

## **CONSUMER SHOPPING BEHAVIOUR TOWARDS RETAIL STORES BASED ON THE SHOPPING SATISFACTION RELATED TO COIMBATORE CITY**

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### **ABSTRACT**

India is ranked as the most attractive emerging retail market in the world and has earned itself the unflattering label of a “nation of shop keepers”. As consumer shopping behaviour and preferences differ from country to country, the retailers have to adopt the consumer shopping mentality. They have to study consumer culture, business practices, and industry dynamics based on their satisfaction towards retail stores. Analysing in order to meet the changing demand of consumers, a huge revamping exercise is on. Traditional shopkeepers are reinventing themselves by changing to new formats such as department stores, self service stores and specialty stores.

Shopping satisfaction helps the retailers to understand the target consumer behaviour, device appropriate marketing strategies and promotional schemes according to the choices of a particular action. It helps the organizations to understand their customers better. As the environmental movement continues to grow, it is important that the retailers identify the newer criteria for attracting retail consumer, consumer satisfaction in order to understand and serve them better.

**Keywords:** unflattering,mentality,consumer culture,criteria

### **INTRODUCTION**

India is ranked as the most attractive emerging retail market in the world and has earned itself the unflattering label of a “nation of shop keepers”. As consumer shopping behavior and preferences differ from country to country, the retailers have to adopt the consumer shopping mentality. They have to study consumer culture, business practices, and industry dynamics based on their satisfaction towards retail stores. Analysing in order to meet the changing demand of consumers, a huge revamping exercise is on. Traditional shopkeepers are reinventing themselves by changing to new formats such as department stores, self-service stores and specialty stores.

Today, consumers prefer the combination of entertainment and food together with shopping. Retail marketing efforts have to keep pace by way of improved advertising, promotion campaigns to attract customers, building loyalty by identifying regular shopper behavior and offering benefits to them, efficient management of high value customers and monitoring customers changing needs constantly. With all these efforts retail stores begin to gain a global perspective.

### **Shopping Satisfaction**

Shopping satisfaction helps the retailers to understand the target consumer behavior, device appropriate marketing strategies and promotional schemes according to the choices of a particular action. It helps the organizations to understand their customers better.

As the environmental movement continues to grow, it is important that the retailers identify the newer criteria for attracting retail consumer, consumer satisfaction in order to understand and serve them better.

In addition to this, respondents’ demographic profile was drawn up, the association between different categories of retail consumers and their demographic profile is also examined. The statistical tools used in this part are mean score, t-test and ANOVA.

**Table 5.13: Shopping Satisfaction-Mean Score Based on Demographic Profile**

Demographic variables	Classification	No. of respondents	Mean	Standard Deviation
Age (years)	Below 30	214	30.46	4.78
	31-40	88	29.90	5.50
	41-50	117	31.57	3.99
	Above 50	43	30.33	4.86
Gender	Male	218	30.22	4.93
	Female	244	30.98	4.61
Marital status	Married	284	30.73	4.72
	Unmarried	178	30.51	4.86
Educational qualification	Up to H.Sc.	158	31.01	5.12
	Graduation	237	30.31	4.52
	Professionals	67	30.82	4.79
Occupation	Student	67	31.79	4.71
	Government/private	208	30.48	4.43
	Business	133	30.31	4.97
	House wife	54	30.52	5.51
Family monthly income (₹)	Below 5000	37	27.49	5.51
	5000-10000	133	31.51	4.24
	10000-15000	166	30.72	4.56
	15000-20000	58	30.22	4.11
	Above 20000	68	30.69	5.68

**Source: Primary data.**

The Table 5.13 shows 30.46 as mean value for below 30 years, 29.90 as mean value for 31-40 years, 31.57 as mean value for 41-50 years and 30.33 as mean value for above 50 years and gender shows 30.22 as mean value for male respondents and 30.98 as mean value for female respondents.

On the basis of marital status, the Table 5.13 reveals 30.73 as mean value for the married and 30.51 as mean value for the unmarried respondents.

On the basis of educational qualification, it shows 31.01 as mean value for education up to H.Sc., 30.31 as mean value for graduation and 30.82 as mean value for professionals.

Regarding occupation, the Table 5.13 shows 31.79 as mean value for student, 30.48 as mean value for government/private sector, 30.31 as mean value for business and 30.52 as mean value for house wife.

Regarding family monthly income, the Table 5.13 shows 27.49 as mean value for below ` 5000, 31.51 as mean value for ` 5000-10000, 30.72 as mean value for ` 10000-15000, 30.22 as mean value for ` 15000-20000 and 30.69 as mean value for above ` 20000.

**Shopping satisfaction : Analysis of variance**

In order to test mean differences of shopping satisfaction, among the groups of respondents based on their demographic profile namely age, gender, marital status, educational qualification, occupation and income, ANOVA and t-test were performed on the factors with the following hypothesis.

**Ho6** : There is no significant relationship in the level of shopping satisfaction among the age group of respondents based on their demographic profile.

The hypothesis was broken down into several sub-hypotheses, one for each of the demographic profile and variance analysis and t-test wherever required for each of them was performed in the following sections.

**Age-Wise Assessment of Shopping Satisfaction**

The level of shopping satisfaction might differ for the respondents belonging to different age groups. Analysis of variance was performed and the results are presented in the Table 5.14. In this context, the following hypothesis is framed.

**Ho6 (i)** : The level of shopping satisfaction among the respondents of different age groups does not differ significantly.

**Table 5.14 : Age-Wise Shopping Satisfaction – ANOVA**

Factors		Sum of squares	Degrees of Freedom	Mean square	f	Significance
Shopping satisfaction	Between Groups	161.113	3	53.704	2.378	0.069
	Within Groups	10345.355	458	22.588		
	<b>Total</b>	<b>10506.468</b>	<b>461</b>			

It is understood from the Table 5.14 that the f value for the factor is not significant. Hence the hypothesis was accepted. Therefore, it was concluded that the level of shopping satisfaction among the respondents of different age groups does not differ significantly.

**Gender-Wise Assessment of Shopping Satisfaction**

The level of shopping satisfaction might differ for male and female respondents. t-test was performed and the results were presented in the Table 5.15. In this context, the following hypothesis is framed.

**Ho6 (ii) :** The level of shopping satisfaction between male and female respondents does not differ significantly.

**Table 5.15: Gender-Wise Shopping Satisfaction – t-test**

t	Degrees of Freedom	Significance
1.700	460	0.090

The Table 5.15 indicates that t-value for the factor is not significant. Hence, the hypothesis was accepted and therefore it was concluded that the level of shopping satisfaction between male and female respondents does not differ significantly.

**Marital Status-Wise Assessment of Shopping Satisfaction**

The level of shopping satisfaction might differ for the married and the unmarried respondents. t-test was performed and the results are presented in the Table 5.16. In this context, the following hypothesis is framed.

**Ho6 (iii) :** The level of shopping satisfaction between the married and the unmarried does not differ significantly.

**Table 5.16: Marital Status-Wise Shopping Satisfaction – t-test**

t	Degrees of Freedom	Significance
0.419	460	0.675

The Table 5.16 indicates that t-value for the factor is not significant. Hence the hypothesis was accepted and therefore it was concluded that the level of shopping satisfaction between the married and the unmarried does not differ significantly.

**Education-Wise Assessment of Shopping Satisfaction**

The level of shopping satisfaction might differ for the respondents of different educational level. Analysis of variance was performed and the results are presented in the Table 5.17. In this context, the following hypothesis is framed.

**Ho6 (iv) :** The level of shopping satisfaction among the respondents of different educational level does not differ significantly.

**Table 5.17: Education-Wise Shopping Satisfaction – ANOVA**

Factors		Sum of squares	Degrees of Freedom	Mean square	f	Significance
Shopping satisfaction	Between Groups	48.729	2	24.364	1.069	0.344
	Within Groups	10457.739	459	22.784		
	<b>Total</b>	<b>10506.468</b>	<b>461</b>			

It is understood from the Table 5.17 that the f value for the factor is not significant. Hence the hypothesis was accepted. Therefore, it was concluded that the level of shopping satisfaction among the respondents of different educational level does not differ significantly.

#### **Occupation-Wise Assessment of Shopping Satisfaction**

The level of shopping satisfaction might differ for the respondents engaged in different occupation. Analysis of variance was performed and the results are presented in the Table 5.18. In this context, the following hypothesis is framed.

**Ho6 (v)** : The level of shopping satisfaction among the respondents engaged in different occupations does not differ significantly.

**Table 5.18: Occupation-Wise Shopping Satisfaction – ANOVA**

Factors		Sum of squares	Degrees of Freedom	Mean square	f	Significance
Shopping satisfaction	Between Groups	109.671	3	36.557	1.610	0.186
	Within Groups	10396.797	458	22.700		
	<b>Total</b>	<b>10506.468</b>	<b>461</b>			

It is understood from the Table 5.18 that the f value for the factor was not significant. Hence the hypothesis was accepted. Therefore, it was concluded that the level of shopping satisfaction among the respondents engaged in different occupation does not differ significantly.

**Income-Wise Assessment of Shopping Satisfaction**

The level of shopping satisfaction might differ for the respondents of different income level. Analysis of variance was performed and the results are presented in the Table 5.19. In this context, the following hypothesis is framed.

**H<sub>06</sub> (vi)** : The level of shopping satisfaction among the respondents of different income groups does not differ significantly.

**Table 5.19: Income-Wise Shopping Satisfaction – ANOVA**

<b>Factors</b>		<b>Sum of squares</b>	<b>Degrees of Freedom</b>	<b>Mean square</b>	<b>f</b>	<b>Significance</b>
Shopping satisfaction	Between Groups	480.137	4	120.034	5.471	0.000**
	Within Groups	10026.330	457	21.939		
	<b>Total</b>	<b>10506.468</b>	<b>461</b>			

\*\* Significant at 1 per cent level.

It is understood from the Table 5.19 that the f value for the factor is significant at 1 per cent level. Hence the hypothesis was rejected. Therefore, it was concluded that the level of shopping satisfaction among the respondents of different income groups differs significantly.

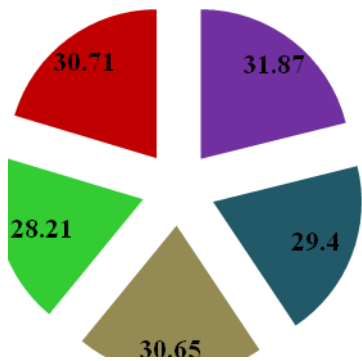
**Table 5.20 : Overall Shopping Satisfaction of Respondents**

<b>General information</b>	<b>Classification</b>	<b>No. of respondents</b>	<b>Mean</b>	<b>Standard Deviation</b>
Place visited for shopping	Department stores	161	31.87	4.31
	Supermarket	121	29.40	4.75
	General stores	132	30.65	4.74
	Discount stores	24	28.21	6.32
	Grocery stores	24	30.71	4.12
Place preferred to buy products	Single brand	44	30.09	5.83
	Multi brand	170	30.44	4.96
	Company outlets	54	29.69	5.16
	Retail stores	194	31.17	4.17
Frequent visit	2-3 times a week	32	28.78	4.76
	Weekly once	125	30.16	4.70
	15 days once	81	29.91	4.63
	Monthly once	128	31.33	4.96
	Whenever needed	96	31.50	4.48
Income spent on grocery	20 per cent	70	30.93	3.94
	30 per cent	135	30.34	5.09
	40 per cent	135	30.56	4.94
	50 per cent	95	30.62	4.58
	50 per cent and above	27	31.59	5.11

**Source : Primary data.**

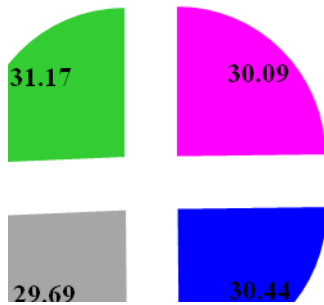
The Table 5.20 reveals the overall shopping satisfaction of respondents. On the basis of places visited for shopping shows 31.87 as mean value for department stores, 29.40 as mean value for super market, 30.65 as mean value for general stores, 28.21 as mean value for discount stores and 30.71 as mean value for grocery stores.

Place Visited for Shopping



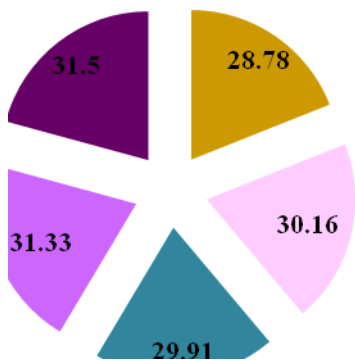
- Department store
- Supermarket
- General stores
- Discount stores
- Grocery stores

Place Preferred to Buy Products



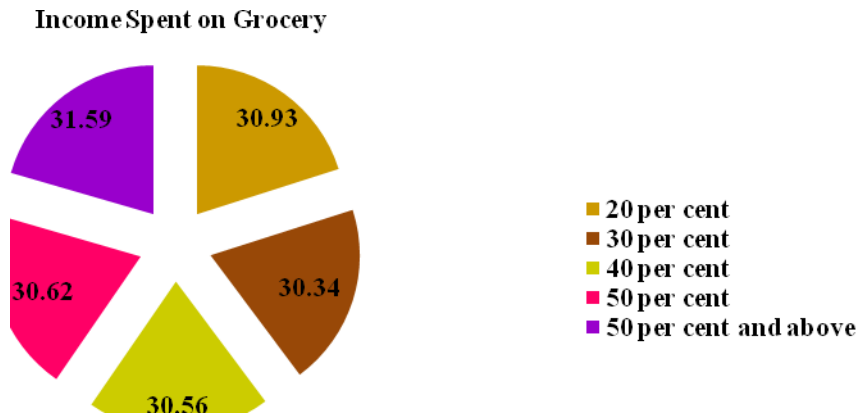
- Single brand
- Multi brand
- Company outlets
- Retail stores

Frequent Visit



- 2-3 times a week
- Weekly once
- 15 days once
- Monthly once
- Whenever needed





**Exhibit 17 : Overall Shopping Satisfaction of Respondents – Mean Score**

Place preferred to buy products reveals that 30.09 as mean value for single brand, 30.44 as mean value for multi brand, 29.69 as mean value for company outlets and 31.17 as mean value for retail stores.

Frequent visit of retail stores reveals 28.78 as mean value for visiting a retail store 2-3 times a week, 30.16 as mean value for visiting weekly once, 29.91 as mean value for visiting a retail store for 15 days once, 31.33 as mean value for visiting monthly once and 31.50 as mean value for whenever needed.

Income spent on grocery shows 30.93 as mean value for 20 per cent of income spent on grocery, 30.34 as mean value for 30 per cent of income spent on grocery, 30.56 as mean value for 40 per cent of income spent on grocery, 30.62 as mean value for 50 per cent of income spent on grocery and 31.59 as mean value for 50 per cent of income and above spent for grocery.

**Place Visited for Shopping-Wise Assessment of Shopping Satisfaction**

The level of shopping satisfaction might differ for the respondents according to the place visited for shopping. Analysis of variance was performed and the results are presented in the Table 5.21. In this context, the following hypothesis is framed.

**Ho6 (vii) :** The level of shopping satisfaction among the respondents according to the place visited for shopping does not differ significantly.

**Table 5.21 : Places Visited for Shopping-Wise Shopping Satisfaction – ANOVA**

Factors		Sum of squares	Degrees of Freedom	Mean square	f	Significance
Shopping satisfaction	Between Groups	572.362	4	143.090	6.583	0.000**
	Within Groups	9934.106	457	21.738		
	<b>Total</b>	<b>10506.468</b>	<b>461</b>			

\*\* Significant at 1 per cent level.

It is understood from the Table 5.21 that the f value for the factor is significant at 1 per cent level. Hence the hypothesis was rejected. Therefore, it was concluded that the level of shopping satisfaction among the respondents according to the place visited for shopping differs significantly.

#### **Place Preferred to Buy Products-Wise Assessment of Shopping Satisfaction**

The level of shopping satisfaction might differ for the respondents according to the place preferred to buy products. Analysis of variance was performed and the results are presented in the Table 5.22. In this context, the following hypothesis is framed.

**H<sub>06</sub> (viii) :** The level of shopping satisfaction among the respondents according to place preferred to buy products does not differ significantly.

**Table 5.22: Place Preferred to Buy Products-Wise Shopping Satisfaction – ANOVA**

Factors		Sum of squares	Degrees of Freedom	Mean square	f	Significance
Shopping satisfaction	Between Groups	124.009	3	41.336	1.823	0.142
	Within Groups	10382.459	458	22.669		
	<b>Total</b>	<b>10506.468</b>	<b>461</b>			

It is understood from the Table 5.22 that the f value for the factor is not significant. Hence the hypothesis was accepted. Therefore it was concluded that the level of shopping satisfaction among the respondents according to the place preferred to buy products do not differ significantly.

### Frequently Visiting a Retail Store-Wise Assessment of Shopping Satisfaction

The level of shopping satisfaction might differ for the respondents according to frequency of visiting a retail store. Analysis of variance was performed and the results are presented in the Table 5.23. In this context, the following hypothesis is framed.

**H<sub>06</sub> (ix)** : The level of shopping satisfaction among the respondents according to frequently visiting a retail store does not differ significantly.

**Table 5.23: Frequently Visiting a Retail Store-Wise Shopping Satisfaction – ANOVA**

Factors		Sum of squares	Degrees of Freedom	Mean square	f	Significance
Shopping satisfaction	Between Groups	313.585	4	78.396	3.515	0.008**
	Within Groups	10192.883	457	22.304		
	<b>Total</b>	<b>10506.468</b>	<b>461</b>			

\*\* Significant at 1 per cent level.

It is understood from the Table 5.23 that the f value for the factor is significant at 1 per cent level. Hence the hypothesis was rejected. Therefore, it was concluded that the level of shopping satisfaction among the respondents according to frequently visiting a retail store differs significantly.

### Income Spent on Grocery-Wise Assessment of Shopping Satisfaction

The level of shopping satisfaction might differ for the respondents according to the income spent of grocery. Analysis of variance was performed and the results are presented in the Table 5.24. In this context, the following hypothesis is framed.

**H<sub>06</sub> (x)** : The level of shopping satisfaction among the respondents according to the income spent on groceries does not differ significantly.

**Table 5.24: Income Spent on Grocery-Wise Shopping Satisfaction – ANOVA**

Factors		Sum of squares	Degrees of Freedom	Mean square	f	Significance
Shopping satisfaction	Between Groups	43.289	4	10.822	0.473	0.756
	Within Groups	10463.179	457	22.895		
	<b>Total</b>	<b>10506.468</b>	<b>461</b>			

It is understood from the Table 5.24 that the f value for the factor is not significant. Hence the hypothesis was accepted. Therefore, it was concluded that the level of shopping satisfaction among the respondents according to the income spent on grocery does not differ significantly.

## CONCLUSION

In an increasing phase of retail outlets, the retailers should drive a profitable growth and value creations. By increasing the structure of the store alone, will not be able to help the retailers to gain more. And it is no longer sufficient to survive, a dramatically radical re-think of the purpose of the store is necessary. The revamping journey should attract the customer's shopping satisfaction towards the retail store which helps to determine the consumer shopping behavior towards retail store.

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