

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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## A STUDY ON CONSUMER ATTITUDE TOWARDS ORGANISED RETAIL OUTLETS IN KANCHIPURAM DISTRICT, TAMILNADU

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**GOWRIVAKKAM**

### ABSTRACT

Retail is India's largest industry and it contributes 10 percent of the India's GDP and provides 8 percent of the employment. Retail is one of fastest growing sectors in India with a 5 percent compounded annual growth rate. As India has a huge middle class base and its untapped retail industry are key attractions for global retail giants enter into the Indian retail markets. With growing market demand, the industry is expected to grow at a pace of 25-30 percent annually. According to panel members at the seventh Food and Grocery Forum India, the opportunities in food and grocery retail in India are immense, given that it constitutes about 69 per cent of India's total retail market. The Indian retail market, currently estimated at \$490 billion, is project to grow at a compounded annual growth rate of 6 per cent to reach \$865 billion by 2023. The main objective of the study is to identify factors that determine consumer's perception towards multi-brand retail outlets and consumer satisfaction about the product and service quality of multi-brand retail outlets. The research design chosen is descriptive and empirical. Simple random sampling method has been employed. The study is based on the sample size of 200 respondents. Statistical tool named chi-square test, ANOVA, Mean, Standard Deviation and Factor Analysis are employed. The chi-square test reveals that there is no significant association between selection of shop and satisfaction in shopping. Factor Analysis reveals that courtesy, credibility, responsibility, reliability and knowing the customer are the major factors for deciding the service quality and satisfaction level of customers.

### KEYWORDS

Accessibility, buyer behavior, consumer perception, multi-brand, retail outlets.

### INTRODUCTION

Indian retail industry is one of the fastest growing industries, especially over the last few years. With growing market demand, the industry is expected to grow at a pace of 25-30 percent annually. Today India is the fifth largest in the world in terms of Retail Industry, comprising of both organized and unorganized retail business. Retail is India's largest industry and it contributes 10 percent of the India's GDP and provides 8 percent of the employment. Retail is one of fastest growing sectors in India with a 5 percent compounded annual growth rate. As India has a huge middle class base and its untapped retail industry are key attractions for global retail giants enter into the Indian retail markets. The organized retailing comprises only 2.8 percent of the total retailing market and is estimated at around US\$ 8.7 billion and the organized retail sector is expected to grow to US \$ 70 billion.

The growing middle class is an important factor contributing to the growth of retail in India. By 2030, it is estimated that 91 million households will be 'middle class', up from 21 million today. Also by 2030, 570 million people are expected to live in cities, nearly twice the population of the United States today. Due to the changing lifestyles, strong income growth in the middle class and favorable demographic patterns, Indian retail is expected to grow 25 percent annually and expected that retail business in India could be reach the target of US\$ 175-200 billion by the end of 2016. With tremendous potential and huge population, India is set for high growth in consumer expenditure. With India's large 'young' population and high domestic consumption, the macro trends for the sector look favorable.

### BUYER BEHAVIOUR

Buyers behaviour is the process by which individuals decide whether, what, when, where, how and from whom to purchase goods and services. "Instead of trying to market what is easier for us to make, we must find out much more about what the consumer is willing to buy – we must apply our creativeness more intelligently to people, and their wants and needs rather than to product" – Charles G. Martina emphasizing on the above statement, the target of all marketing activities should be consumers. Consumer behaviour is defined as that behaviour exhibited by people in planning, purchasing and using economic goods and services. Consumer behaviour is a complex and dynamic concept, too constantly changing, and therefore management need to adjust with the change, otherwise the market may be lost. The individual's specific behaviour in the market place is affected by interval factors such as needs, motives, perception and attitudes as well as by external or environmental influences such as the family, social groups, cultural, economic and business influences.

### BUYER DECISION MAKING PROCESSES

Generally, decision making is the cognitive process of selecting a course of action from among multiple alternatives. Common examples include shopping and deciding what to eat. Decision making is said to be a psychological construct. This means that although we can never "see" a decision, we can infer from observable behaviour that a decision has been made. Therefore we conclude that a psychological event that we call "decision making" has occurred. In general there are three ways of analyzing consumer buying decisions. They are:

- Psychological models
- Economic models
- Consumer behaviour models

### EMERGING RETAIL FORMATS IN INDIA

Indian retail scenario, with the intervention of organized retail in the form of modern retail formats such as one-stop malls, specialty malls, hyper markets and big-box retailing, has witnessed a remarkable shift in the preferences of consumers. The retail formats found in India are **Mom-and-pop stores, Department stores, Malls, Specialty Stores, Hypermarkets/Supermarkets, Convenience stores, E-tailors, Category killers.**

Organized retailing was absent in most rural and small towns of India in 2010. Supermarkets and similar organized retail accounted for just 4 percentage of the market. India's retail and logistics industry, organized and unorganized in combination, employs about 40 million Indians (3.3 percentage of Indian population). The typical Indian retail shops are very small. Over 14 million outlets operate in the country and only 4 percent of them being larger than 500 sq ft (46 m) in size. India has about 11 shop outlets for every 1000 people. Vast majority of the unorganized retail shops in India employ family members, do not have the scale to procure or transport products at high volume wholesale level, have limited to no quality control or fake-versus-authentic product screening technology and have no training on safe and hygienic storage, packaging or logistics.

The unorganized retail shops source their products from a chain of middlemen who mark up the product as it moves from farmer or producer to the consumer. The unorganized retail shops typically offer no after-sales support or service. Finally, most transactions at unorganized retail shops are done with cash, with all sales being final. The Economist forecasts that Indian retail will nearly double in economic value, expanding by about \$400 billion by 2020. The projected increase alone is equivalent to the current retail market size of France.

Before 2011, India had prevented innovation and organized competition in its consumer retail industry. Several studies claim that the lack of infrastructure and competitive retail industry is a key cause of India's persistently high inflation. Furthermore, because of unorganized retail, in a nation where malnutrition remains a serious problem, food waste is rife. Well over 30 percent of food staples and perishable goods produced in India spoil because poor infrastructure and small retail outlets prevent hygienic storage and movement of the goods from the farmer to the consumer. Indian market has high complexities in terms of a wide geographic spread and distinct consumer preferences varying by each region necessitating a need for localization even within the geographic zones.

### INDIAN RETAILERS

There are many modern retail format and mall companies in India. A 2012 PWC report states that modern retailing has a 5% market share in India with about \$27 billion in sales, and is growing at 15 to 20% per year.

The first few companies to come up with retail chains were in textile sector, for example, Bombay Dyeing, S Kumar's, Raymonds, etc. Later Titan launched retail showrooms in the organized retail sector. With the passage of time new entrants moved on from manufacturing to pure retailing. Retail outlets such as Food world in FMCG, Planet M and Music world in Music, Crossword in books entered the market before 1995. Shopping malls emerged in the urban areas giving a world-class experience to the customers. Eventually hypermarkets and supermarkets emerged. The evolution of the sector includes the continuous improvement in the supply chain management, distribution channels, technology, back-end operations, etc. this would finally lead to more of consolidation, mergers and acquisitions and huge investment.

### TOP 10 GLOBAL RETAILERS

1. Wal-Mart
2. Metro AG
3. Tesco
4. Kroger
5. Costco Wholesale Corporation
6. SchwarzPharma
7. AldiEinkauf GmbH & Compagnie
8. WalgreensCompany
9. The Home Depot
10. Target Corporation (Dayton Dry Goods Company).

### TOP 10 RETAILERS IN INDIA

1. Reliance retail limited
2. Pantaloons retail limited
3. Provogue india ltd
4. Shoppers stop
5. ITC-Irbd
6. Trent ltd
7. Mcdonald's
8. Aditya birla retail
9. Titan industries
10. Kewal kiran clothing limited kewal

### REVIEW OF LITERATURE

**Rama Venkatachalam and ArwahMadan (2012)** in their study highlighted the level of prices, quality of fresh groceries and availability of exotic fruits and vegetables, display and cleanliness and hygiene, home delivery and credit facility provided by both organized and unorganized retailer. Changes in consumer preference in shopping fresh grocery product from unorganized and organized retail outlets have been noticed in this study. This study also finds out that organized retail outlets are doing right things to sustain survive and growth.

**R.Sathya and Dr.S.Sheela Rani (2012)** have been done their research work on the development of retailers own brand by the organized retailers. They also find out that grocery and food products are able to popularize their own brand labeled. The consumers are attracted by their brands and also make purchase decision of their brands. Retailers own brands are emerged in India due to the growth of organized retailers.

**Lakshmi Narayana (2013)** survey concluded that India's organized and unorganized retail sectors can co-exist and flourish. The growth in the Indian organized retail market is mainly due to the change in the consumer's behavior. Retailers cautiously take care of the choice of the customers and bring the product which is demanded by them. They try to satisfy them with the wide range and at the same time maintain a good relationship to retain them and consequently convert them into their loyal customer.

**Ms.MonikaTalreja and Dr.Dhiraj Jain (2013)'s** study express that both modern and trading retailers will exist in India for sometimes because of its own competitive advantages. The low cost structure, advantages of location and consumer friendliness of the traditional retail stores and availability of product variety and better shopping experience of modern retail outlets are the reasons for their survival. But nowadays organized retail outlets are becoming a destination shop for buying fresh fruits and vegetables.

**AmarendraPratap Singh (2013)** concluded that Majority of consumers were quite happy and satisfied with the product and services. However, various suggestions were made by the customers about improvement of products and services of these stores. As regards, products and services of Shoppers Stop store, customers suggested that sales must be organized on regular basis. Existing discount schemes are usually on very high priced products. Better discount facility should be offered and first citizen card must provide more value to the consumers.

### STATEMENT OF THE PROBLEM

The yield of new economic policy generates more employment opportunities, which increases the income of people, life style, buying pattern, conception culture. High growth of organized retail outlets not only in big cities but also in small cities and its glamour culture availability of product variety and other scheme attract the consumers. Therefore the present study makes an attempt to analyze consumer attitude towards organized retail outlet in Kanchipuram district.

### NEED FOR THE STUDY

It is very important for retailers to understand the need of customers before carrying a product because of changing consumer preferences and life style. The study will also identify the consumers' behavior towards emerging Indian retail format hyper/ supermarkets, convenience stores and department stores, impact of demographic factors on consumers' behavior, and attributes influencing purchasing from these retail formats. And the study is conducted only on Reliance Fresh, Big Bazaar, More, Daily Spencer's, Nilgiris.

### OBJECTIVES OF THE STUDY

1. To study the trend of organized retail outlets in India and Tamilnadu.
2. To assess the consumer satisfaction about the product and service quality available at organized retail outlet

3. To analyze the factors that determines consumer attitude towards selected Organized Retail outlets.
4. To give valuable suggestion and guidelines for the development of selected organized retail sector in Kanchipuram district.

## RESEARCH METHODOLOGY

### SOURCES OF DATA

The secondary data are collected from newspapers, books, journals, websites, etc. The primary data are collected through well-defined and well-structured questionnaire.

### SAMPLING TECHNIQUES AND SAMPLE SIZE

Simple random sample is used to select the sample respondent from Kanchipuram district, who are buying goods from multibrand organized retail outlets. The information is collected through well-structured Questionnaire from 200 sample respondents from Kanchipuram district.

### STATISTICAL TOOLS

The statistical tool namely, t-Test, F-Test, ANOVA-one way, Mean, SD and Factor analysis are employed and analyzed the primary data by using SPSS in this study. A detailed statistical analysis of the data is attempted. It may be noted that a sample enquiry has been adopted for the collection of basic statistical data relating to the problem under consideration.

## ANALYSIS

### OPINION ABOUT SERVICE QUALITY AND SATISFACTION LEVEL

**TABLE 1: GENDER WISE DISTRIBUTION**

Sl.No	Gender	Nos.	Mean	Std.Dev	Std.Error
1	Male	75	32.42	4.430	0.549
2	Female	125	29.81	3.872	0.363
<b>T= 4.111</b>		<b>Degrees of Freedom= 177</b>		<b>Significance level= 0.000</b>	

Source: Primary Data

**H<sub>0</sub>: There is no significance difference between service quality and satisfaction level of organized retail outlets and gender of the respondents.**

Table 1 clearly indicates that an average of about 32 are male respondents and about 30 are female respondents are satisfied with a service quality offered by the multi brand organized retail outlets. The value of standard deviation statistically indicates that there is different in the opinion of male and female respondents.

To test the null hypothesis Leverage t-Test is employed. The test result ( $t=4.111$ ,  $P < 0.05$ ) indicates that there is significance difference in opinion about service quality of multi brand organized retail outlets in Kanchipuram district. It shows that female respondents are more to prefer the sample multi brand organized retail outlets.

**TABLE 2: AGE WISE DISTRIBUTION**

Sl.No	Age in years	Nos.	Mean	Std.Dev	Std.Error
1	Below 20	28	28.81	4.118	0.808
2	21-30	48	30.32	3.269	0.493
3	31-40	82	31.25	3.967	0.468
4	Above 40	42	31.68	5.462	0.898
<b>F= 2.959</b>		<b>Degrees of Freedom=3</b>		<b>Significance level= 0.034</b>	

Source: Primary Data

**H<sub>0</sub>: There is no significance difference in opinion about service quality and satisfaction level of organized retail outlets and Age groups of the respondents.**

Table 2 indicates that an average of 31.68 were the age group of above 40 years and 31.25 were in the age of 31-40 years are having same level of satisfaction about service quality offered by the multi brand organized retail outlets. The value of standard deviation is varying from 3.269 to 5.462.

To validate the null hypothesis Leverage F-Test is used. The test result describes that ( $f= -2.959$ ,  $P < 0.05$ ) indicates that there is significance difference between age group of the respondents and their opinion regarding service quality offered by organized retail shops.

**TABLE 3: OCCUPATION WISE DISTRIBUTION**

Sl.No	Occupation	Nos.	Mean	Std.Dev	Std.Error
1	Student	19	28.12	3.887	.943
2	Employed	78	31.90	4.430	.533
3	Home maker	79	30.41	3.685	.440
4	Business	24	30.30	4.752	.991
<b>F= 4.288</b>		<b>Degrees of Freedom= 3</b>		<b>Significance level= 0.006</b>	

Source: Primary Data

**H<sub>0</sub>: There is no significance difference between the opinion about service quality of multi brand organized retail outlets and occupation of the respondents.**

Table 3 clearly indicates that mean value of employed respondents is higher when comparing to others. On other hand, statistically the value of standard deviation indicates that there is different in the opinion of respondents based on their occupation. Leverage F-Test reveals that ( $f=4.288$ ,  $P < 0.05$ ) there is significance difference in the opinion of respondent based on their occupation regarding service quality offered by the multi brand organized retail outlet in Kanchipuram district. This indicates that the employees were highly satisfied about the service quality than others.

**TABLE 4: INCOME WISE DISTRIBUTION**

Sl.No	Income in Rs.	Nos.	Mean	Std.Dev	Std.Error
1	Below 10000	23	33.14	5.017	1.070
2	10000-20000	46	34.68	3.180	.523
3	20000-30000	72	34.59	3.723	.469
4	Above 30000	59	36.07	4.313	.571
<b>F = 3.226</b>		<b>Degrees of Freedom= 3</b>		<b>Significance level= 0.024</b>	

Source: Primary Data

**H<sub>0</sub>: There is no significance difference between the opinion about satisfaction in shopping of multibrand organised retail outlets and monthly family income of the respondents.**

Table 4 clearly explains that Mean value of respondents having monthly family income of Rs 30000 and above is 36.07. On the other hand the mean value is about 35 in the income group of Rs. 10000-20000. The standard deviation is ranging from 3.180 to 5.017. To test the null hypothesis Leverage F-Test is used. The test result ( $f=3.226$ ,  $P < 0.05$ ) indicates that there is significance difference in the opinion of different monthly income group respondents regarding service quality offered by the multi-brand organized retail outlet in Kanchipuram district. It is concluded that the satisfaction level is higher in the, higher income group of respondents.

TABLE 5: FREQUENCY OF PURCHASE

Sl.No	Frequency of Purchase	Nos.	Mean	Std.Dev	Std.Error
1	Daily	25	37.92	4.313	.880
2	Weekly	55	35.56	3.552	.502
3	Fortnightly	27	35.00	3.656	.762
4	Monthly	56	33.81	3.530	.515
5	Occasionally	37	33.29	4.363	.737
<b>F = 6.585</b>		<b>Degrees of Freedom= 4</b>		<b>Significance level= 0.000</b>	

Source: Primary Data

H<sub>0</sub>: There is no significance difference between the opinion about satisfaction in shopping of multibrand organised retail outlets and Frequency of Purchase of the respondents.

The above table 5 describes that respondent’s opinion about frequency of purchase from sample multi-brand organized retail outlets. Here mean value of daily purchase 37.92 is more when comparing to the other type of purchase. At the same time the statistical value of standard deviation reveals that there is different in the opinion. The value of standard deviation varies from 3.530 to 4.363. Leverage F-Test reveals that ( f = 6.585, P < 0.05) there is significance difference in the opinion of respondent regarding satisfaction level in shopping from sample the multi-brand organized retail outlet and frequency of purchase. The Test concluded that respondents who were purchasing goods on daily basis are getting high level of satisfaction.

TABLE 6: SHOP WISE ANALYSIS

Name of the Shop	No’s	%	Mean	Std. Deviation
More	72	36	34.80	4.385
Reliance Fresh	32	16	35.31	3.607
Nilgris	46	23	34.24	3.806
Big bazaar	30	15	35.42	3.880
Daily Spencer’s	20	10	35.33	4.627
Total	200	100	34.90	4.070
<b>F = 0.503</b>		<b>Degrees of Freedom= 4</b>		<b>Significance level= 0.734</b>

Source: Primary Data

The sample respondent’s opinion about provided by the sample (Reliance Fresh, Nilgris, Daily Spencer’s, Big bazaar and More) Multi-brand organized retail outlet is given in the above table 6.

The above table indicates that 36 percent of sample respondents are satisfied with More retail store, followed by Nilgris 23 percent, but only 10 percent of respondents is satisfied with the of Daily Spencer’s.

**FACTOR ANALYSIS**

To form an idea about service quality of organized shops, factor analysis has been used. Under factor analysis method by using their close relationship all the ten variables are grouped into a smaller number of five variables (5 factors).

TABLE 7: FACTOR ANALYSIS- SERVICE QUALITY

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1.	2.061	20.608	20.608	2.061	20.608	20.608	2.017	20.174	20.174
2.	1.317	13.171	33.779	1.317	13.171	33.779	1.232	12.322	32.496
3.	1.227	12.272	46.050	1.227	12.272	46.050	1.212	12.117	44.613
4.	1.080	10.795	56.846	1.080	10.795	56.846	1.132	11.315	55.929
5.	1.034	10.343	67.189	1.034	10.343	67.189	1.126	11.260	67.189
6.	.994	9.939	77.128						
7.	.881	8.811	85.939						
8.	.819	8.193	94.132						
9.	.587	5.868	100.000						
10.	1.846E-16	1.846E-15	100.000						

Extraction Method: Principal Component Analysis.

**SERVICE QUALITY OF THE MULTI-BRAND ORGANIZED RETAIL OUTLETS**

Using the principal component Analysis method based on the percentage of variance accounted for by each factor to the relative variance in all the variables, 5 factors have been derived (Table 7). The 5 factors explained about 67 percent of the total information and reduction in number of variables results in about 33 percent of the information loss in the process.

TABLE 8: SERVICE QUALITY OF THE MULTIBRAND ORGANISED RETAIL OUTLETS- ROTATED COMPONENT MATRIX

Service Quality	Rotated Component Matrix				
	Component 1	Component 2	Component 3	Component 4	Component 5
Courtesy	.994	.012	-.019	.044	.040
Safety	.994	.012	-.019	.044	.040
Touch with customer	-.079	.838	.102	.009	.119
Knowing the customer	-.075	-.604	.082	-.015	.069
Credibility	-.060	.198	.772	.093	-.072
New items	.026	-.211	.743	-.116	.054
Responsibility	-.054	-.153	-.154	.799	-.011
Competence	.135	.188	.130	.678	.073
Reliability	-.041	.094	-.044	.024	-.740
Accessibility	.021	.118	-.060	.082	.737

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

The rotated Component Matrix as in Table 8 Shows that the representative commonality of each variables when these selected factors are taken into consideration. This table reports the factor loading for each variable on the factors after rotation factor. Each number represents the partial correlation between the items and the rotated factor. Based on factor analysis it is found that the factors like courtesy, knowing the customer, credibility, responsibility and reliability are closely correlated with one another and they are called as the major factors for measuring the service quality of the multi-brand organised retail sector.

## FINDINGS

Some of the important findings of the study are summarized below:

- India has about 11 retail shop outlets for every 1000 people. In India modern retailing has 5 percent market share which is about \$27 billion and its growth rate is 15 to 20 per cent per year.
- Majority of respondents (34%) is buying goods on monthly basis and they are likely to buy goods from organized retail outlets.
- Lavance t- test indicates that there is significance difference between the opinion about service quality of multi-brand organised retail outlets and gender and age of the respondents.
- Factor analysis indicates that there are 5 important factors and variables that are highly loaded in each of the factors are mostly correlated with one another for knowing satisfaction level of the respondents.

## SUGGESTIONS

Based on the major findings of the study the researcher is able to give the following suggestions to improve the service quality of multi-brand organised retail outlets to satisfy their customers. Internet has become a part of people life so data bank of consumer can be maintained. Consumer mobile numbers also can be obtained and group SMS service can be utilized to inform them about the offers. This data bank can be used for getting feedbacks and for inducing Customer Relationship Management activities. The sales person must be very courteous in receiving, guiding and answering to the customers which will induce the customer to spend more time within the store which may in turn make them to buy more

## CONCLUSION

The growth in the Indian organized retail market is mainly due to the change in the consumer's behaviour. This change came due to increased income, changing lifestyles, and patterns of demography. Now the consumer wants to shop at a place where he can get food, entertainment, and shopping all under one roof. The service quality in retail shop and satisfaction in shopping is an important segment to be fulfilled in the modern era. The present study reveals that the consumer perception of service quality and satisfaction in shopping is influenced by the various natures among various customers. The general factors like Personal interaction, physical aspects, infrastructure facilities entertainment facilities, parking, children play area and food courts will influence the consumer to become customer.

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