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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	COMPETENCIES, WORK ATTITUDES AND TRAITS OF LIBRARIANS IN THE 21st CENTURY OF SELECTED PRIVATE AND PUBLIC COLLEGES IN REGION 4A, PHILIPPINES <i>DR. LEONOR N. TIU, DR. MA. LINDIE D. MASALINTO, DR. PEDRITO JOSE V. BERMUDO, DR. NONET AMA CUY & DR. ANTONIO D. YANGO</i>	1
2.	HOW NIGERIAN ENTREPRENEURS PERCEIVE THEIR EXTERNAL ENVIRONMENTAL CHARACTERISTICS <i>IHEANYI C. ACHUMBA & CHIBUIKE UGO A.</i>	10
3.	A STUDY ON OCCUPATIONAL STRESS EXPERIENCED BY TILE INDUSTRY EMPLOYEES IN KANNUR AND CALICUT DISTRICT OF KERALA STATE <i>JINS JOY. P & DR. R. RADHAKRISHNAN</i>	17
4.	REVISIONING GANDHI'S SWARAJ AS AN ALTERNATIVE MODEL OF 'GLOBALISATION' <i>DR. PAWAN KUMAR SHARMA</i>	20
5.	MORPHOLOGICAL BACKGROUND DETECTION AND ENHANCEMENT OF IMAGES WITH POOR LIGHTING USING CUMULATIVE HISTOGRAM ANALYSIS <i>ASHWINI P. & DR. KHALID NAZIM S.A.</i>	22
6.	THE PLACE OF SMALL AND MEDIUM ENTERPRISES IN ECONOMIC DEVELOPMENT: A KENYAN PERSPECTIVE <i>JAMES WAFULA WANYAMA</i>	28
7.	ASSESSING PRODUCT SUSTAINABILITY, CUSTOMER LOYALTY AND SATISFACTION WITH XYZ TELECOMMUNICATION AMONG UNDERGRADUATE STUDENTS IN GHANA: THE CASE STUDY OF UNIVERSITY FOR DEVELOPMENT STUDIES, WA CAMPUS <i>DR. GORDON TERKPEH SABUTEY, DR. JOE ADU-AGYEM & DR. C. K. OSEI</i>	32
8.	STATE OF HEALTH IN ODISHA: A MAJOR HURDLES FOR INCLUSIVE GROWTH <i>PARTHA SARATHI DAS & SONAM SUBHADARSHINI</i>	42
9.	GREEN MARKETING AND ITS IMPORTANCE FOR COMPANIES <i>VIJAY PRAKASH ANAND</i>	46
10.	IMPACT OF BRAND CELEBRITY ON CONSUMER PURCHASE INTENTIONS: A STUDY WITH REFERENCE TO SELECTED MOBILE SERVICE PROVIDES IN HYDERABAD CITY <i>NAGUNURI SRINIVAS</i>	49
11.	A STUDY ON THE SHOPPING PATTERN OF TOURISTS' TO THE DUBAI SHOPPING FESTIVAL <i>SANGEETA PETER & DR. VICTOR ANANDKUMAR</i>	55
12.	ANALYSIS OF SIZE, GROWTH AND PROFITABILITY IN INDIAN TWO AND THREE WHEELER SECTOR COMPANIES <i>DR. A. VIJAYAKUMAR & S.SRI DEVI</i>	58
13.	FARMERS' AWARENESS ABOUT CROP INSURANCE SCHEMES: AN ANALYTICAL STUDY <i>T.T. KARTHIK & DR. L. P. RAMALINGAM</i>	66
14.	A CASE STUDY ON VIRAL MARKETING CAMPAIGNS 'HAR EK FRIEND ZARURI HOTA HAI' VS. 'HONEY BUNNY' <i>SHIPRA BHUTANI & DIPTI JAIN</i>	73
15.	A STUDY ON FACULTIES PERCEPTION OF STRESS AND COPING STRATEGIES <i>ANITHA.A & DR. R. SRITHARAN</i>	78
16.	CONSUMER PERCEPTION ON ORGANIZED AND UN-ORGANIZED RETAIL OUTLETS: A STUDY IN COIMBATORE <i>DR. K. SINGARAVELU & J. SAMUELCAESER PICKENS</i>	83
17.	A STUDY ON PERCEPTION OF QUALITY OF WORK LIFE AMONG TEXTILE INDUSTRY WORKERS IN GUJARAT <i>DR. MEETA MANDAVIYA</i>	88
18.	CLUSTER ENTREPRENEURSHIP: A CASE STUDY OF HARYANA <i>MEETU CHAWLA</i>	93
19.	A STUDY ON THE AWARENESS ABOUT CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENT AMONG MBA STUDENTS IN ARTS AND SCIENCE COLLEGES IN TRICHY <i>DR. A. KANMANI JOAN OF ARCH</i>	97
20.	IMPACT OF GLOBALISATION IN INDIA: SOME ISSUES <i>PADALA SANDYA RANI</i>	100
21.	GLOBALISATION AND NUTRITIONAL CHANGE IN INDIA <i>DR. MANOJ KUMAR SHARMA</i>	107
22.	TEA INDUSTRY IN TAMILNADU: DISTRICT WISE ANALYSIS <i>DR. R. SIVANESAN</i>	109
23.	ADVERTISING: A SUBVERSION OF MEANINGFUL LIVING <i>DR. PAWAN KUMAR SHARMA</i>	117
24.	ANALYZING CUSTOMERS' PREFERENCES IN SELECTING HOTEL SEGMENT: AN EMPIRICAL CASE STUDY <i>DR. BIKRANT KESARI & PRYAS JAIN</i>	120
25.	A STUDY OF RE-INVESTMENT STRATEGY OF FIVE MUTUAL FUNDS WITH SPECIAL REFERENCE TO GROWTH FUNDS <i>VIMMY ARORA & NISHA PANNU</i>	125
26.	ASSESSMENT OF LOAN OPERATION AND FINANCIAL PERFORMANCE OF DEVELOPMENT BANK OF ETHIOPIA <i>DEGU KEFALE CHANIE</i>	129
27.	THE QUALITY OF CUSTOMER SERVICE IN NIGERIA'S INTERNATIONAL AIRLINE INDUSTRY AND IT'S RELATIONSHIP WITH THE LEVEL OF PATRONAGE: A CASE OF AIR FRANCE AND LUFTHANSA <i>IKEOGU CHRISTOPHER</i>	136
28.	JOINT VENTURE AND ITS ISSUES <i>RIDHI GUPTA</i>	144
29.	PROMOTING GOOD GOVERNANCE IN THE MANAGEMENT OF NGOS IN INDIA FOR RURAL DEVELOPMENT <i>DR. SUNIL KUMAR</i>	148
30.	ENVIRONMENTAL ACCOUNTING AND CORPORATE SOCIAL RESPONSIBILITY: AWARENESS & BENEFITS OF SELECTED COMPANIES IN BANGALORE <i>RAVIKUMAR K</i>	151
	REQUEST FOR FEEDBACK	155

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CONSUMER PERCEPTION ON ORGANIZED AND UN-ORGANIZED RETAIL OUTLETS: A STUDY IN COIMBATORE

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ABSTRACT

Retailing consists of the activities involved in selling directly to the ultimate consumer for personal, non-business use. At present, organized and unorganized retail stores act as an important part of every human life. It helps the people to purchase all the items in one place. The consumer cannot act as same at the time of purchasing goods. Some consumer act as the prospective buyer to choose the right brand based on his/her needs. Some consumer are not with awareness to purchase quality product at reasonable price. In the competitive market, consumers should be prepared to purchase goods.

KEYWORDS

Perception, Opinion, Organized retail, unorganized retail, Factors of influence.

INTRODUCTION

The main objective of this study is to analyze the customers' perception about the organized and unorganized retailers at COIMBATORE city in TAMIL NADU. For this purpose business like General Merchant, Vegetable Sellers, Electrical Shops, Electronic Shops and Stationary Shops were considered. The Scope of the study also includes factors that influenced the perception regarding, products, services offered, price charged, discount given to the customers, promotional activities, problems handling that was faced by customer during and after purchase, availability of variety of products and customer relationship.

OBJECTIVES OF THE STUDY

1. To find out the factors that influences the consumers to make them buy from organised and unorganized retailers.
2. To offer suggestions to both organized and unorganized retailers.

HYPOTHESIS

1. Opinion of consumers about the services provided by the organized and unorganized retailers.
2. There is no Association between the Gender and the factors considered for buying from the organized retailer.
3. There is no Association between the Gender and the factors considered for buying from the unorganized retailer.
4. There is no Association between the Income and the factors considered for buying from the organized retailer.
5. Respondents' Nature of location and perception about organized and unorganized retailers are independent of each other.
6. Respondents' age and pleasant shopping experiences at organized and unorganized retail formats are independent of each other.

RESEARCH METHODOLOGY

Design of the Study	Description
Sample size	200
Sample Method	Convenient sampling
Nature of data	Primary and Secondary
Tools	Chi-sqaure test and Weighted average

ANALYSIS AND INTERPRETATIONS

TABLE: 1 DEMOGRAPHIC CHARACTERISTICS

Demographics	No. of respondents	Percentage
AGE		
Less than 30	38	19
31-35	42	21
36-40	95	48
Above 40	25	12
GENDER		
Male	133	67
Female	67	33
EDUCATIONAL QUALIFICATION		
Matric	18	9
HSC	15	7
Graduation	85	43
Post Graduation	52	26
Professional	25	12
Others(specify)	5	3
OCCUPATION		
Student	27	14
Government Employees	40	20
Private Employees	28	14
Business men	17	8
Professional	19	10
Housewife	36	18
Agriculture	18	9
Others(Specify)	15	7
MONTHLY INCOME		
Less than 15000 Rs	42	21
15001 to 20000 Rs	112	56
Above 20000 Rs	46	23
FAMILY NATURE		
Joint	58	29
Nuclear	142	71
LOCATION		
Urban	121	61
Semi-Urban	79	39
MARITAL STATUS		
Single	57	29
Married	143	71

Source : Primary Data

The demographic variables of the consumer respondents (Table 1) shows that the majority of them (48%) belonged to the age group of 36 - 40, with (21%) of the respondents falling in the age group of 31-35. This shows that the majority are middle aged group. A majority of the respondents (43%) were graduates, followed by Post-graduates (26%). This demonstrates that the education level is also a factor that plays a major role in the urban and semi-urban areas. It further reveals that majority of the respondents are Government employees (20%) and it is followed by housewives (18%). When we consider the income level of the respondents majority (56%) of them fall under 15001 to 20000 Rs. A majority of 71% of the respondents were living in the nuclear type of family, living in the urban location (61%). Majority (71%) are married and they have dependent children.

TABLE 2: RESPONDENTS OPINION OF GETTING A PLEASANT SHOPPING EXPERIENCE

Sl.No	Form of retailers	No. of Respondents	Percentage	Rank
1	Organized Retailers	143	72	1
2	Unorganized retailers	57	28	2
	TOTAL	200	100	

Source : Primary Data

From Table 2, we see that the shoppers have a pleasant experience in both the formats of retailing and among that 72% of the respondents felt that they had a pleasant experience in organized retailing and 28% said that they had the same from unorganized retailing.

TABLE 3: MAJORITY OF PURCHASES MADE BY RESPONDENTS ACCORDING TO THEIR GENDER

Sl.No	Gender	Respondents' opinion on majority of purchases			
		organized	percent	unorganized	percent
1	Male	77	65	56	68
2	Female	41	35	26	32
	TOTAL	118	100	82	100

Source : Primary Data

From the above table we can conclude that majority of purchases made both in organized and in unorganized retail stores depend on their gender. 65% of the respondents are male who make their purchase in the organized format. 41% are female. 68% are male who opt to buy from unorganized retail stores and 32% of them are females.

TABLE 4: MAJORITY OF PURCHASES MADE BY RESPONDENTS ACCORDING TO THEIR INCOME

Sl.No	Income	Respondents' opinion on majority of purchases			
		organized	percent	unorganized	percent
1	Less than 15000 Rs	11	20	21	26
2	15001 to 20000 Rs.	35	64	49	60
3	Above 20000 Rs.	09	16	12	14
	TOTAL	55	100	82	100

Source : Primary Data
*** students and housewives have been excluded.

Table 4 shows that majority of purchases made both in organized and in unorganized retail stores depend on their income. 20% of the respondents make their purchase in the organized format and their income is less than 15000 Rs. 26% buy from unorganized format and they fall in the same category. 64% of the respondents falling in the slab of 15001 to 20000 buy from the organized format, 60% from the same slab buy from the unorganized sector. 16% from the category of Above 20000 buy from organized and 14% from the unorganized sector.

TABLE 5: MAJORITY OF PURCHASES MADE BY RESPONDENTS ACCORDING TO THEIR FAMILY NATURE

Sl.No	Nature of Family	Respondents' opinion on majority of purchases			
		organized	percent	unorganized	percent
1	Joint	37	44	43	37
2	Nuclear	48	56	72	63
	TOTAL	85	100	115	100

Source : Primary Data

Considering the purchases made both in organized and in unorganized retail stores based on the Family nature, Table 5 shows that 44% of the category of Joint Family, preferred to buy from the organized retail store, whereas 37% have bought from the unorganized sector. In the Nuclear Nature of the family 56% go for organized and 63% for the unorganized sector of retail stores.

TABLE 6: MAJORITY OF PURCHASES MADE BY RESPONDENTS ACCORDING TO THEIR LOCATION

Sl.No	Location	Respondents' opinion on majority of purchases			
		Organized	Per cent	Un-organized	Per cent
1	Urban	61	72	39	34
2	Semi-Urban	24	28	76	66
	TOTAL	85	100	115	100

Source : Primary Data

The above given table reveals regarding the purchases made both in organized and in unorganized retail stores based on the location of the respondents. 72% of the urban population goes for organized stores and 34% go to the unorganized sector. In the category of Semi-Urban population 64% prefer to go for organized and 28% opt for the organized sector.

HI: There is an Association between the Gender and the factors considered for buying from the organized retailer

HO: There is no Association between the Gender and the factors considered for buying from the organized retailer.

TABLE 7: FACTORS TAKEN INTO CONSIDERATION WHILE PURCHASING FROM ORGANIZED RETAIL STORES BASED ON GENDER

Sl.No	Gender	Respondents' opinion on majority of purchases				Statistical inference
		Good Quality	Reasonable price	Self-Service Satisfaction	Total	
1	Male	26	12	15	53	Chi value=1.22 Df= 2
2	Female	13	10	9	32	
	TOTAL	39	22	24	85	

Source : Primary Data

From the Table 7, It is clear that the calculated Chi-Value is less than the table value, so the Null Hypothesis is accepted. There is no Association between the Gender and the factors considered for buying from the organized retailer.

TABLE 8: RESPONDENTS OPINION ABOUT THE FACTORS THAT INFLUENCE THEIR PURCHASES FROM ORGANIZED AND UNORGANIZED RETAILERS

Sl. No	Reason for purchase	Organized					unorganized				
		3	2	1	Mean Weight	Rank	3	2	1	Mean Weight	Rank
		G	N	B			G	N	B		
1.	Product Quality	51	20	14	2.75	1	43	60	12	2.27	1
2	Price	31	44	10	2.24	5	38	59	18	2.17	3
3	Discount	21	57	7	2.16	7	32	63	20	2.10	4
4	Offers	35	39	11	2.28	3	37	54	34	2.20	2
5	Customer Care	34	42	9	2.29	2	22	51	42	1.83	8
6	Complaint Handling	23	43	19	2.05	8	21	65	29	1.93	7
7	Customer Services	26	49	10	2.19	6	31	57	27	2.03	5
8	Information about Products	28	51	6	2.26	4	34	40	41	1.94	6

Source : Primary Data
**G-Good, N-Neutral, B-Bad

Table 8 shows that the Factors that influence the purchase is Product Quality in both the sectors and Customer care comes in the second place in the organized sector. Offers ranks second in the unorganized sector. Organized sector falls too short in complaint handling and it ranks the 8th. Customer care is falling as the last rank in the unorganized sector.

HI: There is an Association between the Gender and the factors considered for buying from the unorganized retailer

HO: There is no Association between the Gender and the factors considered for buying from the unorganized retailer.

TABLE 9: FACTORS TAKEN INTO CONSIDERATION WHILE PURCHASING FROM UNORGANIZED RETAIL STORES BASED ON GENDER

Sl.No	Gender	Respondents' opinion on majority of purchases				Statistical inference
		Good Quality	Reasonable price	Self-Service Satisfaction	Total	
1	Male	21	24	18	63	Chi value=0.188
2	Female	18	21	13	52	Df= 2
Source : Primary Data						

As indicated in the table 9, there is no Association between the Gender and the factors considered for buying from the unorganized retailer and hence the null hypothesis (HO) is accepted.

HI: There is an Association between the Income and the factors considered for buying from the unorganized retailer

HO: There is no Association between the Income and the factors considered for buying from the unorganized retailer

TABLE 10: FACTORS TAKEN INTO CONSIDERATION WHILE PURCHASING FROM UNORGANIZED RETAIL STORES BASED ON INCOME

Sl.No	Income	Respondents' opinion on majority of purchases				Statistical inference
		organized	percent	unorganized	percent	
1	Less than 15000 Rs	09	07	08	24	Df = 4
2	15001 to 20000 Rs.	15	13	12	40	
3	Above 20000 Rs.	07	05	06	18	
	TOTAL	31	25	26	82	
Source: Primary Data.						

As Table 10 indicates, there is no Association between the Income and the factors considered for buying from the unorganized retailers; hence the null hypothesis (HO) is accepted.

HI: There is an Association between the Location and the factors considered for buying from the organized/unorganized retailer.

HO: There is no Association between the Location and the factors considered for buying from the organized/unorganized retailer.

TABLE 11: RESPONDENTS' PERCEPTION ABOUT ORGANIZED AND UNORGANIZED RETAILERS ACCORDING TO THEIR LOCATION

Sl.No	Location	Respondents' opinion about organized and unorganized retailer				Statistical inference
		GOOD	Neutral	BAD	TOTAL	
1	Urban	35	59	24	118	Chi value=1.428
2	Semi-Urban	28	34	20	66	Df=1
	TOTAL	63	93	44	200	
Source : Primary Data						

As Table 11 indicates, there is no Association between the Income and the factors considered for buying from the unorganized retailers; hence the null hypothesis (HO) is accepted

HI: There is an Association between the Shopping Experience of the respondents and the factors considered for buying from the organized/unorganized retailer.

HO: There is no Association between the Shopping Experience respondents and the factors considered for buying from the organized/unorganized retailer.

TABLE 12: RESPONDENTS' PERCEPTION ABOUT SHOPPING EXPERIENCE AT ORGANIZED AND UNORGANIZED RETAILERS ACCORDING TO THEIR AGE

Sl.No	Location	Respondents' opinion about organized and unorganized retailer				Statistical inference
		GOOD	Neutral	BAD	TOTAL	
1	Urban	35	59	24	118	Chi value=1.428
2	Semi-Urban	28	34	20	66	Df=1
	TOTAL	63	93	44	200	
Source : Primary Data						

As indicated in Table 12, there is no Association between the Location and the factors considered for buying from the organized / unorganized retailer and hence the null hypothesis (HO) is accepted.

HI: There is an Association between the age of the respondents and the factors considered for buying from the organized/unorganized retailer.

HO: There is no Association between the Shopping Experience and the factors considered for buying from the organized/unorganized retailer.

TABLE 13: RESPONDENTS' PERCEPTION ABOUT SHOPPING EXPERIENCE AT ORGANIZED AND UNORGANIZED RETAILERS ACCORDING TO THEIR AGE

Sl.No	Age	Respondents' opinion about shopping experience			Statistical inference
		Pleasant	Unpleasant	TOTAL	
1	Less than 30	25	19	44	Chi value=2.11
2	31-35	31	22	53	Df=1
3	36-40	33	37	70	
4	Above 40	16	17	33	
	TOTAL	105	95	200	
Source : Primary Data					

As indicated in Table 13, there is no Association between the Age and the factors considered for buying from the organized / unorganized retailer and hence the null hypothesis (HO) is accepted

SUGGESTIONS

❖ **FOR THE ORGANISED RETAILERS**

- 1) Researchers suggest that the organized retailers must take initiative to improve their complaint handling and that would enhance them to retain the customers with them.
- 2) The organized stores can afford to extend credit facilities to the customers and by doing so they can improve the sales.
- 3) A Sustainable effort must be taken to attract the low income level (less than 15000) group to their stores by offering promotional schemes to them.

❖ **FOR THE UNORGANISED RETAILERS**

- 1) Researchers suggest that the unorganised retail stores give importance to the customer care and attend to the feedback to maintain their relationship with the consumers.
- 2) They can go for Multiple Assortment of Products and target more consumers.
- 3) They should not allow the low income group to drift away from them and also provide better amenities to attract the high income group to them.

CONCLUSION

The present study was made among the consumers to know their opinion regarding the organized and unorganized retail store, since there emerges a new scenerio in India with the advent of corporates in the retailing sector. The Study has found that the consumers were highly aware of the stiff competition and also the promotional offers offered by various corporate gaints. The consumer no more is expecting shopping to be a duty but he wants it to be a pleasant and pleasing experience in his life. So, organized and the unorganized sector must keep all this in mind in the future. The researchers have given suggestions to the organized and the unorganized sector to bridge the gap between the perception and the derived behaviour of the consumer.

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