

Determinants of Consumer Buying Behaviour Through Mega Stores In Gorakhpur, Uttar Pradesh

Mohammad Kashif

Assistant Professor, Centre for Management Studies, Madan Mohan Malaviya University of Technology, Gorakhpur, U.P. India. kashifkhan407@gmail.com

ABSTRACT - These days the concepts of megastores are very common in our country. The purchasing trends are changing day to day and the buyers face different experience when they shift from small stores to megastores. The megastores adopt different strategies to attract more customers like they provide all products under one roof, a variety of products, quality product at low prices, ranges in brand and promotional offers by which customer experience better purchasing power. In past decade the trend of megastores become more famous and powerful by dominating the small retail sector and many Indian as well as international players, have entered the market. This affects the small retail stores because the customer gradually shifts from the small store to megastores. In past five to six years many megastores, shopping malls are constructed and open in Gorakhpur city. So the growth of organized retail stores changes the buying behaviour, attitude, and interests of the consumers. In this study, my objective is to examine the various important factors which influence the buying behaviour of the consumer through megastores. From the study, it is clear that people think megastores provide the quality products at low prices. On occasions, people like to visit megastores and also for discounted products. Convenient store location, accessibility and opening hours also important for the buyers of the city. The main purpose to go to megastores is the availability of all products under one roof and they have a wider choice in product selection.

Key words: Customer buying behaviour, Mega stores, Retail stores, purchasing trends, buying determinants, Buying behaviour.

I. INTRODUCTION

Purchase behaviour is the subset of human behaviour that is concerned with decision and acts of person in shopping and usage of products. The concept of consumer was used to define strictly for economic products and services, based totally on the view that consumers are potential purchasers of services and products offered on the market for sale. The term consumer refers to person who buys a product. However, client might not be the user of product. A customer is a person who purchases a service or product from a particular company or shop. And behaviour refers the way of performing or functioning. The purchaser buying behaviour is influenced by many factors like individual, social group, economic and cultural determinants. They are influenced not only by relatives and friends, by advertisers and celebrity models, but also by the mood, situation, and emotion. Now, the purchasers are also influenced by the new media like Internet, Search Engines, and E-Commerce oriented websites and so on. Customer behaviour focuses on how individual person make choices to spend their resources (effort, money, time) on consumption related goods. That includes what they purchase, reasons why they purchase it, when they

purchase it, where they purchase it, how often they purchase it, how regularly they use it, how they judge it after the purchase, the impact of such evaluations on future purchases and how they eliminate it. There are many steps through which the consumer deciding to purchase products or services. It can include the customer needs recognition, their involvement level, the available alternatives, the decision to purchase and post purchase behaviour, and they all are the part of consumer purchasing behaviour. The consumers try to purchase a product which gives them more satisfaction and develops patronage. It is possible in big shops, departmental store and supermarket and hypermarkets. India's slowly progressive GDP and the purchasing power of Indians provide an excellent opportunity for organized retailing. Ten to twelve years ago, if a consumer wanted to buy their monthly grosser, their only option was the local merchant store or fair priced shop run by the government. Today, they can still buy that goods from the same place, but has also an option of buying it from organized retailers like Big Bazaar, Food Bazaar, Reliance Fresh, Spencer and Vishal Mega Mart etc. Now they have a choice of wide range of products, quality, and prices. Thus, with the emergence of different

megastore shops the Indian consumer has more option in choosing a particular shop for shopping.

II. LITERATURE REVIEW

“A retail revolution is happening at newer markets, India presents exciting opportunities on account of its vast middle-class and a virtually untapped retail industry” (Dr. G. Chandra Sekhar (2016)).

According to Dr. G. Chandra Sekharet. al. (2016), Shopping Malls are supplanting 'kirana' stores all over India. India's retail foundation is gradually experiencing a change with numerous there Shopping Malls being built and working in different urban areas. The shopping center idea has come to remain for good. The Indian purchaser is by all accounts experiencing a move regarding identity, purchasing thought processes, interests, states of mind, convictions and qualities when he or she is making a move from 'kirana' stores towards shopping centers. In this setting it accept hugeness to contemplate the purchasing conduct of customers, particularly with changes occurring in India's retail situation. The extent of this examination is to evaluate the general consumer loyalty, reaction of clients with respect to the accessibility and nature of items and administrations offered at shopping centers and the solace level of the respondents towards shopping in the shopping centers. Elements impacting the client to shop in the shopping centers, for example, financial profiles, salary, recurrence of visit, time of connection between the respondents and shopping centers, reason for visit, event to visit shopping centers are a portion of the viewpoints contemplated in the present investigation.

Kanwaljeet (2015), in his paper mentioned that Indian Retail Industry is positioned as one of the greatest retail showcase in the entire world. It has been positioned the second most alluring business sector for venture after Vietnam. The Indian retail industry is assessed to be worth Rs 13-14 lakh crore furthermore, is particularly divided essentially. Sorted out retail in India was esteemed at 96,500 crore in 2008 with a noteworthy development rate of 35-40% in the last few year sas contrasted with the 9-10% development in the general retail industry. Presently with a couple to additionally support and boost retail industry Government of India Introduced the new FDI strategy for retail that would support the sorted out retail area and add to the general development of the nation. The paper gives itemized data about the development of retailing industry in India. It additionally features the challenges looked by the business in close future.

Ajaz Ahmed and Dr.SureshRamanMayya (2015), the purchasing conduct and the view of the conventional clients who are gradually moving their purchasing support and unwaveringness from customary chaotic retailing to composed retailing need to be examined. In the background of this circumstance, the present examination

was embraced to analyze and research the purchasing conduct and the view of the clients of shopping centers with uncommon reference to Mangalore locale where there is remarkable development of composed shopping centers can be seen, to give some examples Empire Mall, Bharath Mall, City Center Mall, Mischief Mall, Fiza Forum Mall and so on. The overview discoveries unmistakably demonstrate that purchasers have picked up parcel of advantages from composed retail on different checks like more extensive selection of items and understood brands; one quit shopping, new market landings, merry offers, enormous rebates, and different advantages. The overview results uncovered that all wage bunches get profited through composed retail buys. The majority of the buyers opined that they tend to pick up regarding low valuing when they shop with corporate composed retailers. In this manner from the customers' point of view, extension of sorted out retailing is more favored as various shopping centers and corporate retailers contend with one another subsequent in lessened costs with sensible quality items.

Uma Neb et. al. (2014) believed that the buyer is a client of merchandise. India's retail foundation is gradually experiencing a change with numerous Hi-Fi shopping center being developed and working in different urban communities. The development of shopping centers, as an imperative and huge goal for shopping, amusement and socialization has turned the substance of the retail business in India .The Indian shopper is by all accounts experiencing shift regarding identity ,purchasing thought processes, interests ,dispositions, convictions and qualities when he or she is making a move from general stores towards shopping center. In this setting, it expect hugeness to consider the purchasing conduct of customers in Jabalpur and Mumbai city through shopping center. Over all, shopping center clarifies the different angles and result as drawn out by the study done in Jabalpur and Mumbai city. The motivation behind why most buyers purchase in shopping centers since its gave a superior advantageous full condition for obtaining and spare our opportunity and vitality with the assistance of their cutting edge innovation and all products are accessible in one place . So today shopping centers make our life simple and helpful.

According to MridanishJha (2013), the retail division has seen a change in perspective in Ranchi with the nearness of retail locations like Reliance shop, huge bazaar, Vishal super store, Pantaloons et.al. Sorted out retailing is changing the whole observation of shopping as far as purchasing conduct. Expanded family wages, training, comfort of getting every single valuable thing under one rooftop and instalment through card are a portion of the elements in charge of tendency of shopper's towards sorted out retail. The target of this investigation is to examine customer shopping conduct in retail locations at Ranchi city. The information for this examination was gathered through self sregulated survey and eye to eye captures of

customers at dependence shop also, huge bazaar. The goal of this investigation is to dissect the shopper shopping conduct measurements and to gauge the hugeness of statistic factors on shopping conduct.

In a shopping context, extrinsic value is acquired from satisfying utilitarian consumption goals such as saving money, whereas intrinsic value is derived from an enjoyable and playful shopping trip (Babin et al., 1994). On the other hand, reactive value refers to a situation when customers appreciate the physical shopping Modeling service encounters environment or respond positively to service personnel. Active value, in contrast, results from customers' efficient manipulation of the shopping resources to satisfy their functional or affective needs (Kim, 2002). Since, personal/individual shopping experience typically is considered a self-oriented activity (Kim, 2002), the present study focuses on the extrinsic/intrinsic and active/reactive values, which can group mall-shopping value into four categories. Mathwick et al. (2001) labelled these four quadrants as follows: perceived efficiency, or consumer return on investment (CROI) (active-extrinsic); perceived excellence value (reactive-extrinsic); perceived aesthetic value (reactive-intrinsic); and perceived playfulness (active-intrinsic).

According to the article written by Scarlett Wesley (2006), it surveys how purchasers' basic leadership styles identify with their shopping center conduct and their worldwide assessments of shopping centers. In light of exploratory information examination including the utilization of the similar technique, the article gives a hypothetical model of predecessors also, results of customer basic leadership styles. Information for this report originate from individual eye to eye shopping center captures of customers (n=527) in two super-provincial (West Edmonton Mall and Mall of America in Bloomington) and two local (Pier 39 in San Francisco and Discussion Shops in Las Vegas) shopping centers. The EDA results bolster an intricate perspective of the precursors and outcomes of buyer decision making styles. The article closes with particular recommendations for broadening mental hypothesis of shopping conduct and progressing vital shopping center retailing procedures.

OBJECTIVE OF THE STUDY

- To find out the various factors which influence the buying behaviour of consumer through Megastores.

III. RESEARCH METHODOLOGY

This study is an attempt to find out the buying behaviour of consumer through Megastores, so I have used Descriptive research design to find out the factors of buying behaviour of customers. Data collection technique was primary in nature and data was collected through Questionnaire.

METHOD OF SAMPLING

I have visited various mega stores in Gorakhpur and I have used Convenience Sampling under Non-probability sapling method in this survey. Because there are lots of customer of megastores in Gorakhpur and I have chosen some respondents according to availability of customers in megastores when I was there. Places and timing was not fixed for megastores.

SAMPLE AREA

The research is totally based on Gorakhpur city so the area for data collection is Gorakhpur.

SAMPLE SIZE

A sample size of 80 consumers respondents was chosen among those who buy from megastores.

RESEARCH APPROACH

Quantitative approach is used for data calculation.

IV. DATA ANALYSIS

DEMOGRAPHIC PROFILE OF RESPONDENTS

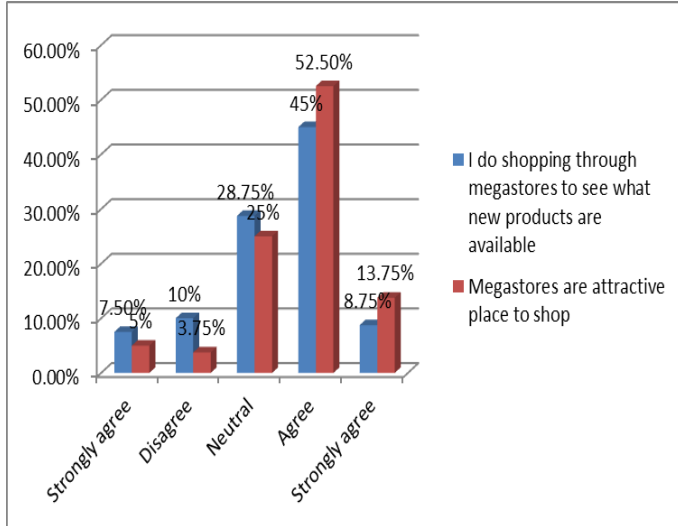
Variable	Category	Percentage
Gender	Male	38.75%
	Female	61.25%
Age	Below 18	12.50%
	18-25	27.50%
	25-35	37.50%
	35-45	13.75%
	45 above	8.75%
Education	Senior secondary or less	15%
	Graduation	48.75%
	Post-Graduation or Higher	36.25%
Marital status	Married	56.25%
	Unmarried	31.25%
	Divorced	12.50%
Monthly household income	Less than Rs. 20,000	11.25%
	Rs. 20,000-35,000	18.75%
	Rs. 35,000-50,000	26.25%
	Above Rs. 50,000	43.75%
Family size	1-3 members	33.75%
	3-5 members	43.75%
	5 & more members	22.50%

Agreement or Disagreement with each statement concerning shopping through megastores for food and grocery and other products.

Analysis 1: Based on new product availability and attractiveness of Megastores.

Statements	Strongly Disgree	Disagree	Neutral	Agree	Strongly Agree
I do shopping through megastores to see what new products	7.5%	10%	28.75%	45%	8.75%

are available					
Megastores are attractive place to shop	5%	3.75%	25%	52.50%	13.75%

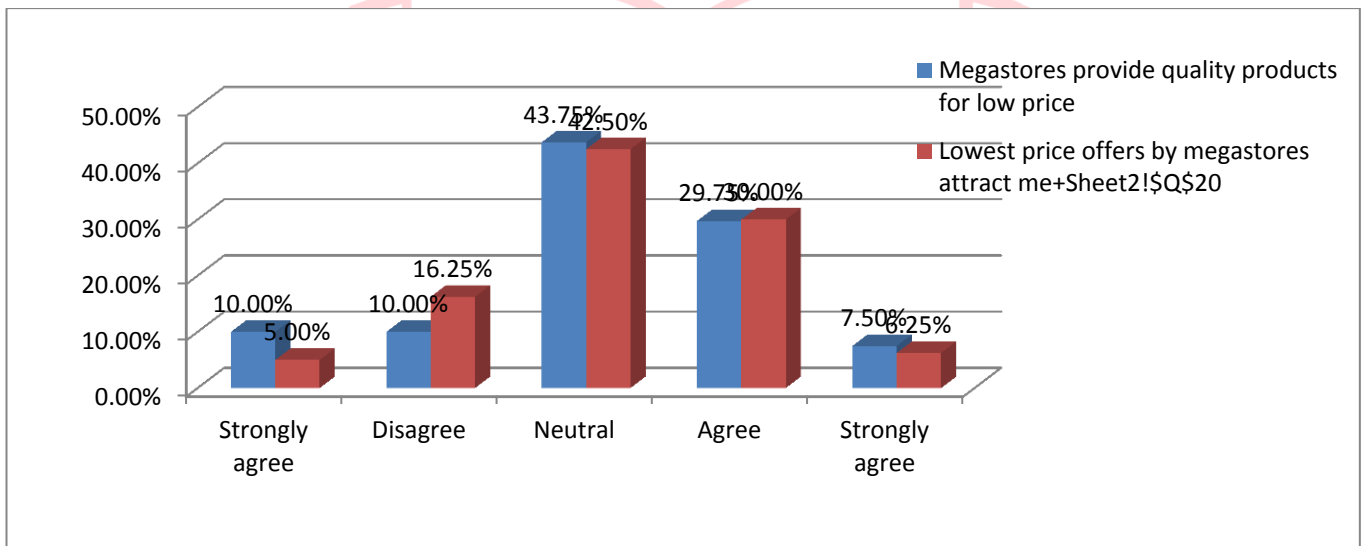


Interpretation

Majority 53.75% (Agree+ Strongly Agree) of respondents go to shop through megastores to see availability of new products and 66.25% (Agree+ Strongly Agree) respondents think that megastores are attractive place to shop.

Analysis 2: Based on low price quality products and low price offers by megastores.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Megastores provide quality products for low price	10%	10%	43.75%	28.75%	7.5%
Lowest price offers by megastores attract me	5%	16.25%	42.50%	30%	6.25%

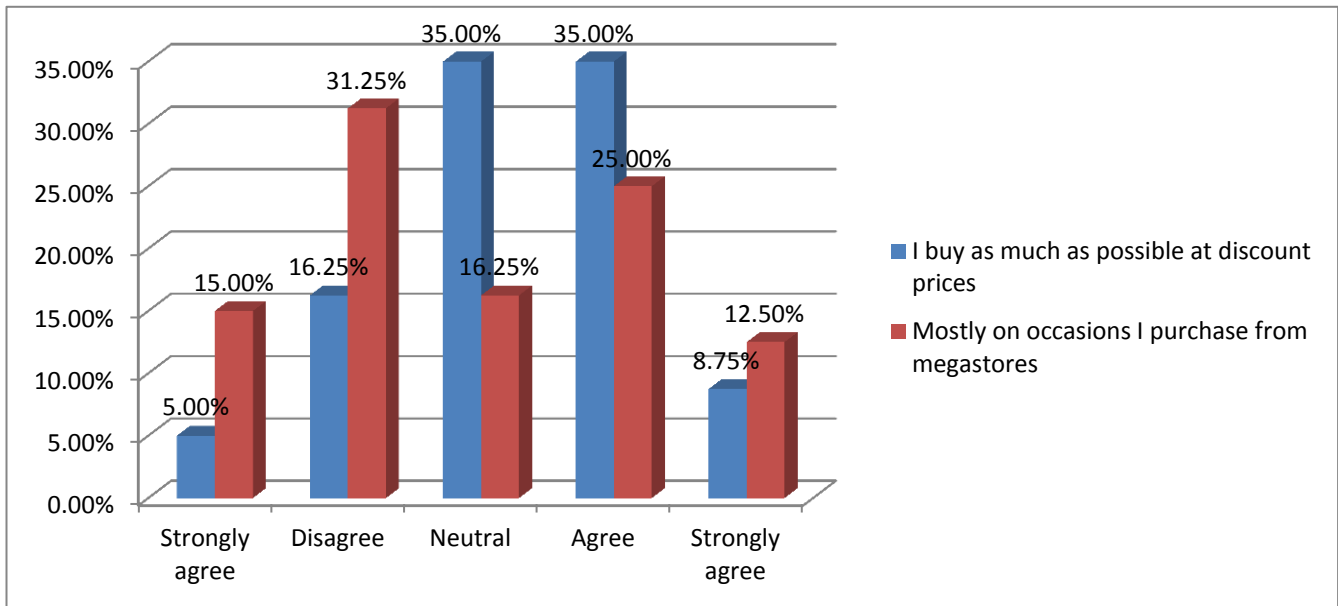


Interpretation

36.25% respondents (Agree+ Strongly agree) think that megastores provide quality products at low price. But majority 63.75% respondents are neutral and disagree with the statement and 36.25% respondents agree (Agree+ Strongly agree) with the statement that lowest price offers by megastores attract them.

Analysis 3: Based on buying behaviour of customer through megastores at discount prices and on occasions.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I buy as much as possible at discount prices	5%	16.25%	35%	35%	8.75%
Mostly on occasions I purchase from megastores	15%	31.25%	16.25%	25%	12.50%



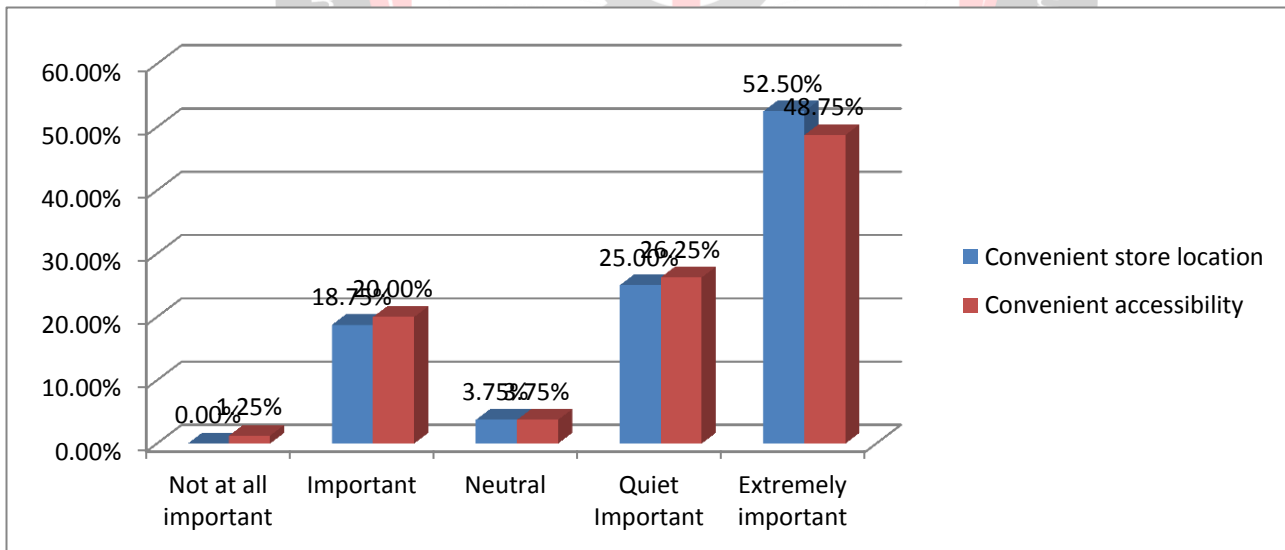
Interpretation

47.5% of respondent agree(Agree+ Strongly agree) with the statement that they buy at discount prices and 37.5% respondents agree(Agree+ Strongly agree) that mostly on occasions they purchase through megastores.

What attributes consumer consider important when shopping for products through megastores.

Analysis 1: Based on location and accessibility factors.

Factors	Not at all Important	Important	Neutral	Quiet Important	Extremely Important
Convenient store location	0%	18.75%	3.75%	25%	52.50%
Convenient accessibility	1.25%	20%	3.75%	26.25%	48.75%

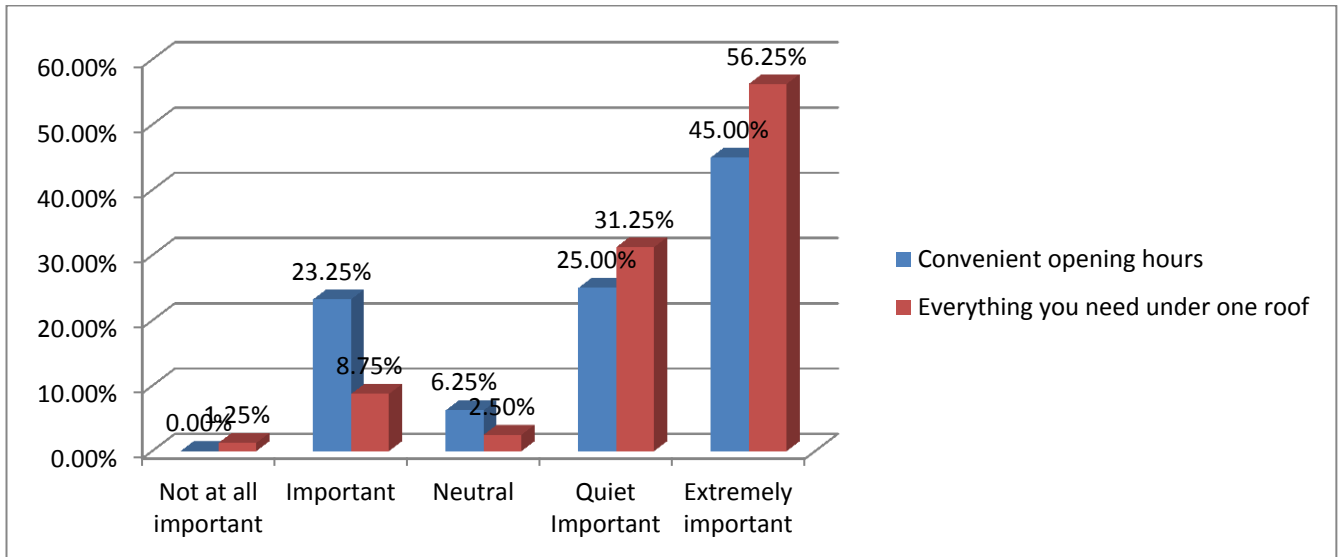


Interpretation

Convenient store location is important (Important+ Quiet Important+ Extremely Important) for majority 96.25% of respondents and convenient accessibility is important for 95% of respondents.

Analysis 2: Based on convenient opening hours of megastores and availability of products under one roof.

Factors	Not at all important	Important	Neutral	Quiet Important	Extremely Important
Convenient opening hours	0%	23.25%	6.25%	25%	45%
Everything you need under one roof	1.25%	8.75%	2.50%	31.25%	56.25%

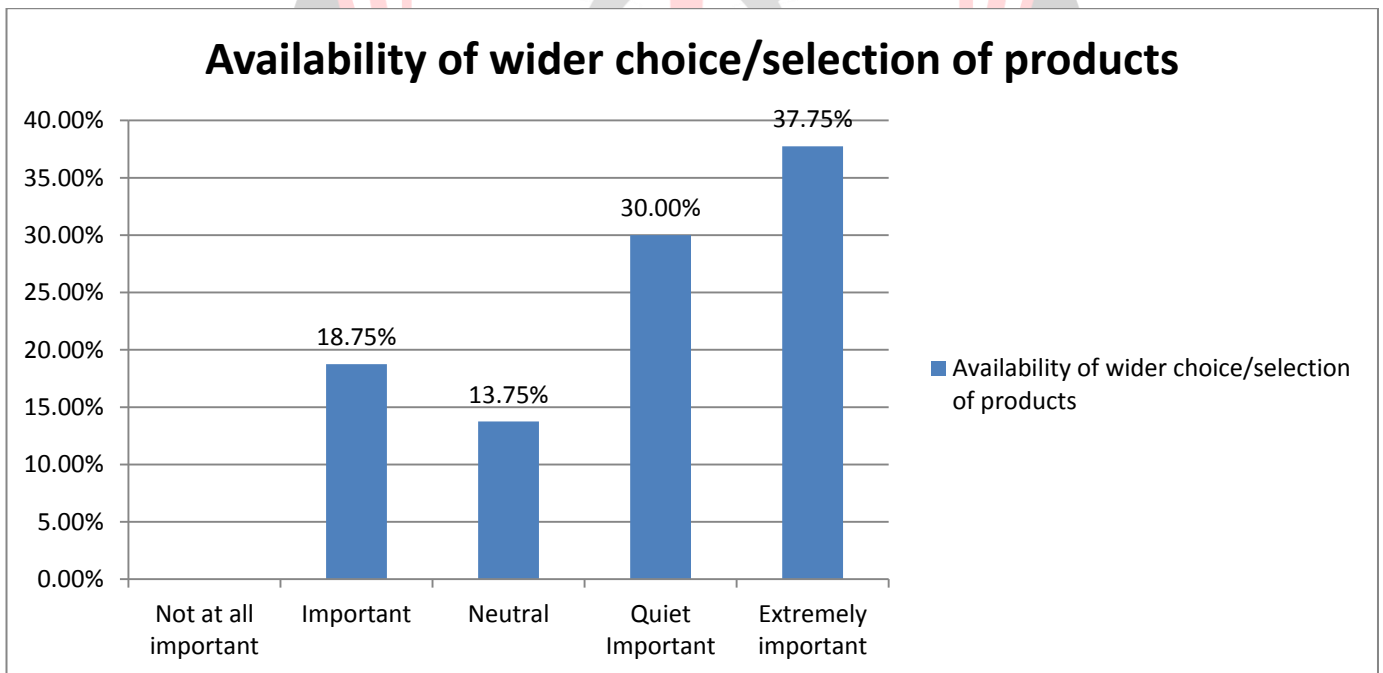


Interpretation

For 93.75% of respondents convenient opening hour is important (Important+ Quiet Important+ Extremely Important) and for 96.25% of respondents all products availability under one roof is extremely important (Important+ Quiet Important+ Extremely Important).

Factor	Not at all Important	Important	Neutral	Quiet Important	Extremely Important
Availability of wider choice/selection of products	0%	18.75%	13.75%	30%	37.50%

Analysis 3: Based on selection of products through megastores.

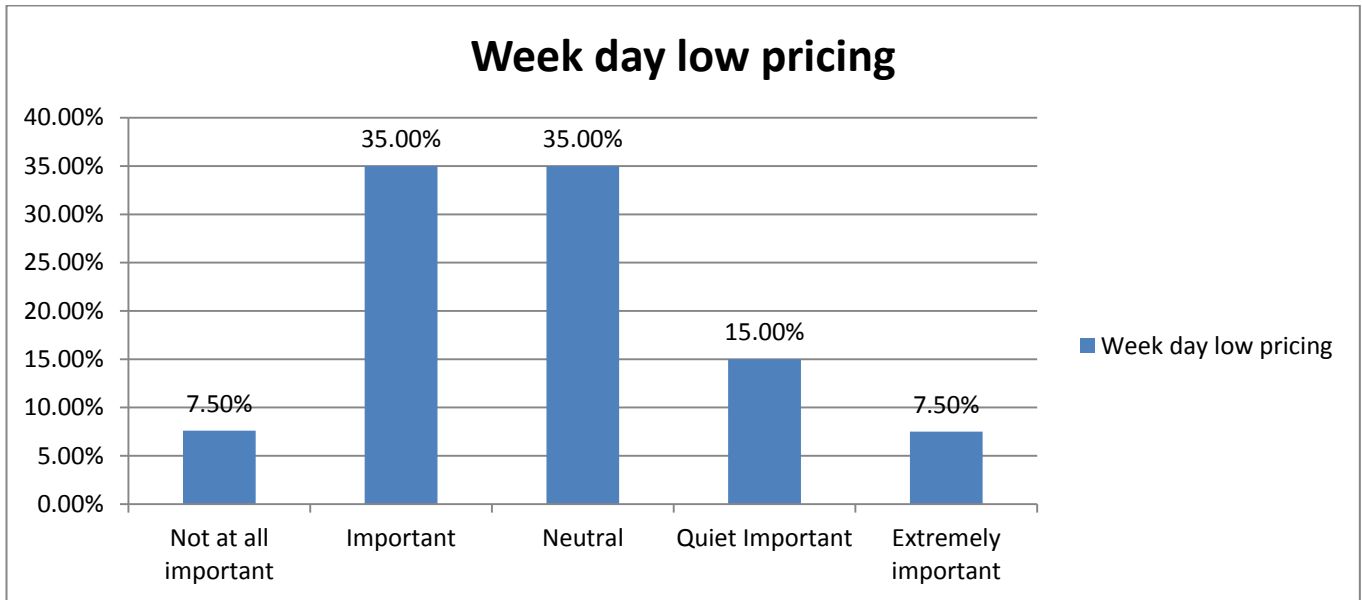


Interpretation

For 86.25% of respondent wider choice availability of products is important (Important+ Quiet Important+ Extremely Important) in megastores.

Analysis 4: Based on week day low pricing offered by megastores.

Factor	Not at all Important	Important	Neutral	Quiet Important	Extremely Important
Week day low pricing	7.5%	35%	35%	15%	7.5%

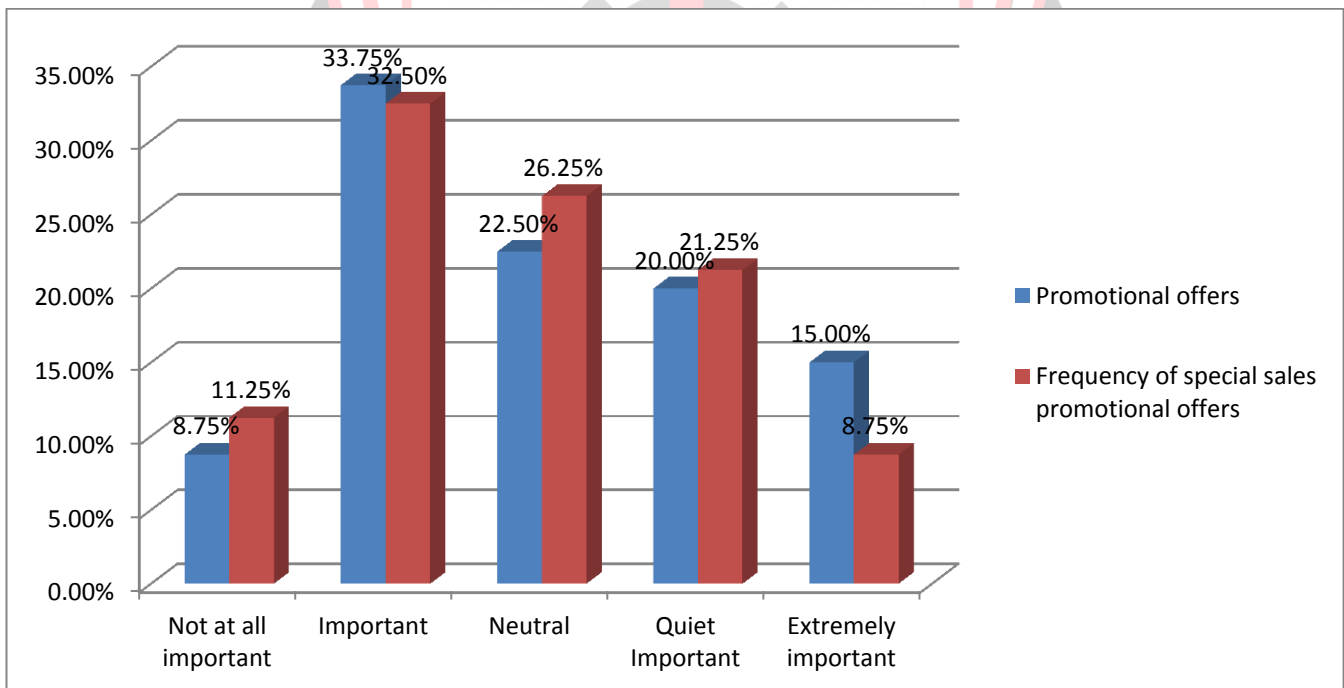


Interpretation

For majority 57.50% respondents week day low pricing is important (Important+ Quiet Important+ Extremely Important).

Analysis 5: Based on promotional offers and frequency of special sale by megastores.

Factors	Not at all Important	Important	Neutral	Quiet Important	Extremely Important
Promotional offers	8.75%	33.75%	22.50%	20%	15%
Frequency of special sale promotional offers	11.25%	32.5%	26.25%	21.25%	8.75%

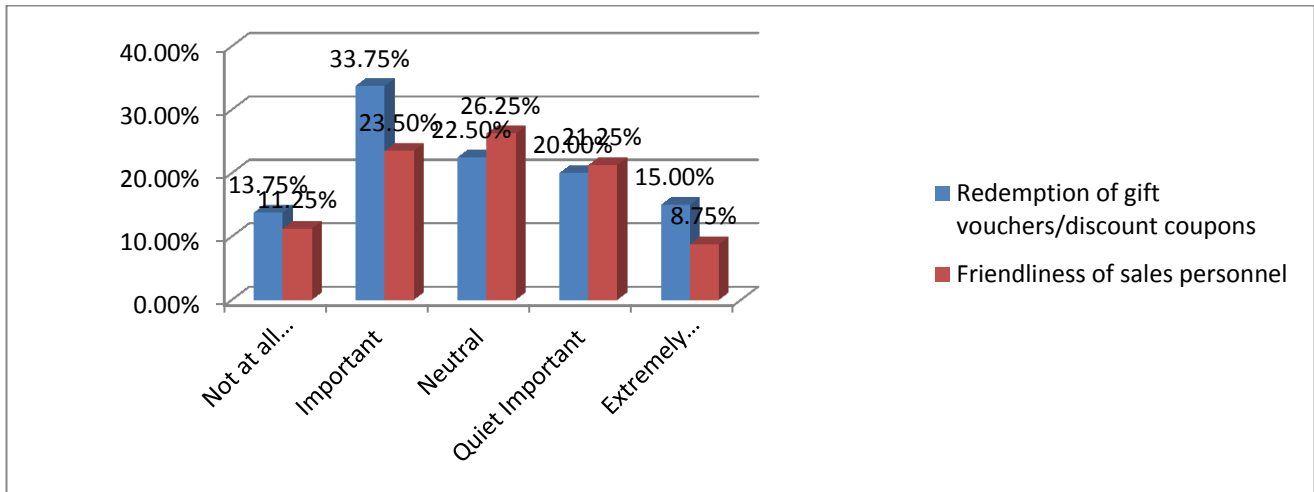


Interpretation

For 68.75% of respondent promotional offers are important (Important+ Quiet Important+ Extremely Important) and for 62.5% of respondent frequency of special sale is important (Important+ Quiet Important+ Extremely Important).

Analysis 6: Based on the factors of redemption of vouchers and friendliness of sales personnel.

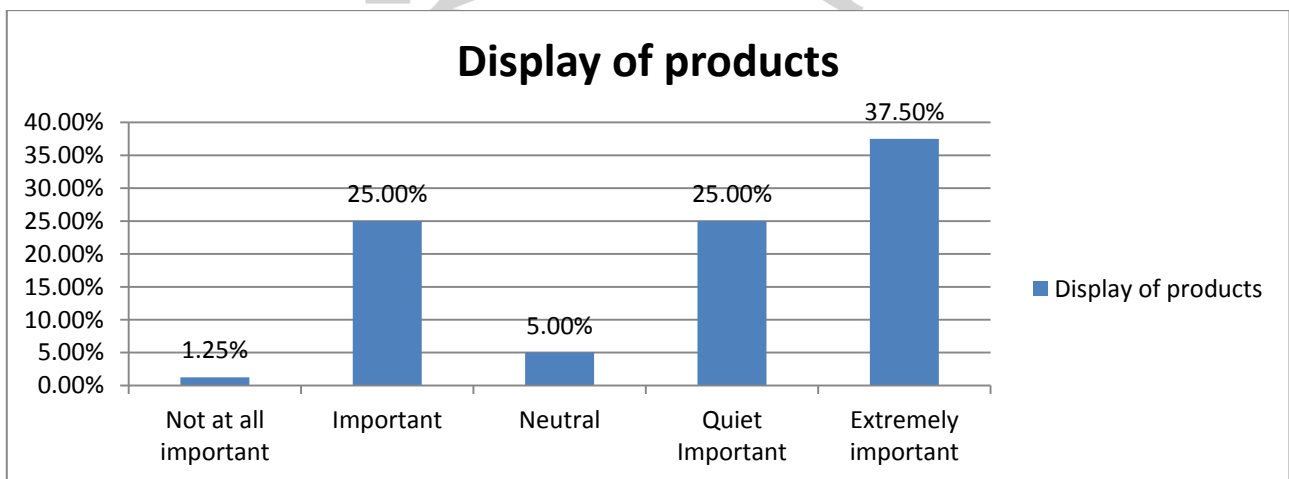
Factors	Not at all important	Important	Neutral	Quiet Important	Extremely Important
Redemption of gift vouchers/discount coupons	13.75%	30%	30%	16.25%	10%
Friendliness of sales personnel	12.5%	27.50%	31.25%	17.5%	11.25%



Interpretation - For 56.25% of respondent redemption of gift vouchers or coupons are important (Important+ Quiet Important+ Extremely Important) and for 56.25% of respondent friendliness of sales personnel is important (Important+ Quiet Important+ Extremely Important).

Analysis 7: Based on the factor of display of product.

Factor	Not at all Important	Important	Neutral	Quiet Important	Extremely Important
Display of product	1.25%	25%	5%	25%	37.50%



Interpretation

For 87.50% of respondents product display is important (Important+ Quiet Important+ Extremely Important) in megastores.

V. FINDINGS

- As per data collected majority of respondents are male and fall into 25-45 age group which indicates that the youth prefer most to buy from megastores.
- As per survey majority of peoples are graduate who prefer megastores for shopping.
- As per survey majority of people’s household income above 50,000 who prefer megastores for shopping and income of 20,000 to 50,000 also prefer megastore. So both income groups choose megastore for shopping.
- As per survey majority of peoples are Married who prefer shopping through megastores in city and mostly medium family size prefer megastores.
- Majority of respondent agree with the statement that megastores are attractive place to shop.
- Majority respondents agree that they visit megastores to see what new product available or introduce in market.
- Respondents agree with the statement that low price offers by megastores attract them, but majority of them are partly agreed and disagree with the statement.
- Many respondents think that megastores provide quality products at low prices and majority of them also partly agree & disagree with the statement.
- Approximately one third of respondents agree that they mostly buy on occasions.

- Many respondents possibly buy as much as at discount prices but majority of the respondents partly agree and disagree with the statement.
- Convenient store location and accessibility is important for majority of the respondents.
- Availability of all products under one roof is extremely important for respondents and respondents considering important the convenient opening hours of the megastores.
- For many respondents weekday off price is important. And availability of wider product selection also matter for them.
- Frequency of promotional sale and special offers also considered important by majority of respondents'.
- Majority of the respondents give neutral response on the friendliness of sales personnel.
- Discount coupons/vouchers are important for many respondents when they shop through megastores but some of the respondents' gives neutral response.
- Display of product in megastores is important for many people.

VI. RECOMMENDATIONS

- A megastore needs to focus more on less educated people and with the help of their sales personnel they can improve it more.
- If they offer quality product at reasonable prices then all income groups buy goods from megastores.
- Megastores should organize fun activities for children at weekend because majority of the customer are married then it will develop their image in market, in the mind of their married customers and attract more customers.
- The display of products in megastores is important for many people and they should take interest if it is eye-catching so it should store manager responsibility to work on it time to time for their sales improvement.
- Megastore should have a wild range of Products.
- Megastores employees should interact more and more number of customers and have to practice customer relation management in order to increase customer loyalty.

VII. CONCLUSIONS

From the findings I found that Megastores designs attracted more people. Majority of youth attracted towards megastores for shopping these youth are educated and earning decent amount of money. People mostly visit megastores to see what new products launch because in megastores every product display on shelf. Pricing plays a very important role to convert visitors into customers. Most of the people think that megastores low price product quality is good. Mostly people buy through megastores on

occasions because at that time they got offers/discounts. In city megastores increases in past years because people find all products under one roof, there convenient location and accessibility and it saves the time.

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