Abstract of the Thesis


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1. Introduction

Retailing acquires an important role in the world economy. Indian retailing industry has seen outstanding changes. The retail sector in India, which is dominated by small and unorganized entrepreneurs consisting of standalone stores, boutiques and kirana stores, are drastically changing its face. There has been significant expansion in organized retailing business in recent years. Many big industrial houses have entered in organized retail sector with very strong-minded future growth plans. There has been a huge development of new retail formats such as malls, hypermarkets, supermarkets and lifestyle stores. Change is only constant in the retail world; survival in organized retail will depend on the ability to adapt the change. These new retail formats are rising at a rapid speed in India; there remains a need among Indian businesses to understand the changing behavior of consumers towards shopping in these organized retail outlets.

In Nashik city great change has taken place in organized retail sector in 2001-2010. Today retailing is a fun-filled experience for the whole family. Where the Nashik city was in the dominance of unorganized retailing conventional kirana stores (grocery stores), roadside mini departmental stores at the panwala shop, the roadside self-service restaurant; the organized retailing sector has now emerged in a crucial way. The Nashik market space is being engaged by shopping malls, chain stores, departmental stores, shopping centers, food courts, fast food outlet. The shopping behavior, lifestyle of Nashik customer, in particular, has been changing noticeably, which can be viewed as paradigm shift. The significant change has taken place in consumer shopping behavior in Nashik city.

The exact understanding of consumer need to help the retailer make product that likes to be successful in the market. Consumer understanding or an understanding of changing consumer shopping behavior is initial point of strategy formation. It is not only important to understand what consumer knows about a product? But also what they do not know? Therefore all main players in retailing are focusing to understand changing consumer shopping behavior and develop strategy for tapping consumer. The firm needs to study consumers to see how its product is perceived, if there is good match, Therefore all main
players in retailing are focusing on understanding changing consumer shopping behavior and develop strategy for tapping consumer.

2. **Rationale of the study:**

   “An Analytical Study of changes in Consumer Shopping Behavior with special reference to Organized Retail Sector in Nashik City (2001-2010)” is important because of the following reasons:

   1. To understand retail business and practices followed in India.
   2. To understand the changing trends in retail industry.
   3. To study the changes taken place in consumer shopping behavior such as:
      - The psychology of consumers, how do they feel, and how do they select between different alternatives;
      - The behavior of consumers while shopping and impact on purchase decisions;
      - How consumers’ motivation and decision strategies differ at various modern retail formats?
      - How and when marketers can adapt and improve their marketing campaigns and marketing strategies more effectively to reach the consumer.
   4. To know the impact of changing trends in consumer shopping behavior and marketing strategies.
   5. This study would help to provide guidelines and some groundwork for the new ventures before entering in Nashik, as many new major players interested to enter in Nashik city.
   6. This Study is also helpful to find lacunae in organized retail sector and also to provide remedial measures to overcome the lacunae in organized retail sector.

3. **Objectives of the Study:**

   Following are the objectives of the study:

   a) To identify the consumer shopping behavior with respect to organized retail sector and to know the changes in consumer shopping behavior.
b) To know the different motivating factors affecting the buying decision in organized retail sector.

c) To study the changes in organized retail sector.

d) To find out the limitations of organized retail sector.

e) To suggest remedial measures to overcome the limitations of organized retail sector.

4. Hypotheses of the Study

Following hypotheses are constructed for the study:

a) Purchasing pattern of consumer and Impulse buying behavior are interrelated to each other in organized retail sector.

b) Motivating factors for actual buying and Various discount schemes are Interdependent in organized retail sector.

c) Emergence of organized retail sector and Changes in consumer shopping behavior are interdependent on each other.

d) Different schemes offered by the organized retail outlets influence consumer shopping behavior.

5. Research Methodology:

Research is attentive & organized analysis or investigation into a subject in order to discover or change fact, theories, application. Methodology is the system of methods followed by particular discipline thus research methodology is the way how we conduct our research.

Proper selection of research methodology is very important for any researcher to be at minimum risk position. Research Methodology provided a structure for decision-making like implicit question are posed, explicit answer proposed, collection analysis and interpretation of information.
5.1. Data Collection:

The data has been collected through following sources –

**Primary Data**

The primary data has been collected with the application of simple random sampling method. In addition to the above techniques of data collection, field visits were done to know the actual changes in consumer shopping behavior and changes in organized retail sector and their problems etc.

To collect the required primary data following tools/techniques of data collection have been used.

- Sampling
- Questionnaires
- Interviews and Field visits

**Sampling:**

For the study samples are selected from Nashik city. Following are the samples for the study:

**Consumers** who are buying from organized retail format (Shopping Mall, Hypermarket, Departmental Stores, Specialty Stores, Franchisee, Company showroom, Multi-brand showroom, Supermarket, Mom and Pop Store) in Nashik city.

**Employees** working at organized Retailing format

**Sampling Technique:** The samples were selected with the Random sampling method.

**Sample Size:**

Research first carried out pilot survey and observed; average footfall of organized retail shop at weekend and considered 1% of that average footfall as consumer sample size.

For the employee same method has been carried out considered 1% organized retail sector employee as employee sample sized. (Pilot survey enclosed to annexure).

**Total Consumer Sample Size = 856**

**Total employee sample size = 150**
Table  Pilot Survey for Sample Size

<table>
<thead>
<tr>
<th>Retail Format</th>
<th>Total No. of Store</th>
<th>Avg. Footfall per Day per store</th>
<th>Total Footfall per day of Retail Format</th>
<th>1% of Total footfall Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping Mall</td>
<td>01</td>
<td>20000</td>
<td>20000</td>
<td>200</td>
</tr>
<tr>
<td>Hypermarket</td>
<td>03</td>
<td>6000</td>
<td>18000</td>
<td>180</td>
</tr>
<tr>
<td>Departmental Store</td>
<td>35</td>
<td>30</td>
<td>1050</td>
<td>11</td>
</tr>
<tr>
<td>Value Format (Reliance Fresh)</td>
<td>08</td>
<td>100</td>
<td>800</td>
<td>08</td>
</tr>
<tr>
<td>Speciality Store</td>
<td>20</td>
<td>50</td>
<td>1000</td>
<td>10</td>
</tr>
<tr>
<td>Franchisee (Restaurant)</td>
<td>05</td>
<td>500</td>
<td>2500</td>
<td>25</td>
</tr>
<tr>
<td>Mom Pop Store</td>
<td>364</td>
<td>100</td>
<td>36400</td>
<td>364</td>
</tr>
<tr>
<td>Supermarket</td>
<td>28</td>
<td>110</td>
<td>3080</td>
<td>31</td>
</tr>
<tr>
<td>Company Showroom</td>
<td>15</td>
<td>40</td>
<td>600</td>
<td>6</td>
</tr>
<tr>
<td>Jewelry Shop</td>
<td>35</td>
<td>60</td>
<td>2100</td>
<td>21</td>
</tr>
</tbody>
</table>

Employee from Emerging format of Organized Retailing = 150

Total Sample Size = 434 + 422 + 90 + 60 = 1006.

Sample Size = 1006

- **Questionnaires:**
  Primary data has been collected by using two different structured questionnaires. The first questionnaire consists the data from consumer who were buying from organized retail format that emphasized exploring consumer hopping behavior. Changes in consumer shopping behavior, individual factors affecting on consumer shopping behavior like Cognitive thinking processes which include perception, attitudes, motives and consumer personal characteristics like demographics, lifestyles, personality traits are also considered in first questionnaire.
  
The second questionnaire has been applied to collect data from employee working at organized retail format to find changes in organized retail sector.

- **Pre-testing of the Questionnaire**
  Questionnaires were put to test by administering to twenty respondents (10 consumers and 10 employees). During the testing of questionnaires, the questions were checked to find their suitability in terms of language, constructions of the questionnaires and the logical flow of the questionnaire. During this process the researcher found the need for modifying certain questions. Several ideas were put forth at pre testing stage, which was the essential requirement for the study.
The necessary questions were then added or modified accordingly. This pre-testing exercise helped in getting ideas for formulating the plan for the field work operation for the study.

- **Interviews and Field visits**
  
  **Field Visits:**
  
  Field visits were also made to know the actual changes in consumer shopping behavior, changes in organize retail sector, lacunae in organized retail sector in selected sample area.

  **Interviews:**
  
  In order to know the actual changes in consumer shopping behavior researcher personally interviewed with consumer who were buying from organized retail sector. Researcher also interviewed employees who were working at organized retail sector in Nashik city.
  
  The researcher personally discussed with the expert in organized retail sector to explore changes in consumer shopping behavior, and the changes taking place in organized retail sector.

**5.2 Secondary Data**

Secondary data are essential for most organizational research. The secondary data refers to the information gathered by someone other than the researcher. Such data can be internal or external and accessed through the internet, books, and annual reports.

  **Secondary Source:**

  The secondary data has been collected from:

  1. Publications of the Govt. periodicals, publications of federal bodies/associations, institutions. Reports of various committees, Bureau of statistics etc.
  2. Published data are also collected from Govt. Offices, Research Institutions and Financial institutions.
  3. Research papers published and unpublished on the subject were studied.
  4. The Journals, Magazine and News papers were used.
5. The required literature was reviewed from various libraries and the researcher had visited the following places for secondary data collection.
   i. Jaykar Library, University of Pune
   ii. Vaikunthbhai Mehata Institute of Co-operative Management, Pune
   iii. M.G.V. IMR Research Centre, Panchavai Nashik
   iv. PIRENS-IBMA Loni(Bk).

5.3 Data Processing
The data thus collected is systematically coded, processed, tabulated, classified and analyzed by using electronic processing methods. The data collected was initially coded. After data collection, tabulation was made; thereafter analysis and interpretation were attempted.
For the purpose of analysis and interpretation the methods and techniques like Percentage, chi-square test, graphical presentation and charts were used.

5.4 Scope of the Study
The scope of this research is restricted to the organized retail sector in Nashik City. The Study was made by the researcher for the period of the 2001-2010. Therefore scope of the study is restricted to this period and organized retail sector in the Nashik city only.
This research is restricted only to Nashik city. Thus results and conclusions are related and suitable for Nashik City only. They may or may not be applicable to other areas of the India or any part of the world.

5.4 Limitations of the Study
The research has been done for the period from 2001-2010; therefore whatever data was available in this period was utilized for the study. If there is some variation in the data, then the result and conclusions may not be the same. All the conclusions are drawn on the basis of the data and information given by the respondents of the organized retail sectors in Nashik city. But because of the secrecy 100% correct data was not given by them therefore data is inadequate and incomplete. There is a possibility of deficiencies in the conclusions. However researcher has tried at his level best to conduct correct and reliable data from the respondents.
6. Review of Literature

1. Dholakia (1999) in article on “Going shopping: key determinants of shopping behavior and motivations” published in International journal of retail and distribution management mentioned, the rationale for shopping is making physical visits to a shopping site. It is considered as a household task as well as a form of recreation, relaxation and entertainment along with buying goods.

2. Howard (2007) in his article on “New shopping centre’s: Is leisure the answer?” published in “International journal of retail and distribution management” believes shopping to be a leisure pursuit and with the rapid development of shopping centers, both retailers and developers are trying to make it more of a pleasure activity. Many studies done in an attempt to identify motives of shopping, the one by Tauber (1972) is a prime one. Tauber(1972) in his study on “Why do people shop?” published in “Journal of marketing” identified motives of shopping in a market based economy apart from the acquirement of products and services and classified them as role playing and social experience outside home (Howard, 2007).

3. Social reasons are important, as Lunt and Livingstone (1992) describe in Mass Consumption and Personal Identity, Open University Press, Buckingham that shopping as a spectacle in which the person who is shopping is both a spectator and a performer. However, most of these motives that have been mentioned in the table can be described as pleasure or leisure related.

4. Many studies that have followed Tauber’s (1972) study have made an attempt to generate some evidence from reality to confirm these motives. A lot of consumer behavior researcher have investigated and found insights into the personal and situational experiences of shopping and its emotional and behavioral effects (Howard, 2007).

5. Solomon (2002) and Stern (1962) have recognized four types of purchase behaviors namely, planned, unplanned, impulse and compulsive buying behavior. Planned buying behavior involves information search about the product to be bought, evaluation of alternatives and then rational decision making. This is time consuming. Unplanned buying behavior does not involve this kind of an initial planning. It arises
when the consumer is unfamiliar with the store layout, has a shortage of time or just remembers to buy the product when he sees it on the store shelf.

Solnick, J.V., Kannenberg, C.H., Eckerman, D.A. and Waller, M.B. (1980), in their article on “An experimental analysis of impulsivity and impulse control in humans”, published in “Learning and Motivation”, presented that, Impulse buying behavior occurs when a consumer finds a product on the store shelf and is unable to resist the urge of buying it. It accounts for a large quantity of products sold that are bought every year and also covers a wide range of product categories. It has been portrayed by many researchers as a signal of immaturity, irrationality and risk and an absence of behavioral control. Repetitive and excessive shopping by consumers due to anxiety, boredom and tension is referred to as compulsive buying behavior.

6. Chetan Bajaj (2005) mentioned in his book of “Retail management” that atmospheric and retail space management are critically to any form of retail business. Their relevance emerge from link between shopping behavior and physical environment factors. Physical environment factors, for instance, influence the perception of shopping hours spent and the evaluation of merchandise. It, therefore, become important for the retailer to effectively plan and organized all the aspect related to atmospherics and retail space to be able to optimize scare resources and improve profitability. Atmospherics refers to the Physical characteristics associated with the store. He list out important elements for exterior atmospheric and interior atmospheric, in which exterior atmospheric include storefront, marquee, entrance, display windows, height of building, size of building, visibility, uniqueness, surrounding stores, surrounding area, parking facilities. In interior atmospheric include flooring, lighting, fixture, temperature, color, scents, sounds, wall texture, width texture, dressing facilities, vertical transportation, personnel, merchandise, cash register placement, cleanliness, dead areas, dressing facilities, price level and display. Thus Atmospheric factor contribute to customer acquisition, retention, through improved service, experience, reduce cost, and higher overall profitability.
7. Chapter Scheme

Chapter I: This chapter presents the subject matter and research area of the study. It also highlights a brief review of the purpose and background of the study. It deals with the introduction, rationale of the study and the statement of the research problem.

Chapter II: This chapter is about the research methodology, which describes research objectives, hypotheses, scope, and limitations of the research.

Chapter III: This chapter is in the form of review of literature, which sets the academic tone for the research. It contains the review and a comprehensive discussion of the rich and diverse literature available in the area of consumer shopping behavior and organized retail sector.

Chapter IV: This chapter deals with the description of the Profile of organized retail sector. It deals with Indian scenario in context to the organized retail industry.

Chapter V: This chapter presents the description of the changes which have taken place in Indian organized retail sector. It also studies notable changes have taken place in organized retail sector.

Chapter VI: This chapter deals with the analysis and interpretation of the collected data received from the primary and secondary source. The hypotheses are examined in this chapter.

Chapter VII: This chapter deals with the conclusions and recommendations. In this chapter the findings of the research work have been analyzed on the basis of data interpretation. The suitable and useful recommendations have been suggested.

There are four Appendices in the thesis.

i) Appendix- A = Questionnaire for Consumer.

ii) Appendix- B = Questionnaire for Employee.

iii) Appendix- C = Glossary.

iv) Appendix- D= Bibliography.
8. Conclusions and Recommendations

These Conclusions and Recommendations are as below:

8.1. Conclusions:

I. The first hypothesis for this study is “Purchasing pattern of consumer and Impulse buying behavior are interrelated to each other in organized retail sector.”

For the testing of this hypothesis, the researcher has collected data from the consumers’ buying from organized retail sector and the employees’ working at organized retail sector:

1. The Researcher has tested the data at 5% significant level. Chi-square computed value for above data 11.11 is greater than table value of 3.84 on 01 degree of freedom. Thus there is an association between purchasing pattern of consumer and impulse buying behavior. Hypothesis is accepted.

2. Majority (42.06%) of the consumers purchasing is linked with 25% Plan and 75% impulse buying. Many consumers’ (20.56%) purchasing pattern is linked purely with impulse buying. Only 8.18% consumers buying patterns linked with plan buying.

Hence, it has been concluded that maximum consumers (62.62%) have impulse buying behavior.

3. Majority of the employees 20.67% and 36% (i.e. 56.67% in total) are “strongly agree” and “agree” respectively on the view that purchasing pattern of consumer in organized retail is more on impulse buying. Only 28.66% respondents are “disagree” with it.

Therefore it is concluded that “Purchasing pattern of consumer and Impulse buying behavior are interrelated to each other in organized retail sector”.

Hence Hypothesis is accepted.

II. The second hypothesis for this study is “Motivating factor for actual buying and Various discount schemes are interdependent in organized retail sector”.

For the testing of this second hypothesis, the researcher has collected data from the consumers’ buying from organized retail sector and the employees’ working at organized retail sector:
1. The researcher has tested the data at 5% significant level. Chi-square computed value for above data 30.48 is greater than table value of 3.84 on 01 degree of freedom. Thus there is association between motivating factor for actual buying and various discount schemes. **Hypothesis is accepted.**

2. Majority of the consumers i.e. 34.70% and 23.13% are “strongly agree” and “agree” on the view discount schemes as a main motivation factor at organized retail. Very few consumers (i.e. 22.90%) are “disagree” and “strongly disagree” to discount schemes as a main motivation factor at organized retail.

3. Majority of the employees 26% and 41.33% (i.e. 67.33% in total) are “strongly agree” and “agree” on the view that various discount schemes at organize retail as main motivating factor for actual buying.

There are very few employees (i.e. 16%) are “disagree” and “strongly disagree” with the statement that various discount schemes at organize retail are main motivating factor for actual buying.

Therefore, it has been concluded that, “Motivating factor for actual buying and various discount schemes are interdependent in organized retail sector”.

**Hence the Hypothesis is accepted.**

**III.** Third hypothesis for this study is “**Emergence of organized retail sector and Changes in consumer shopping behavior are interdependent on each other**”.

For testing of this third hypothesis, the researcher has collected the data from the consumers’ buying from organized retail sector and the employees’ working at organized retail sector.

1. The Researcher has tested the above data at 5% significant level. Chi-square computed value for above data 13.29 is greater than table value of 3.84 on 01 degree of freedom. Thus there is association between emergence of organized retail sector and changes in consumer shopping behavior. **Hypothesis is accepted.**

2. Majority of the employees 20.67% and 40.67% (i.e. respectively total 61.34%) are “strongly agree” and “agree” on the view that consumer shopping behavior in Nashik has changed.
Very few employees’ (i.e. 21.32%) are “disagree” and “strongly disagree” with the statement consumer shopping behavior in Nashik has changed significantly.

3. Majority of the employees 42.67% and 24.67% (i.e. respectively total 67.34%) are “strongly agree” and “agree” with the view with emergence of organized retail sector there is change in the shopping behavior of consumer.

Very few respondents (i.e 18.68%) are “disagree” and “strongly disagree” to emergence of organized retail sector there is change in the shopping behavior of consumer.

Therefore it has been concluded that, “Emergence of organized retail sector and Changes in consumer shopping behavior are interdependent on each other”

**Hence the, Hypothesis is accepted.**

4. **Changes in Consumer Shopping Behavior**
   After analyzing the employees’ feedback, the researcher has identified that, significant changes have taken place in consumers’ life style in Nashik city. Those changes are:
   i. Traditional Outlook to Modern Outlook,
   ii. Shopping as a necessity to Shopping for pleasure,
   iii. Itemized Purchase to Bulk Purchase,
   iv. Prepared food to readymade food,
   v. Conservative spending to Liberal spending,
   vi. Increasing buying during Holidays and festival seasons.

5. Consumers are agree with the view that “there are significant changes in post purchase action at organized retail shop”

   Majority of the consumers are agreed with the statements (statements are related to changes in consumer shopping behavior):
   “I have started shopping with my family”
   “I often check price between stores”
   “I buy more than what I Plan at Retail”
“I have stopped visiting the old shop”

“My purchasing pattern is more on Impulse buying”

“I feel significant changes have taken Place in my life style ad shopping behavior”

It is found that, maximum consumers realized changes in their shopping behavior.

a. Many consumers have stopped visiting old shops.

b. Many consumers have started shopping with their families.

c. Many Consumers have interested shopping along with the entertainment in organized retail sector. Many consumers have perceived shopping as fun full experience.

Maximum respondents agree that now a day’s our major part of shopping is based on impulse buying. It was based on planned buying previously.

On the basis of foregoing study, it is concluded that “Significant changes have taken place in consumer life style in Nashik city”.

IV. The Fourth hypothesis for this study is “**Different schemes offered by the organized retail shops influence consumer shopping behavior**”.

For the testing of this fourth hypothesis the researcher has collected the data from the consumers’ buying from organized retail sector and the employees’ working at organized retail sector:

1. The researcher has tested the above data at 5% significant level. Chi-square computed value for above data 7.95 is greater than table value of 3.84 on 01 degree of freedom. **Hypothesis is accepted.**

2. It has been analyzed that, majority of consumers i.e. 34.70% and 24.42% are “strongly agree” and “agree” with the statement that different schemes offered by organized retail format influence for more shopping.

Very few consumers are disagree and strongly disagree (i.e. 20.80%) with the statement different Schemes offered by organized retail format influence for more shopping.
3. Majority of employees 14% and 37.33% (i.e. respectively in total 51.33%) are “strongly agree” and “agree” to different Schemes offered by the organized retail shop influence consumer shopping behavior.

Very few employees (i.e. 34.66%) are “disagree” and “strongly disagree” with it. Therefore it has been concluded that the “Different schemes offered by the organized retail shops influence consumer shopping behavior”.

**Hence the Hypothesis is accepted.**

V. **Consumer Shopping Behavior**

1. It has been observed that 38.20% respondents are agreed with the view that “Main purpose to visit organized retail shop is life style”.

Majorly youth consumer group and working age group included in it. 30.02% respondents are agreed to that, the purchase of cloth also important purpose for visiting organized retail shop.

It has been concluded that new life style, clothing and purchase grocery are main purposes to visit organized retail shop.

It is verified that there is an association between gender, age group, monthly income level and purpose of consumer to visit organized retail shop.

Hence, it is concluded that purpose of consumer to visit organized retail shop is related with gender, age group, monthly income.

2. 33.76% respondents prefer organized retail shop due to good offers. 27.80% respondents prefer organized retail shop due to large variety, 10.51% respondents preferred organized retail shop because of pleasure shopping.

It is concluded that good offers, large variety, pleasure of shopping are main motives/ reasons of consumers to visit organized retail shop.

It has been analyzed that there is an association between gender, age group, educational qualification, monthly income level and different motives/ reasons of consumers to visit organized retail shop.

It is concluded that “Motives/ reasons of consumers to visit organized retail shop is associated with gender, age group, education qualification, monthly income”.

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3. It is found that, majority of (30.14%) respondents appreciate family as main source of information, 29.44% respondents consider friends as source of information. It has been concluded that, Friends, families are the most important sources of information for consumers. It has been analyzed that there is an association among gender, age group, educational qualification, monthly income level and source of information. It has been concluded that the “Source of information is associated with gender, age group, educational qualification, monthly income”.

4. It has been observed that, 31.31% respondents appreciate “retail shop location and side” for the selection of organized retail sector, 28.97% respondents appreciate “retail shop image” for the selection of organized retail sector, and 29.91% respondents prefer “retail shop atmosphere” for the selection of organized retail sector. It has concluded that “retail shop location and side” is the most important factor for selection of organized retail shop. “Retail shop image and retail shop atmosphere” play very important role for the selection of retail shop.

5. The analysis shows that 32.01% respondents agree elders as a major decision influencers in shopping at organized retail shop. 29.90% respondents consider friends as major decision influencers in shopping at organized retail shop. Therefore it has been concluded that elders and friends are major decision influencers on shopping at organized retail shop.

6. It has been concluded that, consumers are satisfied and gaining good shopping experience in organized retail shop. There is no gap present between the expectation before shopping and actual shopping experience.

7. It has been analyzed that, majority (26.87%) respondents spend Rs 2000 and above in a month at organized retail shop. 25.35% respondents spend Rs 1001-1500 in a month at organized retail shop. It has been concluded that maximum consumers spending more than Rs 2000/- in a month. Maximum consumers have liberal spending nature with high buying capacity. Very few consumers (i.e. 11.21%) have conservative spending (Rs 0-500 in a month).
It has been analyzed that there is an association among age group, monthly income level with spending at organized retail shop.

It has been concluded that “Spending at organized retail shop is associated with gender, age group, educational qualification, monthly income”.

8. It has been observed that majority (30.22% and 22.66%) of respondents preferred debit card and credit card as modes of bill payment at organized retail shop.

It has been concluded that Debit cards and credit cards (Plastic money) are the most famous modes of bill payment in mall culture. Coupons are least preferred options for bill payment at organized retail shop.

It has been analyzed that there is an association among age group, educational qualification, monthly income level and mode of bill payment at organized retail sector.

Hence it is concluded that “mode of bill payment at organized retail shop is associated with gender, age group, educational qualification, monthly income”.

9. The result shows, 53.50% respondents have membership card of organized retail shop and 46.50% respondents don’t have membership card of organized retail shop.

It is reflected that maximum consumers are loyal and regular buyers of organized retail shop.

It has been analyzed that there is an association among gender, age group, educational qualification, membership card. It has been concluded that “membership cards are associated with gender, age group, educational qualification, monthly income”.

10. It has been analyzed that, all the respondents (100%) considered promotions and offers as important shop attribute.

Majority of respondents consider convenient parking (90.53%), better services (81.07%), one stop shopping (81.07%) as shop attributes as per perceive importance of consumers.

It has been concluded that promotions and offers, convenient parking, better services, one stop shopping are the most important shop attributes as per perceived importance of consumers.
11. It has been observed that 33.06% and 24.77% respondents rated very good and good respectively for satisfaction level after shopping at organized retail shop. It means more than 54% consumers are satisfied after shopping at organized retail shop.

12. Consumers are agree that “there are significant changes in post purchase action at organized retail shop”

13. It has been analyzed that, majority of (78.74%) respondents prefer offline options for shopping. Many consumers are unaware about online shopping. In offline shopping consumers enjoy pleasure of shopping and fun full entertainment at shopping mall. Very few consumers (21.26%) use online option for shopping. It has been concluded that consumers prefer offline options for shopping in Nashik City.

14. It has been found that, maximum respondents appreciated “Sabse Sasta Din” and “Maha Bachat” as the most tempting schemes. Many respondents are not name the schemes or offers; they need some hint or clues for naming the scheme and offer.

15. It is found that, youth prefer organized retail for enjoyment, entertainment, learning new trends, uplift standard of living and game zone. Maximum nuclear families prefer organized retail for variety of products available under one roof and game zone for children.

16. The result shows that, 2.92% of the respondents belong to 18-19 age group. 19.86% respondents belong to 20-25 age group. 47.08% respondents are from to 26-40 age group. 24.07% respondents belong to 41-60 age group. 6.07% of respondents associated to 62-75 age group.

It has been concluded that, maximum consumers are from 26-40 age group (working age group)

Maximum consumers belong to the working age group population. These people are always interested in shopping from organized retail shop. Elder age group is least interested in organized retail shop.

17. It has been analyzed that 84.25% consumers buying from organized retail shop are well educated. It has been concluded that majority of well educated consumers buy from organized retail shop.
Very few respondents (15.77%) come to organized retail shops. They have primary education or high school education. Reason may be that these consumers feeling uncomfortable at organized retail shop.

18. Very few (only 5.4%) consumers are from Less than Rs. 10,000/- income category. Majority consumers (26.51%) belong to dependent income category i.e. House wife and students. Retailer should develop special strategies incline towards house wife and students. 11.44% consumers are from than Rs. 40,000/- income category. Maximum consumers have high buying capacity. Very few consumers are coming have low income level (low buying capacity). Maximum consumers are from No. income category i.e. house wives and students.

It has been concluded that high buying capacity consumers mostly prefer to visit organized retail shop.

19. It has been analyzed that majority of consumers (39.72%) prefer shopping mall for shopping. Many consumers (26.99%) like to visit Conventional Indian retail shop (CIRO).

On the basis of the above observations the researcher tends to conclude that consumers have a tendency to be are attracted towards modern retail format. It is sign of changing consumer shopping behavior. Shopping malls and CIROs are preferred by the consumers.

20. It has been verified that there is an association among gender, age group, monthly income level and choice of retail shop (prefer shop).

It has been concluded that shop preference or shop choice decision is based on consumers’ gender, age group, educational qualification, monthly income.

21. It is found that majority of respondents 30.96% prefer once in month shopping. Mostly after salary dates i.e. first week of month footfalls in shopping mall are high. 29.32% respondents prefer once in a forth nights shopping from prefer shop. 24.30% respondents frequently visit organized retail shop they include housewives, young consumer group. At weekends i.e. on Saturday and Sunday maximum footfall has been observed in organized retail shop.

It is concluded that maximum consumer prefer weekend shopping and first week of month (After salary date) shopping. Footfalls in organized retail shop are high at
weekends and the first week of month. Housewives, young consumer groups frequently visit organize retail shop for shopping.

It is proved that there is an association among genders; age group, educational qualification, monthly income level and purchase frequency at prefer shop.

It is concluded that purchase frequency of consumers’ is influence by gender, age group, educational qualification, monthly income.

22. One observation was made though data collection that the unorganized kirana shops do not convey all the benefits connected with the products to the consumers. In the organized retail shops all the benefits connected with the products are convey to the consumers like discounts, free samples.

23. An exciting observation has been made through the data collection. The customers like the way parking, toilets and other facilities are provided to them at modern organized format. In local kirana shop all are not available.

24. It has been noted that the customers wish to buy from the nearest organized stores according to: the Location, Quality, Variety, Pricing and Discount, and Services.

25. It has been clearly analyzed that in Nashik city there is no fix time for shopping daily products but whenever consumers feel that they need product they buy it instantly.

VI. Changes in Organized Retail Sector

1. 16% and 44% (i.e. 60%) employees are “strongly agree” and “agree” that there are significant changes in organized retail sector in Nashik city. Very few respondents (24%) are “disagree” and “strongly disagree” that there are significant changes in organized retail sector in Nashik city.

It is concluded that, there are significant Changes in organized retail sector in Nashik city.

2. 62% respondents appreciated creating private label is new changing trend in organized retail sector in Nashik city. 62.66% respondents appreciate various offers and discounts are new changing in trends organized retail sector in Nashik city.

It has been concluded that creating private label, promoting various offers and discounts are major new trends in organized retail in Nashik city.

3. 90% employees at organized retail shop agree to, there is a significant change in sale volume due to different scheme offered by organized retail shop. Only 10% responses
are negatively about it. But the respondents are not ready to tell exact amount of change (figure) observed in sale volume due to different schemes.

It has been concluded that, there is a significant change in sale volume due to different scheme offered by organized retail shop.

4. 92% employees at organized retail shop agree that, there is a significant change in footfall due to different schemes offered by organized retail shop. Only 08% are negative about it.

It has been concluded that, there is a significant change in footfall due to different scheme offered by organized retail shop.

5. Majority of employees’ 22% and 36.67% (i.e. 58.67%) are “strongly agree” and “agree” on the view that “Overall image of organized retail shop in Nashik city has changed”. Very few employees’ (i.e. in total 26.66%) are “disagree” and “strongly disagree” that the overall image of organized retail shop in Nashik city is changed.

It is concluded that, “Overall image of organized retail shop in Nashik city has changed.”

6. Majority of employees’ 28.68% and 31.33% (i.e. in total 59.99%) are “strongly agree” and “agree” that “Interior and exterior atmospheric factor of organized retail shop in Nashik has changed”. Very few employees’ (26.66%) are “disagree” and “strongly disagree” with “Interior and exterior atmospheric factor of organized retail shop in Nashik has changed”.

7. Major Changes in organized retail sector:

- Change in Market Size: Retailing in India is emerging as one of the largest industry with total market size of USD 320 billion in 2006 and extended USD 421 billion in 2010 growing at healthy CAGR of 5% till date.

- Change in organized retail market share 4% to 7.44% and projected to be 9 per cent of total retail market by 2015 and 20 per cent by 2020. In a span of last 10 years, organized retail has expanded in urban cities and makes an entry in semi-urban and rural areas. In 2007 organized retail market was 4 percent of the total retail, that is around Rs 67,310 crore and expanded to compound at 27 percent per annum, aggregating to Rs 1,75,103 crore (7.44 percent of the total retail) in 2010-
11. Organized retail projected to be 9 per cent of total retail market by 2015 and 20 per cent by 2020

- Significant changes in retail format - Conventional Formats to Modern retail formats
- Foreign Investment and Employment opportunity has increased in organized retail sector.
- Change in reforms (2001-2012): UPA government has hung an ‘Open’ sign for foreign retailers. The cabinet has approved for 51% FDI in multi-brand retail sector and 100% FDI in single brand. The policy will allow global retailers to set up shops in the country's $450 billion (Rs. 2,500 crore) retail sector, and is aimed at drawing more overseas investment and taming inflation.

Till 2011, Indian central government unused to FDI in multi brand retail, unfriendly foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single brand retail was restricted to 51 per cent ownership and a ritual process.

In Nov 2011, India's central government declared retail reforms for multi brand store and single brand stores. These market reforms covered the way for retail modernization and competition with multi brand retailers such as Wal-Mart, Carrefour and Tesco, as well single brand majors such as IKEA, Nike, and Apple. The announcement sparked activism, both in opposition and in support of the reforms.

In December 2011, under the pressure from the opposition, Indian governments held the retail reforms it reaches a compromise.

In January 2012, India permitted reforms for single brand stores welcoming anyone from the world to start operations in Indian retail market with 100% ownership, but forced the requirement that the single brand retailer source 30% of its goods from India. Indian government continues the hold on retail reforms for multi brand stores.

In June 2012, IKEA declared it has applied for permission to invest $1.9 billion in India and set up 25 retail stores. Fitch believes that the 30% requirement is likely
to considerably delay if not prevent most single brand majors from Europe, USA and Japan from opening stores and creating associated jobs in India.

On 14 September 2012, the government of India announced the opening of FDI in multi brand retail, subject to approvals by individual states. This decision has been welcomed by economists and the markets, however it has caused protests and confusion in India's central government's political union structure.

On 20 September 2012, the Government of India formally notified the FDI reforms for single and multi brand retail, thereby making it effective under Indian law.

On 7 December 2012, the Government of India permitted 51 per cent FDI in multi brand retail in India. The Indian Government managed to get the approval of multi brand retail in the parliament in spite of resist from the opposition. Some states will allow foreign supermarkets like Wal-Mart, Tesco and Carrefour to open while other states will not.

VII. Limitations In Organized Retail Sector

Maximum respondents don’t like to pay for parking. Many respondents want help from the sale persons during buying process. Maximum respondents said premium prices for many products which are not affordable to them; such consumers want value format. Respondents want more discounts, offer which are affordable to middleclass families.

It has been concluded that pay parking, less involvement of sale person during buying process, premium price, credit facility, lack of relationships are limitations of organized retail shop.

In unorganized retail sector customer enjoyed personal relationship touch of retailer but in organized retail sector customers do not enjoy this personal relationship touch.

8.2 Recommendations:

1. “Purchasing pattern of consumer and Impulse buying behavior are interrelated to each other in organized retail sector”. Thus retailer should develop special theme to encourage impulse buying behavior.
a. For encouraging unplanned buying pattern means to encouraging impulse buying pattern; retailers should use special occasions, use festival and develop themes. Theme should be based on visual merchandising. Retailers should develop theme on the bases of seasons or occasions e.g., New year, Christmas, Summer, Holi, Diwali etc. Events and festival like world cup/ Ganpati Utsav etc. can also be used as a theme.
   For e.g. Holi theme with colorful accessories, bowls/packets containing colors, pichkari etc. should be displayed. This can be use to encourage the unplanned buying pattern of consumers.

b. Maximum consumers have impulse buying behavior; it means a lot of scope for retailer to tap consumers pocket space. Retailers have to excite consumer for more buy by various discount scheme, offers and display.

2. “Motivating factor for actual buying and Various discount schemes are interdependent in organized retail sector”. The retailers should develop various discount schemes to motivate consumers during actual buying.
   a. The Researcher has observed that maximum respondents appreciate “Sabse Sasta Din” and “Maha Bachat” as most tempting schemes. These schemes are motivating factors for actual buying. Thus organized retailer should develop schemes base on Each Day Low Prize which is followed by many big retailers like Wal-Mart.

b. Good offers, large variety, pleasure of shopping, fun full experience are main motives/ reasons of consumers to visit organized retail shop. Organized retailer should always provide new offers with large variety of goods and services to make consumer satisfied. They should provide fun full experience, pleasure during shopping.

3. “Emergence of organized retail sector and Changes in consumer shopping behavior are interdependent on each other”. The retailers should adopt many emerging trends in organized retail sector to retain consumers.
   a. The researcher has analyzed that significant changes have taken place in organized retail sector.
   Creating private label, quick home or phone delivery, diversifying into sale of SIM and mobile, E-tailing, various offers and discount are major new emerging trends in
organized retail sector. Thus retailer should adopt these emerging trends in organized retail sector.
b. Consumers are attracted towards modern retail format and it is the sign of changing consumer shopping behavior. Shopping mall and CIRO are preferred shops by the consumers. Retailer should point out this change and try to retain consumers.

4. “Different schemes offered by the organized retail outlets influence consumer shopping behavior”. The retailers should influence consumer by developing various schemes e.g. special offer on festival, discount schemes, weekend offers and seasonal offers.

5. Consumer Shopping Behavior

1. Majority of consumers (Between 26-40) visit the shopping malls with their families. Retailer should make special provision for this age group. Mostly these groups want everything under one roof which results in the saving in costs as well as in time.

At the same time 15-25 age group is most neglected age group for this untapped segment the retailer should make special arrangement in themes of entertainment, game zone, and restaurant. This age group has definitely got the purchasing power (in terms of pocket money). They are visiting the malls more for having fun and passing their time rather than making the purchases.

For the elder age group retailer should develop new format which will increase interest and buying habit of elder age group or which will concentrate on health care, fun, or elder clubs.

2. The Retailers should follow six ways to attract youth

   - **College/school fashion show**: College/school fashion shows in central mall. They arrange this fashion show at Mall. Each youngster who participates brings along an average of six families and friends to mall to watch the fashion show.

   - **Campus Promotion**: If the Mall is situated near a college. Arrange a table at colleges to introduce new students about Mall. Give store coupons and lucky draw prizes. The shopping habits begin due to this activity. Many schools and
colleges will be pleased to offer the counter at orientation or during the first week of college and school to offer discounts and prizes to students.

- **Day Contest**: Day contests at shopping mall mainly included special events on Labor Day, Independence Day and Mother Day. Arrange contest for youngsters who have birth date around Independent day or Labor Day. Have the youngsters register at any of participating stores. The winner is the youngsters whose birth date closest to 12:01 a.m. on Independence Day! The lucky youngster wins clothing, from one of store. Convey the details to radio stations and newspapers about Day contest. It’s a grand public relations chance. Retailer can get a newspaper or radio station to sponsor the program.

- **Back to college**: Make a back to college shopping listing or register/catalog that lists where students can find a range of back to college supplies. Distribute this list by the mail or drop it at college.

- **Welcome Students**: Arrange a welcome event for students. Give them a chance to use coupons, leaflets for shopping.

- Tie up with college as a sponsor for some event or youth festival.

3. Maximum educated consumers buy from organized retail shop. Educated consumers, the elite class preferred to visit organized retail shop. Retailer should consciously focus on this class about marketing communication, service.

4. Maximum consumers are from high buying capacity therefore retailer should focus to expand their basket size by tempting them.

5. Shop preference or shop choices decision is based on consumers’ gender, age group, educational qualification and monthly income. Thus retailers should analyzed demographic profile of target segment and develop retail format by considering gender, age group, educational qualification, monthly income of target segment.

6. Maximum consumers prefer weekends shopping and the first week of a month (After salary date) shopping. Footfalls in organized retail shop are high in weekends and first week of a month. Retailers should make required arrangement for these weekends in terms of manpower planning, availability of goods and services, special
offers, discounts scheme for weekends. Housewives, young consumer groups frequently visit organize retail shop for shopping.

7. Purchase frequency of consumers is related to gender, age group, educational qualification, monthly income. Retailers shall make arrangement of goods and services for consumers who have maximum purchase frequency. For example housewives, young consumer group are frequently visit organize retail shop for shopping for that the retailers can make necessary provision to satisfy these consumer segment.

8. Life style, clothing and purchase grocery are main purposes to visit organized retail shop. The Retailer should give priority to this segment and provide variety, offers on it for attracting and retaining consumers.

Purpose of consumer to visit organized retail shop changes as change in demographic profile of consumer. Retailer should identify different purposed with respective to changes in demographic profile for serving different segment.

9. Friends and families are most important source of information for consumers. Organized retailers use these two as main sources for attracting consumers. Publicity, road shows, advertising in local media is important tools for influencing family and friend.

10. “Retail shop location and side” is the most important factor for the selection of organized retail shop. “Retail shop image and retail shop atmosphere” play very important role on selection of retail shop. For providing good shopping experience to consumer retailer should properly arrange location, image and atmospheric of shop.

11. Elders and friends have major influence on shopping at organized retail shop. In this case if the elders and friends are coming for shopping to assist consumer in buying process for that retailers should provide atmospheric, experience, display, offers to this third party to influence consumer for shopping. Retailer should excite third party i.e. elder and friends to influence consumer for buying.

12. Maximum consumers have liberal spending nature with high buying capacity. Maximum consumers are spending more than Rs 2000/- in month. Very few consumers have conservative spending (Rs 0-500 in month). This is change in shopping behavior conservative spending to liberal spending. Retailer should excite
consumer to buy more than what they plan. Try to expand the basket size of liberal consumer.

13. Debit cards and credit cards (Plastic money) are the most famous mode of bill payment in mall culture. Coupons are least preferred options for bill payment at organized retail shop. Retailer can tie up with many banks, debit card -credit cards by co-branding and provide the bonus point to consumers on bases of their shopping. Retailer should make necessary arrangement like swapping machine.

14. Membership card of organized retail shop is an indication of customers’ loyalty. For gaining shopping points membership card holder doing repetitive purchase. Retailer should penetrate maximum membership card to the consumers.

15. Shop selection is majorly depend upon promotions and offers, convenient parking, better services, and one stop shopping. Retailers should focus on it. Consumers always complain about parking space, paid parking for this issue retailer should refund parking fee on specific amount of buying.

16. Maximum customers are satisfied after shopping at organized retail shop. It is good for retailer that many consumers are satisfied. Some customers complain about offers, discount, price level, paid parking solve this by analyzing consumer feedback form.

17. There are significant changes in post purchase action after purchasing at organized retail shop. Retailer should be happy that maximum changes are positive for organized retail shop. Retailer should maintain consistency in this performance.

18. In Nashik majority of consumers are using offline shopping to enjoying pleasure of shopping and fun full entertainment at shopping mall. Retailer need to wait some time for virtual store and virtual shopping in Nashik City.

19. There is a need to provide seating arrangements in the shopping area because constant walking consumers feel exhausted, their children start crying for some seating place and because of this consumer think to leave the shopping mall and go back. This will certainly affect on losing the possible sales. It is verified fact that more the time consumer spends in the organized retail format more is the chance that they will buy.

20. Consumer wish to buy grocery once in a month, cosmetic items a monthly, vegetable and fruits daily, beverages and snacks on weekly and ready to eat food once in
month. People prefer to buy products whenever they required so organized retail shop must put all the items in shelves every time.

21. Some people visit the organized retail format as free time activity so retail store should use strategy to make income from such people retail store should charge for vehicle parking. Place some items to boost impulse buying.

22. Due to rise of women in buying at organized retail format, retailer should keep items which can gain the attention of the women.

6. Changes in Organized Retail Sector

Organized retailers situated at shopping malls have realized that they have to make whole shopping destination for the consumers which has a mix of retail stores, entertainment places, eating joints which offers consumers the whole shopping experience. The promoters should take the consultancy from experts to make a fair tenant mix so that the consumers are able to get everything they want under one roof. It shall satisfied consumers intention of coming to the shopping mall. The retailers should make a unique image of the shopping malls by the process of segmentation and formation of specific shopping environment. For example, the brands for price sensitive consumers and the high end luxurious brands should not be put under one roof. This will assist them retain viewers belonging to different customer segments. Apart from this, the organized retailers can also encourage shopping malls as specific shopping destinations. For example, there would specialize malls like specific mall for bags, mall for furniture, and mall for Jewellery etc.

After analyzing changes in consumer shopping behavior and changes in organized retail sector, research suggested some innovative ways to attract consumers:

1. A Balloon can be fixed with the organized modern retail shop and the logo should be part at the entrance of the mall. The balloon can be of any dark color showing the logo of the brand. It will be noticeable from far away as well as will emphasize the logo.
2. Discos and clubs: Modern retail stores may have tie ups with discos and clubs for the consumers or provide some space for disco and clubs. Where consumers can stand to win gift vouchers and prizes from retailers.

3. Fashion shows: Modern organized retail can organizes fashion show every year Mr. and Ms. Nashik in their store and win attractive prizes.

4. Tourist Point: A tourist point should be developed in shopping mall, especially for tourists who want to visit famous places in Nashik City. They can plan their trips with the help of shopping corner. Shopping Mall may provide them vehicle. They can enjoy their holidays along with shopping.

5. Health Centre/Gym Facility in shopping Mall: That would help to attract people everyday at shopping mall.

6. Mom Corner: Where Mom can keep her child for safety and protection and can do shopping freely.

7. Beauty Corner: Provide special tips and counseling about beauty. Retailer can sale some beauty product along with beauty counseling.

8. Game Zone and Personal Care.

9. Set up Customer Advisory Boards to get suggestions from customer and give them a chance to voice their opinion about modern retail format.
   
   • Strategy to offer discount on Taxi Services to its customers. On the bases of loyalty program.
   
   • Use some space for payment center for telecom services, medical stores and health clinic banks, insurance.

10. Turn mall parking into a profit generator: Retail organization makes parking lot into revenue generators with an exclusive advertising system. Even parking space can use for vehicle servicing and earn profit on it.

11. Promotional ways and new offer
   
   Organized retail format can accept a variety of promotional ways like,
   
   • Widespread advertisement in newspapers frequently.
   
   • Advertisements should be prepared in famous English and different other state language.
• Leaflets/advertising material can be circulated in face of colleges and school; it can be done during off season sales.
• T.V. and Radio use for advertising purpose.
• Emails and SMS can be sent to the consumers for intimating various schemes, offers.
• Banners, Posters, Hording can be place on main areas so that it covers the population of city.

7. Remedial Measures to Overcome the Limitations of Organized Retail Sector

a. Less involvement of sale person during buying process, pay parking, premium price, credit facility and lack of relationship are limitations of organized retail shop.
   1. It is recommended that retailers should give refund parking charges on specific amount of buying. For getting this refund amount consumers will buy something from shopping mall and that footfall will actually convert into sale.
   2. Retailer should increase service staff for assisting customers during buying process. There should be sufficient help desk for helping customers.
   3. In Nashik for middle class families premium prices are not affordable to customers. Retailer should develop a value format.
   4. For credit facility - Retailer should tie up with banks by co-branding. Retailer should provide credit card facility to customer. Retailer can focus on private label which will affordable to consumer.
   5. In unorganized retail sector customers enjoy personal relationship touch of retailer. In organized retail sector customers not have enjoyed personal relationship touch.

For this personal relationship organized retailer may use relationship management. Organized retailer can maintain all possible data base of consumer and will use this data based for greeting customer on special occasions.
Example SMS, greeting cards on birthday, this is one to make relationship with consumer and give them personal touch.

b. Friendly behavior of staff is necessary to satisfy consumer and this is one of the key factors on which these shopping malls are scoring very high. When consumers enter into the shopping mall and even the security guard standing at the door wishes consumers good afternoon/evening which makes the consumers feels special.

09. Bibliography


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