

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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BUYING PATTERNS OF CONSUMER DURABLES GOODS WITH REFERENCE TO SELECTED ORGANIZED AND UNORGANIZED RETAIL OUTLETS IN CHENNAI CITY

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ABSTRACT

Present paper is a part of the doctoral research study entitled "buying patterns of consumer durables goods with reference to selected organized and unorganized retail outlets in Chennai city". The paper discusses various studies undertaken with respect to buying patterns of organized and unorganized retail stores in Chennai. Aspects like buying patterns of consumer durable goods, stores attributes, consumer behaviour, service quality, customer satisfaction, Indian retail market etc. are included in the paper. Various studies done by other researchers and experts are analyzed to include common aspects of organized Vs unorganized retailing. It is basically aimed at to prepare a summarized report on the study of related literature regarding the topic. undertaken with the common aspects of retail sectors in Chennai city. It is hoped that the paper may act as a reference source for the researchers and the professionals. The study shows customers buying pattern of consumer durables goods with reference to selected organized and unorganized retail outlets in Chennai city.

KEYWORDS

buying patterns, consumer durable goods, stores attributes, organized and unorganized retail stores, consumer behaviour, service quality, customer satisfaction.

INTRODUCTION

The retail industry is divided into two: organized retailing & un-organized retailing; **Organized retailing** refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses Organised retail is still in the stages of finding its feet in India even now. Though organised trade makes up over 70- 80% of total trade in developed economies, India's figure is low even in comparison with other Asian developing economies like China, Thailand, South Korea and Philippines, all of whom have figures hovering around the 20-25% mark. **Unorganized retailing**, on the other hand, refers to the organized retail formats of low-cost. for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc. Part of unorganized sector in Indian retail is as follows:

1) Unorganized retailing is by far the prevalent form of trade in India constituting 98% of total trade, while organised trade accounts only for the remaining 2%. Estimates vary widely about the true size of the retail business in India. AT Kearney estimated it to be Rs. 4,00,000 crores and poised to double in 2013.

2) On the other hand, if one used the Government's figures the retail trade in 2002-03 amounted to Rs. 3,82,000 crores. One thing all consultants are agreed upon is that the total size of the corporate owned retail business was Rs. 15,000 crores in 1999 and poised to grow to Rs.65,000 crores by 2013 and keep growing at a rate of 40% per annum.

Organized retailing is spreading and making its presence felt in different parts of the country. The trend in grocery retailing, however, has been slightly different with a growth concentration in the South. Though there were traditional family owned retail chains in South India such as Nilgiri's as early as 1904, the retail revolution happened with various major business houses foraying into the starting of chains of food retail outlets in South India with focus on Chennai, Hyderabad and Bangalore markets, preliminarily. In the Indian context, a countrywide chain in food retailing is yet to be established as lots of Supply Chain issues need to be answered due to the vast expanse of the country and also diverse cultures that are present.

Organized market: Rs. 583,000 crores

Organized market: Rs.5, 000 crores 5X growth in organized retailing between 2000-2005 Over 4,000 new modern Outlets in the last 3 years Over 5,000,000 sq. ft. of mall space under development

OBJECTIVES

1. To identify the buying patterns of consumers for consumer durable goods towards selected organized and unorganized retail stores.
2. To examine the stores attributes and shopping preference of organized and unorganized retail outlets.
3. To analyze the factors influencing the purchase decision of consumer durable goods.
4. To analysis the brand preference of consumers for consumer durable goods.
5. To analysis the consumer satisfaction and entertainment of selected organized and unorganized retail shops.

STATEMENT OF THE RESEARCH PROBLEM

This paper is an attempt to find out the consumer buying patterns of consumer durable goods towards organized retailing like malls, shopping complexes and unorganized retail formats.

A Research On "Buying Patterns Of Consumer Durables Goods With Reference To Selected Organized And Unorganized Retail Outlets In Chennai City"

Retail industry in India, both form of organized and unorganized retail format are enjoyed high growth in the 30 decades so the trends appears to continue further. This trend of growth and the strengthen of organized and unorganized retail activity in India is more attractive the target audience and also providing high potential of growth of the nation. Organized retail space in Chennai is expected to grow by 125 percent, from 10. Million sq. ft. and unorganized retail sectors capturing 1/3 rd portion of space occupied in Chennai. Organized retail industry has been talk of the business world with some big players like reliance-fresh Spencer's, life style pantaloons shoppers stop etc., so the business getting growth with result of consumers support, buying pattern changing consumer taste, brand preference of consumers, attractive stores image. consumer is the king and hence it is the consumer who determines what a business is therefore sound marketing plan was started with a careful analysis of the habits, attitudes motives and needs of consumers all behavioral activities termed as "Buying Patterns"/Behaviour "This research aims to find out the consumer buying behavior of both sectors of retail in Chennai city.

RESEARCH METHODOLOGY

As this study is of descriptive type, the primary data has been collected through Questionnaire. Data Type : Data type collected for analysis is Primary i.e. data has been observed and recorded by the researchers for the first time to their knowledge. Data collected through journals, newspapers & internet is Secondary type.

SCOPE OF THE STUDY

The scope of the study involved getting knowledge about the retail industry. The major part of the study focused on understanding the buying behavior and patterns of customers. My approach was to get a deep insight into the sector through a study which included a comprehensive analysis of the following:

- ✚ Present Indian retail scenario and Chennai current retail scenario
- ✚ Retail formats in Chennai city
- ✚ Consumer durable goods purchase patterns
- ✚ Retail stores attributes attracted as customers
- ✚ Emerging trends in the retail sector

AREA PROFILE

Chennai is the fourth largest city in India by area and the capital city of Tamil Nadu. The city's focus on the manufacturing sector has led to strong infrastructure development in the city. Good intra-city connectivity and presence of an efficient air, road and rail network across regions have added to the attractiveness of the city. The city also has a high urbanization rate reflecting equitable development and growth in the region. The retail development in Chennai which had stagnated over the past couple of years is expected to witness steady growth in the future. Organized retail in the city, by way of malls, developed at a much slower rate as compared to other metros of the country. Although Chennai is considered to be one of the pioneers in organized retail, with Spencer Plaza being the first mall in the south launched in 2004, it has yet to take off in a big way. As of today there are just three operational malls in the city. The reason for the lack of mall development is because of the consumer buying pattern which is more value driven. Over the past year, it has been observed that the organized retail market has moved from being developer dominated to retailer dominated.

SOME POPULAR RETAIL STORES IN CHENNAI

✚ BIG BAZAAR	✚ SPENCERS
✚ LIFESTYLE	✚ RELIANCE
✚ MARKS & SPENCER	✚ MORE...
✚ PANTALOONS	✚ SUBHIKSHA
✚ SHOPPER'S STOP	✚ VISHAL MEGA MART
✚ WESTSIDE	✚ 6 TEN RETAIL STORE

REVIEW OF LITERATURE

A literature review is a description of the literature relevant to a particular field or topic. This is often written as part of a thesis proposal, or at the commencement of a thesis. A critical literature review is a critical assessment of the relevant literature. Literature' covers everything relevant that is written on a topic: books, journal articles, newspaper articles, historical records, government reports, theses and dissertations, etc. The important word is 'relevant'. A literature review gives an overview of the field of inquiry: what has already been said on the topic, by the key writers. It also gives an idea about the prevailing theories and hypotheses. The review also specifies what questions are being asked, and what methodologies and methods are appropriate and useful.

A critical literature review shows how prevailing ideas fit into the thesis and how the thesis agrees or differs from them. Human being are with full of curiosity and this draws them towards finding the facts. Knowing the facts requires the researcher to understand and get in-depth knowledge of the topic. The selection of the topic was on the basis of the current scenario in the society. After selecting the topic the researcher tried to conduct a complete study of the available literature to know the past, present scenario and also to understand the future trend. The researcher in order to have a convenient study and better understanding of the facts has classified literature review under the following heads:

- Review of literature relating to organized and unorganized retailing.
- Review of literature relating consumer behavior.
- Review of literature relating consumer behavior in retail marketing.
- Conclusion and research gap.

REVIEW OF LITERATURE RELATING TO ORGANIZED AND UNORGANIZED RETAILING

Kearney¹ explained that they have accelerated the infiltration of large scale modern trade into the Indian market. The insufficient physical and organizational structures and facilities could temporarily interrupt the progress of the organized sector. As a result there is a characteristic decline in the accessibility of various services in the market and transition in the small scale business which are new to the industry. The outlook of the conventional Indian shoppers has been altered by these factors.

Kumar² explained that in India, next to agricultural field, most of the individuals are employed in the retail sector. Around forty million individuals are involved in retailing. It is also found that among them 50,000 people have been working in well organized retail industries. He also defined well- organized retail industry as a —large- scale chain stores which are corporatized, apply modern-management techniques . He also explained that the community based private sellers fall under the group of conventional retail sector. Organized retail sector mostly consists of superstores and hyper marts. These are found to be common in the urbanized nations.

Loudon and Della³ identified that the function of several variables involve the customer's motive for store choices. These determinants include factors like store design, store personnel, advertising and sale promotion, merchandise assortment, physical facilities, customer services and clientele (social-class membership) which have a larger impact on the store choice.

SEGMENTATION OF ORGANIZED RETAIL SECTOR

**CLASSIFICATION OF INDIAN RETAIL SECTOR**

FOOD RETAILERS: There are large number and variety of retailers in the food-retailing sector. Traditional types of retailers, who operate small single-outlet businesses mainly using family labor, dominate this sector. In comparison, super markets account for a small proportion of food sales in India. However the growth rate of super market sales has been significant in recent years because greater numbers of higher income Indians prefer to shop at super markets due to higher standards of hygiene and attractive ambience.

HEALTH & BEAUTY PRODUCTS: With growth in income levels, Indians have started spending more on health and beauty products. Here also small, single-outlet retailers dominate the market. However in recent years, a few retail chains specializing in these products have come into the market. Although these retail chains account for only a small share of the total market, their business is expected to grow significantly in the future due to the growing quality consciousness of buyers for these products.

CLOTHING & FOOTWEAR: Numerous clothing and footwear shops in shopping centers and markets operate all over India. Traditional outlets stock a limited range of cheap and popular items; in contrast, modern clothing and footwear stores have modern products and attractive displays to lure customers. However, with rapid urbanization, and changing patterns of consumer tastes and preferences, it is unlikely that the traditional outlets will survive the test of time.

HOME FURNITURE & HOUSEHOLD GOODS: Small retailers again dominate this sector. Despite the large size of this market, very few large and modern retailers have established specialized stores for these products. However there is considerable potential for the entry or expansion of specialized retail chains in the country.

DURABLE GOODS: The Indian durable goods sector has seen the entry of a large number of foreign companies during the post liberalization period. A greater variety of consumer electronic items and household appliances became available to the Indian customer. Intense competition among companies to sell their brands provided a strong impetus to the growth for retailers doing business in this sector.

LEISURE & PERSONAL GOODS: Increasing household incomes due to better economic opportunities have encouraged consumer expenditure on leisure and personal goods in the country. There are specialized retailers for each category of products (books, music products, etc.) in this sector. Another prominent feature of this sector is popularity of franchising agreements between established manufacturers and retailers.

CONSUMER SHOPPING BEHAVIOR

Shopping, buying and utilizing are three activities which constitute the consumer behavior in a holistic manner (Tauber, 1972). Myriad number of literatures is available which have identified various dimensions and concepts of customers' buying and consumption behavior. However, very few literatures are available which have described about the various constructs of shopping behavior and even fewer numbers of researchers have focused on Indian consumers. According to Assael (1987), shopping behavior is the most unique for behavior which the consumers exhibit. Gifts, clothing, groceries, gifts and household items are some of the most common type of shopping which consumers indulge in a highly frequent manner. But according to Dholakia (1999), occasion and motives are also some crucial points which influence the consumers shopping behavior. For example, for some consumers, shopping is all about getting the best deal out of bargaining, for some (especially teenagers or the young crowd) shopping is a means of getting acquainted and interact more with others in a social context and for some it is a way of breaking out from the regular monotonous professional and personal routine (Reid and Brown, 1996).

It is also possible, that the motives behind two consumers shopping at the same store could be same or different. Same motives may arise as when the customers look for convenience, shopping experience etc, whereas motives may vary as a result of compulsion or by free choice. Compulsion shopping happens when the customer is forced to indulge in shopping and for him/her it could be a great deal of burden, in this case he/she will try to finish of the work in minimum time that too with minimum effort. While for the other customer who see shopping as a mean of enjoyment, may consider shopping as a form of sport, in this case he/she will not mind sparing extra time and effort while searching and evaluating various alternatives available to him.

The study done by Underhill (1999) revealed that, shopping is very distinctive in nature, its more to just purchasing what one wants but it also includes the customer's acceptance of the product, brand or stores as well, using multiple senses like- seeing, smelling, tasting, hearing and even tasting (at times).

REVIEW OF LITERATURE RELATING CONSUMER BEHAVIOR IN RETAIL MARKETING

Arif and Kaneez³ in their book 'Retail Management' explained retailing as a process that involve identifying target market i.e. customers interpreting needs of target markets, developing good assortments of merchandise presenting them in an effective manner so that consumer can find it easy and attractive to buy. Thus, from the author's point of view retailing differs from marketing in the sense that it refers only to those activities which are related to marketing of goods and services to final consumers for personal familiar household use. Whereas, marketing we refer to as the process of planning and execution of conception, pricing, promotion, distribution of ideas/goods/services to create exchanges that certifies individual/organizational objectives. Retailing happens to be a part of overall marketing process.

The authors have further commented that retailing is one of the most important industries in any country enjoying and employing major share of workforce, selling whether in a store or at a door step require many peoples. According to the authors the person who runs the retail shop will not be the ultimate or final or end sale to the consumer i.e. end users.

Retail sector as noticed by the author has an increasing potential and therefore it has become a dominant marketing activity. It accounts for impressive growth of gross domestic product, attracts employment, develops overall consumer satisfaction, creates needs and demands, and thus enhances economic activity. The economy can be made more consumption based only through retail activity and therefore from the author's point of view, there are a large no. of retail outlets that are required not only to satisfy the existing demands of existing consumers but also better demand for potential consumers.

Goldman⁵ explained that retail format has the ability to recognize the capacities of the sellers. It could make the company to earn return on investments higher than the cost of investments. It acts as a driver which attracts the shoppers. There is an evolution in the retail format of developing countries which place themselves competitively in national and international level. From the year 1990, there has been a revolution in Indian retail format.

Anand and Sinha⁶ reported that though there is an extreme transition in Indian retail format, only five (5 percent) percentage of overall retail market has been occupied by organized retail sector. Open market, sandy, street shops and grocery store are the major segments of the retail market in India. Further they have

also explained that the customers' priorities are being changed with respect to the availability of the retail formats. So it is difficult to predict the attitude of the shoppers. As an example, the customers may visit grocery shop either for bulk or small purchase.

FINDINGS OF THE RESEARCH REVIEW

The researcher has reviewed many articles and identified various contributions of research findings related to consumer behavior, organized and unorganized retail stores and consumer shopping behavior, buying of patterns consumer behavior etc.,

1. There is a need to characterize the retail environment by identifying consumers' emotions and determining if they are managerially relevant. This research highlights two studies that have examined the result of environmental characteristics of stores and the ultimate impact on in-store emotions.
2. Dono-van and Rossiter and Ridgway, Bloch and Nelson identified that the characteristics of the store includes both the atmosphere and facility infrastructure including music, layout, color, space, lighting and design. Further, the other factors involved include controllable characteristics of the retail environment which may also affect the in-store emotions (e.g. product assortment, sales help, etc.). Further it is identified that the influencing consumer's emotions require additional work which has to be carried out to recognize the variables in the retail context.
3. Earlier research in this field has identified that store characteristics affect store evaluations and/or choices along with a few emotions which mediate these effects. While some in-store characteristics may influence the store attitudes directly, certain others may do so through their meditational control on emotions. Hence understanding the store characteristics which have direct vs. an emotional route towards store attitudes would be useful.
4. Smith and Ellsworth¹⁷⁸ analyzed the present studies on emotions and suggested that a retail framework have used standard lists of emotions which will be improved in a manner that one can study human emotions regularly. As these lists are useful and potentially comprehensive, they may over represent emotions that are not an essential element of the retail context (e.g., pity), and may also under represent the emotions (e.g., frustration). A preferred strategy in measuring the emotions is to value the emotions that are mostly related with the domain of inquiry. Hence, mounting the list of emotional experiences adapted the retail context (vs. general human emotions) may be desirable.
5. Myers and Lumbers⁷ suggested that the younger consumer groups are attracted towards shopping malls. When compared to older consumer groups. The shopping centers shopping values are often affected due to consumer shopping orientations, social influences, and personal values. In accordance to the age, the behavior of the consumer towards shopping varies.
6. Barak⁸ identified that the shopping centers are focused towards the section of younger population primarily because they are more brand aware. The shopping values and behavior of consumers are determined based on various segments of consumer population. For instance, the shopping behavior of older consumers focuses on convenience and leisure while the younger consumers focus towards seeking entertainment.
7. Sit⁹ identified that entertainment is as essential to the shopping centers since it forms an exciting shopping experience. The raison d'être differs not only with demographics but also with the personality types. The research implies different factors for consumers' preferences towards the shopping centers as it may be associated to the behavior of the search variety or behavior to look for proximity and lower the in-store distance while shopping. In order to identify and present effective marketing strategies, it is crucial for retailers in shopping malls to involve suitable segmentation approaches for targeting consumers.
8. Shim, Eastlick and Lotz¹⁰ presented antecedents related to consumers decisions related to visiting a store or shopping center. Numerous variables have appeared with antecedents to repatronage intention, such as
 - The mood state of shoppers which plays a very important role during shopping.
 - Income of consumers.
 - Shopping centre atmospherics.
 - Location choices within a shopping centre.
 - Perception and risk associated with a particular store.
 - Type of store.
 - The match between shoppers' self-concept and their attitude toward the store.
 - Affective state of shoppers.
 - Shopping centre shopping frequency.

Chebat and Michon¹¹ identified that managers and retailers recognize the positive impact of retail atmospheric on shopping behavior. The loyalty of a consumer is improved based on the shopper's commitment to a given shopping center. The researchers reported that shopper's commitment to a given shopping center is due to a resistance to change tendency depending on the extent to which (1) they are positively sensitive of the shopping center characteristics, and (2) they experience self congruity, which is in order linked to the shopper's perceptions and evaluations of shopping center image dimensions.

Dawson¹² proposed that few researchers have established the choice of a shopping center that is reliant on convenience and economic attributes, such as the presence of services (e.g., banks and restaurants), recreational attributes (e.g., fashionability, variety of stores) and accessibility. He identified that research in this area suggests the presentation of the decision to use shopping centers may stem from distance and travel time, cost of shopping to the consumer, characteristics of the shopping area, and the size of shopping area.

CONCLUSION AND RESEARCH GAP

Review of literature was an exhaustive task which helped the researcher to get an insight of retail sector not only in India but also in abroad. The researcher reviewed several books devoted to the conceptual understanding to retailing and the conceptualities related to marketing. The reading has helped the researcher to get an in-depth knowledge and understanding about retail marketing management.

Over the past several decades, modern retailing has become increasingly global in scope. The term globalization of retailing encompasses many interrelated developments such as (1) major retailers based on mature markets establishing a market presence in countries in different stages of economic development, (2) the supply chain undergirding the operations of retailers becoming increasingly global in scope, and (3) the diffusion of retailing innovations in various parts of the world. By and large, the retail market environment in numerous countries worldwide has been subject to the influence of globalization forces. The influence of these globalization forces is evident with regard to various aspects of retailing such as the retailing supply chain, product assortment, store format, and branding.

THE RESEARCHER WITH THE ABOVE REVIEW FINALLY HAS DRAWN FOLLOWING CONCLUSIONS

1. At global scenario, there is a growing awareness regarding growth patterns of retail formats.
2. Most of the authors are concentrating on understanding consumers responses to different retail formats and marketing strategies.
3. Studies are being conducted to analyze and explain marketing strategies and trends of organized retailers.
4. The researchers are trying to identify the factors that are responsible for changes in approaches of global retail players towards consumers and advancement in developing countries.
5. In India, researches are being conducted to know about emergence of organized retailing and its impact on consumer behavior.
6. Many researchers are trying to find out implications of organized retailing on local and domestic players, socio-economic changes as they influence the economy and the social structure.
7. Researchers are also being conducted to identify implications of FDI on retailing in India as well as changes in the economic policies of government on retailing as well as marketing environment.

The researcher got insights into how the study needs to be conducted in the given scenario. The opinions, comments and work achieved by others lead the researcher to arrive at conceptual analysis.

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