“AN OVERVIEW OF CUSTOMER PERCEPTION TOWARDS ORGANISED RETAIL OUTLETS”

1 Mr. Divakar Joshi
Research Scholar
SBBSU, Vill. Khiala, Jalandhar Punjab

2 Dr. Ramandeep Chahal
Professor (UICM)
SBBSU, Vill. Khiala, Jalandhar Punjab

Abstract
The retail industry is the largest industry and it is witnessing revolution in India. Nowadays retail concept is emerging drastically with its new formats like general stores, supermarkets, the malls, hyper markets and specialty stores. The industry has reached at a point, where the growth of organized retailing and there is also a rise in the consumption levels by the Indian population is turning towards a higher growth. Retail market in India is expected to grow tremendously in the next few years. The Retail industry in India is therefore expected to rise 25% yearly being driven by the factors like the strong income growth, the changing lifestyles, and also favorable demographic patterns. It is expected that India’s retail market is going to reach $1.1-1.3 trillion by 2025, from earlier $0.7 trillion in 2019, growing at a compound annual growth rate (CAGR) of 9%-11% which is driven by socio-demographic and economic factors which can be urbanization, income growth and also rise in nuclear families. Now the Indian consumers are enjoying world class shopping experience. The Shoppers in India has witnessed a revolution with the very change in the consumer buying behavior and apart from that the whole format of shopping also altering nowadays. It is also very well evident that the consumer needs have differed widely across the country. The Distinct strategies should be adopted as such for different regions and different products range. There is also a need to analyze the perceptions of the shoppers towards the emerging preferences for organized retail stores in order to make better the strategic decisions. Therefore, the study is undertaken with the very main objective of analyzing the perceptions of the shoppers towards the emerging role of organized retail stores. The very essence of this study revolves around the organization variables, which will definitely have an influence on the minds of consumers, and also how they feel about the organized retail that is significantly taking place in the market.

Index Terms: retail, growth, merchandise, store, factors, outlets, retailers, consumers, services, perception

Introduction
The indian retail industry consists of both organised and unorganised sectors. The organised retailing involves trading related activities undertaken by the licensed traders who pay GST Income Tax, VAT etc. It has been seen that many so called big corporate houses are presently operating in the market. In the unorganised sectors retailers like the kirana shops or mom and pop shops, grocery stores and the small shops are by the placements and are on highways. In the study It has been found that in India, Kirana shops dominate as must as 95% of retail related trade. The Organised retail’s contribution is only a small share in the retail market. This is the fact that organized retail business in India has entered in around 1990s. It had become most popular in 2002 and onwards and the organized retail stores become the very part of India’s middle class family from the year 2006 onwards. The customers perceive the retail sectors in a very different manners. The reception as you know is the process of attaining awareness or you can say understanding of the very environment by doing organising and interpreting the sensory information. This very same stimulus may be by very fact is perceived differently by the different set of customers which is based on their very unique personal as well as situational context. Therefore the indifferent service which are offered at any retail stores may be at most perceived positively by certain group of customers due to the very fact the opportunity it provides them so that they can look up the product at leisure. This is also seen that another group of customers may perceive it negatively also. So my research paper studies the various factors which affects the customers. The Customer Perception is seen as a significant subject for most of the marketers.
Review of Literature

Reuters (2021) in their news article, “IKEA plans first India shopping mall in noida, to, to invest Rs 5500 crore has put light on the IKEA the furniture giant’s shopping centre, one of the world’s largest said it had bought a 48000 square metre plot in the city of noida. Ingka centres, which has 45 IKEA store –anchored malls across Europe, Russia and China and plans to enter the US in 2021, said it planned to invest nearly Rs 5500 crore ($759 million) in the noida project. It is expected to create more job opportunities, support infrastructure development, and growth of the organised retail and home furnishings sector in the region.

Kakkar Sunil, Mathur Surbhi (2020) in their study titled “Organised Retail in India and Consumer Buying Behaviour : A review of literature revealed that attributes like image, format and layout of the retail store, cleanliness, lighting, music, scent, information and graphics in the retail store, facilities offered to consumers and after sale service of the retail store are the main factors leading to frame buying behaviour of consumers.

Kohli Kapil (2020) in his study titled “Trends that will shape the retail industry in 2020” expressed in his view that the future of the industry is rooted in the rigorous research and development, while the customer is known to favour well known and trusted brands, it is the companies that invest in research and development and come up with innovative products, by leading the change through route to market strategy will rule the roost in 2020 too.

Roy C Vijay (2019), in his article “Mall culture grips North India” showcased that the malls are no longer just shopping destinations but they have transformed into community hubs, right from offering right brand mix for shoppers to culinary experiences, events, including related to fitness and promotions, they are offering almost everything. The fundamentals of good malls are location, catchment, design, occupier mix and management. Some of the malls that are really doing well are Select Citywalk (Delhi), Ambience Malls (Gurgaon & Vasant Kunj), DLF Malls (Malls of India, Promenade) and Pacific Malls, Rajouri Garden etc.

Ankit Katrodia et al (2018) the data was collected from 700 respondents of 7 selective malls situated at Durban with 100 each. The results revealed that there is a significance influence of factors such as services, sales dynamics and accessibility on consumer buying behavior. The psychological factors like popularity, image of the malls along with payment flexibility and billing facility attract customers in the malls. Apart from the above mentioned a few other factors like safety and security, temperature, atmosphere, parking area and brand reputation also influences the consumer visit at shopping malls whereas the demographic profile of the respondents viz., age, gender, occupation, monthly income and educational qualification had not significant influence on consumer visit to malls and buying behaviour.

Sharma Sanjeev (2018) in his article “Foreign Investors get big boost in retail, Air India” mentioned that the government has cleared a bold package of foreign direct investment (FDI) liberalization, including 100 per cent FDI without any government approval in single brand retail trading and allowing foreign carriers to acquire upto 49 per cent stake in Air India divestment. As part of the FDI easing across sectors, the cabinet also cleared 100 percent FDI under automatic route in construction development, foreign portfolio investors being allowed to invest in power exchanges through primary market. The FDI easing is likely to lead to larger FDI inflows contributing to growth of investment, income and employment.

Niklas Eriksson et al (2017) this study focuses on studying the relationship between young consumers’ decision-making styles and their propensity to shop clothing online with a smartphone. The Consumer Styles Inventory (CSI) is used as base for a survey with young adult students. The results indicate that four out of eight CSI measurements, namely brand consciousness, fashion consciousness, impulsiveness and recreational shopping behavior, positively correlate with the respondents’ frequency to look at and/or buy clothing online with a smartphone.
Manu Sehgal (2017), in his article “Factor Influencing consumer purchase decisions at organized retail store in Ludhiana” in his study it was to examine factors influencing the store selection choice among consumers in Ludhiana. The findings of this study revealed that there are six key store selection dimensions that play a crucial role in store selection. These are Sales assistance, store ambience, store attractiveness, store pricing policy, store promotion and store convenience. Among these six factors, sales assistance emerged as the most important factor and store ambience emerged as the least important factor to consumers. The study also revealed that gender does not have a significant impact in determining choice of store.

Chaudhary Sandeep (2017), in his article “Consumer perception towards organized retail store: A factor analytical approach” stressed upon the fact that customer is regarded as king of retailing sector and there is a need to identify the customers perception towards organized retail sector. The research study aimed to find the relationship between the consumer buying behaviour and organized retail store. The study was conducted to know the factors that influence the customers to buy from the organized retail stores and problems that the consumers are faces while purchasing from the organized retail store.

Jegan Krishnan (2017), in his article “A study on customer perception towards organized retail stores in Tier II cities Tamil nadu” expressed in his research paper that the Organized retailing in India has been maturing by passing through many trends with the entry of many big players trying to build and strengthen their retail business. And in the light of this situation some feel that the perception of the customer may lose out their existence. The study revealed that although organized retail is relatively new concept in the semi urban area, yet a clear cut perception has been establishes in the minds of shoppers in semi urban areas like Madurai and Trichy city, Tamil Nadu.

Methodology

Primary data have been used for analysis and it has been collected through Survey method. The structured Questionnaire was prepared after gathering preliminary information about the consumers. Secondary data had been collected from the Articles, Journals, and websites. The sampling unit was collected from customers who visits different malls .The sample size is 100 customers. Convenience random sampling method was adopted the sample being drawn from that part of the population which is close to hand. The data collected was analyzed with statistical tool namely Percentage analysis.

Rationality of This Study

A study of organised retailing and its impact on economy is not only essential but also significant as it has impact on the people in terms the quality of shopping experience, to analyse the changing behaviour for consumption of the goods while shopping in a mall. Therefore, it is necessary to study the consumer perception regarding organised retail sector. Very few studies have been done in this area. The significance of this study is that it is a micro level study confined Jalandahr town.
Objectives of study

1. To study the key factors perceived by consumers while buying at organised retailing.
2. To examine the customer expectations from the organised retailing

FACTORS EFFECTING CUSTOMER PURCHASE ACTIVITY

EXTERNAL/SOCIAL INFLUENCES

- Culture
- Sub-culture
- Social class
- Reference group
- Opinion leaders
- Family life cycle

ACTUAL STATE

1. Need/problem recognition
2. Information search
3. Evaluation of alternatives
4. Purchase
5. Post-purchase behavior

INTERNAL/PSYCHOLOGICAL INFLUENCES

- Perception
- Memory
- Needs
- Motivation
- Attitudes
- Demographics
- Lifestyle
- Personality

CONSUMER PURCHASE DECISION MAKING
Factors Influencing Consumer Buying Behavior Perception

There are several factors that influence the shoppers. Most of these factors are related to the shoppers’ personal traits, the shopping environments, and the quality of products, the demographics, and the socio-cultural aspects:

A. **Supermarket have modern equipment and fixtures**
In my study which was conducted in key malls in the Jalandhar city, I came to know that most of the respondents gave their preference to Supermarkets having modern equipment and fixtures and out of 100 respondents more than 96% respondents agreed that in the present era of organised retailing and in particular mall culture, they perceive it as paramount important.

B. **Promptness in Service**
It was also found in my study that Promptness of service is a very sensitive issue as far as shoppers are concerned at Jalandhar. Quality of service is something which was a major concern for the modern day shoppers and they have given highest responses to this as customers perceives that without right blend of rightful services and too prompt the shopping experience will not be ideal one. In my study out of 100 respondents 99% respondents had gave their preference to it.

C. **Complaints are handled in proper manner**
In my study customers have expressed their point that whenever they come across any issues related to merchandise quality, content, or its utility the only thing that matter them is whether their complaints are handled properly or not. In this regard 95% respondents have shown their response that they prefer the malls which handled their complaint with proper care and accountability. In general they are satisfied with modern malls complaint handling mechanism.

D. **Products are arranged properly**
During my study it was advocated by the respondents that they prefer the malls where there is proper arrangement of merchandises and proper bifurcation of products are being done and they like the systematic arrangement of goods. Shoppers believe in the fact that if the products are properly placed in racks specified for them then as shopper our half task become easy as they enjoy the shopping experience. 98% respondents have given their say to it.

E. **Prices of Merchandises are Cheaper**
In my investigation it was found that prices of goods plays a very vital role in shoppers life. Shoppers have emphatically and vehemently stressed upon the importance of price. In my survey 99% respondents have expressed their viewpoint that prices of merchandise should always be kept low or affordable by companies as already due to covid 19 it has become very difficult for them to meet both ends.

F. **Provision of Payment through Credit Card/Debit Card**
As we are living nowadays in virtual world and due to lockdown and restrictions pertaining to covid 19 protocol, people are preferring online shopping and order online so the importance of digital platform with regard to payment of goods purchased by them online or offline is mostly preferred as it is most secured way of doing payment and saves the precious time of the shoppers. In my study 95% people gave their thumps up to it, which shows the fact that slowly and gradually people are moving from cash payment to more secure and fast way of payment that is use of credit card/ debit cards.

G. **General Ambience of the Place**
In my study i came know that while the shopper shop at the mall the thing which matter alot to him is indeed general ambience of the place. The general atmosphere or feeling a shopper encounter in the mall is ultimately leads to spend more time and money, as ambience perceive by him will lead to pleasing experience for him and his family. I had
found that 97% respondents gave their response towards it. This perception of customer leads to his revisit and will bring good word of mouth for the mall.

H. Provision of Safety Gadgets

It has also came to my notice during my survey that the customers are perceiving the provisions of safety gadgets like cctv camera’s, provision of emergency lifts, fire extinguishers/sprinklers as most important aspect of their shopping at a shopping malls. In my study the customers have given response to the tune of 98% towards the safety of their family and friends and they feel mentally relaxed while shopping.

I. Availability of Parking Facility

In the study another factor which play a very important role is the availability of parking facility. Customers perceive that if a mall have ample parking arena then it will be easy for them to shop along their family and friends and they will not have to firstly find the parking space of the busy road. Apart from that they are assured about the safety of their vehicle whether it is a four wheeler or two-wheeler and can do the shopping in a relaxed manner. 95% respondents response was in favour of having parking facility at shopping mall.

J. whether Discount is offered or not

Lastly the factor which is perceived by the shoppers while they shop at a mall was whether discount is being offered on the merchandising or not. As customer are of the opinion that as goods are sold by companies by procuring in bulk from different vendors or manufacturers, it is their duty to transfer the profit margin in the form of offering discount is mostly desired the shoppers. In my study 99% customer gave their response in favour of it.

Conclusion

In the end we can conclude that customer perception towards organised retailing is key to success of any mall’s growth and prospects as it is found that supermarkets are required to be modern in their look and and all the equipment and fixtures should possess a uniqueness and latest architecture as most of customers in my study perceive that modern and distinct look attract them the most. Secondly the quick and reliable service also play a vital role as without providing professional services you cannot think of retaining your existing customers and making the new one as there is cut throat competition in the market. Then the price is perceived very important factor by the shoppers as they want the prices of merchandising to be very competitive and which can suit their pocket. Apart from that complaint handing is perceived very significant by most of the customers as they are of the view that there should be hassle free complaint handling mechanism, so that customers can feel relaxed once they buy the goods and avail services from a reputed and famous malls. The other thing which is perceived very important by the customers is whether the goods are arranged properly or not as neat and clean and proper racking of the merchandising always gives a unique and unforgettable experience for the shoppers. In my study the provision of payment through credit / debit card is given highest priority as shoppers love to use digital mode of payment as it is free from any infection and would be more hygienic in the current scenario of covid 19 pandemic. The general ambience of the mall is being perceived utmost importance too as it will give the shopper the impression that he has taken right decision of shopping at that particular mall, as customers always want to spent quality time along with his family. Along with provision of safety gadgets, availability of parking facility and whether discount is offered or not are the other key thing which are perceived by the shoppers while they are shopping at the mall. Discount, price and prompt services were given highest responses of 99% each in my study.
References

Reuters (2021) in their news article, “IKEA plans first India shopping mall in Noida, to, to invest Rs 5500 crore The Tribune 20th February 2021.


Ghosh Piyali, Tripathi Vibhuti & Kumar Anil, Customer Expectations of Store Attributes: A study of Organised retail outlets in India Springer Journal 2010

Journal of Retail & Leisure Property volume 9, pages 75–87(2010)


Kakkar Sunil & Mathur Surbhi, Organised Retail in India and Consumer Buying Behaviour: A review of Literature Poddar Management and Technical Campus, Jaipur Rajasthan


Kothari C.R. Research Methodology, New Age publication.


Kothari, R.C. Research Methodology, Methods and Techniques, wiley eastern ltd, New Delhi, 2nd Edition.

www.google.com

www.researchgate.com