RESEARCH ARTICLE

A STUDY ON SHOPPERS BEHAVIOUR TOWARDS UNORGANISED RETAILING IN COIMBATORE DISTRICT

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ARTICLE INFO	ABSTRACT
	India, unorganized retailing has been predominantly in the form of local Kirana shops also called Mom-n-Pop stores, manned general stores, paan and beedi shops, convenience stores, hand cart and Pavement vendors, The study aims to understand the orientation of unorganized retail shoppers towards shopping and to measures the impact of various factors of shopping experience in the context of unorganized retail and the statistical tool as chi square was used to analyze the relationship between the number of variables and it was found that the factors such as income, awareness, product availability and the services offered are the highly influencing factors.

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INTRODUCTION

Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

Review of literature

Shaoni Shabnam (2006) It is important to highlight that in organized retail, the status of employment is much better than that in unorganized retail. Hence it is definitely desirable that more and more labour gets absorbed in this sector of retail. In the current context, the labour employed in unorganized retail stands unfit for finding employment in organized retail. If appropriate training and skills could be imparted to them, it is possibly feasible to offer better forms of employment to them in the organized retail sector.

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Meeta Punjabi (2004) According there study they suggest that the development efforts in this area are based on three grounds: First, farmers associated with the modern value chains earn higher returns than selling to the traditional markets. Second, the modern supply chains have specific quality requirements which are easier to meet by the large and medium farmers and the small farmers tend to get left out of these markets.

Mathew Joseph (2003) Unorganized retailers in the vicinity of organized retailers experienced a decline in their volume of business and profit in the initial years after the entry of large organized retailers. The adverse impact on sales and profit weakens over time. There was no evidence of a decline in overall employment in the unorganized sector as a result of the entry of organized retailers.

Tripathi (2009) The study also examined the importance of familiarity (with a store) in rationalizing buyer behaviour with reference to unorganized stores. The respondents had accorded the highest priority to the personal relationship that they enjoyed with the store manager and the pleasant behaviour displayed by him in determining patronage of a unorganized store. In case of specialized, sensitive products like medicines, reliability of the store will play a major role in determining customer loyalty and re-patronage. If the store wants to be successful, it must build a truly sincere brand, with the objective of creating long-term mutually beneficial relationships with its customers.

Joseph, Soundararajan, Gupta, & Sahu (2008) The Indian retail sector is highly fragmented, consisting predominantly of small, independent, owner-managed shops. The unorganized sector has not lost its glory due to entry of organized sector. It has rather gained in terms of business as the overall retail economy is growing. It has also gained in terms of its quality enhancement due to competition given by organized sector.

Kumar (2006) 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 unorganized 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.

Loudon and Della (2008) 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.

Sinha Piyush and Banerjee Arindam (2008) also defined that the product variety and convenient timings seem to be the utilitarian aspects about the store, which forms an initial impression on the consumers.

Mitra (2007) identified that the females tend to boost each other‗s egos in this situation, building the activity even more pleasurable and positive. The term retail therapy is been addressed when the shopping happens to be in unorganized retailing. The act of purchasing involves little attention and an investment of time. All the above makes an individual 96 feel the significance and worthwhile. But the significance is that it reveals an individual depression for that moment and where that gives more involvement with the pleasure of being relieved and happy and feels more convenient in unorganized retailing.

Bajaj Chetan, Tuli Rajnish and Srivastava Nidh (2004) in their book Retail Management‗ emphasized with various new formats and packages related with retail industry in India as a result of liberal economic policies and boost given by the Ministry of Commerce and Trade to economic development in India. From the authors‗ point of view, retailing consist of all activities involved in selling things and services to consumers for their personal, family and/or household use

Jasola (2007) highlights that malls, specialty stores, discount stores, department stores, hypermarkets, supermarkets, convenience stores and multi-brand outlets are the most preferred retail formats in India. In the unorganized sector, they contribute more than 60% for all food and grocery retail sales.

Ghosh and Tripathi (2010) attempted to analyze purchase pattern of customers towards unorganized retail outlets in terms of merchandise categories purchasing, time spent within the store, number of merchandise purchased on each visit, stores

switching behavior and store attribute. The results of the study depicted that the younger generation has greater tendency to visit unorganized retail outlets. The shopper can purchase the product quickly. The commonly purchased items from a retail outlet are garments followed by groceries, lifestyle products and household appliances.

Singh (2007) had concluded that production oriented market has been shifting towards consumer oriented market. Traditional consumption pattern has also been facing large-scale changes. The study pointed out that the degree of brand awareness of various food products among urban respondents is more in comparison to the rural consumers.

Ramanathan and Hari (2011) A survey based research conducted revealed that the changing nature of demographic factors and improvement in the awareness level of consumers about various product related attributes like quality , now that the consumers' preferred to purchase different products both from the organised and unorganised retailers. Therefore, both the organised and unorganised retail outlets have to implement various value-added services to attract these customers.

Research design

Descriptive research

The research is descriptive in nature as the research is to know about the unorganized retailing outlets.

Statistical tools used

- Mean analysis
- Chi-square

Determination of sample size

The sample size for the study is 384 since the study population is un defined so the sample was observed by using formula:

$$Ss= \frac{Z^2 XP(1-P)}{M^2}$$

SS=sample size
Z^2= confidence level 95% as (1.96)
P= population proportion
M2= margin of error 5% (0.05)

$$=\frac{1.96^2 X.5 (1-.5)}{0.05^2}$$
$$\frac{3.8416X0.25}{0.0025}$$
$$=\frac{0.9604}{0.0025}$$
$$=384.16$$

Sampling method

My study is about unorganized retailing so the study population is unknown. So It have chosen as non probability convenient sampling

Statement of the problem

- Lack in number of customers.
- Lack in product line availability.
- Hygienic products.
- Lack in shopping experience.
- Awareness of products.

Objectives of the study

- To identify the demographic profile of the customers visiting unorganized retail outlets.
- To analyze the factors which influence consumers to prefer unorganized retailing.
- To identify the problems faced by the unorganized retailing.
- To find out the awareness level of customer.
- To find out the satisfaction level among customers.

Analysis and interpretation table and chart showing age of the respondents

Age	No. of. Respondents	Frequency
Below 16	57	14.84%
17-25	44	11.45%
26-30	153	39.84%
Above 30	130	33.85%
Total	384	100
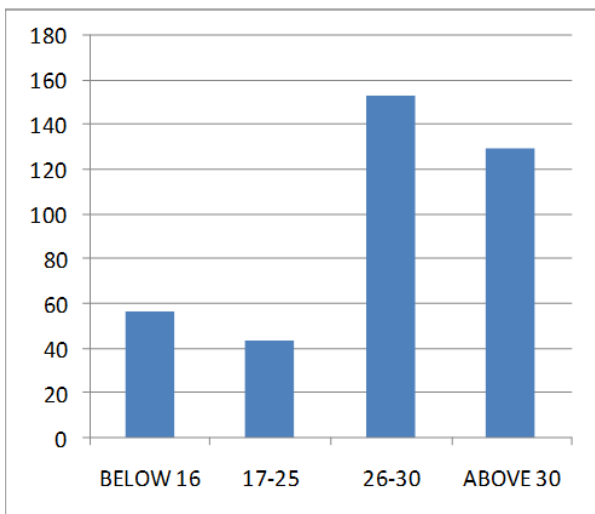
Table and chart showing the gender of the respondents
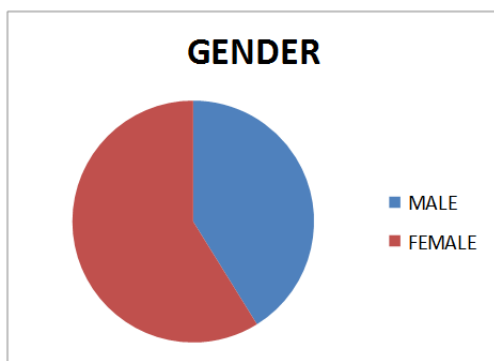
Gender	No. of. Respondents	Frequency
Male	158	41.14%
Female	226	58.85%
TOTAL	384	100

Table and chart showing marital status of the respondents

Marital status	No. of. Respondents	Frequency
Single	260	67.70%
Married	124	32.30%
Total	384	100
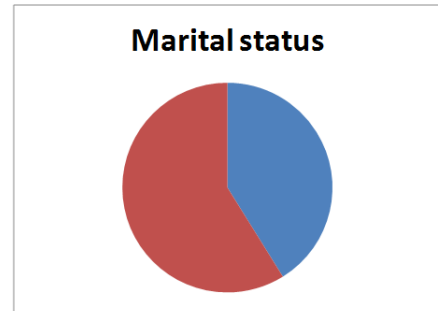
Table and chart showing the income of the respondents

Income	No. of. repondents	Frequency
Below 10000	187	48.69%
11000-20000	50	13.02%
21000-30000	62	16.14%
Above 30000	85	22.13%
Total	384	100
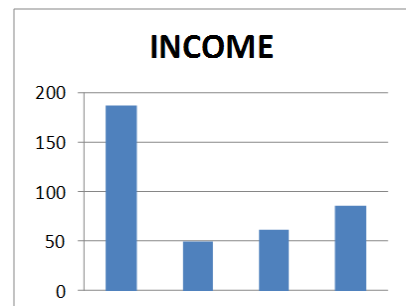
Table and chart showing the education of the respondents

Education	No. of. respondents	Frequency
Ug	58	15.10%
Pg	125	32.55%
School level	158	41.14%
Doctorate	43	11.19%
Total	384	100
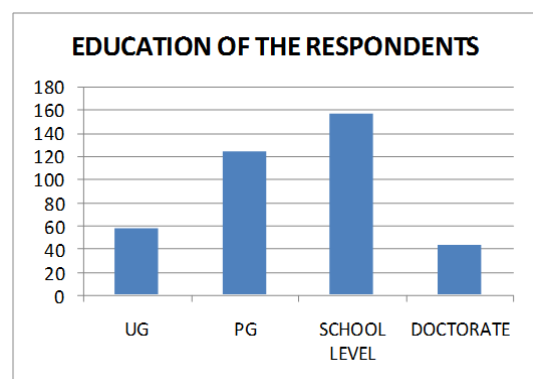
Table and chart showing the family size of the respondents

Family size	No. of. respondents	Frequency
2	42	10.93%
4	152	39.58%
6	142	36.97%
8	48	12.5%
Total	384	100

FAMILY SIZE
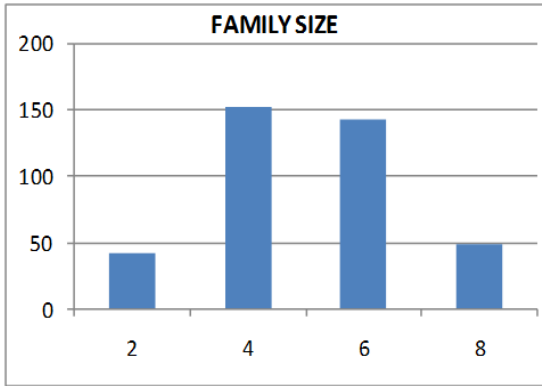
Occupation	No. of. respondents	Frequency
Student	187	48.69%
Employee	56	14.58%
Business	82	21.35%
Others	59	15.36%
Total	384	100

Table and chart showing the occupation of the respondents

OCCUPATION
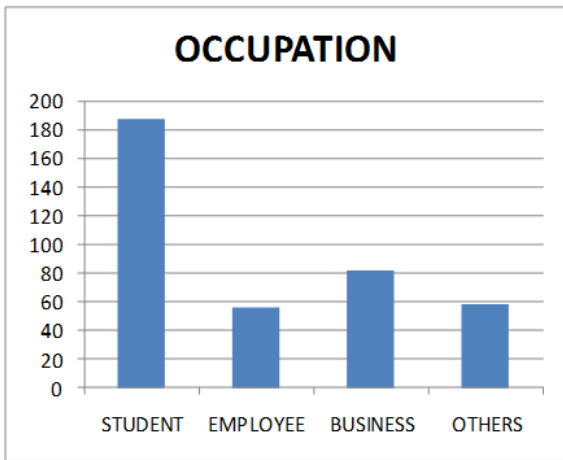
Chi square

Personal factor vs products prefering

HO: There is no relationship between income and products offering.
H1: There is a relationship between income and products offering.

Income/ products	Food	Cosmetics	Electronic goods	Others	Total
< 10000	36	32	18	8	94
10000-20000	22	70	58	8	158
20000-30000	12	32	42	6	92
> 30000	14	10	10	6	40
Total	84	144	128	28	384

Calculation

Observed	Expected	(O-E)	(O-E)^2	(O-E)$^2_{/E}$
36	20.56	15.44	238.39	11.59
32	35.25	3.25	10.56	0.299
18	44.55	26.55	704.90	15.82
8	6.85	1.15	1.322	0.192
22	34.56	12.56	157.75	4.56
70	59.25	10.75	115.56	1.950
58	52.66	5.34	28.51	0.541
8	11.52	3.52	12.390	1.075
12	20.12	8.12	65.93	3.27
32	34.5	2.5	6.25	0.181
42	30.66	11.34	128.59	4.19
6	6.70	0.7	0.49	0.073
14	8.75	5.25	27.56	3.14
10	15	5	25	1.66
10	13.33	3.33	11.08	0.831
6	2.91	3.09	9.54	3.27
TOTAL				52.582

Inference

Chi square value

Table value	Chi Square Value	Significant / insignificant
16.919	52.582	significant

The calculated value (52.58) is greater than the table value (16.919) H1 is accepted

Often visiting vs shopping experience

HO: There is no relationship between often visiting and shopping experience.
H1: There is a relationship between often visiting and shopping experience.

Calculation

Observed	Expected	(O-E)	(O-E)^2	(O-E)$^2_{/E}$
44	36.15	7.85	61.62	1.70
24	33.31	9.31	86.67	2.60
8	5.28	2.72	7.39	1.39
2	3.25	1.25	1.56	0.48
74	78.80	4.8	23.04	0.29
80	72.60	7.4	54.76	0.75
12	11.51	0.49	0.2401	0.020
4	7.08	3.08	9.48	1.33
54	52.84	1.16	1.34	0.025
48	48.68	0.68	0.46	0.009
4	7.71	3.71	13.76	1.78
8	4.75	3.25	10.56	2.22
6	10.19	4.19	17.55	1.72
12	9.39	2.61	6.81	0.72
2	1.48	0.52	0.27	0.18
2	0.91	1.09	1.18	1.29
Total				15.214

Often visiting/ shopping experience	Satisfied	Dissatisfied	Neither satisfied	Neither satisfatied nor dissatisfied	Total
Daily	44	24	8	2	78
2 days once	74	80	12	4	170
Once in a week	54	48	4	8	114
2 weeks once	6	12	2	2	22
Total	178	164	26	16	384

Inference

Table value	Chi square value	Significant / insignificant
16.919	15.214	In significant

Chi square value

From the above chi square analysis the calculated value (15.214) is less than the table value (16.919) so there is a significant relationship between Often Visiting Vs Shopping Experience H1 Null hypothesis is accepted.

Products preference vs problems faced by customers

H0: There is no relationship between products preferring and problems faced by customers.
H1: There is a relationship between products preferring and problems faced by customers.

Products/ problems faced	Unbranded products	Quality	Choice	Hygienic products	Total
Food	30	38	14	6	88
Cosmetics	56	56	20	10	142
Electonic goods	34	68	14	6	122
Others	8	12	0	12	32
Total	128	174	48	34	384

Calculation

Observed	Expected	(o-e)	$(o-e)^2$	$(o-e)^2/e$
30	29.33	0.67	0.44	0.015
38	39.87	1.87	3.49	0.087
14	11	3	9	0.818
6	7.79	1.79	3.20	0.410
56	47.33	8.67	75.16	1.587
56	64.34	8.34	69.55	1.080
20	17.75	2.25	5.06	0.285
10	12.57	2.57	6.60	0.525
34	40.66	6.66	44.35	1.090
68	55.28	12.72	161.79	2.926
14	15.25	1.25	1.56	0.102
6	10.80	4.8	23.04	2.133
8	10.66	2.66	7.07	0.663
12	14.5	2.5	6.25	0.431
0	4	4	16	4
12	2.83	9.17	84.08	29.710
Total				45.859

Inference

Table value	Chi square value	Significant / insignificant
16.919	45.859	Significant

Chi square value

The Table value of chi square is 16.919 is less than the calculated value (45.8) so there is a significant relationship between Products Preference and Problems Faced By Customers

Awareness of product vs place of aware

HO: There is no relationship between awareness of product and place of aware.

H1: There is a relationship between awareness of product and place of aware.

Awareness/ place of aware	College	Office	City center	Highways	Total
Yes	84	132	92	36	344
No	8	28	4	0	40
Total	92	60	96	36	384

Calculation

Observed	Expected	(o-e)	$(o-e)^2$	$(o-e)^2/e$
84	82.41	1.59	2.528	0.030
132	143.33	11.33	128.36	0.895
92	86	6	36	0.418
36	32.25	3.75	14.06	0.435
8	9.58	1.58	2.496	0.260
28	16.66	11.34	128.59	7.718
4	10	6	36	3.6
0	3.75	3.75	14.06	3.74
Total				17.096

Inference

Table value	Chi square value	Significant / insignificant
7.815	17.096	Significant

Chi square value

Calculated value is higher than the table value. There is significant relationship between awareness and the place of awareness.

Product preferd vs service offered

HO: There is no relationship between product preferred and services offered.
H1: There is a no relationship between product preferred and services offered.

Products/ services offered	Discounts	Personal selling	Mobility	Point of sales	Total
Food	24	30	26	8	88
Cosmetics	38	62	38	4	142
Electronic goods	30	36	38	18	122
Others	10	6	8	8	32
Total	102	134	110	38	384

Calculation

Observed	Expected	(o-e)	$(o-e)^2$	$(o-e)^2/e$
24	23.37	0.63	0.396	0.016
30	30.70	0.7	0.49	0.015
26	25.20	0.8	0.64	0.025
8	8.70	0.7	0.49	0.056
38	37.71	0.29	0.0841	0.002
62	49.55	12.45	155.00	3.128
38	40.67	2.67	7.12	0.175
4	14.05	10.05	101.00	7.188
30	32.40	2.4	5.76	0.177
36	42.57	6.57	43.16	1.013
38	34.94	3.06	9.36	0.267
18	12.07	5.93	35.16	2.913
10	8.5	1.5	2.25	0.264
6	11.16	5.16	26.62	2.385
8	9.16	1.16	1.345	0.146
8	3.16	4.84	23.42	7.411
Total				25.181

Inference

Chi square value

Table value	Chi square value	Significant / insignificant
16.919	25.181	significant

The Table value of chi square is 16.919 is less than the calculated value (25.181) there is significant relationship between product preferred and services offered.

Findings

1. 39.84% of the respondents belong to age of 26-30.
2. 58.85% of the respondents belong to female.
3. 67.70% of the respondents are single.
4. 41.14% of the respondents belong to school level.
5. 48.49% of the respondents are students
7. 42.96% of the respondents belong to middle class.

Chi square

1. There is significant relationship between income and product preferring.
2. There is no significant relationship between often visiting and their shopping experience.
3. There is significant relationship between products preferring and problems faced. 4. There is significant relationship between awareness and the place of awareness.
5. There is significant relationship between product preferring and services offered.

Suggestions

1. Kirana outlets need to focus on proper shelf display so that customer gets awareness of products and variety available in the shop.
2. Unorganized retailers may focus more on maintaining hygienic conditions in their outlets.
3. By giving wide range of product assortment unorganized retailers can target those customers which were loyal to them but the switched to modern retail outlets.

4. Special promotional activities may be may attract kiranas
5. Credit and home delivery system may be strengthened further to provide better service and retain loyal customers

Conclusion

The growth in the Indian un-organized retail market is mainly due to the change in the consumer's behavior. This change has come in the consumer due to convenience and other factors such as increased income, changing, lifestyles, and patterns of demography which are favorable. Further the study portrays the components such as shelf display, hygienic products, poroduct availability are to be focused significantly to bloom the business of un-organized retailing

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