CONSUMER BEHAVIOUR TOWARDS RETAIL MARKETING: A STUDY WITH REFERENCE TO MYSORE CITY

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Abstract
The retail sector is tending to spread quickly in India over the last few decades. The Indian retail industry is composed of organized and unorganized retail markets. It has experienced high growth over the last few years with a recognizable focus towards organized retailing formats. The industry is shifting towards a modern concept of retailing. As India's retail industry is combatively expanding itself, great demand for retail outlets is being created. Moreover, easy availability of debit/credit cards has contributed significantly to a strong and growing retail consumer culture in India. Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behavior is increasingly significant for the retailing sector. Research into retailing and how to attract consumers via better environments, service and policies is an important area of research to improve today's consumer experience to help better understand our modern society and to support retailing organizations to attract more and more new customers and to retain the old customers. In this context, the present study was conducted to analyze the consumer behavior towards retail marketing with reference to Mysore City.

Key Words: Consumer culture, Paradigm shift, Retail industry.

Introduction
Over the last few decades, retail has become one of the largest growing sectors in the Indian economy. Though the country has the highest retail outlet density in the world, Indian retail sector is highly shatter and established retail in the country is at very dawning stage. Organized retailing accounts are approximately 7.00 per cent to 8.00 per cent of the retailing industry in India. Consumers are the major beneficiaries of the retail resonance. The Indian consumer attitude and behavioral pattern is changing swiftly. They now have a choice of a wide range of products, quality and prices. Organized retailing is changing the whole concept of shopping in terms of consumer buying behaviour. Retailers and marketers often seek to learn how and why people shop. The consumer decision-making process is a complex phenomenon.The purchase of goods or services includes a number of factors that could affect each decision. Decision making is more complex and even more important for consumers today than in the past. Consumers are besieged by advertising, news articles, and direct mailing that provide an abundance of information, much of it with mixed messages. In addition, increases in the number and variety of goods, stores, shopping malls and the availability of multi component products and electronic purchasing capabilities have broadened the sphere for consumer choice and have complicated decision making.

New retail formats are growing at a rapid pace in India. There remains a need among Indian businesses to understand the changing behaviour of customers towards shopping in organized retail outlets. The paradigm shift in consumers socio-economic, demographic and geographical proportions are driving what was once a traditional small-scale retail outlet into an organized retail formats aimed at catering to the evolving needs and tastes of discerning consumers. But the ever changing consumers' psychographic variables like values, activities, interests, opinions, motives and lifestyles have contributed immensely to the growth of store format typologies such as convenience stores, discount stores, super markets and hypermarkets.

Review of Literature

Several researchers presented various research papers on the consumer behavior and attitude towards retail marketing. They are summarized below:

Ravindran, Ram and Kumar (2009) investigated the decision-making styles of Indian shoppers in shopping malls and variations in these styles across different demographic variables. Mall intercept survey was conducted to study the decision-making styles of Indian shoppers in shopping malls. The study also helps the managers of shopping malls to understand the underlying decision making styles of the shoppers in the malls and help them to craft their marketing strategies.

Tiwari and Abraham (2010) focused on a study with an aim to investigate the consumer behaviour towards shopping malls with special reference to Raipur city. The study identified the reasons for improved productivity and performance for the targeted consumers by facilitating the mall developers, managers, marketers and operators. The study revealed that the number of young consumers was more than older counterparts and the consumers are opined with great shopping experience along with entertainment.

Anic (2010) conducted a study with an aim to examine the differences in consumers' attitudes towards domestic and foreign retailers in Croatia. It segments the consumers based on their attitudes, and examines the differences among the attitude segments relative to their retail patronage behavior, consumer spending and consumer attitudes towards buying croatian-made products. He concluded that consumer' attitudes towards domestic and foreign retailers might predict retail patronage behavior.

Bishnoi, Bharti and Gupta (2012) submitted a paper to investigate the consumer shopping behavior dimensions. It understands and deliberates consumer shopping behavior towards organized food and grocery stores, so as to have a better insight of consumers buying behavior. They suggested that marketers will have to understand the consumers 'shopping behavioral dimensions that will help them to tap the consumer in a better way.

Gunaseelan and Chitra (2014) had identified the store attributes which influence the customers for shopping behavior. The retail segments selected for the study were food and grocery, apparels, jewellary and consumer durables and home appliances. Based on the statistical techniques the current study has found the store attributes influence towards the customers was also found to be high. The present research has proved that there exists a positive relationship between store attributes towards the customers.

Scope of the Study

The scope of the study involved getting knowledge about the retail marketing. The major part of the study focused on understanding the buying behavior and patterns of customers. The approach was to get a deep insight into the sector through a study which included comprehensive analysis of the following: retail marketing scenario, demographic profile of the consumers, reasons for visiting retail markets, consumers' expectations and comparison of organized and unorganized markets.

Objectives of the Study

The following are the main objectives of the study
1. To highlight the status and avenues of retail marketing in the Indian scenario;
2. To identify the demographic profile and reasons for visiting retail market in the view of the consumer.
3. To depict the services expectation and comparison of organized and unorganized markets according to the consumers perspective.
4. To offer findings, suggestions and conclusion in light of the study.

Research Methodology

The study is an empirical one. The present study includes both primary data and secondary data. The primary data is collected from individuals through a questionnaire and direct interview with the respondents. The secondary

Research paper   *IJBARR*
Impact Factor (GIF) 0.314   *E- ISSN -2347-856X*
                                                               ISSN -2348-0653

data is collected from various sources such as article publications in journals, books and search engines through internet. The sample size taken for the study is 50 respondents in Mysore city. The analysis of the study is done through percentage method. Reaching at suggestions and conclusion were based on the analysis of the study. In the light of the objectives of the study, the study is divided into the components of consumer behavior towards retail marketing such as,

      a) Demographic Profile of the respondents;
      b) Reasons for visiting retail markets;
      c) Services expected by the consumers; and
      d) Comparison of organized and unorganized markets.

Results and Discussion

a) Demographic profile of the Respondents
Table No.1 shows the demographic profile of the respondents in Mysore city. According to the data, majority of the respondents were in the age group of below 30 years with 46.00 per cent, it shows youngsters prefer to shop more in organized stores than others. Most of the consumers are having high level of education and their percentage stood at 60.00 per cent. Out of the total respondents, 50.00 per cent of the respondents are working and another 30.00 per cent are students. Majority of the consumers are receiving monthly income below Rs.10000 are also visiting and buying in organized malls and they represent 40.00 per cent.

Table No.1, Demographic Profile

Sl. No.	Particulars	Frequency	Percentage
1.	**Age Group:**		
	a) Below 30 years	23	46.00
	b) 30 to 40 years	17	34.00
	c) Above 40 years	10	20.00
2.	**Educational Qualification:**		
	a) High	30	60.00
	b) Low	20	40.00
3.	**Occupation:**		
	a) Student	15	30.00
	b) Housewife	04	08.00
	c) Working	25	50.00
	d) Others	06	12.00
4.	**Monthly Income:**		
	a) Below Rs.10000	20	40.00
	b) Rs.10000 to Rs.20000	16	32.00
	c) Above Rs.20000	14	28.00

Source: Field Survey.
To conclude, the occupation and income factor has not influenced the buying attitude of the consumers towards retail marketing.

b) Reasons for Visiting Retail Markets
Table No.2 depicts the reasons for visiting retail markets by the consumers. It noticed that 36.00 per cent of the consumers highly agreed with the reason for visiting retail markets were that they are providing better price than unorganized stores by giving discounts and offers. Majority of the respondents are highly agreed and agreed with the parking facilities provided by the retail markets and their percentage was 40.00 per cent and 40.00 per cent respectively. Around 28.00 per cent of the consumers opined that the employees working in retail markets are not having product knowledge because of wide varieties of products.

Table No.2, Reasons for Visiting Retail Markets

Sl. No.	Description	Highly Agree	Agree	Neutral	Disagree	Highly Disagree
1)	Better price	18 (36.00)	15 (30.00)	07 (14.00)	07 (14.00)	03 (06.00)
2)	Good quality of products	17 (34.00)	16 (32.00)	10 (20.00)	05 (10.00)	02 (04.00)
3)	Variety of products to choose	13 (26.00)	19 (38.00)	11 (22.00)	06 (12.00)	01 (02.00)
4)	Parking facilities	20 (40.00)	20 (40.00)	10 (20.00)	00 (0.00)	00 (0.00)
5)	Convenience/opening hours	08 (16.00)	12 (24.00)	09 (18.00)	10 (20.00)	11 (22.00)
6)	Product knowledge of employee	06 (12.00)	08 (16.00)	10 (20.00)	14 (28.00)	12 (24.00)
7)	Store comfort ability to shop-in	16 (32.00)	12 (24.00)	08 (16.00)	07 (14.00)	07 (14.00)

Source: Field Survey.
Note: Figures in parenthesis indicates percentages.

Graph No.2, Reasons for Visiting Retail Markets
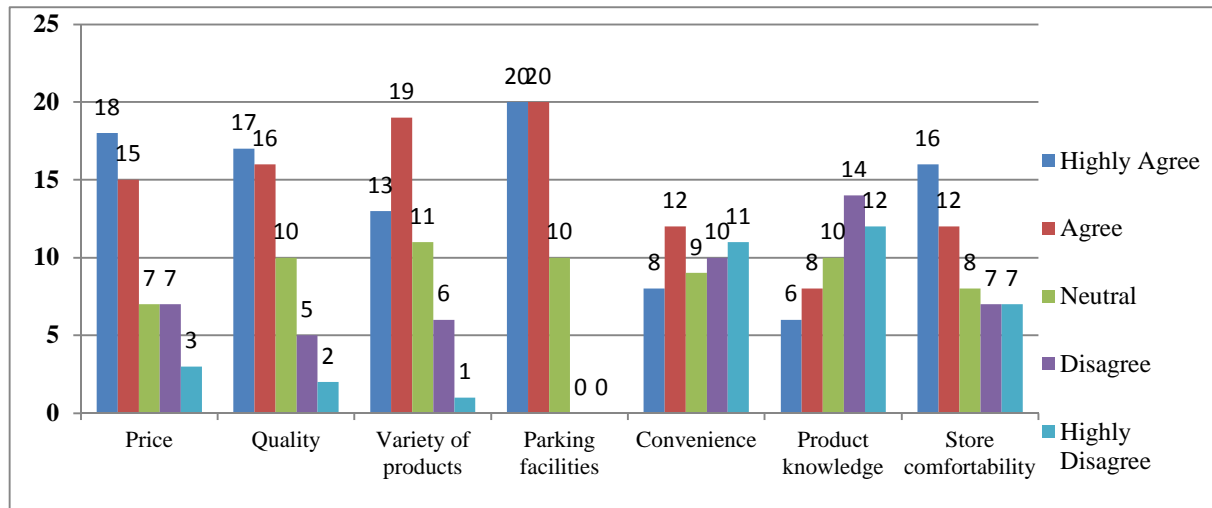
C) Services Expected by the Consumers
Table No.3 visualizes the services expected by the consumers in retail marketing. It showed that all the respondents are highly agreed with acceptance of debit/credit cards in retail markets and their percentage stood at 100.00 per cent. Most of the consumers representing 38.00 per cent are not satisfied with the billing services made by the retail markets. Moderate numbers of consumers are highly agreed with the home delivery services provided to them and they represent 28.00 per cent. To conclude, even though the retail markets are providing better services to their consumers but they should meet the expectations of the consumers.

Table No. 3, Services Expected by the Consumers

Sl. No.	Description	Highly Agree	Agree	Neutral	Disagree	Highly Disagree
1)	Fast billing	05 (10.00)	05 (10.00)	06 (12.00)	15 (30.00)	19 (38.00)
2)	Ticket booking counter's	14 (28.00)	16 (32.00)	04 (08.00)	09 (18.00)	07 (14.00)
3)	Ample parking	18 (36.00)	20 (40.00)	10 (20.00)	02 (04.00)	00 (00.00)
4)	Home delivery	14 (28.00)	13 (26.00)	07 (14.00)	08 (16.00)	08 (16.00)
5)	All credit and debit cards should accept	50 (100.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)

Source: Field Survey
Note: Figures in parenthesis indicates percentages.

Graph No. 3, Services Expected by the Consumers
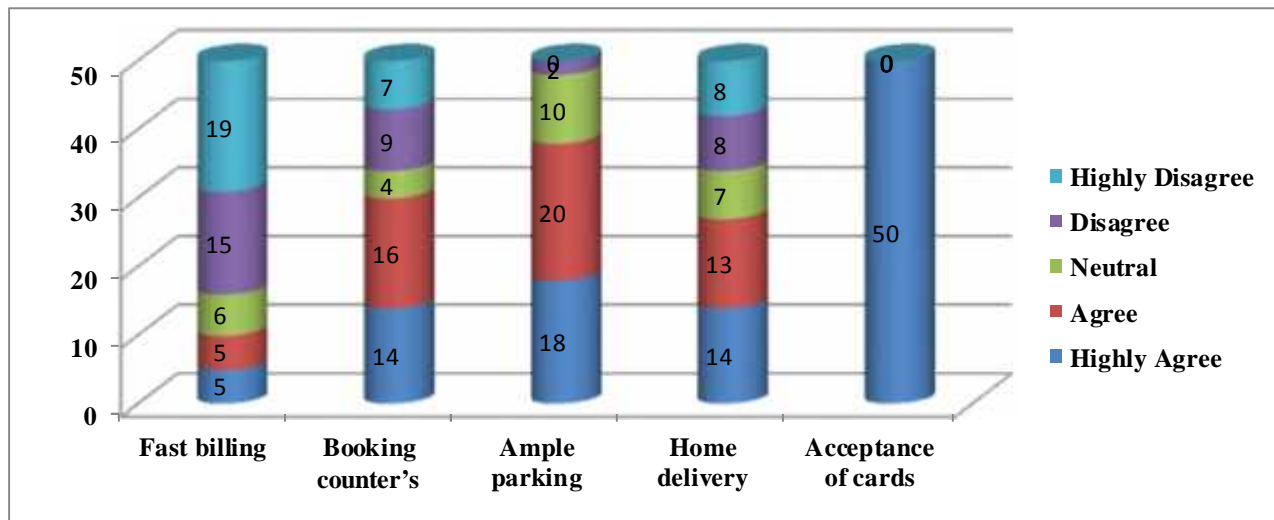
d) Comparison of Organized and Unorganized Markets
Table No.4 indicates the comparison of organized and unorganized markets by the consumers. Out of total 50 respondents 32.00 per cent of the respondents are highly agreed with price differentiation in organized markets than unorganized markets, 34.00 per cent of the respondents are agreed with the facilities provided by the organized markets is more when compared to unorganized markets. Around 40.00 per cent of the consumers are satisfied with the mode of payment in unorganized markets that they can pay in installments.

Table No.4, Comparison of Organized and Unorganized Markets

SL.NO.	Description	Highly Agree		Agree		Neutral		Disagree		Highly Disagree	
		OM	UM	OM	UM	OM	UM	OM	UM	OM	UM
(1)	To earn money	15 (30.00)	08 (16.00)	16 (32.00)	09 (18.00)	12 (24.00)	10 (20.00)	04 (08.00)	12 (24.00)	03 (06.00)	11 (22.00)
(2)	To provide employment to others	14 (28.00)	09 (18.00)	17 (34.00)	07 (14.00)	07 (14.00)	11 (22.00)	06 (12.00)	10 (20.00)	06 (12.00)	13 (26.00)

| (3) | To pursue your own interest | 12 (24.00) | 17 (34.00) | 14 (28.00) | 18 (36.00) | 11 (22.00) | 09 (18.00) | 07 (14.00) | 04 (08.00) | 06 (12.00) | 02 (04.00) |
| (4) | To secure social prestige | 16 (32.00) | 20 (40.00) | 18 (36.00) | 14 (28.00) | 06 (12.00) | 04 (08.00) | 04 (08.00) | 07 (14.00) | 06 (12.00) | 05 (10.00) |
| (5) | To expand professional network | 13 (26.00) | 08 (16.00) | 11 (22.00) | 12 (24.00) | 14 (28.00) | 17 (34.00) | 06 (12.00) | 09 (18.00) | 06 (12.00) | 04 (08.00) |

Source: Field Survey.
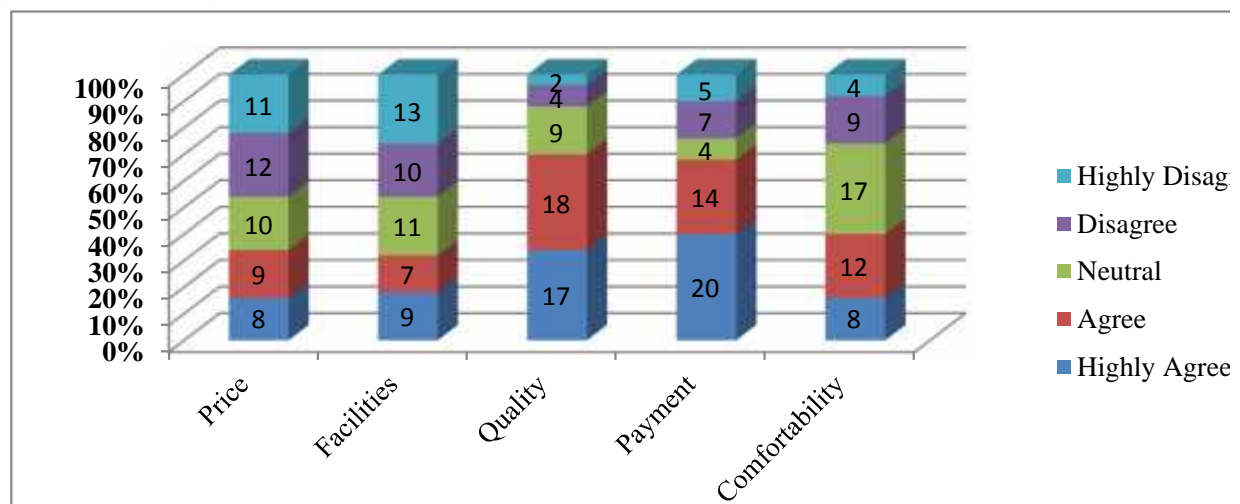Note: a) OM = Organized Markets, UM = Unorganized Markets.
   b) Figures in parenthesis indicate percentages.
 To conclude, the consumers opined both organized markets and unorganized marketing are trying to meet the customer's expectations and even more attention is required.

Graph No.4 (a), Organized Markets
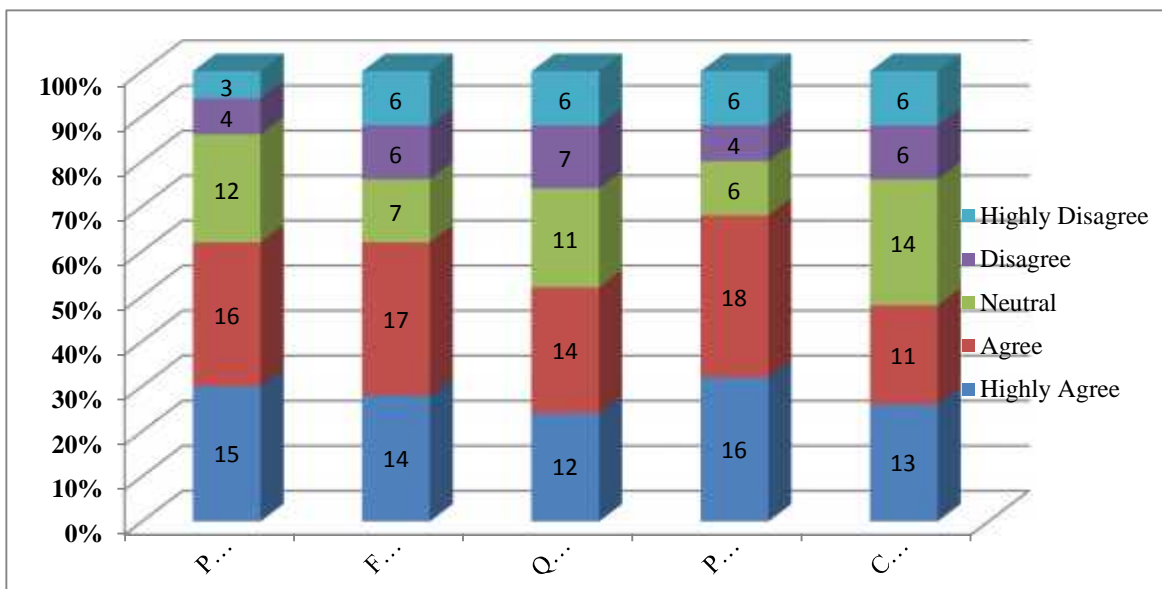
Graph No.4 (b) Unorganized Markets

Major Findings of the Study
The following are the major findings of the Study
1. Majority of the respondents were in the age group of below 30 years with 46.00 per cent and most of the consumers are having high level of education and their percentage stood at 60.00 per cent.
2. Around 36.00 per cent of the consumers highly agreed that the reason for visiting retail markets is they provide better price than unorganized stores by giving discounts and offers.
3. Majority of the respondents are highly agreed and agreed with the parking facilities provided by the retail markets and their percentage was 40.00 per cent each respectively.
4. Around 28.00 per cent of the consumers opined that the employees working in retail markets are not having product knowledge because of wide varieties of products.
5. It showed that all the respondents are highly agreed with acceptance of debit/credit cards in retail markets and their percentage stood at 100.00 per cent.
6. Moderate numbers of consumers are highly agreed with the home delivery services provided to them and they represented 28.00 per cent.
7. Out of total, 32.00 per cent of the respondents are highly agreed with price differentiation in organized markets than unorganized markets.

Suggestions for the Study
The following are the major Suggestions for the Study
1. The organized stores have to offer energetic and vibrant stores with attractive and variety of products to their customers.
2. The retail markets should provide modern, more sophisticated atmospherics and facilities to attract large number of targeted consumers.
3. They should develop new strategies in order to attract more and more youth crowd by employing new technologies.
4. The retail markets must provide proper training to their employees so that they can gain better knowledge about the products.
5. The consumers are finding difficulty of shortage of billing counters because the retail markets are wider markets when compare to other small shops, therefore they should minimize the time spend by the consumer in the queue.

Limitations of the Study
The following are the limitations of the study:
1. The study area was limited to Mysore district only;
2. As retail marketing is a broader concept involving various topics, each and every aspect of it cannot be analyzed in detail;
3. Due to time constraints, details could not be mentioned, only few of them were taken in to account.

Scope for further Research
In the background of the relevance of consumer behaviour towards retail marketing, the following areas have been identified for further research,

(i) An extension of the present study covering other than Mysore city;

(ii) A comparative study of organized and unorganized markets of different regions may be taken up;

(iii) A study can be made focusing on the decision making styles of the consumers.

Conclusion
The growth and development of suitable markets are crucial for the retailers to handle and sustain their position in the market. The retailers are facing some difficulties because of increased competitive forces in the Indian retail

marketing. Therefore, it is necessary to examine the changing expectations of the consumers and they should make some strategies to retain their old customers and attract new targeted customers towards them. Thus, retail markets have to influence the buying behaviour of the consumers in a larger extent and make them to stay for longer period, which helps to retain their position in the market.

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