



## **A STUDY ON CONSUMER BUYING BEHAVIOUR OF RETAIL STORE OUTLETS - WITH REFERENCE TO THIRUVANANTHAPURAM CITY**

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### **ABSTRACT**

The retail part in India is rising as one of the biggest market size in the course of recent years and India is the world's fifth-largest global destination in the retail space and accounts for over 10 per cent of the country's GDP (Gross Domestic Product). The main objective is to generate income, increase sales revenue, analyse the preferences and preferences of customers, meet the requirements and develop the business. To achieve this, the store were need to attract customers by offering more discounts and quality offers. The retail industry is evolving in India and there is a big change in people's sudden buying behaviour at retail stores consumer. It is important for vendors to understand this relationship. The retail sector is a permanent ever green business segment in the Indian market, and every retail storesin the market is fighting on its own. To keep the minds of customers and to keep customers for a long time. The current retail sector is moving rapidly towards the next sector. In India, the storeshas an advantage. Encourage customers to buy products without specific lists through promotions, offers, exhibitions, window shopping and more. Discounts, coupons, combo, truth, low cost customers can buy products without special lists.

**Keywords:** Consumer Behaviour, Impulsive Purchase, Impulsive Behaviour.

### **1.1 INTRODUCTION**

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the total employment. India's retail sector has been experiencing exponential growth which is deliberated as a sunshine industry. Indeed, healthy economic growth, changing demographics, increasing disposable incomes, rapid urbanization, changes in family structure (increased nuclear families); increased women employment, diversified needs and wants of the consumers, changing consumer tastes and preferences are the other factors driving growth in the organized retail market in India.

The origins of retail in India are as old as Barter, the oldest form used for trade. For centuries, supplies were sold by peddlers to the people gathered in the local traditional market places called weekly markets, santa, melas etc. Even in the early time, some traders used to travel long distances to bring and sell products to locations which were in short supply. They



were named as early entrepreneurs who found the opportunity in making profit through serving the needs of the consumers. Far ahead, some traders opened small outlets, stocking them with such products. As the urbanization increased, these retail stores began stocking a mix of convenience items. Eventually, these stores are enabling the formation of high-street markets.

## 1.2 REVIEW OF LITERATURE

Dr.SangameshHugar (2022), “A Study of Consumer Buying Behaviour towards Retail Stores”, this study concluded that the quick purchase decision with any pre-emptive communication is a voluntary purchase to buy a particular product or maintain a specific purchase campaign. The results of this study indicate that customer s like to shop at Big Bazaar Shopping store because they can obtain broader authentication of goods under a single roof. Customers make sudden purchases of product because of availability of discounts, offerings, costs, convenience, environment, reliability and quality. When customer s spend time, they spend more time and more money on shopping. Some customers buy the desired product and quickly calculate it in the store.

TshepoTlapana (2021), “The Impact of Store Layout on Consumer Buying Behaviour: A Case of Convenience Stores from a Selected Township in Kwazulu Natal”, In this study, the impact of store layout and consumer purchasing behaviors at convenience stores in KwaMashu was highlighted. It can be concluded that retailers must implement a retail strategy, which includes targeting potential customers, understanding what products they purchase, and determining which forms of advertising will be most effective in reaching this essential target group.

Ganesh Das (2015), “competitive strategies of unorganised retailers- A case study of Karnal and Kurukshetra”, in his study assumed that, the retailers can prepare themselves to face the competition in future time period. They agreed to provide good quality product and branded product on reasonable price. This will help them to survive in the new retail environment. Most of the customers are interested to buy grocery and daily use product nearby the house. In order to attract more customers, the unorganized retailers have to offer attractive promotional schemes and attractive discounts as offered by organized retailers. It will become a strong tool to survive in future retailing environment.

## 1.3 STATEMENT OF THE PROBLEM

The India retail is come forth as one of the most dynamic and fast paced industries. It offers immense potentiality; indeed consumer spending over retail items has been increasing which would be the most attractive factor for the global business people. Global retail giants are investing in retail market in India. The entry of global giants in retail sector is changing the retail landscape in India, in terms of organization structure, consumer buying patterns, Investment and infrastructure. It also increases the consumer expectations over the services offered by the stores; this would be the biggest challenge to the domestic and traditional players. It is often considered as a complex to the domestic players to formulate strategies to compete with these changes.Hence, the survival of the retailers has been imperative on the study of the changing needs, understand the preferences and buying behaviour of the



consumers. Thus, this research project is initiated to study the consumer buying practices and decision variables affecting their preferences in both organized and unorganized formats.

#### 1.4 SCOPE OF THE STUDY

The purpose of this study is to analyze the consumer buying behaviour towards retail outlets which includes a comprehensive analysis of buying intention, buying habits, buying attitudes and post purchase behaviour of consumers with reference to region of TrivendrumDistrict. Among the various aspects which help in building the rapport with the customers, understanding the buying behaviour is much more important than any other technical or product quality. Hence, the outcome of the present study will be of immense help to the retailers in bringing out the various aspects concerned with the consumer buying behaviour which would definitely facilitate them to work out appropriate marketing strategies and improving their business performance. Thus, the present study is designed to analyze the buying behaviour of the customers towards traditional and modern retail stores in TrivendrumDistrict.

#### 1.5 OBJECTIVES OF THE STUDY

1. To study the demographic profile of consumers.
2. To examine and analyse the Retail store information
3. To examine and analyse the Level of consumer buying preferences
4. to find the association betweenConsumer Buying Behaviour and Socio-Economic factors

#### 1.6 RESEARCH DESIGN

The present study is of Descriptive in nature. Sample size selected for the study was 50 respondents in Trivendrum District of Kerala State. Convenience sampling technique was adopted in the selection of the respondents. For analyzing the data, Percentages, Garret Ranking and Chi- squire test were applied.

#### 1.7 DATA ANALYSIS AND ITERPRETATION

**Table 1: Demographic Variables of the Respondents**

VARIABLES		No of Respondents	Percentage
Age	Upto 30	02	4
	31-40	16	32
	41-50	17	34
	Above 50	15	30
	<b>Total</b>	<b>50</b>	<b>100</b>

<b>Sex</b>	Male	39	78
	Female	11	22
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Marital Status</b>	Married	<b>33</b>	<b>66</b>
	Un-married	<b>17</b>	<b>34</b>
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Educational Qualification</b>	HSC	09	18
	Graduation	21	42
	Post-Graduation	09	18
	Professional	11	22
	<b>Total</b>	<b>50</b>	<b>100</b>
Family Size	Less than 3	10	20
	03- 5	22	44
	06-8	13	26
	More then 8	05	10
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Monthly Income</b>	Below 25,000	06	12
	26000-35000	14	28
	36000-45000	12	24
	46000-55000	11	22
	Above 55000	07	14
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

Table No.1 shows demographics wise distribution of the respondents. It reveals that male respondents are higher than female respondents. Compared to gender, married were higher than un-married. Majority of respondents in the age group of 41-50 and Graduates were high as compared to other Educational groups. Majority of the respondent's Family Sizewere got 03- 5 and 26000-35000respondents were high as compared to other Income level.

**Table 2: Consumer buying preferences – product attributes**

<b>Statement</b>	<b>Highly Dissatisfied</b>	<b>Dis-satisfied</b>	<b>Moderate</b>	<b>Satisfied</b>	<b>Highly Satisfied</b>
Fresh products	1	2	3	4	3
Packaging	0	1	2	3	2
Freedom in choosing products	2	3	3	5	4
Availability of loose products	1	2	2	4	3
<b>Total</b>	<b>4</b>	<b>8</b>	<b>10</b>	<b>16</b>	<b>12</b>

Source: Primary data

The above table indicates that the Consumer buying preferences – product attributes. In which, 16 respondents were Satisfied, 12 respondents were Highly Satisfied and 4 respondents were Highly Dissatisfied.

**Table 3: Consumer buying preferences – place attributes**

Statement	Highly Dissatisfied	Dis-satisfied	Moderate	Satisfied	Highly Satisfied
Store image	1	2	3	4	3
Sufficient Parking facility	0	1	2	3	2
Convenient location	0	3	3	3	4
Good infrastructure	1	2	2	3	3
Clean and tidy surroundings	0	1	1	2	1
<b>Total</b>	<b>2</b>	<b>9</b>	<b>11</b>	<b>15</b>	<b>13</b>

**Source: Primary data**

The above table indicates that the Consumer buying preferences – place attributes. In which, 15 respondents were Satisfied, 13 respondents were Highly Satisfied and 2 respondents were Highly Dissatisfied.

**Table 4: Consumer buying preferences – price attributes**

Statement	Highly Dissatisfied	Dis-satisfied	Moderate	Satisfied	Highly Satisfied
Discount pricing	1	2	3	4	3
Credit sales	0	1	3	4	2
Convenient Payment terms	1	3	3	5	4
Multiple payment mode	1	1	3	4	2
<b>Total</b>	<b>3</b>	<b>7</b>	<b>12</b>	<b>17</b>	<b>11</b>

**Primary data**

The above table indicates that the Consumer buying preferences – place attributes. In which, 17 respondents were Satisfied, 11 respondents were Highly Satisfied and 3 respondents were Highly Dissatisfied.

**Table 5: Consumer buying preferences – promotion attributes**

Statement	Highly Dissatisfied	Dis-satisfied	Moderate	Satisfied	Highly Satisfied
promotion attributes	1	2	3	4	3
Consumer awareness programs	1	1	2	3	2
Availability of samples	2	3	3	3	4
Availability of Consumer refreshments	1	2	3	4	3
<b>Total</b>	<b>5</b>	<b>8</b>	<b>11</b>	<b>14</b>	<b>12</b>

**Source: Primary data**

The above table indicates that the Consumer buying preferences – promotion attributes. In which, 14respondents were Satisfied, 12respondents were Highly Satisfied and 5 respondents wereHighly Dissatisfied.

**Table 6: Level of Consumer buying preferences**

Satisfaction	No of Respondents	Percentage
Convenient store location	66.77	<b>I</b>
Convenient operating hours	66.61	<b>II</b>
Convenient accessibility	65.93	<b>III</b>
Friendliness of sales personnel	62.14	<b>IV</b>
Credit card facilities	61.34	<b>V</b>
Offering personalized services	59.18	<b>VI</b>
Fast checkout lines and prompt service	58.55	<b>VII</b>

**Source: Computed data**

The above table shows that level of satisfaction. Convenient store location is the first rank. Other factors like Convenient operating hours, Convenient accessibility, Friendliness of sales personnel, Credit card facilities, Offering personalized services, and Fast checkout lines and prompt service, these factors were following rank.

### **ASSOCIATION BETWEEN SOCIO-ECONOMIC CHARACTERISTICS AND CONSUMER BUYING BEHAVIOUR**

The non-parametric chi-square test is applied to find the association betweenConsumer Buying Behaviour and Socio-Economic factors such as age, sex, gender, education, experience and income.

**Table 7: Socio Economic Characteristics and Bank employee**

Character	Calculated Value	Degrees of Freedom	Table Value	Result
<b>Sex</b>	1.01	2	5.99	<b>Accepted</b>
<b>Gender</b>	4.55	2	5.99	<b>Accepted</b>
<b>Age</b>	7.13	6	12.59	<b>Accepted</b>
<b>Education</b>	13.74	6	12.59	<b>Rejected</b>
Family Size	9.59	6	12.59	<b>Accepted</b>
<b>Income</b>	9.22	8	15.50	<b>Accepted</b>

**Computed data**

From the above table it is clear that there is no significant difference between level of satisfaction and socio-economic factors of Education. But there is a significance difference between Investors and the Socio- economic factors such as age, sex, gender, Family Size and Income.

### **1.8 FINDINGS**

- ◆ Male respondents are higher than female respondents.
- ◆ Married were higher than un-married.



- ◆ Majority of respondents in the age group of 41-50
- ◆ Graduates were high as compared to other Educational groups.
- ◆ Majority of the respondent's Family Sizewere got 03- 5
- ◆ 26000-35000 respondents were high as compared to other Income level.
- ◆ Most of the respondent answered the convenient store location.

### 1.9 SUGGESTIONS OF THE STUDY

- Technology is the backbone of any retail business. Irrespective of the size of the store, retailers need to look into this. Developing and integrating technology with every aspect of the business like electronic billing, fast check outs etc. are key element of offering customer services. In this regard, it is suggested that the application of technology in conducting retail business is vital element.
- Every retail store should be able to create their store image. Store image is an imperative function of creating a strong customer base. It is also an important function of marketing which frames consumer perception about the store.
- Store personnel attitude and their involvement in fulfilling customer requirement is matters in making consumers feel good about the store. Therefore, friendliness of the employees and their commitment to provide better service can improve the total value delivered to the consumers.

### 1.10 CONCLUSION

The study examines the buying behaviour of Retail consumers in India particularly in the area of Trivandrum District. The study has been focused on demographic factors of consumers and their preferences towards store selection, product attributes, price, place, promotion and service while purchasing of retail products in Retail outlets. The present findings of the Study established to understand consumer behaviour towards choice of retail store to purchase the items based on product, price, promotion place attributes and with the support of academic literature review for the last 10 years tentatively. This type of research study is essentially required due to the frequent changes taking place against the needs and preferences of the retail consumers while purchasing items in retail stores in particular. In connection with retailer, studies like these are more useful to them for product assortment, store space and inventory management in consideration consumer needs and preferences. Consumers also got benefited out this type of studies in terms of understand , retailers concern towards consumers and their strategies to grab the attention to provide better products and services.

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