



ORIGINAL RESEARCH PAPER

Marketing

A STUDY ON ATTITUDE AND DECISION MAKING STYLE OF DIFFERENT CONSUMERS AT MODERN RETAIL OUTLETS WITH SPECIAL REFERENCE TO COIMBATORE CITY

KEY WORDS: Modern retail outlets, Consumer attitude, Decision making styles, Marketing strategies, Customer satisfaction.

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ABSTRACT

Modern retail outlets refers to stores or establishments that employ different strategies and technologies to sell products and services to consumers. These outlets offer a wide range of products, convenient shopping experiences and attractive discounts, which have led to changes in consumer attitude and decision- making styles. Consumer attitudes and decision-making styles play a crucial role in shaping the success of modern retail outlets. With the ever-increasing competition in the retail industry, understanding consumer behavior is essential for retailers to improve their marketing strategies and increase customer satisfaction. This study aims to investigate the attitude and decision-making styles of different consumers in a modern retail outlet, with a special focus on the city of Coimbatore (CBE). Coimbatore is a major urban center in Tamil Nadu known for its rapidly growing retail sector. The city is home to a diverse population, ranging from young professionals to older adults, which makes it an ideal location to examine the various consumer attitudes and decision-making styles.

INTRODUCTION

The retailing terms means not only for selling of manufactured products like FMCG, Cloths, Shoes, Electronics, Pharmaceuticals etc, but also for selling of service products with customer satisfaction. From the traditional market point of view the retailers are most important which sold goods manufactured by others up to the customers requirements. Being a member of the distribution channel the retailers perform a number of activities regarding manufactured products. Today retailing concepts have become emerging in the customer services and performance such as the elements and acts to receive what they desire and want. In general economic activity of the country retailing performs a significant contribution. Modern marketing aims at determining the wants and needs of the target market and adopts the organization to supply the required satisfaction more efficiently and effectively than that of other competitors. So the study of understanding consumer behavior has become necessary.

Statement OfThe Problem

The consumers in India are changing speedily and rapidly because today consumers have many choices of a wide range of products, price and qualities. Modern retailing has changed the concept wholly about the consumer buying behavior and shopping pattern. Nowadays consumer educators and businessmen are interested to know the consumer behavior to serve better. Consumer decision making style is of great interest for them in this modern retailing scenario. So that it clearly indicates a need for research study on attitude and decision making style of consumers at modern retail outlets.

Objectives

1. To find out factors affecting consumer behavior.
2. To assess the attitude of consumers at Modern Retail Outlets.
3. To analyze the buying decision making style of consumers.
4. To review the consumer's satisfaction.

Scope OfThe Study

1. This study is undertaken to have a clear understanding of the retailing trends.
2. It gives immense opportunity to understand customer and their preferences about the modern retail outlets
3. The study can be used as a platform for making appropriate modifications to meet the needs and wants of

the customers.

Limitations OfThe Study

To carry out the research study the following limitations were expected and faced during the research study:

1. The study may have been limited by time constraints which have affected the depth and scope of data collected
2. The study was conducted within Coimbatore city
3. Result of the study and their accuracy greatly depends on the data released.

Review OfLiterature

Pandey, A.c. (2013) The study entitled "Impact of Lifestyle on Brand Preference of Buyer Behaviour- A Case Study of Uttarakhand" with a sample size of 200 consumers in a particular research area. The authors stated that in a fast moving technology changing era, observation of the lifestyle of consumers has changed completely. The research paper provides the buyer's lifestyle changes and their reasons. There are some dimensions which influence the changes in lifestyle such as income, education, age, social class and many other dimensions also.

SUNIL ATULKAR and BIKRANT KESARI (2014) In the article entitled "A Review of Customer Preference towards organized retail stores" stated that in India the retail sector got emergence from the unorganized sector. The author tried to find out customers' perceptions regarding the organized retail market sector. The study provided specific dimensions about organized sector such as customer involvement, product information, customer attribution, atmosphere at malls, variety of products, entertainment which make them attract towards modern retail outlets.

Research Methodology

Research Method:

Descriptive method is used for this study.

The descriptive method is a research method that involves observing, describing, and recording behavior and characteristics of a particular phenomenon.

Data Sources:

It requires both primary and secondary data.

Primary Data:

These are the data which is collected from the consumer for the first time. In this the structured questioners are used.

This data is collected through Websites, Magazines, Journals etc.

Sample Design:

Sample design is the framework or blueprint of research. Research design is the basis for the methods and techniques that a researcher uses his or her study.

Sample Technique:

Non probability technique in that Convenient method is used for this study .

Sample Size:

The sample size is 120 which have been taken for this research. it is the total number of respondents fixed for collecting the data.

Tools Used For Research:

1. Ranking analysis
2. Likert Scale
3. Percentage Analysis

Analysis And Interpretation

Table: Ranking Analysis

FACTORS	1	2	3	4	5	TOTAL	RANK
PRODUCT ASSORTMENT	57*5	25*4	12*3	6*2	20*1		
	285	100	36	12	20	453	II
SHOPPING EXPERIENCE	61*5	35*4	8*3	13*2	3*1		
	305	140	24	26	3	498	I
PRODUCT QUALITY	45*5	20*4	16*3	12*2	27*1		
	225	80	48	24	27	404	IV
PRICE AND PROMOTION	33*5	20*4	15*3	21*2	31*1		
	165	80	45	42	31	363	V
CONVENIENCE	51*5	17*4	32*3	8*2	12*1		
	255	68	96	16	12	447	III

Source: Primary Data

Interpretation

The above table states that Shopping experience is the major factors influences respondents to shop at modern retail outlets and it has secured 498 points, product assortment has secured 2nd rank with 453 points, convenience has secured 3rd rank with 447 points, product quality has secured 4th rank with 404 points and price and promotion has secured 5th rank with 363 points.

Table: Likert Scale

FACTOR	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Brand Trust	56%	27%	13%	3%	2%
Brand Awareness	38%	42%	17%	3%	1%
Brand Differentiation	60%	24%	12%	3%	2%
Brand loyalty	67%	17%	14%	2%	1%
Brand Image	33%	58%	8%	1%	0%

Source: Primary Data

Interpretation

Interpretation
Majority of the people purchase the branded products in modern retail outlets for the factor influenced by the Brand loyalty.

Findings

- Shopping experience is the major factor that influences respondents to visit and buy at modern retail outlets.
- Majority of the people purchase the branded products in modern retail outlets for the factor influenced by the Brand loyalty.

- Majority of the Respondents are researching the product before purchase through customer reviews.
- Highest number of the respondents are attracted by the facility of self selection of products.
- Lot of the respondents buy a product in modern retail outlets for a shopping experience.

Suggestions

At present the customers have attained a good experience on shopping at modern retail outlets but to attain an excellent shopping experience people are expecting additional facilities.

It can be seen that more percentage of respondents has influenced by the customers' reviews on social media platforms. The outlets have been using the promotion media to enhance the reads of their message to the target audience.

Attractive offers along with the products can be increased in order to overcome the competition in the customer goods market.

Ensure products are well-displayed and easily accessible, using strategies like eye-level shelving, clear signage, and attractive packaging to enhance visibility and appeal.

CONCLUSIONS

In conclusion, modern retail outlets play a pivotal role in shaping consumer behavior and preferences in today's dynamic environment. The study has explored the attitude and decision style of consumers at modern retail outlets which helps the retailers to increase the customer base. The findings suggest that consumers have varying attitudes which are influenced by factors like convenience and product variety. Their decision making process is complex, influenced by customer reviews, brand loyalty , price sensitivity, and promotional offers. To enhance customer satisfaction and to attract more customers, retailers should focus on improving service quality, product availability, offering competitive prices and store ambience. Overall, modern retail outlets represent a vibrant and evolving sector that continues to shape the retail landscape. As consumer preferences and behaviors continue to evolve, modern retail outlets must adopt and innovate to stay competitive and meet ever changing needs of consumers.

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