

A Study on Gender Based Preferences Towards Grocery Stores in Indore

Shilpa Raghuvanshi

Assistant Professor

Acropolis Institute of Management Studies and Research, Indore
manishilp@gmail.com

Manish Jain

Professor & HOD

Acropolis Institute of Management Studies and Research, Indore
manishjain@acropolis.in

ABSTRACT

Indian Retail Industry has earned the position of most active and fast as compared to other sectors and stands with many companies arriving day-today in the market. It is known as a winner of all industries as it is participating in the growth of country's economy more than 10% and is responsible for about 8% of jobs. Due to initial high range of investments, all of them do not succeed which is required to break with other businesses and race with them. Thus it can be said that as retail industry is progressing at a fast pace, it will soon become next successful industry of the world. Consumer do not simply clear their needs; thus it becomes more difficult to measure the quality of service. As consumers are involved in the manufacture and feeding process of a service conducted within a corporeal atmosphere, the corporeal atmosphere will have a deep impact on consumers' insight of service experiences also noted that physical environment is often used as cues of a firm's capabilities and excellence by consumers before a purchase.

In the above context, the paper gives the opinion of male/female consumers visiting franchisee stores, malls etc. which are related to services facilitated at malls which can satisfy the customers at every pace of their shopping.

Keywords: Retail, Corporeal, Consumer, Service Quality.

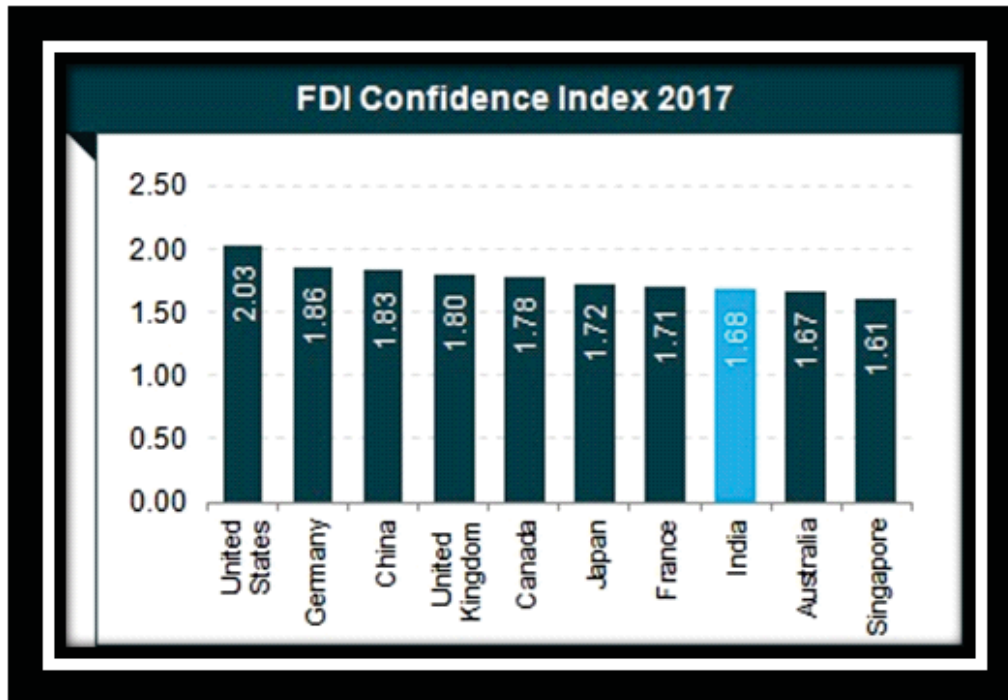
INTRODUCTION

The most important feature for contemporary middle class populace of our country is that they are quite away from retail industry. It's tough to decide whether it is good for new entrants in the market. To grow at faster pace, it is beneficial to take care of the same concepts. We can see the growth extended up to 25 percent. Current Indian retail is expected to grow 175-200 billion in dollars till 2020. It can be stated that Indian food retail industry can generate money from high class shoppers. As we can see that mobile phone retail industry is earning 16.7 billion in Dollars. It is likely to earn 20% increment every year as expected simultaneously with growth of Indian market abided by government rules and regulations. There is continuous working with emerging and advanced technologies with facilitating operations. Youth nowadays is a working stuff age ranging from 24-28 years. Urban standard families i.e. nuclear with continuous increasing women population and in future openings in the service sectors will become the base of development of retail sector.

The growth pattern in organized retail sector and consumption triggered by the Indian masses will trail an uprising graph serving the newer entrepreneurs to come in the India Retail Industry in future. In India, rural markets to semi urban markets offer a large bang of opportunities for retail sector. Rural retailing is also known for manifold growth in India. Several states of the nation are now allowing new entrants of retail business to convince purchasers for agro-products from farmers who also get new opportunities for cultivation of crops and to give special care to them. Structured retail in the form of shopping malls is here to develop extremely in India. Malls are changing the background of Indian. retailing and consumers' attitudes towards shopping (Khare and Sapna, 2010). The evolution of retail sector was being witnessed at various levels. In India, there evolution in retail came little later than the developed nations. However, in last decade, it has witnessed exponential growth.

In India, retail sector has the background of kiranas stores catering to relationships and familiarity to the customers as well as consumers to the shopping centres catering to convenience of the consumers (Wheel en and Hunger, 2010). At various levels, it has been seen that retail evolution was inspected. By this, Indians learnt to play the roles of both consumers and businessmen. It was unorganized retail business everywhere. Progressively, the underpinning for a brawny economy was being laid when some troupe ongoing organized retail stores in metro cities in India. At this phase retailing in India was almost unorganized and it bloomed as separate entities, and was majorly operated by small and medium entrepreneurs in their respective territories.

The Retail Revolution in India



[Source: AT Kearney 2017 FDI Confidence Index]

Attainment of an outstanding position in global retail ranks for India is an awesome experience. Indian has become an eminent market potential globally. As per BCG i.e. Boston Consulting Group, India is expected to turn into 3rd largest conqueror of retail market. By 2025, attainment of expenses, US\$400 Billion in expenses. The rank of India in the Global Retail Development Index 2017, was backed by a fast growing consumer expenditure and that too primarily from the middle income group people of the country. There was around US\$800 million investment by Private Equity (PE) firms and wealth funds in 2017 in the retail sector in India.

Many researches speak about the voyage of Indian retail growth from rural reach to modern-day study is conventional and budding task. Indian retail preliminarily consists of an immense conservative sector and budding task. Indian retail works through street markets, kiosks and mom and pop stores known as kiranas (Dholakia 2017). Worldwide revelation was needed, however the limited Indian retail companies could explore this opportunity on a larger scale and that too was more focused on metro cities of the country. A few multinational giants in the segment had entered with a target customer set of the upper middle and upper income group of the society. The then majority of population which is characterized as middle income and lower middle income class, was almost unexplored initially. These classes constituted more than 50 percent of the population of India. Afterwards, brands like Big Bazaar and Pantaloons ventured and quickly promoted their goods to almost all classes. The success even today of these brands, re-enforces the true potential of largely untapped retail sector in India. The culture of Malls has finally started the concept of organized retail in its true format. The growth of this sector coupled with the fast urbanization catalyzed the development of shopping malls. According to RAI (Retailers Association of India), the structured retailing in India is progressively gaining momentum due to rise in purchasing power of buyers, more choice to the consumer, increasing economies of scale and advent of technology offering supply and distribution management solutions (Panwar, 2016).

A long way to go even today in Indian retail sector, but all the factors are signaling India shall soon become a major destination of retail giants of the world. India is hovering to shelter a great position in the intercontinental market due to the fact that almost a saturation level can be observed in advanced nations and the emerging ones are yet not fully prepared. In addition to highly varied demography, India offers multiple opportunities to retail companies bringing in different products, targeting different clients. As per the GRDI Index 2017, India is set to be one of the most preferred destinations for investments and business developments in retail (Rossiger and Rossiger, 2015).

Global Growth in the Retail industry



[Source: Report from Technavio]

The development in this sector now is focused on the self-scanning retail solutions. The giants are also now heading towards emerging markets like Asia Pacific Regions and Africa in order to increase their market share worldwide. The demand for self-scanning retail outlets has been increasing at a rapid rate. Additionally, countries in APAC regions like India and China are supporting a speed growth of contemporary retail formats.

According to a senior forecaster at Technavio, “A chief merchant has introduced a mobile phone application that lets purchasers inspect the barcodes of goods, which can be in addition to their shopping directory. This adds the goods to the baskets and let clientele make expenses at the end in the course of mobile phone applications all the way through net bank or debit or credit cards.”

Relevance to the Nation : There are abundant factors which have known giving thrust to Indian retail business. The trait that is currently putting up a noteworthy role here is the large chunk in Indian adolescence population, that too with a high purchasing supremacy, leading to greater demand and thereby growth in this sector. Additionally, the Tier II and Tier III cities have also started picking up. Industry observers consider that small cities are an important part of the retail landscape (Mehrotra, 2007). As the expenditures supremacy is no longer restricted to the metro cities, every tier II and III urbane are creating a promising market for different retail brands.

Retail in India-The Future : There is a likely amplification by 60%, in Indian retail segment and the industry is said to achieve the miraculous number of US\$ 11 trillion by 2020. The major contributing factors being rising income, changes in lifestyle, urbanization, and the increased rate digitalization in transactions and processes. A growth rate of 12 % per year has been predicted for this sector with contemporary trade to rise by double at 20 % and conventional trade by 10 per cent. The “Organized Retail Market” is valued at \$60 billion

which forms only 9% of the entire industry. Indian Retail industry is currently estimated at Rs. 806 Crores which accounts for less than 5% of the world market. The small towns and cities are expected to give a push to this industry by 50 – 60% in next 5 years. Other sectors like Real Estate are also contributing to the retail industry making it still more lucrative in future.

The figure shows new-fangled avenues and prediction in the retail segment. The overall atmosphere is positive from almost all the parts of the country (Havaladar and Cavale, 2007). However, companies need to be highly specific while dealing with customers of non-metro and other smaller cities as the spending capacity of people in these cities is lesser and these customers exhibit the characteristics of conscious and rational purchasing. A company needs to accordingly target its customers and should be able to offer enough flexibility in terms of number of products and services that they could reach these customers' pockets according to their needs and budgets (Rajagopal, 2010).

REVIEW OF LITERATURE

Suja, Nair (2018) through her research urbanized the elementary plan to ascertain associations surrounded by different variables like store attributes, customer satisfaction, benefaction intention and lifestyle. Customer satisfaction is a very important factor to judge store attributes and patronage i.e. intention and contentment and patronage also as intention. With complete approval in the foreign direct investment permissible in the F&G category in India, the findings will be beneficial to all the staple retailers (Current and prospective) interested in this segment adding up the present competitive scenario, having a complete knowledge of associative influences among the store attributes satisfaction, funding purpose and the quality of living will facilitate the retailers comprehend F&G shoppers retailing behavior. The described information can be utilized for the strategies involving the promotions and operations which will be delivering more accomplishment in the future forwarding of the relationship management, the overall building of the spirited advantage and increasing the prospective marketing efforts in a profitable manner.

Sanjeev, Prashar et al. (2017) found that the mall shoppers value the 'Ease' as the major influencing factor in the described study is the selection of malls. This factor alone contributes to one-third of the overall weightage among the five factors which simultaneously throws light on the significance of convenience which is around 66% in addition to what is expected in a scenario when all the determinants contribute equally. This strongly concludes that the Indian mall shoppers are much more inclined towards the utility factor than being hedonic. The findings show that the trust influences significantly on the shopping attitude. The outcomes have also indicated that all three backings of the study- website quality, website goodwill and the electronic word of mouth have a right and the positive impact on trust in e-commerce and online malls and has affected positive attitude on online shopping attitude. The results have also supported the prior studies that online shopping attitude contributes a positive impact on the same. Thus, website quality, website reputation and WOM have a good impact and trust in E-Commerce and online shopping behavior. The research supports the findings of previous studies that online shopping behavior has a positive impact on online shopping.

Jere et al. (2014) worked on the factors influencing store patronage among low income consumer by working over the relationships like influencing factors and determining factors that consumers like. The research was on 113 shoppers above 18 years of age. The study found relationship based promotion and convenient brands which is a very significant influence of store patronage. Other influencers are store loyalty, store location, store image and promotion which are very significant. Findings say that consumers owing low-income which do not reveal identical responses to marketing stimuli designed to elicit store patronage. Such types of predictors are responsible to significantly judge store patronage. Retailers need to be clear about the segments to be pursued and not assume that. All consumers owing low-income are primarily motivated by low prices.

Bhattacharya and Dey (2014) researched on the customers' interests towards organized retailers in India. The study was on both organized and unorganized retail outlets customers. The study was to deal with useful information about Indian customers' feedback on store patronage and developed marketing strategies. This new concept would give the meaning to understand patronage to help modern retailers and to focus upon strengthening the elements of their retail offerings which are of increased importance for customers. Moreover; value for money, product availability, ambience of outlet and merchandize display are considered to be better in organized retail sector. Trust and loyalty are of very important factors for unorganized sector. They found that store loyalty behavior of shoppers is the significant set of independent variables.

Basu et al. (2014) studied the store selection of Indian apparel shoppers' behavior and studies over the choice of retail formats as of a promising variety store view point. They researched above 300 questionnaires with middle-aged city respondents of India to understand their viewpoints about organized and unorganized apparel store format. They used comprehensive list of demographic shopping situations and format stimuli parameters, they also used two psychographic mediums to assess the extent of their consequence of their selection of apparel shoppers. Findings say that well defined store factors influence the apparel shoppers' decision. The up growing market for organized sector with a preference for multi brand stores was highlighted.

Hemalatha and Najma (2013) in their research inspected the effect of special store attributes like consumer service, prices of the product, salesman response, convenience in payment & delivery and merchandize on store patronage behavior. The retail background is changing noticeably. India has positioned itself at ninth rank in the global retail market. This is expected to grow more in forthcoming years. The study was conducted over 156 consumers in different cities. They applied regression model on store patronage behavior of consumers. This model consumer service, salesman response, convenient payment & delivery are of utmost importance to study the store patronage behavior towards Indian kirana stores

Mohan et al. (2013) researched over the impulse buying behavior of environment of store. They worked over the process of the store environment factors like music, light, employee and layout. They also worked on 2 characteristics like shopping enjoyment tendency and impulse buying tendency while positive and negative effect and urge to buy the product spontaneously. They surveyed above 700 respondents of mall in Chennai. They used structural model examined by AMOS. Their findings include store environment driven spontaneous buying through positive effect and urge. Outcomes also showed that the eccentricity variables shopping pleasure tendency and inclination towards buying influenced impetuous buying through positive affect and support.

OBJECTIVES

1. To study the gender preferences towards the grocery stores of Indore
2. To obtain the opinion of customers towards the grocery stores of Indore on the basis of different attributes

RESEARCH METHODOLOGY

Research Design: The type of research is descriptive and analytical.

Data Collection: The research is based on primary data. A structured questionnaire was given to the conveniently selected respondents divided on the basis of gender.

Sample size: 420 respondents of Indore city out of which 404 were taken for study. A structured questionnaire was designed in which 20 questions of store patronage (Physical attractiveness of store, ambience, cleanliness, layout of store and spacious interiors), where respondents were asked to rank from among the options ranging from excellent to poor.

Tools Applied: Pilot survey, Levene's Test for Equality of Variances and t-Test

FINDINGS AND DISCUSSION

The independent sample t test shows two tests i.e. Levene's test & T test. Levene's test is for equality of variances. If the significance values are less than .05, so variances are assumed to be equal. Wide range of items offered, Price of the Product, Loyalty points for regular buyers, Speed of billing during peak hours, convenient store timings have significance value less than .05. Hence the variances of these values assumed to be equal.

The significance values of T test of variables are Quality of the product, Ambience of store, spacious interiors, merchandise display in store, Payment options [Cash/ card]. Hence these variables are unaffected by the gender. So the hypothesis stands rejected for Quality of the product, Ambience of store, spacious interiors, merchandise display in store, Payment options [Cash/ card]. Test is accepted for majority of the variables so overall we can say that the hypothesis is accepted.

CONCLUSION

Thus, there is no significant difference among female respondents on store patronage. Hypothesis states that gender does not make significant difference on store patronage. Respondents may be male or female but their criteria to have a patronage towards a specific store are independent. These criteria do not depend on their gender status.

The hypothesis stands accepted showing that actually the variables chosen for store patronage are not affected by the gender of the respondents. The finding goes contradictory to findings of Kaul et al. (2010). They infer that there is a significant difference in patronizing a store based on price of the products, sales promotions, advertising and brand image.

Female shoppers had given credence to price of products; sales promotions on the other hand male shoppers had given importance for the brand image of the store and advertising. Also, Pan and Zinkhan (2006) depicted that gender is the only successful demographic variable, which suggests that women tend to be more frequent shoppers than men.

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APPENDICES

Table 1: Group Statistics of Store Patronage on the Basis of Gender

Group Statistics of Store Patronage on the Basis of Gender					
GENDER		N	Mean	Std. Deviation	Std. Error Mean
Physical attractiveness of store	1.00	404	4.3243	.94057	.04680
	2.00	315	4.0637	.89501	.05051
Ambience of store	1.00	404	3.9926	.74049	.03684
	2.00	315	3.9586	.80427	.04539
Layout of store	1.00	404	4.0941	.69100	.03438
	2.00	315	3.9618	.75314	.04250
Spacious interiors	1.00	404	3.8391	.86070	.04282
	2.00	315	3.8726	.83629	.04719
Cleanliness in the store	1.00	404	3.5767	.95119	.04732
	2.00	315	3.7580	.90013	.05080

Table 2: Independent Samples Test for Store Patronage on the Basis of Gender

Independent Samples Test for Store Patronage on the Basis of Gender										
		Levene Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Physical attractiveness of store	Equal variances assumed	1.077	.300	3.761	716	.000	.26056	.06928	.12454	.39659
	Equal variances not assumed			3.784	687.521	.000	.26056	.06885	.12537	.39575
Ambience of store	Equal variances assumed	2.719	.100	.587	716	.557	.03398	.05786	-.07961	.14756
	Equal variances not assumed			.581	644.144	.561	.03398	.05846	-.08081	.14877
Layout of store	Equal variances assumed	.128	.721	2.446	716	.015	.13228	.05408	.02610	.23845
	Equal variances not assumed			2.420	642.832	.016	.13228	.05467	.02493	.23962
Spacious interiors	Equal variances assumed	.079	.779	-.524	716	.601	-.03350	.06396	-.15907	.09206
	Equal variances not assumed			-.526	681.670	.599	-.03350	.06373	-.15862	.09162
Cleanliness in the store	Equal variances assumed	1.606	.206	-2.59	716	.010	-.1812	.06991	-.31848	-.0439
	Equal variances not assumed			-2.61	688.992	.009	-.1812	.0694	-.31754	-.0449