

Consumer Shopping Behavior towards Retail Stores In Coimbatore City

Dr. P.Vidhya¹, Dr. M. Jegadeeshwaran²

Assistant professor, Department of commerce with computer application, Sri Ramakrishna college of arts and science, Formerly SNR sons college (autonomous), Coimbatore- 641006, Tamil Nadu, India.

Assistant professor, Department of commerce, Bharathiar university, Coimbatore- 641011
Tamil Nadu, India

Abstract:

India is ranked as the most attractive emerging retail market in the world and has earned itself the unflattering label of a “nation of shop keepers”. As consumer shopping behavior and preferences differ from country to country, the retailers have to adopt the consumer shopping mentality. They have to study consumer culture, business practices, and industry dynamics based on their attention towards retail stores. Analyzing in order to meet the changing demand of consumers, a huge revamping exercise is on. This study is an attempt to prove that attention and interest of the consumers towards retail products change their buying behavior towards retail stores.

Key words: Unflattering label, shopping mentality, revamping exercise, retail stores, buying behavior.

Introduction

India is ranked as the most attractive emerging retail market in the world and has earned itself the unflattering label of a “nation of shop keepers”. As consumer shopping behavior and preferences differ from country to country, the retailers have to adopt the consumer shopping mentality. They have to study consumer culture, business practices, and industry dynamics based on their attention, interest and desire towards retail stores. Analyzing in order to meet the changing demand of consumers, a huge revamping exercise is on. Traditional shopkeepers are reinventing themselves by changing to new formats such as department stores, self service stores and specialty stores.

Today, consumers prefer the combination of entertainment and food together with shopping. Retail marketing efforts have to keep pace by way of improved advertising, promotion campaigns to attract customers, building loyalty by identifying regular shopper behavior and offering benefits to them, efficient management of high value customers and monitoring customers changing needs constantly. With all these efforts retail stores begin to gain a global perspective.

Objectives of the Study

The study with respect to the consumer shopping behavior towards retail stores of the sheer size market has been taken up with the following objectives.

- To identify the predominant factors influencing the shopping attention of consumers towards retail stores.

- To analyze the shopping interest of consumers towards retail stores.

Hypotheses

The researcher has formulated hypothesis framed for the purpose of the study and they were empirically tested for their significance using appropriate statistical tools.

Research methodology

The research is exploratory and qualitative in nature. The research work is mainly based on primary data that was collected from the sample respondents through survey method by administering questionnaire developed for the purpose. Out of 25 types of retail stores only five major categories of retail stores were selected and these selected stores were most commonly used as per the respondents during the pilot study namely, departmental stores, general stores, super markets, discount stores and grocery stores. From each five major categories of retail store 10 stores were selected by using stratified random sampling method. The population targeted for this study consisted of subjects residing in the city of Coimbatore who have purchased at least from two out of five retail stores selected for study. 500 respondents was chosen namely 10 respondents from each stores and the questionnaires were distributed to them. Out of 500, 468 questionnaires were returned by the respondents. Out of 468 questionnaires, 6 were ignored for lack of complete information. A sample size of 462 respondents was taken for the study. The sampling method adopted for selecting respondents is convenient sampling. Data collection was undertaken by the researcher during the period of August to December 2012. Collected data were classified into suitable tabular forms for analysis. Statistical tools like percentage analysis, mean, t-Test , chi-square and ANOVA , methods were used to analyze the data.

Findings of the study

Demographic Profile of the Respondents

- The study revealed that 46.3 per cent of the respondents belong to the age group of below 30 years, 19.1 per cent of respondents belong to 31-40 years, 25.3 per cent belongs to 41-50 years and 9.3 per cent belong to 50 years and above.
- 47.2 per cent of respondents were male and 57.8 per cent of respondents were female.
- Out of 462 respondents, 61.5 per cent were married and the rest 38.5 per cent were unmarried.
- 34.2 per cent of respondent's educational qualification is up to H.Sc., 51.3 per cent are graduates and 14.5 per cent are professionals.
- 45 per cent were employed, 28.8 per cent were doing business, 11.7 per cent are housewife remaining 14.5 per cent are students.
- 28.8 per cent of respondents are earning from ` 5000-10000 as their monthly income, 35.9 per cent of respondents are earning from ` 10000-15000, 12.6 per cent of respondents' income is ranging from `

15000-20000, 14.7 per cent of respondents are earning above ` 20000, and the remaining 8.0 per cent of respondents are earning below ` 5000.

Shopping pattern of respondents

- Out of 462 respondents, 34.8 per cent are purchasing in department stores, 26.2 per cent are super market consumers, 28.6 per cent of respondents are general store goers, 5.2 per cent respondents are going to discount stores, another 5.2 per cent of respondents are purchasing in grocery stores.
- 9.5 per cent of respondents prefer to buy products in single brand, 36.8 per cent is prefer multi brand, 11.7 per cent of respondents are interested in company outlets, 42.0 per cent of respondents is prefer retail stores to buy products.
- 6.9 per cent of respondents visit retail store 2-3 times a week, 27.1 per cent of respondents visit retail stores weekly once, 17.5 per cent of respondents visit retail stores 15 days once, 27.7 per cent of respondents visit retain stores monthly once and 20.8 per cent of respondents visit retail stores whenever needed.
- 15.2 per cent of respondents spent 20 per cent of their income on grocery, 29.2 per cent of respondents spent 30 per cent of their income on grocery, 29.2 per cent of respondents spent 40 per cent of their income on grocery, 20.6 per cent of respondents spent 50 per cent of their income on grocery, 5.8 per cent of respondents spent more than 50 per cent of their income for grocery.
- 16.5 per cent of respondents' buying selection was influenced by the availability of range, 19.3 per cent of respondents buying selection was influenced by the size of retail store, 50.9 per cent of respondents buying selection was influenced by the reasonable price in the retail store, 13.3 per cent of respondents buying selection was influenced by customer service in the retail store.
- 18.4 per cent of respondents are looking for product price during their purchase, 25.8 per cent of respondents are seeking variety availability of product during their purchase, 13.9 per cent of respondents are looking for brand name of the product during their purchase, 3.9 per cent of respondents are looking for customer service during their product purchase, 18.0 per cent of respondents are seeing manufacturing date in the product while purchasing, 20 per cent of respondents are looking for expiry date of the product while purchasing.
- On the basis of importance, collecting information related to retail stores maximum mean score (4.69) is given to family and the least mean score (3.41) is given to pamphlets.

Shopping attention

In order to study the shopping attention of respondents, they were asked to give their level of agreement. Here the scaling technique is used to measure the agreement level. The respondents were asked to record their views regarding the statement of a five point scale as 5 for strongly agree, 4 for agree, 3 for

neutral, 2 for disagree, 1 for strongly disagree with reverse scorings for negative questions wherever applicable.

In order to assess the shopping attention, ANOVA and t-test were used. From this, it was observed that the term shopping attention differs according to the place visited for shopping and frequent visit of respondents to retail store and the other demographic characteristics had no vital role to play in this.

Shopping Attention : Analysis of Variance

In order to test mean differences of shopping attention, among the groups of respondents based on their demographic profile namely age, gender, marital status, educational qualification, occupation and income, ANOVA test and t-test were performed on the factors with the following hypothesis.

H₀1 : The level of shopping attention of respondents does not differ significantly between demographic profiles.

The hypothesis was broken down into several sub-hypotheses, one for each of the demographic profile and variance analysis and t-test wherever required for each of them was performed in the following sections.

Age Wise Assessment of Shopping Attention

The level of shopping attention might differ for the respondents belonging to different age groups. Analysis of variance was performed and the results were presented in the Table 4.10. In this context, the following hypothesis is framed.

H₀1 (i) : The level of shopping attention among the respondents of different age groups does not differ significantly

Table 4.10: Age Wise Shopping Attention – ANOVA

Factors		Sum of squares	Degrees of Freedom	Mean square	F	Significance
Shopping attention	Between Groups	168.829	3	56.260	2.347	0.072
	Within Groups	10981.708	458	23.978		
	Total	11150.37	461	23.978		

It is understood from the Table 4.10 that the f value 2.347 for the factor was not significant. Hence the hypothesis was accepted. Therefore, it was concluded that the level of shopping attention among the respondents of different age groups do not differ significantly.

Gender-Wise Assessment of Shopping Attention

The level of shopping attention might differ for male and female respondents. t-test was performed and the results were presented in the Table 4.11. In this context, the following hypothesis is framed:

H₀1 (ii) : The level of shopping attention between male and female respondents does not differ significantly.

Table 4.11 : Gender Wise Shopping Attention – t-test

T	Degrees of Freedom	Significance
0.476	460	0.634

The table indicated that t-value for the factor was not significant. Hence the hypothesis was accepted and therefore, it was concluded that the level of shopping attention between the male and female respondents does not differ significantly.

Marital Status-Wise Assessment of Shopping Attention

The level of shopping attention might differ for the married and the unmarried. t-test was performed and the results are presented in the Table 4.12. In this context, the following hypothesis is framed:

H₀1 (iii) : The level of shopping attention between the married and the unmarried does not differ significantly.

Table 4.12 : Marital Status-Wise Shopping Attention – t-test

t	Degrees of Freedom	Significance
2.020	460	0.044*

*- Significant at 5 per cent level.

The table indicated that t-value for the factor is significant at 5 per cent level. Hence the hypothesis was rejected and therefore, it was concluded that the level of shopping attention between the married and the unmarried differs significantly.

Education-Wise Assessment of Shopping Attention

The level of shopping attention might differ for the respondents of different educational level. Analysis of variance was performed and the results were presented in the Table 4.13. In this context, the following hypothesis is framed.

H₀1 (iv): The level of shopping attention does not differ significantly between educational level of respondents

Table 4.13 : Education-Wise Shopping Attention – ANOVA

Factors		Sum of squares	Degrees of Freedom	Mean square	F	Significance
Shopping attention	Between Groups	122.536	2	61.268	2.550	0.079
	Within Groups	11028.001	459	24.026		
	Total	11150.537	461			

It is understood from the table that the f value for the factor was not significant. Hence the hypothesis was accepted. Therefore, it was concluded that the level of shopping attention does not differ significantly between the educational level of the respondents.

Occupation-Wise Assessment of Shopping Attention

The level of shopping attention might differ for the respondents engaged in different occupations. Analysis of variance was performed and the results were presented in the Table 4.14. In this context, the following hypothesis is framed.

H₀1 (v) : The level of shopping attention among the respondents engaged in different occupations does not differ significantly.

Table 4.14 : Occupation-Wise Shopping Attention – ANOVA

Factors		Sum of squares	Degrees of Freedom	Mean square	f	Significance
	Between Groups	19.130	3	6.377	0.263	0.853
Shopping attention	Within Groups	11131.407	458	24.304		
	Total	11150.537	461			

It is understood from the Table 4.14 that the f value for the factor was not significant. Hence the hypothesis was accepted. Therefore, it was concluded that the level of shopping attention among the respondents engaged in different occupation does not differ significantly.

Income -Wise Assessment of Shopping Attention

The level of shopping attention might differ for the respondents of different income groups. Analysis of variance was performed and the result was presented in the Table 4.15. In this context, the following hypothesis is framed.

H₀1 (vi) : The level of shopping attention among the respondents of different income groups does not differ significantly.

Table 4.15 : Income-Wise Shopping Attention – ANOVA

Factors		Sum of squares	Degrees of Freedom	Mean square	F	Significance
Shopping attention	Between Groups	19.033	4	47.508	1.981	0.096
	Within Groups	10960.504	457	23.984		
	Total	11150.537	461			

It is understood from the table that the f value for the factor was not significant. Hence the hypothesis was accepted. Therefore it was concluded that the level of shopping attention among the respondents of different income groups does not differ significantly.

Place Visited for Shopping-Wise Assessment of Shopping Attention

The level of shopping attention might differ for the respondents according to the place visited for shopping. Analysis of variance was performed and the results are presented in the Table 4.17. In this context, the following hypothesis is framed.

H₀2 (vii) : The level of shopping attention among the respondents according to place visited for shopping does not differ significantly.

Table 4.17 : Place Visited for Shopping-Wise Shopping Attention – ANOVA

Factors		Sum of squares	Degrees of Freedom	Mean square	F	Significance
Shopping attention	Between Groups	440.851	4	110.213	4.703	0.001**
	Within Groups	10709.686	457	23.435		
	Total	11150.537	461			

** Significant at 1 per cent level.

It is understood from the table that the f value for the factor was significant at 1 per cent level. Hence the hypothesis was rejected. Therefore it was concluded that the level of shopping attention among the respondents according to the place visited for shopping differ significantly.

Place Preferred to Buy Products-Wise Assessment of Shopping Attention

The level of shopping attention might differ for the respondents according to place preferred to buy products. Analysis of variance was performed and the result was presented in the Table 4.18. In this context, the following hypothesis is framed.

H₀2 (viii) : The level of shopping attention among the respondents according to place preferred to buy products does not differ significantly.

Table 4.18 : Place Preferred to Buy Products-Wise Shopping Attention – ANOVA

Factors		Sum of squares	Degrees of Freedom	Mean square	F	Significance
Shopping attention	Between Groups	26.550	4	8.850	0.364	0.779
	Within Groups	11123.987	458	24.288		
	Total	11150.537	461			

It is understood from the Table 4.18 that the f value for the factor was not significant. Hence the hypothesis was accepted. Therefore it was concluded that the level of shopping attention among the respondents according to the place preferred to buy products does not differ significantly.

Frequently Visiting a Retail Store-Wise Assessment of Shopping Attention

The level of shopping attention might differ for the respondents according to frequency of visiting a retail store. Analysis of variance was performed and the result was presented in the Table 4.19. In this context, the following hypothesis is framed.

H₀1(ix) : The level of shopping attention among the respondents according to frequently visiting a retail store does not differ significantly.

Table 4.19 : Frequently Visiting a Retail Store-Wise Shopping Attention – ANOVA

Factors		Sum of squares	Degrees of Freedom	Mean square	F	Significance
Shopping attention	Between Groups	347.262	4	86.815	3.672	0.006**
	Within Groups	10803.275	458	23.640		
	Total	11150.537	461			

** Significant at 1 per cent level.

It is understood from the table that the f value for the factor was significant at 1 per cent level. Hence the hypothesis was rejected. Therefore it was concluded that the level of shopping attention among the respondents according to frequency of visiting a retail store differ significantly.

Income Spent on Groceries-Wise Assessment of Shopping Attention

The level of shopping attention might differ for the respondents according to income spent on groceries. Analysis of variance was performed and the results were presented in the Table 4.20. In this context, the following hypothesis is framed.

H₀₁ (x) : The level of shopping attention among the respondents according to income spent on grocery does not differ significantly.

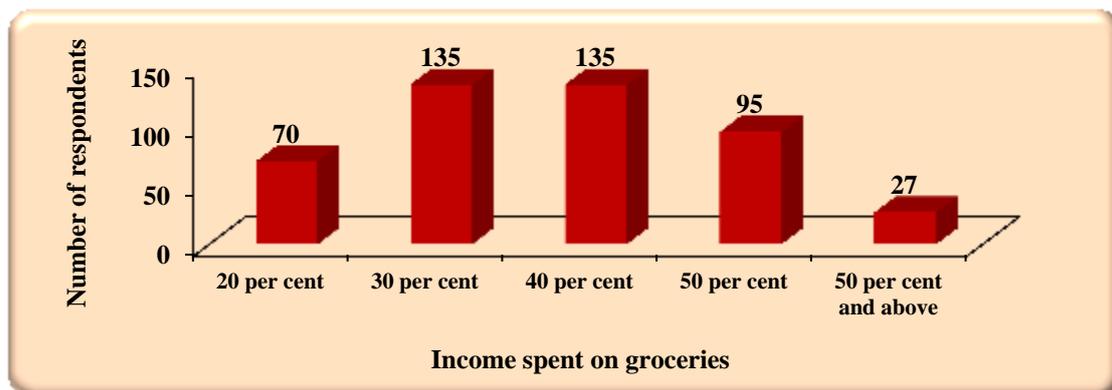
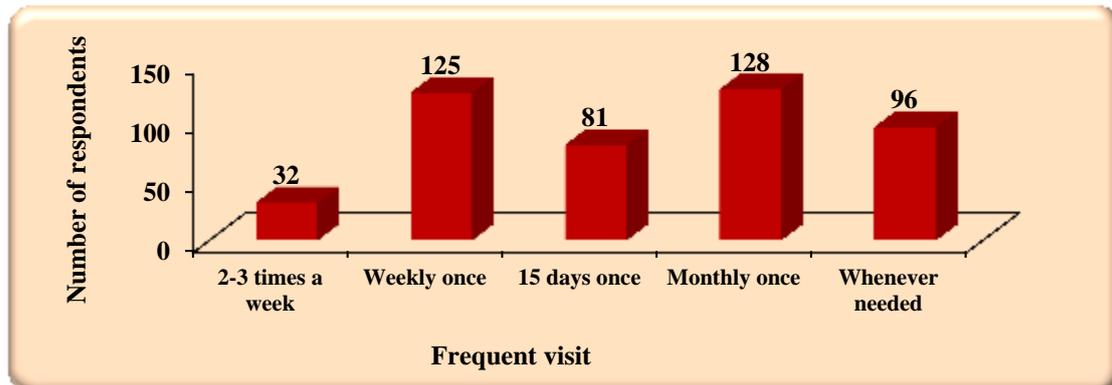
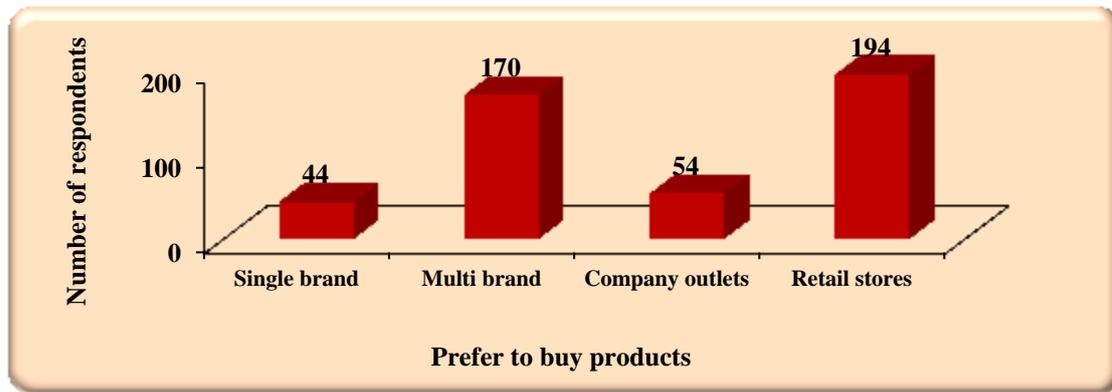
Table 4.20: Income Spent on Grocery-Wise Shopping Attention – ANOVA

Factors		Sum of squares	Degrees of Freedom	Mean square	F	Significance
Shopping attention	Between Groups	101.507	4	25.377	1.050	0.381
	Within Groups	111049.030	457	24.177		
	Total	11150.537	461			

It is understood from the table that the f value for the factor was not significant. Hence the hypothesis was accepted. Therefore it was concluded that the level of shopping attention among the respondents according to the income spent on grocery does not differ significantly

Exhibit 13 : Overall Shopping Attention of Respondents





Suggestions

- As observed from the research, a high level of shopping behavior in terms of attention, interest, desire, action and satisfaction could transform an ordinary consumer into a retail consumer. Hence the retail marketers and other government authorities who aim in merchandising need to concentrate on creating awareness and attracting the minds of the public.
- Communication strategies for the purpose of attracting the attention of customers towards retail stores should concentrate more on physical characteristics of the targeted group than their demographic variables.
- As the demographic characteristics have not played a significant role in the retail consumers, marketers have to work out with psychographic segmentation which helps the retailers to segment the retail consumers.

- Attention of consumers towards retail stores should be taken into consideration in order to know the consumer shopping behavior.

Conclusion

In an increasing phase of retail outlets, the retailers should drive a profitable growth and value creations. By increasing the structure of the store alone, will not be able to help the retailers to gain more. And it is no longer sufficient to survive, a dramatically radical re-think of the purpose of the store is necessary. The revamping journey should attract the customer's attention is the basic element which helps to determine the consumer shopping behavior towards retail store. A fundamental transformation is required by retailers. The trends and dynamics in the industry are driving a significant change in the role of the store in analyzing consumer shopping behavior. Yet, there are clear opportunities to develop winning propositions when they start to analyse the objectives in this research, which is the underlying principle of consumer shopping behavior towards retail stores.

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