



## An Exploratory study on Retail shopping: A study with reference to Jetpur city

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### ABSTRACT

Over the last few years, retail has become one of the fastest growing sectors in the Indian economy. Traditionally, Indian retail sector has been characterized by the presence of large number of small -unorganized sectors. However, over the last half decade, the Indian consumers' market has seen a significant growth of various retail formats such as supermarkets, department stores, discount stores, hypermarkets etc. The innovations in retail formats brought by retailers have been providing new paradigms in the act of shopping. The shoppers look for a wide range of choices of products, quality and prices.

Consumers are now showing preferences for shopping malls, which enable them to shop a variety of products under one roof and offer shopping experience in terms of ambience and entertainment. The present paper aims at evaluating the consumers' attitude towards nearby market, big bazaars and shopping malls and to analyze the related reasons age wise, education wise and income wise. The basic purpose is to find out the reasons of patronizing a store gender wise and to unfold the consumers' preference to shopping malls.

**Keywords : retailing, stores, malls, and custom**

### INTRODUCTION

India is one of the largest economies in the world. The gradual increase in GDP and the purchasing power of Indians provides an excellent opportunity for organized retailing. The fast and furious pace of growth of the Indian economy is the driving force for Indian consumerism. Projections by analysts suggest that India has the potential to be labeled the fastest-growing economy and outpace the developed economies by 2050. India presents a significant market with its young population just beginning to embrace significant lifestyle changes. The demographic and economic facts widely quoted are undoubtedly impressive but — in order to assess the true nature of retail opportunities, we need to understand the deep transformation that is occurring in Indian

The main objective of this paper is to evaluate the consumers' attitude towards nearby market, age wise, education wise and income wise and to find out the reasons of patronizing a store gender wise. Different stores in the city jetpur were selected. The data were collected age wise, income wise and education wise. In some cases the respondents were requested to rate the different attributes ranging from 1-5 on likert scale. Where 1 indicates the most favourable and 5 indicates the most unfavourable attitude. The statistical tools such as Chi-square test and large sample test are used to reflect the association between attributes and the retail store customers.

### OBJECTIVES OF THE STUDY

1. To access the preference of the customers of retail store to nearby market age wise, education wise and income wise.
2. To analyze the shopping behavior of customers

### HYPOTHESIS

The hypotheses pertaining to objectives are as follows  
H1: The consumers prefer to visit the nearby market irrespective of the age, income and education.

### RESEARCH METHODOLOGY

A simple random sampling method is adopted to select the sample. The sample consists of the visitors of the different retail stores in Jetpur. A pre-tested questionnaire was ad-

ministered to the visitors of retail store. Besides, personal observation was done where necessarily applicable. A structured questionnaire was used as a data collection tool. The survey was conducted with 530 geographically dispersed retail store visitors spread over the cities. The data were collected age wise, income wise and education wise.

### V. ANALYSIS AND INTERPRETATION

#### Preference of nearby market by the consumers.

H0: There is no significant association between the education and the preference of nearby market by the consumers.

**Table1. Preference of nearby market by the consumers: Education**

	Under graduate	Graduate	Post graduate	Professionals	Total
Yes	60	113	93	27	293
No	46	99	71	21	237
Total	106	212	164	48	530

Chi-square test:  $\chi^2$  (Chi-square) =  $\sum [(O - E)^2 / E] = 0.557$   
Tab. Val of  $\chi^2(0.05)$  at 3 d.f is 7.815

As,  $\chi^2_{cal} < \chi^2_{tab}$ , H0 is accepted and H1 is rejected

#### Interpretation:

There is no significant association between education and the preference of nearby market by the consumers.

H0: There is no significant association between the income and the preference of the nearby market by the consumer

**Table2: Preference of nearby market by the consumers: Income**

	< 10,000 p.m	10,000 to 20,000 p.m	20,000 to 30,000 p.m	Above 30,000 p.m	Total
Yes	60	73	68	59	260
No	62	72	71	65	270
Total	122	145	139	124	530

**Chi-square Test**

Test statistic:  $\chi^2$  (Chi-square) =  $\sum [(O - E)^2 / E] = 6.5153$

Tab. Val of  $\chi^2(0.05)$  at 3 d.f is 7.815 As,  $\chi^2_{cal} < \chi^2_{tab}$ ,  $H_0$  is accepted and  $H_1$  is rejected

**Interpretation:**

There is no significant association between the education and the Preference of nearby market by the consumers in choosing a store.

$H_0$ : There is no significant association between the age and the Preference of nearby market by the consumers in choosing a store.

Table:3 Preference of nearby market by the consumers: Age

	<30 yrs	31-40	41-50 yrs	Above 50 yrs	Total
Yes	73	70	78	68	289
No	34	90	74	43	241
Total	107	160	152	111	530

**Chi-square Test**

Test statistic:  $\chi^2$  (Chi-square) =  $\sum [(O - E)^2 / E] = 18.2442$  Tab. Val of  $\chi^2(0.05)$  at 3 d.f is 7.815

As,  $\chi^2_{cal} > \chi^2_{tab}$ ,  $H_0$  is rejected and  $H_1$  is accepted

Interpretation: There is an association between the age and the Preference of nearby market by the consumers in choosing a store.

**VI. FINDINGS AND CONCLUSION**

A steadily rising percentage of rich and super rich population and impressive disposable income offer a spectrum of opportunities — spanning from rural retailing to luxury retailing. The impressive retail space availability and growing trend of consumerism in the emerging cities and small towns add to the market attractiveness. The present study is an attempt to look at the various factors which influence the retail store choice behavior particularly in rural area. The main objective is to unfold the complex nature of consumer behaviour, their attitude, perception and motives in the decision making and buying process. The following inferences have been derived from the paper.

1. By performing chi-square test, it is found that, there is no significant association of the preference to nearby market with the education and income of the respondents. However the age is somehow associated with that preference. At the same time the respondents prefer to visit the nearby market irrespective of the education, income and the age.

With the growing competition, it is becoming increasingly difficult for retailers to survive in the new economy. A new revolution is taking place, and for retailers to thrive today, they must possess revolutionary thinking. This type of thinking involves a desire to embrace change within their organization. In order to get a realistic perspective on retailing, we need to comprehend how Indian consumer behaviour is changing; and to understand how retail formats are likely to evolve in a country.

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