

Buying Behavior of Customers in Organized Food Retailing-A Review

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Abstract - India is a big country with more than one billion people, 28 states and 120 languages. From the market perspective, Indian consumers can be segmented based on class, status, and income. Retailing in India is one of the significant contributors to the Indian economy and accounts for 35% of the GDP. However, this sector is in a fragmented state with over 12 million outlets operating in the country and only 4% of them being larger than 500sqft in size. This is in comparison to 0.9 million mall outlets in USA and catering to more than 13 times of the total retail market size of India. Thus, in the world India has the highest number of outlets per capita with a widely spread retail network but with the lowest per capita retail space @ 2sq. ft. per person as compared to 16 sq. ft. person in USA. Now a days customer prefer supermarkets, discount stores and convenience stores over the traditional mom and pop stores. This change-over i.e. from unorganized retailing to organized retailing has resulted in a major shift in consumer behaviour. Consumers, today have a greater role to play in organized retailing. Organizations spend their resources in order to understand this ever-growing complex buying behaviour. The same customer exhibits different buying behaviour when he makes purchases from a supermarket and a kirana store.

This study will analyze various factors like satisfaction factors, accessibility factors, sales promotional factors, workforce factors, Tangibility factors, assortment factors, trustworthiness factors and Surveying factors. These are the major factors that define consumer buying behaviour. Factor analysis will be used to understand the significance of each factor from a sample of 500 customers using a questionnaire. The outcome of the research will have major implications for the organized retailers and for the academicians.

Keywords - Buying Behavior, Food Retailing, Supermarket, Organized Retailing.

Mittal Arun (2008), compared consumer mind to a black box and stated that every business conducted for the purpose of selling or offering for sale any good, wares or

merchandise, other than as a part of a “wholesaler business” to the final consumer can be defined as Retail business. Change is the only constant in this world and so in retailing. Retailing in India is evolving. Customers prefer convenience stores, supermarkets and discount stores over the traditional mom and pop stores. This change-over from unorganized retailing to organized retailing has resulted in a major shift in consumer behaviour.

The retail business is driven in equal measure by products and customers. Today’s retail businesses are operating in a highly turbulent and hyper competitive environment. In such a business environment, it is quite challenging task for the retailers to satisfy the needs and demand of their customers. To satisfy the customers, some how, they have to gain competitive advantage over the others. And retailers have to recognize that in order to maintain sustainable competitive advantage; they should be capable of implementing new innovative ways to provide the quality service to their customers. Customer service may include internal and external set of activities and programs undertaken by retailers to make the shopping experience more rewarding for their customers. Customers are satisfied when the perceived service meets or exceeds their expectations. They’re dissatisfied when they feel the service falls below their expectations. When retailers provide unexpected services, customers will be delighted. Thus, to meet the expectations of the customers, retailers need to understand the customer’s expectations and take the necessary steps to meet the expected service.

ORGANIZED RETAILING IN INDIA

India Retail Report 2011 stated that responsible factors for growth of organized retail sector are higher disposable income, changing life style of customers, increase in number of working women, growing proportion of youth in overall population and changing food habits and many more. Retail is one of the highest growing sectors in India. The Indian retail industry contributes 30% in current GDP. Total retail market in India stands at 300 bn \$, out of which the share of organized retail is just 6.5%. Average growth of organized retail in India is 17.39% yearly. Major

categories in organized retails are food and grocery (12.5%), Apparel and clothing (35%), Consumer Electronics (9.2) and other categories. The Indian retail industry is estimated to be \$470 billion. The organized or modern retailing with 6% share stands at \$26 billion. The Indian retail sector is projected to reach US\$ 1.3 trillion by 2018 and the organized retail market is estimated at compounded annual growth rate of 40% which is anticipated at 107 billion US\$ by the year 2013.

As per the **McKinsey Report**, 'The rise of Indian Consumer Market', by the year 2025, the Indian consumer market is expected to grow four folds from its current position. India with its current retail growth rate turns out to be one of the most prominent countries for global retail players. Since 1990, when Indian economy was liberalized, there has been a continuous and drastic change in the consumer buying behavior. The positive sentiment of consumer has led and motivated retailers to expand even in tier 1 and 2 cities. The market dynamics in Indian retail industry are very different when compared with other countries and it is not easy to function in an Indian market. If we have a close look at the unique demography of India, we would discover that it comprises of 28 states with different cultural districts existing concurrently in a market. While urbanization in India seems to be mixing these cultures, people tend to be living in coherent cultural group, mainly described by the state from where they originate. Most stores have trading areas that are mixed in their demography, there by making the retailers work harder while meeting the varying demands of diverse consumers. The areas consist of heterogeneous group of consumers who have predominantly varying buying power.

The performance of the Indian retail industry is forecast to decelerate, with an anticipated CAGR of 10.5% for the five-year period 2011 - 2016, which is expected to drive the industry to a value of \$571.1 billion by the end of 2016.

India Food Retail Market Distribution:

Year: 2011

Channel	Percentage
Convenience Stores and Gas Stations	63.2%
Food and Drinks Specialists	34.6%
Hypermarket, Supermarket, and Discounters	0.018%
Other	0.4%

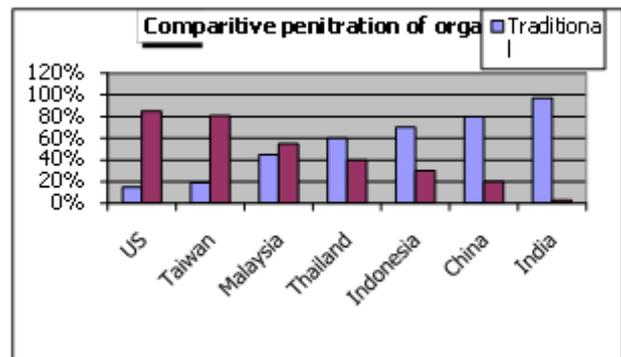
India Food Retail Market Value Forecast

(Unit: USD)

Year	Value	Growth
2011	339300000000.0	0.139025
2012	375900000000.0	0.108055
2013 (Forecast)	418000000000.0	0.112048
2014 (Forecast)	466700000000.0	0.116356
2015 (Forecast)	512000000000.0	0.097082
2016 (Forecast)	560000000000.0	0.093876
CAGR (2011-2016)		10.545%

(Source: "India - Food Retail." **Datamonitor Industry Market Research. Datamonitor, 2012. Business Insights**) Document Number:GALE|A298005468.

The Indian retail industry is the fifth largest in the world comprising of organized and unorganized sectors, India retail industry is one of the fastest growing industries in India as well as in the world, specially over the last few years. Emergence of Malls has contributed to a large extent to the growth of organized retailing in Bhopal also. Major retailers in Bhopal include DB city mall, Ashima Mall, Hyper-city, C21 mall, Vishal Mega Marts, Reliance, V-Store, Best Price, Apoorti etc. and so on. AT Kearney stated that we are ranked as one of the top five nations in the global retail development index out of 30. This figure shows the comparative penetration of organized retail in India.



(Source: AT Kearney)

OBJECTIVES OF THE STUDY

The specific objectives of the study may be noted follows:

- To study the consumer buying behaviour in organized retailing in Bhopal District.
- To study factors that influences Buying Behaviour of customers in organized retailing.
- To understand the criteria, which customer perceive as important in the choice of a store for buying food items.
- To examine the parameters, which will change the buying behaviour of customers in Bhopal District.
- To study the perception of customers about the benefits they get on buying from different retail formats viz. wholesale shops, small retailers and supermarkets.
- To understand the degree of awareness of customers about environmental and food safety issues and the importance attached with them.

REVIEW OF LITERATURE

Though many studies have been undertaken to understand and analyze the consumer behaviour, only a few studies were conducted to in order to understand consumer buying behaviour in organized retailing.

Pachauri Moneesha (2001) tried to develop a framework for studying consumer behaviour by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline.

Mulky et.al (2008) pointed to the fact that the structure of a country’s retail sector has an enormous influence on marketing strategy and marketing activities of firms.

Bhatnagar et.al (2006) pointed that the Indian retail sector is undergoing a metamorphosis.

Kaur et.al (2007) try to study the changing lifestyle of the Indian consumer and how it makes it imperative for the retailers to understand the patterns of consumption.

Mishra et.al (2008) emphasized the changing consumption patterns, trigger changes in shopping styles of consumers and also the factors that drive customers into stores, who explore the way organized retail has dramatically changed not only the Indian traditional retailing structure by also the consumption behaviour in terms of purchasing a particular product. A consumer is aware of some risks such as finance, psychology, performance, and time and thus he concluded that a thorough understanding of the perception of the consumer is essential for retailing.

1. CONSUMER BEHAVIOUR ANALYSIS

Blackwell et.al.; (2001) in his study analyzed the fact that basic idea behind the consumer research was to know about the buying reasons. However researchers have to go much deeper and also question people, how and in which circumstances they purchase any particular product or service and consume it. Consumer behaviour mainly consists of ideas, experiences, feelings and actions of consumers with external factors like ads, prices and commends. Furthermore, it is a dynamic process, because of the continuous changes in ideas, perceptions and activities of consumers as an individual or in a group.

Solomon, (2006); **Peter et.al** (2008) in their studies given the fact that consumer behaviour is considered as a complex pattern and sophisticated understanding for marketing researches. It is defined as study of (a) psychological, (b) social and (c) physical actions, when people buy the products/services/ideas/practices, use and dispose them.

Armstrong et.al (2007). Buyer’s black box is the vital point that companies and other actors in the market have to discover from various researches.

Olson et.al (2008) in his study showed the fact that consumers’ response to different types of marketing strategies is the major question to be answered. (Figure 1.1) Stimulus-respond model is often used to explain this query as shown in the following figure.

Figure 1.1: Model of Buyer Behaviour



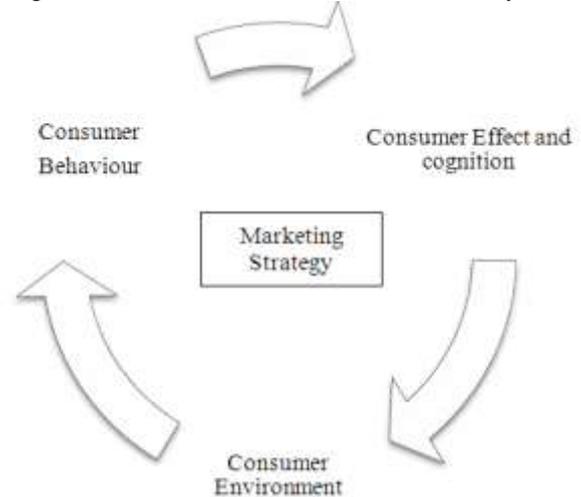
(Source: Armstrong and Kotler, 007, p. 129)

1.1 Determinants of consumer analysis

Peter et.al (2008) accorded that consumers should be analyzed by looking into three objects; “affect and cognition”, “behaviour”, “environment” and their relations between each other. (Figure 1.2) Every single

element can affect other elements or it can be a reason to realize. So, all elements should be considered when deciding for marketing strategy.

Figure 1.2: Three Elements of Consumer Analysis



(Source: Peter and Olson, 2008, p. 22)

Chisnall (1995); **Peter et.al** (2008); in their studies discussed the facts that “Affect” represents persons’ emotions concerning a product like admiring or hating, while “cognition” can be explained as mental activities such as learning, interpreting and evaluating. When people are exposed to stimuli, they have the image of objects, situations, people or experiences in mind. Every individual has own way of understanding, perceiving and explaining of the surroundings in his own environment. In some degree these specialties can be common depending on common attitude and beliefs. “Affect and cognition” are connected to each other intensively however they are originated totally in different ways as feelings and thoughts. Due to various definitions and explanations of “consumer behaviour”, Peter and Olson defined this term as “overt consumer behaviour” that means consumer’s activities which can be analyzed by quantitative as well as qualitative methods. Successes of marketing strategies depends not only on changing of behaviour of the consumers but also affect the cognition. Although a person likes a product, it can be possible that s/he does not purchase it.

Blackwell et.al (2001) in his study stated that consumer environment is the surroundings and out side effects. All consumers are exposed to culture, social pressure, family, personal influence and are affected by these factors.

1.2 Internal factors affecting consumer behaviour

1.2.1 Demographics and personal choices

Chisnall (1995) accorded another important factor. That was the personality that separates a single consumer from the whole society. Personality is described as consistent responses to stimuli. Having a certain personal values in a consumer could be a marketing tool to connect some people with definite products and brands.

Blackwell (2001) in his study given the fact that demographics is especially an interest of marketers as it

is important to see how population is changing in numbers, and distribution of genders, age, birth rates, and economic situation etc. For example, recent increase of women economical activity put them in the first place for companies as women purchase much more than men.

Solomon et al. (2002) stated in their study that family structure, marriage and divorce rates in any society have also effects on consumption habits like couples with children buy much more health concern food than singles which can prefer junky food. Also, children have effects on changing buying decisions of the parents when they are shopping in a mall or in a supermarket, therefore advertisements can be more relevant to children in some countries with young population.

Solomon (2006). discussed furthermore that the distribution of wealth is in focus as it has importance to determine buying power and market potential of the consumers who are in the target. Lifestyle of a person is a further key for buying habits and this attribute is important to be measured to know how consumers spend money, time and in which way a person is showing of own values and choices to consumption.

Armstrong et.al (2007) accorded lifestyle can be more adaptable to new circumstances than personality. If a person changes his job, that also affects his purchasing power and as buying behaviour.

1.2.2 Consumer attitude

Chisnall (1995) stated in his study that attitude is mentioned and used by the society so often with various meanings. Simply, attitude has been defined by Allport “a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which it is related”. Attitude is shaped selectively to compromise consumers needs and could be changed by external effects like, joining a new community, gaining more knowledge and environment of a person. He summed up, attitude is not the exact forerunners that say which consumption behaviour will be in the future, but they can show the way what buyers are likely to do in a defined situation.

Blackwell et.al (2001) asserted that attitude has a significant effect on purchasing a brand and choosing the place for shopping. Also, attitude measurement is necessary for finding out how marketing strategies and advertisements are influencing people. Moreover, new products emerge in the market or existing product’s future demand can be predicted by measuring consumers’ attitude.

Peter et.al (2008) analyzed that due to the various marketing strategies to increase consumer portfolio in the market, many companies conduct regularly large scale consumer attitude surveys to catch changes over time. There have been examples in the past about how the big companies end up with failure due to their lack of interest in society’s attitude changes toward their product or service while the new brands tract their consumers after handling sophisticated attitude researches.

1.2.3 Consumer motivations

Solomon (2006) found in his study that marketers are aiming to satisfy the consumers’ needs that rise in certain time or period. When there is a need, people seek solutions to diminish or sift. People’s needs and motivations are intensively connected to each other which is shown by the Figure 1.3. Motivations start up behaviour and direct to a goal or a specific action. A motivated person’s involvement in any activity is obviously more than the unmotivated person.

Figure 1.3: Motivation links needs and objectives



(Source: Chisnall, 1995, p. 40)

Armstrong et.al (2007) studied that psychologists have examined motivation and its importance in human behaviour in several ways and the most common ideas were propounded by Abraham Maslow and Sigmund Freud Maslow has developed a theory that classifies the needs as “lower” and “higher” wishes. (Figure 1.4).

Figure 1.4: Maslow’s pyramid: hierarchy of needs



(Source: Chisnall, 1995, p. 43)

Armstrong et.al (2007) studied that Maslow puts the psychological needs such as hunger and sexual activities in the bottom and need for self-actualization on the top of the pyramid as show in the Figure 1.4. Besides, according to Sigmund Freund, people are mostly not aware of their buying behaviour that is mainly shaped by our physiology. People have lots of wishes and these are driven by provoked forces in deeper. For instance; when a person buys a luxury sport car, he can claim that he likes the wind when driving. But in a psychological level he might want to show off the other how successful he is and moreover he might wish to feel younger and free.

1.2.4 Learning and Knowledge

Blackwell et al., (2001) depicted the fact that companies have to examine consumers’ knowledge about a product carefully. Finding out how consumers shopping habits like from where they buy the product, how often they buy it, which product groups have importance and how much they are aware of the products or brands, help companies to motive and reinforce consumer for buying behaviour. For example, a person is willing to buy a digital camera and the idea of this buying behaviour can come into mind

may be from an ad or a friend. That stimulus is called “cues” which is the determining factor of how, where and when a consumer corresponds.

Solomon (2006) found in his study that learning is gained by experience and it is affecting behaviour. Scientists thought that almost all behaviour is learnt. Learning eventuate between a stimuli and a response and consumer behaviour as learnt attitude and how it is learnt and experienced is really vital for marketers.

Armstrong et.al (2007) in his study found that our consumer decides for a certain brand and buys after using several times and if the consumer is satisfied with any product or services, probably from the experience and positive image of the previous one, he would buy the same brand as well.

Peter et.al (2008). Consumers think about a product according to desired properties, probable risks and advantages and then attribute occurs towards a product/service. Relative buying attributes are connected to personal values and needs, consumers build knowledge bridges them and this is examined by means-end chain theory. Some features are highly connected to personal values and belief while others are less.

1.3 External factors affecting consumer behaviour

1.3.1 Culture and Subculture

Blackwell et al (2001); **Peter et.al** (2008) accorded that race groups in a society can show diverse consumption habits. For example, black or African American subculture is largest minority community in the US and companies are developing strategies to get these groups. For example, a doll company had introduced to the market black girl dolls with different looks, different hair style, different skin colour and face characteristic to show that all black women have different appearance.

Solomon et al (2002) in their study found that culture is the circulation of the values, norms and traditions among the society between the generations. A product introduced to a market that carries cultural specialties is expected to be well perceived from that targeted society. Furthermore, a product can point out the on going changes in the culture although it does not belong to objected population. For example, American convenience, pre-cooked or frozen products are marketed in some cultures that targets the changes in the household lifestyle like both parents are working or decrease of housewife in the population.

Armstrong et.al (2007) in his study accorded that culture is one of the main external factors that have a big effect on consumer behaviour, ideas and wishes. As mentioned in the learning and knowledge section, consumer behaviour is almost a learnt process and culture has power on our behaviour as we all grown up in a certain group of society with particular cultural properties.

Armstrong et.al (2007) found in their study that cultures can also be divided into various groups called subculture. These people belonging to the same subculture and have more common values, religion and mostly coming from same ethnicity and region. Age groups can be a

subculture in the society. For example while some brands are targeted to teen-age groups the others can be offered to matured market like health care products, home decoration, travel and so on.

Peter et.al (2008) analyzed another big trend in developed countries is the change of eating habits. Most of the societies start to choose more healthy diets especially with balanced nutritional meals. This consumer’s health awareness movement has boomed natural and organic foods on the shelves of the supermarkets.

1.3.2 Social class

Consumer’s position in a society with income level, family background and profession are the indicators of person’s social class. The amount of money spent and the way of this expenditure are both considered in the social status. Social equality is trying to be kept in a certain level in India but of course there are social hierarchies of consumers like low income group (LIG), middle income group (MIG) and high income group (HIG). The people in the common groups seemed to have similar lifestyles, jobs and tastes and they mostly socialized between each other and affect their behaviour in the same social class.

Chisnall (1995) in his study found that in mobile societies, where the women are also more or less equally contributing to house income, low class consumer behaviour can switch to middle consumption. However, this does not mean that definitely all habits will change, so marketers have to aware of these interactions and must know the distinguishes.

Blackwell et al (2001) accorded another reality and that is some brands are connected to certain social groups like; Heineken beer considered as upper-middle class drink while Budweiser is accepted as middle and low social class drink with the image of a beer for everybody. Social classes and their needs are continuously changing rapidly. For instance old working class discrimination from office workers in India has changed drastically. Today, even factory workers drink quality drinks; go to holidays to other part of in India and even abroad and becoming middle class with modern life styles.

Armstrong et.al (2007) stated that consumer behaviour and social class can be connected in different ways. For example, wealthy consumers mostly prefer magazines about fashion, technology, some specific sport branches like sailing of art and decoration. Because these group have mostly interest on these subjects in common and these magazines considered as high segment in the market and sold in special shops with higher prices.

1.3.3 Family and Group Influence

Chisnall (1995) studied that a group is a cumulative of people that have something common and distinctive relations between each other. The most common and natural group in the society is the family that mostly act together with certain aims. Marriage mostly results with establishing a new place to live and people need to buy several of new products and services and also forming a

family is one of the important factors to change buying and consumption behaviour of an individual.

Blackwell et al (2001) in their study found that family members have different roles like initiator, influencer, decider, buyer and user. The impacts of family members on different assortments of products are changing depending on family size, structure and hierarchy in buying decision process. Moreover, women are targeted in developed societies as their income and responsibilities are increasing day by day and result of togetherness in housework affects buying behaviour of men.

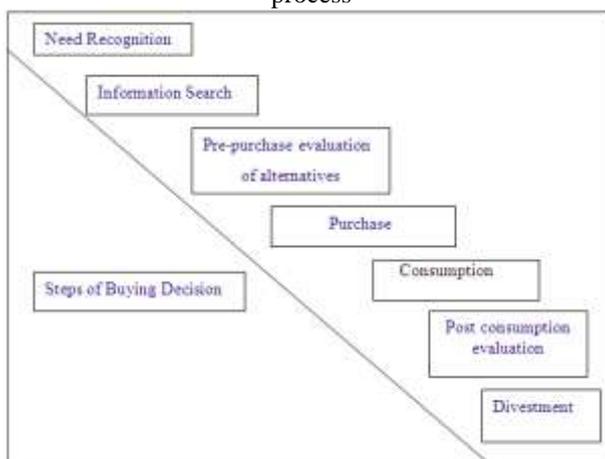
Armstrong et.al (2007) in their study concluded that for a better understanding of reference group effect on consumer behaviour, first marketer should analyze the group features and find out why people are dedicated to these groups. Thereafter, producers and brand managers should know well the leaders of these reference groups and they need to consider their ideas and behaviour while concluding to any policy or strategy. It is known that, leaders are affecting group members with their ideology and distinctive abilities.

Olson et.al (2008) found in his study that the other group of people can be formed by sharing the same profession, beliefs and hobbies. Reference group consists of one or more people and this group is taken as a reference when evaluating peoples' values and attitudes. Reference groups not only affect people's values but also they can change buying behaviour. As an example sport brands like; Reebok, Nike etc. use famous players of different sports and country in their ads to attract more consumers that admire these people.

2 CONSUMER DECISION PROCESS

Blackwell et al.(2001) found in his study that consumer buying decision starts with a need recognition and end up with divestment process. These paths of purchase behaviour enable marketers to interpret the buyer in one of these steps and change his decision. Following Figure 2.1 shows in which ways consumers pass through before and after buying a good or a service.

Figure 2.1: Schematic model of consumer decision process



(Source: Blackwell et al., 2001, p. 71)

Need recognition: **Armstrong et.al** (2007) in their study discussed that the first stage is the need of consumer towards a product. These needs can emerge from individual cause like physical necessities or from the environment of the person like ads or society.

Blackwell et al (2001) in their study found that manufactures and market actors should continuously trace the consumers' problems and needs of the consumers. Otherwise even the big companies can make a mistake of introducing wrong products to the market, where almost no demand is raised.

INFORMATION SEARCH

Solomon (2006); **Armstrong et.al** (2007) in their studies accorded that after recognition of a need consumer start to seek for information in the external area. Also, there can be information in person's mind and additionally person can be so close to the targeted object. So, in this case consumer probably buys this product instead of searching. On the other side, some consumers like to go shopping and spend time for inquiring. In many cases search takes short time and consumers' actions depend on their memories such as remembering a brand or a price or they just repeat their old purchases..

PRE-PURCHASE EVALUATION OF ALTERNATIVES

Blackwell et al (2001); **Armstrong et.al** (2007) in their studies found that consumer spends much of the time to choose in between alternatives. Some product groups have hundreds of different brands like spice and on the other hand, some brands have different sorts like edible oils. Before purchasing consumer will ask himself about his alternatives and try to select the best. Mostly consumers use the stored evaluation in the memory like; price, brand or services and choose from them. Moreover, consumers continuously evaluate the shopping mall and choose between different offers that fit best to their needs. Consumers are mostly sensible to price, size, and quantity changes of the preferred brands. If there is a price raise occur in their preferred brand, they evaluate if it is proper or not. If they perceive the change is inconvenient to them, purchase probability of the product will decrease. Marketers should survey properly and cautiously how consumers evaluate the alternatives in the market.

PURCHASE

Blackwell et al (2001); **Armstrong et.al** (2007) found in their studies that after evaluating the different products, a person came with a decision of purchasing. But this purchase step, sometimes do not end with the decided product. One of the factor can be, influence of the other such as a person close to us recommends strongly another product or a salesman in the shop can convince the consumer that other brand is better than the selected product of the consumer. Another factor is the unexpected changes during the purchase. For example, one brand can decrease its prices relatively that day so

that consumer can change his mind in the shop or because of traffic consumer is detained from the targeted retail chain and have to prefer the closer one instead.

CONSUMPTION

Blackwell et al (2001) found in his study that following the purchase step, purchase and then consumption of the product take place. It is important to find out how consumers use the products as this will determine the satisfaction of the consumer and affect the pre-purchasing activities. Moreover, how the product is used is the indicator of the lasting of the endurance.

POST-CONSUMPTION EVALUATION

Solomon (2006) in his study found that as people begin to coalesce their purchased products to their habits, post-purchase evaluation starts. There are several researches showing that satisfaction of the consumers is decreasing in many sectors. When dissatisfaction arises, this will change attitude and behaviour towards that brand and will affect negatively the future consumption of the same product.

Armstrong et.al (2007) found in their study that dissatisfaction sometimes occurs due to the big expectations of the consumed good and marketer advice to sellers, not to exaggerate the properties of the products. For instance, Boeing underrate their planes performance in case of fuel saving. They commit that Boeing airplane can save up to 5 percent of fuel however; this rate was reaching to 8 percent in the tests conducted for the product. So their consumers gain more satisfaction after the purchase and willing to buy again and circle this positive image among the other possible consumers in the sector.

DIVESTMENT

Blackwell et al (2001) accorded that divestment is the last stage in the consumer decision process. Consumer can dispose, recycle or sell the product after they use. Depending on the environmental concern of the consumers, they can decide on whether to dispose or recycle the packing of the consumed good. Moreover, a person can again market the used product to other consumers like second hand cars.

NOTEWORTHY CONTRIBUTION

Nisha Rathore (2012) accorded in her study that retailing in India came with evolutionary patterns from Kirana store to organized market. This sector was unorganized in the initial stage and after that it is carried forward and now it is growing as supermarket and hypermarket. The study depicted the main drivers of the retail revolution in India and how this revolution changed the buying behavior of the consumer, increase in the disposable income of the middle class, changing customer choice and infrastructure development. Organized Retailing was introduced in the last decade and has emerged as one of the sunrise industries in India. The study mentioned the impact of organized retailing on

unorganized retailing. The study indicated how the consumer benefited from organized retailers. The study was intended to analyze the consumer behavior towards organized and unorganized retailing, their source of purchasing and the factors which influences their mall purchasing in India.

Dr. Ravinder found in his study that as consumers, we play a very important role in the health of the economy of the nation. The decision we make concerning our consumption behavior affects the demand for the raw materials, transportation, banking and for the production; they affect the employment of workers and deployment of resources and success of some industries and the failure of other industries. Thus marketer should understand this. In order to become a winner, he must understand the liking or disliking of the customers. He must also understand the time and the quantity of goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the needs of the consumers. Based on the attribute that different consumer seeks while making purchase decision, marketers should develop appropriate marketing mix to position their product in the targeted market(s). Through this study researchers tried to analyze the various attribute that different buyer seeks while making purchase of chocolates of different size and quantity for different purposes altogether with significant differences in favorite brand; flavor; price and place of purchasing etc. Also, they have tried to examine the various degree of relationship that exist between the different attributes of the product that consumer favors and the brand loyalty that consumer have toward his liked brand. Also main emphasis is laid to find out what results in brand loyalty and is this relationship is significant with changing marketplace.

Kriti Bardhan Gupta IIM, Lucknow wrote in her study that the food markets in India and the rest of the world are getting increasingly more and more competitive and complex. Some of the very important reasons for such changes are like increasing pace of globalization, entry of large international and domestic firms in the food industry, intra-regional movement of consumers, larger proportion of working female population etc. There was increasing number and varieties of food products in the country and the above socio-economic changes have resulted in increased interest in the food sector among the business practitioners and researchers.

Sanjeev Verma (2007) studied Consumer Preferences for Retail Store Selection in Mumbai. The study was undertaken to understand the factors affecting consumer preferences for retail store selection and developing marketing strategies towards meeting the needs and wants of customers. This study examines the relationship between consumer preferences and the importance of some salient store attributes.

S. Ramesh Kumar et.al (2007) explored the relationship between Point of Purchase and shopping behavior in an emerging market in the Indian context. The author concluded that Point of Purchase (POP) materials are used both by kirana shops and by organized supermarket

retail outlets. This study investigates the impact of POP materials on kirana shop purchases and the purchases of consumers from supermarkets. The author feels that POP material has large impact on the purchase of FMCG purchases. Also the POP material makes consumer try the product and increases the consideration set of the consumers.

Gupta et.al (2008) studied that organized retailing is affecting buying behavior of Indian consumers.

Roopampreet Kaur et.al (2008) in their paper titled “Visual Merchandise and Store Design Strategies of Specialty Retail Stores” studied visual merchandise and store design strategies followed by specialty retail stores. Specialty apparel stores from Ludhiana and Chandigarh were selected for the study. Twenty specialty apparel stores were selected on judgment basis, ten from each city. The author found that colour and season are the main theme of the display window design but the display window is not changed frequently. Lighting is mainly used for illumination rather than for creating an atmosphere conducive for buying.

Dr. Gursharan Singh Kainth et.al (2008) studied the perception of customer & retailers towards malls in Jalandhar in Punjab. The study was done to learn about people’s knowledge, beliefs, preferences & satisfaction. The locale of the study was the malls in Jalandhar. The sampling method used was non-probability convenience sampling.

Choudhary et.al (2009) in their study found and observed that store size and location plays a significant role in determining the operational efficiency of retail stores.

Ali et.al (2010) through their study showed that most of the food and grocery items are purchased from the nearby outlets in loose form and fruits & vegetables are mostly purchased daily or twice a week due to their perishable nature, whereas grocery items are purchased less frequently.

M. Yaseen Khan et.al (2011) stated that in India, shopping malls industry is an upcoming industry. In their study they accorded the comparative analysis of consumer buying behavior and brand perception of consumers regarding shopping malls in metropolitan malls as a base. Consumer purchasing power is the main factor, which determines the consumer buying behavior and brand of shopping malls. Shopping malls are the places where consumer wants to have fun & entertainment, family outing, shopping and for eating. In shopping malls age factor is considered one of the the most dominant factor in daily footfalls. In different shopping malls different age group consumers come and they impact on the buying behavior.

T. Ravikumar (2011) in his study found that advertising has been emerging great prominence as the potent tool on the marketing of goods and services by both the industrial and non- industrialized nations. It was regarded more as an investment than expenditure in the developing countries too. It has now been acknowledged as a major business function in India as well in the world. The attitude towards advertising has been ever changing at a

rapid pace with diversifications and dynamism. The advertiser, the media, the agency and the consumers view advertising according to their desires, expectations and opportunities. Now advertising is no longer viewed as a secondary business activity, but accepted as a supportive service and a contributory input for diversified business growth. The goals of advertising are now changed, modified, adjusted and re-defined over the years. This article makes an attempt to study about impact of advertising values in visual media advertisements on women consumers buying behavior in Chennai city in this LPG era.

Shyamala Devi.B et.al (2011) presented that organized retailing in departmental store format has caught up with the Indian public in a significant way. From the days of depending on traditional small retail stores, the buyers have moved to organized retail departmental stores and undergo different experience. The continued patronage to this format of retail business has resulted in a number of corporate entering in to this segment of organized retail business. With a large number of players in the market place, differentiation has turned out to be a compulsion rather than the option for these retail stores. While, on the one hand these stores adopt various strategies to offer differentiated experience to their consumers, how the consumers have reacted to this experience, is a question warranting analytical study at different points of time. Success at one stage does not ensure success at later stages, as customer’s expectations differ widely between two points of time. Hence, a research effort is to be undertaken with the specific objective of analyzing consumer behavior in different retail outlets. It was also aimed to identify the factors that influence the buying behavior of the consumers. With this the status of consumer experience in this format of retail business could be assessed, which would also serve the purpose of determining relative strengths of each of the retail stores taken up for the study.

Ben-Shabat et.al (2012) in “The 2012 A.T. Kearney Global Retail Development Index (GRDI)” showed that while the BRIC nations still attract largest global retail investment, smaller, untapped markets are also increasingly becoming profit centers. In India the organized retail climate is improving and the food and beverage segment is increasing with increase in foreign players. Grocery is the largest source of retail sales. India, with its 5th position in the GRDI, is seen as a high potential market, expecting an accelerated growth of 15 to 20% in the next 5 years.

Kavita Kanabar (2012) in her study examined the activities consumers exert in malls, whether the mall culture is gradually gaining acceptance among consumers and the reasons for such acceptance. The study found that primarily in the malls consumers prefer eating at food-courts, window shopping and entertainment in the form of movies at multiplexes or video game parlors. They also attend events, promotions, competitions and product launches just for fun that are organized in the malls and spend their leisure time with family and friends. Over the period of time, the mall culture has gained acceptance

and consumers are repeating their visits for successive purchases, which was marked by the increase number of regular visits of consumers at malls. In malls, consumers prefer the air-conditioned hygienic environment, availability of several product categories under one roof, quality of service, better car parking facilities, ambience, convenience of shopping and the confidence that the store-owner is not cheating. Such lifestyle factors along with the status symbol of being in malls, supplemented with a greater disposable income are the main reasons that prompt them to the malls.

Mitul M. et.al (2012) aimed to get the view towards role of packaging on consumer buying behavior. The basic purpose of this study was to find out how such factors were behind the success of packaging. The purpose of this research was to know the relationship between independent variable and dependent variables. The research was based in Patan District of Gujarat state in India. It was found that the packaging is the most important factor to affect consumer buying behaviour. It was found that consumer buying behavior was dependent on the packaging and on its various features. Elements of packaging like packaging color, background image, packaging material, font style, design of wrapper, printed information and innovation is taken as predictors. Due to increasing self-service in the malls and changing consumers' lifestyle the interest in package as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly. So packaging performs a vital role in marketing communications, especially at the point of sale and could be treated as one of the most important factors influencing consumer's buying decision.

Manish Kumar et.al (2012) analyzed that in last decade when we look towards Indian market, retailing has become to be most active and attractive area of growth. Only 4% of market is tapped by retail industry and 96% is still to be tapped. In this scenario when there is huge scope for growth and expansion, the players must know the rules of the game. Blindly trusting and following western formats would end up in losing customer and interest of people. Now it is very important for retail sector to flourish it is very necessary to work on the purchasing behavior of consumers in different demographics and geographic regions which is vital in case of Food and Grocery segments. This paper framed the variations in Retail Purchase Factors across customers in sync with different demographics and geographic locations and helps in formulation of strategy for retailers who want to explore this market.

Dr.K.Raji Reddy et.al (Feb 2012) found that the lifestyle and profile of the Indian consumer is going through a rapid transformation phase. The population of India is young, energetic and with full of enthusiasm. 50% of the Indian population is under the age of 25. There is a transition from price consideration to quality and design of the products, as the focus of the customer has changed. The upper and middle- class population of today needs a feel good experience even if they have to spend a little more for that. People are moving towards

luxury and want to experiment with fashion and technology.

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