A STUDY ON CONSUMER BUYING BEHAVIOR TOWARD MODERN RETAILING AMONG DIFFERENT AGE GROUP IN GUJARAT

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ABSTRACT

Indian retail industry is the fifth largest industry in the world. The present research is an attempt to identify the consumer buying behaviour toward Modern Retailing among the different age group people. The objective of the research was tounderstand the consumer buying tactics and experience in shopping during the visit at Malls among different age group. The data of 500 respondents from different cities of Gujarat were collected through structured questionnaire and it is found that there is systematic association between the age of the respondents and pattern of shopping at Malls as against mom-&-pop stores.

KEYWORDS: Indian Retail Industry, Gujarat, Modern Retailing, Mom & Pop Stores.

Introduction

Indian retail industry is quickest developing across the world. Retail industry is relied upon to arrive at US$ 1.1 trillion by 2020. India is the fifth biggest and favoured retail objective all around the world. India is among the most noteworthy regarding per capita retail location accessibility. The retail area is encountering remarkable development with retail improvement occurring in significant urban areas and metros, yet additionally in level II and III urban areas. Solid financial development, changing segment profile, expanding extra cash, urbanization, changing purchaser tastes and inclinations are a portion of the elements driving development in the coordinated retail market in India.

Review of Literatures

K.G. Hemalatha, Lakshmi Jagannathan and K. Ravichandran (2009)examined the connection between the more established age Y buyers and the persuasive factor for visiting shopping centers. The main factor for visiting shopping centers is social shopping. The vast majority of the more seasoned age Y purchaser goes out on the town to shop with loved ones to mingle. Thought shopping is the second critical inspirational factor for visiting shopping centers by age Y shopper. They go out to shop to stay aware of patterns, to stay aware of new forms, to see all the new items accessible and to encounter new things. Job shopping is the third critical factor, which mirrors the pleasure that customers get from looking for other people, the impact that this action has on the customers' sentiments and dispositions, and the fervor and natural satisfaction felt by customers when finding the ideal present for other people. Fourth significant factor is the experience shopping. Experience shopping, alludes to looking for incitement, experience, and the sensation of being in a different universe. Countless respondents revealed that they go out to shop for the sheer energy and experience of the shopping trip. The last factor is the satisfaction shopping. Delight shopping, includes looking for pressure help, shopping to mitigate a negative mind-set, and shopping as an uncommon treat to oneself.

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Jayawardhena (2011) in a study conducted in Central India, tested a conceptual model of the effects of customer and service orientation (SO) behaviors of individual retail employees on individual customers' perceptions of service encounter quality (SEQ), service quality (SQ), value, satisfaction, and behavioral intentions (BI). The example was clients of a store in focal India, and they finished surveys following shopping center capture. To test the belief, underlying condition demonstrating was utilized. They found that administration and client direction (CO) practices are decidedly identified with SEQ and SQ; SEQ is emphatically identified with SQ and consumer loyalty; SQ is emphatically identified with esteem insights and consumer loyalty; and consumer loyalty is decidedly identified with retail clients' BI. Anyway the investigation found that worth isn't identified with consumer loyalty.

Krishnamoorthy, Gunasekaran Hemalatha and Kuthalingam Ravichandran (2009) researched Mall Visit Behavior of Older Generation –Y Consumers. The goal of this research was to examine the relation between libertine inspirations for visiting shopping centers and segment variables of more seasoned age Y purchasers. It would assist retailers with looking at current and expected supporters, in this manner giving direction to store plan and promoting interchanges system. Shopping offers an individual an occasion to mingle, it regularly bring about gathering up with old companions or new colleagues. Customers driven by a bigger arrangement of inspirations may focus on a bigger arrangement of retail ascribes (e.g., stock showcases, in-store advancements), and in this manner have a bigger number of contributions to the dynamic cycle. Likewise, the significance of various inspirations may fluctuate concerning the level of the customer's item contribution and the specific shopping circumstance. How the inspirations shift with respect to sexual orientation, training, recurrence of visits, sum spent and the particular shopping setting is additionally an intriguing inquiry. Social shopping is a most significant inspirational factor among others. So retailers need to develop correspondence system speaking to social customers.

Ali, Kapoor and Janakiraman (2010) in a study conducted on households of Gomtinagar area of Lucknow city analyzed a marketing strategy for a modern Food and Grocery market based on consumer preferences and behavior. The analysts actually overviewed an aggregate of 101 family units having adequate buying power utilizing organized survey. The outcomes showed that inclinations of the shoppers were their need for neatness and newness of food items followed by value, quality, assortment, bundling, and accessibility of non-occasional products of the soil. It was discovered that the buyers' inclinations of commercial center to a great extent rely upon the accommodation in buying at the commercial center alongside the accessibility of extra administrations, fascination for kids, fundamental enhancements, and moderateness. Results additionally recommended that the vast majority of the Food and Grocery things are bought in free structure from the close by sources, while products of the soil are generally bought every day or two times per week because of their transitory nature. Be that as it may, staple things are less much of the time bought.

Dhiman & Archana (2017) studied that there are no predominant differences between men and women in their shopping experiences, choices and purchasing decisions. This is a sound sign for the upgraded part of women. However, there is a slight variety in conclusions in the event of direction of visit, when men concurred they visit shopping centers regularly for amusement, however ladies concurred they visit for diversion sporadically. The exploration likewise demonstrates that shopping centers are best areas for socialization, particularly for more youthful age to home base, invest quality energy with family, eat out other than shopping. The level of ladies work holders demonstrates that it is a positive note for any development and multiplication of shopping centers. Working ladies assumes a critical part in buying choices and improving the expectations for everyday comforts. The examination additionally demonstrated the reinforced spending limits of center and upper working class families. Likewise the twofold pay in families is a decent sign for endurance of shopping centers.

Objectives

- To understand the consumer buying tactics and experience in shopping during the visit at Malls among different age group.
- To study the visual merchandise at the mall and hence identify the effectiveness of POPs & display units among different age group.

Research Methodology

The current research is based on Primary data & data was conducted using structured questionnaire. The current study was conducted on Individuals and Families visiting shopping mall as the part of their daily and/or occasional shopping. The sample size for the study was 500. The study has used systematic stratified sampling method for data collection. The study has covered major cities of Gujarat.

Limitation of the Study

As the primary data and observational method of research has its own limitations and based on the respondent the study is limited to Gujarat state only and it cannot be applicable to the consumers of the other states of India or at International Level.The sample consists of more than 500 urban Indian consumers from different cities of Gujarat State. The sample is selected conveniently and in single phase so as the opinion suggested by the executives is situation based. Also study is limited to the consumers who come to Malls and does not delve the respondents who do not come to mall. The study is based on the response of the customer who is highly subjective in nature and hence generalization made may not be totally true.

Data Analysis

• Mall atmosphere and décor are appealing

Age	Strongly Agree	Agree	Disagree	Disagree	Total
< 26	41	84	6	5	136
26-34	59	132	8	2	201
35-45	34	87	6	6	133
45 >	7	19	2	2	30
Total	141	322	22	15	500

The cross tabulation shows that only 22 respondents (3.767%) of respondents disagree that Mall atmosphere & décor are appealing, 132 (65.67%) respondents in the age group of 26 to 34 agree &59 (29.35%) respondents in the same age group strongly agree that Malls atmosphere and décor are appealing. Thus majority of the respondents agree or strongly agree that Mall are appealing.

• I shopped in the mall using the same approach as I use when shopping in a Small (Kirana) Store

Age	Definitely true	True	neutral	False	Definitely False	Total
< 26	46	32	35	17	6	136
26-34	67	41	40	24	29	201
35-45	71	30	21	5	6	133
45 >	15	8	3	3	1	30
Total	281	106	96	45	42	500

The cross tabulation shows that only 87 (15.26%) respondents feel that their pattern of shopping in Malls is different than mom-&-pop stores. Whereas 67 (33.33%) respondents in the age group of 26-34 feel that their pattern of shopping in Malls is same as Kirana stores. Also 96 (16.82%) respondents were unsure and about their shopping pattern. Respondents use same approach for shopping in malls as mom-&-pop stores. They have a mental list with them and purchase as per the list.

Hypothesis Testing

Ho: **There is no significant relationship between age of the respondents and perception towards mall atmosphere & décor.**

Using Chi-square test calculated value was 6.773 and p-value was 0.661 found. The p-value is above 0.05. Hence the null hypothesis is accepted and it can be concluded that at 95% confidence level, there is no systematic association between the age of the respondents and perception towards mall atmosphere & décor being Appealing. Thus perception is same among all age groups that Mall atmosphere & décor are appealing.

Ho: **There is no significant relationship between age of the respondents and pattern of shopping in Mall against mom-pop stores.**

From the chi-square calculated value 37.404 along with p –value of 0.000 has been achieved. This means the chi-square test is showing a systematic association between the above two variables even at 99% confidence level. Hence null hypothesis is accepted and it canbe concluded that at 95% confidence level, there is systematic association between the age of the respondents and pattern of shopping at Malls as against mom-&-pop stores. Persons in different age group having different shopping pattern in malls as against mom-&-pop stores.

Findings

- The study reveals that the age of the respondents and the perception towards mall atmosphere & décor do not have systematic association. The age of the respondents and the perception towards mall atmosphere and décor are independent.
- There is systematic association between the age of the respondents and pattern of shopping at Malls as against mom-&-pop stores. Persons in different age groups are having different shopping pattern in malls as against mom-&-pop stores.

Conclusion

Retailing in India is receiving global appreciation and attention and this emerging market is witnessing a significant change in its growth and investment pattern. Most individuals in these societies spend more time engaged in consumption than in any other activity, including work or sleep. Like a forest fire starting at the edges, the retail change in India is hot and fast spreading at the visible urban boundaries. In order to devise appropriate plans and strategies and take advantage of the opportunities of growth to its fullest on one side and on the other enable the Indian consumers get best shopping experience in such kind of malls and organized stores, it is important to understand the consumer behavior in different formats of organized retailing will help the different stakeholders of this industry.

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