Consumer Preferences of Organised Retail Outlet in Coimbatore District

A. Karthikeyan[1] and Dr. M. Sadhika Sultana[2]

[1]Research Scholar, Department of Management, Park's College, Tirupur and Assistant Professor, Department of Management, Sri Krishna College of Technology, Coimbatore, India

[2]Associate Professor, Department of Management, Park's College, Tirupur, India

[1]Corresponding Author: karthi229@gmail.com

ABSTRACT

Retail industry is an important source of self employment in India since a long ago. As change is the important rule of the environment. So, today, we can also see a drastic change in the retail industry too. Today, retail industry has been segregated into two parts i.e. unorganized retail industry and organized retail industry. Unorganized retail industry includes traditional kirana stores which are not registered and have not to follow any bulk of legal formalities. Organized retailing is the retailing in which the retail shop is centrally run by the registered retailer with few employees providing comfort and self service facility to the customers which attract the customers towards it. Besides, all the facilities provided by the organized retailers, customers are still attracted towards unorganized retailers too. There are different facilities and services available to the customers in unorganized retailing and organized retailing. The present study is an attempt to assess consumer preference and perception in organized retail outles in Coimbatore district.

Keywords: retail, consumer, coimbatore, outlet

I. INTRODUCTION

A retail store format is more prevalent among all modern retail formats in India. These are neighborhood stores offering home and personal care products and food products that a typical household consumers on a day-to-day basis. These stores are often part of a chain that owns or controls (sometimes by franchise) other retail stores locates in the same or other towns attaining the economies of scale. These stores offer convenience of shopping by making available a large variety of products at one place. Retail stores usually offer products at Low Prices by reducing margins. Certain products (typically staples such as bread, milk, and sugar) are often sold as loss leaders that are with negative margins. To maintain a profit, retail stores attempt to make up for the low margins with a high overall volume of sales and with sales of higher-margin items.

II. REVIEW OF LITERATURE

Deepika Jhamb and Ravi Kiran (2012) "Emerging Retail Formats and It's Attributes: An Insight to Convenient Shopping". The outcome of the research reveals that the improvement in retail sector in India, especially the modem retail formats, its attribute, type of goods and impact of consumers' demography on choice of emerging retail formats.

Sunita Sikri and Dipti Wadhwa (2012) "Growth and Challenges of Retail Industry in India: An Analysis". Shows the Indian Retail Industry is the fifth largest in the world, comprising of organized and unorganized retail sectors, Indian retail industry is one of the fastest growing industries in India, especially over the last few years. Though initially the retail industry in India was mostly unorganized, however with the change of taste and preferences of consumers, the Industry is getting more popular in these days and getting organized as well India is having a very strong growth fundamental base that's why it's the perfect time to enter into Indian Retail Market. The total retail spending is estimated to double in the next five years. Organized retailing -currently growing at a CAGR of 11 22%- is estimated to be 21% of total expenditure. The unorganized retail sector is expected to grow at about 10% per annum with sales expected to rise from$309 billion in 2006-07 to $496 billion in 2011-12. This paper focused on changing face of unorganized or organized retail industry, major players in retail industry and also highlights the challenges faced by the industry in near future.

Amelia(2017) Retail industry is one of the fastest growing industries in Indonesia, with Hypermart as one of the biggest retail companies. As it provides consumer goods for large percentage of Indonesians, Hypermart faces intense and frequent interaction with its customer. As such, various misbehaviors from the customers' part will negatively and significantly affect the company. In this paper, misbehavior is defined as a behavior within the exchange setting that deliberately violates the generally accepted norms of conduct in such situation (Daunt and Harris, 2011). The aim of this

study is to understand the connection between past and future probabilities of customers' misbehavior. In previous studies on customer misbehavior, this connection has not been adequately researched. Additionally, five personality-based variables (consumer alienation, Machiavellianism, sensation seeking, aggressiveness, and self-esteem) are also examined to see their connection with past customer misbehavior, which in turn will affect future misbehavior. 200 respondents were evaluated, and the data were analyzed using multiple regressions with SPSS 16. The result of this study can be utilized by companies facing customer misbehavior problems and in shaping a strategy to reduce such problems

Ali Tehci (2020) stated Today, with the widespread use of the internet, the concept of digital consumer comes to the fore as well as the traditional consumer concept. Many countries and sectors have been adversely affected by the disaster that occurred in Wuhan, China in December 2019 and which the World Health Organization expressed as the epidemic called COVID-19 on January 12, 2020. This situation caused consumers to spend more time and shop in digital environments. For this reason, knowing the e-commerce food retail sector consumer complaints is very important for companies to ensure customer satisfaction. This study aims to examine the customer's complaints of two major grocery chains in the e-commerce retail sector in Turkey by using the content analysis method. In this context, a total of 443 complaints about e-commerce food retail businesses obtained from www.sikayetvar.com between 01 July - 26 August 2020 were resolved according to the issues. As a result of the analysis, it was determined that the majority of the related e-commerce food retail consumer complaints were product and price refunds and delay in product delivery.

George Tsalis (2021) opined that Supermarkets receive criticism for irresponsible marketing practices, such as price promotions, that trigger over-purchasing and seemingly contribute to consumer waste. In the wake of this, retailers have abolished certain price promotions as part of an effort to meet corporate social responsibility (CSR) goals. We aim to investigate whether the underlying assumption that price promotions are positively related to consumer food waste needs to hold true. Through a review of the existing literature, we show that there is no scientific consensus on this assumption. Our findings show that half of the studies conclude that price promotions result in food waste by encouraging over-purchase, while the remaining conclude that consumers buying price-promoted food products show average or even lower levels of household food waste. Unraveling this inconsistency, we contribute by proposing a multi-level model of CSR behavior, where CSR actions at an institutional level (retailer) interact with individual characteristics at a micro (consumer) level leading to demonstrably different outcomes. We argue that the assumption that price promotions necessarily cause food waste has been overly simplistic, as it did not take into account the consumers' role. We conclude that the relationship between price promotions and consumer food waste is conditional on price consciousness, attitudes, values, household identities, and household roles. Thus, we illustrate that CSR problems are often wicked ones, where first-order solutions often lead to secondary problems that stymie the progress of institutions and policy makers in addressing social needs in business. We derive specific recommendations for retailers seeking to meet CSR goals.

III.   RESEARCH METHODOLOGY

The following methodology is used in this study.
(i) Area of the Study
       Area of the study refers to Coimbatore city which is known for textiles, foundries, wet grinders, pump manufacturing etc. It is also becoming a hub of schools, colleges and other educational institutions.
It is also becoming a city of Tidel park.
(ii) Sources of Data
       The study has used both the primary data and secondary data. Primary data were collected using interview schedule method. Interview schedule have been used to collect the primary data from the customers. Interview schedule have been pretested and validated. Secondary data were collected through various journals, magazines, reports and Newspapers. Information had also been drawn from available literature pertaining to the field of knowledge.
(iii) Sampling Design
       For the purpose of the study, 1000 respondents were selected by using stratified random sampling technique in Coimbatore district.

IV.   DATA ANALYSIS AND INTERPRETATION:

       The technique of Analysis Of Variance is an extension of t-test, which is used to test the significant difference in the mean values of more than two groups. In this study this technique is employed to assess whether there exist significant relationship between the respondents in different classification in respect of various aspects organized retail stores. The results are presented with suitable hypothesis and relevant interpretation.

4.1 Age and Level of Agreeability towards Preference while Making a Purchase Decision
Hypothesis: There is no significant relationship between the Age of the respondents and their Level of agreeability towards Preference while making a purchase decision.

Table 1: Age and Preference while making a purchase decision

Source of Variation	Sum of Squares	Degrees of freedom	Mean squares	F Value	P value	Result
Between groups	648.622	3	216.207	17.14	.0001	S
Within groups	12617.013	996	12.667			
Total	13265.635	999				

S- Significant (P value ☐ 0.05); NS – Not significant (P value > 0.05)

Inference

As the p value (0.0001) is less than 0.05, the hypothesis is rejected (Significant) at 5% level of significance.

There is significant difference between the Age of the respondents and Age of the respondents and their Level of agreeability towards Preference while   making a purchase decision

4.2 Age and Perception towards Organized Retail Outlets
Hypothesis: There is no significant relationship between the Age of the respondents and Perception towards Organized Retail Outlets.

Table 2: Age and Perception towards Organized Retail Outlets

Source of Variation	Sum of Squares	Degrees of freedom	Mean squares	F Value	P value	Result
Between groups	7741.826	4	1935.457	35.8	.0002	S
Within groups	54586.836	995	54.86			
Total	62328.662	999				

S- Significant (P value ≤ 0.05); NS – Not significant (P value > 0.05) Inference

As the p value (0.002) is less than 0.05, the hypothesis is rejected (Significant) at 5% level of significance.

There is significant difference between the Age of the respondents and Perception towards Organized Retail Outlets.

4.3 Age and Attitude towards Organized Retail Outlets
Hypothesis: There is no significant relationship between the Age of the respondents and Level of satisfaction in retail stores.

Table 3: Age and Attitude towards Organized Retail Outlets

Source of Variation	Sum of Squares	Degrees of freedom	Mean squares	F Value	P value	Result
Between groups	1015.269	4	253.817	8.9	.001	S
Within groups	26689.323	995	26.82			
Total	27704.592	999				

S- Significant (P value ≤ 0.05); NS – Not significant (P value > 0.05) Inference

As the p value (0.001) is less than 0.05, the hypothesis is rejected (Significant) at 5% level of significance.

There is significant difference between the Age of the respondents and Attitude towards Organized Retail Outlets.

4.4 Educational Qualification and Perception towards Organized Retail Outlets

Hypothesis: There is no significant relationship between the Educational Qualification of the respondents and Perception towards Organized Retail Outlets.

Table 4: Educational Qualification and Perception towards Organized Retail Outlets

Source of Variation	Sum of Squares	Degrees of freedom	Mean squares	F Value	P value	Result
Between groups	1779.116	4	444.779	7.3	.006	S
Within groups	60549.546	995	60.8			
Total	62328.662	999				

S- Significant (P value ≤ 0.05); NS – Not significant (P value > 0.05) Inference

As the p value (0.006) is less than 0.05, the hypothesis is rejected (Significant) at 5% level of significance.
There is significant difference between the Educational qualification of the respondents and Perception towards Organized Retail Outlets.

4.5 Occupational Status and Level of Agreeability towards Preference while Making a Purchase Decision

Hypothesis: There is no significant relationship between the occupational status of the respondents and Level of Agreeability towards Preference while making a purchase decision.

Table 5: Occupational Status and Level of Agreeability towards Preference while making a purchase decision

Source of Variation	Sum of Squares	Degrees of freedom	Mean squares	F Value	P value	Result
Between groups	842.538	6	140.423	4.013	.001	S
Within groups	12423.097	355	34.995			
Total	13265.635	361				

S- Significant (P value ≤ 0.05); NS – Not significant (P value > 0.05) Inference

As the p value (0.001) is less than 0.05, the hypothesis is rejected (Significant) at 5% level of significance.
There is significant difference between the Occupational status of the respondents and Preference while making a purchase decision.

4.6 Educational Qualification and Attitude towards Organized Retail Outlets

Hypothesis: There is no significant relationship between the Educational Qualification of the respondents and Attitude towards Organized Retail Outlets

Table 6: Educational Qualification and Attitude towards Organized Retail Outlets

Source of Variation	Sum of Squares	Degrees of freedom	Mean squares	F Value	P value	Result
Between groups	1087.630	4	271.908	10.06	.001	S
Within groups	26616.962	995	26.6			
Total	27704.592	999				

S- Significant (P value ≤ 0.05); NS – Not significant (P value > 0.05) Inference

As the p value (0.001) is less than 0.05, the hypothesis is rejected (Significant) at 5% level of significance.
There is significant difference between the Educational qualification of the respondents and Attitude towards Organized Retail Outlets.

4.7 Occupational Status and Perception towards Organized Retail Outlets

Hypothesis: There is no significant relationship between the Occupational status of the respondents and Perception towards Organized Retail Outlets.

Table 7: Occupational Status and Perception towards Organized Retail Outlets

Source of Variation	Sum of Squares	Degrees of freedom	Mean squares	F Value	P value	Result
Between groups	5923.666	6	987.278	17.3	.000	S
Within groups	56404.996	993	56.6			
Total	62328.662	999				

S- Significant (P value ≤ 0.05); NS – Not significant (P value > 0.05) Inference

As the p value (0.000) is less than 0.05, the hypothesis is rejected (Significant) at 5% level of significance.

There is significant difference between the occupational status of the respondents and Perception towards Organized Retail Outlets.

4.8 Occupational Status and Attitude towards Organized Retail Outlets

Hypothesis: There is no significant relationship between the Occupational status of the respondents and Attitude towards Organized Retail Outlets

Table 8: Occupational Status and Attitude towards Organized Retail Outlets

Source of Variation	Sum of Squares	Degrees of freedom	Mean squares	F Value	P value	Result
Between groups	4275.470	6	712.578	14.994	.000	S
Within groups	23429.122	493	47.524			
Total	27704.592	499				

S- Significant (P value ≤ 0.05); NS – Not significant (P value > 0.05) Inference

As the p value (0.000) is less than 0.05, the hypothesis is rejected (Significant) at 5% level of significance.

There is significant difference between the occupational status of the respondents and Attitude towards Organized Retail Outlets.

V.   CONCLUSION

The concept retail which includes the shopkeeper to customer interaction, has taken many forms and dimensions, from the traditional retail outlet and street local market shops to upscale multi brand outlets, especially stores or departmental stores. Though at this moment, it is still premature to say that the Indian retail market will replicate the success stories of names such as Wal-Mart stores, Sainsbury and Tesco but atleast the winds are blowing in the direction of growth. The retail stores are soon emerging on the top priority lists, amongst the shopping spree in various cities, as they seem to derive immense pleasure of convenience and exposure to variety under one roof, in their extremely busy lives, when they don't have time for things.in this context the present study assessed the preferences of consumers with special reference to Coimbatore district.

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