consumers indulged in different types of occupation are taken as sample for the present study.

Table 8: Occupation of Consumers.

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Service	82	20.5	20.5	20.5
Business	96	24.0	24.0	44.5
Professional	88	22.0	22.0	66.5
Homemaker	56	14.0	14.0	80.5
Any Other	78	19.5	19.5	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 8 and figure 8 depicts the occupation of the consumers. As far as occupation is concerned 96 (24%) consumers are business persons, 88 (22%) consumers are professionals, 82 (20.5%) consumers belong to service class, 78 (19.5%) consumers are engaged in any other occupation and 56 (14%) consumers are homemakers.

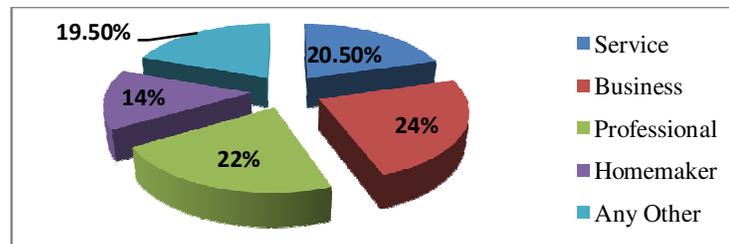


Fig. 8. Occupation of Consumers.

The above table reports that, percentage of shoppers is highest in case of business class and lowest in case of homemakers.

Annual Household Income of Consumers:

Consumer income has direct relation with choice of consumer regarding retail format. Consumers with high income like to buy products from departmental stores, hypermarkets/ supermarkets, whereas consumers from middle and lower income group prefer unorganised retail stores for shopping. Therefore, in the present study consumers of different income groups are taken.

Table 9: Annual Household Income of Consumers.

Annual household income(in Rs.)	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2,00,000	98	24.5	24.5	24.5
Between 2,00,000 & 5,00,000	123	30.8	30.8	55.3
Between 5,00,000 & 10,00,000	98	24.5	24.5	79.8
10,00,000 & above	81	20.2	20.2	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 9 and figure 9 depicts the annual household income of consumers. Further, the table shows that 123 (30.8%) consumers have annual household income between Rs. 2,00,000 & 5,00,000, 98 (24.5%) consumers have annual income of less than Rs. 2,00,000.

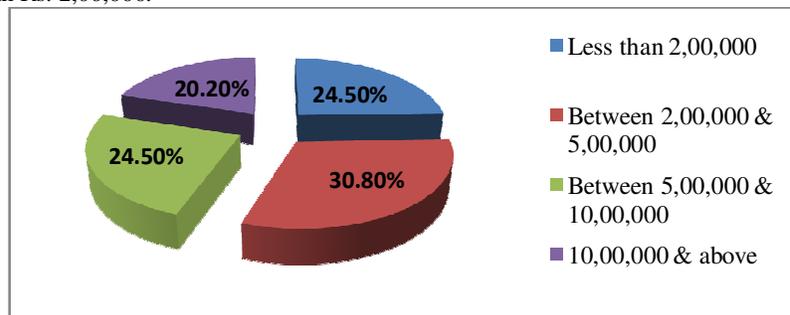


Fig. 9. Annual Household Income of Consumers.

98 (24.5%) consumers have income between Rs. 5, 00,000& 10, 00,000 and 81 (20.2%) consumers have annual income of Rs.10, 00,000 and above. Hence, it can be said that percentage of consumers who have annual household income between Rs. 2, 00,000 & 5, 00,000 is highest, whereas consumers having annual income of Rs.10, 00,000 and above are low in percentage.

Consumers Frequency of Shopping:

The frequency of shopping plays a significant role in influencing consumer’s decision regarding choice of store. In the present study to analyse the buying behavior in a better way different categories of frequency of shopping are taken viz. twice or more in a week, once in a week, once in a fortnight and once in a month

Table 10: Consumers Frequency of Shopping.

Frequency of shopping	Frequency	Percent	Valid Percent	Cumulative Percent
Twice or more in a week	127	31.7	31.7	31.7
Once in a week	125	31.3	31.3	63
Once in a fortnight	86	21.5	21.5	84.5
Once in a month	62	15.5	15.5	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 10 and figure 10 shows consumers frequency of shopping, in which 127(31.7%) consumers go for shopping twice or more in a week, 125 (31.3%) consumers go for shopping once in a week. The percentage of consumers who go for shopping once in a fortnight is 21.5% and 62 (15.5%) consumers go for shopping once in a month. Therefore, it can be said that the percentage of consumers who like to go for shopping twice or more in a week is high.

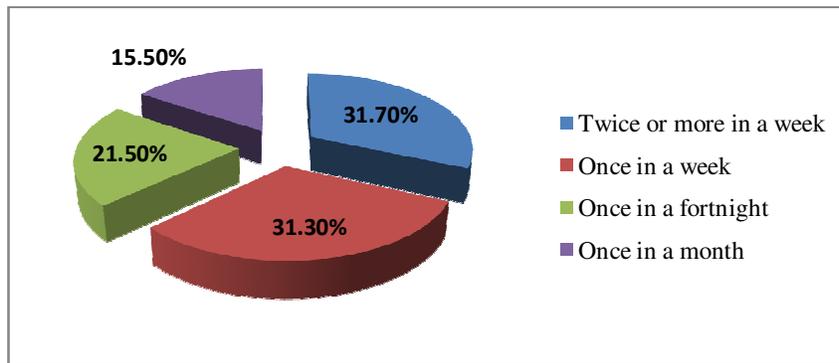


Fig. 10. Consumers Frequency of Shopping.

Consumers Companion for Shopping:

Consumers like to go for shopping with different companion like spouse, family and friends and some consumers like to go for shopping alone. Consumers' companion for shopping can affect their decision regarding choice of retail store. All the categories of companion for shopping are taken in the present study.

Table 11: Consumers Companion for Shopping.

Companion for shopping	Frequency	Percent	Valid Percent	Cumulative Percent
None	132	33.0	33.0	33.0
Spouse	56	14.0	14.0	47.0
More than one family member	107	26.8	26.8	73.8
Friends	105	26.2	26.2	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 11 and figure 11 highlights the consumers' choice regarding companion for shopping. Further, the table explains that 132 (33%) consumers like to go for shopping alone, 107 (26.8%) consumers go for shopping with more than one family member, 105 (26.2%) consumers go for shopping with friends and 56 (14%) consumers go for shopping with their spouse.

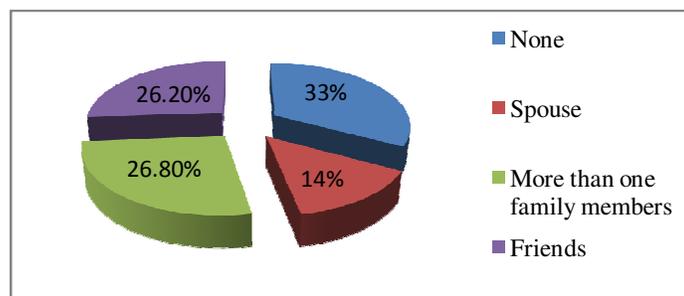


Fig. 11. Consumers Companion for Shopping.

Therefore, it can be said that majority of consumers like to go for shopping alone and very few consumers like to go for shopping with their spouse.

Average Bill Paid by Consumers:

Average bill paid by consumers has direct impact on consumer's choice regarding retail store. Consumers who pay less average bill per visit they prefer unorganised retail stores for shopping, whereas, consumers who pay high average bill per visit they prefer departmental stores, hypermarket/supermarket for shopping.

Table 12: Average Bill Paid by Consumers.

Average bill	Frequency	Percent	Valid Percent	Cumulative Percent
Less than Rs. 500	95	23.8	23.8	23.8
Between Rs. 500 &Rs. 1000	106	26.5	26.5	50.3
Between Rs. 1000 &Rs. 2000	98	24.5	24.5	74.8
Between Rs. 2000 &Rs. 5000	101	25.2	25.2	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 12 and figure 12 shows the average bill paid by consumers. Further, the table reveals that 106 (26.5%) consumers pay average bill between Rs. 500 &Rs. 1000, 101 (25.2%) consumers pay average bill between Rs. 2000 &Rs. 5000, 98 (24.5%) consumers pay average bill between Rs. 1000 &Rs. 2000 and 95 (23.8%) consumers pay average bill of less than Rs. 500.

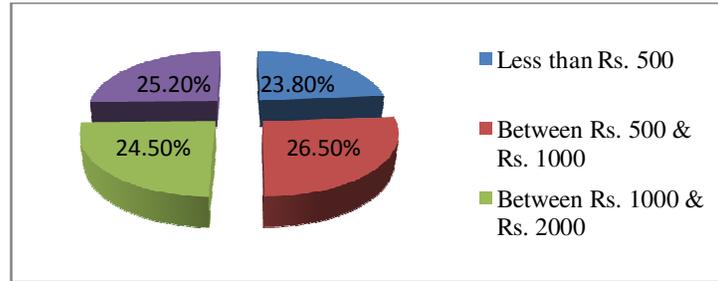


Fig. 12. Average Bill Paid by Consumers.

Therefore, it can be said that percentage of consumers who pay average bill between Rs. 500 &Rs. 1000 is high, whereas consumers paying average bill of less than Rs.500 have low percentage.

Consumers Mode of Payment:

Consumers use different modes for making payments viz. cash, credit cards, ATM/Debit cards. Consumers who go for shopping in malls they generally prefer card payments. On the other hand, consumers of unorganised retail stores prefer cash for making payments or sometimes they take credit from store in which they can make the payment later. All categories of consumers according to the mode of payment are taken in the present study.

Table 13: Consumers Mode of Payment.

Mode of payment	Frequency	Percent	Valid Percent	Cumulative Percent
Cash	146	36.5	36.5	36.5
Credit cards	87	21.7	21.7	58.2
ATM/Debit Card	95	23.8	23.8	82.0
Credit by store	72	18.0	18.0	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Table 13 and figure 13 shows the different modes of payment opted by consumers. Table further reveals that, 146 (36.5%) consumers prefer cash for making payments, 95 (23.8%) consumers use ATM/Debit card for payments, 87 (21.7%) consumers use credit cards for making payments and 72 (18%) consumers buy on credit from the store.

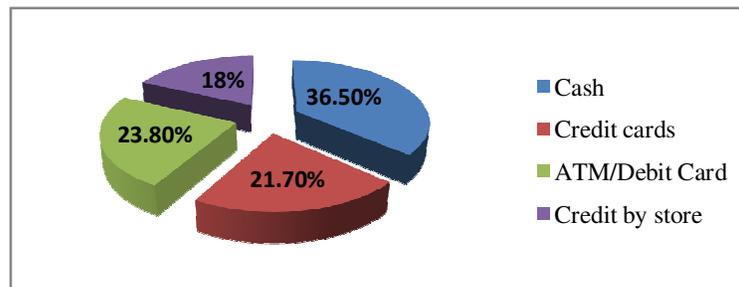


Fig. 13. Consumers Mode of Payment.

Thus, it can be said that majority of consumers use cash for making payments and very few consumers prefer taking credit from store.

Retail Store Choice of Consumers:

Table 14 and figure 14 shows the choice of consumers' regarding retail store.

Table 14: Retail Store Choice of Consumers.

Type of Retail Store	Frequency	Percent	Valid Percent	Cumulative Percent
Kirana Stores	176	44.0	44.0	44.0
Departmental Stores	115	28.8	28.8	72.8
Hypermarkets/Supermarkets	109	27.2	27.2	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire

Table depicts that 176 (44%) consumers choose kirana stores for shopping whereas, 115 (28.8%) consumers choose departmental stores for shopping and 109 (27.2%) consumers visit hypermarkets/supermarkets for shopping.

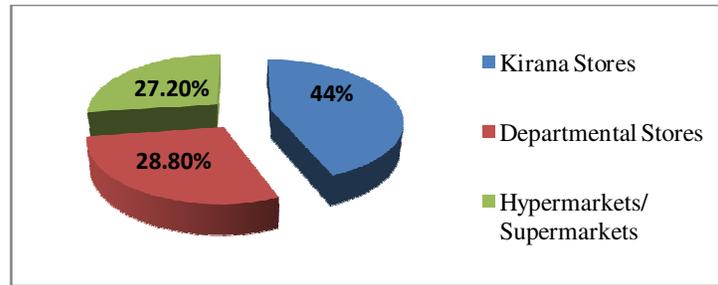


Fig. 14. Retail Store Choice of Consumers.

Hence, it seems that most of the consumers visit departmental stores and hypermarkets/supermarkets for shopping. As variety of quality products are available in organised (departmental and hypermarkets/supermarkets) stores under one roof. On the other hand, very few consumers prefer to visit unorganised (kirana) stores as they lack in providing facilities like organised stores.

Consumers Choice of Retail Format:

Table 15 and figure 15 exhibits consumers' choice of retail format.

Table 15: Consumers Choice of Retail Format.

Retail format	Frequency	Percent	Valid Percent	Cumulative Percent
Unorganised Retail	176	44.0	44.0	44.0
Organised Retail	224	56.0	56.0	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

The table further reveals that 224 (56%) consumers prefer organised retail for shopping whereas 176 (44%) consumers prefer unorganised retail for shopping.

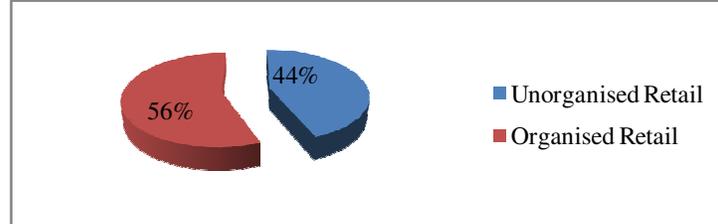


Fig. 15. Consumers Choice of Retail Format.

Thus, it can be said that the percentage of consumers who prefer organised retail for shopping is high, as the consumers are influenced by the price factor, offer made by organised stores, quality of products, varieties of products etc.

Consumers Preference for Retail Store:

Table 16 and figure 16 shows the consumers preference for retail store.

Table 16: Consumers Preference for Retail Store.

Name of store	Frequency	Percent	Valid Percent	Cumulative Percent
Vishal Mega Mart	37	9.2	9.2	9.2
Easy Day	41	10.3	10.3	19.5
Amartex	37	9.2	9.3	28.8
Big Bazar	58	14.5	14.5	43.3
Reliance Retail	51	12.7	12.7	56.0
Unorganised Retail	176	44.0	44.0	100.0
Total	400	100.0	100.0	

Source: Data collected through Questionnaire.

Further, the table depicts that 58 (14.5%) consumers prefer Big Bazaar for shopping, 51 (12.7%) consumers prefer Reliance Retail, 41 (10.3%) consumers prefer Easy day, 37 (9.2%) consumers prefer Vishal Mega Mart, 37 (9.2%) consumers likes to visit Amartex and 176 (44%) consumers prefer unorganised retail store for shopping.

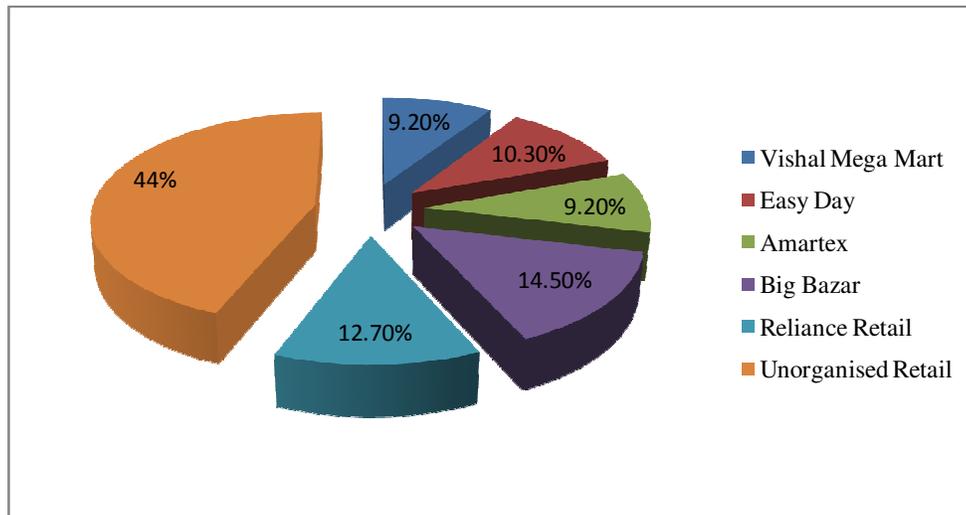


Fig. 16. Consumers Preference for Retail Store.

From the above analysis it can be said that, as far as organised retail stores are concerned highest percentage of consumers prefer Big Bazaar for shopping. It can be due to store ambience, assortments, extra services provided by the store.

IV. CONCLUSION

Demographic profile of the consumers reveals that females do more shopping than the males. As far as area is concerned consumers of rural area have a low tendency to go for shopping and consumers who belong to urban area go for shopping more often. As far as occupation of consumers is concerned 24% consumers are businessmen, 22% consumers are professionals, 20.5% consumers belong to service class, 19.5% consumers are engaged in any other occupation and 14% consumers are homemakers which reveal that percentage of shoppers is highest from the business class. Age factor reveals that people of all age groups go for shopping in organised and unorganised retail stores. The percentage of consumers who falls in the age group of 36-45, 26-35 and 18-25 years is high. Further, education factor shows that majority of consumers who go for shopping are Graduate. As far as marital status is concerned single consumers are more interested in going for shopping as compared to married consumers. Study also reveals that, consumers who live in a nuclear family go for shopping more frequently as compared to the consumers of nuclear and joint families. Consumers who have annual household income between Rs. 2, 00,000 & 5, 00,000, they go for shopping more often. The percentage of consumers who pay average bill between Rs. 500 & Rs. 1000 is high and majority of consumers prefer cash for making payments. As far as choice of retail store is concerned, majority of consumers prefer Departmental stores, Hypermarkets/Supermarkets for shopping. Study depicts that 14.5% consumers prefer Big Bazaar for shopping, 12.7% consumers prefer Reliance Retail, 10.3% consumers prefer Easy day, 9.2% consumers prefer Vishal Mega Mart and Amartex and 44% consumers prefer unorganised retail store for shopping, which shows that majority of consumers prefer organised retail stores for shopping rather than unorganised retail store. Therefore, it can be concluded that psychographic changes in the Indian consumer class, rising income, diversified food habits, growth of working women outside home, willingness and capacity to pay for better quality, need for convenience drive, ready to cook or ready to eat, international exposure, availability of quality retail space, wider brand choice and better marketing communication are some of the factors which are driving choice of consumers.

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