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Original Research Paper Management

A Study of Buying Behaviour of Middle Class People of Selected Urban Areas of Anand And Kheda Districts of Gujarat State Towards Shopping Malls

Dr. Dipakkumar Vitthalbhai Patel Associate Professor, Faculty of Business Administration, Dharmsinh Desai Univeristy,Nadiad –387001

ABSTRACT *Buying behavior of any one differs from class to class and area to area. Any one buys different items for self and dependents either from nearby grocery shop or from shopping malls. At present organized retailing sector or shopping malls attract people from all the section of the society as there variety of items are available in the shopping malls. In this research paper researcher has tried to analyze the buying behavior of middle class people of selected urban areas of Anand and Keheda districts.*

KEYWORDS : Middle Class People, Retailing, Organised Retailing, Unorganised Retailing,Shopping Malls, Groceries shops.

INTRODUCTION: Any one buys different items for self and dependents either from nearby grocery shop or from shopping malls. Buying behavior of any one differ from class to class and area to area. At present organized retailing sector or shopping malls attract people from all the section of the society as there variety of items are available in the shopping malls. In this research paper researcher has tried to analyze the buying behavior of middle class people of selected urban areas of Anand and Keheda districts.

OBJECTIVES OF STUDY : The following are the objectives of this research study.

To know the brand loyalty of respondents and different benefits of brand loyalty.

To know the circumstances of breaking the brand loyalty.

To know the shop loyalty of respondents.

To know the problems of respondents towards shopping malls .

To know the behavior of customer care staff of shopping malls towards customers while resolving problems of respondents.

RESEARCH METHODOLOGY: The research methodology of this paper includes the following.

PRIMARY AND SECONDARY DATA COLLECTION: Primary data are collected through structured questionnaire having close ended answer. Secondary data are collected from the various on-line and off-line sources in the area of consumer behavour and retailing.

POPULATION: Researcher has used target population in form of middle class people visiting shopping malls.

GEOGRAPHICAL AREA FOR RESEARCH / SAMPLING AREA: Selected urban areas like Anand and Vallabh Vidya Nagar and Nadiad and Kheda of Anand and Keheda district of Gujarat state.

RESEARCH INSTRUMENT: Questionnaire

SAMPLING UNIT: Middle class people who are engaged in job or they are professional or house wife.

SAMPLE SIZE: For collecting data for the research work, 730 numbers of respondents were considered. The sample is divided into four different groups for four different cities namely Nadiad, Kheda,Anand and Vallabh Vidya Nagar.

Sr. No	City	Number of Respondents
1	Nadiad	215
2	Kheda	130
3	Anand	175
4	Vallabh Vidya Nagar	210
Total		730

REVIEW OF LITERATURE:

As per 2015-16 Outlook for the Retail and Consumer Products Sector in Asia , A report published by P.W.C.,www.pwc.com Asian retail sales are expected to amount to over US$10 trillion by 2018.China is expected to become the world's largest retail market by 2018 but growth is slowing and attention within China's retail markets is increasingly shifting away from physical retail towards fast growing e-commerce channels. E-commerce is becoming a focus for retailers and brand owners, with China becoming the world's largest e-commerce market and its leading e-commerce player, Alibaba, launching a record setting IPO. Interest in India will remain significant but will be hampered by government opposition to foreign investment in multi-brand retail. As a result, foreign investors will be focused on single brand retail and paying close attention to the mooted liberalization of e-commerce channels as a means of developing the market.

As per the article published in Dandesh Newspaper, dated February,2015 the conclusion is that the new address of new customers in India is Online Shops. The market size of Indian Online Shopping business will increase. Customers are of the opinioned that they will buy more from online shopping stores in 2015 than 2014.

As per the Pulse of Indian retail market --- A survey of CFOs in the Indian retail sector -March 2014 , carried out by Retailers Association of India Indian retail market is expected to grow at a CAGR of 13% till 2018. Organized retail market in India is burgeoning and is expected to grow at CAGR of 19-20% over the next 5 years. The Government of India, through its reforms in FDI for retailing seems to be repositioning the Indian retail sector on the global map of investments.

As per the report published by **KPMG on Indian Retail- The Next Growth Story—In the coming years-- 2014,** about 70 % of world's growth is likely to come from emerging markets, with 40 % contribution from India and China alone.

Prof. Kalpana Singh (2014),The present research study carried out by the author conclude that Indian retail sector is evolving quickly. The size of India's retail industry is expected to more than double to $1.3 trillion by 2020.

Akram Hafiz Wasim, Anwar Mohammad and Khan M. Altaf (2014),In the research papers authors have tried to discuss on growth of organized and modern retail retaliating which have favorable effect on the Indian economy and considered as India's backbone in terms of employment generation after agriculture. . The entry of private brands are generating demand and sourcing tie-ups with manufacturers across products.

As per the article published in **Business Standard Newspaper,(2014)**,dated 31st December,2014 Brick -&- Mortar Retailers also keen on digital footprint . As on today there are 35 million online shoppers are there in India and is likely to have around 100 million by 2016 according to recent research by Forrester Consulting and Google

As per **report of equitymaster.com (2014)**, India is the 5th largest retail market in the world. The country ranks fourth among the surveyed 30 countries in terms of global retail development. The current market size of Indian retail industry is about US$ 520 bn (Source: IBEF). Retail growth of 14% to 15% per year is expected through 2015. By 2018, the Indian retail sector is likely to grow at a CAGR of 13% to reach a size of US$ 950 bn.

Kamal and Ashish Kumar(2014), concluded that retailing industry is moving towards a modern concept. The size of India's retail market was estimated at US$ 435 billion in 2010. Out of which, 92% of the market was traditional or unorganized retail and 8% of the market was organized retail. India's retail market is expected to grow at 7% over the next 10 years, reaching a size of US$ 850 billion by 2020. Traditional retail is probable to grow at 5% and reach a size of US$ 650 billion while organized retail is probable to grow at 25% and reach a size of US$ 200 billion by 2020.

ANALYSIS OF DATA :
(1) BRAND LOYALTY OF THE RESPONDENTS.

Brand loyalty of the respondents	Frequency	Percent
Always	194	26.6
Sometimes	425	58.2
Never	111	15.2
Total	730	100.0

While asking question to the respondents about their brand loyalty, 194 respondents (26.6 %) replied that they are always brand loyal where as 425 respondents (58.2 %) replied that they are sometime loyal to brand and 111 respondents (15.2 %) replied that they are never brand loyal.

(2) BENEFITS OF BRAND LOYALTY

Benefits of brand loyalty	Frequency	Percent
Good quality	359	49.2
Fair price	140	19.2
Easy to remember	35	4.8
Benefits of scheme	71	9.7
Value for money	125	17.1
Total	730	100.0

Asking about what are the benefits of brand loyalty 359 respondents (49.2 %) replied that good quality is the benefit of brand loyalty where as 140 respondents (19.2%) replied that fair price is the benefit of brand loyalty. 35 respondents (4.8%) replied that easy to remember is the benefit and 71 respondents (9.7%) replied that benefits of scheme is the benefit of brand loyalty. 125 respondents (17.1%) replied that value for money is the benefit of brand loyalty.

(3) CIRCUMSTANCES OF BREAKING BRAND LOYALTY.

Circumstances of Breaking brand loyalty	Frequency	Percent
Not happy with performance of product	35	4.8
Experience with shopkeeper/ Owner	75	10.3
Special price offer	154	21.1
When new brand is introduced	381	52.2
Special promotion scheme	85	11.6
Total	730	100.0

During the survey question was asked to the respondents that in which circumstances you break the brand loyalty, 35 respondents (4.8%) replied that they switch to another brand if they are not happy with the performance of the product where as 75 respondents (10.3%) replied that experience with the shopkeeper force them to switch to another brand. 154 respondents (21.1%) replied that they break the brand loyalty if there is any special price offer where as 381 respondents (52.2%) replied that they switch to another brand if new brand is introduced in the market. 85 respondents (11.6%) replied that they break the brand loyalty if there is special promotion scheme offered by the marketers.

(4)SHOP LOYALTY OF THE RESPONDENTS

Shop loyalty of the respondents	Frequency	Percent
Always	237	32.5
Sometimes	406	55.6
Never	87	11.9
Total	730	100.0

While asking question to respondents pertaining shop loyalty 237 respondents (32.5 %) replied that they are always shop loyal where as 406 respondents (55.6 %) replied that they are sometimes loyal to the particular shop for buying different items. 87 respondents (11.9 %) replied that they are never shop loyal.

(5)CONTACT OF SHOPPING MALLS FOR ANY COMPLAINT

Contact of shopping malls for any complaint	Frequency	Percent
Very frequently	115	15.8
Frequently	615	84.2
Never	0	0
Total	730	100.0

Looking to the table it is the conclusion that if there is any complaint about shopping malls and to contact them, 115 respondents (15.8 %) contact shopping malls very frequently where as 615 respondents (84.2 %) contact frequently about any complaint.

(6)WAY OF CONTACTING SHOPPING MALL FOR COMPLAINT.

Way of contacting shopping mall for complaint	Frequency	Percent
Personal Visit	336	46.0
By telephone	250	34.2
By Internet	144	19.7
Total	730	100.0

In case of any complaint 336 respondents (46.00 %) contact shopping mall by personal visit to shopping malls and 250 respondents (34.2 %) respondents contact shopping malls on telephone. 144 respondents (19.7 %) respondents contact shopping malls through internet.

(7)REASONS FOR COMPLAINT

Reasons for complaint	Frequency	Percent
Replacement of defective goods	79	10.8
Poor after sale service	353	48.4
Misleading promotion schemes	242	33.2
Selling of expired date products	56	7.7
Total	730	100.0

In the survey while asking to the respondents about reasons for complaints towards shopping malls 79 respondents (10.8 %) respondents have complaint about replacement of defective goods while 353 respondents (48.4 %) respondents have complaint about poor after sales services.242 respondents (33.2 %) respondents have complaint about misleading promotion schemes and 56 respondents (7.7 %) respondents have complaint about selling of expiry date products.

(8) BEHAVIOUR OF CUSTOMER CARE STAFF OF SHOPPING MALLS

Behavior of customer care staff.	Frequency	Percent
Helpful	310	42.5
Encouraging	220	30.1
Irritating	110	15.1
Ignoring	90	12.3
Total	730	100.0

In the survey, while asking question about behavior of customer care staff in shopping malls, 310 respondents are of the opinion that customer care staff are helpful to customers where as 220 respondents are of the opinion that their behavior towards customers is encouraging. 110 respondents replied that their behavior is irritating where as 90 respondents replied that their behavior towards customer is ignoring.

(9) TIME TO RESOLVE CUSTOMER COMPLAINT

Time to resolve your complaint	Frequency	Percent
Less than a day	222	30.4
2 to 4 days	293	40.1
5 to 10 days	124	17.0
More than 10 days	91	12.5
Total	730	100.0

While asking question to respondents about time taken by customer care staff of shopping malls about resolving any customer complaints, 222 respondents (30.4 % respondents) replied that they are taking less than a day time period to resolve any complaint of customers where as 293 respondents (40.1 %) replied that they take time of 2 to 4 days. 124 respondents (17 %) replied that they are taking time of 5 to 10 days and 91 respondents (12.5 %) replied that they are taking time of more than 10 days to resolve their problems if any .

(10) PROBLEMS DURING CHOICE OF SHOPPING MALLS.

Problems during choice of shopping malls	Frequency	Percent
High price	196	26.8
Location	189	25.9
Bad Product quality	114	15.6
Far from home	179	24.5
Bad service Quality	52	7.1
Total	730	100.0

While asking question pertaining problems during choice of shopping malls, 196 respondents replied that high price is problem and 189 respondents replied that location is their problem. 114 respondents replied that bad quality is the problem where as 179 respondents replied that it is far away from their home. 52 respondents replied that bad service quality is the problem.

(11)SATISFACTION ABOUT SERVICES PROVIDED BY SHOPPING MALLS.

Satisfaction about services provided by shopping malls.	Frequency	Percent
Highly Satisfied	126	17.3
Satisfied	398	54.5
Dissatisfied	91	12.5
Highly dissatisfied	115	15.8
Total	730	100.0

While asking to respondents about satisfaction about services provided by shopping malls, 126 respondents (17.3%) respondents replied that they are highly satisfied where as 398 respondents (54.5 %) replied that they are satisfied.. 91 respondents (12.5 %) replied that they are dissatisfied where as 115 respondents (15.8 %) replied that they are highly dissatisfied.

(12) VIEW / OPINION ABOUT SHOPPING MALLS FOR BUYING

View about shopping malls for buying	Frequency	Percent
Highly favorable	105	14.4
Favorable	268	36.7
Neutral	145	19.9
Unfavorable	125	17.1
Highly Unfavorable	87	11.9
Total	730	100.0

Pertaining their view about shopping malls for buying different items 150 respondents replied that shopping malls are highly favorable where as 268 respondents replied that it is favorable to buy different items from shopping malls. 126 respondents replied neutral. 125 respondents replied that it is unfavorable where as 87 respondents replied that it is highly unfavorable.

CONCLUSION: The following are the main conclusions of the study.

(1)While asking question to the respondents about their brand loyalty, majority respondents replied that they are sometime loyal to brand.

(2)Asking about what are the benefits of brand loyalty almost 50 % respondents replied that that good quality is the benefit of brand loyalty .

(3) 52.2% respondents replied that they switch to another brand if new brand is introduced in the market.

(4)While asking question to respondents pertaining shop loyalty 406 55.6 % respondents replied that they are sometimes loyal to the particular shop for buying different items.

(5) On the issue of any complaint about shopping malls 84.2 % respondents replied that they contact frequently about any complaint.

(6) In case of any complaint majority of respondents contact shopping malls either personally or on telephone.

(7) Asking to the respondents about reasons for complaints towards shopping malls (48.4 % respondents replied that they have complaint about poor after sales services.

(8) While asking question about behavior of customer care staff in shopping malls, 310 respondents are of the opinion that customer care staff are helpful to customers where as 220 respondents are of the opinion that their behavior towards customers is encouraging.

(9)While asking question to respondents about time taken by customer care staff of shopping malls about resolving any customer complaints majority of respondents replied that their complaints are resolved as early as possible.

(10)While asking question pertaining their view about shopping malls for buying different items majority respondents replied that shopping malls are favourable for shopping.

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