

Purchase Behaviour in Organised Retail Stores Its Impact and Accessment

Dr. Shruti pandey

Assistant Professor, Department of Commerce
Islamia College of Commerce, Gorakhpur

Introduction

Retail means a deal between a seller and a consumer for personal consumption. According to the American Management Association, "A retail business is a series of business activities that are performed to conduct goods and services exchanges, either in stores or non-store sales, for individuals, families or households." A word derived from a word means "cut a piece." Therefore, the retail activity is separate from manufacturers and wholesalers and mainly functions to sell products to end users for their own purposes. Organized retail is defined as "retail chain owned by the business chain, which is registered in supermarkets and large retailers and retailers and who are small or fully owned by private individuals or groups of other large retailers who pay sales tax, "(Guruswamy, 2005) Unorganized retail sales on the other side, For example: Reliance Trends, Spencer's, Reebok, McDonald's, Pizza Hut, Peter England, Big Bazaar e n Raymond's, for example. Stores, staffed general stores, Phan / Beddi stores, convenience stores and packaging vendors

Literature review and purchasing decision

Gupta M (2004) stressed that India has witnessed changes in consumer behavior over the last ten years. The availability of a large assortment of important products will influence the consumption and consumption structure of Indian consumers. A variety of branded and unbranded products can be purchased from organized retailers. In modern times, cash payments have been replaced by deferred payments. This is made possible by the arrival of plastic money, a new phenomenon. Credit cards are now offered by all major banks, allowing customers to purchase credit and extend their experience over a certain period of time. Because of the presence of ATMs in every corner, consumers could use their money at any time of the day. Also easy faithful habit for them. The changing consumption patterns ensure that consumers change their store style. The availability of loans to goods such as jewelry, furniture, cars and durable goods has given the consumer more power. It is progressive about spending. According to Mishra.MS [2007], India is now in the second phase of evolution, the form of consumer demand organization. Mishra explains that retail space, demographics, growth of the young population, brand availability, increased retail financing, lifestyle changes, modern store formulas and foreign direct investment are both strengths and opportunities for modern retail models. Various storefronts, department stores and shopping centers with multi-component products and

electronic purchasing functions have played an important role in making customer choices and taking complex decisions. (Hailstorm et al. 1992).

Whether you can use a stroller in a store such as the Grand Bazaar, is welcomed and appreciated by the parents of the newborn baby. We helped them to take good care of their children. It was very difficult to buy, but it was possible to buy because of such facilities. It is not only possible, it adds comfort and convenience. Comfortable and easy, this product spends more time in organized stores, leading to higher purchases for retailers, as well as a satisfying and loyal custom. The changing consumption patterns ensure that consumers change their store style. Variations in shopping centers or organized store formats are a preferred type of retailer because of their convenience and variety.

The factor 'usability' in this study is analyzed as the following six items. Easy accessibility, wide selection of products, availability of sales staff, personal service and availability of credit card facilities.

1. The proximity of a store: - Because it is near a store, it can be bought in a specific store.
2. Easy accessibility - Easy access to retail and retail products and services is the reason for buying behavior.
3. Choice of products: - A variety of product availability is another reason for buying behavior.
4. Availability of sales team: - The availability of the caring sales employee is an important item in the purchasing behavior.
5. Availability of customized services: - Individual personalized services from retailers.
6. Credit card facilities: - Discount and credit card facilities are available to attract customers in different store formats.

Academic goal

1. Identifying the elements of 'availability' has a considerable influence on buying behavior.
2. Analyze the impact on demographic and availability factors.

This study is essentially analytical. This study uses primary and secondary data. The questionnaire was designed by the researcher and was provided to the experts for feedback on the questionnaire. The questionnaire has been redesigned to include expert suggestions and test studies. The validity and reliability of the questionnaire were statistically confirmed. The universe of current research consists of consumers who make purchases in the organized stores in Kerala. Sample units were selected from three Kerala regions. The size of the sample was 600 people. A multi-step random sampling method is used to determine the sample size of the study.

This hypothesis has been tested on the basis of various analytical tools. Because we knew that the data would not normally be distributed in the normal distribution test, the researchers used non-parametric tools for data analysis. Statistical tools for analysis include: regularity tests,

factor analysis, reliability and validity tests, percentage analysis, crosstab formation, chi-square black, Mann-Whitney black and Kruskal Wallis black.

Conclusion

The first proven hypothesis shows that all three factors are important, depending on availability, which is the most important factor driving purchase decisions at organized stores in Kerala. The second proven hypothesis shows that most demographic factors have significant differences in factor availability. This research has important implications for retailers in their marketing strategy. This study will help retailers to understand consumers' expectations about the 'availability' of the store they deal with.