

Retailer and Consumer Perception on Retail Marketing –A Special Reference to Bangalore City

Geetha A

Asst.Prof.in Commerce, Govt. First Grade College, Vijayanagar, Bangalore, India

Abstract

Retailing in India is growing at a faster rate, especially over the last few years. The Indian retail industry is the fifth largest in the world. Comprising of organized and unorganized sectors . With growing market demand, the industry is expected to grow at a pace of 25 – 30% annually. The Indian retail industry is the most promising emerging market for investment . In 2007, the retail trade in India had a share of 8-10% in GDP (gross domestic product) of the country . In 2009, it rose to 12 % . In 2010, it is 22% by 2010 and it will rise 30% in 2015. The organized sector is expected to grow to \$ 100 billion and account for 12-15% of retail sales by 2015 (Singhal,1999) . The total employment in India both organized and unorganized, account for about 6% of Indian labour work force.

KEYWORDS:- Retailing, Customers, perception

INTRODUCTION

Retail comes from french word tailer , which means “ to cut off” . Retailing has become an intrinsic part of everyday life . The nations that have enjoyed the greatest economy progress have strong retail sector . India is referred as “A nation of shopkeepers”. This debate can hardly be held with retail industry which employees almost 40 million people, while providing survival to another 120 million of their dependents . growth and development in the retail industry will boost the country’s economy.

Retailing is one of the pillars of the economy in India and accounts for 35% of GDP. Over 12 million outlets operate in country and only 4% of them being larger than 500sqft in size. Most Indian shopping takes place in open markets and in millions of independent grocery shops . As per report of Makinsey Global Institute (2007) India is becoming the world’s 12th trillion dollar economy and further it predicts that India is well on its way to become world’s 5th largest consumer market by 2025

OBJECTIVES OF THE STUDY

The primary objective of the study is to understand the changing shopping experience of consumers at Bengaluru city.

1. To understand the trends in hypermarkets retailing at present in Bengaluru
2. To find out consumer behavior towards organized Retailing

METHODOLOGY

The study is based on both primary and secondary data. The primary data is collected through a questionnaire and discussion with the customers . Secondary data is collected from official website ,Google ,journals ,newspaper ,magazines .

Source of data collection:- Primary data is collected through a well designed structured questionnaire and discussion with customers

REVIEW OF LITERATURE : Indian consumers were also found to be price sensitive and quality conscious (Tuli and Mukerjee,2004). Choo , Jung and Pysarchik(2004).Note that Indian consumer’s attitude towards new products are changing significantly and this can increase their intention to shop in new retail formats such as supermarkets .Reaction of shopper look for high quality with variety and services and other shoppers are concerned about convenience and cost (Bellener , Robertson and Greenberg). Consumer evaluate alternate store on set of attributes depending on their individual preferences would patronize the best store (Tripathi and Sinha ,2006)

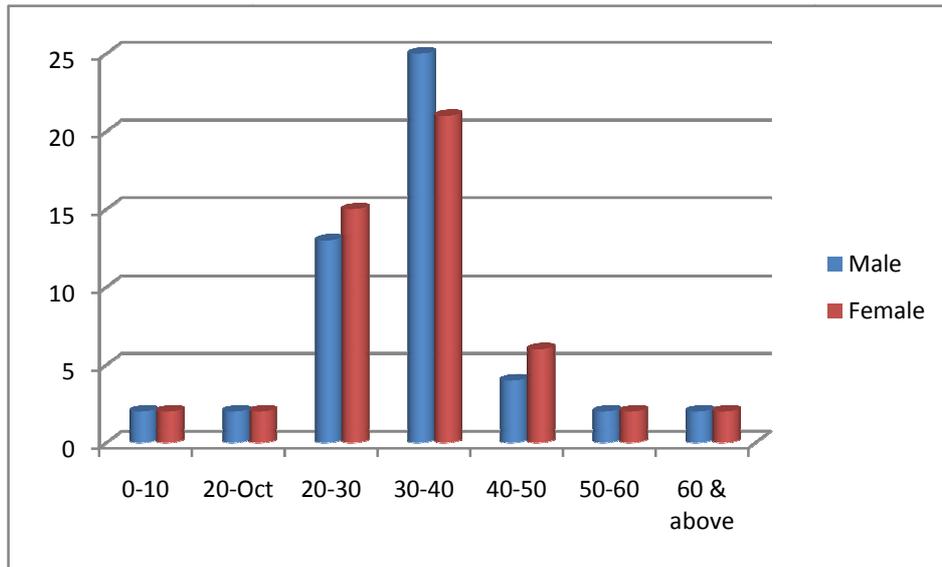
DATA ANALYSIS AND INTERPRETATION:-

On the basis of objectives of study , questions are designed and response of the respondents are documented in questions and following analysis are made out of it. The first column particular , second and third column no. of respondents , Fourth and fifth column as percentage

Table-1

On the basis of Gender

Age of Group	Male	Female	% male	% Female
0-10	2	2	4	4
10-20	2	2	4	4
20-30	13	15	26	30
30-40	25	21	50	42
40-50	4	6	8	12
50-60	2	2	4	4
60 & above	2	2	4	4

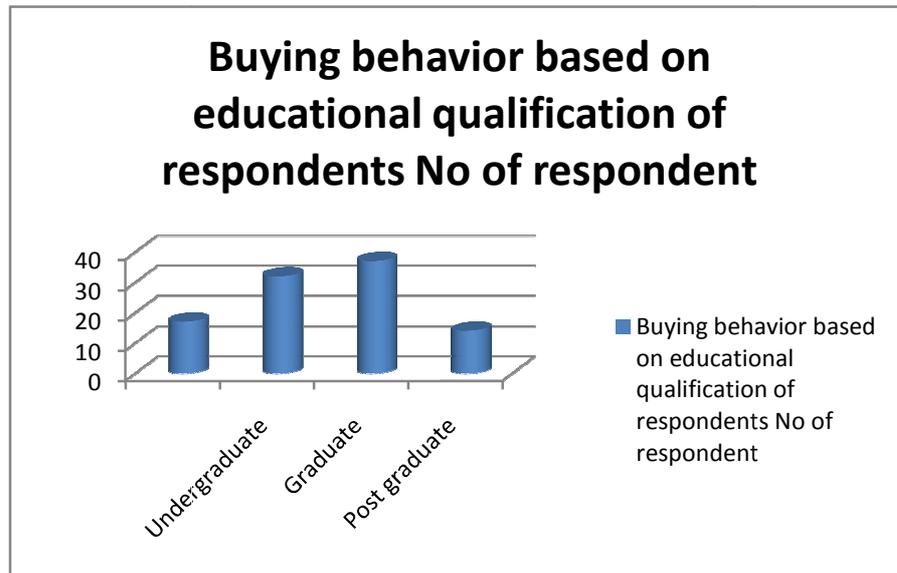


INTERPRETATION

An analysis was done to find if consumers buying behavior varied between genders . A vast majority of the costumers preferred the organized retail in the study area . It was seen that female respondents outline their counterparts . 50% of the male consumers preferred organized retail while 42% of female preferred the organized outlet . Hence the strong preference of men for organized outlets between ages of 30-40.

Table – 2 Buying behavior based on educational qualification of respondents

Particulars	No of respondent
Matriculation and below	17
Undergraduate	32
Graduate	37
Post graduate	14
TOTAL	100



LIMITATION

- The present study is mainly focused only in Bangalore City , Karnataka
- India is land of diversity so the sample results may not be a representative of entire population
- The information collected is from the memory of the respondents

Suggestions and recommendation

- The research indicates that the organized retailers should take effective steps to improve their billing as most of consumers complained about long queues for billing. Queuing theory techniques has to be adopted in order to increase the counters during the shopping hours /sesasion
- Customer relationship management must be reinforced in all the dealings in the stores
- Bridging the service quality gap in order to satisfy the customers
- REID(RADIL FREQUENCY IDENTIFIER)tags must be used on all the product
- The sales personnel may be educated portray courteous behavior to make consumers more effectively.

Conclusion

The survey revealed that the India's organized and unorganized retail co-exist and flourish. The paper under present study was conducted for the purpose of understanding the consumer behavior toward organized retail formats and unorganized traditional retail markets. The changes in consumer behaviors is brought about by the increased income, changing life styles, awareness through electronic media, increased urbanization and patterns of demography which are favorable.

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