

To study the impact consumer behavior towards organized retail with special Raipur city.

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ABSTRACT:

The research paper focuses on the buying behavior adopted by the customer in organized retail. retail is sale of goods and services from businesses or individual to the end-user. retailers are a part of an integrated system called supply chain. a retailer general purchases goods from wholeseller and sells it to general customer. retailing can be done either in streets or colonies from where selling of goods and services can be done.

INTRODUCTION:

Retail industries:

Retail word is originated from old French word “trailer” which means to cut off or divide it or to clip pr to pare which was initially recorded as a noun which means “to sales in small quantities”(1433). generally in french, dutch and german also refers to selling out the same quantity of items.

Modern retailing includes multistorey buildings of supermarket and door to door approach facilities. the total concept of shopping has undergone an alternation in terms of consumer buying behavior.

LITERATURE REVIEW:

- Consumer behavior towards mysore sandal soap- mr. Vinayak N. Patil
- Consumer buying behavior and brand loyalty towards nestle Maggie- Utkarsh Verma.

AIM OF THE STUDY:

- To find the most preferred organized retail customer in Raipur city.
- To find out the main reason to prefer to buy from organized retails by customers in Raipur city.
- To find out the most attractive feature to organized retail for customers in Raipur city.
- To find out the variety of goods mostly purchased by customers from organized retails in Raipur city.

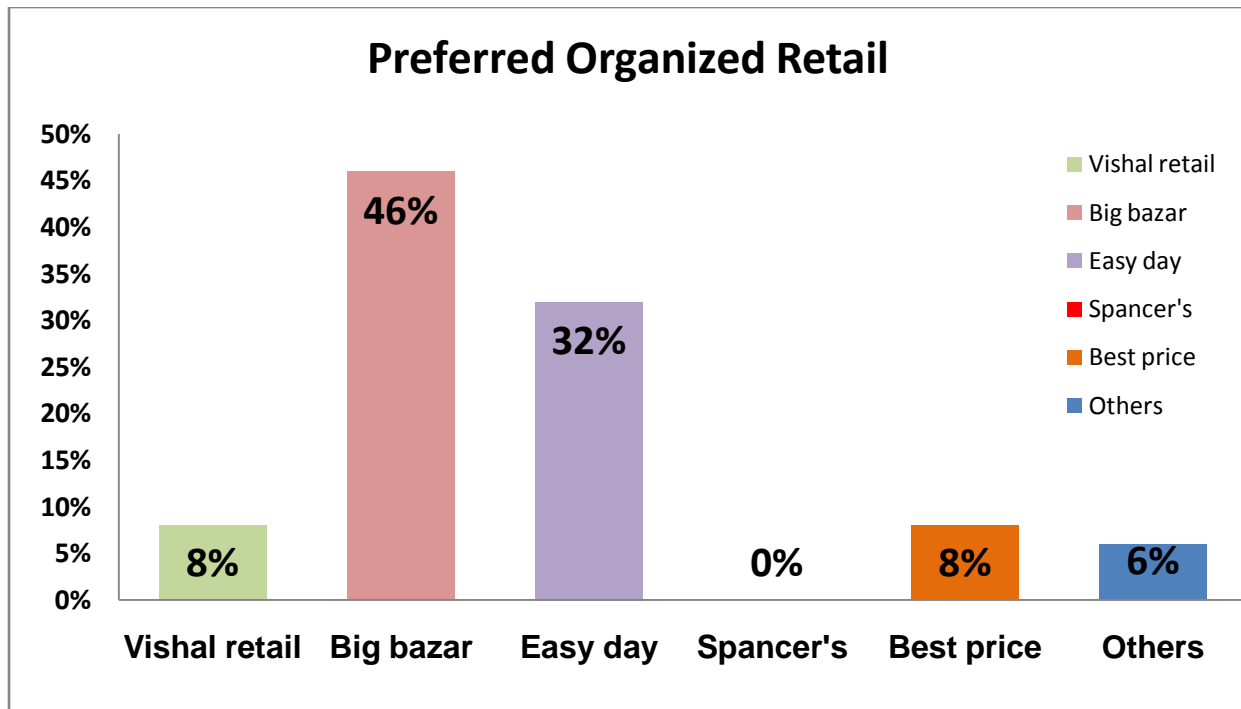
RESEARCH METHODOLOGY:

- Population : all the persons who purchase goods from organized retails residing in Raipur city will constitute as the population.
- Sample size : 50 respondent(customers)
- Sampling method: convenient and judgement sampling method (Random).
- Sources of data: Data for the study collected from both sources primary and secondary.the major sources of data is primary.
- Data collection:the researcher conducted personal interviewof the respndents.
- Statical technique used: Percentage Method .

DATA ANALYSIS:

1.) In which following organized retail outlet you usually go to buy products?

| Types of Organized Retail | Vishal Retail | Big Bazar | Easy day | Spancer`s | Best Price | Others | Total |
|---------------------------|---------------|-----------|----------|-----------|------------|--------|-------|
| Frequency | 4 | 23 | 16 | 00 | 04 | 03 | 50 |
| Percentage | 8% | 46% | 32% | 0% | 8% | 06% | 100% |

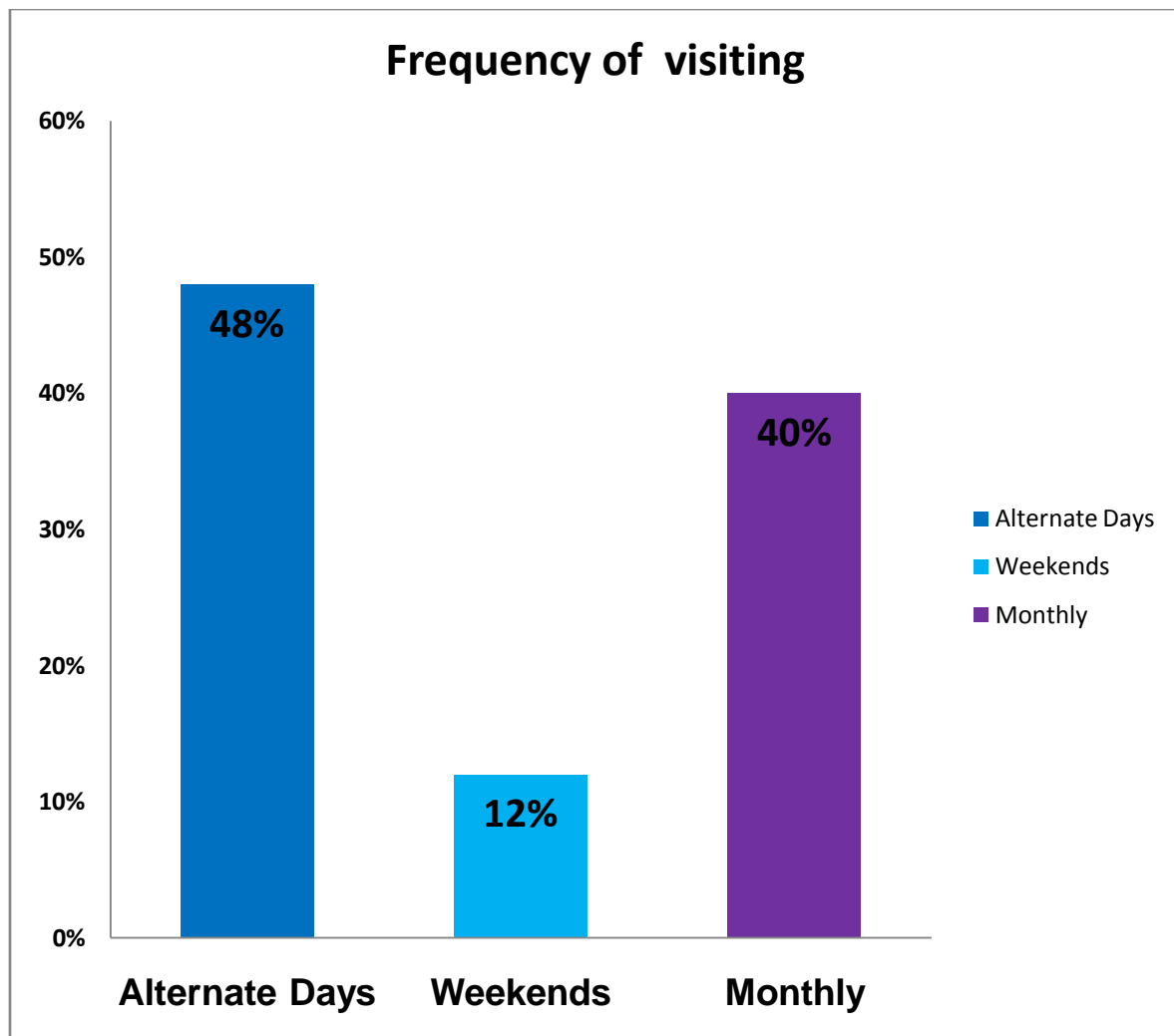


INTERPRETATION:

By the following question, it's found that most of the respondents 46% prefer Big Bazaar to buy the product, 32% respondents prefer to buy products from Easy Day, 8% respondents prefer to buy the product from Vishal Mega Mart, 6% respondents prefer Other types of organized retails and only 8% respondents prefer best price.

2.) What is the Frequency of your visit?

| Visits On | Alternate Days | Weekends | Monthly | Total |
|------------|----------------|----------|---------|-------|
| Frequency | 24 | 06 | 20 | 50 |
| Percentage | 48% | 12% | 40% | 100% |

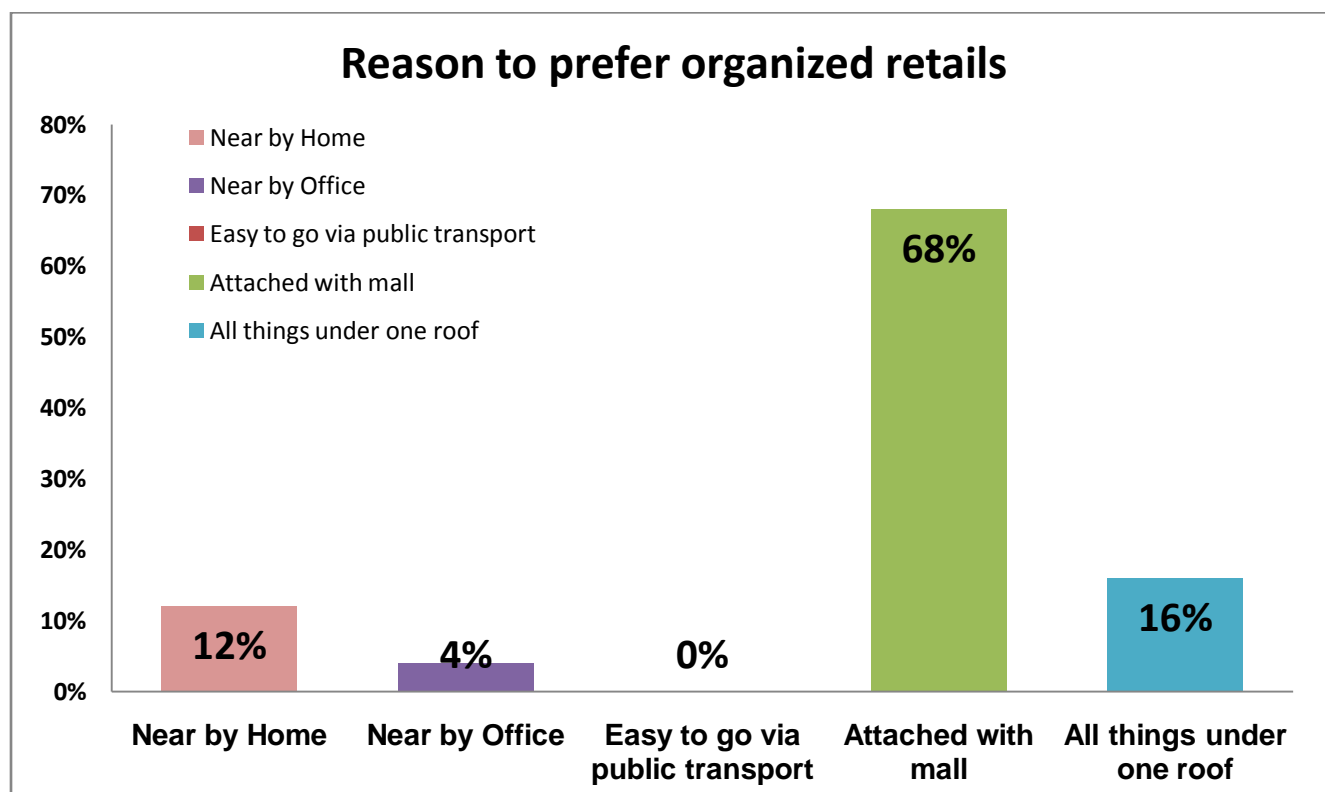


INTERPRETATION:

By the following question, it's found that most of the respondents 48% visits organized retails in alternate days ,12% respondents visits organized retails in weekend's and 40% visits monthly.

3.) Main reason to prefer to buy from organized retails?

| Reasons | Nearby Home | Nearby Office | Easy to go via public transport | Attached with Mall | All things under one roof | Total |
|------------|-------------|---------------|---------------------------------|--------------------|---------------------------|-------|
| Frequency | 06 | 2 | 0 | 34 | 8 | 50 |
| Percentage | 12% | 4% | 0% | 68% | 16% | 100% |

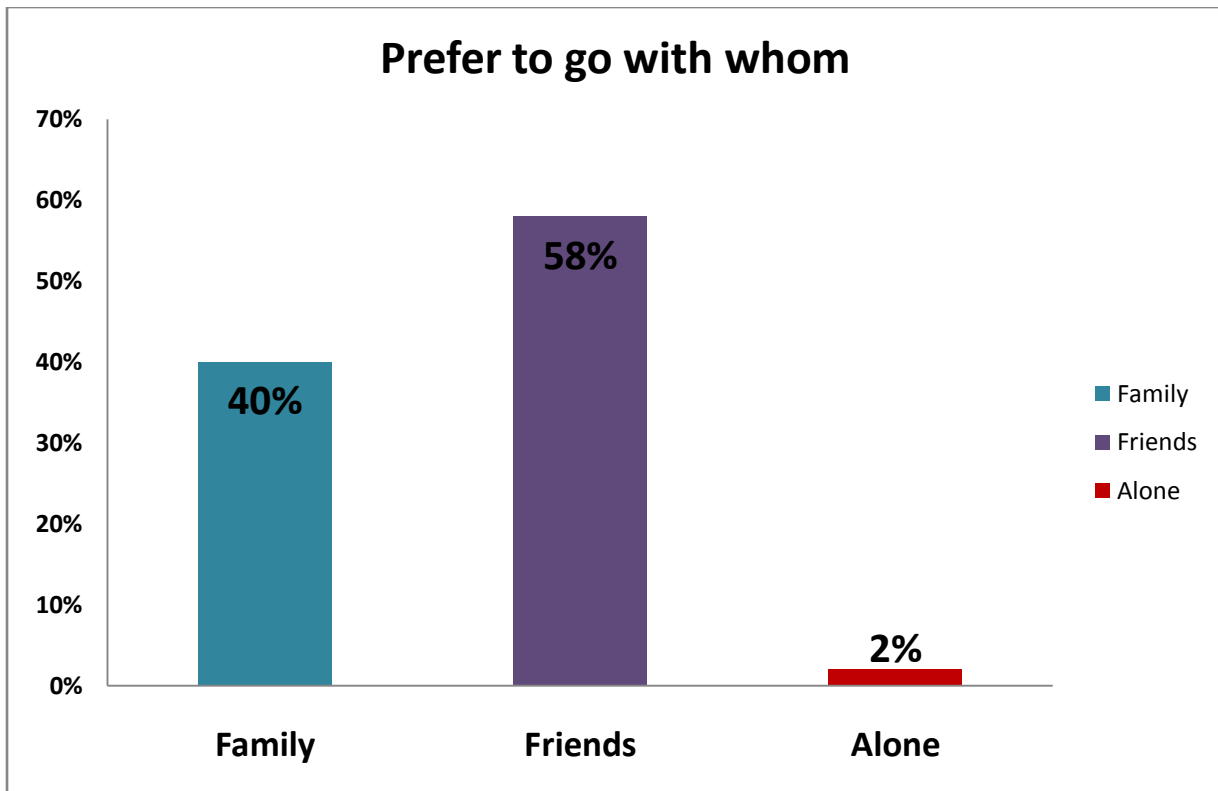


INTERPRETATION:

By the following question, it's found that most of the respondents 68% prefer to buy from organized retails which Attached with mall and 16% respondents prefer to buy from organized retails because there All things under one roof, 4% respondents prefer to buy from organized retails because it nearby Office, 12% respondents prefer organized retail because its nearby Home .

4.) You prefer to go with whom?

| To go with | Family | Friends | Alone | Total |
|------------|--------|---------|-------|-------|
| Frequency | 20 | 29 | 01 | 50 |
| Percentage | 40% | 58% | 02% | 100% |

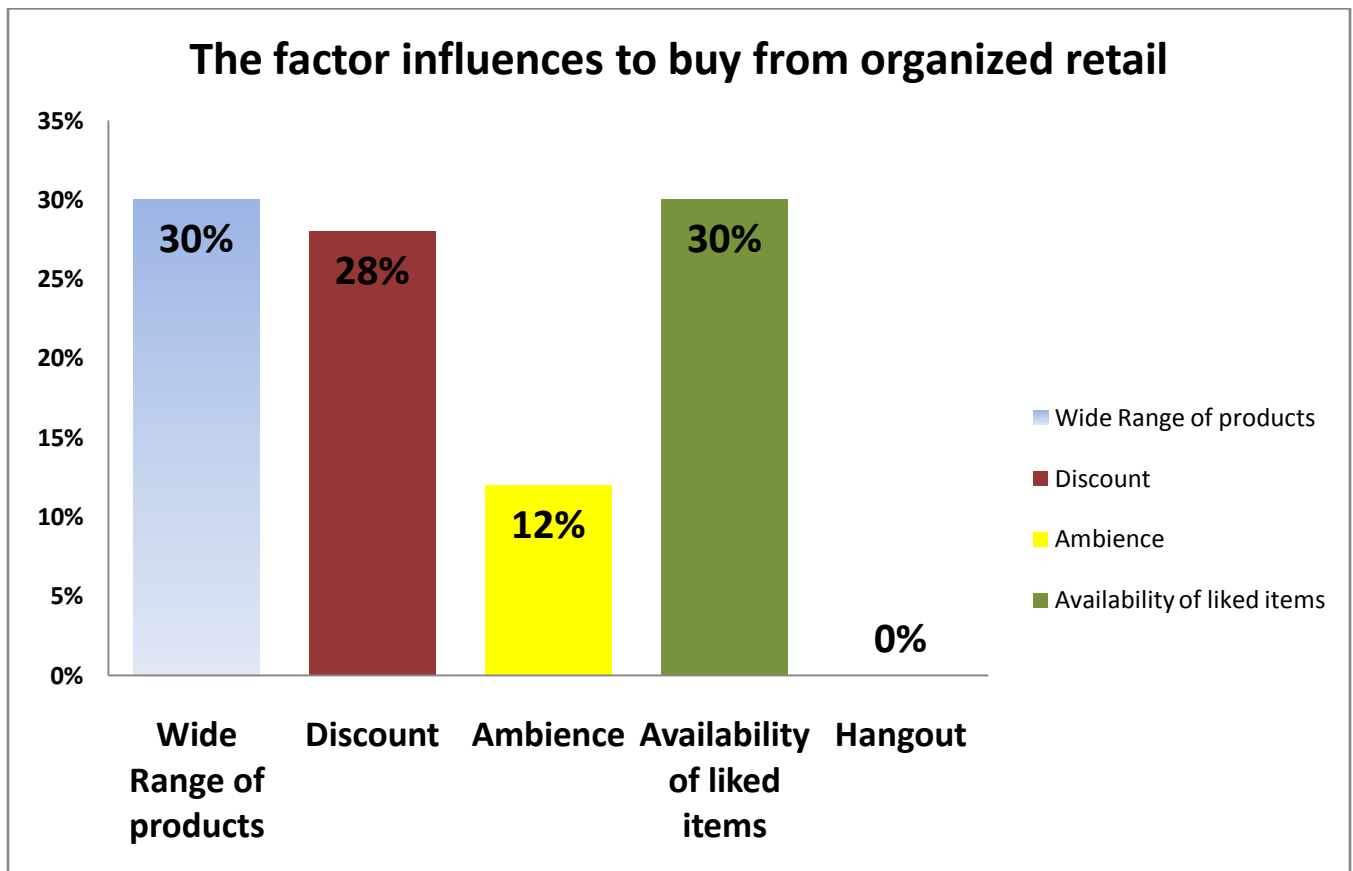


INTERPRETATION:

By the following question, it's found that most of the respondents 58% prefer to go with their friends, 40% respondents prefer to go with their Family and 2% respondents goes Alone to purchase product from organized retails.

5) The factor which influences you most to buy from organized retail is?

| Factors | Wide range of Products | Discounts | Ambience | Availability of liked Items | Hangout | Total |
|------------|------------------------|-----------|----------|-----------------------------|---------|-------|
| Frequency | 15 | 14 | 06 | 15 | 00 | 50 |
| Percentage | 30% | 28% | 12% | 30% | 0% | 100% |

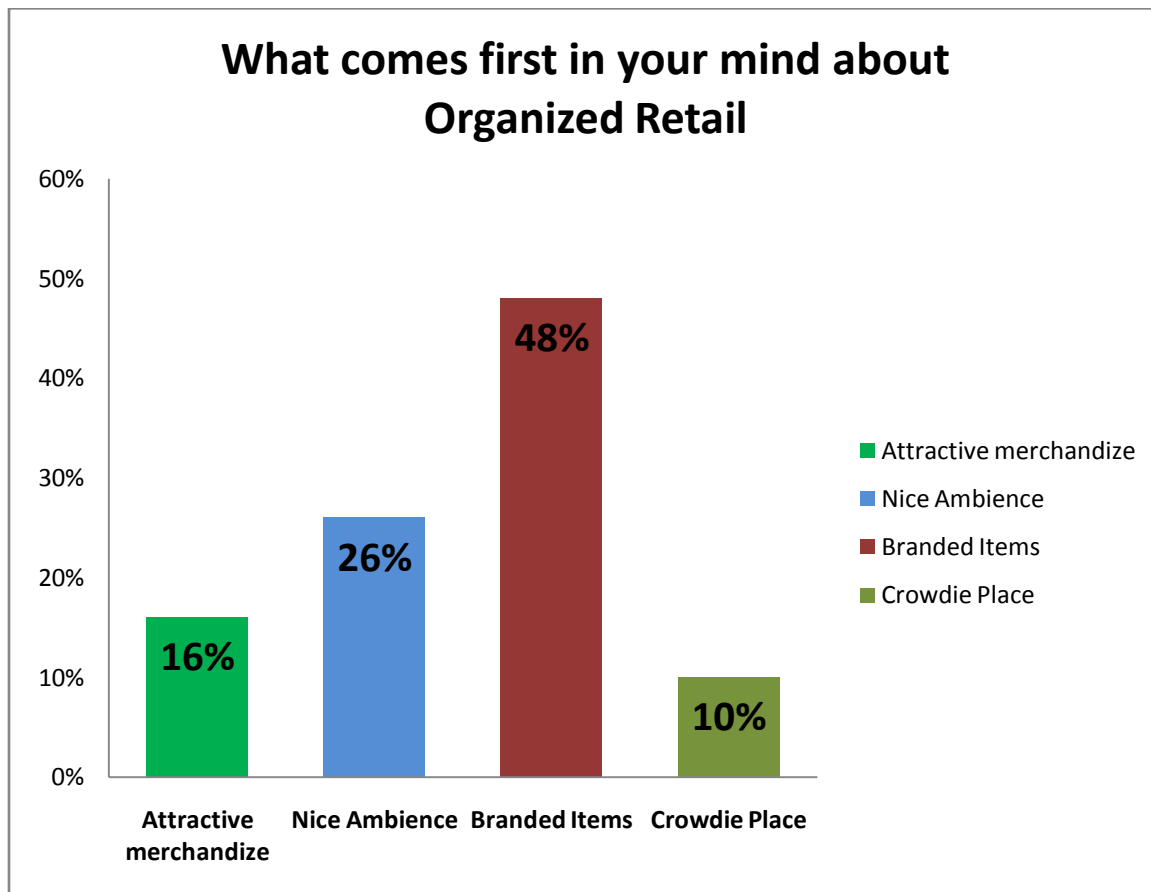


INTERPRETATION:

By the following question, it's found that Availability of liked items influenced most of the respondents 30% to purchase from organized retails, Wide range of products and availability of liked item, 28% respondents to purchase for discount from organized retails and 12% respondents influenced by nice ambience for organized retails.

6.) When you think about organized retails, what comes first in your mind?

| Thoughts about organized retail | Attractive merchandize | Nice ambience | Branded items | Crowdie place | Total |
|---------------------------------|------------------------|---------------|---------------|---------------|-------|
| Frequency | 08 | 13 | 24 | 05 | 50 |
| Percentage | 16% | 26% | 48% | 10% | 100% |

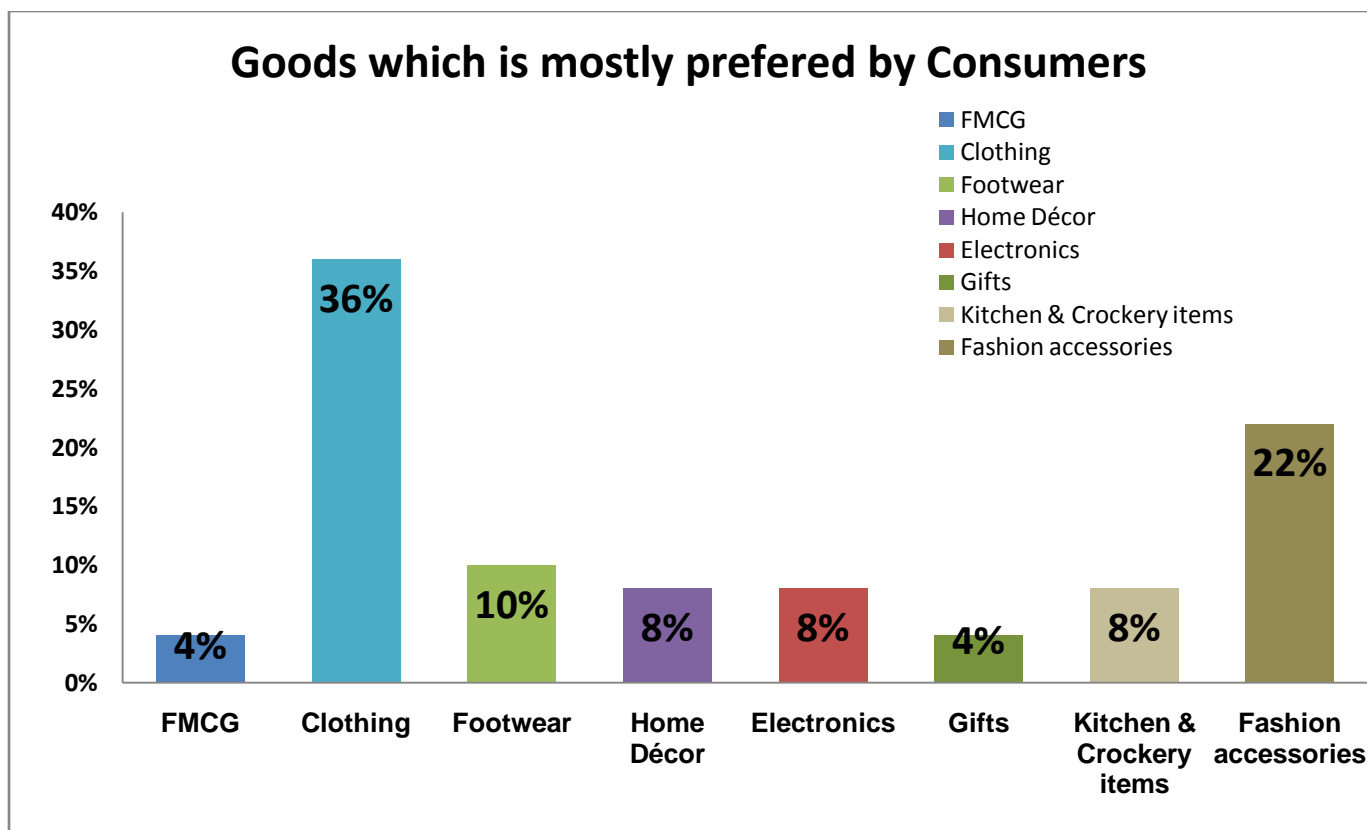


INTERPRETATION:

By the following question, it's found that most of the respondents 48% first thinks about availability of Branded items, 26% respondents first thinks about nice ambience, 16% respondents first thinks about attractive merchandizing and 10% respondents first thinks about crowdie place in relation with organized retails.

7.) Which type of goods you prefer most to buy from organized retail?

| Types of goods | FMCG | Clothing | Footwear | Home Décor | Electronics | Gifts | Kitchen & Crockery items | Fashion Accessories | Total |
|----------------|------|----------|----------|------------|-------------|-------|--------------------------|---------------------|-------|
| Frequency | 02 | 18 | 05 | 04 | 04 | 02 | 04 | 11 | 50 |
| Percentage | 04% | 36% | 10% | 08% | 08% | 04% | 08% | 22% | 100% |

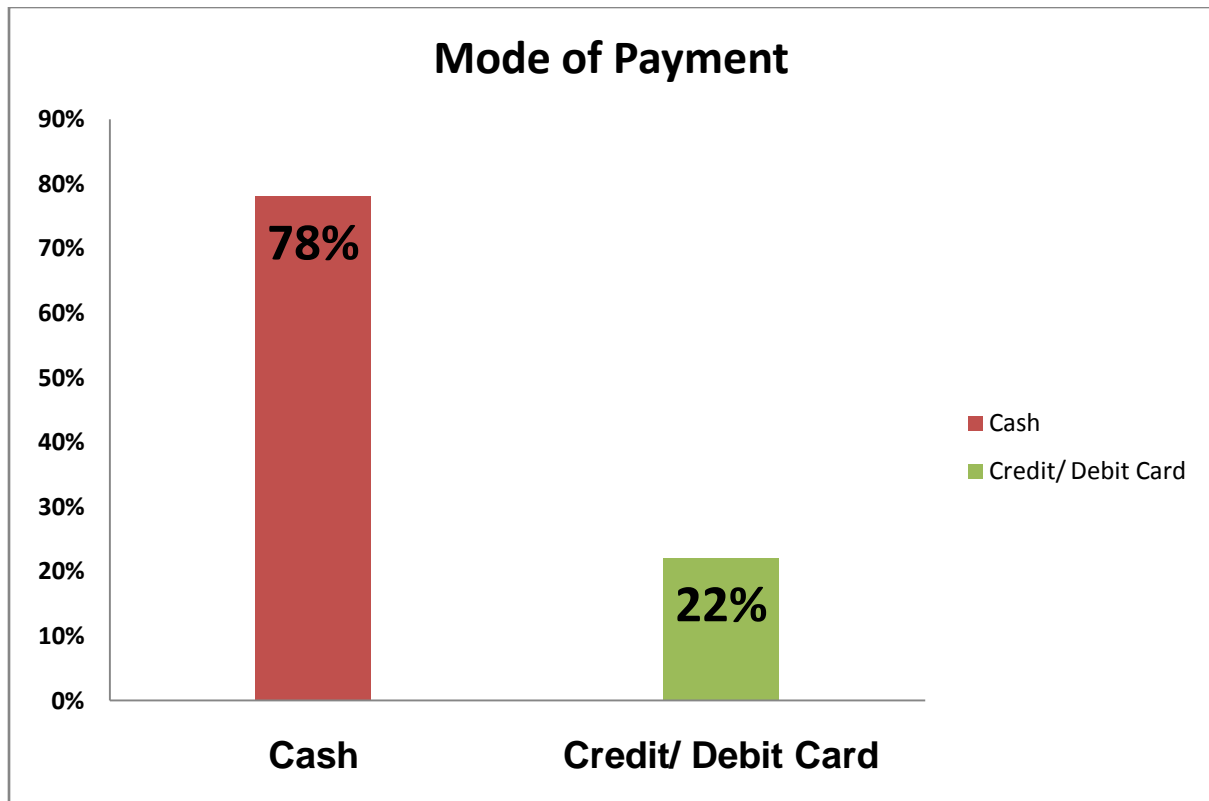


INTERPRETATION:

By the following question, it's found that most of the respondents 36% mostly buy clothing items, 22% respondents prefer to buy fashion accessories, 10% respondents prefer to buy Footwear, 8% prefer to buy Home Décor, 8% respondent prefer to buy kitchen & Crockery items, 4% respondents prefer to buy Gifts and 8% respondents prefer to buy Electronics items, 4% respondents prefer to buy fmcg from organized retail shops.

8.) What is your preferred mode of payment?

| Mode of Payment | Cash | Credit \ Debit Card | Total |
|-----------------|------|---------------------|-------|
| Frequency | 39 | 11 | 50 |
| Percentage | 78% | 22% | 100% |



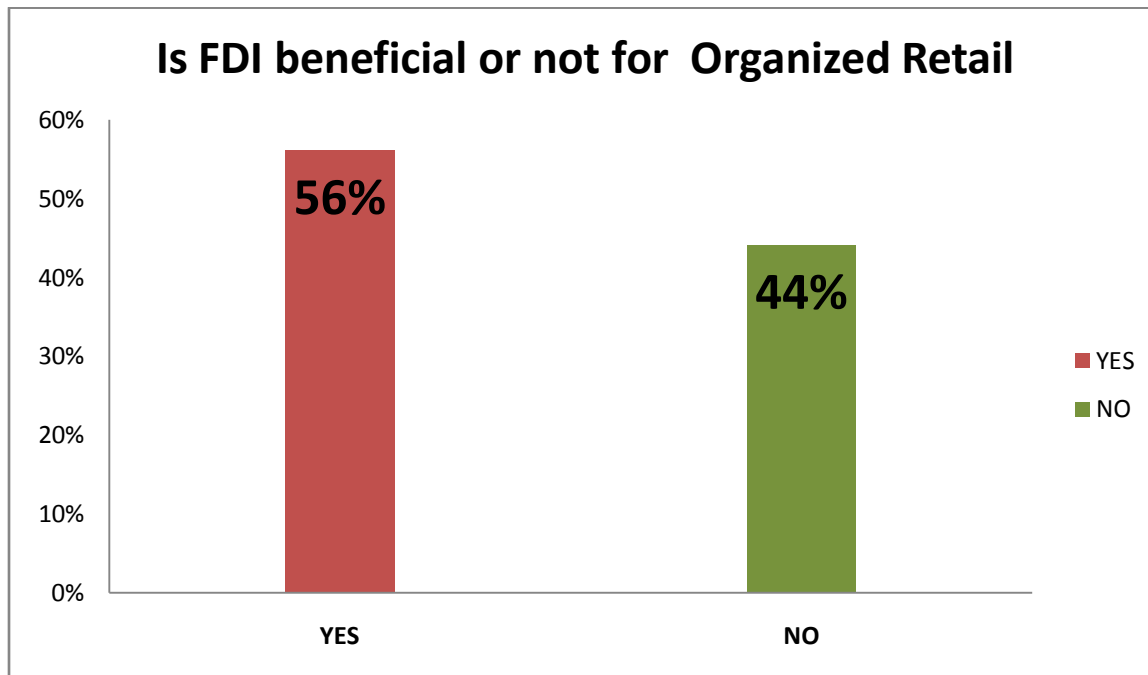
INTERPRETATION:

By the following question, it's found that most of the respondents 78% prefer the mode of payment in Cash and 22% respondents prefer the mode of payment from Credit / Debit Card.

9) What do you think is FDI beneficial for organized retail?

Yes () No ()

| FDI | Yes | NO | Total |
|------------|-----|-----|-------|
| Frequency | 28 | 22 | 50 |
| percentage | 56% | 44% | 100% |

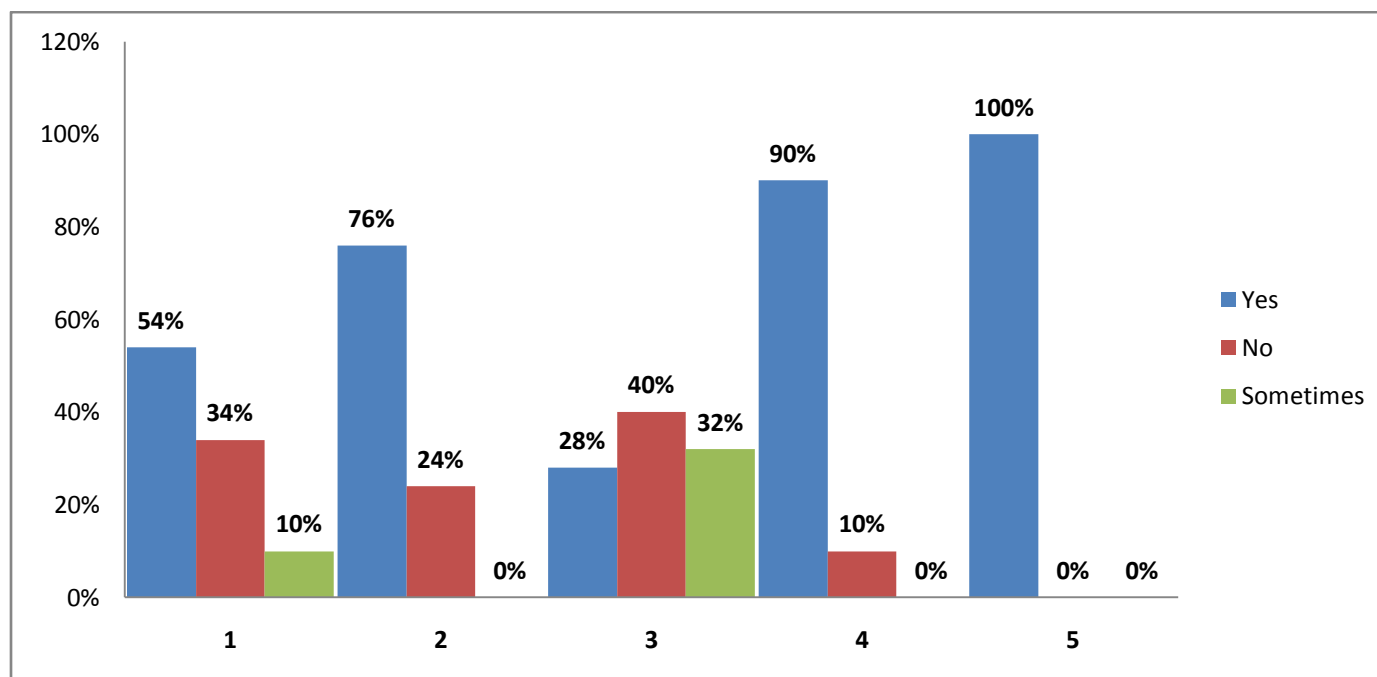


INTERPRETATION :- By the following question, it's found that 56% respondents thinks that FDI is beneficial for organized retail and 44% respondents is thinks that FDI is not beneficial for organized retail.

10) Please answer following statements:-

| No. | In organized retail | Yes | No | Sometimes |
|-----|--|----------|---------|-----------|
| 1 | You purchase usually more items than planned | 28(54%) | 17(34%) | 05(10%) |
| 2 | You evaluate products easily due to wide range | 38(76%) | 12(24%) | 0(0%) |
| 3 | When you see any new useful product, purchase it right there | 14(28%) | 20(40%) | 16(32%) |
| 4 | Nicely merchandized products helps to reach your needed products | 45(90%) | 5(10%) | 0(0%) |
| 5 | You like the freedom to select ,touch and feel the products | 50(100%) | 0(0%) | 0(0%) |

| | | | | |
|--|--|---|--|--|
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INTERPRETATION:

By the following question, it's found that-

- 1) Most of the respondents 56% agree that they usually buy more items than planned, 34% disagree by this and 10% said sometimes they buy more items than planned.
 - 2) Most of the respondents 76% agree that due to wide range they evaluate products easily, 24% disagree at this point.
 - 3) Most of the respondents 40% disagree that when they see any new useful product, purchase it right there, 32% said they do it sometimes and 28% agree at this point.
 - 4) Most of the respondents 90% agree that nicely merchandized products help them to reach their needed products and 10% respondents disagree at this point.
 - 5) All the respondents 100% agree at the point that they like the freedom to select, touch and feel the products.
- 11.) Sometimes you are in need but you don't go to any organized retail to buy because:-

| | | |
|--|----|-----|
| a.) Organized retails are too far from home | 07 | 14% |
| b.) Nearby kirana shops fulfills my demands | 36 | 72% |
| c.) I don't want to waste time in travelling, parking and in queue | 03 | 06% |
| d.) I don't want to scroll through non needed products | 04 | 08% |

| | | |
|-------|----|------|
| Total | 50 | 100% |
|-------|----|------|



INTERPRETATION:

By the following question, it's found that most of the respondents 72% when they are in need of goods, they don't go to organized retail because Kirana shops fulfill their demands, 14% respondents do not go organized retails because it's too far from Home, 8% respondents do not go organized retails because they Don't want to scroll through non needed Products and 6% respondents do not go organized retails because they don't want to waste time in travelling, parking.

CONCLUSION:It was found that most of the respondents prefer to buy from Big Bazaar to buy goods and prefer best price,consumers visits organized retails in alternate days ,weekend and visits monthly.Most of the respondents prefer to buy from organized retails which attached with mall because there all things under one roof,nearby Office and nearby Home.

ACKNOWLEDGEMENT:I thanks my mentor Mr.YogeshSoni,AssistantProfessor,MLBCcollege,Raipurwho provided me relevant information about the study.My sincerest gratitude also goes to my family and friends for guiding me through the research process.

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