

# A Study of Customer's Perception and Inclination towards Organised Retail Stores in Bhopal

Miss. Pooja Pandey\*

Research Scholar (Research Centre- SIRT, Bhopal), Barkatullah University, Bhopal

**Abstract – The Indian organised retail sectors & shopping malls has seen a radical transformation and hasty expansion since the last decade. But when we consider it market size wise it still could make only 18% of total market share ([www.ibef.org](http://www.ibef.org)). Though, it is being dominated by small and unorganized business like Mom& Pop shops, Kirana shops, boutiques, traditional family stores etc. Organised retail malls & shopping stores are the essential part of today's lives of people in the present age. A paper on organised retail store & centre every one of the advantages of an organised retail malls & shopping stores. These are the areas that are hard-pressed in ends of the week because of liberated time with self and family.**

**Organised retail store have influenced the customers and individuals exceptionally advantageous as they to get nearly the whole things from one same rooftop and are developed perfectly to increase footfalls of customers. The main purpose of the study concluded the customer Perception and inclination towards organised retail store & in malls in Bhopal, Madhya Pradesh.**

**Keywords:** Organised Retail Sectors, Shopping Malls, Influenced, Customer, Perception, Inclination.

## INTRODUCTION

The retail sector in Indian has gone through the radical revolution and intensifying development. While attracting global investors, FDI and international equity management firms, the Indian retail sector has established to 5<sup>th</sup> largest global centre in the retail world with US \$600 billion in 2015 and is expected to reach up- to US \$ 1.3 trillion by the year of 2020 ([www.ibef.org](http://www.ibef.org)).

However, with the emerging global economic powers, emerging economic policies, FDI rules relaxations and distinctive marketing strategies the new kind of retailers like shopping malls tends to catch the consumers even in Tier-II and Tier-III cities. With the growing organised retail sectors at the rapid growth, employment generation, emerging market trends, new brand expansion globally will get a new platform. While this market evolution is introducing at global level in diverse dimensions, the buying behaviour of consumer is also likely to transform with the changing choices and trends as per the new fashion and demand, and for this these organised retail stores has become a major leisure movement. In this scenario, the current study aims at analyzing the purchasing behaviour of 'shopping mall customers' in city of Bhopal Madhya Pradesh.

## LITERATURE REVIEW

Researchers have been dealing with organised retail stores and hypermarkets attributes, especially in the Indian context, is quite less in figures. Only few studies have empirically analyzed the influence of a variety of attributes on buying behaviour in organised retail stores and hypermarkets and customers' buying experiences. An earnest attempt has been made to delve into the relevant researches done on the theme, presented henceforth as follows:

- Ailawadi and Keller (2004) in relation to stores: access, atmosphere, price and promotion, cross category assortment, and within-category assortment. We argue that these store image dimensions are also applicable to malls and therefore can be used similarly to capture mall image. A mall successful in positioning itself in the minds of target shoppers as favourable in terms of access, atmosphere, price and promotion, cross-category assortment, and within category assortment is one that most likely can contribute to a favourable attitude toward the mall, thus enhancing mall patronage, and increasing positive

- word-of-mouth communication about the mall. [1]
- ▶ Ana et al. (2000) conducted an empirical study to find out the factors that influence people of a specific geographic area to shopping centres. They identified three benefits that shoppers receive by going to a specific shopping centre the image of the shopping centre, the time it takes the buyer to get to the shopping centre, a new factor called 'first visit. [2]
- ▶ Eric R. Spangenberg et al., (2004) the researchers elaborated that in the presence of gender-congruent ambient scent, shoppers spent more time in the store bought more items and spent more money on their purchasing and the shopper had intention to visit the store in the future. [4]
- ▶ Kang and James, (2004) found a positive relationship between consumers' perceptions of service quality and their willingness to buy. Service quality perceptions contribute to purchase intentions, also uncovered a significant correlation between service quality and behavioural intentions. [5]
- ▶ Carpenter and Moore, (2006) identified that product assortment was the single most influential variable affecting the choice of retail format across discount stores, hypermarkets and conventional supermarkets. The customer's perception on the quality of products and assortment are positively related to the patronage of a store image. [3]
- ▶ Jasveen kaur, chandandeep kaur (2016), This research attempts to bring together the observation and finding of research studies related to organised retail store & behaviour of the customers. This study has divided into two parts where the 1<sup>st</sup> part focused in different types of factors and the 2<sup>nd</sup> part is citation analysis. The independent and dependent variables have been presented separately, where the dependent variables include time spent, money spent out in organised retail store & behaviour and re-patronage intention. [6]
- ▶ Taylor and francis (2018), according to the author, proposed models are strongly rooted in the retail space and location and store image theories. As a final result the literature is very difficult to compare. The organised retail store & centres have been established in several different urban areas. [8]

- ▶ Pooja khanna and suresh seth (2018), The researcher found that the organised retail store & mall in India is undergoing a tremendous change. This study attempted to analyse the factors that had an impact on consumers organised retail store & in malls in a tier-II city. The results of regression analysis further revealed that Enjoyment, Promotional Offers, Hedonic Factors, Stress Relieving, and Excitement. [7]

## OBJECTIVES OF THE STUDY

1. To study the level of awareness of customers towards the shopping malls in Bhopal, Madhya Pradesh.
2. To find out the customers preferences and inclination towards the various aspects of shopping malls in Bhopal, Madhya Pradesh.

## NEED FOR THE STUDY

The organised retail store has done analyzing of projects to know the consumer expectation, consumer satisfaction level and now the malls has gained good grip on market, but still want to increase the walk-in in malls. So the main need for the study is to know how to increase the walk-in malls in Madhya Pradesh.

## DATA COLLECTION METHODS

- 1) Primary data – The primary or the first hand data was collected with the help of handing out the questionnaire to the customers.
- 2) Secondary data – The major source of secondary or supporting data was internet, library and the books and journals, are the source of information.
- 3) Survey method – The related data or information was obtained by personal administration of questionnaire.

Sample size: A sample size of 100

Sampling method: Simple Random Sampling

The method for survey was non-probabilistic convenience sampling method Analysis with the Secondary data. With the data collected from the secondary source we can clearly interoperate that the costumer will prefer to visit malls during offer period.

## ANALYSIS AND INTERPRETATION

**Table 1: Classification of Respondents Based On Gender**

Gender	Frequency	%
Male	45	45.1
Female	55	54.9
Total	100	100.0

Source: Primary Data

**Classification of respondents' based on gender –**  
 Gender is an important factor to assess the level of consumers shopping awareness, preferences and perceptions. The sample respondents have been classified according to their gender as male and female. It was found that out of the total respondents, 45.1% of the respondents are male and 54.9 % are female. This study shows that female customers are visiting shopping malls over than male customers.

**Table 2: Classification of Respondents Based On Age**

Age	Frequency	%
Up-to 20 years	18	17.9
21-30 years	17	16.9
31-40 years	25	24.9
41-50 years	22	22.5
Above 50 Years	18	17.9
Total	100	100.0

Source: Primary Data

**The age factor is a matter of universal concern –**  
 In the present study, the age of the respondents has been divided into five categories range from up-to 20 years to above 50 years which has been divided into five age groups such as up-to 20 years, 21 to 30 years, 31 to 40 years, 41 to 50 years and above 50 years. The above table shows that 24.9 % of the respondents fall in the age group of 31-40 years old, 22.5 % of them are 41-50 years, 17.9 % of respondents are fall in the age groups of up to 20 years and above 50 years and 16.9 % of the respondents are in the age group of 21-30 years. *This study shows that middle age group people are visiting shopping malls frequently.*

**Table 3: Classification of Respondents Based On Education Qualification**

Education Qualification	Frequency	%
School Level	8	7.6
Graduate	20	20.0
Post Graduate	28	28.2
Professional	37	37.1
Others	7	7.0
Total	100	100.0

Source: Primary Data

**Interpretation –** Educational qualifications also determine the level of consumers shopping awareness, preferences and perceptions because it has a positive impact on social life and the quality of life. The educational status of respondents has been classified into 5-categories i.e., School Level, Graduate, Post Graduate, Professional and Others. In the study, 37.1 % of the respondents are Professionals, 28.2 % are Post Graduates, 20.0 % are Graduates, 7.6 % of the respondents studied up-to school level and 7.0 % of the respondents fall in other educational qualification category like diploma etc. *This study shows that majority of the respondents are well educated.*

**Table 4: Classification of Respondents Based On Marital Status**

Marital Status	Frequency	%
Married	79	79.0
Single	21	21.0
Total	100	100.0

Source: Primary Data

**Interpretation –** The above table shows that out of the total sample of 100 respondents surveyed, 79.0 % are married and 21.0 % are single. Thus majority of the respondents (79.0 %) are married.

**Table 5: Classification of Respondents Based On Type of the Family**

Type of the Family	Frequency	%
Nuclear Family	58	58.0
Joint Family	42	42.0
Total	100	100.0

Source: Primary Data

**Interpretation –** To mention about the type of the family of the respondents, it may be seen from the table that out of 100 sample respondents, the study highlights that majority of the respondents (59.0 %) belong to the nuclear family whereas rest of them (42.0 %) follow the joint family system.

**Table 6: Organised retail store & Preference**

Places	Frequency	%	Cumulative %
DB Mall	75	75.0	75.0
Ashima Mall	6	6.0	81.0
C-21 Mall	9	9.0	90.0
Vishal Mega Mart	10	10.0	100.0
Total	100	100.0	

Source: Primary Data

**Interpretation** – 75% of people generally like DB Mall, 6% of people generally like to visit at Ashima Mall, 9% of people generally like C-21 Mall, 10% of people generally like Vishal Mega Mart. From the above we can make it out that more than half that is 75% of customers prefer visiting DB Mall in comparing to other malls.

**Table 7: Factors influence the customer to visit malls**

Factors	Frequency	Percent	Valid %	Cumulative %
Attracted by adds	23	23	23	23
Word of mouth	31	31	31	54
Because of family force	1	1	1	55
Shopping experience	7	7	7	62
All product in one roof	21	21	21	83
Offers	9	9	9	92
Low price	3	3	3	95
Bulk purchase	5	5	5	100
Total	100	100	100	

Source: Primary Data

**Inference** – The factors influence the customer to visit malls. Out 100 respondents 31% of customers visiting because of offers, 23% because of attracted by ads, 21% are visiting because of all products are available in one roof. It means most influencing factors are offers, advertisements, and all products available in one place.

**Table 8: Service provided by the organised retail stores**

Place	Frequency	Percent	Cumulative Percent
DB Mall	65	65.0	65.0
Ashima Mall	16	16.0	81.0
C-21 Mall	3	3.0	84.0
Vishal Mega Mart	16	16.0	81.0
Total	100	100.0	

Source: Primary Data

**Interpretation** – 65% of customers found good service provided by DB Mall, 16% of customers found good service provided by Ashima Mall, 3% of customers found good service provided by C-21 Mall, 16% of customers found good service provided by Vishal Mega Mart. Most of the customers found the service provided by DB Mall is good than compared to other malls.

### Would you like to visit malls again?

**Table 9: Statistics**

Valid	Frequency	Percentage	Valid %	Cumulative %
Definitely	80	80.0	80.0	
not sure	20	20.0	20.0	
Total	100	100.0	100.0	100.0

Source: Primary Data

**Interpretation** - From the study more people want to visit again to preferring malls. Out of 100 respondents 80% people said that they definitely visit again, 20% people said as not sure.

### FINDINGS

There is no significance difference between reasons for purchasing in shopping malls and personal profile of the Customers (1.Gender 2.Age 3.Education 4.Occupation 5.Monthly Income of the Respondents 6.Number of Members in the Family 7.Earning members in the Family 8.Marital Status and 9.Type of the Family). The consumer walk-in, in malls, 81% of the customers prefer to visit DB Mall, because 65% of the customers are satisfied by the service provided at DB Mall. Most of the customers would definitely visit malls again. According to this study we rate DB Mall as a customer most preferred organised retail mall factors responsible are word of mouth, shopping experience, offers.

### RECOMMENDATIONS

- ▶ Providing awareness about the new offers to the loyal customers
- ▶ Ambience with proper ventilation and sitting arrangements and restaurant.
- ▶ Separate ladies rest room.

### CONCLUSION

Visiting an organised retail store or a shopping mall is exceptionally agreeable for me, as it gives change from day by day repetitive calendar work also eye catching view with comfort. Tremendous lighting gives additional optimism and liveliness. The organised retail store has changed buying from "Kirana" and "Mom & Pop stores" to composed shops like organised retail store, shopping mall, hypermarkets and grocery stores. The future scope of this study is making people to be more comfortable, time saving and easy going. Finally, organised retail store & shopping malls is the place where satisfaction begins along with shopping.

Economic development and the change in consumer culture, shopping malls in India have impressive growth and gradually replaced the traditional department stores and retail outlets.

The shopping malls become the major avenue for shoppers. It facilitates variety of shops and create pleasant environment for the shoppers, leading the shoppers to visit and stay longer. The main affecting factors towards mall have been identified as availability of parking facility, quality and variety of product, Reasonable prices, Mall ambience, Entertainments and discount offers. Availability of International brands and new product is also influence the customers to visit shopping mall.

## **REFERENCES**

1. Ailawadi KL, Keller KL (2004). Understanding retail branding: conceptual insights and research priorities. *Journal of retailing*; 80(4): pp. 331-342. <http://dx.doi.org/10.5430/ijba.v3n6p101>
2. Ana, Suarez, Vazquez, Ignacio, Rodriguez and Juan, Trespalacios (2000). Gutiérrez The attraction of Shopping centres: Modeling alternative decision structures, *Journal of Targeting, Measurement and Analysis for Marketing*; 9: pp. 36 -51.
3. Carpenter JM, Moore M. (2006). Consumer demographics, store attributes, and retail format choice in the US grocery market. *International Journal of Retail & Distribution Management*; 34(6): pp. 434 -452.
4. Eric R Spangenberg, David E Sprott, Bianca Groh Mann, Daniel L Tracy: Effects of Gender -Congruent Ambient Scent on Approach and Avoidance Behavior in a Retail Store" Working Paper submitted in 7th Annual Retail Strategy and consumer Decision Research Symposium.
5. Kang G, James J. (2004). Service quality dimensions: an examination of Gronroos's service quality model. *Managing Service Quality*, 2004; 14(4): pp. 266 -277. <http://dx.doi.org/10.1108/09604520410546806>.
6. Kaur, Jasveen, and Baljit Kaur (2016). "The Influence of E-CRM Competitive Advantage on E-CRM Performance in the Indian Banking Industry." *Strategic Change* 25 (5): pp. 537-50.
7. Khanna, Pooja, and Suresh Seth (2018). "Consumer Perception Towards Shopping Malls: Evidence from a Tier II City." *Indian Journal of Marketing* 48 (4): pp. 47.
8. Taylor & Francis Group. 2018. The Charnoly Body.

---

## **Corresponding Author**

**Miss. Pooja Pandey\***

Research Scholar (Research Centre- SIRT, Bhopal), Barkatullah University, Bhopal

[pooja.pandey120@gmail.com](mailto:pooja.pandey120@gmail.com)