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## Study on grocery shopping behaviour of urban consumers of Raipur city

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### Abstract

The Indian grocery retail sector has been evolving from traditional to a modern, Grocery store choice behaviour in Indian grocery retailing has now become complex issue for both retailers and shoppers. Shoppers' attributes like socio-economic, demographic, geographic and psychographic dynamics have influenced the selection of retail format and store in grocery retailing. Purpose of this research paper is to research the consumer behaviour towards grocery shopping (organized and unorganized retailing) in Raipur region. The paper examines the key determinants that influences consumer in making retail outlet choice. The results show that the while demographic factor preference towards organized and unorganized retail outlets were independent of every other, the attributes associated with product, price, promotion, process etc. do impact consumer decision in Raipur region. the aim of the paper is twofold first is to form thorough study on the association and predictability of shopper's demographic and geographic attributes with supermarket store choice behaviour and second is to look at the effect of shopper's demographic, geographic and psychographic attributes on segmenting the grocery retail consumers towards supermarket or mom and pop stores. The study is only depended on primary data collected from 200 retail customers from six supermarket, five departmental store and five mom and pops store through intercept survey method using structured and non-disguised questionnaire in several areas of Raipur cities both descriptive and inferential statistical tools are accustomed test the statistical significance. The findings revealed that shoppers' age, monthly household income, family size, distance travelled to store, gender, education, occupation, lifestyle factors and shopping motives are the many predictors of grocery choice behaviour. The findings also revealed that shoppers' attributes have significantly affected the segmentation of grocery retail consumers into hedonic, utilitarian, autonomous, conventional and socialization.

**Keywords:** Consumer behaviour, grocery shopping, organized and unorganized, retailing, Raipur city consumer

### Introduction

Consumer buying behavior for grocery products has always been influenced by style of economic, cultural, psychological and lifestyle factors (Goyal A, Singh NP, 2007) <sup>[1]</sup>. Consumer behavior is that the study of consumers and also the processes they favor to use, and eliminate products and services, including consumers' emotional, mental, and behavioral response. "Consumer behavior is that the actions and also the choice processes of people who purchase goods and services for personal consumption" – in line with Engel, Blackwell, and Mansard.

Understanding the behavior of consumer towards retailing may be a subject matter of interest across the globe. Various researches have already been conducted to research and discuss the expansion and development of retail industry, internationalization of retailing and consumer's behavior. For instance, K Rajanath *et al.* (2014) <sup>[5]</sup> studied the need of consumer centric organized retailing in India due to revolutionary transformation in retail industry.

On an Average, an urban household in Raipur spends about 42 per cent of its consumption expenditure on food items, out of which, about 33.5 per cent is spent on grocery items and about 23.1 per cent on fruits and vegetables (Findings from a statewide survey in April 2020). Increase in income, particularly of the lower and middle-income households, encompasses a big impact on the demand for groceries items, because these groups tend to spend a relatively larger share of their income on groceries consumption. Middle income and concrete consumers also spend a greater part of their income on grocery (Landes *et al.*, 2004) <sup>[4]</sup>. Shopping, buying, and utilizing are the three activities which constitutes the customer behavior in an exceedingly holistic manner. Shopping behavior may be a most unusual for behavior which the patron exhibits.

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Grocery shopping is that the most typical type of shopping which consumers cherish a highly frequently manner (Landes *et al.*, 2004) <sup>[4]</sup>.

Shopping for grocery products has witnessed a paradigm shift in Indian retail market with conspicuous changes within the consumer buying behavior driven by macro environmental factors like strong income growth, favorable demographics and changing lifestyles. Most of the grocery products reach to consumers through the neighborhood 'kirana' stores these include the neighborhood local baniya, general stores, the local kirana shop, provision stores, local markets, hand cart, pavement vendors, fruit vendors, vegetable vendors, fruit vendor, Mom and Pop Stores, weekly hats and bazaar, sabjimandi, general readymade garment shop, footwear shop, tailoring, shoemaking, paanwala, etc. which are unorganized.

The remarkable changes in shopper's attributes are driving what was once a typical and small-scale retail outlet into an organized retail format aimed toward catering to the evolving needs and tastes of discerning consumers. On the alternative hand organized retailing denotes to trading activities undertaken by licensed retailers, that is, people who are registered for excise, income tax, etc. These retailers comprise the corporate-supported retail chains and hypermarkets, foodstuff, discount stores, drug stores, factory outlets, and large retail businesses.

The ever changing shopper's psychographic variables like values, activities, interests, opinions, motives and life styles have also contributed immensely to the expansion of 'Western' format Journal of Business and Retail Management Research (JBRMR) Vol. 4 Issue 2 April 2010 A Journal of the Academy of Business and Retail management (ABRM) 78 typologies like convenience stores, discount stores, super markets and hypermarkets (Prasad and Aryasri, 2008) <sup>[3]</sup>.

Indian retail industry has emerged jointly of the foremost promising and fastest growing industries, in recent time. Globally it is the fifth largest destination in retail space. Indian retail industry is dominated by unorganized retail format which is extremely segmented and fragmented. The ever changing lifestyle of the consumers has contributed immensely to the expansion of this industry.

In Raipur city of Chhattisgarh there are many grocery stores in which supermarket or Hypermarket like, Vishal-mega mart, D-mart, Big-Bazar, Ashok Mega mart, Easy Bazaar, etc. Apart from this, there are various local kirana stores are here. The paper examines the key determinants that influences consumer in making retail outlet choice. The results show that while demographic factors and retail outlet choices were independent of every other, attributes associated with product, price, promotion, process etc. do impact consumer decision in Raipur region.

The aim of the paper is twofold first is to form thorough study

on the association and predictability of shopper's geographic attributes with supermarket store choice behavior and second is to look at the effect of shopper's geographic and psychographic attributes on segmenting the grocery retail consumers towards supermarket or mom and pop stores.

In view of such evidence, this study aims at identifying the factors which influence consumer choices for grocery products and also analyses the character of marketplace preferred by consumers for purchasing grocery products. The result obtained from this analysis can help in identifying a diversified set of preferences for products and market attributes which successively can help in better deciding by the retail chains within the emerging organized food and grocery retail environment. The analysis of the buying behavior of relatively advantageous consumers has greater relevance for the emerging organized retail organizations within the food and grocery segment in Raipur city, as consumers belonging to this group are considered as potential early adapters of organized distributor culture.

### Objectives of the study

This research is undertaken with the following objectives

1. To study the influence of demographics factors on the consumers preference towards grocery shopping.
2. To identify the frequency purchase of grocery from retail outlet.
3. To know the preferred retail formats during shopping.
4. To study the attributes that influences consumers to buy from one format over the other.

### Methodology

The study is expounded to Consumer's behavior at supermarket in grocery shopping in Raipur. The study is expounded to purchasing behavior of consumers in organized retail (Super market) likewise as in un-organized retail (Mom and Pop store) in select area Raipur City. The studies made to grasp the buying behavior of consumers.

### Research Area

The purpose of this analysis is to investigate and create a comparative study of consumer behavior in numerous retail formats, therefore the grocery format was each organized and unorganized retails. For the aim of study, Raipur city was selected. Where different grocery stores like, Supermarket as Organized retail and Mom and pop stores as Unorganized retail were selected on random basis, on different locations like, Badhai para, Ramsagar para, Purani basti, Shanti nagar, Dindayal upadhyay nagar etc. and therefore the major super market like D-mart, Big-Bazar, Shubham k market, Vishal mega market, Reliance marketplace, Kishor mall was selected.





**Fig 1:** Selected Different retail formats of Raipur city

**Research Design**

The survey was conducted on the randomly selected 200 respondents from the Raipur region. Data was mainly being collected from persons visiting shopping store within the study area (Supermarkets or kirana stores). The surveyor approached every third adult shopper leaving the sales outlet, asked whether he or she is interested to participate within the retail marketing survey and recorded all respondents. So as to gather primary data to structured, exhaustive and descriptive (open ended) questionnaires were designed. The independent factors to be studied must include information about the consumers similarly as about the stores. Respondents were asked to judge factors like the standard of products available and costs offered etc. The analyses was assessed which factors included would affect consumers to settle on shopping alternatives. Consequently, it'll be possible to grasp what drives customers in selecting stores for shopping.

**Research Instruments**

**Questionnaire:** The identical questions were asked to any or all sort of subjects which cover all areas of consumer buying behavior. Specific information and open ended questions for general information is employed.

A scientific questionnaire was designed consisting of varied questions associated with demographics factor, frequency of purchase and key drives that are chargeable for the selection of stores. Proper care is taken for sequencing the questions and ambiguous questions are avoided after survey.

**Individual interviews**

An unstructured interview was taken. It was involved a series of open ended questions which supported the study points which the researches wants to cover. Unstructured Interviews are a technique of interviews where questions is changed or adapted to fulfill the respondent's intelligence, understanding or belief.



**Fig 2:** Individual Interviews from respondent

**Data Collection**

This study is descriptive in nature. The information utilized in this study is primarily primary data, obtained through a conducted to investigate the behavior of respondents. The sampling technique was wont to collect the info.

**Primary data**

The first data was collected using personal methods preferably personal interviews by administering a structured and non-disguised questionnaire (Sinha and Banerjee, 2004) [7]. The information was collected at different supermarket or

grocery stores randomly selected.

**Measures**

The questionnaire used multiple choice and five point Likert scale type statements. The questionnaire consist various questions include demographics and socio-economic segment having nine questions. The responses were measured using nominal and interval scales.

Other segment questions referring to consumer’s psychographic factors covering list of activities (five statements), interests and opinions (twelve statements) and shopping motives (five statements).

All items were measured on three or five-point likert scale. and also the other part consists of five questions regarding grocery shopping and store choice behavior. For measuring psychographic variables, values related items are adopted from Kahle (1983) [8], interest and opinion statements were adopted from VALS TM Survey, All variables were measured using five-point Likert scale.

All the measures employed in the questionnaire were pre-tested over two stages with samples of academicians and outlet managers.

**Secondary data**

Secondary data was collected through a large range of written materials. E.g. to know the philosophy of consumer behavior and. These include research papers, articles in various magazines and journals, annual reports of the govt. of India, etc. Other sources used for collecting data are downloads from companies websites, newspaper reports, technical and trade journal, books, magazines. The remaining statistical a part of this study springs 11 from secondary sources just like the publications of the Registrar, Census of India, Government of India, National Sampling survey and Internet, etc.

The study is related to Consumer’s behavior at supermarket in grocery shopping in Raipur. The study is related to buying behavior of consumers in organized retail (Super market) as well as in un-organized retail (Mom and Pop store) in select area Raipur City. The studies made to know the buying behavior of consumers.

**Data Analysis and Results**

The present study is concentrated on the shopping behavior dimensions of consumers who visit organized and unorganized stores for grocery items. A convenient sampling method was accustomed obtain the info.

Both descriptive statistical tools (percentiles, mean, variance, min. & max. and standard deviation) and inferential statistical tools (Spearman’s co-relation and kruskal-wallis test) were applied to check the formulated hypotheses. To check the research, statistical tool was accustomed test the association, dependence/independence among the variables. Percentile method was utilized in factor analyzing the responses from interests and opinions, activities, values and shopping orientations. For analyzing the evaluation of various retail formats spearman rank co-relation technique was used. Finally, kruskal-wallis check was used.

**Demographics and Socio-economic Characteristics of Raipur city consumers**

Demographics and Socio-economic characteristics is a combined total measure of an individual’s or family’s economic and social position based on education, income, and occupation. Consumer’s age, gender, education attainment level, income, profession, household size, marital status, was found to have statistically significant effect on consumer belief to purchase from different retail format. Out of 200 respondents 57% were purchasing from organized retailing remaining 43% from unorganized retailing.

**Frequency of purchase**

Next objective of the study is to examine the frequency of purchase from the two different retail outlet formats. For this purpose following test was used.

**Test for Equality of Variance**

This test was used to analyze the behavior of the buyer in making choice between organized or unorganized retailing especially in case of grocery products. This study mainly focused on ten grocery categories (i.e staple food, Processed food, Beverages, Daily products, spices and condiments, fruits and vegetables, frozen food, Toilettes, personal care, Stationary and toys).

**Table 1:** Frequency of purchase of Grocery Products by Raipur Respondents (% age)

Grocery Categories	Frequency of Frequently of Purchase(x)				
	Monthly	Fortnightly in a Month	Weekly	Twice in a week	Daily
Staple food	132	60	8	0	0
Processed food	92	62	14	32	0
Beverages	92	58	18	32	0
Dairy products		0	20	20	160
Spices and condiments	142	36	2	20	0
Fruits and vegetable		0	44	80	76
Frozen food	90	72	34	0	4
Toilettes	154	44	2	0	0
Personal care	142	48	10	0	0
Stationary and toys	122	50	24	0	4
Total Percentage (p)	96.6	43	17.6	18.4	24.4

**Test for Equality of Variance**

**Hypothesis**

**Null Hypothesis:** Frequency of purchase from organized and unorganized retail is not equal in Different retail outlet of Raipur Region

Ho:  $\sigma^2$  (organized retail)  $\neq$   $\sigma^2$  (unorganized retail)

**Alternative Hypothesis:** Frequency of purchase from organized and unorganized retail is equal in different retail outlet of Raipur Region.

Ha:  $\sigma^2$  (organized retail) =  $\sigma^2$  (unorganized retail)

**Table 2:** F-test between organized and unorganized retailing on frequency of purchase preferred by Raipur city Respondents.

Frequency of Frequently of Purchase				
Grocery Categories	Organized	Unorganized	f-value	p-value
	Variance	Variance		
Staple food	907.2	487.2	1.862068966	0.28092804
Processed food	245.7	189.2	1.298625793	0.40311198
Beverages	303.2	197.2	1.537525355	0.34350342
Dairy products	809.666667	983.7	0.823082918	0.45451993
Spices and condiments	256.7	243.7	1.053344276	0.48051997
Fruits and vegetable	403	339.2	1.188089623	0.41999107
Frozen food	183.7	255.2	0.719827586	0.37890039
Toilettes	1399.7	323.2	4.33075495	0.09236807
Personal care	1072.7	477.7	2.245551601	0.22630162
Stationary and toys	710.7	411.2	1.728356031	0.30453791
Mean	22.8	MEAN	17.2	
F Critical Value	6.38823291			

F-Test has been conducted on two different samples taken from organized and unorganized retail shoppers. The mean, variance and variance of the frequency of purchase from organized and unorganized retail shoppers were calculated separately and at last F-test was conducted on each grocery categories. Just in case of the staple food like atta, rice, pulses, oil etc the worth of F-test (1.862068966) exist the non-rejection region so data support to simply accept the null hypothesis and reject the choice hypothesis.

This implies that the mean frequency of purchase is equally no matter retail format. The consumer purchasing from organized or unorganized is same. just in case of processed food the worth of F-test was found to be 1.29862579, which was over the critical value hence we've got rejected the null hypothesis and eventually it's held that the frequency of purchase from organized outlet weren't up to the frequency of purchase from unorganized stores per processed food.

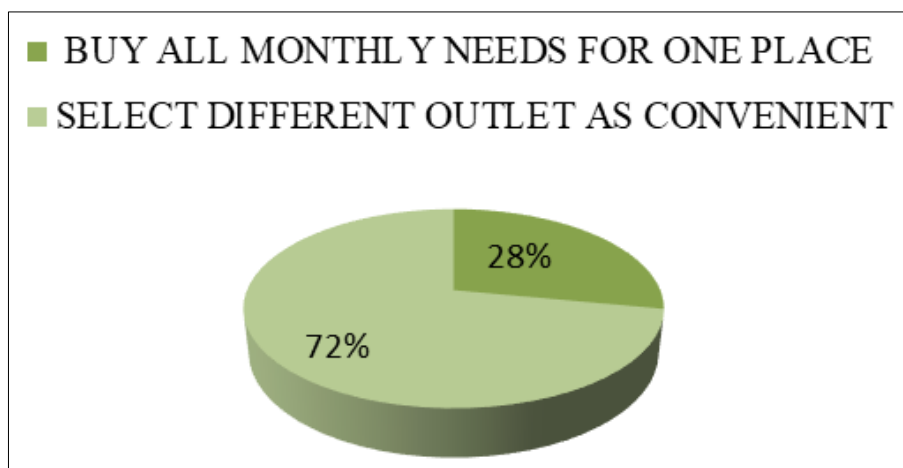
In case of beverages the calculated F-value was 1.537525355 (that is a smaller amount than the F-critical value (6.38823291). Since we comprise the non-rejection area, the null hypothesis can't be rejected. Similarly calculated F-

value just in case of fruit & vegetable purchase represent the non-rejection area so data support to simply accept the null hypothesis and reject the choice. On the opposite hand just in case of dairy products the F-value was answer to the correct and fall within the rejection area thereby rejecting the null hypothesis and accepting the choice hypothesis means respondents from organized and unorganized retail showed different pattern of purchase frequency. Just in case of Spices and Condiments, foodstuff, Toilettes, attention, Stationary and Toys the worth of F-distribution was resolution within the rejection area implying the rejection of the null hypothesis and acceptance of the choice one.

**The preferred retail formats during shopping of Raipur city Consumers**

**Test of percentile**

The preference was taken on a likert scale. For test of the preference percentile method was used. The Data found for preference of retail format by the Raipur city consumer is depends, like 56 of respondents buy monthly needs from one place and 144 number of respondents out of 200 choose different outlets as convenience.



**Fig 3:** The percent of total respondent's selection on different outlets for buying all monthly needs

As primary source respondents preferences was found to have statistically significant effect to purchase from different retail format for these percentile method was used. Out of 200 respondents 52% were purchasing from organized retailing

over all remaining 43% from unorganized retailing. The preferred different retail format as organized and unorganized by the Raipur respondents are shown in pie chart below.

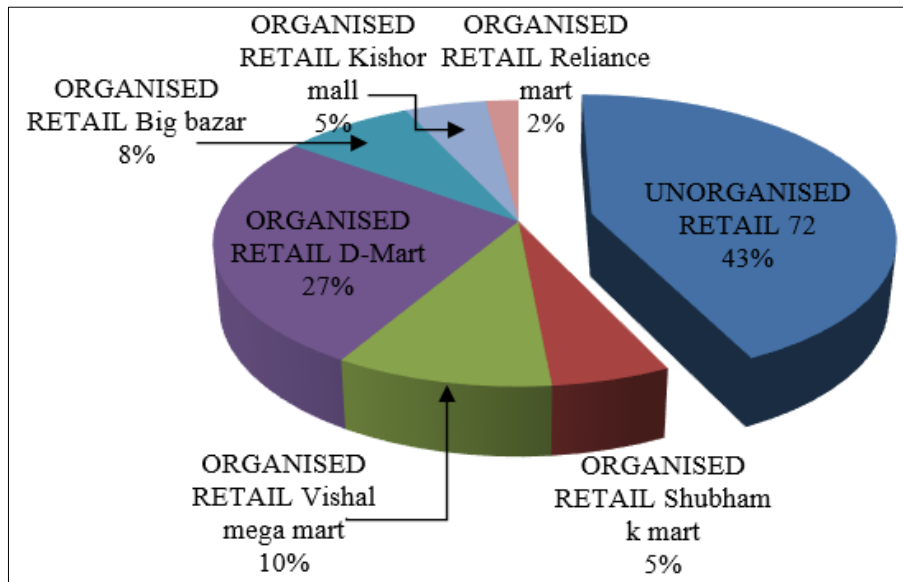


Fig 4: The pie chart shown preference of different retail format by the Raipur respondents

This pie chart shows the different retail outlet found the total number of respondents prefer as primary shopping place, 114(52%) consumers consider organized retail in which and 86(43%) consumers consider unorganized retail as primary source for shopping, In which 53(27%) respondents prefer D-mart, 20(10%) Vishal mega mart, 16(8%) Big bazar, 11(5%) Shubham k mart, 10(5%) Kishor mall, 4(2%) Reliance mart, and 72 respondents select nearby Rashan or kirana store as monthly grocery needs.

**Attributes Responsible for Buying Decision of Grocery products**

Finally the study has also included the changing role of promoting scenario in attracting and holding customers. To grasp the marketing and servicing attributes, questions were asked associated with product, price, promotion, place, public relation, physical environment, process and repair offered by retailers.

Data was also collected on consumers' perception on various product attributes, price attributes, promotion and place attributes. The reactions and responses of the customer were also collected associated with process attributes like fast payment and packaging procedure. The service attributes were also included like home delivery, parking facility, payment options, membership benefits, time save, shopping under one roof, bargaining power of the consumers to understand the relative importance within the selecting retail format.

The study found that customers have an interest to shop for the bundles of benefit in terms of product. The study considered that these eight major attributes plays crucial role within the higher cognitive process of respondents.

**Test of ranking**

For analyzing the pricing of various retail formats spearman rank co-relation method was used. This study mainly focused on the grocery product price whether it's cheaper or costlier. The Spearman's rank-difference correlation coefficient is that the nonparametric version of the Pearson product-moment correlation. Spearman's parametric statistic, measures the strength and direction of association between two ranked variables.

In this, the grocery categories were ranked, within which most of the people have select the foremost costlier and most cheapest product of certain outlet, it should be labeled "1st" and lowest should be "10th".

**The formula of spearman rank co-relation**

$$r_s = 1 - \frac{6 \sum D^2}{n(n^2 - 1)}$$

**Hypothesis**

**Null hypothesis (Ho):** There is no [monotonic] association between the costlier and cheaper pricing in organized and unorganized retail outlets.

**Alternative hypothesis (Ha):** There is monotonic relation between the costlier and cheaper pricing in organized and unorganized retail outlets. (Monotonic relationship is a relationship that does one of the following: (1) as the value of one variable increases, so does the value of the other variable; or (2) as the value of one variable increases, the other variable value decreases.)

Table 3: Analyze the pricing of various outlets for various grocery products. For examine the pricing of the two different retail outlet formats. For this purpose the subsequent test was used and analyzed.

Pricing Organized Vs Unorganized				
Grocery Categories	Organised		Unorganised	
	Cheaper	Costlier	Cheaper	Costlier
Staple food	50	142	142	50
Processed food	67	133	133	67
Beverages	133	67	67	133
Dairy products	41	159	159	41

Spices and condiments	122	78	78	122
Fruits and vegetable	44	156	156	44
Frozen food	128	72	72	128
Toilettes	75	125	125	75
Personal care	123	77	77	123
Stationary and toys	71	129	129	71
$6 \sigma D^2$	1980		$6 \sigma d^2$	1980
$N(N^2-1)$	990		$n(n^2-1)$	999
R	-1		r	-0.981982

As  $n = 10$ . Hence, we have a  $\rho$  (or  $R_s$ ) of  $-1$ . Or  $\rho$  (or  $r_s$ ) of  $-0.981982$ . This indicates there is no relationship between the ranks individuals obtained in the pricing. In Organized outlet or in unorganized retail outlet.

[When the rho ( $\rho$ ) value is 0, means the ranks of the one variable do not cover with the ranks of the other variable.]

This implies there is monotonic relationship between the

ranks individuals obtained in the pricing from organized outlet or unorganized retail outlet. That means if the price is costly in one format then the other format will also have a price is costly for the certain product, or if the price were costly in one format because of the price was definitely cheaper for the same product in other format.

**Table 4:** Importance of various attributes in purchase of Grocery products by Raipur Respondent.

Attributes	Organised				Unorganised			
	Mean	Standard Deviation	Min	Max	Mean	Standard Deviation	Min	Max
Product Related	143	54.5802162	54	188	57	54.5802162	12	146
Place Related	76.5	72.83199846	25	128	123.5	72.83199846	72	175
Services Related	149	40.92676386	78	180	93.57142857	80.01636737	20	200
Promotion	161	12.72792206	152	170	39	12.72792206	30	48
Physical Environment	129	1.414213562	128	130	7	1.414213562	70	72
Process Related	85	12.72792206	76	94	115	12.72792206	106	124
Public Relation	88.6666667	33.24655371	58	124	111.3333333	33.24655371	76	142

The table (4) portrays the role of every attribute in affecting the selection of organized and unorganized shops among Raipur respondents. The mean, variance, minimum and maximum were calculated for both shops.

**(a) Product attributes:** Most of the respondents have selected the organized retail thanks to the explanation of wide selection of accessible product, better qualitative products range, quite one choice among brands and fresh stock. The higher quality and selection of size were the fore most common reason to buy from unorganized retail. The mean and minimum and maximum were within the range except just in case of choice of name attributes of unorganized retail response.

**(b) Place Attributes:** Location of the outlet was one amongst the many aspects for choosing the shopping outlet regardless of any format. An outsized number of the respondents strongly agreed that distance from the residence to the shopping outlet plays very crucial role for purchase decision. The respondents of unorganized retail outlet would love to settle on the closest and reliable shopkeeper.

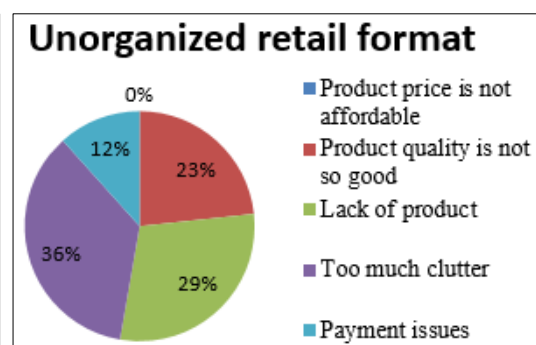
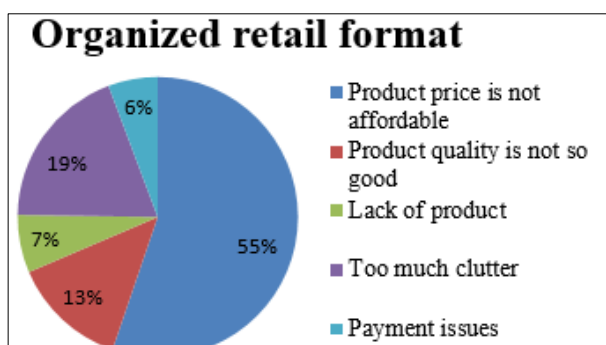
**(h) Service attributes:** Today retail outlet is providing a

spread of service facilities to capture the eye of customer and to extend their sales. The free home deliver, bargain, parking facility, payment options and membership benefits are a number of most famous service related options available with shops. The study was conducted to grasp the responses associated with service offered by stores and it had been found that several of the organized shopper would love to buy from same outlet on avail membership benefit related to each purchases made.

They also agreed that parking facility, home delivery, one stop shopping and different payment options are significant factors to make your mind up the shopping destination. While unorganized shopper favored mostly the provision free home delivery option followed by payment options, bargain and one stop shopping.

**4.4. Major challenges encountered by consumers during shopping.**

In both formats of grocery retail there are several issues faced by consumers. Such issues are discuss below, out of 200 respondents select many of challenges faced by them in both organized as well as unorganized retail outlets. This data was analyzed through percentile method.



As show in pie chart, in organized retail 55% of consumers responds that is some of product price is not affordable, 19% responds on too much clutter faced by them, 13% product quality is not so good, 7% lack of product and 6% faced payment issues. Whether, In Unorganized 0% results found in product price is not affordable, 23% product quality was not so good, 29% faced lack of product, 36% too much clutter and 12% having payment issues.

#### 4.5 Shopping Experience

Three point likert scale was used for examine over all shopping experience. It was divide into three major options as excellent, average, poor.

#### Test for non-parametric hypothesis

The Kruskal-wallis test is applied to know to determine whether or not there is a statically difference between the medians of two different grocery format which is organized and unorganized of the Shopping experience. That is to generalist result obtained from median score.

#### The formula of kruskal-wallis test

$$H = \left[ \frac{12}{n(n+1)} \sum_{j=1}^c \frac{T_j^2}{n_j} \right] - 3(n+1)$$

This study mainly focus on experience of respondents during the grocery shopping on preferred retail (Organized/Unorganized). It is considered to be non-parametric equivalent of One-Way ANOVA. Below the table (5) the ranking of shopping experience.

**Table 5:** Ranking of Shopping Experience

Shopping experience	Organized		Unorganized	
	Data	Rank	Data	Rank
Excellent	37	4	23	3
Average	56	6	51	5
Poor	21	2	12	1

#### Hypothesis

**Null Hypothesis (Ho):** Shopping experience can affect the purchasing of grocery

**Alternate Hypothesis (H1):** Shopping experience doesn't affect purchasing of grocery

When P value is < 0.05, Reject Null

When P value is >0.05, Accept Null

**Table 6:** Kruskal-wallis test score

	Median	n	Avg. Rank
Organized	37.00	3	4.00
Unorganized	23.00	3	3.00
Total	30.00	6	
0.429	H		
1	d.f.		
.5127	p-value		

Hence, the P value of retail format (organized and unorganized) is 0.5126 > 0.05 so, the Null hypothesis is rejected and the alternate hypothesis is accepted.

Kruskal-wallis test has been conducted on two different samples taken from organized and unorganized retail shoppers. The median of the shopping experience from organized and unorganized retail shoppers were calculated

separately and at last kruskal wallis test was conducted on each grocery categories.

This implies that the mean shopping experience can affect the purchasing from different retail formats.

#### Conclusion

The study highlights that Raipur customers are purchasing from each organized and unorganized stores. it absolutely was found that the demographic attributes like Age, Gender, Education standing, financial gain and also the selection of retail format were freelance to every different. It implies that the previous haven't any impact on the latter.

In case of frequency of purchase of grocery things, monthly purchase was most well-liked by the respondents followed by doubly a month with the exceptional daily product bought on each day. The results of F-test over that there's distinction within the frequency of purchase between organized and unorganized merchandising shopper within the staple food, processed food, beverages, fruits & vegetables. However there's no frequency distinction just in case of daily product, Spices and Condiments, food product, Toilettes, care, Stationary and Toys.

Finally respondents in agreement that location associate degreed offers square measure the foremost necessary criteria to settle on an outlet no matter to any retail format. The wide selection of product attributes, selection of name, quick asking method, parking facility, systematic show, and one stop shopping for attracts the customers to shop for from organized retail outlet. On the opposite hand, client service, bargain, home delivery, worth and services were commonest criteria that influenced the customers to shop for from unorganized stores.

On condition that the Indian retail business is rising collectively of the profitable and quickest growing industries, the extent of competition has become intense. Within the part of quick changing lifestyle (taste and preferences) of the buyer, each the organized and unorganized retailers got to be a lot of innovative so as to survive, attract and retain the customers.

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