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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	PROFESSIONALISM IN PUBLIC PROCUREMENT IN NIGERIA: A NEW FRONTIER FOR QUANTITY SURVEYORS <i>FAMILOYE, OLAJIDE</i>	1
2.	A STUDY ON CHALLENGES OF HANDLING NEWLY IMPLEMENTED HOSPITAL INFORMATION SYSTEM, JOB SATISFACTION AND WORK LIFE BALANCE AMONG ADMINISTRATIVE EMPLOYEES OF MULTISPECIALTY HOSPITAL <i>SUCHARITHA SURESH, DR. RASHMI KODIKAL &amp; DR. SUBHASREE KAR</i>	5
3.	ANALYZING FARMER'S SATISFACTION REGARDING ALTERNATIVE BANKING SERVICES IN DISTRICT U.S NAGAR OF UTTARAKHAND <i>NIRDESH KUMAR SINGH, DR. M. L. SHARMA &amp; DR. ANKUR SAXENA</i>	10
4.	EMPLOYEES AS HUMAN CAPITAL - A CRITICAL OVERVIEW <i>DR. S. RAJAMOCHAN &amp; LUCAS M</i>	14
5.	RAIL ROAD CONSTRUCTION AS AN EMPOWERING AND COHESIVE INSTRUMENT IN FRAGMENTED FEDERALISM WITH SPECIAL REFERENCE TO ARUNACHAL PRADESH <i>DR. PARESH ACHARYA &amp; ANUPAM CHAKRABORTY</i>	17
6.	SERVICE QUALITY GAP BETWEEN PERCEPTIONS AND EXPECTATIONS OF MANAGEMENT STUDENTS <i>DR. S. P. SINGH &amp; SAVITA MALIK</i>	21
7.	IMPACT OF IFRS ON REVENUE RECOGNITION: A CASE OF INDIA <i>ARSHI BARIN &amp; A. A. ANSARI</i>	24
8.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIZED RETAILING WITH A SPECIAL REFERENCE TO BELAGAVI CITY <i>SIDDAPPA O. HALASAGI &amp; ASHWINI M. JAMUNI</i>	28
9.	CLASSIFIER BASED ANALYSIS FOR LUNG CANCER PATIENTS USING WEKA TOOL <i>DR. S. SENTHIL, B. AYSHWARYA &amp; DEEPA B.G</i>	32
10.	IMPORTANCE OF MUTUAL FUNDS IN INDIA <i>G. RAMESH &amp; C. JYOTHI</i>	35
11.	MAKE IN INDIA: AN EFFECTIVE TOOL FOR TRANSFORMATION <i>BINEYDEEP SINGH</i>	40
12.	A REVIEW OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA <i>BHAVYA KANNAIAH</i>	45
13.	CUSTOMER DISSATISFACTION: AN EXPLORATION OF THE CONSTRUCT <i>GURVEEN KAUR</i>	47
14.	A LITERATURE REVIEW ON EFFICIENCY OF INDIAN CAPITAL MARKET <i>JAGAT PAL</i>	56
15.	INTELLECTUAL VALUE ADDED: A CASE STUDY OF HINDUSTAN PETROLEUM CORPORATION LIMITED <i>DR. POOJA GUPTA</i>	60
16.	EMERGENCE AND GROWTH OF BIG DATA IN E-GOVERNANCE OF INDIA <i>POONAM SALWAN &amp; DR. VEERPAUL KAUR MAAN</i>	64
17.	A STUDY ON SHAREHOLDERS' WEALTH MAXIMIZATION OF MUTHOOT FINANCE LIMITED <i>L.PRRABHA, JAYAPRIYA.R. &amp; JOSLIN MONICA.L.A</i>	69
18.	IMPROVING LIFE EXPECTANCY IN NIGERIA: INFORMATION AND COMMUNICATIONS TECHNOLOGY PANACEA TO HIGH CARNAGES IN ROAD TRANSPORT SYSTEM <i>OYEWO, DAMILOLA TEMITOPE, OYEDEJI, AYO ISAAC &amp; FAYEMIWO, MICHAEL OLABISI</i>	72
19.	DIAGNOSING BANK'S FINANCIAL HEALTH THROUGH Z SCORE MODEL: A CASE STUDY OF ANDHRA PRAGATHI GRAMEENA BANK IN ANDHRA PRADESH (APGB) <i>Y.GEETHA DEVI</i>	78
20.	GANDHI AND WOMEN EMPOWERMENT <i>BHAWNA MITTAL</i>	81
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>84</b>

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## A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIZED RETAILING WITH A SPECIAL REFERENCE TO BELAGAVI CITY

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### ABSTRACT

*The retail sector has been at the helm of India's growth story. The sector has evolved dramatically from traditional village fairs, street hawkers to resplendent malls and plush outlets, growing from strength to strength. Today's consumer doesn't want to waste their time purchasing fruits and vegetables, in sabji bazaar, kirana stores etc. Rather they want to reduce the risk and time by purchasing all items under a single roof. In this paper, we aim to study the consumer behaviour towards organized retailing. A sample 100 respondents was selected by using Stratified Random Sampling method and the data was collected with the help of structured questionnaire. The study reveals that consumer is moving towards organised retailing, due to various services provided by retailer and also the level of customer satisfaction towards organised retail outlets in Belagavi city.*

### KEYWORDS

behaviour, organised retail, consumer satisfaction.

### INTRODUCTION

Retailing is not only an important of the economic structure but very much a part of our lives. Although trading of goods has been in existence since the time immemorial, it is only in the recent past that the buying and selling of goods have become more of a formal and a brand dominated activity. In fact, today retailing is evolving into a global, and lucrative business. Nevertheless, the traditional forms of independently owned small business co-exist along with the organised retailers like department stores, speciality stores, shopping complexes, malls, large scale multiple chains.

Retailing is broadly divided into two categories, unorganised and organised. According to the national accounts statistics of India "The unorganised sector includes units whose occupation is not regulated by any statute or legal provision, and/or those, which do not maintain regular accounts". Unorganised retailing is also known as traditional form of low cost retailing. These includes the neighbourhood local baniya, general stores, the local kirana shops, provision stores, local markets and hand cart, pavement vendors, fruit vendors, vegetable vendors, mom and Pop stores, weakly haats and bazaar, sabjimandi, general readymade garment shop, footwear shop, tailoring, shoe repairing, paanvala etc. On the other hand, organised retailing denotes to trading activities undertaken by licensed retailers, i.e those who are registered for sales tax, income tax etc. These retailers comprise the corporate-supported retail chains and hyper markets, departmental stores, discount stores, drug stores, factory outlets and large retail businesses.

### REVIEW OF LITERATURE

**Nagaratna Venkatesh (2013)**, in his paper has mentioned overall forecast from different researches have stated that retail growth will grow 15 to 20 percent over the next five years, based on strong fundamentals of macroeconomic conditions of India and its younger population rising disposable incomes and rapid urbanization. Key success factor for foreign retail investors are the younger population of India's who are under the age of 25, a huge potential market is waiting to explore and the internet accessibility is also a key factor where from rural to urban city everyone has the easy access to the internet. As many as 121 million Indians have internet access, and more than half of them access the web via their mobile phones.

**Sanjay Manocha and Anoop Pandey (2012)** has discussed modern retailing is not threat to independent mom and pop stores as most of the consumers said that they never stopped visiting Kirana store. Organized retailing is beneficial for India because it's not alarming to create conflict with unorganized stores but reshaping unorganized stores into nascent organized stores. The author has also discussed the growth of modern retailing in India which is not at a very fast pace.

According to **Ms. Monika Talreja and Dr.Dhiraj Jain (2013)** both modern and traditional retailers will co-exist in India for some time to come, as both of them have their own competitive advantages. The kirana stores have a low – cost structure, location advantage and customer formality whereas organized retail offers a mixture of product width and depth and a better shopping experience. Organized retailing is becoming a destination shop for buying fresh fruit vegetable.

**M. Hameedunissa (2013)** in his paper consumer psychology towards supermarkets has focused how people's thoughts, beliefs and perception influence consumer behaviour. The role of consumers psychology has been discussed in this paper that how it affects a consumer towards buying from any outlet. **Indian retail market opening more doors (Deloitte report)** organized retail, which constitutes 8 per cent of the total retail market, will grow much faster than traditional retail. It is expected to gain a higher share in the growing pie of the retail market in India. Various estimates put the share of organized retail as 20 per cent by 2020.

According to **R.K. Srivastava (2013)** retail in India and retail in South Africa has been compared in the study. The finding suggests that branding of the retail store is actively followed in South Africa but in India retailers perceives it as a part of business. Security system on purchase & prevention of theft is good in South Africa than Indian system and it has to be developed as a prime concern. The segmentation strategy for both the countries retailers are somewhat matching which are on the basis of income and age.

**Anuja Shukla, Ankur Shukla (2013)** the authors have focused on shifting preference of customer from traditional retail to emerging new retail formats. Value of customer to be treated as a king can be seen today because of the competition. The shopping experience of increasing due to increase in the share of organized retailing.

### STATEMENT OF THE PROBLEM

Consumers are complex individuals, subject to a variety of physiological and social needs and priorities of different consumers segments diagrammatically. To design products and marketing strategies that fulfil consumer's needs, marketing must study consumer's consumption behaviour in-depth. The term consumer research referred to the process and tools used to study consumers behaviours. Consumer's research is a form of market research, a process that links the consumers and public to the marketer through information in order to identify marketing opportunities and problems, evaluate marketing actions and judge the

performance of a marketing strategies. The market research process attains the information require, designs the method for collecting information, manages the data collection process, analogous the results and communicate the findings to marketers.

**OBJECTIVES OF THE STUDY**

1. To study the influence of demographic factors on the consumer preferences towards the selection of retail outlets.
2. To find out the consumers preference as well as the factors influencing the buying behaviours towards organized retailing.
3. To study the consumer satisfaction level towards organized retailing

**METHODOLOGY**

This study is descriptive in nature. The data used in this study is primary data, obtained through a survey conducted to analyse the behaviour of respondents. The stratified random sampling method was used to collect the data. The survey was conducted on the randomly selected 100 respondents from Belagavi City. A structured questioner was designed to meet the objective of the studies.

A standard questionnaire is prepared for the collection of data from those respondents who visit the organised store. The questionnaire was designed in such a way that the aim of collecting essential information for the study would meet the set of objectives.

**TOOLS FOR ANALYSIS**

For data analysis, percentage analysis simple charting and tabulation tools are used to understand the behaviour of the respondents towards organized retailing.

**TABLE 1: DEMOGRAPHIC PROFILE OF SAMPLE RESPONDENTS**

Demographic Factors		Frequency
Gender	Male	45
	Female	55
<b>Total</b>		<b>100</b>
Age group	Less than 2 yr	17
	20-30 yr	42
	30-40 yr	27
	40-50 yr	11
	Above 50 yr	3
<b>Total</b>		<b>100</b>
Marital Status	Single	53
	Married	47
<b>Total</b>		<b>100</b>
Educational Qualification	12 <sup>th</sup>	20
	Graduate	35
	Post Graduate	31
	Professional	14
<b>Total</b>		<b>100</b>
Occupation	Student	30
	Private Employee	25
	Government Employee	12
	Business	17
	Housewife	16
<b>Total</b>		<b>100</b>
Family Structure	Nuclear	35
	Joint	64
<b>Total</b>		<b>100</b>
Monthly family Income Per Month	Less than Rs. 20000	22
	20000-30000	34
	30000-40000	23
	Above 50000	21
<b>Total</b>		<b>100</b>

For the purpose of analysis, the impact of demographical and socio-economic factors on the studying customer behaviour towards the organised retailing, the above attributes are considering like age, gender, marital status, education, occupation, monthly household income, family size. From the above table it is clear that 45 percent of the respondents are male and 55 percent are female. It is found that dominating age group among the respondents was 20-30 that contributes 42 percent followed by 30-40 age groups. The study showed that the 53 percent of the respondents are single and 43 percent are married. Majority of the respondents 35 percent are graduates and 31 percent are post graduates respectively. This reveals that education level also plays a dominant role in the selecting the retail outlets. From the above data it is clear that 30 percent of the respondents are students and 25 percent are private employees. Maximum respondents were belonging to joint family i.e. 64 percent and 36 per cent to nuclear family. 34 percent of the respondents are having 20000-30000 monthly household income followed by the 30000-40000.

**TABLE 2: FREQUENCY OF VISIT TO ORGANISED RETAILS**

Frequency of visit	Number of respondents	Percentage(%)
Weekly	9	9
Monthly	46	46
Quarterly	11	11
On unplanned basis	34	34
<b>Total</b>	<b>100</b>	<b>100</b>

As shown in the above table it is clear that only 9% of the respondent are visiting the retails on weekly bases whereas majority of the respondent that is 46% are visiting on monthly bases followed by 11% on quarterly bases. 34% visit the store on unplanned bases. This reveals that many who fall into the bracket of middle class family prefer to shop under single roof for their monthly purchase of grocery items.

TABLE 3: STORES BEFORE BUYING FROM ORGANISED RETAIL OUTLETS

Shop	No of Respondent	Percentage
Neighbourhood Store	20	20
Wholesale Market	27	27
Convenient Store	38	38
Other Stores	15	15

From the above table it is clear that maximum 38% of the respondents were purchasing from convenient stores followed by the 27% from the wholesale market before they have moved to organized retail outlets

TABLE 4: PERCENTAGE FREQUENCY DISTRIBUTION OF VARIOUS ATTRIBUTES FOR BUYING FROM ORGANIZED RETAIL OUTLETS IN BELAGAVI CITY

Reasons	Strongly Disagree	%	Can't Say	%	Strongly Agree	%	Total
<b>Product related items buying from organized retail outlets</b>							
Wider product range	0	0	2	2.0	98	98.0	100
Choice of more brands	3	3.0	3	3.0	94	94.0	100
Choice of more pack size	4	4.0	10	10.0	86	86.0	100
Choice of more variants	1	1.0	3	3.0	97	97.0	100
Better product quality	2	2.0	10	10.0	88	88.0	100
Fresh / New stock	4	4.0	12	12.0	84	84.0	100
<b>Price Related items buying from organized retail outlets</b>							
Promotional schemes	0	0	9	9.0	91	91.0	100
Discount/lesser price	3	3.0	9	9.0	88	88.0	100
<b>Outlet Related items buying from organized retail outlets</b>							
Freedom of choosing products /brands	4	4.0	6	6.0	92	92.0	100
Better parking facility	0	0	7	7.0	93	93.0	100
Attractive display	4	4.0	7	7.0	89	89.0	100
Better ambience	3	3.0	12	12.0	85	85.0	100
One stop shopping	0	0	3	3.0	97	97.0	100
Better service	2	2.0	12	12.0	86	86.0	100
Variety of modes of payment	3	3.0	13	13.0	84	84.0	100
<b>Location Related items buying from organized retail outlets</b>							
Closer to my house	20	20.0	25	25.0	55	55.0	100
Proximity to my place of work	20	20.0	25	25.0	65	65.0	100
Easy to access	5	5.0	25	25.0	70	70.0	100
<b>Others items buying from organized retail outlets</b>							
Family shopping	4	4.0	17	17.0	79	79.0	100
Entertainment	3	3.0	20	20.0	77	77.0	100
Save time	12	12.0	18	18.0	70	70.0	100
Air-conditioned outlets	0	0	11	11.0	89	89.0	100
Home delivery	7	7.0	23	23.0	70	70.0	100

It is revealed from above table that what made the respondents to move towards organized retailing the above data was collected and it was found that there are various attributes which influence the buying behaviour of customers. Mainly customer gets attracted towards organized retailing because of the different services provided by the retailer to the customer. According to data collected it was found that most of respondent's strongly agree to the services provided by the retailer to customer.

TABLE 5: SATISFACTION LEVEL TOWARDS SERVICE PROVIDED AT ORGANIZED RETAIL OUTLETS

Parameter	Level of satisfaction (%)				
	HS	S	N	DS	HDS
Quality of service	50	35	10	5	0
Self service	28	42	20	8	2
Product price range	18	38	32	10	2
Systematic display	22	38	26	11	3
Time saving	25	45	20	6	4
Fast checkout	18	40	22	14	6
Easy accessible layout	20	45	30	3	2
Parking facilities	8	22	30	35	5
Trolley facilities	24	35	26	18	08
Home delivery facilities	15	35	40	8	2
Store entrance and walkways	20	40	35	2	3
Variety of mode of payment	10	30	20	25	15

To know the satisfaction level among the respondents the above information was gathered. Five scale rating technique was used highly satisfied-HS, Satisfied-S, Neutral-N, Dissatisfied-DS, Highly Dissatisfied-HSD. It was found that 50% of the respondents are highly satisfied with quality of the service provided by the organized retail outlets and only 5% were dissatisfied. Most of the respondents are satisfied because they get services like product price range, fast checkout, easy accessible layout etc.

**CONCLUSION**

It has been observed that due to the changing demographics, urbanization, and awareness due to electronic media especially internet the customers have multiple options to choose from modern retail outlets. The study highlights that majority of the customers are visiting organized formats for variety, easy availability, cleanliness with additional facility of entertainment for children and convenient parking facility and return gifts etc. Today it has been found that all age group customers prefer to visit organized retail stores because of various customer facilities provided to them. Families with less monthly income prefer shopping with nearby unorganized retail stores where as customers with higher qualification were found to be more attracted towards organized retail outlets.

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