A STUDY ON CONSUMER ATTITUDE TOWARDS RETAIL PURCHASE

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ABSTRACT

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other factors such as the customer can compare the organization's products with others. The data were collected from both the primary and secondary sources. The structured questionnaire were prepared and the primary data was collected from 100 respondents to know about the satisfaction level. The secondary data were collected from various journals, magazine and books. The results indicated that the preferences of the consumers were their priority for cleanliness and freshness of food products followed by price, quality, convenience, service, variety, packaging, and availability of non-seasonal fruits and vegetables.

Key words: customer satisfaction, organization, behaviour, customers.

INTRODUCTION

In retail, the emerging sectors would be food and grocery, apparel, electronics, e-commerce, fashion and lifestyle. Incorporation of technology in the organised retail segment has been something to reckon with in the past few years. Use of computers for merchandise planning and management, control of inventory costs and supplies and replenishment of goods done electronically, internal store billing, etc has changed the face of product retailing. Online retail business is the next gen format which has high potential for growth in the near future. After conquering physical stores, retailers are now foraying into the domain of e-retailing. The retail industry is all set to test waters over the online medium, by selling products through websites. Food and grocery stores comprises the largest chunk of the Indian retail market. An emerging

trend in this segment is the virtual formats where customer orders are taken online through web portals which are delivered at the door step the very same day or the following day. This trend has been catching up with most of the large sized retail chains that have their websites. The growing middle class is an important factor contributing to the growth of retail in India. By 2030, it is estimated that 91 million households will be middle class, up from 21 million today. Also by 2030, 570 million people are expected to live in cities, nearly twice the population of the United States today.

OBJECTIVES OF THE STUDY

- .To Study the level of Satisfaction of Customers On Store

- To Study the Relationship Between Customers And Employee.

REVIEW OF LITERATURE

Verma and Madan (2011) conducted a study in Indian context highlighted that retailers are offering newer service dimensions to create unique shopping experiences for the customers. However, whether consumers are able to perceive newer service dimensions and getting affected for store patronage in new store formats or not, remains to be found out. They emphasized the fact that Indian retail environment is going through a sea change due to the introduction of new formats and opening up of retail industry, it becomes important to understand the store image perceptions of consumers here. The study attempted to find out the key factors that are perceived as important to Indian consumer in evaluation of a retail format.

According to Ali Kapoor and Janaki Raman (2010) conducted on households of Gomti nagar area of Lucknow city analysed a marketing strategy for a modern Food and Grocery market based on consumer preferences and behaviour. The researchers personally surveyed a total of 101 households having sufficient purchasing power using structured questionnaire. The results indicated that preferences of the consumers were their priority for cleanliness and freshness of food products followed by price, quality, variety, packaging, and availability of non-seasonal fruits and vegetables. It was found that the consumers' preferences of marketplace largely depend on the convenience in purchasing at the marketplace along with the availability

of additional services, attraction for children, basic amenities, and affordability. Results also suggested that most of the Food and Grocery items are purchased in loose form from the nearby outlets, whereas fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature. However, grocery items are less frequently purchased.

In the view of Reuttere and Teller (2009) a study conducted in Central Europe, identified store format attributes that impact the store format choice when consumers conduct fill-in or major trips to buy groceries. Their study found that consumers patronise multiple (store based) formats depending on the shopping situation operationalized by the type of shopping trip. The study adopted the conceptual framework of random utility theory via application of a multinomial logit modelling framework. The analysis was based on a survey of 408 consumers representing households. The results revealed a considerable moderating effect of the shopping situation on the relationship between perceived store format attributes and store format choice. It was found that consumers' utilities are significantly higher for Discount stores and Hypermarkets when conducting major trips. To the contrary, it found that Supermarkets are preferred for fill-in trips in the focussed retail market.

Tripathi and Sinha (2008) Investigated that shopper attributes can be captured through the demographic variables, as they can be objectively measured, and they also captured a considerable amount of attitudinal and behavioural variables. The study attempted to link store choice, format choice and consumer demographic variables, through a hierarchical logistic choice model in which the consumers first choose a store format and then a particular store within that format. They developed a nested logit model and the variables predicting the choice probabilities were identified.

Shenoy, Nayak and Kumar (2011) concluded that the competition prevalent amongst the Indian retailers and proposed a model for choice of retail format. The results showed that Hypermarkets would prove to be lucrative in the years to come.

RESEARCH METHODOLOGY

Research design:

The researcher had adopted the descriptive research design.

Methods of Data Collection

Primary Data: In this research study, the researcher has used Questionnaire to obtain information from the respondents.

Secondary Data: Secondary data have been collected from the various national and international journals, books, articles and the internet.

The primary data was collected by a well-structured questionnaire and the responses were rated using a 5-point Likert rating scale, ranging from 1to 5,where 1 refers to strongly agree,2 refers to agree,3 refers to neutral,4 refers to disagree, and 5 refers to strongly disagree.

Sampling frame:

The sampling unit consisted of the customers of the store.

Sample size:

A sample of 100 responses was considered for the study, although the questionnaire was sent to 127 respondents.

Sampling Method

Simple random sampling method was adopted for this study

The data were collected from December 2019-March 2020.

Data Analysis and Results

Data analysis was done by statistical package for social science (SPSS Version 21.0).The data collected were coded, tabulated and analysed with the help of SPSS version 21.0.

DATA ANALYSIS AND INTERPRETATION

TABLE 1.

DEMOGRAPHIC VARIABLES

Particulars	No. of Respondents	Percentage
Age		
Up to 29yrs	32	32
30-39yrs	26	26

40-49yrs	19	19
More than 50 yrs.	23	23
Gender		
Male	44	44
Female	56	56

The demographic profile of the respondents shown in the Table 1 indicates that, 32% of the respondents belong to the age group up to 29 years . It shows that, there are more number of customers are younger. The majority (56%) of the respondents are female and 44% of the respondents are male.

TABLE:2
Correlation Between Awareness Of Membership Program.

		Awareness Of the program		Member Of the Program
Awareness Of the Program	Pearson Correlation		1	.765**
	Sig. (2-tailed)			.000
	N		100	100
Member Of the Program	Pearson Correlation		.765**	1
	Sig. (2-tailed)		.000	
	N		100	100

According to statistical data the value of Karl Pearson Coefficient Of Correlation is .765 which says that its positive and both the element move in the same direction.

The Sig Value is .000 which proves that null hypothesis is rejected with 99% confidence level . This shows that there is a slight relationship between both the element .

FINDINGS

1.32% of the respondents belong to the age group up to 29 years . It shows that, there are more number of customers are younger.

2. The majority (56%) of the respondents are female and 44% of the respondents are male.

3.Most of the customers make a weekly purchase from the store

4. 63 % of the customer are willing to visit the store again.

SUGGESTIONS

1. The fruits and vegetables were getting over by evening. It would be a great relief for the customers if the management can keep adequate stock because most of the customers come for shopping in the evening after their work.

2.Customers are expecting promotional offers information or detail in the form of text messages in their respective numbers

3. Marketing strategy on this would definitely benefit the firm by increasing customer satisfaction.

CONCLUSION

The consumers priority were the cleanliness and freshness of food products followed by price, quality, quantity variety, service, packaging, and availability of the products. The consumers' preferences of marketplace largely depend on the convenience in purchasing. Most of the Food and Grocery items are purchased in loose form from the nearby outlets, whereas fruits and vegetables are mostly purchased daily or twice a Week. Grocery items are less frequently purchased. Aggressive Marketing is the key to increasing the market share in this area, since the market has a lot of potential both in terms of untapped market.

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