

A COMPREHENSIVE STUDY OF CONSUMER BEHAVIOUR AND CONSUMER PREFERENCE DURING THE SHOPPING HOURS IN RETAIL SECTOR WITH REFERENCE TO LUCKNOW REGIONS.

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Abstract:- Retailers are constantly using different in-store influencers to turn browsers to spenders. However, success depends on how these influencers are viewed by the consumers. The pattern of sales has been studied in market studies as well as, for example, in psychology and economics. This study attempted to examine the relationship of different factors to consumer behaviour in the Organized Retail Sector in India. This article evaluates customers' impressions of different in-store stimuli, such as merchandise, promotion, displays and ambience, across stores located in India.

Keywords: *Commodity purchase, Customer choice, Coordinated retail outlets*

I INTRODUCTION

Consumer behavior can be described as the particular behaviour's that consumers exhibit when searching for, purchasing, using, evaluating and disposing of products or services, or both products and services that they expect to meet their needs. According to this definition, consumer behavior makes consumer behaviors related to consumption understandable. The key focus of this study was on various consumer decisions related to topics such as what consumers are buying, where they are buying and why, how much they are buying, whether they are using a purchased product or service, how they evaluate the consumer or purchased product and what the impacts of such judgments are on potential purchasing behavior and, finally, how they dispose of a product or service. The retail sector in India has seen some remarkable changes over the last few decades with the introduction of large-scale investment, world-class designs, improved customer services and highly engaged stakeholders. In the midst of these shifts in the retail

industry, analysts are considering the potential purchasing habits of Indians. Millions of pushcarts, kiranas, and street vendors still dominate the Indian retail market, and there are newly developed but increasingly growing national and multinational hypermarkets, mega- marts, multiple malls, etc. The retail sector in this country is one of the most competitive industries and is also rising by leaps and bounds with a range of domestic and industrial players showing interest in this sector. The most modern principle of marketing strategy focuses on the consumption process of modern-age consumers. Marketers need to consider the changing patterns in consumer purchasing behavior today in order to preserve and harvest the opportunities in a highly competitive market. It is completely necessary for marketers to detect patterns and to decide accordingly. The retail sector in India is expected to multiply in the next five years. Rising the disposable income of ordinary citizens, shifting lifestyles, and the country's extremely favorable demographics would be the main factors

behind this shift. It is true that Indian consumers have shifted diametrically in terms of their drive to purchase and shop. In this context, the role of customer purchasing behavior and expectations plays a significant role for modern retailers and, thus, for researchers. Factors influencing consumer purchasing behavior and consumer preference towards organized retail outlets in India are examined in this paper.

Objectives

- ★ To Understand the Indian organized retail scenario and Indian retail customers
- ★ To find out the factors that have an effect on consumer purchasing behaviour towards organized retail outlets in India

Research Methodology

- ★ The present study is explanatory cum descriptive in nature. It depends on secondary data, gathered from different journals, sites, books and online articles.

The emerging condition of organized retailing in India

In recent years, India has witnessed some rapid changes and increased revenue sources in the retail sector. This is due to the changing habits and the overwhelming acceptance of new ways of retention. Controlled retailing offers customers an ability to make use of a wide range of their everyday needs and durable goods under one roof, such as hypermarkets, department stores, supermarkets, etc. Today's e-commerce retailing is also a form of organized retailing. The retail industry in India has emerged as one of the fastest growing industries in the world. Many new players have already entered the market and several others are involved in it.

Almost 10% of GDP and 8% of jobs are provided by this sector alone (IBEF, 2018). According to the available data, India is the 5th largest retail market in the world.

India's retail market is projected to grow by almost 60% and to cross US\$1.1 trillion by the end of 2020. Changing customer expectations along with favorable demographics and changing people's lifestyles would provide the requisite impetus. While the retail sector

will expand by 12% per year, modern retail growth is almost twice that of the country's conventional retail system. The entire retail sector in India is divided into two parts – the organized retail industry contributes almost 93% of the country's total retail sector and the remaining 7% is the unorganized retail market.

The B2B e-commerce industry is projected to reach the US\$ 700 million mark by the end of 2020. Online shopping will also grow at the same time over the next 5 years. It has risen by almost 23 per cent and hit the US\$17.8 billion mark in 2017. According to FICCI and IIFT reports, B2C's market potential is expected to be US\$26 billion over the next 5 years, of which US\$3 billion can be reached over the next three years from 16 different product categories (IBEF, 2018).

At the same time, India is on the fastest-growing e-commerce market in the world. It is also expected that this sector will receive massive investments and a rapid rise in the customer base. The country's e-commerce market is predicted to hit 120 billion US\$ by 2020. Moreover, by 2025, India's e-commerce market will record 530 million shoppers per year and the gross value of goods (GMV) is projected to hit US\$220 billion per year by the same time. Faster internet speeds, more open internet and more convenient e-commerce will be the key factors behind this enormous development.

It is estimated that India's direct sales sector will cross Rs.159.3 billion or US\$2.5 billion by 2021. However, for easy growth, the sector needs a more favorable climate. India is the third largest market economy to cross almost US\$400 billion by the end of 2025. At the same time, the luxury market is projected to expand steadily and hit US\$30 billion by the end of 2018. The same amount for 2017 was USD 23.8 billion. Several international brands have either opened their establishments or are expected to soon make the market more appealing. At the same time, according to ASSOCHAM, the income of the upper middle class in Tier 2 and 3 cities in India is rising at a faster pace, making them more frequent buyers. By the end of 2019, the country's new retail sector will hit US\$11.25 billion, up from 7.45 billion in 2016. With the 2nd largest

population, rapid urbanization, the rapid growth of the Internet and the affluent middle class, India's retail sector has shown tremendous potential.

Main Retail Coordinated Vendors in India

The most famous and well-established organized retailers in India are:

Future Group	Landmark Group
Pantaloons Retails	Reliance Retail
Spencer's Retail	Tata Group
Shoppers Stop	Birla Group

Initiative of Government

Some drastic measures have also been taken by the Government of India with a view to improving the poor aspects of this business. The key steps taken by the Government are as follows:

- ★ The Government of India has changed some aspects of foreign direct investment (FDI) in sectors such as food processing and FMCG (IBEF, 2018). (IBEF, 2018). The primary objective is to help e-commerce and international retailers sell Indian goods through a structured retail process.
- ★ The Government has given 100 per cent FDI in online retail via automatic routes intended to provide greater clarity in the established sector of ecommerce companies operating in India (IBEF, 2018).

II LITTERATURE REVIEW

Understanding the decision-making process of consumers, and how consumers create and implement strategies, is important for marketers (Mitchell, et. al., 1995). According to Du Plessis et al (1991), decision-making is a pattern of consumer behavior that allows consumers to obtain ideas, goods or services that meet their particular needs (Du Plessis, et. al., 1991). Consumer decision-making has remained a significant topic of debate and analysis for experts and academics in this area. The early customer decision-making research work continued to concentrate on the

purchasing action of consumers (Loudon and Bitta, 1993). Since the 1950s, with the advent of new marketing formats, customer decision-making studies had gained traction (Engel, et. al., 1995). Contemporary research indicates that purchasing is the last step to be made as a result of the decision-making process. In reality, several other factors have a direct and indirect effect on the purchaser's decision to purchase a product or service. Several studies have been conducted on this subject and several models have been produced. The models aim to describe the decision-making process and the associated impact factors.

In fact, consumer behavior is a multidisciplinary issue, and a large part of it is the decision-making process that the consumer undertakes. In the words of Kotler (2009),— Consumer behavior is a study of how individuals or groups acquire, use and dispose of products, services, ideas or knowledge to meet their needs or want to meet their needs (Kotler, 2009). In early research, customer behavior was believed to be the same as the behavior of the purchaser. In the 1950s and early 1960s, contacts between customers and retailers or suppliers were only at the time of purchase. Today, in the new philosophy of marketing, customer behavior is seen as an unceasing mechanism that is not focused solely on the purchasing of a product or service.

According to Keller (2012), customer behavior is one of the most highly studied subjects in the field of sales and marketing so far (Keller, 2012). It is clear that customer behavior is a critical factor in any form of business development that should be taken very seriously.

Abratt et al (2000) studied the role played by the previous experience of the consumer in the purchasing of fresh food products, in particular mussels (Abratt and Goodey, 2000). In this analysis, the researchers used the structural equation model to find a correlation between the previous experience of the customer and their purchase habit, and how these two factors jointly influence the purchase decision of the consumer. Research findings have shown that the two factors listed above have an enormous effect on the purchasing decision of the purchaser.

According to Sinha (2003), Indian clients often appreciate the entertainment they encounter while shopping (Sinha, 2003). It can be concluded that the bulk of the Indian population is young, working and belongs to higher income brackets. They're looking for an intrinsic benefit from a shopping experience and prefer it rather than the practical value of a shopping experience. They also demand more choice and comfort to be found in a shopping destination.

Park and Lenon (2006) performed their study on the various shopping environments (Park and Lennon, 2006). Researchers have found various external stimuli connected to different shopping platforms that hold the excitement of shoppers alive. However, most of the research works in this area have remained confined to the pulse-purchase behavior of the conventional purchase concept.

The research work of Zhou and Wong (2004) focuses mainly on the economic and promotional impact of various marketing variables (Zhou and Wong, 2004). Alternatively, variables that did not support the researchers' hypothesis were known to have atmospheric, experimental, entertaining and hedonic consequences.

Baker (1992) research centered on the effect of packaging on the decision-making process of fast-moving consumer products. The goal of the research work was to examine the effect of packaging on the decision-making process of low-income customer groups in the retail sector. The researchers conducted a survey of 250 Star Hyper respondents. Research results suggest that low-income groups of people prefer luxury packaging as they believe they can use bags or containers after the product has been consumed. But researchers have detected poor associations between packaging and brand experience. Overall, the results of the study suggest that customers in low-income groups have higher brand experience when purchasing premium quality goods.

Mick (1996) claimed that consumers feel more related to a brand when brands use the image of certain celebrities that they prefer or follow (Mick, 1996). Such

a brand orientation is given more impetus when the image of the celebrity and the brand complement each other.

i. Factors that affect customer purchasing behaviour

There are many factors that have an effect on shoppers. Most of these factors contribute to the personal characteristics of shoppers, the retail atmosphere and the quality of goods, demographics and socio-cultural aspects:

ii. External Stimulus and Store Climate

External stimulation is something real or intangible that helps a potential customer link up to a product or service or shop for a long time and make a good purchasing decision (Youn and Faber, 2000). It's a kind of attraction that has been attempted against customers. Every kind of external stimulation is linked to the retail and marketing climate, where the shopping environment involves the scale, design and ambience of the store and the marketing environment, including the different promotional and advertising campaigns that marketers intend to attract customers. Visual stimulation in the retail setting or other advertising stimuli, or both, can be used to trigger consumer purchasing impulses (Piron, F) (1991). In modern retail settings, an impulse to purchase is given high priority. To this end, advertisers use innovative advertising methods, various types of technology and imaginative messages in the retail environment.

*iii. External factors affecting the purchasing decision
In-store displays*

According to Terrazas (2006), the most critical factor that defines the success of an in-store show for retailers is to consider the shopping patterns of their customers (Terrazas, 2006). Once the customer's shopping preferences are established, strategic in-store displays could be planned to improve the store's sales volume. One successful approach is to research the traditional items that most consumers purchase and then display complementary products in addition to those

common products. Displaying popular goods at the back of the store may be another successful tactic that allows consumers to pass past several other things that could build their interests. Even the shopping trolleys that can handle the lids can be designed at such heights to hold the children's focus on the shelf as children play a crucial role in the family decisionmaking process.

iv. Shopping experience in-store

It's another critical determinant of impulsive buying. Several micro variables are used in the retail experience in-store. Factors such as background music, displays, illumination, cleanliness, traffic jams in the shop, etc. decide the inner atmosphere of the store (Zhou and Wong, 2004).

v. Cheaper fares and promotions

Prices and discounts have multifaceted impacts on purchasing decisions and on the impulsive purchase of consumers. Sudden price hikes can reduce the cost capacity of customers. The Consumer Mental Accounting model may describe the price-induced customer purchasing impulse.

vi. People on Sales

Getting nice and helpful shop assistants ensures a more enjoyable shopping experience for customers (Jones, 1999). It is noticed that these kinds of sales staff not only make the in-store experience more pleasant for shoppers, but also increase the brand orientation of shoppers.

vii. Store density/Shop congestion/crowding

According to Michon et al (2005), crowding or congestion is a poor shopping experience for consumers (Michon, et. al., 2005). In such cases, consumers spend less time shopping, reduce shopping products, deviate from shopping plans, reduce interpersonal contact and refrain from exploratory behaviour. Both of these things run contrary to the impulsive purchasing actions of the buyers.

viii. Internal stimulation

These stimuli represent the individual's personality-related influences. According to Youn and Faber (2000), the need for shopping originates from inside (Youn and Faber, 2000). There are certain characteristics such as perceived shopping pleasure, the sheer appeal of such goods or services, and a variety of other internal variables function as internal triggers contributing to impulsive purchases.

Buying behavior has changed in many ways. Consumers' willingness to spend more time and money on transactions, availability of goods, a cozy shopping atmosphere, and an increasing degree of expectations have created more opportunities for advertisers and retailers to concentrate on the impulsive buying habits of modern consumers.

III CONCLUSION:

It has been reported that today's rise in spending has twisted a new lifestyle, with customers beginning to shell out a lot of money. Owning luxury products has significantly become a self-identity for many customers, with the rise in shopping being a lifestyle. Today's push to purchase has become a practice that each and every one of us has embraced or adopted. It has also been shown that thoughts and emotions play a deciding role in buying. The purpose of the entire study is to identify the most significant factor or factors influencing the purchasing of impulses. Research results have shown that the most important factors influencing impulse purchasing are the actions of the floor employees, the environment of the store, the display of the store, the customer's internal state of mind, and the promotions and offers of the store.

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