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CHANGE IN RETAIL SHOPPING BEHAVIOUR: WHY AND FOR WHOM?

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ABSTRACT

Retailing in India has got immense importance because of the increasing purchasing power of the society. People prefer one stop shopping for their daily and most frequent needs. So there is a change in shopping behavior of the people from corner Kirana Stores to organized retail outlets. No doubt this change is found in metro cities rather than the rural areas. It is also true that organized retailers are searching new places due to the excess cluster of organized retail stores in metro cities. So they are expanding their business to second tier cities. So this study tried to give an insight on the basic concept of retailing and tries to focus the groups of people for whom this change is found to be more and a cause of such change. The results of this study are obtained on the basis of the samples (customers) visiting to organized retail in Aurangabad city of Maharashtra state.

INTRODUCTION

Indian Economy is growing with near about 8 to 9 percent GDP growth (6.5percent in recession period) and more than 121 million populations. Where purchasing power of the people, which has lead to a significant growth in the demand for variety of goods, both consumable & durables, Durable segment means premium and luxury segments, which has tremendous growth potential in India. Increase in disposable income, growth in youth population, change in clothing pattern (wearing choice) of higher & middle class people, use of credit cards, increasing urbanization & media bombardment, partially opened up policy of FDI in retail trade market (51 per cent in single brand product and 49 per cent in multi brand product), causes that India has become a most favored nation in the world since 2004, it has almost on the ranking one (A.T.Kearney). Shining atmosphere of retail shops attracts customers and has exposed the Indian consumers to the lifestyles of more affluent countries. So there has been a change in shopping behavior of the people. This change has been gone through Urban India over the past few years. Retailers always trying to keep their customer happy so there is friendly relationship between the customer and retailer in urban area (S. Anjaiah). Customers want everything under one roof & bigger choices of products. With an increase in income (earning by subsidiary Business) of households, shortage of time so that they seek convenient one-stop-shopping in order to make the best use of their time and money. They also look for efficiency. Increased awareness has made the consumer to seek more information about variety of the products, better quality & hygiene as well as improved consumer service. It means that the concept of 'Value for Money' is picking up.

The ICRIER study claims that consumer will gain from lower price, more choices, better & more consistent quality, convenience and hygiene. They will also gain from better shopping experience. This will changes the shopping behavior of the retail customers which is observed more in urban areas than the rural areas.

Most of the studies show that the change has been increasing in top cities Like Hyderabad, Coimbatore, Ahmadabad, Mumbai, Pune, Chennai, Bangalore, Delhi etc., where consumers are moving from corner Kirana Shops to Organized Retail Outlets. The study of Dr. Sanjeev Vrma and Ranjan Chaudhuri concluded that there is variably in attributes of retail outlet due to demographics profile of customers. In second tier cities like Aurangabad, Nanded, Akola, and Ahmadnagar has tremendous potential to change the behavior of customers with improving their economic condition in Maharashtra. In Aurangabad, there is hug scope to establishment and expand retail stores due to high income group & huge population. The excess cluster of organized retail stores in Pune, Mumbai, and Nasik causes organized retailers to look new cities to expand their business. So the purpose of this study is to find out the change in shopping behavior of consumers in Aurangabad city.

WHAT IS RETAILING

Retailing encompasses the business activities involved in selling goods and services to consumers for their personal, family or household use. It includes every sale to the final consumer. Retailing is the last link that connects the individual consumer with the manufacturer. Thus, it consists, all the activities involved in the marketing of goods & services directly to the Consumer. It is a stage in distribution process.

ORGANIZED AND UNORGANIZED RETAIL

The Retail industry is divided into Organized & Unorganized sector. Organized Retail refers to trading activities undertaken by licensed retailers i.e. those who are registered for sales tax, income tax etc. These included the corporate backed hypermarkets, retail chains & also privately owned large retail business. Unorganized retailing on the other hand, refers to the traditional formats of low-cost retailing for example, the corner Stores (Kirana Shops), General Stores, Cigarette stalls, Convenience Stores, Vendors etc.

AURANGABAD AS A SECOND TIER CITY

Aurangabad is considered as a second tier city with 28.97 (in 2010) lakh population. It is located in Marathwada region of Maharashtra state where organized retailers are trying to expand their business. Aurangabad city is a business hub of the Marathwada region. Today Aurangabad city can boost through highest number of the most modern (organized) supermarkets, hypermarkets and malls. Earlier it was known as only as tourist centre and historical place. Now organized retail outlets spread almost everywhere in the city. The major player's of the national and international market entered in business of Aurangabad city. The Spencer's, Big Bazaar, Vishal Mega mart, More hypermarket, Globus, The Loot, Subhiksha, Prozon mall, Maniyar Supermarket, Sapna Supermarket, Tanisk, Bata are the dominant players in the city up to 2009-10 as per the registration book of Maharashtra shop and institution.

OBJECTIVES OF THE STUDY

- 1) To know the change in shopping behavior of the people in second tier city like Aurangabad.
- 2) To find out the reason, why there is a change in shopping behavior of the customers'.
- 3) To find out the group of people for whom this change has been occurred.

ASSUMPTIONS

This study is based on the following assumption.

- 1) Shopping behavior of the customers of second tier cities is changing from unorganized retail to organized retail.
- 2) Change in shopping behavior is more in higher income groups, youngsters & in females.
- 3) Shopping from organized retail is preferred due to low prices, better quality, variety of products, time saving & better services.

RESEARCH METHODOLOGY

For this study the data is collected by primary source by convincing questionnaire to the sample consumer in Aurangabad city. Hundred and ten customers have been sampled randomly from organized retail outlets. The sample customers were selected (61) from Mega retail outlets (Bigbaazar & Spence's) and remaining (49) were selected from Small retail outlets (Sapna & Subhiksha).

RESULTS & DISCUSSION

Respondents are categorized on the basis of sex, age group, occupation, Income level, distance of outlet from their residence etc. the following results have been obtained.

I. SEX WISE RESPONSE

Respondents from Mega & Small retail outlets separately categorized on the basis of male & female proportion. There were 33 (or 54 percent) female customers and 28 (or 46 percent) male customers have visited Mega Stores, whereas 23 (or 59 percent) female customers and 16 (or 41 percent) male customers have visited to Small Stores (Refer Table no. 1.1). Let us take the Null hypothesis that there is no significant difference between types of store customers' visit and gender. Appling chi-square test for following data we get calculated $X^2 = 0.50$ for 2 degrees of freedom [(C-1) (V-1) = 2] and at 0.05 percent level of significance. This calculated value of X^2 is grater than the table value hence rejected the null hypothesis. So we can conclude that there is significant difference between types of store and gender of the customer.

TABLE NO 1.1: SEX WISE RESPONSE OF CUSTOMERS VISITING TO RETAIL OUTLETS

	Stores	Mega Outlets	Small Outlets
Sex			
F		33 (53)	23 (59)
M		28 (47)	16 (41)

* Figures in parenthesis indicate percentage

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

II. AGE WISE RESPONSE

When customers are categorized on the basis of age groups (As per Table no. 1.2) we found 49 percent customers from mega outlet are in the age group below 35 years, whereas 62 percent to Small retail outlets. Age group between 35 to 50 years has near about same proportion for both category shops that is 34 and 36 percent for Mega and Small Stores respectively. 16 percent people from above 50 years age group have visited to Mega retail outlet and only 3 percent to Small retail outlets. This data indicates that the youngest generation visits mostly to organized retail. The oldest people above 50 years have shown less interest to visit organized retail outlets. It is observed that in the young visitors, student population is more. They visit for the purpose of urgent and small need. It can be justified that customers above age 50 Years prefers Mega mart for the convenient of one stop shopping.

Let us take the Null hypothesis that there is no association between age group of customer and type of store. Here again the calculated value of $X^2 = 4.84$ is grater than table value for 2 degrees of freedom at 0.05 percent level of significance. Hence hypothesis is rejected so we may conclude that there is association between age wise visiting to type of Stores.

TABLE NO 1.2: AGE WISE RESPONSE OF CUSTOMERS VISITING TO RETAIL OUTLETS

Stores	Mega Outlets	Small Outlets
Age		
Below 35	30 (49)	24 (61)
35 to 50	21 (35)	14 (36)
50 & above	10 (16)	1 (3)

* Figures in parenthesis indicate percentage

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

III. OCCUPATION WISE RESPONSE

Occupational distribution shows that service, professional and business people are interested to visit Mega Stores more frequently then the Small Stores. This may be due to availability of all variety products as well as preference of respondents. People from business, profession & services occupation responded 35 percent, 13 percent & 52 percent share in Mega retail respectively, whereas for Small retail they comprise 10 percent, 26 percent, 64 percent share respectively. This shows share of customers doing service is more for both types of the retail outlets and customers doing business chooses Mega mart, more than the Small retail Stores (Ref. Table 1.3). Chi-square test for the null hypothesis that there is no association between customers occupation and the type of store shows that the calculated value of $X^2 = 8.20$, which is grater than the table value (for 2 degrees of freedom at 0.05 percent level of significance). The hypothesis is rejected. Hence there is association between occupation of customers and type of store. But for less than at 0.01percent and 0.001percent level of significance, hence we may conclude that there is quite association between visiting of occupation wise customers and the type Stores.

TABLE NO.1.3: OCCUPATION WISE RESPONSES OF CUSTOMERS VISITING TO RETAIL OUTLETS

		Stores	Mega Outlets	Small Outlets
1	Occupation			
	Service		32 (52)	25 (64)
	Business		21 (35)	4 (10)
	Profession		8 (13)	10 (26)

* Figures in parenthesis indicate percentage

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

IV. INCOME WISE RESPONCE

Income wise distribution of the people indicates that as the level of income increases the quantum of the people visiting to mega stores is increasing while the quantum of small income group is favorable for small stores (Ref. Table No. 1.4). It shows that the attitude of higher income group toward Small Stores is not so affirmative. The distribution has made according to the level of income per month for a family. A denotes the group below Rs. 12500. The second group B denotes Rs. 12500 to Rs. 25000. Third group of C shows Rs.25000 to Rs. 40000, D shows the range from Rs.40000 to Rs. 80000 and last one E denotes the group of above Rs.80000. It is interesting to note that in the respondents there is not a single attribute found from the income group E visited to small stores.

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TABLE NO 1.4: INCOME WISE RESPONSE OF CUSTOMERS VISITING TO RETAIL OUTLETS

Stores	Mega Outlets	Small Outlets
Income		
А	8 (13)	13 (33)
В	15 (25)	18 (46)
С	17 (28)	5 (13)
D	18 (29)	3 (8)
E	3 (5)	0 (0)

* Figures in parenthesis indicate percentage

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

V. DISTANCE OF OUTLET

The distance of the Stores is important from the point of transportation cost. The distinction has made on the basis of the distance of outlet from the residence of respondents. It is observed that 59 percent & 36 percent of the customers of small retail comes from one km & 2 to 3 km respectively but more than that distance the share of the respondents for Small retail is very low (5 percent). In case of Mega mart distance doesn't matter, people come from the all distance group (Ref. Table No. 1.5).

TABLE NO. 1.5: CUSTOMERS VISITING TO OUTLETS FROM VARIOUS DISTANCES

Stores	Mega Outlets	Small Outlets
Distant	Percentage	percentage
Up to 1 km.	16	57
2 to 3 km.	36	36
3 to 4 km.	20	3
5 & above	28	3

So it is interesting to note that Small retail outlets capture only those customers who leave near by the outlets and up to 3 km significantly. We observed that there are 48 per cent customers coming from above 3 km distance at Mega Stores, while the percentages of visitors to Small Stores are only 6 percent for same distance.

Now we can answer to our question that, the change in shopping behavior is more for whom? Separate for Small outlets & Mega outlets. Mega outlets

1) In the people below 35 Years.

3) In all income groups

2) In service men & Business men's.

Small Outlets

Change in shopping behavior is more

1) In the people below 35 Years

2) In service men's

3) In income group up to 3 Lakh

4) In those who leaves in close circle

4) In all who leaves close or far from the outlet. When a question is asked, do they still regularly visit to corner Kirana Stores? We got following response.

TABLE NO. 1.6: ORGANIZED RETAIL CUSTOMERS VISITING TO CORNER KIRANA STORES

Stores	Mega Outlets	Small Outlets	
Answers			
Yes	13	14	
No	33	16	
Rarely	15	9	

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

Here, it is important to note that change in shopping behavior from corner Kirana Stores to Organized retail outlets, is very significant for mega retail outlets because 33 percent of the respondents of Mega retail says no strictly, while in case of Small retail outlet 16 percent respondents says no (Ref. Table No. 1.6). Since, the calculated value of $X^2 = 2.73$ is less than table value for the degrees of freedom (C-1) (V-1) = (2-1) (3-1) = 2 at 0.05 percent level of significance, so we may conclude that, there is significant difference between Small and Mega Stores customers in concern to their willingness to visit Corner stores or local Kirana Stores

Why there is a change in shopping behavior?

Now our next tasks to find out "why there is a change in shopping behavior?" To answer this, investigators obtained responses for probable answer like low prices, variety, guarantee and time saving good service, information about new products & shopping with entertainment etc. We got following responses for each probable answer.

TABLE NO. 7: WHY DO YOU PREFER ORGANIZED RETAIL OUTLET (RESPONSES IN PERCENTAGE FOR EACH REASON AND CATEGORY OUTLET?)

	Mega Outlets	Small Outlets
Due to low prices	36	64
Variety's are Available	92	41
Feel guarantee about quality	90	77
It is time saving to buy from here	87	82
Get information of new products	70	49
Service given by employees is satisfactory	95	95
Shopping with entertainment	46	5

Source: Data compiled from the survey made for customers visiting organized retail outlets sampled from the Aurangabad.

As per the table no. 1.7 response from small outlet is more to low prices, guarantee about quality, time saving and good service where as in case of Mega retail response is more for variety, guarantee, time saving, new product information and good services given by employees. This study shows that customers get low prices in Small retail outlets than the Mega outlets. And it also observed that a group of people feels that they can entertain themselves and their children in Mega mart because ice-cream parlor, fast food stoles & play park is available their, for that reason also they prefer Mega retail for shopping.

CONCLUSION

By this research it is concluded that there is a significant change in the shopping behavior of people of second tier city (Cities like Aurangabad). This change is found more in specific age group, income group and service group some variations are found when we compare the small and mega retail outlets in case of distance of outlets and residence of customers. The reason behind the change is the time saving shopping with satisfactory services.

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