

A STUDY ON CONSUMER SHOPPING BEHAVIOUR TOWARDS RETAIL STORES IN NAGERCOIL TOWN

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Abstract

Consumer behaviour is the most important to the retailers. It often involves the decision process with the retail phenomena. Consumers need the effective retail strategy and the development more than the competitors to understanding the need of the consumer satisfaction. The purpose of the study knows the thorough analysis of intention in shopping, habits of shopping and attitude of shopping of customers in the retail stores. The objectives are to identify the factors influencing the shopping of consumers towards retail stores and to analyse the attitude consumers in shopping towards retail stores. A stratified random sampling has applied and with the sample size of 75. Most of the respondents have problem in the inaccessibility in retail stores because of retail stores are far away from their residence. So retailers can setup many retail outlets as possible. The study shows that the consumers were triggered by ad and sales promotions. Based on the study the findings and suggestions will be an eye-opener for the retailers and it will help the retailers to get success in their sector.

Keywords: consumer behaviour, Retail stores, factors influencing, retail strategy.

INTRODUCTION

Consumer behaviour is the most important to the retailers. It often involves the decision process with the retail phenomena. Consumers need the effective retail strategy and the development more than the competitors to understanding the need of the consumer satisfaction. In India retail industry is one of the fast growing industries. It has both organised and unorganised sectors. Unorganised retailing is the low cost structure. The main advantage in this retailing is consumer run their business from generation to generation. They have real estate, low tax and the low labour cost. Though it is small business it has more scope. Retail stores are used to attract the people. In urban areas, shopping malls are giving a high class experience to the customers. They have hypermarkets and supermarket also included. Since 1980 economy started and resulting in retailing. People are diverting their job to the service service sectors for the employment due to the low compensation from the traditional agriculture and manufacturing sectors.

SCOPE OF THE STUDY

This study is undertaken to measure consumer shopping behaviour towards retail stores in Nagercoil town. The purpose of the study knows the thorough analysis of intention in shopping, habits of shopping and attitude of shopping of customers in the retail stores. The result of this study will aids to retailers in understand the preference and taste of consumers, how they selecting the retail store, their price strategy, and the appropriate marketing strategy to improve their stores in the correct way.

REVIEW OF LITERATURE

Dr. A. Balagurusamy (2021) the study about the “**Customer preference and satisfaction towards Retail stores and shopping malls in Coimbatore district**”, in this study he point out the customer satisfaction is the main factor for the success in any retail stores, shopping malls etc. While understanding the needs, aspirations and the trendy life style makes the retailer success. While purchasing from the retail stores they could touch and feel that their goods and services which buying products has specially produced for the people who are likely buying the products.

Vijaya S. Uthaman (2022), “**A Study on Consumer Behaviour during COVID’19 Pandemic: A Paradigm Shift of Retail Sectors in Kerala**”, the study about the consumer buying behavior in that pandemic situation and the opportunities and the challenges for the retail sectors in kerala. The need of the unorganized retailing is so high and mostly online retailing is increased. There are more new strategies which has omni channel marketing strategies, augmented reality, social Medias, cloud computing so there are more platforms for the retail in their new technology. People may buy from online sectors, but they will continue when they have fruitful experience in their purchasing in online mode. In retailing organized and unorganized have more importance while they are providing hygiene experience in shopping.

Dr V. Dhayalan Chitraa, N.LakshmiNarasimhan, Dr.Maranmarimuthu (2020), “**A Study On Customer Satisfaction Towards Online Shopping In Retail Industry**”, in this study concluded that markets have the challenge in online selling of customers need, mainly to understand the consumers attributes in the online shopping. The factors influence in consumers online shopping, factors on working that affect the consumers online shopping to gain the edge of the competition. The technology has given the wide opportunities for the convenient lifestyle today. The retail customers need more strategic decision for the operator of criteria. In this study they prefer the organized retail other than the unorganized retail. So customers need the outlets for the long-term business to succeed in their business.

RETAIL STORES

In this retail sector we got the high employment opportunities and the high economic growth. In economics the word “services” has created the largest sector for the employment. In India the retail sector has more than 21 million people employs and accounting for 7 per cent of the total employment. In organised retail has low share in the total Indian retail trade. In organised retailing only 2 per cent comparatively USA has 80 per cent so they have huge markets.

OBJECTIVES OF THE STUDY

- To identify the factors influencing the shopping of consumers towards retail stores
- To analyse the attitude consumers in shopping towards retail stores

RESEARCH DESIGN

The present study is of survey method has followed. For date both primary and secondary data were used. 75 respondents of retail stores has selected for the sample size. Data collection has been tested by *Cronbach's Alpha* for the reliability. A Stratified random sampling was adopted in selecting the respondents. Data were analysed in SPSS. For analysing the data Descriptive statistics, 't' test, Factor analysis, k means cluster analysis, chi-square were applied.

LIMITATIONS OF THE STUDY

- The Research area of the study was only in Nagercoil town
- The study is about only the consumers behaviour of retail stores

RESULTS AND DISCUSSIONS

Table No.1

DEMOGRAPHICS - WISE DISTRIBUTION OF THE RESPONDENTS

VARIABLES		No of Respondents	Percentage
Age	Upto 25	15	20
	26-35	30	40
	36-45	16	21
	45-55	08	11
	Above 55	06	08
	Total	75	100
Sex	Male	45	60
	Female	30	40
	Total	75	100
Educational Qualification	Upto HSC	10	15
	Graduation	30	40
	Post-Graduation	15	20
	Others	20	25
	Total	75	100
	Farmer	04	06
	House wife	14	19
	Student	20	26
	Employees	25	33

Occupation	Business	10	13
	Other	02	03
	Total	75	100
Income Per Month	Less than 10000	07	9
	10001-20000	19	25
	20001-30000	25	33
	30001-40000	15	20
	Above 40000	09	12
	Total	75	100
Family size	Only 2 members	15	20
	3-5 members	40	55
	Above 6 members	20	25
	Total	75	100

Source: Primary Data

Table No.1 shows the demographics wise distribution of the respondents. Majority of the respondents in the age group of 26-35. It reveals that male respondents are higher than female respondents. Graduation was high as compared to other Educational groups. Majority of the respondents were Employees and 20000-30000 respondents were high as

compared to other Income Per Month for respondents. In family size 3-5 members of the respondents are high.

Source of personal Information

Table 2

One-sample t-test for source of the personal Information

Source of personal	Mean	Std. Deviation	Std. Error Mean	t	Sig.
family	4.5200	.8834	.0366	42.40	.000
Relatives	3.922	.9662	.0395	23.66	.000
Past experience	3.985	1.0081	.0412	23.694	.000
Friends	4.0684	.9318	.0381	27.861	.000
Colleagues	3.6600	1.2037	.04913	11.397	.000
Oral speech	3.520	1.19544	.0484	10.75	.000

In this table clearly noticed that mean values of the source of personal information in Family members(mean = 4.52), friends (mean=4.06), Relatives (mean=3.922), past experience (mean=3.98), colleagues(mean=3.66). we could know from this that family members made a role in the source of personal information in the retail stores.

Public sources

Table 3

One sample t-test for the public source of the information

Public sources	mean	Std. Deviation	Std. error	t	Sig.
Radio	4.0335	1.0364	.0425	24.341	.000
Tv	4.168	.9951	.04059	28.543	.000
Magazine	3.8494	.9731	.03983	21.071	.000
Bit notices	3.1351	.95480	.03457	19.854	.000
News paper	4.0252	1.00814	.04123	24.879	.000

In this table showed the public source of the information like radio, tv and news paper have more important in the retail stores to know about the retail stores.(Mean=4.03, 4.15 and 4.02). the 't' values of the public source of the information such as 24.341, 28.543 and 24.879 were significant at the 5 per cent level.

Factor influencing shopping in Retail consumers

Table 4

KMO and Bartlett's Test for shopping of consumers in Retail

Kaiser- Meyer- Olkin Measure of Sampling Adequacy		0.761
Bartlett's Test of Sphericity	approx. Chi-Square	2928.21
	df	351
	Sig.	.000

The KMO and Bartlett's test for sampling adequacy for twenty seven variables were found to be 0.761 and the chi-square value of Bartlett's test for 2928.21. it cleared

that 21 variables were perfect distributed and different in normal distribution. It suits that the factor analysis apt for the 27 variables of shopping in retail consumers.

CONSUMERS ATTITUDE TOWARDS RETAIL STORES

Table 5

Consumer Attitude towards Element of Retail stores

Elements	N	Mean	Std. Deviation
Product Quality	75	4.29	0.76
Product Availability	75	3.86	0.90
Door Delivery	75	3.7	0.92
Offers, Discounts	75	3.8	0.95
Quality of service	75	4.2	0.91
Reasonable Price	75	3.99	0.87
Promotional activities	75	3.9	0.51

This table showed the attitude of the retail consumers in Nagercoil town. It has the positive attitude in product quality (Mean = 4.29), Quality of service (Mean =4.2) and Reasonable price (Mean=3.99). but it has negative attitude in Door delivery (mean=3.7) and offers,Discounts (Mean = 3.8)

VARIATION IN THE FACTORS OF SHOPPING INTENTION IN RETAIL CONSUMERS

TABLE 6

VARIATION IN INTENTION IN RETAIL CONSUMERS

	mean	Std.	Mean	Chi-	df	Sig.
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		Deviation	rank	square		
atmosphere	16.285	1.937	4.13	2605.87	8	.000
Discounts,price	17.386	2.147	4.76			
Ad, sales promotion	20.871	2.883	6.57			
Influencers	12.845	1.425	1.68			
Emotional connection and using product	17.198	1.866	4.85			
Display of product	12.564	1.804	1.65			
Status	16.661	1.984	4.43			
Festive season	15.22	1.889	3.83			
Branding	13.97	1.827	2.29			

The result of Friedman’s chi-square test explained there was a significant variation in shopping intention of retail consumers in nagercoil ($\chi^2 = 2605.87, p < 0.05$). the mean rank for the ad and sales promotion has the mean of 20.871.

FINDINGS

- Majority of the respondents in the age group of 26-35.
- It reveals that male respondents are higher than female respondents.
- Graduation was high as compared to other Educational groups.

- Majority of the respondents were Employees and 20000-30000 respondents were high as compared to other Income Per Month for respondents.
- In family size 3-5 members of the respondents are high.
- In the mean values of the source of personal information in Family members(mean = 4.52), colleagues(mean=3.66). we could know from this that family members made a role in the source of personal information in the retail stores.
- In the attitude of the retail consumers in Nagercoil town. It has the positive attitude in product quality (Mean = 4.29), Quality of service (Mean =4.2) and Reasonable price (Mean=3.99). but it has negative attitude in Door delivery (mean=3.7) and offers,Discounts (Mean = 3.8)

SUGGESTIONS

- Most of the respondents have problem in the inaccessibility in retail stores because of retail stores are far away from their residence. So retailers can setup many retail outlets as possible
- The retail stores has to maintain varieties of products, make reasonable price and supply products with good quality, in order to attract more consumers.
- The respondents of visiting retail stores are at the age between 26-35 so adequate efforts to take by retailers to attract more youth population.

CONCLUSION

The retail industry in india is increased growth in business stage. There is a lot of opportunities in this field but they need and want of consumers to be increase day by day. Before that retailer has to understand and recognize the consumers taste and behaviour.

The effort of the study to analyse and interpret the pattern of consumer's behaviour in retail shopping. While observing the study, the preference of shopping is highly influenced only by reasonable price, quality product and good service and easy accessibility to the stores. The study shows that the consumers were triggered by ad and sales promotions. Based on the study the findings and suggestions will be an eye-opener for the retailers and it will help the retailers to get success in their sector.

Reference

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