

CHAPTER 5

CONCLUSION

The whole concept of shopping has undergone a sea change in terms of format and consumer buying behaviour, ushering in a revolution in shopping behaviour in India. Modern retail has entered India as evident from sprawling shopping centres, multi-storey malls and huge complexes that offer shopping, entertainment and food, all under one roof.

Changing lifestyles square measure prompting changes within the retail setting. Scarceness of time and a rise in disposable incomes have created a requirement for a brand new styles of retail formats. This suggests that retailers ought to become higher at knowing their customers and predicting their desires and needs. As the socio- economic structure in the country modified so did the sphere of marketing. A once unorganized sector became reworked into the organized sector.

Chapter 1 focuses on the retail scenario in India in terms of both the organized and unorganized retail. It throws light on the various formats of the organized and unorganized retail in the country, the driving forces leading to a change from organized to unorganized retail, the opportunities and challenges ahead. It also brings into the picture the upcoming trends in the retailing sector. To sum up, it broadly defines the retail scenario in the country.

“Purchase behaviour Of Retail Customers” discusses the major purchase decision influencers that actually shape a customer’s preference regarding what to buy and from where. The chapter discusses the purchase decision influencers with the support of the examples and also throws light on their marketing implications. Further, the stages of the buying process, types of consumer purchase decisions and the types of buying behaviour are also stated.

The chapter on methodology highlights the research methodology part while discussing the problem, significance, objectives, hypothesis of the study. A review of related articles, journals and books has also been highlighted in the chapter. Further, the scope, universe of the study and also what type of sources are referred to during the study are highlighted. Finally, the tools for the data analysis and the hypothesis testing are mentioned. Chi-square test and the z-test are applied to test the hypothesis. The basic objective of this chapter is to tell the methodology adopted for carrying down the research in accordance with the topic.

Data analysis and its interpretation form a major part of the study. It is regarding the analysis and interpretation part in detail. The filled in questionnaires are put in a tabulated form and pie charts are prepared out of it. Further, based on the data collected, various inferences are drawn. The chi-square and the z-test are applied on the collected data and the results are revealed. In certain cases, the hypothesis is accepted and in certain cases, it is rejected. This chapter is the primary application of the chapter on research methodology.

In the end, the findings, suggestions, limitations and the scope for further study are discussed. The contents of this chapter are based on the matter collected during the research and the observations made. A major part of the findings is inferred from the data collected and tabulated during the research in Chapter 4 which are mentioned below.

5.1 FINDINGS

1. It is inferred that age group of a customer has an effect on the purchases made by him from the organized or unorganized retail in Rajasthan. People in higher age group are more inclined towards the unorganized retail and vice-versa.

2. There is an association between purchase behaviour of customers in Rajasthan and gender of the customers.
3. There is an association between purchase behaviour of customers in Rajasthan and their marital status.
4. There is an association between the educational background of customers and the purchase behaviour of customers in Rajasthan. Customers with high education prefer more of organized retail whereas less educated customers prefer more of unorganized retail.
5. There is an association between the purchase behaviour of customers and the occupation they are in.
6. Income of the customers affects the purchase behaviour of customers regards purchases from an organized or unorganized retail in Rajasthan. It is seen that high income group people mostly prefer organized retail may be because of their status and low income group people mostly prefer unorganized retail.
7. The purchase behaviour of customers regards purchases from an organized or unorganized retail is affected by whether the person is in a joint family or nuclear family. It is seen that people in nuclear families mostly prefer organized retail and people in joint families mostly prefer unorganized retail.
8. The family size of the person has an influence on purchases made from organized or unorganized retail in Rajasthan. It is seen that customers with family size less than 6 prefer organized retail and customers with large families prefer unorganized retail.
9. Most of the customers are of the view that their purchases are affected by the location of the outlet. If the location of the outlet is convenient , then they feel going to such places for making their purchases. This

view is given by a majority of customers of both organized and unorganized retail in Rajasthan and so it is found that the location of the outlet is one of the purchase decision influencer.

10. The organized retail customers are driven for purchases by the range of products available at the stores whereas, the unorganized retail customers prefer making purchases from the unorganized retail as range of products is not very wide there because they feel that their requirements are met out of the variety available and if more of variety is there, unnecessary confusion and at times more of spending is there. So, it is found that there is a significant difference between the purchase behaviour of organized and unorganized retail customers in Rajasthan and range of products available influenced their purchases.
11. Most of the customers of organized retail in Rajasthan ranked it as most convenient in making purchases whereas most of the unorganized retail customers ranked it as convenient. So, there is a significant difference in the purchase behaviour of customers of organized and unorganized retail. Whereas, the former emphasized on great convenience, the latter group did not demand much of it as they felt that they are more accustomed in making purchases in the traditional way which is although not very convenient. They also stressed the fact that in big organized retail stores, they have to keep waiting in the queues for billing whereas, in the traditional formats, if there are many people at the store, the list can be handed to the shopkeeper, and other works can be finished during the course. Finally, in the end, the goods can be picked and hassle free payments can be made for the same. So, the convenience for purchase is an influencer in making purchases from organized and unorganized retail stores in Rajasthan.

12. Quality of products available in the organized retail outlets is found to be very good as per the customers of this sector and the majority of customers for unorganized sector ranked the quality of goods available in these stores as good and so there is a significant difference in the purchase behaviour of organized and unorganized retail customers in Rajasthan. The organized retail customers felt that one of the purchase decision influencers to make purchases from this segment is quality, whereas the unorganized retail customers said that the quality is good and not poor in the unorganized retail and it is value for money. It is inferred from the results obtained that quality of products available in the stores affect the purchases made from an organized or unorganized retail in Rajasthan.

13. Prices of products available at the organized retail stores are found to be highly reasonable as per the customers and reasonable prices are the purchase decision influencers for the unorganized retail customers and so there is a significant difference in the purchase behaviour of customers of organized and unorganized retail customers in Rajasthan as the groups have different criterion for making their purchases from the respective outlets. The customers of organized retail in Rajasthan felt that prices are highly reasonable because of the various offers and schemes and bulk buying, whereas the unorganized retail customers felt the prices in the sector are moderately reasonable and not too high. They are of the view that at times unnecessary purchases are made if highly reasonable prices are there and bulk buying is there as at times most of the things are wasted. It is found out from the analysis that the purchases made by customers from organized and unorganized retail in Rajasthan are affected by the prices of the products in the store.

14. 120 customers out of 200 of organized retail ranked the satisfaction from previous purchases as very good and majority customers of unorganized retail ranked unorganized retail as good on the same parameter and therefore there is a difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan. Also, it is revealed that the learning from a previous purchase had an effect on the purchases made from the organized or unorganized retail stores in Rajasthan.

15. The purchase decision influencer for most of the organized retail customers is that the parking facility is adequately available. People usually find it easy to go there and park their vehicles in the basement of malls where there is ample of space and shopping is done in a free mood without the fear of vehicles being lifted in the busy market places. Most of the unorganized retail customers said that parking is available although less available at times but it influenced their purchases made from this sector as they find the parking in market areas easy in comparison to the mall parking where the parking is mostly in basements and it takes time to park and re-park the vehicles when one is in a hurry. Moreover, they said that the government is taking measures to provide parking space in these busy crowded areas. From the results, it can be inferred that parking facility available at the stores is a purchase decision influencer for the customers of organized and unorganized retail in Rajasthan.

16. 120 customers out of 200 of the organized retail sector are of the view that one of the purchase decision influencer to buy from the organized retail is that one can pay through the credit card when one does not have enough cash in hand. On the same side, the other customers of the organized retail are of the view that they buy and pay in cash because of certain tax purposes. Mostly the businessmen are of this

view. The salaried class preferred the payment through credit cards. For customers of unorganized retail, paying in cash is the major purchase decision influencer. They are least interested in paying through the credit cards as depicted by the numbers. When questioned regarding this, they said that amount keeps on accumulating and becomes a big figure in the end and one does not realize how much is spent while shopping from the credit cards. Paying through cheques is a benefit that they are enjoying in unorganized retail as most of the places from where they make their purchases were known places from where they could avail credit facility also and cheque also could be of a post date as according to the relations of the vendor and the customer. So, there is a significant difference in the purchase behaviour of organized and unorganized retail customers in Rajasthan. Further, the figures reveal that payment mode available at the stores is a purchase decision influencer for customers to buy from the organized and unorganized retail in Rajasthan.

17. The majority of the customers of organized retail i.e. 124 and 76 view shopping from organized retail as highly enjoyable and enjoyable respectively. This is clearly stated from the figures available where none of the customers have agreed that shopping is less enjoyable when done from organized retail. 68% of the customers of unorganized retail feel that they purchase from there because the shopping experience is enjoyable. They feel it is enjoyable walking on roads and unorganized markets, bargaining and getting things at cheap prices by comparing the costs of the different vendors. Also, this experience is lacking in the organized retail sector where the prices are fixed. A few of them also feel that it is good that the shopping experience is less enjoyable because it is saving a lot of their time and energy and very importantly their money which otherwise they would have spent off and on for enjoyment in the shopping malls. Such

people said that less enjoyable shopping experience propels them to buy from the unorganized retail sector. Thus, there is a significant difference in the purchase behaviour of customers of organized and unorganized retail stores in Rajasthan and the purchases made from organized and unorganized retail in Rajasthan are affected by the fact that shopping experience is enjoyable or not.

18. One of the major purchase decision influencers to buy certain things from the organized retail as most of the customers answered is the attractive packing that they offer as in the world of as it is rightly said “jo dikhta hai,wo bikta hai”. Moreover, packing in different styles has become a charm today. 116 and 84 customers respectively are in favour of highly attractive and attractive packing of organized retail as one of their purchase decision influencers. Unorganized retail customers outrightly have said that there is no highly attractive packing in unorganized retail, but ,they also said that their purchase decision influencer is simple packing which is partly attractive and for which they are not charged and things do not become unreasonably expensive for them because they feel that ultimately all the fancy charges are to be borne by the customer in one way or the other. It is thus inferred that there is a significant difference in the purchase behaviour of organized and unorganized retail stores in Rajasthan with regards to packing of products available in these stores and purchases made from organized and unorganized retail in Rajasthan are affected by the packing of products available in organized and unorganized retail.

19. For the organized retail customers ,one of the purchase decision influencers is the schemes and offers that are given by these stores from time to time which propels and attracts the customers towards itself. For the unorganized retail customers, the schemes and offers are

a purchase decision influencer , but they felt that the schemes and offers are not highly attractive. Some of them even agreed that the schemes and offers are very less attractive and they are really happy for it because it saved their money which they would had otherwise wasted on things which are really not necessary for them. Such people said that they mostly bought from the unorganized retail because of this reason. So, it is seen that there is a difference in the purchase behaviour of customers of organized and unorganized retail stores in Rajasthan and the schemes and the offers available at the stores are the purchase decision influencers regarding purchases made from an organized or unorganized retail outlet in Rajasthan.

20. The organized retail customers prefer to shop from there because of the great service they receive whereas most of the unorganized retail st customers felt that the services received are good enough although not in comparison with the organized retail . Hence, it is seen that services to the customers has an influence on the purchases made by customers from the organized or unorganized retail in Rajasthan but there is a significant difference in the purchase behaviour.

21. Most of the organized retail customers feel that buying from organized retail saves most of their time as they can directly go and buy from the concerned sections whatever purchases they have to make all under one roof. Unorganized retail customers are of the view that buying from unorganized retail saves medium if not more of their shopping time as they have a list ready of what they want (especially in case of grocery items) which could be handed over to the shopkeeper who will continue the process then and meanwhile one can go and finish their other work and while returning can collect their packet. Customers also feel that it is the purchase decision influencer for buying from unorganized retail even if it is more time consuming

because one can purchase what one really wants . So, there is a significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan and saving of time in shopping acts as a purchase decision influencer.

22. Most of the customers in favour of buying from organized retail claim that it is really convenient for the working women who can get everything under one roof, saving her time and energy. All she need to do is that visit once in a week such a place and get the required things. Unorganized retail scenario is comparatively less convenient for working women as the figures claim but again people make their purchases from this sector counterclaim that it is convenient as most of such stores are at nearby locations from the residence and one can get the daily requirements need fulfilled as and when required and more often, when they are returning from their workplace. They are also of the view that although such places are less convenient for the working women, but still are preferred because instead of visiting the busy stores after a hectic week schedule , women would prefer to stay back and relax at home or complete their other pending household works. Thus, there is a significant difference in the purchase behaviour of customers of organized and unorganized retail as far as the criterion for working women's convenience is concerned. Also, it can be inferred that the customer behaviour regarding purchases made from an organized or unorganized retail in Rajasthan is affected by the convenience it offers to the working women.

23. A majority of the customers of organized retail feel that their purchases from organized retail are influenced by advertising that this sector upholds which really urges the buyer to go and make purchases from there. Unorganized retail customers are of the view that their purchase decision influencer is mostly the less attractive advertising

by the unorganized retailers as they feel that ultimately the cost of the advertisements have to be borne by the customers. A few of them also said that their purchase decision influencer is attractive advertising from the unorganized retail whose main work is just of communicating the message which is required to make the purchase if one is in need of that product. It is seen that there is a significant difference in the purchase behaviour of customers of organized and unorganized retail as far as the attractiveness of advertising is concerned. Also, it can be inferred that the customer behaviour regarding purchases made from an organized or unorganized retail in Rajasthan is affected by the attractive advertising.

24. The organized retail customers are of the view that the store image in the organized retail is one of their major purchase influencers. The goods are so artistically displayed in these stores that one actually feels to go and buy things from there. Moreover, when one has to purchase apparels and other accessories which are displayed in these stores on mannequins , it makes their purchases more easier. In unorganized retail, majority of the customers are of the view that their purchase decision influencer is the comparatively less attractive store image which saved a lot of their money. What they actually felt was that the more stylish the store is, the more expensive the items become and moreover the customers end up buying some unnecessary things which are actually not required by them. So, it can be said that there is a significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan and also image of the store is a purchase decision influencer for customers of organized and unorganized retail stores in Rajasthan.

25. The maximum no. of organized retail customers are satisfied with the warm and courteous behaviour of the employees in such stores and

said that it was one of the things that influenced their purchases from the organized retail stores. The employees of the organized retail are mostly selected out of a proper channel of selection and are trained for the purpose. Most of the unorganized retail customers rated the employees behaviour as good and some as moderately good also and said that it influenced their purchases as they are quite familiar with most of the shopkeepers and the employees there and expected a very normal behaviour from their side. So there is a significant difference in the purchase behaviour of organized and unorganized retail stores in Rajasthan and behaviour of the employees in the stores is a purchase decision influencer.

26. Maximum number of customers of organized retail considered their personality and lifestyle as one of the important reasons to buy from the organized retail. They feel that their lifestyle matches with the purchases and visits to the organized retail stores and raises their standard of living. As against this, maximum customers of unorganized retail considered personality and lifestyle as the purchase decision influencer but gave it a less weightage. They are of the view that they are hesitant to go and make purchases from the organized retail stores and feel more comfortable to visit the unorganized retail where they can be as they are. So, it is inferred, that there is a significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan and one's personality and lifestyle acts as a purchase decision influencer with regards to make purchases from organized or unorganized retail.

27. The no. of visits to the organized retail have to be less in comparison to the unorganized retail and so mostly people said that weekly visits influenced them to purchase from organized retail. Surprisingly there are almost the same no. of people in unorganized retail who said that

they make weekly purchases from the unorganized retail which influenced their purchases. Both the categories respondents said that it is hardly that the stores are visited daily. So, there is no difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan and frequency of visits to the store is not a purchase decision influencer to buy from the organized or unorganized retail stores in Rajasthan.

28. The customers of organized retail said that home delivery facility is a purchase decision influencer but most of them rated it as very low as maximum people feel that organized retail still does not provide enough of home delivery facility but, many also felt that it is a purchase decision influencer in case of online purchases. On the other hand, home delivery facility available with the unorganized retail stores is a major purchase decision influencer. So, there is a significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan and home delivery facility available at the organized and unorganized retail stores acts as the purchase decision influencer.

29. Both the customers of organized and unorganized retail ranked culture and sub-culture almost equally and so, it is inferred from the results, that there is no significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan and culture and sub-culture of the customers has an effect on the customer behaviour regarding purchases made from an organized retail or an unorganized retail in Rajasthan.

30. The customers of organized and unorganized retail in Rajasthan are almost of the same view regards the role and status of a person as being the purchase decision influencer. It can thus be said that there is no significant difference in the purchase behaviour of customers of

organized and unorganized retail in Rajasthan and the role and status of a person acts as a purchase decision influencer.

31. Beliefs and value system are given a low weightage as being the purchase decision influencer in both the organized and unorganized retail and so it can be inferred from the results that there is no significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan and it can also be said that beliefs and value system do not act as a purchase decision influencer regards purchases made from an organized or unorganized retail outlet in Rajasthan.

32. Out of the respondents of the organized retail, 28 percent said that after sales service is a major purchase decision influencer, 40 percent said that it is less important and 32 percent said that it is not at all their purchase decision influencer. On the other hand, 26 percent customers of unorganized retail said that it is a purchase decision influencer, 38 percent also somewhat agreed but the rest 36 percent said that it is not at all their purchase decision influencer. So, there is no significant difference in the purchase behaviour of customers of organized and unorganized retail in Rajasthan. Also, it can be inferred that after sales service is not a major purchase decision influencer to buy from the organized or unorganized retail.

33. While shopping at the organized retail stores, many customers desire the assistance of the store personnel and also want the latest updates regarding the products.

34. A good amount of customers felt that often small and petty things are available with the unorganized retailer in comparison to an organized retailer.

35. While moving out of the organized retail store, the guard is there who checks the bill which at times is very embarrassing for the people.

36. Adequate dressing rooms, cleanliness of the store, the pleasant ambience of the store are a few environment attributes that also have an influence on the consumers' choice.

5.2 SUGGESTIONS

During the study, a lot of observations are made. It is seen that the organized retailers are good on a lot of aspects like ambience, variety, quality, convenience, parking facility, attractive advertisement and store image etc. but lack some of the features that are there in the unorganized retail out of which home delivery and credit facility are most important. Similarly, the unorganized retail has a lot of benefits like credit facility, home delivery, availability of small and petty things but lack on various fronts such as attractive store image, great ambience, convenience while shopping etc. It is for all these reasons that the organized and unorganized retailers need to improve on various fronts. The suggestions for both type of retailers are as follows:

5.2.1 Organized Retailers

1. The organized retail stores must start the home delivery to cater to the needs of the customers.
2. Credit facility scheme should be started for the loyal and regular customers to increase the sales potential.
3. Although latest technology is adopted at the big organized retail outlets, efforts should be made to stop the system of bill checking at the exits as it may sometimes hurt the ego of certain customers.
4. The research also indicates that customers have to stand in long queues for billing and so this problem should be overcome.

5. Regular customers details should be fed in the proper manner so that they are informed at priority whenever discounts are to be offered or when fresh stock arrives.
6. Valet parking should be made available at the malls as most of the women find it difficult to park and re-park cars in the basements in the malls.

5.2.2 Unorganized Retailers

1. Proper shelf display should be done by the kirana outlets as it gives knowledge to the customers regarding the products and variety present in the shop.
2. A wide range of products should be made available to the customers so that they do not switch over to the organized retail.
3. Promotional activities in intervals can raise the sales of the sector.
4. Credit and the home delivery system should be strengthened further to retain customers.
5. Unorganized retailers should upgrade their working from time to time to be in competition with the organized retailers.
6. Instead of following the old age practice of packing things in newspapers and plastic, proper packing should be supplied by the unorganized retailers mentioning the date of mfg., expiry, ingredients and other required information.
7. The retailers should maintain a card swapping machine so that customers can make payments through a credit or a debit card.

8. Personal relations with the customers should be maintained by the unorganized retailers and preferences of the customers should also be known.
9. Attractive advertising should be taken care of by the unorganized retailers.
10. The services given to the customers should be improved.
11. The unorganized retailers should focus on the parking facility near their stores.

5.3 LIMITATIONS OF THE STUDY

1. Time was the biggest constraint while conducting research.
2. Casual Approach of some of the respondents towards filling the questionnaire.
3. In a growing population of consumers, a sample size of 400 may be inadequate.
4. Respondents are not always willing to furnish actual details.
5. Lack of awareness of respondents towards certain features The Constraint of keeping the questionnaire concise meant that the number of features that were studied had to be limited.
6. The area of the study was confined to a few cities of Rajasthan only and, so it was a constraint.
7. For different type of products, the people have different preferences regarding the purchase from an organized or unorganized retail. Like, for apparels, the people may like to go to organized retail outlets whereas for food and grocery items, people still prefer unorganized retail outlets.

8. Response rate of the customers was very low and they were reluctant to fill in the questionnaires.

5.4 SCOPE FOR FURTHER STUDY

This study gives an insight into the changing customer preferences from unorganized retailers to organized retailers in the State of Rajasthan. It also enables us to understand the factors responsible for making a purchase from either of the retail formats. It will further help the retailers to make an analysis of internal as well as external factors which have an impact on the customers to make a purchase from organized/unorganized retail outlets. By understanding this picture, retailers can focus and devise their strategies to increase their profits. But still, there is a huge scope of study in the related areas. The study can still be conducted in the untouched areas of Rajasthan.

There are certain parameters which are still to be studied for. Technological advancements by the organized retailers in the field of retail can be an area for study. A study on the customer turnover in the organized and unorganized retail sector can be done. Online purchase behaviour of customers can be another area of study. Services retail is another major area in which there is a scope for further study.