Has The Consumer Perception Changed? An Overview of Consumer Behavior Towards Organized Retail Sectors in Kolkata

ABSTRACT

The research paper focuses on theconsumers' perception about purchasing different agro-commodities in the organized malls.The study revealed that the behaviour of a consumer towards a particular market mainly depends onthe purchasing pattern of the consumer in various store formats.The preference of a consumer towards a store mostly depends upon factors like product availability, spending pattern, sales man services, store layout etc. The research shows that currently a large section ofconsumers is attracted towards the organised retail outlets because of the services like price discounts, variety of products availability and convenience of the consumer a store is offering.The study also reveals mostly the younger generation consumers are tending to have a tendency towards making new experiences mainly for groceries and have an urge to make spontaneous purchases compared to older generation of consumers.Apart from the positive aspectsthe study observed some of the various type of constraints that restricts a consumer from going to an organised mall are the factors like inability of the rural people to go to malls, lower budget of poor and pro-poor families,inability of the rural people to comply with modern marketing system, unavailability of low-priced products,most of the necessary products being easily available in the traditional markets, problems of transportationetc.are some of the major constraints found in the study which have contributed to 19.48% of variance and has been further renamed as consumers perception by using the Principle Component Analysis (PCA) method.The consumer purchasing behavior changes positively with price of the product and availability of products while it changes negatively due to factors like poor financial conditions and lack of proper information about the concept of organized retailing.

Key Words: ConsumerBehavior,Organized Outlet,Retailing, Principle Component Analysis (PCA)

JEL Codes:C83**,** C38**,** D11,Q13

INTRODUCTION

Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Belch and Belch (2007) define consumer behaviour as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

The study of consumer behaviour helps firms and organizations improve their marketing strategies by understanding issues such as,

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behaviour of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

In view of the above, it is pertinent to study the consumer behaviour of Kolkata with regard to agricultural commodities which is defined as the study of how an individual customer, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

The objectives of the study:

1) To examine consumers' perception for marketing differential agro-commodities in the organized markets.

Literature Review

The various studies related to consumer behaviors in India and abroad are beingreferred by the researcher. The general field is one which has been extensively studied,andtheresearchisdiscussedandreviewedbyWahyuningsihandChrisDubelaar(2002)in his paper 'Consumer Behavior and Satisfaction' of Monash University. In their studiesthey have concluded that to satisfy their customers, companies need to identify clearlyeach segment of consumerswhether they are passive, rational-active, or relational-dependent consumers. This is because these three types of consumers perceive theirlevelsofsatisfactiondifferently.Sincerationalactiveandrelationaldependentconsumers are very sensitive about their feelings and expectations, companies need tocommunicateandincreasetheirperformancecontinuously.

RobertVKozinets*et al* (2002)haveexplainedtheflagshipbrand stores as an increasingly popular venue used by marketers to build relationshipswithconsumers.Theyhavestatedthat,aswemovefurtherintoanexperienceeconomyin the new millennium, retailers are refining the flagship brand store into new formssuchasthethemedretailbrandstore.Thisnewformnotonlypromotesamoreengaging experience of the brand's essence but also satisfies consumers looking forentertainmentalongside theirshopping.

Yoo *et al* (2005) identified the attributes that consumers consider to be most important when making format choices, and also the demographic characteristics of these consumers in grocery retailers that operate within the US. The knowledge generated with the study would help in decisions related to retail formats. The exploration of the theoretical background found store image attributes suggested by many previous researchers as important determinants of store loyalty and also to identify which store image attributes affect store loyalty significantly according to retail type respectively.

Methodology

The study is strictly based on primary information collected through canvassing pre-ordained questionnaire among the selected organized outlet consumersto fulfill the objectives set out. Relevant data are collected from primary sources. The area of survey operation should be carried out within 30-kilometer radius from central Kolkata. The study area is divided into 5 parts (Clusters):

1) Sealdah
2) Gariahat
3) South Dumdum
4) Gopalpur
5) Newtown

Selection of study area

Within each of the 5 different parts of the study area, 5 organized malls have been purposively selected firstly because in all the selected clusters both organised and traditional retail outlets are co-exiting side by side and secondly, all the selected organised outlets are dealing in both agricultural andnon-agricultural commodities.

1) Sealdah- Big Bazaar
2) Gariahat –Spencer's

3) South Dumdum- Reliance Fresh
4) Gopalpur- Vishal Mart
5) Newtown- More

Selection of sample:

Our unit of observation is consumers. The selection of consumers is made by approaching the consumers available in our particular selected outlet to provide us the necessary information. This kind of selection may be termed as convenience sampling but here some random nature is attached here with. From each of the malls, we have randomly selected 20 consumers from each 1 organized shopping outlet and thus 100 (20*5=100) consumers from all.

Collection of data:

Collection of data shall be made by visiting and interrogating each and every sample respondent with the help of a set of pre-tested survey schedules. Both tabular and statistical analysis shall be made to analyze and interpret the data in order to get desirable results from the study.

Constraints Analysis

After discussion with the experts and the small traders and consumers, a large no. of constraints has been identified. Initially, large no. of the constraints has been selected. After editing the statements, finally important constraints have been selected for data collection. The details of the constraints are given below –

List 1 :Details of the constraints

Sl. No.	Description	No. of constraints before screening	No. of constraints after screening
1	Consumers – organized retailing	30	21

Its statements (constraints) have been presented to the respondents in a 4-point continuum like ***very much, much, not so much, not at all,*** with weightage ***4, 3, 2, 1,*** respectively.

After collection of data, total scoring was done for each of constraints and the constraints have been ranked on the basis of ***total scoring***.

In order to identify the important constraints, factor analysis is done with **Principle Component Analysis (PCA)** which involves extraction of factors, rotation and interpretation of factors. For interpretation of factors, variables, with factor loadings, were taken into consideration. Constraints were named on the basis of the similarity of the variables representing the factors. The items were arranged on the basis of high factor loading. In this way, all factors have been identified relating to the constraints of ***consumers – organized retailing, consumers – unorganized retailing*** and ***small traders - unorganized retailing*** separately which are presented in the results.

List 2 :Identification of Constraints of the Consumers of Organized Outlet

1	Budget of poor and pro-poor families does not comply with modern marketing system(X1)
2	All products are not available in the organised mall (X2)
3	Low-priced products are not always available (X3)
4	Small quantity packets are not always available (X4)
5	Cannot pay later (X5)
6	Most of the necessary products are easily available in traditional markets(X6)
7	Problems of transport (X7)
8	No. of malls are limited (X8)
9	In modern markets, sales are made on card basis (X9)
10	No bargaining is possible in modern marketing, it impacts rural people negatively(X10)
11	Rural people do not dare to go to malls (X11)
12	Rural people are accustomed to traditional markets (X12)
13	Unprocessed agricultural products are easily available at lower price in traditional

	markets(X13)
14	High taxation (X14)
15	Malls are generally located at metropolitan areas; therefore, rural people are bound to go to traditional markets (X15)
16	Personal friendship of buyers with sellers in traditional markets (X16)
17	No personal friendship of buyers with sellers in organized outlets (X17)
18	Fresh agricultural products are not fresh in malls (X18)
19	Fresh agricultural products are very limited(X19)
20	People are accustomed to buy grocery and agricultural products from a nearby shops as and when required (X21)
21	Processed agricultural Products are also available in local traditional markets (X22)

Results and Discussion:

The general profiles of the respondents and their interpretation in the study have been presented in the form of tabular analysis which is as follows:

The Table.1 shows the age-wise and sex-wise frequency distribution of the organized market consumers across all the clusters. It is understood from the table, that the customer's age group is classified into 4 categories below 20 years, 21 to 40 years, 41 to 60 years and above 60 years age group, out of which maximum percentage of consumers (both male and female) belong to 21 to 40 years and 41 to 60 years, and a very low percentage of consumers belongs to the age group above 60 years.

Table.1 Age wise and sex wise distribution of the organized outlet consumers(Cluster-Pooled)(2017-18)

Age wise and sex wise distribution of the organized outlet consumers											
Clubbed Clusters	**Below 20**		**20-40years**		**41-60years**		**More than 60**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster – Sealdah	1 (5)	0 (0.00)	5 (25)	5 (25)	0 (0.00)	8 (40)	0 (0.00)	1 (5)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	0 (0.00)	0 (0.00)	3 (15)	4 (20)	4 (20)	8 (40)	1 (5)	0 (0.00)	8 (40)	12 (60)	20 (100)
Cluster-South Dumdum	0 (0.00)	0 (0.00)	1 (5)	4 (20)	7 (35)	8 (40)	0 (0.00)	0 (0.00)	8 (40)	12 (60)	20 (100)
Cluster-Gopalpur	0 (0.00)	0 (0.00)	3 (15)	3 (15)	3 (15)	8 (40)	1 (5)	0 (0.00)	9 (45)	11 (55)	20 (100)
Cluster-Newtown	0 (0.00)	0 (0.00)	2 (10)	4 (20)	4 (20)	8 (40)	1 (5)	1 (5)	7 (35)	13 (65)	20 (100)
Grand Total	1 (1)	0 (0.00)	14 (14)	20 (20)	18 (18)	40 (40)	3 (3)	2 (2)	38 (38)	62 (62)	100 (100)

Figures in the parentheses indicate the percentages to the total (row wise)

The Table.2 shows the frequency distribution of organized market consumers across all the clusters. From the table it appears that the family size is mainly categorized into 3 categories that is up to 3 members, 4 to 6 members and 7 to 9 and more. It is found from the study that all family sizes are found the maximum percentage of traditional market consumers have family size of 4-6 members followed by up to 3 members and family size of 7 to 9 members.

Table.2 Frequency distribution of organized outlet consumers on the basis of family size (Cluster-Pooled)(2017-18)

Frequency distribution of organized outlet consumers on the basis of family size										
Clubbed Clusters	**Up to 3 Members**		**4-6 Members**		**7-9 Members**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster – Sealdah	1 (5)	6 (30)	5 (25)	5 (25)	0 (0.00)	3 (15)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	3 (15)	3 (15)	2 (10)	8 (40)	3 (15)	1 (5)	8 (40)	12 (60)	20 (100)
Cluster-South Dumdum	3 (15)	6 (30)	5 (25)	5 (25)	0 (0.00)	1 (5)	8 (40)	12 (60)	20 (100)
Cluster-Gopalpur	2 (10)	3 (15)	3 (15)	8 (40)	3 (15)	1 (5)	9 (45)	11 (55)	20 (100)
Cluster-Newtown	3 (15)	2 (10)	1 (5)	9 (45)	3 (15)	2 (10)	7 (35)	13 (65)	20 (100)
Grand Total	12 (12)	20 (20)	16 (16)	35 (35)	9 (9)	8 (8)	38 (38)	62 (62)	100 (100)

Figures in the parentheses indicate the percentages to the total (row wise)

The Table.3 shows the frequency distribution on the basis on the basis of educational qualification of the organized market consumers across all the clusters. It is understood from the table that the maximum percentage of consumers are graduates compared to percentage of consumers who are have passed higher secondary examination. One of the important observations about organized retail outlet is that, there are no illiterate consumers among all the clusterswhich may be because of the outcome of urbanization effect in Kolkata.

Table.3 Frequency distribution of organized outlet consumers on the basis of education qualification (Cluster Pooled)

Frequency distribution of organized outlet consumers on the basis of educational qualification										
Clubbed Clusters	**Graduate**		**Higher Secondary**		**Below Higher Secondary**		**Illiterate**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster - Sealdah	5 (25)	7 (35)	1 (5)	5 (25)	0 (0.00)	2 (10)	0 (0.00)	0 (0.00)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	8 (40)	12 (60)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	8 (40)	12 (60)	20 (100)
Cluster-South	5	7	3	5	0	0	0	0	8	12	20

Dumdum	(25)	(35)	(15)	(25)	(0.00)	(0.00)	(0.00)	(0.00)	(40)	(60)	(100)
Cluster-Gopalpur	9 (45)	11 (55)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	9 (45)	11 (55)	20 (100)
Cluster-Newtown	4 (20)	12 (60)	3 (15)	1 (5)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	7 (35)	13 (15)	20 (100)
Grand Total	31 (31)	49 (49)	7 (7)	11 (11)	0 (0.00)	2 (2)	0 (0.00)	0 (0.00)	38 (38)	62 (62)	100 (100)

Figures in the parentheses indicate the percentages to the total (row wise)

The Table.4 shows the frequency distribution of organized market consumers on the basis of occupation of the organized market consumers across all the clusters. From the table it is understood that the maximum percentage of organized market consumers are private job holders followed by government job holders, businessmen and housewives but interestingly there is a complete absence of labourers and dependent consumers.

Table.4 Frequency distribution of the consumers on the basis of their occupation (Cluster Pooled)

Frequency distribution of consumers on the basis of their occupation															
Clubbed Clusters	**Govt service**		**Private service**		**Businessman**		**Labourer**		**Housewife**		**Dependent**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster – Sealdah	2 (10)	3 (15)	4 (20)	5 (25)	0 (0.00)	1 (5)	0 (0.00)	0 (0.00)	0 (0.00)	5 (25)	0 (0.00)	0 (0.00)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	4 (20)	2 (10)	4 (20)	6 (30)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	4 (20)	0 (0.00)	0 (0.00)	8 (40)	12 (60)	20 (100)
Cluster-South Dumdum	5 (25)	2 (10)	2 (10)	3 (15)	1 (5)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	6 (30)	0 (0.00)	0 (0.00)	8 (40)	12 (60)	20 (100)
Cluster-Gopalpur	3 (15)	2 (10)	3 (15)	6 (30)	2 (10)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	5 (25)	0 (0.00)	0 (0.00)	9 (45)	11 (55)	20 (100)
Cluster-Newtown	2 (10)	2 (10)	4 (20)	7 (35)	1 (1)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	4 (20)	0 (0.00)	0 (0.00)	7 (35)	13 (65)	20 (100)
Grand Total	16 (16)	11 (11)	17 (17)	27 (27)	4 (4)	1 (1)	0 (0.00)	0 (0.00)	0 (0.00)	24 (24)	0 (0.00)	0 (0.00)	38 (38)	62 (62)	100 (100)

Figures in the parentheses indicate the percentages to the total (row wise)

The Table.5 reveals the frequency distribution of organized market consumers on the basis of family income of the organized market consumers across all the clusters. It is found from the table that the maximum percentage of family income belongs to family income range from rupees 25001 to 50000 followed by lower percentage of income group rupees 15001 to 25000.

Table.5 Frequency Distribution of the Consumers on the Basis of Family Income (Cluster-Pooled)

Frequency distribution of the consumers on the basis of family income											
Clubbed Clusters	**Less than 15000**		**15001-25000**		**25001-50000**		**More than 50000**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster – Sealdah	0 (0.00)	0 (0.00)	0 (0.00)	1 (5)	4 (20)	11 (55)	2 (10)	2 (10)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	6 (30)	10 (50)	2 (10)	2 (10)	8 (40)	12 (60)	20 (100)
Cluster-South Dumdum	0 (0.00)	0 (0.00)	3 (15)	4 (20)	4 (20)	8 (40)	1 (5)	0 (0.00)	8 (40)	12 (60)	20 (100)
Cluster-Gopalpur	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	6 (30)	8 (40)	3 (15)	3 (15)	9 (45)	11 (55)	20 (100)
Cluster-Newtown	1 (5)	0 (0.00)	4 (20)	9 (45)	2 (10)	4 (20)	0 (0.00)	0 (0.00)	7 (35)	13 (65)	20 (100)
Grand Total	1 (1)	0 (0.00)	3 (3)	14 (14)	22 (22)	41 (41)	8 (8)	7 (7)	38 (38)	62 (62)	100 (100)

Figures in the parentheses indicate the percentages to the total (row wise)

The Table.6 shows the frequency distribution of the organized market consumers in organized outlets on the basis of type of commodities bought by the consumers in all the clusters of Kolkata. It is understood from the table that a very contrasting kind of situation can be observed from the table, contrary to traditional market, the maximum percentage of consumers of organized outlets purchases dry commodities (grocery followed by consumers who purchases both type of commodities (dry and wet) and consumers purchasing wet commodities (vegetables and fruits).

Table.6 Frequency Distribution of Consumers on the basis of type of Commodities bought by them (Cluster-Pooled)

Frequency distribution organized outlet consumers on the basis of type of commodities bought by them									
Clubbed Clusters	**Wet**		**Dry**		**Both**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	2 (10)	3 (15)	3 (15)	8 (40)	1 (5)	3 (15)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	1 (5)	0 (0.00)	4 (20)	10 (50)	3 (15)	2 (10)	8 (40)	12 (60)	20 (100)
Cluster-South Dumdum	2 (10)	3 (15)	2 (10)	4 (20)	4 (20)	5 (25)	8 (40)	12 (60)	20 (100)
Cluster-Gopalpur	2 (10)	0 (0.00)	4 (20)	9 (45)	3 (15)	2 (10)	9 (45)	11 (55)	20 (100)
Cluster-Newtown	0 (0.00)	1 (5)	4 (20)	10 (50)	3 (15)	2 (10)	7 (35)	13 (65)	20 (100)
Grand Total	7	7	17	41	14	14	38	62	100

	(7)	(7)	(17)	(41)	(14)	(14)	(38)	(62)	(100)

Figures in the parentheses indicate the percentages to the total (row wise)

The Table.7 reveals the frequency distribution of the organized market consumers on the basis of number of commodities bought by them across all the clusters in Kolkata. It is clearly observed from the table, that the maximum percentage of consumers purchases 5 to 10 number of commodities followed by the percentage of consumers who purchases more than 10 commodities organized outlets.

Table.7 Frequency distribution of the consumers on the basis of the number of commodities bought by them (Cluster-Pooled)

Frequency distribution of consumers on the basis of the number of commodities bought by them									
Clubbed Clusters	**Up to 5 commodities**		**5-10 commodities**		**More than 10 commodities**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	2 (10)	2 (10)	3 (15)	8 (40)	1 (5)	4 (20)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	1 (5)	0 (0.00)	4 (20)	10 (50)	3 (15)	2 (10)	8 (40)	12 (60)	20 (100)
Cluster-South Dumdum	2 (10)	2 (10)	3 (15)	6 (30)	3 (15)	4 (20)	8 (40)	12 (60)	20 (100)
Cluster-Gopalpur	2 (10)	0 (0.00)	4 (20)	9 (45)	3 (15)	2 (10)	9 (45)	11 (55)	20 (100)
Cluster-Newtown	0 (0.00)	2 (10)	4 (20)	10 (50)	3 (15)	1 (5)	7 (35)	13 (65)	20 (100)
Grand Total	7 (7)	6 (6)	18 (18)	43 (43)	13 (13)	13 (13)	38 (38)	62 (62)	100 (100)

Figures in the parentheses indicate the percentages to the total (row wise)

The Table.8 shows the frequency distribution of the organized market consumers on the basis type of basis of expenditure made by them across all the clusters in Kolkata. It is understood from the table that, the maximum percentage of consumers purchases commodities within price range of rupees 500 to 1000 followed by the percentage of consumers purchasing commodities more than 1000 rupees.

Table.8 Frequency distribution of the consumers on the basis of expenditure made by them (Cluster-Pooled)

Frequency distribution of consumers on the basis of expenditure made by them									
Clubbed Clusters	**Up to Rs 500**		**Rs500-1000**		**More than Rs1000**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	2 (10)	2 (10)	3 (15)	7 (35)	1 (5)	5 (25)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	2 (10)	3 (15)	3 (15)	7 (35)	3 (15)	2 (10)	8 (40)	12 (60)	20 (100)
Cluster-South Dumdum	3 (15)	2 (10)	2 (10)	7 (35)	1 (5)	5 (25)	8 (40)	12 (60)	20 (100)
Cluster-Gopalpur	3 (15)	2 (10)	3 (15)	7 (35)	3 (15)	2 (10)	9 (45)	11 (55)	20 (100)
Cluster-Newtown	1 (5)	3 (15)	3 (15)	8 (40)	3 (15)	3 (15)	7 (35)	13 (65)	20 (100)
Grand Total	11 (11)	12 (12)	14 (14)	29 (29)	17 (17)	17 (17)	38 (38)	62 (62)	100 (100)

Figures in the parentheses indicate the percentages to the total (row wise)

The Table.9 reveals the frequency of the organized outlet consumers on the basis of time interval of purchasing dry commodities from organized outlets across all the clusters. The table shows that the maximum percentage of consumers prefers purchasing dry commodities more than once in a month while some of the consumers have said they prefer to visit organized outlet every once in a month.

Table.9 Frequency distribution of the consumers on the basis of purchasing pattern of processed agricultural commodities from organized outlets

Frequency distribution of the organized outlet consumers on the basis of purchasing pattern of processed agricultural commodities from organized outlet													
Clubbed Clusters	**Daily**		**Weekend**		**Once in a Month**		**More than Once in a Month**		**Never**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	6 (30)	6 (30)	8 (40)	0 (0.00)	0 (0.00)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	3 (15)	3 (15)	5 (25)	9 (45)	0 (0.00)	0 (0.00)	8 (40)	12 (60)	20 (100)
Cluster-South Dumdum	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	7 (35)	8 (40)	1 (5)	4 (20)	0 (0.00)	0 (0.00)	8 (40)	12 (60)	20 (100)
Cluster-Gopalpur	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	4 (20)	2 (10)	5 (25)	9 (45)	0 (0.00)	0 (0.00)	9 (45)	11 (55)	20 (100)
Cluster-Newtown	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	2 (10)	4 (20)	5 (25)	9 (45)	0 (0.00)	0 (0.00)	7 (35)	13 (65)	20 (100)
Grand Total	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	16 (16)	23 (23)	22 (22)	39 (39)	0 (0.00)	0 (0.00)	38 (38)	62 (62)	100 (100)

Figures in the parentheses indicate the percentages to the total (row wise)

The Table.10 shows the frequency distribution of consumers of organized outlet on the basis ofdistance between the residence and the respective closest organized outlet Spencer's in the cluster Kolkata. From the table it is found that maximum number consumersreside around 2-2.9 kilometers followed by more than 3km distance from the selected organized outlet.

Table.10 Frequency distribution of the consumers on the basis of distance between their residence and organized outlet

Frequency distribution of the organized outlet consumers on the basis of distance between their residence and organized outlet													
Clubbed Clusters	**Less than 0.5km**		**0.5-0.9km**		**1-1.9km**		**2-2.9km**		**More than 3km**		**Sub Total**		**Total**
	M	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	**M**	**F**	
Cluster-Sealdah	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	1 (5)	2 (10)	6 (30)	4 (20)	7 (35)	6 (30)	14 (70)	20 (100)
Cluster-Gariahat	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	1 (5)	0 (0.00)	4 (20)	8 (40)	3 (15)	4 (20)	8 (40)	12 (60)	20 (100)
Cluster-South Dumdum	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	3 (15)	1 (5)	2 (10)	5 (25)	4 (20)	5 (25)	8 (40)	12 (60)	20 (100)
Cluster-	0	0	0	0	1	0	4	7	4	4	9	11	20

Gopalpur	(0.00)	(0.00)	(0.00)	(0.00)	(5)	(0.00)	(20)	(35)	(20)	(20)	(45)	(55)	(100)
Cluster-Newtown	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	4 (20)	6 (30)	3 (15)	7 (35)	7 (35)	13 (65)	20 (100)
Grand Total	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	5 (5)	2 (2)	16 (16)	32 (32)	18 (18)	27 (27)	38 (38)	62 (62)	100 (100)

Figures in the parentheses indicate the percentages to the total (row wise)

Table.11 shows parameters like variety of payment options provided by the store, visibility of the billing counter, wide range of brands availability, quality of the products, and better service at the store have majorly attributed to preference of organized retail store over the unorganized markets. Also, parameters like visibility of display of MRP, discount offers, quality of service at the organized store, trolley service facilities etc. are some of the reasons of inclination of consumers towards organized retail stores as compared to traditional retail formats.

Table.11 Frequency distribution of the consumersranking on the basis of their shopping experience at organized mall (Cluster-Pooled)

Parameters	Highly Satisfactory	Satisfactory	Neutral	Dissatisfactory	Highly Dissatisfactory	Total Respondents
Visibility of display of MRP, Discount offers	60	32	8	0	0	100 (100)
Quality of service at the organized store	50	22	18	10	0	100 (100)
Variety of payment options provided	64	21	15	0	0	100 (100)
Visibility of the billing counter	61	20	19	0	0	100 (100)
How is the trolley service?	23	61	16	0	0	100 (100)
Are you satisfied with the promotional offers at the store?	27	52	21	0	0	100 (100)
How is the ambience of the store?	30	60	10	0	0	100 (100)
Satisfied with the quality of the products?	23	67	10	0	0	100 (100)
Wide range of brands	28	50	22	0	0	100 (100)

availability						
Parking availability of the store	25	72	3	0	0	100 (100)
Are you happy with the service of the store	63	24	13	0	0	100 (100)

Constraints Analysis of the Study:
InTable.12 it is observed that the different constraint factors are divided into 7 component matrix or factors with the help of Principal Component Analysis (PCA) matrix.
Factor 1: includes constraints like rural people do not dare to go to malls, budget of poor and pro-poor families does not comply with modern marketing system, low-priced products are not always available, unprocessed agricultural products are easily available at lower price in traditional markets, people are accustomed to buy grocery and agricultural products from a nearby shops as and when required, most of the necessary products are easily available in traditional markets, problems of transport have contributed of **19.48%** variance and has been renamed as **Consumers Perception.**

Factor 2: includes constraints like no personal friendship of buyers with sellers in organized outlets, unprocessed agricultural products are very limited, malls are generally located at metropolitan areas, therefore, rural people are bound to go to traditional markets, no bargaining is possible in modern marketing, it impacts rural people negatively, no. of malls are limited have contributed of **14.79%** variance and has been renamed as **Market Negotiation.**

Factor 3: includes constraints like small quantity is not always available, personal friendship of buyers with sellers in traditional markets, all grocery items are not available have contributed of **13.42%** variance and has been renamed as **Customer Relationship.**

Factor 4: includes constraints like processed agricultural products are also available in local traditional markets, in modern markets, sales are made on cash basis, and all products are not available have contributed of **10.11%** variance and has been renamed as **System Behavior.**

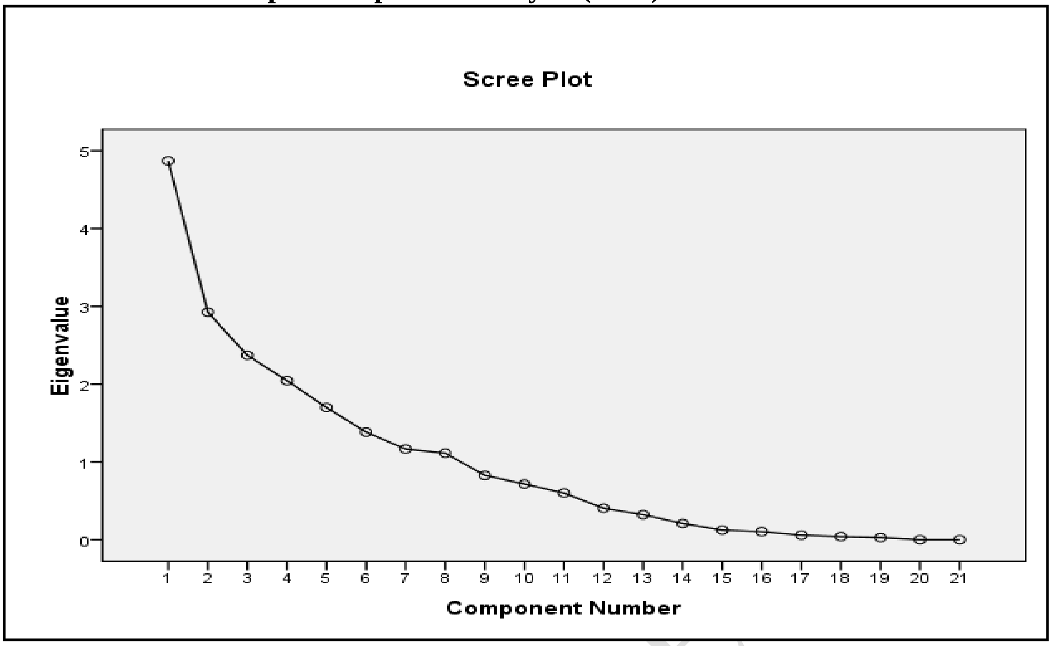
Factor 5, 6 & 7 have not been renamed as it contains only single constraint.

Table.12 Constraint Analysis of consumerson the basis of Principal Component Analysis (PCA) Matrix

Factor Number	Factor Name	Factor Loading	Variance (%)	Cumulative Variance (%)	Factor Rename
Factor 1	X11- Rural people do not dare to go to malls.	.746	19.48	19.48	Consumers Perception
	X8- Budget of poor and pro-poor families does not comply with modern marketing system.	.706			
	X3- Low-priced products are not always available	.706			
	X13-Fresh agricultural products are more easily available at lower price in traditional markets.	.681			
	X20- People are accustomed to buy grocery and agricultural products from a nearby shops as and when	.589			

Factor Number	Factor Name	Factor Loading	Variance (%)	Cumulative Variance (%)	Factor Rename
	required. X6- Most of the necessary products are easily available in traditional markets. X7-Problems of transport.	 .552 .541			
Factor 2	X17- No personal friendship of buyers with sellers in organized outlets. X18-Stock of fresh agricultural products are very limited. X15- Malls are generally located at metropolitan areas, therefore, rural people are bound to go to traditional markets. X10- No bargaining is possible in modern marketing, it impacts rural people negatively. X1- No. of malls are limited.	.824 .622 .611 .493 .476	14.79	34.28	Market Negotiation
Factor 3	X5-Cannot pay later. X16- Personal friendship of buyers with sellers in traditional markets.	.767 .714	13.42	47.70	Customer Relationship
Factor 4	X21-The exact processed agro-products are also available in local traditional markets. X9- In modern markets, sales are made on card basis. X2- All products are not available in the mall.	.738 .684 .495	10.11	57.82	System Behavior
Factor 5	X4- Small quantity packets are not always available.	.463	8.33	66.16	Small packs are not always available.
Factor 6	X19- Fresh unprocessed agricultural products are very limited.	.533	7.02	73.19	Fresh unprocessed agricultural products are very limited.
Factor 7	X12- Rural people are not accustomed to traditional markets.	.599	6.66	79.85	Rural people are not accustomed to traditional markets.

Graph1 :Graphical Representation of Constraint Analysis of Consumers of Organized Outlets on the Basis of Principal Component Analysis (PCA) Matrix



Summary

The study mainlyfocusesonthe social economic status of the consumers present in the outlets, the consumerbehaviorand the purchaseparameters which contributes to the satisfaction of the consumer which enables them to visittheretailoutlets,typeof retail formatfor visit,andspendingpatternasperdifferentproducts.Thedetailexplanationofeachparameterisasfollow:

- 64 out of 100 consumers in all the 5 divided zones of Kolkata have agreed to have chosen organised retail store over the unorganised retail sectors because the store offersvariety of payment options at the billing counter. Parameters like visibility of display of MRP, wide range of brands for all the products, discount offers, quality of service at the organized store, the promotional offers and the ambience of the store are some of the key factors which played a very important role behind choosing organised over the unorganised retail outlets.
- The maximum percentage of consumers (both male and female) visiting the organised mall mostly belongs to the age group of 21 to 40 years.The young generation consumers are tending to have a tendency towards making new experiences mainly for groceries and have an urge to make spontaneous purchases compared to older generation of consumers.
- The educational qualification of the majority of consumers visiting organised outlets isgraduates. One of the important observations about organized retail outlet is that, none of thevisitor at the mall were illiterate among all the clusters which could be because of the outcome of urbanization effect in Kolkata.
- The maximum percentage of organised market consumers are private job holders followed by government job holders, businessmen and housewives but there is a complete absence of labourers and dependent consumers or lower income groups.
- The consumers with monthly family income ranging from rupees 25001 to 50000 followed by the income group of rupees 15001 to 25000 are prone to shopping at organised retail outlets. The observed data indicates that an average monthly purchasing power have a positive relationship with income level and the number of family members. Thus, if the income level goes up the purchasing power of consumers will automatically increase.
- The maximum percentage of consumers purchases groceries from organised malls followed by fresh vegetables and fruits. The total amount spent on those purchases mostlyvaries within price range of rupees 500 to 1000.
- The consumerswho mostly visits the organised shopping mall resides within the periphery of 2-2.9 kilometres of such retail outlets as a result of which parameterslike visible

pricediscounts, promotionaloffers, advertisements,and services, convinces, and infrastructure are some of the features that attracts them towards visiting the mall.

Conclusion

Organized retail sector is growing rapidly and consumers are shifting to shopping in organized retail stores.In this study, in case of organised markets, the maximum percentages of the consumers are from the private job holders as compared to govt job holders. Shopping habits of Indian customers are changing with each day passing due to their growing disposable income, relative increase in the younger population, and the change in attitudes towards shopping. Consumer purchase behaviour is an important factor that affects the strategies adopted by the retailers. Thus, understanding of shoppers' behavior is the key to success for the retailers. Parameters considered for this study includes price discount, special offers, variety of products, retail services and store ambience. Finally, researchers conclude that customer purchase behavior changes positively with price of the product and availability of products and consumer purchase behaviour changes negatively due topoor financial conditions and lack of proper information about the concept of organized retailing.

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