

INVESTIGATING THE IMPACT OF GENDER ON CONSUMER BUYING BEHAVIOR IN ORGANIZED RETAIL STORES: A STUDY OF TIRUCHIRAPPALLI DISTRICT

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Abstract

Across all industries, the Indian retail market is huge. It is increasing in size. Numerous players are exploring this industry, but only a handful have survived and seen success. The retailing sector's position is determined by a variety of variables such as government restrictions, real estate costs, and customer needs. Nonetheless, despite certain obstacles, there has been tremendous development. By seizing existing possibilities, the retail sector in India can overcome the obstacles. The research was carried out in Tiruchirappalli district organized retail outlets with 78 active buyers. The study was conducted using a mediating factor to examine customer purchasing behaviors such as brand marketing, a purpose for visiting, pricing, discount, service quality, and shop ambiance. The customer's degree of satisfaction serves as a moderating influence. Using SEM analysis, female customers are more likely to shop at organized retail outlets than male consumers. Brands, discounts, quality, and the latest trends impacted them. Buyers of all economic levels are gravitating into organized retail establishments for a variety of reasons, including discounts, deals, quality, accessibility, and more. As a result, there is a considerable influence on customer purchasing patterns, with the degree of satisfaction acting as a moderating element.

Keywords: *Consumer Buying pattern, satisfaction, brand promotion, service quality, ambiance.*

1.0 INTRODUCTION

1.1 Organized Retail

The term "organized retail industry" refers to retailers who are licensed for trade operations and have registered for organized retailing. All of the goods such as shopping, eating, and entertainment are gathered together under one roof. It is also known as modern retailing since it includes shopping malls, multi-story malls, and supermarkets that offer a wide range of items, different types of brands of the same products in terms of quality, price, and a unique shopping environment. Organized sector refers to any properly administered retail chain (more than two

stores). It features accounting transparency and centrally-controlled supply chain management. The principle of wholeness is founded.

1.2 Unorganized Retail

The unorganized retail sector refers to unlicensed shops – traditional Kirana shops, general stores, etc. It is often referred to as traditional shopping, which is restricted to local or regional locations yet is quite competitive. In general, these businesses pay no tax, much of them are not even registered either sales or income tax. Small businesses are easy to operate and require little location, work, and capital inputs. It features a unique philosophy and a relatively small product line. The price of the goods sometimes relates to the relationship and the client is determined by looking at the face. But unorganized retailing also plays a key role in the retail industry in so many developing countries.

1.3 Different Indian Retail Formats

- Supermarket/Hypermarket – The self-service shop provides a large range of foods, drinks, and home items.
- Shopping Malls - It's a massive shopping structure with a wide range of shops.
- Departmental Stores - It is a retail facility offering an expanded choice of consumer products in several product segments known as the department.
- Comfort stores - a modest retail shop that holds a range of daily products.
- Mom And Pop Stores. — A tiny and familiarly independent entity with a minimum number of workers. A family-owned enterprise.
- E-tailing — E-tailing for any business to develop customer transactions over the internet
- Discount Stores - retail stores where items have been offered at lower prices than the standard market price.
- Specialty stores - a shop that deals with or concentrates on selling a specific range of products.
- Automatic machines - An automated sales machine delivers things such as food, drinks, and tickets for plenty of other products.
- Killer Category Store – Retail is the dominant product chain store in its product category and provides lower prices generally.

1.4 India's retail sector growth

As the retail industry in India accounts for about 10% of GDP and 8% of employment, it is estimated to rise by 60% to USD 1.1 trillion by 2020. In the next 3 years, the modernized retail in India would increase and in 2019 USD 111.25 billion is estimated to increase. Research by A T Kearney reveals that India ranks first in the worldwide retail development indicators (2017), that by 2020 it will grow USD 1.3 trillion in the retail industry and that India's luxury sector is anticipated to increase by USD 30 billion by the year 2020.

The Indian e-commerce sector is predicted to reach USD 200 billion by 2026 in the study of the Indian Brand Equity Foundation (IBEF). Industry revenues should grow from 39 billion U.S. dollars in 2017 to 120 billion USD by 2020, and grow at the world's largest annual growth rate of

51 percent. The research reveals that the Indian e-commerce sector is growing significantly, such that by 2034 the US will become the world's second-biggest e-commerce market.

The growth of online purchasing in India from 9% in 2017 is predicted to reach 18% in 2021. The world's third-largest consumption economy is forecast to expand from India to USD 400 billion in 2025 and stores like Walmart, the GAP, Tesco, and JC Penney are forecast to become the world's third-largest consumer economy. The Indian retail industry is growing up and has achieved excellent results since international and private firms have been more involved.

1.5 Challenges faced by the Retail Industry in India

Indian Consumer — Previously, Indian Consumers were not well-versed in the items and brands available. It is used to manage income and only buy what was required. However, it is now well-versed in products, brands, luxury goods, and services. The customer preferences are always shifting, and his expectation is rising as his quality of living improves.

Young Shoppers - More than half of India's population is under the age of 30. College students start earning money at an early age. The use of the internet and television is increasing. They are willing to pay a premium for high-quality goods. The majority of their earnings are spent on clothing, gadgets, and accessories.

Higher Income — As a result of liberalization, the majority of the population is choosing the service industry, and as multinationals expand, so are job possibilities. Excessive demand leads to an increase in income.

Urbanization - Changes in consumer behavior are caused by urbanization. Area residents are also becoming spenders rather than savers.

Flexible Financial Options - Previously, it was hard to obtain a loan or a credit card. However, short-term credit and credit cards are now widely available, and the Indian consumer is being enticed to purchase.

Human Resource - Retail business is yet becoming a popular career path. The majority of India's educated class prefers IT, BPO, and financial services. As a result, the retail industry is suffering a skilled labor shortage.

Lack of Adequate Infrastructure — Inadequate infrastructure in terms of roads, energy, and cold chains impedes the pan-India distribution network.

Tax Rates — The government is attempting to impose consistency in value-added tax across states, however many jurisdictions continue to be afflicted with variable tax rates. As a result, the network setup becomes more complicated.

Non-availability of government land — The need for retailers is becoming a significant issue. Finding decent real estate in terms of geographical location is challenging.

International Standards — Although India has over 5 million retail establishments, it still has a long path to go before reaching international standards.

Inefficient Supply Chain Management — The unorganized sector accounts for 91% of the entire market, however, there is still a shortage of supply chain management. Effective supply chain

management reduces inventory costs, which are then transferred on to customers in the form of lower pricing.

Cultural Diversity - India has not a consistent consumption pattern across the country. It varies from one state to the next. As a result, merchants must develop strategies for various industries and divisions.

Retail Frauds – Vendor fraud, theft, shoplifting, and ineffective monitoring are all possibilities. These are the major problems that are tough to overcome even with the correct deployment of security methods.

1.6 The retail industry's prospects

According to the research titled 'Retail 2020: Retrospect, Reinvent, Rewrite' by 'Boston Consulting Group' and 'Retailer's Association of India', the retail sector is anticipated to almost double size to USD 1.3 trillion by 2020, driven by income growth, urbanization, and changing preferences. The abilities of retailers, evolving times, and technological advancements will all have a significant impact on the future of the Indian retail sector. In addition, the retail sector will grow in nearby cities. The Indian audience is aware of global brands, and they are learning how to be excellent consumers. As a result, the Indian retail sector will expand quicker.

2.0 REVIEW OF LITERATURE

Amol V Narayane (2018) The study's primary objective is to study consumer behavior in the organized and unorganized retail sectors. The survey method was utilized to obtain data from respondents. According to the findings, the weak points for an organization are quick service, delivery services, location, and relationship elements, as well as meet quality. These aspects must be considered for a firm to develop. Discounted prices, deals, variety, one-stop shopping, service, environment, and parking are all strong aspects in the organized sector. These characteristics are engaging customers and causing a significant preference, as well as the store cleanliness is excellent, as are the regular pricing, quality of products, bakery products, and dairy products. According to the findings, there is a significant association between the organized and unorganized retail sectors. The organized retail sector's weak elements are the unorganized retail industry's strong factors and vice versa.

Jithin Jayakumar, M. Suresh (2021), The key aim of this research is to use fuzzy logic to assess physical enablers in retail shop settings. Physical characteristic evaluation is critical for retail shop performance and plays a significant influence on consumer purchasing behavior. This research measures the Impact of Physical Enablers Index (IPEI), which adds to the consumer's affirmative purchasing choice in the retail shop atmosphere, and determines the weaker physical qualities that limit the efficacy of the retail store. According to the study's conclusions, the IPEI of the sample fashion shop has an "extremely high effect". This approach is a ready-to-use tool kit for retail shop management to analyze their existing IPEI, so it would be useful for continual IPEI improvement cycles.

Parsad et al. (2019) Furthermore, many correlations between brand and store selections have been found and linked to certain demographic features of customers. The current research is the first

approach to tackling these challenges in the Greek grocery industry, and it provides plenty of potential for future research. This article attempts to understand and investigate the explicit and implicit effects of shop visuals, the desire to buy impulsively, and buying intention on the post-purchase conflict in the form of regret. The survey technique was utilized to conduct the analysis, and structural equation modeling was employed to analyze the suggested model. According to the study's results, impulsive purchase by customers is significantly associated with feelings of regret. The study also highlighted the impact of good and bad effects on the intentions to purchase impulsively, which is then directed to purchase behavior. This research was carried out in India. The study will be more valuable for better generalizations if cross-cultural elements are included.

Rathnayaka and Madhuhansi (2017) In the age of constructing wants and requirements rather than meeting customer demands, the notion of marketing is critical in separating their offer to customers to build a distinct view of the consumers' minds for their brands and goods. In such a setting, visual marketing may be defined as one of the increasing priorities of retail establishments, particularly supermarkets, with the goal of enticing new consumers and encouraging existing customers to make more purchases. The research study focuses on a comparative examination of the influence generated by visual marketing components on purchase intention with direct reference to the retail industry, Western province. 150 respondents were chosen using the non-probability sampling methods estimation procedure. It has chosen 50 participants of each district in Colombo, Gampaha, and Kalutara to conduct a comparative analysis. The study included both qualitative and quantitative data, and descriptive statistics were being used to analyze data.

Upadhyay and Jauhari (2017) Restructuring has emerged as a major phenomenon in all areas of business. The market, marketing techniques, and market structure were all straightforward to grasp. With increasing complexity, diversity, and the development of new approaches at extremely short intervals, the entire corporate environment has become more vibrant. Personal shopping used to be need-based and mostly product-centric. The customer was primarily concerned with the pricing and other features of a product. With an expanded product line and a more developed consumer mindset, good product presentation captures the attention of sellers. Subsequently, they began to spend more money and effort on product presentations to attract consumers' attention. The notion of VM (Visual Merchandise) dates back to the times of the barter system. With the gradual establishment of an organized retail sector in India, the development of Visual Merchandise has also made its impact. The current study article is an attempt to comprehend the concepts of retailing, sales, and visual merchandising in particular. Furthermore, critical evaluations have been recounted to have a thorough understanding of the topic. Secondary information has been collected for this purpose, as well as library study and descriptive study.

R. K. Yadav and M. Verma (2015) According to the survey, the tastes of young and greater income consumers for food shopping are increasingly migrating away from small Kirana stores and toward organized retail outlets. The research was conducted out in the Indore market. The data obtained with the aid of a structured questionnaire were analyzed using multidimensional statistical techniques. The current study will establish whether Indian customers are willing to switch from traditional Kirana outlets to structured retail grocery stores when shopping for food.

According to the findings of the survey, customers are happier with organized retail outlets when compared to normal Kirana stores in terms of pricing and purchasing benefits.

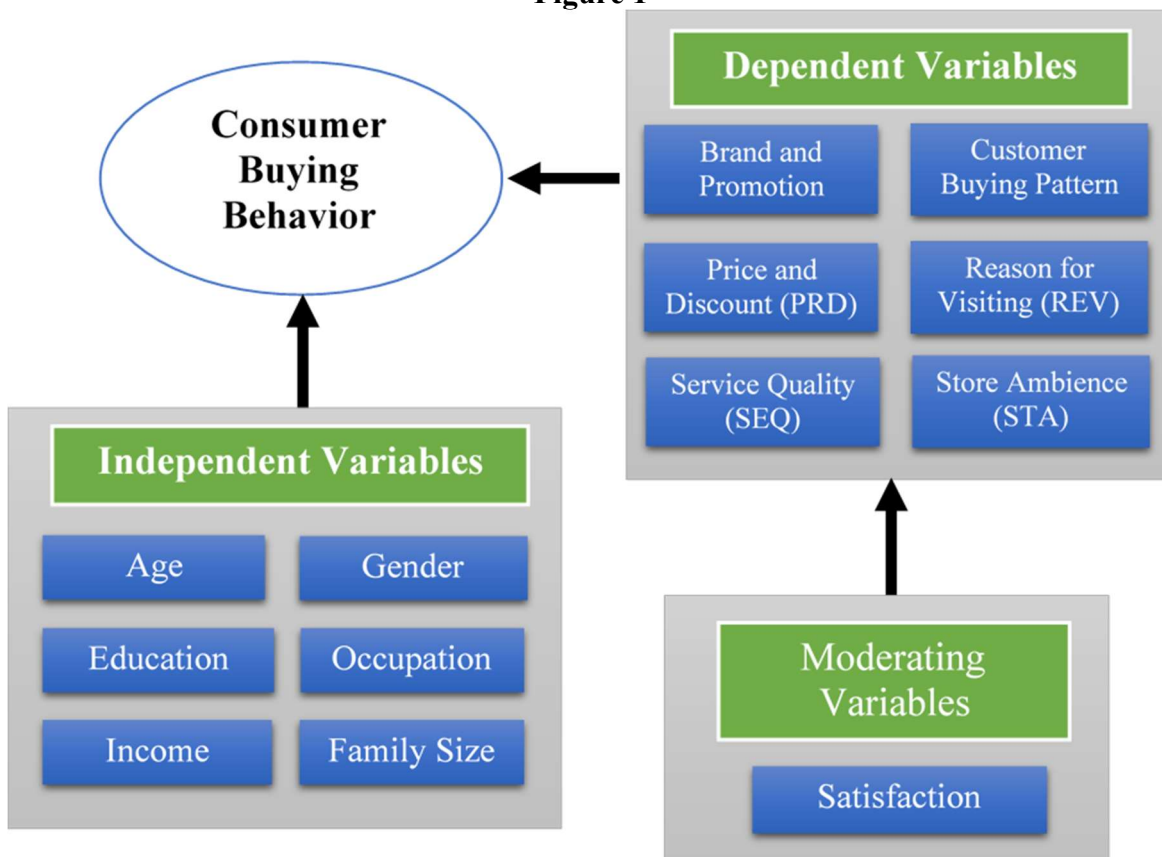
Bhakar et al (2015) The experiment's primary objective was to look into the significant relation between loyalty programs and retaining customers in Gwalior's retail industry region. The evaluation was informal, and information was gathered using the review process. The study's participants were all customers of Gwalior's sorted-out retail sector. Individual customers were considered as test components, with a sample size of 150 responses. To identify respondents for the survey, non-probability quantity evaluating procedures were used. Factor analysis, MANOVA, and linear regression are examples of information inquiry tools. The research revealed a favorable cause-and-effect relationship between a customer loyalty program and their engagement.

B.V. Sangvikar, Hemant J. Katole (2012) researchers primarily focused on consumer behavior, specifically buying behavior in various shop types and store choice based on product availability, purchasing pattern, consumers favorite store, salesman services, and store structure. Authors found that buyers preferred retail outlets due to price discounts, followed by a wide selection of items in the shop and customer convenience. Department shops have also been shown to be the most popular among customers. Customers' purchasing behavior changes with product cost and availability, and their spending pattern diminishes as a result of the bad quality of the product.

3.0 RESEARCH METHODOLOGY

Conceptual Framework

Figure 1



4.0 HYPOTHESIS

Based on a review of the literature, the following primary and supporting hypotheses were proposed to analyze the data.

H1: “The level of customer satisfaction mediates the link between the sociodemographic component of the customer and consumer purchasing behavior in organized retail shops”

Dependent Variable: Consumer Buying Behavior

Independent Variable: Sociodemographic variables

Mediator: Level of Satisfaction

5.0 DATA SAMPLES

The questionnaire was distributed to consumers of organized retail businesses in the Tiruchirappalli District for the study. The study got participation from 78 active buyers.

6.0 STATISTICAL IMPLEMENTS

The data from obtained samples were statistically evaluated using SEM. The hypothesis was tested using SPSS AMOS version 25.

7.0 RESULTS AND DISCUSSION

Using SEM, analyze the effect that exists between socio-demographic variables and Consumer Buying Behavior in Organized Retail Stores, with the mediating component being level of satisfaction.

Figure 2

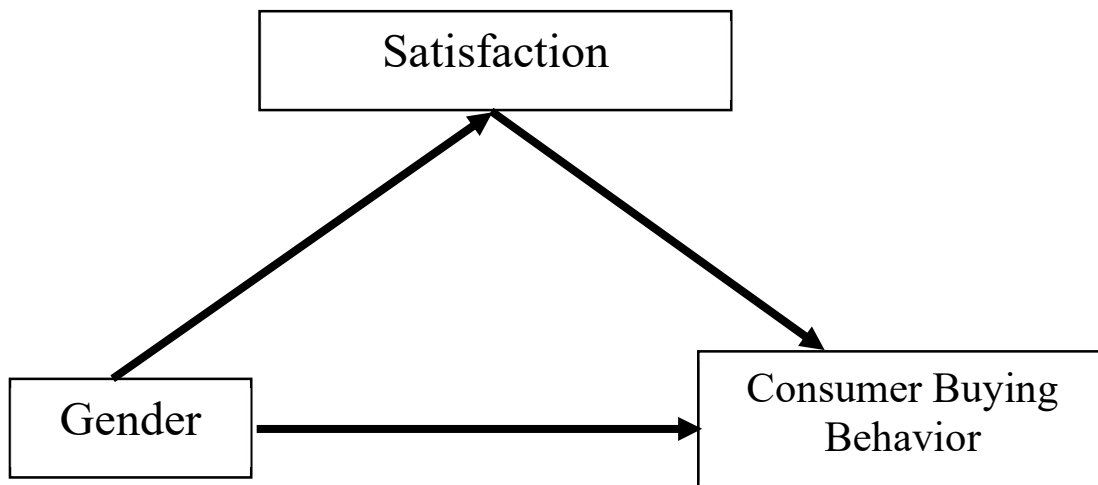


Table 1
REGRESSION WEIGHTS

Regression Weights	Estimate	S.E	C.R	P
Level of Satisfaction -Gender	0.684	0.053	12.916	***
Consumer Buying Behaviour - Gender	0.668	0.057	11.603	***
Consumer Buying Behaviour - Level of Satisfaction	0.238	0.045	5.171	***

*** - indicates 0.000

The regression measures gender and consumer purchasing pattern, with satisfaction in the organized retail sector serving as a moderator. The gender-related to customer buying behavior in organized retail stores is expected to be 0.684, while the gender correlated with customer buying behavior in organized retail stores is projected to be 0.668. In organized retail businesses, the satisfaction levels with consumer purchasing behavior are assessed to be 0.238. By dividing the calculations by the standard estimates, the critical ratio was calculated. The outcome is either more than or less than +1.96. When assessing the relevance, the P-value is also considered. The critical value (CR) in this analysis is more than +/- 1.96 in all cases, and the p-value is less than 0.05 in all cases.

Table 2
STANDARDIZED REGRESSION WEIGHTS

	Estimates
Level of Satisfaction -Gender	0.550
Consumer Buying Behaviour -Gender	0.512
Consumer Buying Behaviour - Level of Satisfaction	0.236

The Standardized Regression Weights illustrate how often the change in the standard deviation of the predictor factors impacts the response variable. When gender increases by one standard deviation, satisfaction level increases by 0.550 standard deviations. When the level of customer satisfaction rises by one standard deviation, consumer purchasing behavior rises by 0.236 standard deviations. Consumer Buying Behaviour increases by 0.512 standard deviations when gender increases by one standard deviation.

Table 3
TWO-TAILED SIGNIFICANCES

	Standardized Estimation	P-value
Total Effect	0.643	0.005
Direct Effect	0.520	0.01
Indirect Effect	0.128	0.006

The standardized overall effects p-value is 0.005, which is less than 0.05. The standardized direct effects p-value is 0.01, which is less than 0.05, and the standardized indirect effects p-value is 0.006, both of which are less than 0.05.

Figure 3

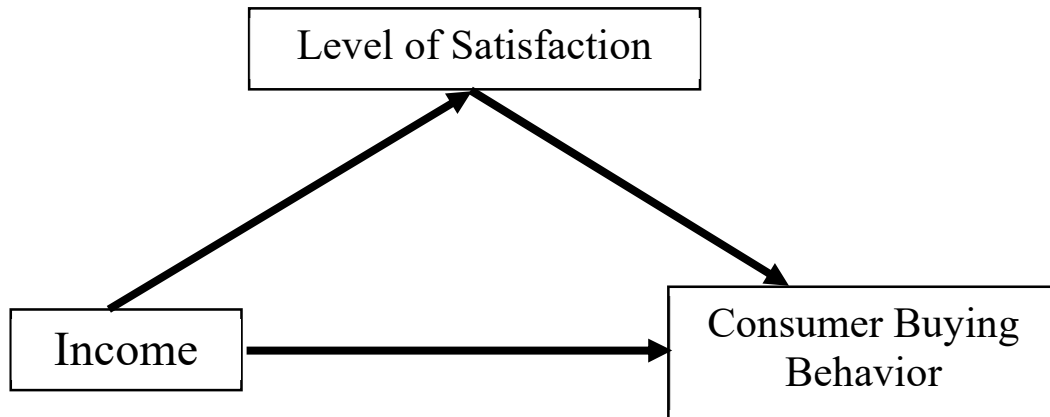


Table 4
REGRESSION WEIGHTS

Regression Weights	Estimate	S.E	C.R	P
Level of satisfaction -Income	0.687	0.052	12.921	***
Consumer Buying Behaviour - Income	0.686	0.056	11.610	***
Consumer Buying Behaviour - Level of satisfaction	0.249	0.046	5.174	***

*** - indicates 0.000

The relationship weights between different income characteristics and consumer purchasing behavior, including mediating factors such as the level of satisfaction in the organized retail sector.

The income associated with consumer buying behavior in organized retail stores is estimated to be 0.686, the income associated with overall satisfaction in organized retail stores is estimated to be 0.687, and the level of satisfaction involved in consumer buying behavior in organized retail stores is estimated to be 0.249. The critical ratio was obtained by multiplying the estimations by the standard estimates. The outcome is either more than +1.96 or less than -1.96. The P-value is also used to determine whether or not something is significant. The critical value (CR) in this framework is more than +/- 1.96 in all cases, and the p-value is less than 0.05 in all cases.

Table 5
STANDARDIZED REGRESSION WEIGHTS

	Estimates
Level of satisfaction -Age	0.540
Consumer Buying Behaviour -Age	0.527
Consumer Buying Behaviour - Level of satisfaction	0.230

The Standardized Regression Weights display how much a variation in the standard deviation of the independent variables impacts the dependent variables. When income increases by one standard deviation, satisfaction levels increase by 0.540 standard deviations. When the satisfaction level rises by one standard deviation, buying behavior rises by 0.230 standard deviations. Consumer Buying Behaviour increases by 0.527 standard deviations when income increases by one standard deviation.

Table 6
TWO-TAILED SIGNIFICANCES

	Standardized Estimation	P-value
Total Effect	0.650	0.008
Direct Effect	0.527	0.002
Indirect Effect	0.130	0.003

The standardized overall effects p-value is 0.008, which is less than 0.05. The standardized direct effects p-value is 0.005, which is less than 0.05, and the standardized indirect effects p-value is 0.003, both of which are less than 0.05.

8.0 CONCLUSIONS

The current study focused on evaluating customer purchasing behavior in organized retail businesses. To ascertain the significance of purchasing behavior in the selection of retail outlets.

According to the data examined, characteristics such as Brand and Promotion (BRP), Service Quality (SEQ), Reason for Visiting (REV), Customer Buying Pattern (CBP), Price and Discount (PRD), and Store Ambience (STA). As shown in the SEM analysis, the independent and mediating variables have a significant influence on the dependent variable. Consumer purchasing behavior is impacted by sociodemographic factors as well as their level of customer satisfaction. Female buyers are more motivated by organized retail outlets than male buyers in many variables such as brand marketing, motivation for purchasing items, and product quality. Including these characteristics, the level of satisfaction serves as a moderating element for the product purchased from retail outlets. Similarly, the income category of consumers across the board has had a substantial impact on purchasing behavior, with the mediating component of the degree of satisfaction acting as a moderator. Developments in lifestyle, such as visitors coming to retail stores for distinct causes such as offers, discounts, and ambience, impact consumer purchasing patterns. Customers' levels of satisfaction and sociodemographic variables, according to the research, have a significant influence on their purchase patterns in organized retail shops.

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