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Research Paper

A Conceptual Analysis Of Customer Choice Analysis Of Mode Of Retailing : Special Reference to Gonda district

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Abstract
It is confined to the study of Gonda district (a speedily evolved area). As a city made up of people, their income, purchasing behavior, spending and lifestyle can be generalized to other areas, can be different from other cities, studies, similar characteristics should precede the consumer in similar situations. Selected consumer survey respondents included people who did not visit at the store's usual mall / store. Also, it was difficult to contact all consumer surveys. Therefore, the respondents of these consumers took the time to prepare the questionnaire and were ready.
Keywords

I. INTRODUCTION

Today's consumers have many options to buy and buy everyday needs at home. The Indian retail sector provides a variety of retail or organizational forms of consumer. The store is located in turn shops like markets / shopping centers, supermarkets, hypermarkets or outside retail sales outlets, etc. It is in the mud / hats open shop that she has an indoor retail category, Not because of the retail sector, but also because of the expansion of retail retail behavior, demographics, lifestyle and so on. "With the further development of the nuclear family, it has been established that poverty is needed." In order to ensure the freedom of consumer concerns, more willingness to pay will focus on the changes in the retail environment, I understand the environment.

We are developing a sound theoretical framework for the study of new trends and related literature in Indian retail. Literature and data access were not developed as a basis for the retail sector of India as a new experience organization for this topic in India on the retailing of the Indian retail market did not do much of the existing work.

Experimental setup

Delhi was primarily chosen as the capital of the country by this study of the universe and Metro City grew to see retail flowers. In addition, people from all walks of life in Gonda have welcomed new forms of organized retail sales to shopping malls, supermarkets, department stores and more. This person is a growing trend of major metropolitan cities because they have a time to 'money', especially countries that show the ratio of the brand, and the urban population, know that they want to spend more on those products and services they want. This makes it easier for target people to organize retail in this segment of consumers who break into the Indian retail market of their growing acceptance.

The questionnaire sampled 100 random customers, since the indoor and outdoor retailers largely affect consumers' purchasing behavior, consumers are considered as income as an important variable. In addition, the modern concept of shopping has a disposable high consumption because of the good and the salary package with completely young and talented people by income. These consumers are required to determine the shopping behavior as important as the data analyzed in terms of these variables (age and income). When analyzing data, 'consumer', etc., there is a second utility customer word.
Four age group and four income rang has been decided for sample collection.
A1- below 20 years
A2- 20-40 years
A3- 40-60 years
A4- above 60 years
I1- below 15000 Rs per month
I2- 15000-30000 Rs per month

I3- 30000-45000 Rs per month
I4- above 45000 Rs per month

Limitations of the Study
The limitations of the present study are as follows:
The study is confined to Gonda district only. Being a highly evolved city, the composition of people, their incomes, shopping behaviour, spending habits, and lifestyles may differ from other cities. So, the results of the study can be generalized for other areas only if similar characteristics of consumers prevail under similar conditions.
The consumer respondents selected for the study included those who visited the stores at the time of conducting the survey and who generally visit malls/stores. Moreover, it was difficult to convince every consumer contacted for survey. So, the respondents included only those consumers who were willing to spare time to fill up the questionnaire.

II. DATA INTERPRETATION AND RESULTS

Preference Towards Mode of Retailing (Overall and Age-wise Distribution)

The respondents were asked to specify the mode of retailing they prefer to shop at. The, purpose was to know their preferences towards different modes of retailing. The responses have been analyzed on the basis of age and income of the respondents. Table 1 shows overall as well as age-wise responses of the respondents.

Table 1: *Preference of Different Age Group Towards Mode of Retailing.*

Modes of Retailing	**Preference Towards Mode of Retailing (Overall and Age-wise Distribution)**				
	A_1	**A_2**	**A_3**	**A_4**	**All**
Indoor retailing	46	52	61	66	225
Outdoor retailing	33	33	21	22	109
both	21	15	18	12	66
total	100	100	100	100	400

The indoor retailing was most preferred by higher age groups as 66% of aged customer voted for indoor retailing, as per the table depicted all age group people liked the indoor shopping as there were more display of the goods they needed which helps in the right selection and provide more range for choice. It seems that out of all groups the below 20 years children likes the outdoor shopping, they were also opt both as their choice.

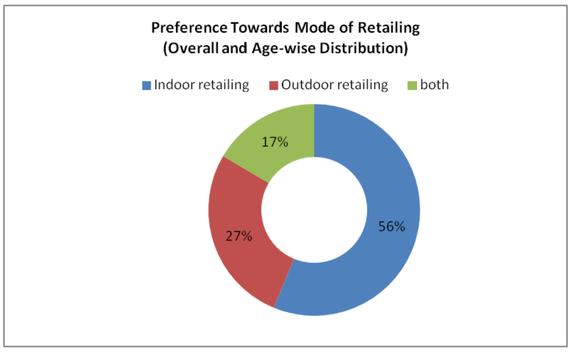

Figure 1: *Donut graph of preferences towards mode of retailing.*

The Plotted donut graph (Figure 1) reveals that a majority of the respondents (56%) have shown their preference towards the mode of 'indoor retailing' while only a small percentage of them (27%) have opted for 'outdoor retailing'. The table also shows consumers' inclination towards the option of 'both' the modes together with 17 per cent of the total respondents favouring for it.

Preference Towards Mode of Retailing (Overall and income-wise Distribution)

On tabulating the above mode on the criteria of income the output will be sight differ more of them choose outdoor retailing as their prime choice, Which implicate that, beyond age; the income also become the prime factor to promote the mode of retailing in market.

Table 2: *Preference of Different Age Group Towards Mode of Retailing.*

Modes of Retailing	**Preference Towards Mode of Retailing (Overall and income-wise Distribution)**				
	I_1	**I_2**	**I_3**	**I_4**	**All**
Indoor retailing	61	52	31	22	166
Outdoor retailing	22	44	55	68	189
both	17	4	14	10	45
total	100	100	100	100	400

The analysis of the table reveals that all the income groups have high preference for 'outdoor retailing' with 68, 55, 44 and 22 per cent of the total respondents from income groups I4, I2, I3 and I1 respectively. The option 'indoor' modes is the second preference of income groups I3 (55%), I1 (22%), I2 (44%) and I4 (68%). Whereas, 'both', as compared to other modes, is not much preferred by the respondents belonging to all income groups.

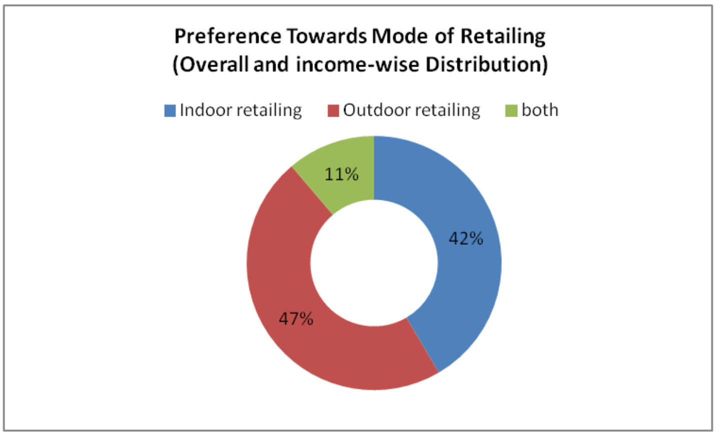

Figure 2: *Donut graph of preferences towards mode of retailing.*

In other words, it can be said that respondents of all income groups have shown high preference for the mode of 'outdoor retailing' than 'indoor retailing' and 'both' of them together. A very high variation has been seen in the preference of respondents as regards 'indoor retailing' and 'outdoor retailing'.

Weighted Rankings for Modes of Indoor Retailing (Overall and Age-wise Distribution)

The table shows the overall responses of the respondents in terms of weighted rankings of the different modes of indoor retailing. It reveals that 'shopping malls' is the most preferred mode with weighted ranking of 135 followed by 'supermarkets' (101). 'Exclusive stores' and Discount stores are least preferred modes with weighted rankings 61 and 42 respectively. Whereas, 'department stores' having weighted ranking of 61 and Exclusive stores with weighted ranking of 61 shows a moderate liking of these modes by the respondents.

Table 3: *Preference of Different Age Group Towards Mode of Retailing.*

Modes of Indoor Retailing	**Weighted Rankings for Modes of Indoor Retailing (Overall and Age-wise Distribution)**				
	A_1	**A_2**	**A_3**	**A_4**	**All**
Shopping malls	27	34	33	41	135
Supermarkets	32	28	21	20	101
Department stores	21	19	13	8	61
Discount stores	12	11	11	8	42
Exclusive stores	8	8	22	23	61

The age-wise analysis reveals that a majority of the respondents of all age groups A4 (WR=41) A2 (WR=34), A3 (WR=33) and A1 (WR=27) have shown higher preference for 'shopping malls' with high ranks as compared to other modes within the individual age groups. 'Supermarkets' are ranked as the second most preferred mode by, again, the respondents of all age groups, that is, A1, A2, A3 and A4 with their weighted rankings as 32, 28, 21 and 20 respectively. It is also observed from the table that after 'shopping malls' and 'supermarkets', the young respondents of age group A1 (WR=21) have ranked 'department stores' as next preference to other modes of indoor retailing. while 'exclusive stores' are given least ranking representing the last preference of age groups A1 (WR=8) and A2 (WR=8) in all the respective groups.

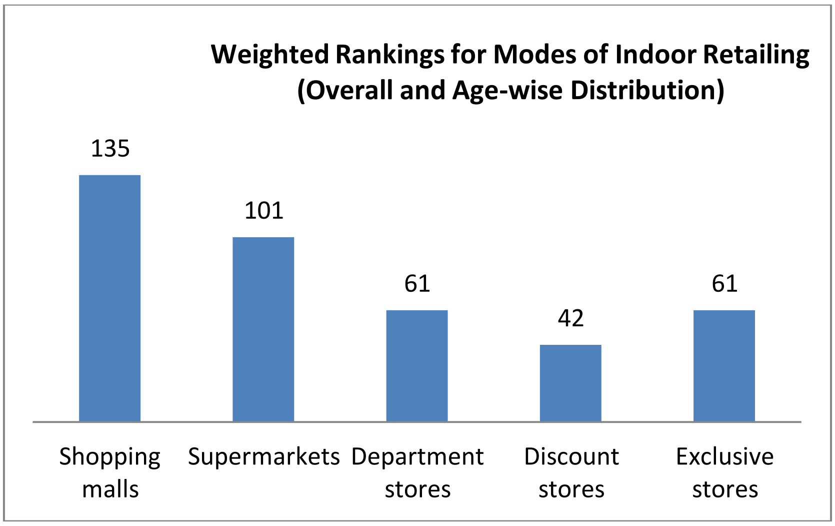

Figure 3: *Donut graph of preferences towards mode of retailing.*

The analysis indicates that modes like 'shopping malls' and 'supermarkets' are most preferred by the respondents of all age groups, indicating their popularity with young as well as elder respondents. On the basis of personal discussion with the respondents, it has been inferred that while young respondents have the least preference to go to cooperative stores due to lack of wide range of products, exclusive stores are the last preference of elder consumers for shopping, as they prefer to go to family stores. The analysis within different age groups also explain that where shopping malls and supermarkets are the most preferred modes for consumers of all ages, group A1 has shown their next preference for 'department stores' while discount stores are the next best choice of age group A4.

Weighted Rankings for Modes of Indoor Retailing (Overall and income-wise Distribution)

The results from the table highlight that 'shopping malls' are ranked as the first preference of the respondents as a shopping destination of all income groups, viz., I3, I2, I4 and I1 with weighted rankings as 48, 42, 35 and 35 respectively. The second most preferred mode ranked by the respondents in income groups I1, I2, I4 and I3 is 'supermarket' with their weighted rankings as 35, 21, 21 and 21 respectively.

Table 4: *Preference of Different Age Group Towards Mode of Retailing.*

Modes of Indoor Retailing	Weighted Rankings for Modes of Indoor Retailing (Overall and income-wise Distribution)				
	I_1	I_2	I_3	I_4	All
Shopping malls	35	42	48	35	160
Supermarkets	32	21	21	21	95
Department stores	22	18	11	2	53
Discount stores	8	11	11	11	41
Exclusive stores	2	8	9	31	50

This indicates the trend that respondents with high income groups have shown higher preference towards 'shopping malls', 'supermarkets' and other modes. Lower income group (I1) consumers have ranked 'exclusive stores' (WR=2) as least preference because they feel that exclusive stores offer comparatively less variety of products and their prices are generally on the higher side (because of exclusiveness of their products) as compared to other popular modes.

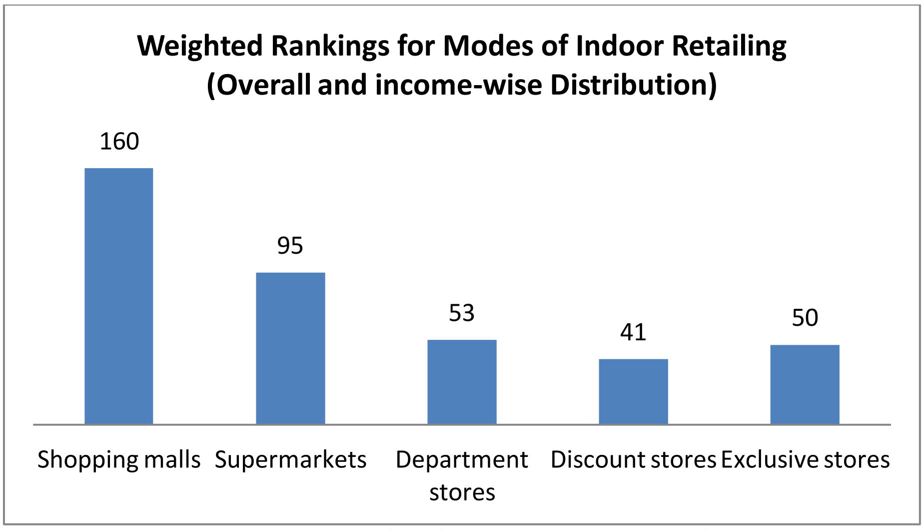

Figure 4: *Donut graph of preferences towards mode of retailing.*

Weighted Rankings for Modes of Outdoor Retailing (Overall and Age-wise Distribution)

The analysis of the table reveals that melas/haats are ranked as the most preferred mode of outdoor retailing with weighted ranking of 182. 'Door-to-door selling', 'direct mail catalogues' follow the ranking in the preference list with weighted rankings of 34, and 15. 'Telemarketing' (WR=61) with low ranking are comparatively less preferred modes by all the respondents. and 'electronic shopping' (WR=108) is distinguishly more preferred. This explains that the respondents not only enjoy the experience of outdoor shopping but also seek convenience.

Table 5: *Preference of Different Age Group Towards Mode of Retailing.*

Modes of Outdoor Retailing	**Weighted Rankings for Modes of Outdoor Retailing (Overall and Age-wise Distribution)**				
	A_1	**A_2**	**A_3**	**A_4**	**All**
Telemarketing	7	11	22	21	61
Door-to-Door selling	1	4	12	17	34
Direct mail catalogues	1	2	4	8	15
Melas/Haats	68	52	41	21	182
Electronic shopping	23	31	21	33	108

Further, age-wise analysis of the table shows that most of respondents belonging to various age groups prefer telemarketing for shopping, the weighted rankings being 22, 21, 11 and 7 for age groups A3, A4, A2 and A1 respectively. Most popular category melas/haats, the figures also explain that elder respondents represented by age group A4 (21) are less attracted towards melas/haats mode than young respondents represented by age group A1 (68). 'electronic shopping' is the second ranked and preferred mode by the respondents of all age groups with their weighted rankings ranging from 33 to 21 showing high variation among different age groups. 'door to door selling' is the least choice of the respondents of age groups A1, A2 and A3 having weighted rankings as 1, 4 and 12 in the respective groups, but, the respondents of age group A1 have shown its least choice towards 'direct mail catalogue' (WR=1).

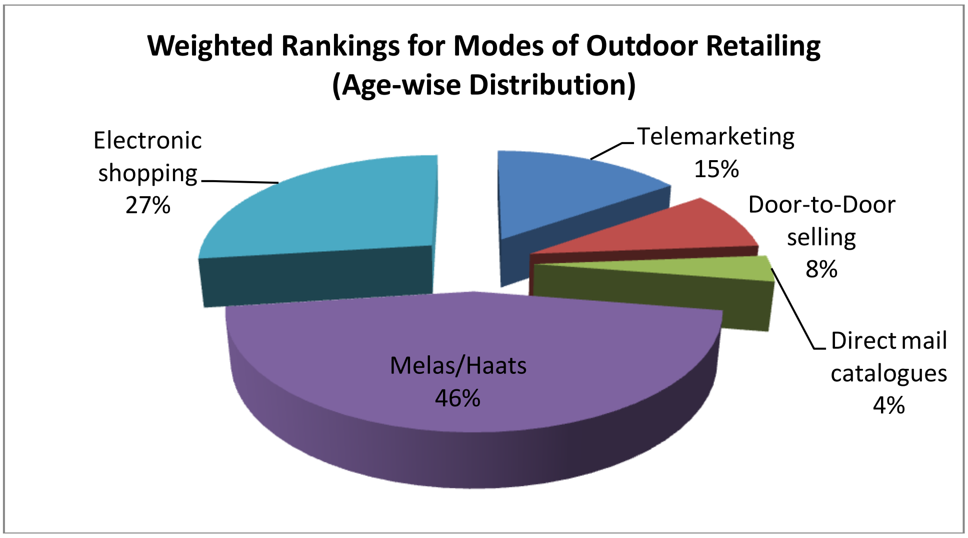

Figure 5: *Donut graph of preferences towards mode of retailing.*

Weighted Rankings for Modes of Outdoor Retailing (Overall and income-wise distribution)

The results from the table illustrate that a majority of the respondents of all income groups, that is, I3, I2, I4 and I1 have shown higher preference for melas/haats through higher weighted rankings of 68, 52, 41 and 21 respectively. This is followed by 'Electronic Shopping' selling I3 (WR=21), I2 (WR=31), I4 (WR=33) and I1 (WR=23). The respondents of income groups I1 (WR=1) and I2 (WR=4) have shown least preference for 'door to door selling' and income group I4 (WR=14) respondents have shown least preference for the mode of 'direct mail catalogues'.

Table 6: *Preference of Different Age Group Towards Mode of Retailing.*

Modes of Outdoor Retailing	**Weighted Rankings for Modes of Outdoor Retailing (Overall and income-wise Distribution)**				
	I_1	**I_2**	**I_3**	**I_4**	**All**
Telemarketing	8	8	11	21	48
Door-to-Door selling	3	2	5	9	19
Direct mail catalogues	4	5	11	14	34
Melas/Haats	64	56	31	21	172
Electronic shopping	21	29	42	35	127

The over all conclusion of this section is that the melas and haat mostly impressed all the income and age group as this will fun with family and friends, while electronic shopping stands second as it will become very popular via flip kart and Amazon type social sites. Direct mail catalogue and door to door selling is least likely as the customer response that is they yet exist?

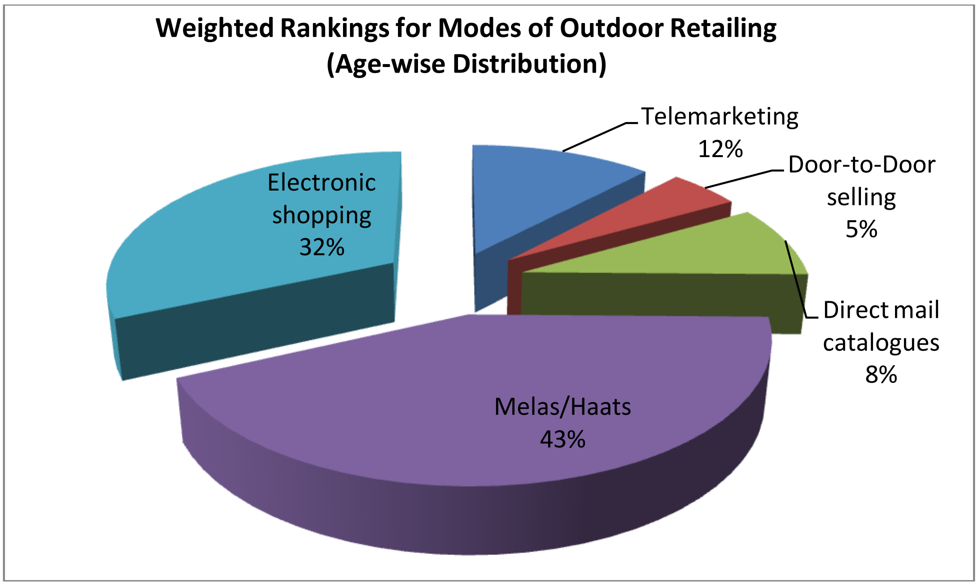

Figure 6: *Donut graph of preferences towards mode of retailing.*

III. CONCLUSION

Changing the Indian retail sector has led to a major change in retail formats. The existing formats and new formats, (also known as modern formats), began to make room for themselves. The modern look is not limited to store only, but also non-store format. Educational information is delivered to your mind by reaching format visual consumers of consumers and consumers, and the opportunity to test all of the above necessary products. A variety of new stores, retail stores, shopping malls, department stores, supermarkets, large marts, specialty stores and discount stores were emerging. Other formats may be designated as kiosks, etc., for storage as formatted coexistence-owned outlet points

A variety of non-store formats, where customers can be categorized as knowing better than the media, use them to communicate directly with them, direct marketing, vending machines and electronic tailgating. Non-stores are gaining popularity among consumers at retailers' 24/7 service centers. These formats provide consumers with a "short time" to shop in order to meet their long time service requirements and less time consuming, because they are easily accessible at work time. Telemarketing India, Electronic Retail, Direct Mail Catalog, Door-to-Doring, Fair / Hats, vending machines are popular non-store formats.

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