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Has the Consumer Perception Changed? An Overview of Consumer Behavior towards Organized Retail Sectors in Kolkata, India

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

The research paper focuses on the change of consumers' perception towards purchasing different commodities in the organized retail outlets of Kolkata. The study revealed that the behaviour of a consumer towards a particular outlet mainly depends upon factors like product availability, spending pattern, sales man services, store layout etc. The research shows that currently a large section of consumers is attracted towards the organised retail outlets because of wide range of services like variety of payment options provided by the store, visibility of the billing counter, wide range of brands availability, quality of the products, and better service at the store have majorly attributed to

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preference of organized retail store over the unorganized outlets. Also, parameters like visibility of display of MRP, discount offers, quality of service at the organized store, trolley service facilities etc. are some of the reasons of inclination of consumers towards organized retail stores as compared to traditional retail formats. The study has found mostly the younger generation consumers are tending to have a tendency towards making new experiences mainly for groceries and have an urge to make spontaneous purchases compared to older generation of consumers. Apart from the positive aspects, the study also observed a bunch of constraints that restricts a consumer from going to an organized retail store which are the factors like lower budget, inability of the lower income group of people due to financial constraints, lack of advertisements, unavailability of low-priced products, most of the necessary products being easily available in the traditional markets, illiteracy etc. are some of the major constraints found in the study which have contributed to 19.48% of variance and has been further renamed as consumers perception by using the Principle Component Analysis (PCA) method.

Keywords: Consumer Behavior; organized outlet; retailing; principle component analysis (PCA).

1. INTRODUCTION

"Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general" [1].

"Consumers make purchasing decisions based on products' characteristics, presentation, design, and quality, among other factors. They are not only interested in the product and its packaging, but also in the production process and the raw materials and supplies used. The study of consumer behaviour is complex, since several internal and external variables influence. Attitude affects the choice of a product and explains behaviour based on the conduct and beliefs of the consumers. Attitude, therefore, exerts influence on purchasing decisions, being the most important factor involved in purchasing processes and consuming products" [2].

"Consumers opt for a more natural choice when they desire for less-harmful products, and there is a preference for healthy foods which results in a good attitude in the consumers. While making the purchase of a food product the consumers consider the origin and the brand, as these are important for decision making, and when viewing a little-known product, their attitude towards it will be one of rejection or doubt" [2].

"Consumer behavior towards agricultural commodities is changing as the need to guarantee food safety is arising. What is sought is an understanding of the existing dynamics in the production processes and the improvement of technologies in this sector that offer products with added consumer benefits, allowing them to purchase a variety of products" [2].

"Consumers can be motivated through highly convincing messages linked to food safety that provoke positive thoughts towards the products, which in turn lead them to obtain more and more arguments in favour of the purchase. Likewise, feeling is a sensory component of a cognitive, complex, and lasting structured experience that has affective dispositions and determines the attitude of the consumers who experiences it; that is, they are dispositions of emotional experiences that have implications towards the purchase of the product, and so it can be said that feelings have characteristics similar to emotions" [2].

Lavanya R [3] found factors that affect customer purchasing behavior. It has also sought to investigate the reasons for retail outlets' choice for their availability of quality, retail space, and more comprehensive product availability. The study found that most customers frequent the integrated retail outlet for a range of amenities, easy access, cleanliness, additional entertainment facilities for children, and convenient parking.

Also, Subha S et al [4]. Study showed that "low commodity prices, loyalty for storage, and parking facilities were crucial factors in the organized retail outlet's preference over the unorganized retail outlet".

The study of consumer behaviour helps firms and organizations improve their marketing strategies by understanding issues such as, the psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products), the psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media), the behaviour of consumers while shopping or making other marketing decisions; limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome, how consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and how marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer [5].

In view of the above, it is pertinent to study the consumer behaviour of Kolkata towards organised retail sector which is defined as the study of how an individual customer would select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

The objectives of the study:

1. To examine consumers’ perception for purchasing different commodities in the organized retail outlet.

1.1 Literature Review

The various studies related to consumer behaviors in India and abroad are being referred by the researcher. The general field is one which has been extensively studied, and the research is discussed and reviewed by Kumar S et al (2016) identified the consumer attitude and the buying conduct towards retail stores. The survey showed the importance of ads affecting their purchase, the anticipated additional amenities, improved handling of damaged products, and many other services.

V.S. et al (2016) have established a driver's eye on the Indian retail sector's growth and have strategically examined retail industries. The study found that the retailers' success depends on their location, management style, and proper promotional activities for increasing retail business performance.

Subha S et al [4]. Showed in the study how factors like lower commodity prices, loyalty for storage, and parking facilities were crucial factors in the organized retail outlet's preference over the unorganized retail outlet.

Yoo et al [6] have identified “the attributes that consumers consider to be most important when making format choices, and also the demographic characteristics of these consumers in grocery retailers that operate within the US. The knowledge generated with the study would help in decisions related to retail formats. The exploration of the theoretical background found store image attributes suggested by many previous researchers as important determinants of store loyalty and also to identify which store image attributes affect store loyalty significantly according to retail type respectively”.

Wahyuningsih and Chris Dubelaar [7] in his paper ‘Consumer Behavior and Satisfaction’ of Monash University have concluded that “in order to satisfy their customers, companies need to identify clearly each segment of consumers whether they are passive, rational-active, or relational- dependent consumers. This is because these three types of consumers perceive their levels of satisfaction differently. Since rational active and relational dependent consumers are very sensitive about their feelings and expectations, companies need to communicate and increase their performance continuously”.

Robert V Kozinets *et al* [8] have explained “the flagship brand stores as an increasingly popular venue used by marketers to build relationships with consumers. They have stated that, as we move further into an experience economy in the new millennium, retailers are refining the flagship brand store into new forms such as the themed retail brand store. This new form not only promotes a more engaging experience of the brand’s essence but also satisfies consumers looking for entertainment alongside their shopping” [9-11].

2. METHODOLOGY

The study is strictly based on primary information collected through canvassing pre-ordained questionnaire among the selected organized outlet consumers to fulfill the objective that is set out. Relevant data have been collected from primary sources. The area of survey operation has been carried out within 30-kilometer radius from central Kolkata. The study area is divided into 5 parts (Clusters):

1. Sealdah
2. Gariahat
3. South Dumdum
4. Gopalpur
5. Newtown

2.1 Selection of Study Area

Within each of the 5 different parts of the study area, 5 organized malls have been purposively selected firstly because in all the selected clusters both organised retail outlets which are dealing in both agricultural and non-agricultural commodities.

1. Sealdah- Big Bazaar
2. Gariahat –Spencer's
3. South Dumdum- Reliance Fresh
4. Gopalpur- Vishal Mart
5. Newtown- More

2.2 Selection of Sample

Our unit of observation is consumers. The selection of consumers has been made by approaching the consumers available in our particular selected outlet to provide us the necessary information. For collection of data, simple random sampling has been done. From each of the malls, randomly 20 consumers have been selected from each 1 organized retail outlet and thus 100 (20*5=100) consumers from all.

2.3 Collection of Data

Collection of data shall be made by visiting each and every sample respondent with the help of a set of pre-tested questionnaire. Both tabular and statistical analysis have been done to analyze and interpret the data in order to get desirable results from the study.

2.4 Factor Analysis

After discussion with the experts and consumers, a large no. of constraints has been identified. Initially, large no. of the constraints has been selected. After editing the statements, finally important constraints have been selected for data collection. The details of the constraints are given below –

Its statements (constraints) have been presented to the respondents in a 4-point continuum like very much, much, not so much, not at all, with weightage 4,3,2,1, respectively.

After collection of data, total scoring was done for each of constraints and the constraints have been ranked on the basis of total scoring.

In order to identify the important constraints, factor analysis has been done by Principle Component Analysis (PCA) which involves extraction of factors, rotation and interpretation of factors. For interpretation of factors, variables, with factor loadings, were taken into consideration. Constraints were named on the basis of the similarity of the variables representing the factors. The items were arranged on the basis of high factor loading. In this way, all factors have been identified relating to the constraints of *consumers* of the organized retail outlets separately which are presented in the results.

List 1. Details of the Constraints

Sl. No.	Description	No. of constraints before screening	No. of constraints after screening
1	Consumers – organized retailing	30	21

List 2. Identification of Constraints of the Consumers of Organized Retail Outlet

1	Budget of poor and pro-poor families does not comply with modern marketing system(X1)
2	All products are not available in the organised mall (X2)
3	Low-priced products are not always available (X3)
4	Small quantity packets are not always available (X4)
5	Cannot pay later (X5)
6	Most of the necessary products are easily available in traditional markets(X6)
7	Problems of transport (X7)
8	No. of malls are limited (X8)
9	In modern markets, sales are made on card basis (X9)
10	No bargaining is possible in modern marketing, it impacts rural people negatively(X10)
11	Rural people do not dare to go to malls (X11)
12	Rural people are accustomed to traditional markets (X12)

13	Unprocessed agricultural products are easily available at lower price in traditional markets(X13)
14	High taxation (X14)
15	Malls are generally located at metropolitan areas; therefore, rural people are bound to go to traditional markets (X15)
16	Personal friendship of buyers with sellers in traditional markets (X16)
17	No personal friendship of buyers with sellers in organized outlets (X17)
18	Fresh agricultural products are not fresh in malls (X18)
19	Fresh agricultural products are very limited(X19)
20	People are accustomed to buy grocery and agricultural products from a nearby shops as and when required (X21)
21	Processed agricultural Products are also available in local traditional markets (X22)

3. RESULTS AND DISCUSSION

The general profiles of the respondents and their interpretation in the study have been presented in the form of tabular analysis which is as follows:

The Table 1 shows the age-wise and sex-wise frequency distribution of the organized market consumers across all the clusters. It is understood from the table that the customer's age group is classified into 4 categories below 20 years, 21 to 40 years, 41 to 60 years and above 60 years age group, out of which maximum percentage of consumers (Both male and female) belong to 21 to 40 years and 41 to 60 years, and a very low percentage of consumers belongs to the age group above 60 years.

The Table 2 shows the frequency distribution of organized market consumers across all the clusters. From the table it appears that the family size is mainly categorized into 3 categories that is up to 3 members, 4 to 6 members and 7 to 9 and more. It is found from the study that all family sizes are found the maximum percentage of traditional market consumers have family size of 4-6 members followed by up to 3 members and family size of 7 to 9 members.

The Table 3 shows the frequency distribution on the basis on the basis of educational qualification of the organized market consumers across all the clusters. It is understood from the table that the maximum percentage of consumers are graduates compared to percentage of consumers who are have passed higher secondary examination. One of the important observations about organized retail outlet is that, there are no illiterate consumers among all the clusters which may be because of the outcome of urbanization effect in Kolkata.

The Table 4 shows the frequency distribution of organized market consumers on the basis of occupation of the organized market consumers across all the clusters. From the table it is understood that the maximum percentage of organized market consumers are private job holders followed by government job holders, businessmen and housewives but interestingly there is a complete absence of labourers and dependent consumers.

The Table 5 reveals the frequency distribution of organized market consumers on the basis of family income of the organized market consumers across all the clusters. It is found from the table that the maximum percentage of family income belongs to family income range from rupees 25001 to 50000 followed by lower percentage of income group rupees 15001 to 25000.

The Table 6 shows the frequency distribution of the organized market consumers in organized outlets on the basis of type of commodities bought by the consumers in all the clusters of Kolkata. It is understood from the table that a very contrasting kind of situation can be observed from the table, contrary to traditional market, the maximum percentage of consumers of organized outlets purchases dry commodities (grocery followed by consumers who purchases both type of commodities (dry and wet) and consumers purchasing wet commodities (vegetables and fruits).

The Table 7 reveals the frequency distribution of the organized market consumers on the basis of number of commodities bought by them across all the clusters in Kolkata. It is clearly observed from the table, that the maximum percentage of consumers purchases 5 to 10 number of commodities followed by the percentage of consumers who purchases more than 10 commodities organized outlets.

The Table 8 shows the frequency distribution of the organized market consumers on the basis type of basis of expenditure made by them across all the clusters in Kolkata. It is understood from the table that, the maximum percentage of consumers purchases commodities within price range of rupees 500 to 1000 followed by the percentage of consumers purchasing commodities more than 1000 rupees.

Table 1. Age wise and sex wise distribution of the organized outlet consumers (Cluster-Pooled)

Age wise and sex wise distribution of the organized outlet consumers											
Clubbed Clusters	**Below 20**		**20-40years**		**41-60years**		**More than 60**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster – Sealdah	1(5)	0(0.00)	5(25)	5(25)	0(0.00)	8(40)	0(0.00)	1(5)	6(30)	14(70)	20(100)
Cluster-Gariahat	0(0.00)	0(0.00)	3(15)	4(20)	4(20)	8(40)	1(5)	0(0.00)	8(40)	12(60)	20(100)
Cluster-South Dumdum	0(0.00)	0(0.00)	1(5)	4(20)	7(35)	8(40)	0(0.00)	0(0.00)	8(40)	12(60)	20(100)
Cluster-Gopalpur	0(0.00)	0(0.00)	3(15)	3(15)	3(15)	8(40)	1(5)	0(0.00)	9(45)	11(55)	20(100)
Cluster-Newtown	0(0.00)	0(0.00)	2(10)	4(20)	4(20)	8(40)	1(5)	1(5)	7(35)	13(65)	20(100)
Grand Total	1(1)	0(0.00)	14(14)	20(20)	18(18)	40(40)	3(3)	2(2)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table 2. Frequency distribution of organized outlet consumers on the basis of family size (Cluster-Pooled)

Frequency distribution of organized outlet consumers on the basis of family size									
Clubbed Clusters	**Up to 3 Members**		**4-6 Members**		**7-9 Members**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster – Sealdah	1(5)	6(30)	5(25)	5(25)	0(0.00)	3(15)	6(30)	14(70)	20(100)
Cluster-Gariahat	3(15)	3(15)	2(10)	8(40)	3(15)	1(5)	8(40)	12(60)	20(100)
Cluster-South Dumdum	3(15)	6(30)	5(25)	5(25)	0(0.00)	1(5)	8(40)	12(60)	20(100)
Cluster-Gopalpur	2(10)	3(15)	3(15)	8(40)	3(15)	1(5)	9(45)	11(55)	20(100)
Cluster-Newtown	3(15)	2(10)	1(5)	9(45)	3(15)	2(10)	7(35)	13(65)	20(100)
Grand Total	12(12)	20(20)	16(16)	35(35)	9(9)	8(8)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table 3. Frequency distribution of organized outlet consumers on the basis of education qualification (Cluster Pooled)

Frequency distribution of organized outlet consumers on the basis of educational qualification											
Clubbed Clusters	**Graduate**		**Higher Secondary**		**Below Higher Secondary**		**Illiterate**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster -Sealdah	5(25)	7(35)	1(5)	5(25)	0(0.00)	2(10)	0(0.00)	0(0.00)	6(30)	14(70)	20(100)
Cluster-Gariahat	8(40)	12(60)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	8(40)	12(60)	20(100)
Cluster-South Dumdum	5(25)	7(35)	3(15)	5(25)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	8(40)	12(60)	20(100)
Cluster-Gopalpur	9(45)	11(55)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	9(45)	11(55)	20(100)
Cluster-Newtown	4(20)	12(60)	3(15)	1(5)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	7(35)	13(15)	20(100)
Grand Total	31(31)	49(49)	7(7)	11(11)	0(0.00)	2(2)	0(0.00)	0(0.00)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table 4. Frequency distribution of the consumers on the basis of their occupation (Cluster Pooled)

Frequency distribution of consumers on the basis of their occupation															
Clubbed Clusters	**Govt service**		**Private service**		**Businessman**		**Labourer**		**Housewife**		**Dependent**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster – Sealdah	2(10)	3(15)	4(20)	5(25)	0(0.00)	1(5)	0(0.00)	0(0.00)	0(0.00)	5(25)	0(0.00)	0(0.00)	6(30)	14(70)	20(100)
Cluster-Gariahat	4(20)	2(10)	4(20)	6(30)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	4(20)	0(0.00)	0(0.00)	8(40)	12(60)	20(100)
Cluster-South Dumdum	5(25)	2(10)	2(10)	3(15)	1(5)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	6(30)	0(0.00)	0(0.00)	8(40)	12(60)	20(100)
Cluster-Gopalpur	3(15)	2(10)	3(15)	6(30)	2(10)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	5(25)	0(0.00)	0(0.00)	9(45)	11(55)	20(100)
Cluster-Newtown	2(10)	2(10)	4(20)	7(35)	1(1)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	4(20)	0(0.00)	0(0.00)	7(35)	13(65)	20(100)
Grand Total	16(16)	11(11)	17(17)	27(27)	4(4)	1(1)	0(0.00)	0(0.00)	0(0.00)	24(24)	0(0.00)	0(0.00)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table 5. Frequency Distribution of the Consumers on the Basis of Family Income (Cluster-Pooled)

Frequency distribution of the consumers on the basis of family income											
Clubbed Clusters	**Less than 15000**		**15001-25000**		**25001-50000**		**More than 50000**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster – Sealdah	0(0.00)	0(0.00)	0(0.00)	1(5)	4(20)	11(55)	2(10)	2(10)	6(30)	14(70)	20(100)
Cluster-Gariahat	0(0.00)	0(0.00)	0(0.00)	0(0.00)	6(30)	10(50)	2(10)	2(10)	8(40)	12(60)	20(100)
Cluster-South Dumdum	0(0.00)	0(0.00)	3(15)	4(20)	4(20)	8(40)	1(5)	0(0.00)	8(40)	12(60)	20(100)
Cluster-Gopalpur	0(0.00)	0(0.00)	0(0.00)	0(0.00)	6(30)	8(40)	3(15)	3(15)	9(45)	11(55)	20(100)
Cluster-Newtown	1(5)	0(0.00)	4(20)	9(45)	2(10)	4(20)	0(0.00)	0(0.00)	7(35)	13(65)	20(100)
Grand Total	1(1)	0(0.00)	3(3)	14(14)	22(22)	41(41)	8(8)	7(7)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table 6. Frequency Distribution of Consumers on the basis of type of Commodities bought by them (Cluster-Pooled)

Frequency distribution organized outlet consumers on the basis of type of commodities bought by them									
Clubbed Clusters	**Wet**		**Dry**		**Both**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	2(10)	3(15)	3(15)	8(40)	1(5)	3(15)	6(30)	14(70)	20(100)
Cluster-Gariahat	1(5)	0(0.00)	4(20)	10(50)	3(15)	2(10)	8(40)	12(60)	20(100)
Cluster-South Dumdum	2(10)	3(15)	2(10)	4(20)	4(20)	5(25)	8(40)	12(60)	20(100)
Cluster-Gopalpur	2(10)	0(0.00)	4(20)	9(45)	3(15)	2(10)	9(45)	11(55)	20(100)
Cluster-Newtown	0(0.00)	1(5)	4(20)	10(50)	3(15)	2(10)	7(35)	13(65)	20(100)
Grand Total	7(7)	7(7)	17(17)	41(41)	14(14)	14(14)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table 7. Frequency distribution of the consumers on the basis of the number of commodities bought by them (Cluster-Pooled)

Frequency distribution of consumers on the basis of the number of commodities bought by them									
Clubbed Clusters	**Up to 5 commodities**		**5-10 commodities**		**More than 10 commodities**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	2(10)	2(10)	3(15)	8(40)	1(5)	4(20)	6(30)	14(70)	20(100)
Cluster-Gariahat	1(5)	0(0.00)	4(20)	10(50)	3(15)	2(10)	8(40)	12(60)	20(100)
Cluster-South Dumdum	2(10)	2(10)	3(15)	6(30)	3(15)	4(20)	8(40)	12(60)	20(100)
Cluster-Gopalpur	2(10)	0(0.00)	4(20)	9(45)	3(15)	2(10)	9(45)	11(55)	20(100)
Cluster-Newtown	0(0.00)	2(10)	4(20)	10(50)	3(15)	1(5)	7(35)	13(65)	20(100)
Grand Total	7(7)	6(6)	18(18)	43(43)	13(13)	13(13)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table 8. Frequency distribution of the consumers on the basis of expenditure made by them (Cluster-Pooled)

Frequency distribution of consumers on the basis of expenditure made by them									
Clubbed Clusters	**Up to Rs 500**		**Rs500-1000**		**More than Rs1000**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	2(10)	2(10)	3(15)	7(35)	1(5)	5(25)	6(30)	14(70)	20(100)
Cluster-Gariahat	2(10)	3(15)	3(15)	7(35)	3(15)	2(10)	8(40)	12(60)	20(100)
Cluster-South Dumdum	3(15)	2(10)	2(10)	7(35)	1(5)	5(25)	8(40)	12(60)	20(100)
Cluster-Gopalpur	3(15)	2(10)	3(15)	7(35)	3(15)	2(10)	9(45)	11(55)	20(100)
Cluster-Newtown	1(5)	3(15)	3(15)	8(40)	3(15)	3(15)	7(35)	13(65)	20(100)
Grand Total	11(11)	12(12)	14(14)	29(29)	17(17)	17(17)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table 9. Frequency distribution of the consumers on the basis of purchasing pattern of processed agricultural commodities from organized retail outlets

Frequency distribution of the organized outlet consumers on the basis of purchasing pattern of processed agricultural commodities from organized outlet													
Clubbd Clusters	**Daily**		**Weekend**		**Once in a Month**		**More than Once in a Month**		**Never**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	6(30)	6(30)	8(40)	0(0.00)	0(0.00)	6(30)	14(70)	20(100)
Cluster-Gariahat	0(0.00)	0(0.00)	0(0.00)	0(0.00)	3(15)	3(15)	5(25)	9(45)	0(0.00)	0(0.00)	8(40)	12(60)	20(100)
Cluster-South Dumdum	0(0.00)	0(0.00)	0(0.00)	0(0.00)	7(35)	8(40)	1(5)	4(20)	0(0.00)	0(0.00)	8(40)	12(60)	20(100)
Cluster-Gopalpur	0(0.00)	0(0.00)	0(0.00)	0(0.00)	4(20)	2(10)	5(25)	9(45)	0(0.00)	0(0.00)	9(45)	11(55)	20(100)
Cluster-Newtown	0(0.00)	0(0.00)	0(0.00)	0(0.00)	2(10)	4(20)	5(25)	9(45)	0(0.00)	0(0.00)	7(35)	13(65)	20(100)
Grand Total	0(0.00)	0(0.00)	0(0.00)	0(0.00)	16(16)	23(23)	22(22)	39(39)	0(0.00)	0(0.00)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table 10. Frequency distribution of the consumers on the basis of distance between their residence and organized retail outlet

Frequency distribution of the organized outlet consumers on the basis of distance between their residence and organized outlet													
Clubbed Clusters	**Less than 0.5km**		**0.5-0.9km**		**1-1.9km**		**2-2.9km**		**More than 3km**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	1(5)	2(10)	6(30)	4(20)	7(35)	6(30)	14(70)	20(100)
Cluster-Gariahat	0(0.00)	0(0.00)	0(0.00)	0(0.00)	1(5)	0(0.00)	4(20)	8(40)	3(15)	4(20)	8(40)	12(60)	20(100)
Cluster-South Dumdum	0(0.00)	0(0.00)	0(0.00)	0(0.00)	3(15)	1(5)	2(10)	5(25)	4(20)	5(25)	8(40)	12(60)	20(100)
Cluster-Gopalpur	0(0.00)	0(0.00)	0(0.00)	0(0.00)	1(5)	0(0.00)	4(20)	7(35)	4(20)	4(20)	9(45)	11(55)	20(100)
Cluster-Newtown	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	4(20)	6(30)	3(15)	7(35)	7(35)	13(65)	20(100)
Grand Total	0(0.00)	0(0.00)	0(0.00)	0(0.00)	5(5)	2(2)	16(16)	32(32)	18(18)	27(27)	38(38)	62(62)	100(100)

Figures in the parentheses indicate the percentages to the total (row wise)

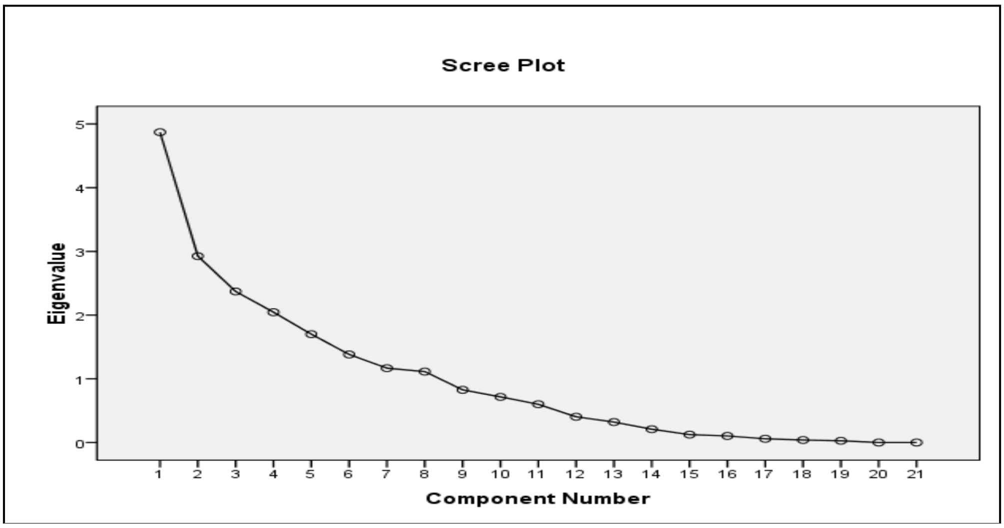
Table 11. Frequency distribution of the consumers ranking on the basis of their shopping experience at organized retail outlet (Cluster-Pooled)

Parameters	Highly Satisfactory	Satisfactory	Neutral	Dissatisfactory	Highly Dissatisfactory	Total Respondents
Visibility of display of MRP, Discount offers	60	32	8	0	0	100(100)
Quality of service at the organized store	50	22	18	10	0	100(100)
Variety of payment options provided	64	21	15	0	0	100(100)
Visibility of the billing counter	61	20	19	0	0	100(100)
How is the trolley service?	23	61	16	0	0	100(100)
Are you satisfied with the promotional offers at the store?	27	52	21	0	0	100(100)
How is the ambience of the store?	30	60	10	0	0	100(100)
Satisfied with the quality of the products?	23	67	10	0	0	100(100)
Wide range of brands availability	28	50	22	0	0	100(100)
Parking availability of the store	25	72	3	0	0	100(100)
Are you happy with the service of the store	63	24	13	0	0	100(100)

Table 12. Constraint Analysis of consumers on the basis of Principal Component Analysis (PCA) Matrix

Factor Number	Factor Name	Factor Loading	Variance (%)	Cumulative Variance (%)	Factor Rename
Factor 1	X11- Rural people do not dare to go to malls. X8- Budget of poor and pro-poor families does not comply with modern marketing system. X3- Low-priced products are not always available X13- Fresh agricultural products are more easily available at lower price in traditional markets. X20- People are accustomed to buy grocery and agricultural products from a nearby shops as and when required. X6- Most of the necessary products are easily available in traditional markets. X7-Problems of transport.	.746 .706 .706 .681 .589 .552 .541	19.48	19.48	Consumers Perception
Factor 2	X17- No personal friendship of buyers with sellers in	.824	14.79	34.28	Market Negotiation

Factor Number	Factor Name	Factor Loading	Variance (%)	Cumulative Variance (%)	Factor Rename
	organized outlets. X18- Stock of fresh agricultural products are very limited. X15- Malls are generally located at metropolitan areas, therefore, rural people are bound to go to traditional markets. X10- No bargaining is possible in modern marketing, it impacts rural people negatively. X1- No. of malls are limited.	.622 .611 .493 .476			
Factor 3	X5-Cannot pay later. X16- Personal friendship of buyers with sellers in traditional markets.	.767 .714	13.42	47.70	Customer Relationship
Factor 4	X21-The exact processed agro-products are also available in local traditional markets. X9- In modern markets, sales are made on card basis. X2- All products are not available in the mall.	.738 .684 .495	10.11	57.82	System Behavior
Factor 5	X4- Small quantity packets are not always available.	.463	8.33	66.16	Small packs are not always available.
Factor 6	X19- Fresh unprocessed agricultural products are very limited.	.533	7.02	73.19	Fresh unprocessed agricultural products are very limited.
Factor 7	X12- Rural people are not accustomed to traditional markets.	.599	6.66	79.85	Rural people are not accustomed to traditional markets.



Graph 1. Graphical Representation of Factor Analysis of Constraints of Consumers of Organized Retail Outlets on the Basis of Principal Component Analysis (PCA) Matrix

The Table 9 reveals the frequency of the organized outlet consumers on the basis of time interval of purchasing dry commodities from organized outlets across all the clusters. The table shows that the maximum percentage of consumers prefers purchasing dry commodities more than once in a month while some of the consumers have said they prefer to visit organized outlet every once in a month.

The Table 10 shows the frequency distribution of consumers of organized outlet on the basis of distance between the residence and the respective closest organized outlet Spencer's in the cluster Kolkata. From the table it is found that maximum number consumers reside around 2-2.9 kilometers followed by more than 3km distance from the selected organized outlet.

Table 11 shows parameters like variety of payment options provided by the store, visibility of the billing counter, wide range of brands availability, quality of the products, and better service at the store have majorly attributed to preference of organized retail store over the unorganized markets. Also, parameters like visibility of display of MRP, discount offers, quality of service at the organized store, trolley service facilities etc. are some of the reasons of inclination of consumers towards organized retail stores as compared to traditional retail formats.

3.1 Factor Analysis of the Study

In Table 12 it is observed that the different constraint factors are divided into 7 component matrix or factors with the help of Principal Component Analysis (PCA) matrix.

Factor 1: includes constraints like rural people do not dare to go to malls, budget of poor and pro-poor families does not comply with modern marketing system, low-priced products are not always available, unprocessed agricultural products are easily available at lower price in traditional markets, people are accustomed to buy grocery and agricultural products from a nearby shops as and when required, most of the necessary products are easily available in traditional markets, problems of transport have contributed of 19.48% variance and has been renamed as Consumers Perception.

Factor 2: includes constraints like no personal friendship of buyers with sellers in organized outlets, unprocessed agricultural products are very limited, malls are generally located at metropolitan areas, therefore, rural people are bound to go to traditional markets, no bargaining is possible in modern marketing, it impacts rural people negatively, no. of malls are limited have contributed of 14.79% variance and has been renamed as Market Negotiation.

Factor 3: includes constraints like small quantity is not always available, personal friendship of buyers with sellers in traditional markets, all grocery items are not available have contributed of 13.42% variance and has been renamed as Customer Relationship.

Factor 4: includes constraints like processed agricultural products are also available in local traditional markets, in modern markets, sales are made on cash basis, and all products are not available have contributed of 10.11% variance and has been renamed as System Behavior.

Factor 5, 6 & 7 have not been renamed as it contains only single constraint.

4. SUMMARY

The study mainly focuses on the consumer behavior towards purchasing of different commodities in the organized retail outlets. The study has revealed the purchasing parameters which contributes to the satisfaction of the consumers which enables them to visit the organized retail outlets in Kolkata. The detailed explanation of each parameter is as follows:

1. 64 out of 100 consumers in all the 5 divided zones of Kolkata have agreed to have chosen organised retail store over the unorganised retail sectors because the store offers variety of payment options at the billing counter. Parameters like visibility of display of MRP, wide range of brands for all the products, discount offers, quality of service at the organized store, the promotional offers and the ambience of the store are some of the key factors which played a very important role behind choosing organised over the unorganised retail outlets.
2. The maximum percentage of consumers (both male and female) visiting the organised mall mostly belongs to the age group of 21 to 40 years. The young generation consumers are tending to have a tendency towards making new experiences mainly for groceries and have an urge to make spontaneous purchases compared to older generation of consumers.
3. The tabular analysis shows a significant relationship between educational qualification of the respondents and consumer behavior. The majority of the consumers visiting organised outlets is graduates. One of the important observations about organized retail outlet is that, none of the visitor at the mall were illiterate among all the clusters which could be because of the outcome of urbanization effect in Kolkata.
4. The maximum percentage of organised market consumers are private job holders followed by government job holders, businessmen and housewives but there is a complete absence of labourers and dependent consumers or lower income groups.
5. The observed data indicates that an average monthly purchasing power have a positive significant relationship with income level and the number of family members. Thus, if the income level goes up the purchasing power of consumers will automatically increase.
6. The maximum percentage of consumers purchases groceries from organised malls followed by fresh vegetables and fruits.
7. The consumers who mostly visits the organised shopping mall resides within the periphery of 2-2.9 kilometres of such retail outlets as a result of which parameters like visible price discounts, promotional offers, advertisements, and services, convinces, and infrastructure are some of the features that attracts them towards visiting the mall.

5. CONCLUSION

The retail industry in India has become one of the most dynamic sectors in the recent times. Organized retail sector is growing rapidly and consumers are shifting to shopping in organized retail stores. The present research study has brought the various factors influencing customer purchasing behavior is about a lot of internal and external factors. The study has also covered the demographic features of the customers who are making purchases at these organized retail outlets and it has showed that there is a significant relationship between demographic profile of the respondents and consumer purchasing behavior. Shopping habits of Indian customers are changing with each day passing due to their growing disposable income, relative increase in the younger population, and their change in attitudes towards shopping. Consumer purchase behaviour is an important factor that affects the strategies adopted by the retailers. Thus, understanding of shoppers' behavior is the key to success for the retailers. Parameters considered for this study includes price discount, special offers, variety of products, retail services and store ambience. Finally, researcher's study has concluded that customer purchasing behavior changes positively with price of the product and availability of products and consumer purchase behaviour changes negatively due to poor financial conditions and lack of proper information about the concept of organized retailing.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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