Analysing the Consumer Purchasing Pattern by Defining Level of Satisfaction in Rural Consumers with Special Reference to Organized Retail Kirana Store

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Abstract – The Indian retail sector is profoundly divided with 97 percent of its business being controlled by the unorganized retailers. The sector is the biggest wellspring of work after farming, and has profound infiltration into rural India creating in excess of 10 percent of India's GDP. India like Britain, is a country of shoppers, and it is the main nation having the most elevated shop density on the planet, with 11 outlets for every 1000 individuals. India with 1.2 billion individuals of whom larger part of 70 percent of populace living in rural areas. The proceeded with support of rural consumers hinges on how far these stores can fulfil them in the changing retail condition. Client buy conduct in retailing alludes to the buying conduct of the client or consumer. It is tied in with seeing how individuals like to invest their money and energy in buying and expending different products and administration they want. The examination uncovers that youthful and high-income consumer inclinations for shopping for food are progressively moving from local kirana stores to organized retail stores. The present examination is one such endeavour toward the path meaning to explore to what degree these rural consumers are satisfied with their neighbourhood kirana stores.

Keywords: Consumer, Unorganised Retail, Kirana Stores, Purchasing Pattern, Satisfaction Level, Grocery

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1. INRODUCTION

India is regularly known as the country of shopkeepers with around 15 million retail outlets and little neighbourhood grocery stores called "kirana stores" frames the majority of this number. Food and grocery are the major segment of private consumption use of the family. Food and grocery contain 69 % of the all-out retail market. This extraordinary potential market gives the chances to organized retail organizations and, in the meantime, local kirana stores having strong competitive preferred standpoint of proximity and excellent client connection addresses the accomplishment of organized retail in this class They are encouraged by 15 million retail outlets of whom a dominant part of them working in rural India. The development of organized retailers is undermining the survival of traditional kirana stores by enrolling a CAGR of 40 percent and will expand its offers to around 20 percent sooner rather than later. Rural markets are seeing the entrance of these enormous retail outlets and changing the consumption pattern and conduct of rural consumers. A few reports including ICRIER (2008) called attention to that the homegrown

traditional retail outlets must be secured in our nation for socio economic reasons, yet in addition for the reason that it is the best retail demonstrate appropriate for India. In spite of their inalienable downsides, they are savagely contending with organized stores and factors like comfort and area, no enormous retailer can coordinate them. The rural consumers considered as the solid base of kirana stores, are presently being vigorously influenced by the invasion of organized retailers and discernible changes are found among their preferences. In metros and urban areas, the unorganized retailers are adapting to present circumstances and by modernizing their outlets contending with current outlets with their solid a dependable balance. In rural areas, it is to be seen whether these traditional kirana stores are as yet retaining loyal clients to their overlay. The proceeded with support of rural consumers hinges on how far these stores can fulfill them in the changing retail condition.

• **Purchasing Pattern**

Buying pattern alludes to the normal manner by which consumers purchase products or benefit administrations including frequency, quantity, duration, timing and so forth.

In basic words, buying patterns show how consumers buy products or administrations however are exceptionally powerless to change. For instance, consider Pratik, a fresh college alumnus, who has taken up an occupation at a multinational and pursues the 9-to-9 work timetable. Pratik's regular buying pattern (for biscuits) may include setting off to the kirana store once per week and the supermarket two times per month, for both major and fill-in excursions. Since he lives alone in his apartment, he for the most part picks littler SKUs (Stock Keeping Units) and more assortment. Presently think about the dispatch of an online portal for groceries (for example big basket) that empowers buying bigger SKUs. Since it's substantially more helpful for Pratik to arrange biscuits and groceries online, Pratik's outings to the two stores would descend radically and buying pattern would change essentially.

Figure 1 Concumer Purchasing Pattern

Retailing is comprehensively isolated into two classifications, unorganized and organized. As indicated by the National Accounts Statistics of India "the unorganized sector incorporates units whose occupation isn't controlled by any statue or legal arrangement, as well as those, which don't keep up normal records". Unorganized retailing is otherwise called traditional type of ease retailing. These incorporate the area local baniya, general stores, the local kirana shop, provision stores, local markets, hand cart, pavement vendors, fruit vendors, vegetable vendors, fruit vendor, Mom and Pop Stores, weekly haats and bazaar, sabjimandi, general readymade garment, footwear shop, fitting, shoe repairing, paanwala and so on. Then again, organized retailing signifies to exchanging exercises embraced by authorized retailers, that is, the individuals who are registered for sales tax, income tax, and so on. These retailers contain the corporate-supported retail chains and hypermarkets,

departmental store, discount stores, drug stores, factory outlets, and large retail businesses.

Food and grocery buy conduct of consumers in rising economies like India is changing rapidly as there is increment in income, communication and data advances, urbanization, training and health awareness, shifting of families towards higher income gatherings, changes in lifestyle and family structure. Consumer buying conduct for food and grocery items has dependably been affected by various economic, cultural, psychological and lifestyle factors.

2. REVIEW OF LITERATURE

Karthikeyan K. (2010) in his examination attempted to contemplate the connection between retail shopping behaviour, customer service and retail store satisfaction. The investigation found that Retail consumer shopping behaviour and customer service can anticipate store satisfaction. Consumers expect that specific retail store they visit must have a charming air, customer cordiality and service must convey satisfaction to them when they are shopping. Shoppers give due significance to convenience and customer service and that at last is changed over to their satisfaction

Gangal and Kumar (2013) the shopping propensities and purchase patterns of the Indian consumer have been an exceptional change in the previous decade. This paper goes for distinguishing the profile of this new Indian consumer, how they purchase, what are the elements that impact their consumer behaviour towards shopping malls and how would they pick their shopping goal. They have taken reactions from 405 respondents through a questionnaire. The examples were picked based on their accessibility at their convenience. The major constraint of this examination is that it was attempted in the geographic limit of the city of Ahmadabad, Gujarat. There by prescribing how Big Bazaar can position itself better in the brains of its consumers and clearing a path for further research.

Somasekhar G et al (2014) another examination was directed on the consumers in Chittor. The investigation directed by considering 342 shoppers who shop at both the outlets. The investigation uncovered that Quality, one-point looking at all your needs and cost (esteem for money) as motivation to visit and face-inconvenient location as the major issue in visiting organized retail store in Chittor region.

Pandey et al (2015) an examination was directed to know the preference of consumers in Jalandhar towards organized retail sector. Study was led to evaluate the essential elements affecting the consumers' buying choice towards organized retail stores in Jalandhar, utilizing the direct survey

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method. Kahan (2017) opined that purchasing pattern behaviour of customers extraordinarily impact their satisfaction in traditional kirana stores.

3. OBJECTIVES OF THE STUDY

1. To realize the current purchasing pattern behaviour of rural consumers towards traditional kirana stores.

2. To dissect the purchasing pattern behaviour of the respondents

3. To discover satisfaction relationship in connection to the preference of kirana stores.

4. To explore to what degree these rural consumers are satisfied with their neighbourhood kirana stores

5. To offer suggestion dependent on the discoveries of the investigation.

4. RESEARCH METHODOLOGY

• Collection of data

The present investigation depends on both primary and secondary data. 500 rural consumers of the southern locale of Tamil Nadu were taken for the investigation. A very much organized interview schedule was controlled for collecting data from the respondents. By utilizing the SPSS bundle of 13.0 forms, the data were dissected and inferences were made.

• Sample size and design

By following the non-probability sampling method of 'convenience sampling technique', an example of 500 rural consumers living in the panchayat furthest reaches of southern areas of Tamil Nadu are taken for the examination.

• Tools of Data Collection

Subsequent to counseling academic experts and practitioners in the field, a very much organized interview schedule was readied, and the equivalent was utilized to collect data with respect to the purchasing pattern behavior of rural consumers. 36 explanations expressing their behavior were recognized and reactions were collected on such articulations by following 5-point likert type scaling strategy.

• Tools used in this study

The percentage analysis and chi-square test were utilized for examining the data.

• Hypothesis for The Study

Ho: Purchasing pattern behaviour of rural consumers isn't altogether affecting their satisfaction level towards traditional kirana stores.

5. RESULTS AND DISCUSSION

Table 1 demonstrates the purchasing pattern behaviour of respondents.

Table 1: Purchasing Pattern Behaviour of Respondents

S. No	Purchasing Pattern Variables	Variables	No of Respondents	Percentage
1	Total Amount Spent on Purchases (per month)	Less than Rs.2000	301	(60.20)
		Between Rs 2000 and Rs 4000	167	(33.40)
		Above Rs 4000	32	(6.40)
2	Quantity of Purchases	Bulk	213	(42.60)
		Small Quantity	287	(57.40)
3	Day of Purchases	All days	279	(55.80)
		Holidays	221	(44.20)
4	Time of Purchases	Mornings	155	(31.00)
		Evenings	240	(48.00)
		As per convenience	105	(21.00)
5	Mode of Purchases	Personal visit	124	(24.80)
		Through family members and servants	254	(50.80)
		Other sources	122	(24.40)
6	Mode of Payment	Cash	310	(62.00)
		Credit	190	(38.00)
7	Type of Goods	Branded	86	(17.20)
		Non-branded	242	(48.40)
		Both	172	(34.40)
8	Regularity of Purchases	Regularly	96	(19.20)
		Occasionally	239	(47.80)
		Very rarely	165	(33.00)
9	Items Purchased	Grocery	134	(26.80)
		Fruits & Vegetables	139	(27.80)
		Stationary	115	(23.00)
		Others	112	(22.40)
10	Amount Spent on Onetime Purchases	Less than Rs 100	148	(29.60)
		Between Rs. 100 and Rs.200	241	(48.20)
		Above Rs.200	111	(22.20)
11	Time Spent on Purchases	Less than 15 minutes	86	(17.20)
		Between 15 minutes and 30 minutes	301	(60.20)
		Above 30 minutes	113	(22.60)

Source: Primary Data

Table 2 displays the highly preferred and satisfied categories of respondents and their affiliation results dependent on their purchasing pattern factors.

Table 2: Highly Preferred and Satisfied Categories of Respondents

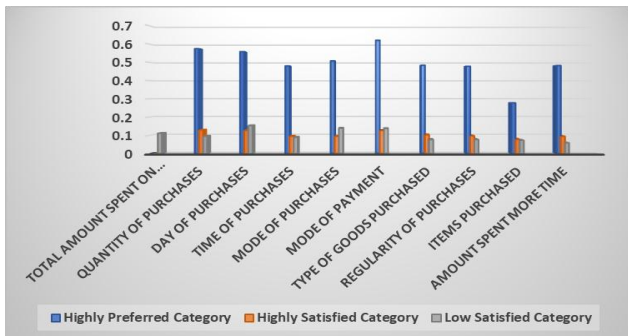| S. No	Purchasing Pattern Variables	Highly Preferred Category	Highly Satisfied Category	Low Satisfied Category
1	Total Amount Spent on Purchases (per month)	less than Rs 2000 (301) 60.1 %)	Between Rs 2000 and Rs 4000 (57) 11.4%)	less than Rs 2000 (56)11.2%)
2	Quantity of Purchases	Small Quantity (287) 57.4 %)	Small Quantity (65) 13%)	Small Quantity (48) 9.6%)
3	Day of Purchases	All Days (279) 55.8 %)	All Days (64) 12.8%)	All Days (77) 15.4%)
4	Time of Purchases	Evenings (240) 48%)	Evenings (48) 9.6%)	Morning (45) 9%)
5	Mode of Purchases	Through family and servants (254) 50.8 %)	Through family and servants (48) 9.6%)	Through family and servants (70) 14%)
6	Mode of Payment	Cash (310) 62%)	Cash (64) 12.8%)	Cash (69) 13.8%)
7	Type of Goods Purchased	Non-branded (242) 48.4%)	Non-Branded (52) 10.4%)	Non-Branded (39) 7.8%)
8	Regularity of Purchases	Occasionally (239) 47.8%)	Occasionally (49) 9.8%)	Occasionally (39) 7.8%)
9	Items Purchased	Fruits and vegetables (139) 27.8%)	Fruits and vegetables (40) 8%)	Stationary (37) 7.4%)
10	Amount Spent More Time	Between Rs 100 and Rs 200 (241) 48.2	Between Rs 100 and Rs 200 (48) 9.6%)	Between Rs 100 and Rs 200 (30) 6%)
11	Time spent on Purchases	Between 15-30 minutes (301) 60.2%)	Between 15-30 minutes (66) 13.2%)	Between 15-30 minutes (34) 6.8%)

Source: Primary Data

Figure 2 Highly Preferred and Satisfied Categories of Respondents

Table 3 demonstrates the chi-square outcomes on the relationship between purchasing pattern behavior factors and satisfaction level of respondents towards kirana stores of the examination area

Table 3: Chi-Square

S. No	Purchasing Pattern Behaviour Variables	Calculated Value	Table Value of Chi-Square	Results
1	Total Amount Spent on Purchases (per month)	36.490	9.49	Rejected
2	Quantity of Purchases	1.397	5.99	Accepted
3	Day of Purchases	20.289	5.99	Rejected
4	Time of Purchases	33.193	9.49	Rejected
5	Mode of Purchases	21.530	9.49	Rejected
6	Mode of Payment	18.125	5.99	Rejected
7	Type of Goods Purchased	3.768	9.49	Accepted
8	Regularity of Purchase	2.834	9.49	Accepted
9	Items Purchased	37.030	12.61	Rejected
10	Amount Spent More Time	12.075	9.49	Rejected
11	Time spent on purchases	20.699	9.49	Rejected

Source: Computed Data

It is clear from Tables - 2 and 3 that 'highly satisfied' and 'low satisfied' classification of respondents being to the majority of purchasing pattern variables are pretty much uniform demonstrating a blended reaction of their satisfaction level towards kirana stores. It could be gathered that there was a hole in the service nature of stores while serving their customers. Further, the chi-square outcomes uncovered that with the exception of the variables, in particular, quantity of purchases, sort of merchandise purchased and consistency of purchased, the invalid theory for the majority of staying eight variables, were rejected, prompting reason that every one of these variables are impacting the satisfaction level of consumers towards the traditional kirana stores. It could be at long last gathered that the satisfaction level of rural consumer depends on their purchasing pattern behaviour variables.

6. CONCLUSION

Customers show signs of improvement satisfaction as they trust that they get more an incentive for money as they purchase at lower cost and get more limits and offers, assortment and service at organized retail outlet. The present examination exhibits that still rural consumers intensely rely upon traditional kirana stores for their everyday necessities, except their level of satisfaction towards such store's contrasts on their purchasing behaviour. It additionally shows that their satisfaction is on the abatement due to the close-by nearness of organized retail stores. Except if generally the traditional kirana stores update their service quality, they would lose their loyal customer bringing about diminishing of their sales volume and edge of benefit. As the majority of local kirana stores need to remain in their business, the main alternative accessible before them is to fall in accordance with present day retailing patterns. The small retailers are now battling in their business and come up short on the required assets for their modernization endeavours. Consequently, the duty of securing the sector falls on the stakeholders of this industry particularly in state and money related structure and this would alone guarantee the presence of these traditional stores working in rural areas. Give us a chance to make a level playing ground for them and thusly they would fulfil and hold a huge number of customers in their fold. Presently the consumers need the best in quality items at better cost. Presently they don't have time so prefer one quit shopping with stimulation. Consumer age, sexual orientation and instruction likewise assume a major job in their buying choice. Globalization and progression empowered to get world class items at their helpful area and time. Customer saw the cost of grocery to be lower at organized retail store. They additionally feel that organized retail store is giving more advantage in shopping when contrasted with regular kirana stores yet to the extent service is concerned they don't observe to be that much satisfied with

organized grocery retail store. The adjustment in consumer behaviour has prompted their shifting from Kirana to current organized grocery retail store.

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