

# Attitude and Decision Making Style of Different Consumer at Modern Retail Outlets – A Study with Reference to Coimbatore City

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## Abstract

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. Since the traditional market point of view the retailers is most important which sold goods manufactured by others up to the customer's requirements. Today retailing concept become emerging in the customer services and performs such as the elements and acts to the customers receives what they desire and wants.

**Keywords:** *Customer Satisfaction, Retailing, Attitude, Decision, Needs and Wants.*

## 1. Introduction

Retailing is not new for us; it is since back from many centuries. At the initial start of retail industry, it is very small at that time but now it has been grown up tremendously. Businessmen started to provide more combination of product to their neighborhood consumers. But now retailing has emerged in very modern business like mall, super market, specialty stores, departments, multiplex etc. Retailing is a vast and fast industry. It provides a diversity of size and character of business rarely encountered in other industry sectors. Retailers not only contribute to the general economy, but they are also part of the fabric of society itself. The modern retail industry provides a challenging arena for dedicated and multi-skilled managers, providing both financial and personal rewards that are only limited by an individual's ambition. The following table shows the percentages of modern retail format sale and sale from traditional format of all over the globe.

Table No.1: Retail Sales Volume

Name of the Country	Modern Retail Format Sales	Traditional Format Sales
U.S.A.	80%	20%
West Europe	70%	30%
Malaysia	50%	50%
Thailand	50%	50%
Brazil	40%	60%
Argentina	40%	60%
Philippians	35%	65%
Indonesia	25%	75%
China	20%	80%
South Korea	15%	85%
India	8%	92%

Because of the growth of all over the globe the development of this modern retail sector has increasing year by year. As per the survey report of economic department it can be grow up to 40% by 2020.

## 2. Statement of the problem

Modern retailing has changed the concept wholly about the consumer buying behaviour and shopping pattern. Now a day's consumer educator and businessmen are interested to know the consumer behaviour to serve better. Consumer decision making style is of the great interest for them in this modern retailing scenario. So that it is clearly indicate a need

of research study on Attitude and Decision Making Style of Consumers at Organized Retail Outlets in Coimbatore city.

### Research Objectives

- a) To assess the attitude of consumer at Modern Retail Outlets.
- b) To analyses on buying decision marking style of consumers.
- c) To review the consumers satisfaction and find out factors affecting consumer behaviour.
- d) To evaluate the facilities available and the prospects of Modern Retail Outlets.

### 3. Related literature

**N.Kumar&R.Mittal (2001)** described in the study about the importance of understanding consumer behavior. The author provided the detail study in his book Marketing Management, Anmol Publications Pvt. Ltd., New Delhi. The author also explains the various factors affecting consumer behavior.

**Huet. al. (2001)**, studied the 387 consumer in the country of China. The study administered the customer survey regarding decision making style. The author expressed the five five decision making styles operated by the consumers of China. The studied made valid and reliable resulted through the in Chinese culture effect. Therefore the five decision making styles were price conscious, novelty fashion, perfectionist, recreational and over choice confused.

**Batra and Kazmi (2004)** examined the purchase decision making of certain products is primarily based on feeling based choice of consumers in their book entitled "Consumer Behavior" published by Excel Books, New Delhi. They further explain the marketing term and marketing strategy with necessity of consumer behaviour. The factors affecting consumer behaviour with proper explanation made the understanding easy and get the recognition of the subject matter. **Terrence Paridonet. at. (2006)**, studied and predicted that income should be influenced by complexity relationship involved in personal shopping value. It further influence to the word of communication through mouth. Customers self confidence about the product are also influenced by this.

**Anitha H.S. (2007)**, explained the impact of consumer buyer decision in their book entitled "Marketing Management" published by Current publications, Agra. The author further expressed the conceptual framework about the marketing and modern marketing. The book provided the consumer decision making process and effective consumer behaviour understanding.

**Kotler and Armstrong (2008)** defines consumer behaviour as study of how individual, personal, group and organisation buy, select, make use and dispose of the services and product. Consumers basically do the things for their need and desire.

**C.Bhattacharjee (2008)** explains the 7 „O“ framework of customer analysis and also explain the buying situation faced by the customer, decision making process in his book entitled "Service Marketing" published by Excel Books, New Delhi. The author expressed that it is not mandatory that all customer will follow the eight step all the time about the decision making process. Those customers who are familiar with the service offer and the brand are on the routinized.

**Ravindran et.al. (2009)**, the author conducted mall survey to know the understanding of consumer decision making style in mall under their research article entitled "Study on Decision Making Styles of Consumers in Malls" . The author explained six decision making styles of consumer at shopping mall i.e. novelty, price, quality, recreational, over choice confused and variety seeking. The research study helps shopping malls retailers to plan the business strategy. The effective literature review collected to fulfill the objectives of the research work. The author collected primary data from 128 respondents from different demographic factor. The author further explained that the present study does not consist the other four factors like brand loyalty, fashion, impulsiveness and consciousness about brand. Therefore the study limited to the above six decision making style of consumer at shopping mall.

**Sahoo and Dash (2010)**, investigated the different demographic variables affect the Decision making style with shopping malls in their research article entitled "Consumer Decision making styles in shopping malls - An empirical study in the Indian context". The author also identified nine decision making style which influence the buying habits. The consumer decision making style may affect the buying behavior at shopping malls. The study provided the empirical investigation on consumer decision making style.

### 4. Research Methodology

Samples of the study consisted of consumers segment in the age group of 18 to 60 years. Convenience samples through Stratified Random sampling are drawn from Coimbatore City. Convenience sampling means the sample units which has easy accessible at large number of modern retail outlets in Coimbatore City and will desire to provide true and correct information within a time limit. Therefore this research reflects the stratified random selection of respondents from market place. The

information and data will be collected through a self-designed structured questionnaire with the sample size of 110.

## 5. Analysis and Results

### 5.1. Percentage Analysis -Demographic Profile of the Respondents

Table No.2 : Percentage Analysis

Demographic Profile	Variable	Percentage of Respondents
Gender	Male	72.7
	Female	27.3
Age	Below18	15.5
	18-25	47.3
	26-30	22.7
	Above 30	14.5
Education	Illiterate	2.7
	HSC	22.7
	Degree	36.4
	Master Degree	36.4
	Others	1.8
Marital Status	Married	31.8
	Unmarried	68.2
Profession	Employee	27.3
	Business	31.8
	Student	37.3
	Others	3.6
Annual Family Income	Below-50000	14.5
	50000-100000	28.2
	100001-150000	21.8
	151000-200000	14.5
	Above 200000	20.9
Family Type	Nuclear	44.5
	Jointfamily	55.5
Family Members	3 members	14.5
	4 members	35.5
	5 members	20.9
	Above-5	29.1

### 5.2- CHI SQUARE ANALYSIS

#### 5.2.1 Chi Square for Shopping Frequency

NULL HYPOTHESIS-H0= There is no relationship between calculating value and shopping frequency.

ALTERNATIVE HYPOTHESIS-H1= There is relationship between calculating value and shopping frequency.

LEVEL OF SIGNIFICANCE  $\alpha=0.05$

Table No.3 : Chi Square Analysis

S. No	Factors	Chi Square	Asum .Value	Significant / Not Significant	Accept/ Rejected
1	Gender	22.727 <sub>a</sub>	.000	Significant	Accepted
2	Age	30.873 <sub>b</sub>	.000	Significant	Accepted
3	Education	64.455 <sub>c</sub>	.000	Significant	Accepted
4	Marital status	14.545 <sub>a</sub>	.000	Significant	Accepted
5	Profession	28.982 <sub>b</sub>	.000	Significant	Accepted
6	Annual family income	7.182 <sub>c</sub>	.127	Not Significant	Rejected
7	Family type	1.309 <sub>a</sub>	.253	Not Significant	Rejected
8	Family members	11.091 <sub>b</sub>	.011	Significant	Accepted

### Result:

- The significance is larger than 0.5, so we accept null hypothesis (H0). Hence, there is no association between gender and shopping frequency.
- The significance is larger than 0.5, so we accept null hypothesis (H0). Hence, there is no association between Age and shopping frequency.
- The significance is larger than 0.5, so we accept null hypothesis (H0). Hence, there is no association between Education and shopping frequency.
- The significance is larger than 0.5, so we accept null hypothesis (H0). Hence, there is no association between marital status and shopping frequency.
- The significance is larger than 0.5, so we accept null hypothesis (H0). Hence, there is no association between profession and shopping frequency.
- The significance is lesser than 0.5, so we accept alternative hypothesis (H1) and reject null hypothesis (H0). Hence, there is no association between annual family income and shopping frequency.
- The significance is lesser than 0.5, so we accept alternative hypothesis (H1) and reject null hypothesis (H0). Hence, there is no association between family type and shopping frequency.
- The significance is larger than 0.5, so we accept null hypothesis (H0). Hence, there is no association between family members and shopping frequency.

## 5.3 Correlation

### 5.3.1 Correlation Between Annual family income and Shopping per Month

Table No.4 : Correlation between Annual family income and shopping per Month

		ANNUAL FAMILY INCOME	SHOPPING PER MONTH
ANNUAL FAMILY INCOME	Pearson Correlation	1	.901**
	Sig. (2-tailed)		.000
	N	110	110
SHOPPING PER MONTH	Pearson Correlation	.901**	1
	Sig. (2-tailed)	.000	
	N	110	110

It is positive correlation so there is no relationship between the annual family incomes and spend for shopping per month.

### 5.3.2 Correlation between Family Type and Spend for Shopping

Table No.5 : Correlation between Family Type and Spend for Shopping

		FAMILY TYPE	SPEND FOR SHOPPING
FAMILY TYPE	Pearson Correlation	1	.706**
	Sig. (2-tailed)		.000
	N	110	110
SPEND FOR SHOPPING	Pearson Correlation	.706**	1
	Sig. (2-tailed)	.000	
	N	110	110

It is positive correlation so there is no relationship between the family types and spend for shopping.

### 5.3.3 Correlation between Professional and Decision Making Environment

Table No.6 : Correlation between Professional and Decision Making Environment

		PROFESSIONAL	DECISION MAKING ENVIRONMENT
PROFESSIONAL	Pearson Correlation	1	.921**
	Sig. (2-tailed)		0

		N	110	110
DECISION MAKING ENVIRONMENT	Pearson Correlation		.921**	1
	Sig. (2-tailed)		0	
	N	110	110	110

It is positive correlation so there is no relationship between the professional and decision making environment.

## 5.4 RANK CORRELATION

Correlation is significant at the 0.05 level, Correlation is significant at the 0.01 level

- It is inferred that there is no relationship between right place for market and modern retail outlet factor so we accept the null hypothesis because the significance difference is greater than 0.05.
- It is inferred that there is no relationship between convenient facility and modern retail outlet factor so we accept the null hypothesis because the significance difference is greater than 0.05.
- It is inferred that there is no relationship between motivating towards factor and modern retail outlet factor so we accept the null hypothesis because the significance difference is greater than 0.05.
- It is inferred that there is no relationship between decision making environment and modern retail outlet factor so we accept the null hypothesis because the significance difference is greater than 0.05.
- It is inferred that there is no relationship between reliable assurance and modern retail outlet factor so we accept the null hypothesis because the significance difference is greater than 0.05.
- It is inferred that there is no relationship between a good marketing plan and modern retail outlet factor so we accept the null hypothesis because the significance difference is greater than 0.05.
- It is inferred that there is no relationship between affordable and suitable price and modern retail outlet factor so we accept the null hypothesis because the significance difference is greater than 0.05.

## 6. Suggestions

- It is suggested that the stakeholder like Government, society and NGO's should actively involve in promoting the modern retail outlets for the growth of national economy and the modern retailers should concentrate on the consumer observation

Table No.7: Rank Correlation Analysis

		RAM	CF	MTP	DME	RA	GMP	ASP
RIGHT PLACE FOR MARKET	Correlation Coefficient	1	0.894	0.913	0.897	0.91	0.894	0.875
	Sign		0	0	0	0	0	0
	N	110	110	110	110	110	110	110
CONVENIENT FACILITIES	Correlation Coefficient	0.894	1	0.946	0.945	0.929	0.957	0.955
	Sign	0		0	0	0	0	0
	N	110	110	110	110	110	110	110
MOTIVATING TOWARDS PRODUCT	Correlation Coefficient	0.913	0.946	1	0.953	0.953	0.943	0.928
	Sign	0	0		0	0	0	0
	N	110	110	110	110	110	110	110
DECISION MAKING ENVIRONMENT	Correlation Coefficient	0.897	0.945	0.953	1	0.974	0.952	0.896
	Sign	0	0	0		0	0	0
	N	110	110	110	110	110	110	110
RELIABLE ASSURANCE	Correlation Coefficient	0.91	0.929	0.953	0.974	1	0.95	0.88
	Sign	0	0	0	0		0	0
	N	110	110	110	110	110	110	110
A GOOD MARKETING PLAN	Correlation Coefficient	0.894	0.957	0.943	0.952	0.95	1	0.948
	Sign	0	0	0	0	0		0
	N	110	110	110	110	110	110	110
AFFORDABLE AND SUITABLE PRICE	Correlation Coefficient	0.875	0.955	0.928	0.896	0.88	0.948	1
	Sign	0	0	0	0	0	0	
	N	110	110	110	110	110	110	110

and keep improving so that that the benefits should be increased in regards to businessmen and develop more benefits

- It is suggested that companies should invest in the product research and consumer opinion in state of heavy advertisement and more importance should be given to developing Modern retail outlets and provide government schemes.
- The universities and colleges should start the education about retail management compulsory basis to which students will attract.

### 7. Conclusion

At present Indian Retail Industry is waiting for boom to be took place because it stands on almost its point of inflexion. The retail industry has started since date back from village fairs but now retail industry is booming in the international as well as national market. By analyzing different demographic factors, psychological factors the businessmen can understand the consumer buying behavior for the long run of the organization. The study resulted with the consumer can be judged by understanding their

lifestyle. Consumer perception and attitude are to be understood by the modern retail players for providing better benefits to the consumers. Their understandings provide them to develop successful

marketing strategy for retailing as it is a blend of product, quality and services.

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