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EXAMINING INFLUENCES OF SHOPPING AND CONVENIENCE GOODS ON PATRONAGE OF CONSUMERS: A STUDY OF URBAN RETAIL FORMATS

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ABSTRACT
Indian retail has traditionally been an unorganized sector, where retailers lacked the means as well as the will to develop or expand. Retail could also never enjoy the support of the Indian consumer, who is famous for being miserly and who treats shopping as a form of leisure, enjoying the thrill of discovering bargains and discount deals in his own time. The western attitude of splurging, indulging and shop-till-you drop has slowly entered the country and led to organized retailing. The present study made a segregated analysis of consumers of urban retail formats with reference to socio, economic and demographic characteristics (gender, age, education, occupation, income and marital status) and has used ANOVA analysis to know the significant differences among consumers' buying behavior of shopping and convenience goods from different retail formats.

INTRODUCTION
The Indian retail sector is highly fragmented with 97 per cent of its business being run by the unorganized retailers like the traditional family run stores and corner stores. The organized retail however is at a very nascent stage though attempts are being made to increase its proportion to 9-10 per cent by the year 2010 bringing in a huge opportunity for prospective new players. The sector is the largest source of employment after agriculture, and has deep penetration into rural India generating more than 10 per cent of India's GDP. The estimated value of retailing in India is USD 200 billion, of which organized retailing (i.e. modern trade) makes up approximately 3 percent or USD 6.4 billion. Expected annual growth of organized retail is 25-30 percent and is likely to reach USD 23 billion by 2010. At these levels, organized retail would constitute about 9 percent of overall retail sales. In modern retailing, a key strategic choice is format. Innovations in formats can provide an edge to retailers. Post-World War II, the key demographic trend was migration away from the city centre towards the suburbs. This led to the emergence of the 'shopping centre', a cluster of outlets in a location offering a range of merchandise catering to most needs of the immediate suburb. The 50s saw the emergence of the 'enclosed' shopping mall, providing an end-to-end shopping and entertainment experience from food courts, theatres to shopping outlets.

In the ever-changing globalized and liberalized world of retailing, competition becomes the major organizational principle of marketing activities. In this dynamic business environment, consumer behavior, trends and issues of retailing are undergoing a sea change. This demands marketing approaches to be altered accordingly. Thus all retail formats are challenged to formulate marketing strategies that will ensure them of achieving competitive advantage over other competing formats. AT Kearney (2010) identified India as the third most attractive retail destination' globally from among thirty emergent markets. As per this report Indian retail market is worth about $410 billion, out of this 5% of sales are through organized retail. Further GRDI (2010) is of the view that Retail should continue to grow rapidly up to $535 billion in 2013 with 10% coming from organized retail. Satish and Raju (2010) point out that retail sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population will take a higher growth trajectory.

REVIEW OF LITERATURE
Swinyard (1997) is of the view that US retailers have been more responsive to market shifts now which resulted in mergers and consolidation, franchise options, joint ventures, vertical integration, increase in financial power, information technology explosion etc. The results highlight that the reason for retail market shift is the law of natural selection - adapt to the environment or die. Retailers that continually understand and meet the expectations of shoppers will succeed. According to Levy et al (2004), pricing optimization is currently one of the hottest topics in the retail industry. This study explores how retailers typically make pricing decisions using time-honored heuristics and attempt to infer the optimal decisions. The study also provides examples of the more sophisticated competitive pricing techniques that are currently being tested and the affect of advertising, competition, and substitute products on price. Brennan and Lundsten (2000) analyzed the impacts of large

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discount stores on small US towns, reasons for shopping and retailer strategies, and found that consumers shop at discounters for low prices and large variety and specialty stores for the unique items they cannot find elsewhere.

Consumers prefer to shop more from new discounters than the existing stores. According to Goldman (2001), the retailing strategies of international formats have been transferred to the developing countries now experiencing a surge in modern retail formats. Retailers have pursued different format transfer policies. Some retailers transfer their total format unchanged while others introduce extensive changes as different segments of consumers' demands differently due to changing lifestyles. According to Gopal (2006), the consumer shopping behavior during leisure is largely driven by the recreational infrastructure as a competitive strategy of retailers. This also helps in developing store loyalty, innovative concern and perceived customer values whereby individuals experience enjoyment from shopping. According to India retail report (2009), healthy investment climate, retail customer segments, growing shopping centers', malls, supermarkets and departmental stores are the major factors that have earned India the top spot among the favored retail destinations.

These developments indicate that this is just the right time to think of retail. The study by Mittal et al (2008) helps retailers to determine the most important drivers of retail store choice. The findings suggest that the retailers marketing strategy will have to take into account two sets of attributes: (1) loyalty drivers and (2) shopping experience enhancers. For apparel shopping the loyalty drivers are attractive merchandise mix, sales promotions, price, and recommendation/relationship whereas the shopping experience enhancers are store reputation/advertisements, temperature (air conditioning), return/guarantee, and ambient conditions. According to Kaur and Singh (2007), youth constitutes an important consuming class. The important dimensions of motivation for the youth are pressures of dual career families and high disposable incomes. Marketers can hence tap this important target segment by framing the promotion strategies appropriately. The study by Dalwadi et al (2010) emphasizes that the product range, store layout, shopping convenience, promotional schemes, competitive pricing, customer service, employee behavior, and store ambience significantly influence the customers.

The study also provides crucial insights to people in organized retail business by identifying important variables like i) courteous staff members, ii) customer attention, iii) free gifts and discounts, iv) comfort and elegance, v) proximity, vi) variety, vii) speedy service, viii) assurance that must be considered while designing their operations. Urbonavicius et al (2005) evaluates the image attributes importance for customers. The researchers illustrate that buyers indicated a number of image attributes of multiple retailers, which are important for them and make impact on store selection. Three latent factors that integrate multiple retailers' image attributes and explain interrelationships are, i) additional value and image, ii) store image, and iii) products. These factors assist in comparing positions of the chain stores. The study by Tender and Crispen (2009) investigates the influence of in-store shopping environment on impulsive buying among consumers. In-store background music, store display, scent, in-store promotions, prices, shop cleanliness, shop density or congestion and store personnel are the major factors for in-store shopping environment.

The study by Fam et al (2010) highlighted strategies aspects of in-store marketing, by focusing on two key components of in-store marketing, namely in-store promotions and price markdowns. These seem to be the two most important aspects of in-store marketing. The results indicate that a discount marketing strategy, environmental uncertainty and emphasizes on price promotions are key to explaining retailers perceptions and use of marketing in-store activities. The empirical study by Koca and Bohlmann (2008) reveals wide variety of pricing strategies among retailers. The researcher presents theoretical and empirical analyses that address these varied pricing strategies.

A retailer's strategy to discount deeply or frequently is driven by the ratio of the size of switcher segments for which the retailer competes to its loyal segment size. Malls, supermarkets and hypermarkets are growing rapidly adopting aggressive strategies to attract customers. These strategies in turn affect the existing small players. The purpose of the study is to analyze the impact of new retail formats on traditional/unorganized retailers' strategies. The results highlight that service and promotional strategies including personal selling, are the major strategies affecting unorganized players. Service and technology up-gradation are the major strategies adopted by small players to retain customers, Kokatnur (2009).

According to Gupta et al (2009) and Reichheld and Schefter (2000) retention of existing customers is five times more profitable than adding new ones. The results indicate that customer's perceived value is an important indicator of customers' continued intention, and so are the loyalty incentives provided by the store. Customers value convenience more than enjoyment. Organized retailers can increase customer retention by focusing their strategies in making customer experience more value and convenience. The study by Shih (2010) explores marketing strategies and consumer attitudes toward manufacturers' and retailers' store brands chosen from

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Taiwan retailing outlets. Low prices, promotion activities, brand endorsed strategies, and increasing store images, positively support the brand equity and consumer purchase intentions of retailer store brands. Retailers should improve the store image, enhance the product's perceived quality, and establish brand equity and brand loyalty among consumers. Grewal et al (2009) focuses on the role of macro factors in the retail environment and how they can shape customer experiences and behaviors. Several ways (e.g., promotion, price, merchandise, private label brands, supply chain and location) to deliver a superior customer experience are identified which should result in higher customer satisfaction, more frequent shopping visits, larger wallet shares, and higher profits. Ghosh and Tripathi (2010) recommend the various strategies for retailers in designing their outlets that would meet the expectations of shoppers and thus motivate them towards store patronage decisions. The results of the study reveal that cross-merchandise, private-label brands, fun and entertainment, effective sales personnel and technology adoption are the strategies recommended for retailers. According to Grewal et al (2011) innovations in pricing and promotion provide considerable opportunities to target customers effectively both offline and online. This study synthesizes recent advances in pricing and promotions findings as they pertain to enhanced targeting, new price and promotion models, and improved effectiveness. Price promotions are a key marketing instrument used by on- and offline retailers to generate sales and increase their market share.

Based upon the above literature review, twenty retail marketing strategies have been taken up for further analysis. The strategies along with the researchers supporting these are listed below: Now days, consumers are the critical component for success especially for retailers. It is not easy to satisfy the consumers as they want high quality merchandise at low price. So it is important for retailers to understand the needs of the customers and meet their requirements, Swinyard (1997); Dalwadi et al (2010); Reichheld and Schefter (2000) also focus on understanding the customer needs. Retailers are realizing that their growth and portability are being determined by the little things that make a big difference in customer satisfaction and loyalty like being responsive to customer needs and make customer delight, Gopal (2006); Dalwadi et al (2010); Kokatnur (2009); and Grewal et al (2009). Store image is an overall impression about a retail company as it is perceived by customers and stakeholders. Store image is the useful strategy to see the image of retail outlet and positions over time, Mittel et al (2008); Urbonavicius et al (2005); Tender and Crispen (2008); and Shih (2010).

Consumer spending behavior can be significantly influenced by the environment of the store. Customers have a higher need to affiliate with better environment of the store which leads higher likelihood to purchase, Levy et al (2004); Gopal (2006); and Tender and Crispen (2009). Moreover retailers need to design a store layout that not only maximizes the number of products but also having attractive merchandising. This strategy helps consumers to buying more products and stress free shopping, Brennan and Lundsten (2000); Mittel et al (2008); and Dalwadi et al (2010).

In such a competitive environment, many retailers concentrate all their attention on attracting customers rather than retaining them. It is rightly said that retaining the existing customers is five times more profitable than adding new ones. Loyalty is all about earning the trust of their customers and it can be achieved by conducting loyalty programs and by giving additional benefits to loyal customers, Reichheld and Schefter (2000); Gopal (2006); and Shih (2010). Retailers use customized technology to establish link with consumers through electronic retailing and customer relationship marketing that resulting in its corresponding benefits like customized products as per consumers' demand, early response time and accuracy, Swinyard (1997) and Kokatnur (2009).

RESEARCH METHODOLOGY

In order to examine the perception and preference of the consumers, the study has used a single cross-sectional descriptive research design. The association between the dependent and independent variables has been inferred using the causal – comparative relationship.

Each of the questionnaire surveys was administered by the researcher in order to ensure the respondents were able to understand all the questions, a brief explanation and guidance was given by the researchers to assist the respondents to understand and provide more précised feedback. Missing data was also reduced through close monitoring by the researcher. None of the respondents was forced to participate in order to ensure the feedback was more precise Hassan, H. & Rahman, M.S. (2012a).

For the purpose of carrying out this study both primary as well as secondary data have been used.

196 consumers have been taken for the purpose of carrying out the survey, 240 questionnaires were distributed to the urban consumers from different retail formats of Urban Odisha. Out of which 66 questionnaires from supermarket, 65 questionnaires from departmental store and 65 from speciality store complete in all aspects have been chosen for the study.

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Random stratified sampling technique has been used for collecting the data from the consumers of Urban Odisha. Sources used for collecting the secondary data are Indian Retail Forum, India Stat Data Base, India Premier Data Base and other reports used to analyze overall retail scenario.

DATA ANALYSIS

The study has used ANOVA for analyzing the data. ANOVA has been used to know the significant difference between retail formats adopted by different retailers. The socio, economic and demographic profile of the respondents chosen for the survey is depicted in Table 1.

Table 1: Socio, Economic and Demographic Profile of Consumers

Socio, Economic and Demographic Profile	Code	Response
Gender		
Male	1	124
Female	2	72
Total		196
Age		
15-30	1	77
31-45	2	28
46-60	3	66
61-75	4	25
Total		196
Education		
Below Matric	1	4
Undergraduate	2	50
Graduate	3	101
Post Graduate	4	41
Total	5	196
Occupation		
Student	1	58
Service	2	85
Business	3	19
HomeMaker	4	17
Professional	5	15
Government Official	6	2
Total		196
Yearly Household Income		
Less than 2 Lakhs	1	89
3 Lakhs – 5 Lakhs	2	69
6 Lakhs – 10 Lakhs	3	28
More than 10 Lakhs	4	10
Total		196

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Marital Status		
Single	1	122
Married	2	73
Widow	3	1
Divorce	4	0
		196

The above table reflects the basic characteristics of the consumer households surveyed. Out of the 196 respondents surveyed, 63% are male and approximate 37% were female. Age composition of the sampled respondents indicates that the surveyed group has major categories of consumers as 39 per cent of the respondents were between 15 to 30 years of age. Sample households falling between the yearly income group of Less than 2 Lakhs had a dominant share of 45 per cent. Educational profile of the respondents shows that 51% have graduate level qualifications. Most of the consumers, i.e., 62% are single.

Table 2 covers the consumers' preferences of shopping and convenience goods from different retail formats. Based on literature review, eight shopping goods and eight convenience goods have been taken up in this study. These goods are mostly purchased by consumers' from emerging retail formats. On the basis of consumers' preferences, the detailed analyses have been done on product wise preferences of shopping and convenience goods. ANOVA analysis has been used to know whether there is a significant difference between consumers' buying behaviour of shopping goods and convenience goods from different retail formats and demographic profile of consumers.

GENDER IN EMERGING RETAIL FORMATS: SHOPPING GOODS VS CONVENIENCE GOODS

Table 2 : ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
sgdept	Between Groups	.105	1	.105	.296	.587
	Within Groups	68.937	194	.355		
	Total	69.042	195			
sgsuper	Between Groups	2.507	1	2.507	7.653	.006
	Within Groups	63.541	194	.328		
	Total	66.048	195			
sgspeciality	Between Groups	1.703	1	1.703	5.702	.018
	Within Groups	57.954	194	.299		
	Total	59.657	195			
cgdept	Between Groups	14.891	1	14.891	37.084	.000
	Within Groups	77.901	194	.402		
	Total	92.793	195			
cgsuper	Between Groups	11.494	1	11.494	27.151	.000
	Within Groups	82.124	194	.423		
	Total	93.617	195			
cgspeciality	Between Groups	11.404	1	11.404	27.686	.000
	Within Groups	79.908	194	.412		
	Total	91.311	195			

The Anova results shows that there is a significant difference in the perception and preference of consumers of shopping goods and convenience goods as regards to gender in emerging retail formats, as all the results are significant at 5 % level except shopping goods of departmental stores implying that the males and females have a varying nature of purchase of shopping and convenience goods in Emerging retail formats.

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AGE IN EMERGING RETAIL FORMATS: SHOPPING GOODS VS CONVENIENCE GOODS

Table 3: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
sgdept	Between Groups	1.159	3	.386	1.093	.353
	Within Groups	67.883	192	.354		
	Total	69.042	195			
sgsuper	Between Groups	2.030	3	.677	2.029	.111
	Within Groups	64.018	192	.333		
	Total	66.048	195			
sgspeciality	Between Groups	1.169	3	.390	1.279	.283
	Within Groups	58.488	192	.305		
	Total	59.657	195			
cgdept	Between Groups	35.796	3	11.932	40.193	.000
	Within Groups	56.997	192	.297		
	Total	92.793	195			
cgsuper	Between Groups	28.927	3	9.642	28.618	.000
	Within Groups	64.691	192	.337		
	Total	93.617	195			
cgspeciality	Between Groups	28.722	3	9.574	29.369	.000
	Within Groups	62.590	192	.326		
	Total	91.311	195			

From table 3, it is observed that consumers with various age groups differ significantly in their purchase of convenience and shopping goods in emerging retail formats. ANOVA results show that there is no significant difference in consumers' buying behaviour of shopping goods whereas there is significant difference in consumer preferences of convenience goods from organized retail outlets and age group of consumers.

EDUCATION IN EMERGING RETAIL FORMATS: SHOPPING GOODS VS CONVENIENCE GOODS

Table 4: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
sgdept	Between Groups	1.789	3	.596	1.703	.168
	Within Groups	67.252	192	.350		
	Total	69.042	195			
sgsuper	Between Groups	.186	3	.062	.181	.909
	Within Groups	65.862	192	.343		
	Total	66.048	195			
sgspeciality	Between Groups	.941	3	.314	1.025	.383
	Within Groups	58.717	192	.306		
	Total	59.657	195			

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cgdept	Between Groups	2.577	3	.859	1.828	.143
	Within Groups	90.216	192	.470		
	Total	92.793	195			
cgsuper	Between Groups	1.369	3	.456	.950	.418
	Within Groups	92.248	192	.480		
	Total	93.617	195			
cgspeciality	Between Groups	1.607	3	.536	1.146	.332
	Within Groups	89.704	192	.467		
	Total	91.311	195			

The statistical analysis concluded that different education groups do not affect the preference of shopping and consumer goods. The results from table 4 show that there is no significant difference in consumers' preferences of shopping and convenience goods from organized retail outlets and education of consumers.

OCCUPATION IN EMERGING RETAIL FORMATS: SHOPPING GOODS VS CONVENIENCE GOODS

Table 5: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
sgdept	Between Groups	.673	5	.135	.374	.866
	Within Groups	68.369	190	.360		
	Total	69.042	195			
sgsuper	Between Groups	2.579	5	.516	1.544	.178
	Within Groups	63.469	190	.334		
	Total	66.048	195			
sgspeciality	Between Groups	3.442	5	.688	2.327	.044
	Within Groups	56.216	190	.296		
	Total	59.657	195			
cgdept	Between Groups	22.205	5	4.441	11.954	.000
	Within Groups	70.588	190	.372		
	Total	92.793	195			
cgsuper	Between Groups	19.333	5	3.867	9.890	.000
	Within Groups	74.285	190	.391		
	Total	93.617	195			
cgspeciality	Between Groups	17.507	5	3.501	9.014	.000
	Within Groups	73.804	190	.388		
	Total	91.311	195			

Table 5 show that there is no significant difference in consumers' preferences of shopping goods of departmental stores and supermarkets whereas there is significant difference in consumers' preferences of convenience goods from organized retail outlets and occupation group of consumers.

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YEARLY HOUSEHOLD INCOME IN EMERGING RETAIL FORMATS: SHOPPING GOODS VS CONVENIENCE GOODS

Table 6: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
sgdept	Between Groups	.627	3	.209	.586	.625
	Within Groups	68.415	192	.356		
	Total	69.042	195			
sgsuper	Between Groups	.688	3	.229	.673	.569
	Within Groups	65.360	192	.340		
	Total	66.048	195			
sgspeciality	Between Groups	.771	3	.257	.838	.475
	Within Groups	58.886	192	.307		
	Total	59.657	195			
cgdept	Between Groups	1.704	3	.568	1.197	.312
	Within Groups	91.088	192	.474		
	Total	92.793	195			
cgsuper	Between Groups	.752	3	.251	.518	.670
	Within Groups	92.865	192	.484		
	Total	93.617	195			
cgspeciality	Between Groups	2.320	3	.773	1.669	.175
	Within Groups	88.991	192	.463		
	Total	91.311	195			

Table 6 describes the perception and preference of consumers in emerging retail formats by various household income in respect of shopping and convenience goods in which no statistical significance is found. This is quite contrary to the results of consumers of emerging retail formats in the developed cities. The identified results in the present case occurs because of generic nature of family pattern in Odisha.

MARITAL STATUS IN EMERGING RETAIL FORMATS: SHOPPING GOODS VS CONVENIENCE GOODS

Table 7: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
sgdept	Between Groups	2.442	2	1.221	3.538	.031
	Within Groups	66.600	193	.345		
	Total	69.042	195			
sgsuper	Between Groups	3.435	2	1.718	5.294	.006
	Within Groups	62.613	193	.324		
	Total	66.048	195			
sgspeciality	Between Groups	3.538	2	1.769	6.084	.003
	Within Groups	56.119	193	.291		

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	Total	59.657	195			
cgdept	Between Groups	28.210	2	14.105	42.151	.000
	Within Groups	64.583	193	.335		
	Total	92.793	195			
cgsuper	Between Groups	22.154	2	11.077	29.916	.000
	Within Groups	71.463	193	.370		
	Total	93.617	195			
cgspeciality	Between Groups	22.226	2	11.113	31.046	.000
	Within Groups	69.085	193	.358		
	Total	91.311	195			

This table illustrates an interesting but true results giving a statistical significant differential in the perception and preference of shopping and convenience goods as regards their marital status is concerned. The results show that there is a significant difference in consumers' buying behaviour of shopping and convenience goods from emerging retail formats and marital status of consumers as all the results are significant at .05 percent level.

CONCLUSION

The research paper shares its results, findings and implications based on empirical research study that has been undertaken on different emerging urban retail formats in Odisha to examine influences of shopping and convenience goods for delivering the shopper's preference and perception for each. It will be useful in formation of various retail strategies. The results of the study reveal that gender and marital status have a statistical significance in purchase of shopping and convenience goods whereas household income do not have any effect on purchase behavior of shopping and convenience goods from urban retailing formats. Customer segmentation of urban retail formats by gender and marital status together with varying ages is very desired as the retailers can approximately appeal and recall the consumers. This will help in growing consciousness of retailers by facilitating its consumers by giving choice based purchase package. This study has few limitations. Due care must be taken in abstracting shopper's experience in varying format of retailing.

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