Original Research Paper Management

A Study of Buying Behaviour Pattern of Middle Class People of Nadiad, Kheda,Anand and Vallabh Vidyanagar Areas of Anand and Kheda Districts of Gujarat State Towards Near by Groceries Shops and Shopping Malls

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ABSTRACT

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 cities 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 cities of Anand and Keheda districts.

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

1) To get the idea about opinion on shopping mall over traditional retail shop (karyanani dukan) of respondents.
2) To get the idea about frequency of visiting traditional retail shops.
3) To know the decision taking pattern for buying different items.
4) To get the idea about consideration and comparison of different brands while buying and number of dealers approaching.

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 behaviour 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) OPINION ON SHOPPING MALL OVER TRADITIONAL RETAIL SHOP (KARYANANI DUKAN).

Opinion on shopping mall over traditional retail shop (Karyanani Dukan)	Frequency	Percent
Not at all good	79	10.8
Equally good	392	53.7
Better than traditional retail shop	259	35.5
Total	730	100.0

Asking about opinion about shopping malls over Karyanani Dukan 79 respondents replied that it is not at all good where as 392respondents (53.7%) replied that it is equally good. 259 respondents (35.5%) replied that shopping malls are better than traditional retail shop (Local grocery shop)

(2) FREQUENCY OF VISITING TRADITIONAL RETAIL SHOP.

Frequency of visiting traditional shop	Frequency	Percent
Weekly	261	35.8
Fortnightly	198	27.1
Monthly	271	37.1
Total	730	100.0

Asking about frequency of visiting traditional retail shop, 261 respondents (35.8%) respondents replied that they visit weekly where as 198 respondents (27.1%) replied that they visit fortnightly. 271 respondents (37.1%) replied that they visit monthly to buy different items.

(3) DECISION TAKING PATTERN FOR DIFFERENT ITEMS.

During the survey question pertaining who are involved in decision making process for buying different items were asked and the researcher has analyzed and presented the data as under.

(1) Costly household items

Costly household items	Frequency	Percent
Husband	152	20.8
Husband and Wife	139	19.0
Entire Family	439	60.1
Total	730	100.0

While asking question pertaining to decision taking pattern for buying different items the following was the response from the respondents. For costly household items 152 respondents (20.8%) replied that husband is taking the decision where as 139 respondents (19 %) replied that the decision is taken by husband and wife. 439 respondents (60.1 %) replied that the decision is taken by entire family.

(2) Furniture

Furniture	Frequency	Percent
Husband	82	11.2
Husband and Wife	172	23.6
Entire Family	476	65.2
Total	730	100.0

In case furniture, 82 respondents (11.2%) replied that it is taken by husband and 172 respondents (23.6%) replied that there is involvement of both husband and wife. 476 respondents (65.2%) replied that entire family take the decision.

(3) Vehicle

Vehicle	Frequency	Percent
Husband	122	16.7
Husband and Wife	104	14.2
Entire Family	504	69.0
Total	730	100.0

In case of vehicle, 122 respondents (16.7%) replied husband alone takes the decision and 104 respondents (14.2 %) replied that both husband takes it and wife. 504 respondents (69%) replied that it is taken by involvement of all family members.

(4) Grocery

Grocery	Frequency	Percent
Husband	131	17.9
Wife	397	54.4
Husband and Wife	202	27.7
Total	730	100.0

So far as buying grocery items 131 respondents (17.9 %) replied that the decision is taken by husband where as 397 respondents (54.4 %) replied that the decision is taken by wife. 202 respondents (27.7 %) replied that the decision is taken by husband and wife jointly.

(5) Kitchen Appliances

Kitchen equipments	Frequency	Percent
Husband	89	12.2
Wife	400	54.8
Husband and Wife	241	33.0
Total	730	100.0

For buying kitchen equipments 89respondents (12.2%) replied that the decision is taken by husband alone where as 400 respondents (54.8%) respondents replied that the decision is taken by wife alone. 241 respondents (33%) replied that the decision is taken by husband and wife.

(6) Clothing and cosmetics

Clothing and Cosmetics	Frequency	Percent
Husband	115	15.8
Wife	377	51.6
Husband and Wife	238	32.6
Total	730	100.0

Asking about decision pertaining to clothing and cosmetics, 115 respondents (15.8%) replied that husband takes the decision where as 377 respondents (51.6%) replied that the decision is taken by wife. 238 respondents (32.6%) replied that husband and wife take the decision.

(4) CONSIDERATION AND COMPARISON OF DIFFERENT BRANDS WHILE BUYING.

Consideration and comparison of different brands while buying.	Frequency	Percent
Only 1	55	7.5
1 to 2	210	28.8
2 to 3	303	41.5
Above 3	162	22.2
Total	730	100.0

Asking about how many different brands are considered and compared while buying 55 respondents replied that they consider only one brand where as 210 respondents replied that they consider 1 to 2 brands. 303 respondents replied that they consider and compare 2 to 3 brand while buying and 162 respondents replied that they consider and compare more than 3 brands while buying.

(5) NO. OF DEALERS APPROACHING.

No. of dealers approaching	Frequency	Percent
Only 1	58	7.9
1 to 2	283	38.8
2 to 3	248	34.0
Above 3	141	19.3
Total	730	100.0

Asking question to the respondents that how many dealers you approach while buying 58 respondents replied that they approach only one dealer where as 283 respondents replied that they approach 1 to 2 dealers. 248 respondents replied that they approach 2 to 3 dealers and 141 respondents replied that they approach above 3 dealers.

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

(1)Asking about opinion about shopping malls over Karyanani Dukan 79 respondents replied that it is not at all good where as 392respondents (53.7%) replied that it is equally good. 259 respondents (35.5%) replied that shopping malls are better than traditional retail shop (Local grocery shop)

(2)Asking about frequency of visiting traditional retail shop, 261 respondents (35.8%) respondents replied that they visit weekly where as 198 respondents (27.1%) replied that they visit fortnightly. 271 respondents (37.1%) replied that they visit monthly to buy different items.

(3)While asking question pertaining to decision taking pattern for buying different items the following was the response from the respondents. For costly household items 152 respondents (20.8%) replied that husband is taking the decision where as 139 respondents (19 %) replied that the decision is taken by husband and wife. 439 respondents (60.1 %) replied that the decision is taken by entire family.

(4)In case furniture, 82 respondents (11.2%) replied that it is taken by husband and 172 respondents (23.6%) replied that there is involvement of both husband and wife. 476 respondents (65.2%) replied that entire family take the decision.

(5)In case of vehicle, 122 respondents (16.7%) replied husband alone takes the decision and 104 respondents (14.2 %) replied that both husband takes it and wife. 504 respondents (69%) replied that it is taken by involvement of all family members.

(6)So far as buying grocery items 131 respondents (17.9 %) replied that the decision is taken by husband where as 397 respondents (54.4 %) replied that the decision is taken by wife. 202 respondents (27.7 %) replied that the decision is taken by husband and wife jointly.

(7)For buying kitchen equipments 89respondents (12.2%) replied that the decision is taken by husband alone where as 400 respondents (54.8%) respondents replied that the decision is taken by wife alone. 241 respondents (33%) replied that the decision is taken by husband and wife.

(8)Asking about decision pertaining to clothing and cosmetics, 115 respondents (15.8%) replied that husband takes the decision where as 377 respondents (51.6%) replied that the decision is taken by wife. 238 respondents (32.6%) replied that husband and wife take the decision.

(9)Asking about how many different brands are considered and compared while buying 55 respondents replied that they consider only one brand where as 210 respondents replied that they consider 1 to 2 brands. 303 respondents replied that they consider and compare 2 to 3 brand while buying and 162 respondents replied that they consider and compare more than 3 brands while buying.

(10)Asking question to the respondents that how many dealers you approach while buying 58 respondents replied that they approach only one dealer where as 283 respondents replied that they approach 1 to 2 dealers. 248 respondents replied that they approach 2 to 3 dealers and 141 respondents replied that they approach above 3 dealers.

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