PURCHASE EXPERIENCE OF CONSUMERS IN ORGANIZED RETAIL: A STUDY OF KAVAL TOWN UP.

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ABSTRACT

Organized Retail sector has been fast developing in India particularly in post LPG policy. Initially, it was confined to Metro and Big cities. In due course of time this sector has been expanding to small towns. This paper is a study of Consumers purchase experience in organized retail: A study on KAVAL town of UP. In this research, researchers basically focused on hectic purchase experience in organized retail on two parameter that is:

1. Purchase of product.

2. Billing of product.

Keywords*: Consumer behaviour, Organized retail, purchase experience.*

INTRODUCTION

Retailing is one of the largest sectors in the global economy. Indian retail industry is highly fragmented, with the organized retailing still at a nascent stage which accounts for far less percentage than the unorganized retailing of the total Indian retail market.

Retail is currently the flourishing sector of the Indian economy. Retailing consist all activities involved in marketing of goods and services to consumers for their personal, family, or household use. Retailing acts as an interface between the producer and consumer, improves the flow of goods and services and raises the efficiency of distribution in an economy. Retailing is the set of business activities that add value to the products & services sold to consumers for their personal or family use.

Retailing refers to all functions and activities involved in the selling of commodities directly to consumers. Retailing is the one of the oldest businesses that human civilization has known. It acts as an interface between producers and consumers improve the flow of goods and services and raise the efficiency of distribution in an economy. For a strong, stable and consistency growing economy, a well organized an efficient retail is required. Retailing can be defined as buying and selling of goods and services.

REVIEW OF LITERATURE

1. Fox et al (2004) examined the effect of demographics on format choice across three formats: grocery stores, mass merchandisers, and drug stores and the findings indicated that household size, income, and level of education influence consumers 'format choices.

2. Bawa and Ghosh, (1999) found that higher income households tend to shop more

frequently; similar result was also found by Leszczyc and Timmermans (1997).

3. Bell and Lattin (1998) also use shopping basket size to distinguish between small and large basket shoppers. They find that large basket shoppers are attracted to Every Day Low Price (EDLP) stores and small basket shoppers to Hi-Lo stores and that small basket shoppers are older, have smaller incomes and smaller families.

4. Singh and Singh (2015) concluded that due to the economies of large-scale organized retail outlets are able to offer more services at rational prices. It is also found that organized retail outlets provide various promotional and festive offers and schemes. On the other hand, unorganized retailers are giving personal touch to the customers and providing satisfactory after sales services than the organized retailers.

OBJECTIVES OF THE STUDY

To study about hectic purchase experience of customers on organized retail.

RESEARCH DESIGN AND DATA COLLECTION

To study the research objectives and to examine the customers purchase experience on organized retail. The primary data has been collected through a well-structured questionnaire are carefully filled by the 320 respondents of 5 districts i.e., Agra, Allahabad, Varanasi, Lucknow and Kanpur (KAVAL), U.P. The

respondents were asked to respond on a two Point that is purchase of product and billing of product. Primary data was collected financial year 2016. Secondary data was gathered from various websites, journals, magazines, book and newspapers etc.

LIMITATION OF THE STUDY

For every research there are restriction and limitations. Without them the world does not exist. Similarly, there are some restrictions in my research work, which could not be controlled. The research design used for the study was to the best of the knowledge of researcher based on scientific methods but still limitations cannot be overruled. The following were some limitations, which I faced in the making of this research.

1. The study was restricted to selected cities (KAVAL), malls and stores of U.P.

2. The size of sample is relatively small. A bigger sample could enhance the

3. confidence level.

4. The time was biggest constraint. It was difficult and time consuming to get the questionnaires filled personally from the respondents thus the sample size was restricted to 320 customers.

5. There may be some discrepancy in views as some people might give false

6. information in the questionnaires.

7. The respondent may be biased in their opinion.

HYPOTHESIS/DATA ANALYSIS

Table: CROSSTAB / CHI-SQUARE TESTS OF QUESTIONNARIES

CROSSTAB / CHI-SQUARE TESTS						
OBSERVED FREQUENCIES						
	Agra	**Allahabad**	**Varanasi**	**Lucknow**	**Kanpur**	**Total**
A. Purchase of product	20 {19.60%}	22 {21.56%}	20 {19.60%}	28 {27.45%}	12 {11.76%}	102 {100%}
B. Billing of product	30 {13.76%}	38 {17.43%}	40 {18.34%}	72 {33.027%}	38 {17.43%}	218 {100%}
Total	50	60	60	100	50	320

Source: Primary data

HYPOTHESIS

H$_0$: Majority customer of the organized retail do not consider that the billing process of unorganized retail is more hectic than the billing at organized retail.

H$_1$: Majority customer of the organized retail consider that the billing process of unorganized retail is more hectic than the billing at organized retail.

CHI-SQUARE = 4.333,   D.F.= 4, PROB. = .3629

In this questionnaire the chi-square value is 4.333.

Degree of freedom = 4

Table value of chi square test at 4 degrees of freedom.

In this questionnaire the chi-square value is 4.333

Here calculated value of chi-square is less than table value of chi-square5%, 1% and 0.1%. So, we say that the hypothesis is non-significant.

INFERENCE

Customer of the organized retail find that the billing at the organized retail is more hectic than the billing at organized retail.

Null hypothesis is accepted and Alternate hypothesis is rejected.

Table: Which part of your purchase experience is more hectic.

Which part of your purchase experience is more hectic							
A- Purchase of product	20	22	20	28	12	102	31.88%
B- Billing of product	30	38	40	72	38	218	68.13%
Total	50	60	60	100	50	320	100.00

Source: Primary data

Figure: Which part of your purchase experience is more hectic

Which Part of Purchase Experience is More Hectic

	A	B
■ Percentage	31.88%	68.13%
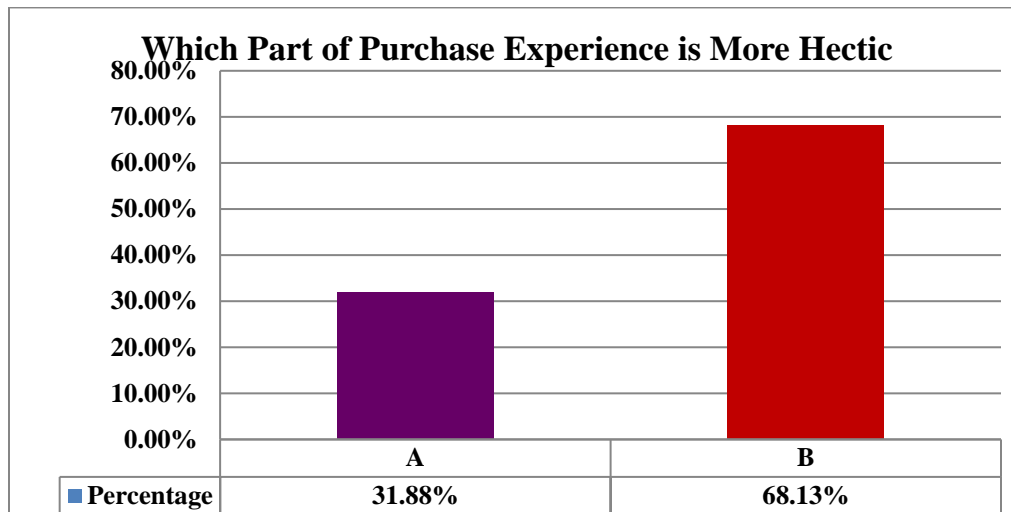
By analysis it is found that of organized market in KAVAL Town ≃ 32% customers says that purchase of product and 67% customers says that billing of product are more hectic.

CONCLUSION

In organized retail I took two parameters,1. Purchase of product 2. Billing of product. Under this analysis billing of product is more hectic then purchase of product.

The study also states that under the organized retail billing of product is major issue for customers.

Under 102 respondents of purchase of product, In Agra city 19.60%, 21.56% in Allahabad, 19.60% in Varanasi, 27.45% in Lucknow and 11.76% consumers in Kanpur observed that purchase of product is more hectic.

Under 218 respondents of Billing of product, In Agra city 13.76%, 17.43% in Allahabad, 18.34% in Varanasi, 33.027% in Lucknow and 17.43% consumers in Kanpur observed that Billing of product is more hectic.

In this analysis it is found that of organized retail market in KAVAL Town about 32% customers says that purchase of product and 67% customers says that billing of product are more hectic.

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