

**A STUDY ON CONSUMER BUYING BEHAVIOR IN
ORGANIZED FOOD AND GROCERY STORES IN SALEM,
TAMILNADU**

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ABSTRACT:

Retail sector is the most booming sector in the Indian economy. The Indian retail sector is witnessing tremendous growth with the changing demographics and an increasing the quality of life of urban people with a growing economy, improving income dynamics, rising awareness and a youth heavy customer base, India is well on its way to become one of the most prospector markets for the domestic and global retailers. Organised retailing provides an ideal shopping experience though consume preference analysis, excellent ambience and choice of merchandise. Rising income level, education, acceptance of impact and predict ends and global exposure have an impact on the Indian consumers shopping habits. Impact of the factors like availability of favourite brands, social status, buying behaviour during discounts, influence of family and friends one of the store and brand choice, relationship between store and store brand and consumer perception towards store and national brands while shopping from a store, have not yet been gauged much by markets. This paper is an endeavour to understand and deliberate consumer shopping behaviour towards organised food and grocery retail store, so as to have a better insight of consumers buying behaviour.

Key Words: Consumer behaviour, Organized retail, Food and grocery store

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INTRODUCTION:

Retailing is one of the largest industry in India and one of the biggest successes of employment in the country. Retail sales in India amount to \$180 billion and account for 10 – 11 % of gross domestic products. The Indian retail market has around 14 million outlets and has the largest retail outlet destiny in the world. The retail industry in India is largely unorganised and predominantly consists of small, independent, owner – managed shops. However the retail sector in India is witnessing a huge revamping exercise the traditional retailers are making way for new formats. These modern retail formats provide wide variety to customers and offer an ideal shopping experience with an amalgamation of product, entertainment and service, all under a single roof. The malls, convenience stores, department stores, hyper / super markets, discount stores and speciality stores are the emerging retail formats that provide different shopping experience to consumers; the consumer landscape is changing very fast. Occupational changes and expansion and penetration of media have caused significant change in the way the consumer lives and spends his money. Consumers today see an exciting explosion of choices, new categories and new shopping and have increasing disposable income to fulfil their aspirations. They are seeking more information to make these choices. Consumers are increasingly seeking convenience in shopping and want the shopping experience to be enjoyable. Shopping is no longer seen a mundane close, but it is now more exciting and keeps the prospect engaged.

OBJECTIVES OF THE STUDY:

1. To determine the factors that influencing the consumers shopping behaviour dimensions in organised food and grocery retail stores.
2. To offer suggestions to organised retailers to enhance value added services to consumers.

SCOPE OF THE STUDY:

The present study has been carried out at Salem town, Tamilnadu. For studying the consumers buying behaviour about the organised food and grocery retail stores, the following super markets were selected namely, food world, Nilgiris , Reliance and more. The study was conducted to analyze the consumers buying behaviour about organised retailers and the factors that influencing their behaviour, the factors which were taken into account were, impulsiveness and price consciousness utility and variety seeker, store loyalty, time

consumption, status consciousness, opinion seeker, quality consciousness, shopper and value consciousness.

RESEARCH METHODOLOGY:

Sampling Frame:

Consumers who purchase from organised food and Grocery retail stores super markets namely, Food world, Nilgiris, Reliance and more

Sampling Unit :

Consumers from different age groups, gender, locations, income and the levels and educational backgrounds.

Sampling size and method:

100 respondents and the sampling method is convenience sampling .

Nature of Data:

Primary as well as secondary data were collected from respondents and journals, and form previous research related to the retailing sector.

Method of Data collection:

Personal interview with respondents.

Type of Questionnaires:

Structured questionnaires with suitable scaling. Pre – testing of questionnaire was done among selected respondents on judgement basis and corrections were made in the questionnaire, wherever required.

Statistical tools used:

Factor analysis

FINDINGS:

1. Impulsiveness and price behaviour dimension – consumers find to purchase impulsively as they do not plan in advance and they also go for other brand if the preferred brand is not available is a particular store. They are efficiency of by the store brands prices and try them during discounts and if the quality is delivered.

2. Utility and Variety sector describes the behavioural dimension of consumers related to the benefit they draw from shopping at a store like stop – shopping, self selection, discounts on store brands and varieties available for comparison of different brands.
3. Store loyalty behavioural dimension explains that customers are willing to visit their preferred store rather than reach by store and buy all food and grocery items from such stores. They visit store for their preferred store brands and also due to the facility of making payment other than cash.
4. Time consumption behavioural dimension, considers that consumers enjoy spending time while shopping and making self selection and store Advertisements also induce them to visit stores.
5. Status consciousness of the customers who perceive high price as high quality and shopping at store as a status symbol.
6. Opinion sector dimension explains the behaviour of respondents who do not value advertisement for themselves but look for the advice from friends and relatives for making the store and brand selection.
7. Quality consciousness of the consumer for products as they consider that stores provide better quality products and also compare the quality of the brands while purchasing.
8. Shoppertainment is behavioural dimension of shoppers who look for entertainment and enjoyment while shopping with their friends or family and feel that there is a different shopping experience at a store.
9. Value consciousness of the customers looks for value for money and considers that store brands are reasonably priced.

SUGGESTIONS:

The research suggests that the organised retailers should take effective care on consumer complaint management, if it works out well, it would help them to retain more no of consumers and also a comprehensive credit scheme may help the organised retailers to enhance the sales potential growth.

CONCLUSION:

The present study was conducted with the purpose of understanding the consumers buying behavioural dimensions that will help them to be a better consumer. The customer visiting food and grocery stores are status and quality conscious while deciding on the store to purchase from and brands to purchase. They always look for the benefits of shopping in a store over the traditional retail outlets in terms of self-selection, way comparison of brands and discounts available and also seek value for the money they pay. They love to spend time shopping and prefer to visit store along with family and friends. In all they seek for complete while shopping. In order to taste success market has to equip himself by taking into consideration all the said aspects of the study because potentiality in itself is not going to serve any purpose.

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