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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

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SHOPPING MOTIVES OF CONSUMERS TOWARDS ORGANIZED RETAIL SECTOR IN ODISHA

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ABSTRACT

The study was undertaken with the main objectives to find out factors affecting category loyalty in organized retail chain. Data were collected through a well prepared questionnaire from the respondent and from the staff of retail outlet. Component factor analysis method was used to identify shopping motives of consumers towards organized retail outlets. Major finding revealed that most of the consumer preferred organized retail due to hedonic, economic and recreational motives. In order to carry out sizable business by retailer they have to cater to the needs of consumers. The kiran shops owners have to provide better amenity to the customers and develop more consumer friendly retailing to stay in the business.

KEYWORDS
Consumers, Odisha, organized retail sector, shopping motives.

INTRODUCTION
Satisfying customers is one of the main objectives of every business. Business recognizes that keeping current customers is more profitable than having to win new ones to replace those lost. To keep current consumers the retailers should understand the shopping motives of the consumers. The traditional retail formats with limited assortments catered to the convenience and utilitarian shopping values. The liberalized policies of the Indian government towards retailing and the focus on organized retailing have fuelled a major change in Indian consumer's shopping behaviour. Babin *et al* (1994) state that consumers can have multiple shopping motives and the primary motive is termed as utilitarian. The transition of shopping motives from only utilitarian to more of hedonic or pleasure seeking has been triggered by an exponential growth in the number of malls in India. The traditional shopping behaviors of product acquisition and consumption may no longer explain the shopping 'experience' the consumers seek when they go to a store or a mall. They look beyond mere assortment of products and functional attributes. Babin *et al* (1994) state that most consumption activities must combine both utilitarian and hedonic attributes and their absence may not reflect the totality of shopping experience (Bloch and Richins, 1983). Research in the past few years has recognized the pivotal role hedonic values play in shopping and how they add to the emotional value (Langrehr, 1991 ; Babin *et al* , 1994 ; Roy, 1994).

REVIEW OF LITERATURE
Skinner (1969) identified the basic consumer motives in selecting supermarket for the retail food industry. His study revealed that six variables friendliness, selection/ assortment, cleanliness, packing, fast check out service and ease of shopping to increase the probability of the shopping trip.
Tauber (1972) advanced the idea that shoppers were often motivated by a number of personal and social factors unrelated to the actual need to buy products. He proposed that people shop not just to purchase goods, but to learn about new trends, to make themselves feel better, to gain acceptance with their peers, and simply to divert themselves from life's daily routine. He identified 11 hidden motives that drive people to the stores and often lead to 'impulse buys' among consumers who initially were not planning on buying anything at all.
Babin et al (1994) developed a scale to asses shopping experience of the consumer based on utilitarian and hedonic value. Utilitarian value is considered when there is a product purchase in efficient way and when shoppers take shopping as a mission. Hedonic value relates to proposal experience, pleasure taken from shopping trip.
Kaur and Singh (2007) found shopping motives of Indian youth. The result predicted that Indian youth consumers were having less utilitarian motives rather having more hedonic motives.
Chakraborty (2010) found out shopping motives of the Indian discount store shoppers. The motives were both hedonic and utilitarian in nature. The identified shopping motives of discount shoppers were diversion motive, socialization motive and utilitarian motive. Discount store shoppers had response for the particular discount store's attributes, shopping outcomes and shopping perceived cost incurred for making a trip to the particular store.

NEED OF THE STUDY
In the current retail scenario of India, new retail format like supermarket, discount store etc. make an interesting field of research work. The research questions that arise are," What makes Indian consumer buy from corporate retail outlet?" Keeping on view of this question research was conducted to know the factors motivating consumers towards organized retail outlet.

OBJECTIVES
1. To analyze the socio economic profile of consumers visiting organized retail outlet.
2. To identify the factors motivating consumers to purchase from organized retail outlet.

METHODOLOGY
For the present study three major food retail chains operating in Bhubaneswar, Odisha were selected. Data were collected during 2008. In order to study the shopping motives 100 retail chain customers were selectd.The bulk of the departmental store consumers were commonly in the age group of 20-50 years from middle class urban. Factor analysis was employed to identify the shopping motives. The consumers were asked to rank 27 statements compiled from the study of Skinner (1969), Tuber (1972) in five point scale, 1 for strongly disagree and 5 for strongly agree. Kaiser-Meyer-Olkin (KMO) Measure of Adequacy and Bartlett's Test of Sphericity was done to know the appropriateness of the data collected for factor analysis. If KMO value is 0.5 then the data is acceptable for factor analysis. Furthmore values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb. For the data to be appropriate Bartlett's test should have a significant value. Eigen value was used to know number of factors to be extracted. In component analysis each variable contributes a value of 1 to the total Eigen value. Thus only the factors having Eigen value greater than 1 are

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considered significant and all factor loadings greater than 0.4 (ignoring sign) were retained. Each factor was named according to the structure of the statements loaded into that factor.

RESULT AND DISCUSSION

Table 1 reveals the socio economic profile of respondent selected for the study. It may be observed from table that, in the organized retail market 36 percent of the consumers were in the age group of 30-39 years followed by 33 percent of the consumers in the age group of 20-29 years, 16 percent were in the age group of 40-49 years, 13 percent were in the age group of 50-59 years and only 2 percent were in the age group of above 60 years. Most of the consumers who visited organized retail market had higher educational qualification with nearly 49 percent of them being professional qualified, 37 percent of them completed graduation and 13 percent of them completed diploma. The distribution of households across different monthly income levels revels that in organized retail market 43 percent of the respondent had a monthly income between Rs20,001 to Rs50,000 per month, 30 percent of the respondents had a monthly income between Rs 50,001 to Rs 1,00000 , 20 percent had a monthly income between Rs 10,001 to Rs 20,000, 3 percent had monthly income between Rs 1,00,001 to Rs 2,00,000.

In order to gauge the extent of agreement and disagreement why the respondent shopped weighed average scores (WAS) were calculated. Table 2 depicts information about weighted average scores of shopping motives. For these data Bartlett's test (Table 3) was found out to be statistically significant. As the chi square value was 668.588 which were much higher than critical value, it was suggested that factor analysis could applied without any technical / statistical problem.

Table 4 lists the Eigen values associated with each linear component after extraction and total variance explained. Before extraction SPSS had identified 27 linear components within the data set. After extraction 9 statements had Eigen values greater than 1 which indicates number of factors extracted were 9. Factor 1 explained 18.652 percent of total variance and the total variance explained by these 9 factors were 75.973 percent. From the table it was concluded that first nine factors explained 76 percent of total variance and subsequent factors explained small amount of variance. Thus 9 factors were retained for analysis.

Table 5 shows the statement loading on each factor. All the factors were named according to the nature of statements loaded in that factor.

FACTOR-1: HEDONIC SHOPPING MOTIVES

In the first factor seven statements were loaded on to this factor. The factor includes S5, S6, S8, S9, S23 and S25. The factor structure suggests that consumer tends to shop for personal as well as social reasons unrelated to the actual consumption criteria including rationally convenience motives. Their prime motives include getting product ideas, shopping with family etc.

FACTOR-2: ECONOMIC SHOPPERS

This factor includes S1, S15, S18 and S22. This factor suggests that the shoppers tend to act as wise shoppers who make a purchase only after comparing prices and not getting affected by the environmental cues or sensory stimulants. They only purchase the planned product.

FACTOR-3: RECREATIONAL SHOPPERS

This factor includes S2, S3, S4 and S24. The statements loading on this factor reveal that consumers like to shop simply because they have been to the market for fun, seek escape from daily routine, just browse through the outlets and dislike the physical activity involved in shopping. To sum up, they tended to act as recreational shoppers.

FACTOR-4: MARKET MAVEN

The fourth factor in order of importance loaded statement like S7, S12, S16 and S17. The factor suggest that this group of shopper kept themselves aware of the latest products, trends and fashion as people look upon them for information and advice.

FACTOR-5: STATUS CONSCIOUS SHOPPER

Fifth factor includes S13, S26. Status conscious consumers preferred to select stores that conform to their status.

FACTOR-6: DEMONSTRATION GROUP

S18, S19 and S20 were loaded to the factor 6th. The consumers were used to be motivated by the display of commodity on the shelf. Hence along with quality products proper display of commodities is sine qua non for attracting consumers.

FACTOR-7: IMPULSE SHOPPING MOTIVE

S10, S11 were included in this factor. The statements emphasis shopping based on sensory stimulation such as back ground music, handling of product. An appealing shopping complex attracts more customers. Shopping should not take as a stenotypic duty.

FACTOR-8: HASSEL FREE MOTIVE

This factor includes only S19. These groups of consumers hesitate to bargain for a long time. Busy people avoid bargaining for being cheated by the trader.

FACTOR-9: PEER GROUP ASSOCIATION

The last factor includes S27, S25. This factor reflects instinct of the consumers to stay associate.

The last three factors loading are not very important from the prospective of retailer.

FINDINGS

People aged between 20 to 39 years old were emerging as the fastest growing consumer group and the mean age was 29. They constituted 69 per cent of the total consumers. The highest per cent of consumers belonged to income group of Rs.20, 000/- to Rs 50,000/ per month. They constituted 43 per cent of total consumers. The study revealed that consumers with in high income bracket visited organized retail as they were quality conscious and preferred hassle free shopping. Hedonic and recreational factors were found to be the main shopping motive.

CONCLUSION AND RECOMMENDATION

The study concluded that young consumers interestingly tend to shop not from a utilitarian perspective but from a hedonic perspective. The consumers were particularly found to be considerably involved in the role of information seeker from the market and disseminator of the same to the peer group. Most of the consumers preferred retail outlet due to hedonic, economic and recreational shopping motives. Thus the organized retailers should take appropriate steps on priority basis to cater to the needs of the consumers for rapid development of retail chain.

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TABLES

TABLE 1: SOCIO ECONOMIC PROFILE OF THE CONSUMERS SELECTED FOR THE STUDY

Sl. no	Particulars	Percentage (N=100)
1	Age group in years	
	a. 20-29	33
	b. 30-39	36
	c.40-49	16
	d.50-59	13
	e. above 60	2
2	Educational status	
	a. professional courses	49
	b.graduate	37
	c. diploma	13
	d. intermediate	0
	e. secondary	0
	f. primary	0
3	Occupation of chief wage earner	
	a. executive officers	64
	b. supervisory level	20
	c. clerical level	6
	d. business man	10
	h. others	0
4	Average monthly household income	
	a. up to 10,000	0
	b. 10,001-20,000	24
	c. 20.001-50,000	43
	d. 50,001-1,00000	30
	e. 1,00001-2,00000	3
	f. 2,00001- 5,00000	0

Source: generated from questionnaire data

TABLE 2: WEIGHTED AVERAGE SCORES

Sl No.	Statements	Weighted average score	Standard Deviation
S1	I go to shop as I always do shopping for the family	4.575	0.95
S2	I enjoy shopping as it gives me an opportunity to escape from daily routine	3.625	1.33
S3	I prefer to spend my leisure time browsing through the outlet	2.30	1.24
S4	I enjoy shopping as it is a meeting place for my friends	2.82	1.53
S5	When I am depressed I go out shopping as it helps me in reducing the tension	2.02	1.32
S6	Visiting stores to shop helps me in learning new trend, style and fashion	3.92	1.30
S7	My friends seek my advice and so I keep updated with shopping knowledge	2.75	1.67
S8	Walking while shopping is a great physical exercise that I enjoy	2.65	1.36
S9	I enjoy shopping as it exposes me to new products and ideas	4.15	0.94
S10	While visiting the store I enjoy handling the product	2.15	1.45
S11	I like the soft background music in the store I shop	3.97	1.45
S12	I select a particular store to shop if my friends are doing the same	2.10	1.31
S13	I select a store where I don't need to bargain	4.025	1.42
S14	I compare prices at several fixed price stores to select best deal.	4.10	1.25
S15	I buy product as soon as like to display	2.50	1.05
S16	It is inconvenient for me to shop if place is too noisy	1.50	1.06
S17	I shop for products simply because I have been to the market	2.10	1.10
S18	My shopping plan is based on ads I see and discount offers available	1.65	1.00
S19	I like to make purchase as quickly as possible	3.20	1.30
S20	I like to shop in a store that has pleasant odors	3.40	1.66
S21	I purchase only planned product.	4.40	0.92
S22	I go out shopping for fun	3.52	1.44
S23	I go out on a shopping trip with my family	2.77	1.42
S24	I go out on a shopping trip with my family	3.37	1.21
S25	I combine visits to friends with shopping trip	2.80	1.01
S26	I combine hobbies with shopping trip	2.60	1.00
S27	I go out shopping with friends	2.07	0.91

Source: generated from questionnaire data

TABLE 3: BARTLETT TEST OF SPHERICITY

Chi square value	668.558
Degrees of freedom	378.58

Source: SPSS data run

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TABLE 4: EIGEN VALUES AND TOTAL VARIANCE EXPLAINED AFTER EXTRACTION

Statements	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
S_1	5.223	18.652	18.652
S_2	3.538	12.634	31.286
S_3	2.776	9.916	41.202
S_4	2.144	7.656	48.857
S_5	1.951	6.969	55.286
S_6	1.722	6.148	61.974
S_7	1.515	5.411	67.385
S_8	1.321	4.719	72.104
S_9	1.083	3.868	75.973

Source: SPSS data run

Extraction Method: Principal Component Analysis.

TABLE 5: STATEMENTS LOADING INTO EACH FACTOR

Statements	Factor$_1$	Factor$_2$	Factor$_3$	Factor$_4$	Factor$_5$	Factor$_6$	Factor$_7$	Factor$_8$	Factor$_9$
S5	0.497								
S6	0.803								
S8	0.684								
S9	0.722								
S21	0.578								
S23	0.825								
S25	0.647								
S1		0.679							
S15		0.659							
S18		0.644							
S22		0.835							
S2			0.586						
S3			0.777						
S4			0.804						
S24			0.675						
S7				0.66					
S12				0.573					
S16				0.817					
S17				0.528					
S13					0.762				
S26					0.766				
S18						0.4			
S19						0.756			
S20						0.684			
S10							0.562		
S11							0.789		
S14								0.836	
S27									0.479
S25									0.898

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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