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CONSUMERS' SHOPPING BEHAVIOR AT ORGANIZED RETAIL OUTLETS: A STUDY IN CONTEXT OF YOUTH OF JAIPUR CITY

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ABSTRACT

With retail sector blooming fast, marketers need to keep tracking their subject, i.e. the consumers and their behavior because not only the world is dynamic and its socio-economic conditions are changing significantly, equally altering are the lifestyles of those living in, in want of newer products and retail models. Unlike any other market, success of organized market also depends on consumers' positive behavior, satisfaction and retention, as it is a well known fact that consumers are the kings of the market. Hence, it is essential for marketers to make their strategies and moves in accordance to the consumers' behavior, thus making this area a subject of interest to the researchers. Marketers need to be aware that positive shopping behavior is closely associated with consumers' perception regarding the organized outlets and their experience during shopping. With rising youth population in India, this paper attempts to study the profile of the youth class of Jaipur city visiting and shopping at organized retail outlets, with rankings given by them to different store attributes so as to find which outlet attributes are accepted by consumers, while which needs review and attention by the marketers and retailers. For this purpose, from a sample of 50 respondents elected through technique of non-probability convenience sampling, primary data has been gathered through questionnaire method and secondary data collected from several secondary sources. Further, the findings from the data have been analyzed and interpreted to divulge that some attributes are acceptable to the respondents, thus creating satisfaction amongst them towards organized outlets, whereas some others need attention as they are either not accepted or have created dissatisfaction amongst them, or it might in future as disappointment may lead to shift of choice.

***KEYWORDS**: Consumer Behavior, Organized Retail, Shopping Behavior, Retail Outlets, Supermarkets.*

Introduction

A consumer is an individual who procures goods or services not for manufacturing or reselling further, rather for personal use. Post analysis of his current needs, available resources – financial – to meet those demands, and the underlying emotional, mental, sociological and psychological factors, a consumer makes decision in context of purchasing those need-satisfying products or not. The way in which a consumer behaves in different situations is studied to understand what, when, how and why they prefer and purchase; and this study is known as study of consumer behavior. In ordinary tongues, consumer behavior can be referred to as behavior a consumer displays in different situations, and may sound quite simple; but in actuality, it is a very complex yet an extremely crucial thing to understand, since the sustenance of companies and decisions of marketers depends on a positive consumer behavior towards companies, products and its marketing.

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Each person is unique and so are their personalities, on the basis of which they exhibit different behavior while scanning, purchasing, consuming and repeating the process towards a product. While the concluding activity of purchasing and consuming the product is visible to all, the initial activity of scanning and repeat activity of re-purchasing the same product again and again depends on several variables not apparent to all. It is thus the responsibility of the organizations and associated stakeholders, for survival and success of each and everyone, to understand those invisible factors and make moves in accordance to it. Hence, lays the necessity of studying consumer behavior. To be more specific, study of consumer behavior enables associated parties to probe into consumer characteristics – individual or group – demographic, psychographic and behavioral traits – so as to better understand their target customers. Belch and Belch (2007) identified consumer behavior as the course of action individuals engage in while searching, choosing, procuring, using, assessing and disposing goods and services in an attempt to satisfy their needs, wants or desires.

The second aspect of this study – retail – acts as a link between manufacturers and consumers, with retailers – large or small – engaged in procurement of products from manufacturers and making them available to the consumers against some profits. Retail, one of the most vibrant sectors of the nation, has been witnessing rapid transformation over the past two decades. A once completely unorganized market has renovated over time, and is continuing to do so, giving space to several kinds of organized retail formats. While unorganized market consists of the conventional formats engaged in low cost retailing, and includes local *kirana* shops, owner-manned mom-and-pop shops, pavement vendors, hand-cart hawkers, etc., the company-owned retail outlets or retail chains having license to undertake the trading activities and registered for sales tax, income tax, etc. formulate the organized market.

Although organized market is yet at a budding stage, it is developing persistently, with its share rising year-on-year and customer base enlarging, major reasons behind which are increase in working class population – especially females, the consuming class and number of nuclear families, increase in personal disposable income, improvement in the educational level, infrastructural development, technological advancement, availability of products under one roof, etc. For survival and success of all the parties associated in the supply chain like manufacturers, wholesalers, retailers, suppliers, marketers, etc., it is essential to understand their target segment, be acquainted with the shoppers' behavior as to what they purchase, how, from where, and why, with focus on factors prompting positive or negative behavior, and devise strategies proactively in accordance to it.

Need for the Study

Time and again, several studies have been conducted so as to understand the behavior of the consumers as not only each consumer or set of consumers is unique, but also their behavior is dynamic in nature and varies from situation to situation, segment to segment, and region to region. Hence, a continual research is required to help all the stakeholders in the supply chain, especially retailers and marketers who are the final links between companies and consumers, to make such marketing strategies which would not only augment their current positions, but also help in future growth. There are several factors whose presence or absence work in favor of or against existence and success of the retail outlets, and this study shall help marketers in knowing those parameters and working accordingly. Although several researches are continually conducted, area-specific, segment-specific researches are still lacking and form the major reason behind the need for this study, which, to bridge this gap, is specially in context of youth of Jaipur city.

Literature Review

An extensive literature review has been done to gain insight into the subject area and understand the correlation between shopping behavior of consumers and attributes of organized retail formats.

Sinha (2003), in his study, revealed the orientation behind shopping conducted by the Indian consumers. His analysis specified that it is the emotional value attached with the shopping which works more for the Indian consumers than that shopping's functional value. Although they consider it to be a task or duty to end soon, yet they give a good weightage to the entertainment they get at these retail outlets.

In his study, Yavas (2003) conducted a strength-weakness analysis on two groups of shoppers – one group fancying shopping at one mall, while second group favoring some other competitor mall – using 24 mall attributes, and found that both groups have considerable difference in rating importance and performance of those attributes.

Kaur & Singh (2007), in their study, revealed that the youth class of India looks forward to trying new products and hence, marketers and companies can focus on this segment in case of new product launch as this young population has the ability to grasp the requisite communicated information about the product and help others understand it too by disseminating the same to their family members, peers, friends or colleagues, thereby encouraging its successful launch. Moreover, the youth class considers shopping as a break from monotonous routine tasks and enjoys doing it or even browsing.

In their paper, Ahmed, Ghingold and Dahari (2007) studied the Malaysian students so as to find the attributes which motivated them to go to the malls. The important factors were interiors and ambience of the mall; followed by the product range, place to socialize with friends, and one-stop purchase destination. The study also revealed that youth class are more interested in shopping at malls than the old people and thus form the eyeing class to the retail destination.

Objectives of the Study

This study-in-hand aspires to achieve the objectives below:

- Analysis of the profile of youth class shopping at organized retail outlets
- Analysis of the organized retail outlets' attributes influencing youth shoppers

Research Methodology

An extensive literature review, followed by formulation of questionnaire, collection and preparation of data, and analysis of both primary and secondary data, formulate the research methodology of this study-in-hand.

Population

Population or universe for this study-in-hand is the entire youth class of Jaipur city, with the only clause that they should have conducted a shopping in organized retail outlet within last 6 months. For this study, youth has been taken as per the definition approved by UN, i.e. both the genders belonging to the age-group 15 to 24 years.

Sampling Technique

The sample has been derived from the population to form the respondents for the study and was selected based on the following conditions:

- Some knowledge of English language so as to understand the questionnaire
- Conducted a shopping in any organized retail outlet in last six months

Being conditional, non-probability sampling technique was used, but since the sample respondents were selected based on their easy accessibility, convenience sampling was also used.

Sample Size

For this study, sample size was 50 youth respondents, and it included both males and females.

Data Collection

For the purpose of this study-in-hand, a questionnaire had been prepared and primary data collected from 50 youth respondents of Jaipur city, with questionnaire comprising questions on their demography for profile analysis and on organized retail outlet attributes for factor analysis. Moreover, secondary data, from sources like books, journals, publications, websites, etc., had been collected and used.

Statistical Tools Used for Analysis

To analyze the collected data and conclude the study, simple statistical tools of percentage analysis and mean were used.

Period of the Study

For this study, the data was collected from the sample respondents during the period July 2018 to October 2018 and analysis done in the following months.

Findings, Analysis & Interpretation

The questionnaire survey filled by 50 youth respondents of Jaipur city revealed the following findings, analysis and interpretations:

- **Profile Analysis**

Table 1: Gender

Gender	No. of Respondents	Percentage
Male	34	68%
Female	16	32%

Source: Field Survey

While 68%, i.e. 34 respondents, in the survey were males, 32%, i.e. 16 respondents were females (Table 1).

Table 2: Age Group

Age Group	No. of Respondents	Percentage
15-19	14	28%
20-24	36	72%

Source: Field Survey

While 28%, i.e. 15 out of 50 respondents belonged to age-group 15-19, rest 72%, i.e. 36 out of 50 belonged to age-group 20-24 (Table 2).

Table 3: Occupation

Occupation	No. of Respondents	Percentage
Student	12	24%
Service	21	42%
Business	8	16%
Housewife	4	8%
Unemployed	5	10%

Source: Field Survey

While 42% of the respondents visiting and purchasing from organized retail outlets were those engaged in service, 24% were students, 16% were businessmen, 10% were unemployed and 8% were housewives (Table 3).

Table 4: Educational Qualification

Educational Qualification	No. of Respondents	Percentage
Under-graduate	10	20%
Graduate	13	26%
Post-graduate	15	30%
Professional	12	24%

Source: Field Survey

Under this survey, the youth was almost equally divided, in context of educational qualification, in under-graduate (20%), graduate (26%), post-graduate (30%) and professional (24%), thereby revealing that education youth class presents vast scope before marketers and retailers as they have capability to adapt to new products as well as new formats of retailing (Table 4).

Table 5: Frequency of Shopping

Frequency of Shopping	No. of Respondents	Percentage
Once a week	7	14%
Once a fortnight	16	32%
Once a month	22	44%
Once in 6 months	5	10%

Source: Field Survey

The survey revealed that 44% of the respondents generally go for shopping at the organized retail outlets only once a month, while 32% does it once in every 2 weeks (i.e. once a fortnight). Only 5 respondents did it occasionally, i.e. once in every 6 months, which provides two options that either they have a preference for traditional market, or believe in purchasing altogether for the entire month. However, there were 7 respondents who did it weekly, revealing them to be satisfied shoppers (Table 5).

Table 6: Experience of Shopping

Experience of Shopping	No. of Respondents	Percentage
Since 6 months	5	10%
6 months - 1 year	14	28%
1 - 2 years	16	32%
More than 2 years	15	30%

Source: Field Survey

A majority of the respondents (62%) have been visiting the organized outlets for a period of 1-2 years or even more, whereas remaining 38% have been visiting it from around 6 months to a year or even less. 5 respondents are such who have recently (i.e. within 6 months) started visiting it (Table 6).

Table 7: Items of Purchase

Items of Purchase (Tick only one)	No. of Respondents	Percentage
Apparels, Accessories & Footwear	15	30%
FMCG Products	24	48%
Electronics & Appliances	5	10%
Books & Gifts	6	12%

Source: Field Survey

The merchandizes most frequently purchased by the respondents included FMCG products (48%), followed by apparels, accessories and footwear (30%), books & gifts (12%) and electronics and appliances (10%), which clearly suggests that consumers purchase products of lower value from these organized outlets, whereas those of higher values from the customary unorganized markets (Table 7).

Table 8: Mode of Payment

Mode of Payment	No. of Respondents	Percentage
Cash	13	26%
Credit/Debit Card	21	42%
Apps like PayTM	16	32%

Source: Field Survey

The findings reveal that youth class mostly use plastic money – credit/debit cards (42%) – for payment, followed by digital payment – apps like PayTM (32%) and Cash (26%), major reason behind which is youth is educated class capable of understanding and handling technologies (Table 8).

- **Attribute Analysis**

In context of organized retail outlets, the selected attributes were rated by the respondents as excellent, average or poor. For analysis, weights 1, 2 and 3 were assigned to the ratings – excellent, average and poor, respectively, and mean values were calculated, on the basis of which the attributes have been provided with ranks in ascending order. The one with the lowest mean value and lowest rank is the attribute most accepted by the sample respondents, whereas, that with the highest mean value and highest rank is least accepted attribute. Presence of the most acceptable attributes has increased customers satisfaction and favor towards these retail outlets, whereas presence of the least accepted ones either lower their satisfaction level, or make them move to try some other formats of retail, and hence, should be focused upon by the retailers and marketers.

Table 9: Attribute Rating

Rate the following attributes:	Excellent		Average		Poor		Mean Values	Ranks
	No.	%	No.	%	No.	%		
Variety or range of products	33	66%	13	26%	4	8%	1.42	3
Display of products	31	62%	12	24%	7	14%	1.52	5
Availability of products	12	24%	20	40%	17	34%	2.06	10
Price Value	15	30%	20	40%	15	30%	2.00	9
Discounts, offers and promotional schemes	25	50%	18	36%	7	14%	1.64	7
Membership / loyalty programs	30	60%	11	22%	9	18%	1.58	6
Location	11	22%	18	36%	21	42%	2.20	13
Ambience & cleanliness	36	72%	9	18%	5	10%	1.38	2
Parking & security features	35	70%	12	24%	3	6%	1.36	1
Payment options	32	64%	11	22%	7	14%	1.50	4
Billing procedure	10	20%	10	20%	30	60%	2.40	14
Knowledge, behavior and service of staff	13	26%	15	30%	22	44%	2.18	12
Personal relations/interaction with the owner	2	4%	14	28%	34	68%	2.64	16
Post-purchase customer care	15	30%	23	46%	12	24%	1.94	8
Exchange option & procedure	11	22%	21	42%	18	36%	2.14	11
Home delivery option	2	4%	15	30%	33	66%	2.62	15

Source: Field Survey

From Table 9, it can be witnessed that respondent consumers are satisfied with the top 5 attributes (mean value): parking & security features (1.36), ambience & cleanliness (1.38), variety or range of products (1.42), payment options (1.50) and display of products (1.52), thereby revealing that these are the strengths of the organized retail outlets, attracting more and more consumers on these bases. On the other hand, respondent consumers are unsatisfied with the last 5 attributes (mean value): personal relations/interaction with the owner (2.64), home delivery option (2.62), billing procedure (2.40), location (2.20) and knowledge, behavior and service of staff (2.18), thereby revealing the weak areas of the organized retail outlets, creating dissatisfaction amongst consumers, and hence should be worked upon by the companies, retailers and marketers (Table 9).

Conclusion

Since organized market of India is blooming and has great potential of mounting many-fold times in the upcoming years, marketers and retailers in order to sustain and succeed in future cannot avoid studying their consumers' shopping behavior and the positive or negative impact the outlet attributes lays on it, because they eventually play a major role in attracting and retaining consumers. From this study, attributes can be categorized as those playing positive role in building the customer base, while others which may or may not be very significant but require marketers' attention as it would not only help in gaining newer consumers or holding the existing ones, but also raising their satisfaction levels, frequency of shopping and recommendations to others. For this, time-to-time store or outlet-specific studies or surveys can also be conducted by the marketers.

Limitations of the Study

Following limitations were witnessed during this study in spite of its designing as per the objectives:

- The study was restricted to Jaipur city only.
- It was specific and restricted to a category of people, i.e. youth.
- There is a possibility of uncontrollable independent variables present in the external environment acting upon the survey, thereby making the data manipulated or inaccurate.
- Since sample selection is on convenience basis, generalization made on entire universe may or may not stand true.

Although this study is city-specific and segment-specific, it can be used as a model study for other areas and/or segments, in order to assist the marketers and retailers capture a sturdy position in the organized market.

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