A Study On Consumer Perception About Organized Vs Unorganized Retailers At Kanchipuram, Tamil Nadu

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INTRODUCTION

Retailing is the most active and attractive sector. Retailing industry has been present for many years in our country. It is only the recent past that has witnessed so much dynamism in this industry. The international retail store chains have caught the fancy of many travelers abroad; the action hitherto is missing from the Indian business scene.
The emergence of retailing in India has more to do with the purchasing power of buyers, especially of those who live in the post liberalization period. The retail industry offers increasing economies of scale, with the aid of modern supply and distribution management systems and solutions. The current retailing revolution has provided an impetus from multiple sources. These *'revolutionaries'* include many traditional and conventional stores upgrading themselves to modern retailing, companies in competitive environments are entering into the market directly to ensure exclusive assortment for their products and services. Chain stores coming up to meet the needs of the manufacturers who do not fall into either of the above categories is also an effect of this. Attractiveness, accessibility and affordability seem to be the key offerings of the retailing chain.

THE EMERGING SECTORS

Retailing, one of the largest sectors in the global economy, is going through a transition phase, not only in India, but all over the world. For a long time, the corner grocery stores (*kirana* stores) were the only choice available to the consumer, especially in the urban areas. This is slowly giving way to international formats of retailing. The traditional food and grocery segment has seen the emergence of supermarkets/grocery chains (Food World, Nilgiris, and Apna Bazaar), convenience stores (ConveniO, HP Speedmart) and fast-food chains (McDonalds, Dominos). The emergence of new sectors has been accompanied by changes in existing formats, as well as the beginning of new formats:

- Hyper Marts.
- Large Supermarkets, typically with an area of 3,500 - 5,000 sq.ft.
- Mini Supermarkets, typically with an area of 1,000 - 2,000 sq.ft.
- Convenience Stores, typically with an area of 750 - 1,000 sq.ft.
- Discount/Shopping list grocer.

The traditional grocers, by introducing self-service formats, as well as value-added services, such as credit and home delivery, have tried to restructure and redefine themselves. However, the growth in retailing has been confined primarily to the urban markets in the country. Even there, large chunks are yet to feel the impact of organized retailing. There are two primary reasons for this. First, the unorganized retailer is yet to feel the saturation' effect in the urban market and has, therefore, probably not looked at the other markets as seriously. Second, the unorganized retailing trend is its cost-effectiveness, which has come to be identified with lifestyles.
In order to appeal to all classes of society, retail stores would have to identify with different lifestyles in a sense of *"value for money image"*. The attractiveness of the other stores actually appeals to the existing affluent class as well as to those who aspire for to be a part of this class. Hence, one can assume that the retailing revolution is emerging along the lines of the economic evolution of the society.

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ORGANIZED VS UNORGANIZED RETAILERS

In sharp contrast to the retail sector in developed economies, retailing in India - though large in terms of size - is highly fragmented and unorganized. With close to 12 million retail outlets, the country has one of the highest retail densities worldwide.

Retailers include street vendors, supermarkets, department stores, restaurants, hotels, and even two-wheeler and car showrooms. Counter stores, kiosks, street markets and vendors, where the ownership and management rest with one person are classified as traditional or unorganized retail outlets. The unorganized retailers suffer due to the poor shopping experience they give to their customers as well as due to their inability to offer a wide range of products and value-addition due to lack of sourcing capabilities. The modern Indian consumer is seeking more value in terms of improved availability and quality, pleasant shopping environment, financing options, trial rooms for clothing products, return and exchange policies and competitive prices. This has created a rapidly growing opportunity for organized and modern retail formats to emerge in recent years, and grow at a fast pace. Inefficiency in the existing supply chain presents a further opportunity for organized players to draw on this large market, even as lack of consumer culture and low purchasing power have restricted the development of modern formats. Migration from unorganized to organized retail has been visible with economic development.

REASON FOR CHOOSING THIS TOPIC AND THE STUDY UNIT

Recent emergence of organized retailing (in various formats) and its mammoth customer attraction and retention marketing strategies, the adoption of technology and patronizing retailing atmospherics (Shops) and value-added services have created a market space for them in India. The existing *"n"* numbers of unorganized retailers have also started to add more number of product mix/product lines in their existing selling assortments in order to create a feeling of *"one time and comprehensive shopping"* in the minds of consumers and make them prefer their stores for the next purchases. So the consumers' perception becomes a *"riddle"* about both organized and unorganized retailers. Because of this prevailing dynamism of consumer perception about organized and unorganized retailers, the researchers have selected the particular topic and tried to analyze the perceptual changes. By studying the present topic, the researchers shed light on the state of mind of the consumer, which is beneficial for both organized and unorganized retailers, as insights about consumer behavior would help them to realign the present marketing/selling strategies to retain the customers as the partners for their business.

"Kanchipuram (or) Kanchi" is a renowned tourism cum pilgrimage centre In Tamil Nadu, which is referred to with the name of *"Temple City"*. This location is 40 kms away from the south west of Chennai and at a distance of 10 kms from Sriperumpudur, a well known industrial location, where the leading Automobile, Electrical and Electronics, Leather, and Telecommunication companies are situated. Due to this commercial environment and affordable cost of living and standard of living, this location has a reasonable population density and high number of floating population. Due to the commercial viability of this location, the renowned organized retail stores, along with local organized retailers (Various forms of business) give a stiff competition to existing conventional retailers (Existing retailers have maintained a long- term bond with consumers in the selected study location). In order to attract the consumers from unorganized retailers, the organized retailers execute comprehensive business game theories. So the consumers' perception keeps on changing about both organized and unorganized retailers in the selected study location.

STATEMENT OF THE PROBLEM

Retailing is a kind of business activity, which offers products or services in small quantities to ultimate consumers, at a place where consumers prefer to buy. Especially, in countries like India, till date, the unorganized retailers play a predominant role in offering products or services of a different product (or) service mix at the convenient location (Kirana Stores or Apana Bazar) with effective selling and buyers' retention strategies. However, due to the recent changes in the field of retailing and with the entry of big domestic corporations as well as multinational and foreign companies into the field of various retailing ventures (in the form of professionally organized ways with the support of technologies and attractive promotional cum selling programmes), the existing unorganized retailers turn their existing business structure. The perception of consumers about both unorganized and organized retailers keeps on dynamically changing. Most of the time, both organized and unorganized retailers are in a dilemma regarding the perception of consumers and hence, due to the unpredictable nature of the customers, both the type of retailsers face difficulty in realigning their business strategies. Because of this kind of issue prevailing in today's retail markets; the researchers selected the present topic for their research purpose.

OBJECTIVES OF THE STUDY

1) To Study the opinion of consumers about organized and Unorganised retailers at Kanchipuram Town.

2) To determine the factors influencing the consumers to prefer to buy from organized and unorganized retailers.

3) To offer suggestions to both organized and unorganized retailers to enhance value added services to consumers.

HYPOTHESES

1) Opinion of consumers about the services offered by organized and unorganized retail formats are independent.

2) Factors considered for buying from organized retailers, and Gender are independent of each other.

3) Factors considered for buying from unorganized retailers , and Gender are independent of each other.

4) Factors considered for buying from unorganized retailers, and Income is independent of each other.

5) Respondents' Nature of location and perception about organized and unorganized Retailers are independent of each other.

6) Respondents' age and pleasant shopping experiences at organized and unorganized retail formats are independent of each other.

SCOPE OF THE STUDY

The present study has been carried out at Kanchipuram Town, Tamil Nadu. For studying the consumers' perception about the organized and unorganized retailers, selected businesses/trade activities, equal number of organized and unorganized retail formats were selected (retailing businesses like Grocery, General Merchant, Vegetable products, Electrical and Electronics, Stationery, textiles). The study was conducted to analyze the consumers' perception about organized and unorganized retailers and the factors influencing their perception, and the factors which were taken into account were - quality of products offered, price charged, discount extended to consumers, promotional programmes offered, packaging styles adopted, door to door delivery(Selected items), complaint handling, availability of stocks, customer relationship programmes.

RESEARCH METHODOLOGY

Research Design	Descriptive in Nature
Sampling Frame	Consumers who purchase from both organized as well as unorganized retailers at Kanchipuram Town.
Sampling Unit	Consumers from different age groups, gender, locations, income levels and educational backgrounds.
Sampling size	150
Sampling Method	Convenience sampling
Nature of Data	Primary as well as secondary data were collected from respondents and journals, and from previous research related to the retailing sector.
Method of Data Collection	Personal interview with respondents.
Type of Questionnaire	Structured questionnaire with suitable scaling.
Type of Questions	Open ended, closed ended, Likert scale and multiple choice questions.
Pre- testing of questionnaire	Pre - testing of questionnaire was done among selected respondents on judgment basis and corrections were made in the questionnaire, wherever required.
Statistical tools used	Chi-square test, weighted average and sign test.

ANALYSIS AND INTERPRETATIONS -DEMOGRAPHIC FACTORS - SAMPLE DESCRIPTION

Table 1: Demographic Characteristics of Sample Respondents

Demographics	Number of respondents	Percentage
AGE		
Less than 35	29	19
36-40	32	21
41-45	67	45
Above 45	22	15
GENDER		
Male	89	59
Female	61	41
EDUCATIONAL QUALIFICATION		
Metric	13	9
HSC	11	7
Graduation	52	34
Post Graduation	38	25
Professional	26	18
Others(Specify)	10	7
OCCUPATION		
Student	19	13
Government Employees	31	21
Private Employees	22	15
Business/Trade	11	7
Professional	16	11
Housewife/ (Part time-jobs)	29	19
Agriculture	12	8
Others (Specify)	10	6
MONTHLY INCOME IN ₹		
Less than ₹ 10,000	26	22
₹ 10,000- ₹ 15,000	66	56
Above ₹ 15,000	26	22
FAMILY NATURE		
Family Nature		
Joint	59	39
Nuclear	91	61
NATURE OF RESIDENTIAL LOCATION		
Urban	69	46
Semi-urban	55	37
Rural	26	17
MARITAL STATUS		
Single	38	25
Married	112	75
FAMILY LIFE CYCLE STAGE		
Bachelor	32	22
Newly Married Without children	23	15
Married with Dependent children	34	23
Married with Independent Children	32	21
Married with No children	21	14
Others (Specify)	8	5

Source: Primary data

The demographic characteristics of the respondents (Table 1) show that a majority of respondents (45%) belonged to 41 - 45 years age group, with twenty one percent (21 %)of the respondents falling in the age group of 36 - 40 years, . This shows that majority of the respondents were in the group of middle-aged persons. It is further revealed that most of the respondents (59%) were males. A majority of respondents (34%) were graduates, followed by post - graduates (25%). This signifies that education level also plays a dominant role in the preference of retail outlets in semi - urban areas. It further shows that Government employees comprise of the maximum portion of 21 %, followed by housewives / part-time working respondents with 19%. As far as the income level is concerned, most of the respondents (56%) belonged to the category of ₹ 10000 - 15000. A majority of respondents (61 %) were living in the nuclear type of family structure, residing in an urban location (46%). It is further shown that most of the respondents are married (75%) with dependent children (23%).

FINDINGS ON CONSUMER PERCEPTIONS

Table 2: Purchases Made By The Respondents

Sl.No	Sources of Purchases	No. of Respondents	Percentage
1	Organised Retailers	63	42
2	Unorganised Retailers	87	58
	Total	**150**	**100**

Source: Primary data

From the above Table 2, it can be inferred that 42% of the respondents shopped for essentials at organized retail formats and 58% of the respondents purchased the same from unorganized retailers.

Table 3: Purchase Preferences of Respondents Under The Organized Stores

Sl.No	Mode of organized Purchased	No. of Respondents	Percentage
1	Supermarket	47	75
2	Chain Stores	12	19
3	Others (Specify)	4	6
	Total	**63**	**100**

Source: Primary data

Regarding the respondents' preference of buying from different organized retail formats, Table 3 shows that 75% buy from Supermarkets, 19% buy from chain stores, and 6% buy from other formats like departmental stores, etc.

Table 4: Purchase Preferences Of Respondents Under The Unorganized Stores

Sl.No	Mode of Unorganized Purchase	No. of Respondents	Percentage
1	Conventional Stores	57	66
2	Neighbourhood Stores	21	24
3	Others (Specify)	9	10
	Total	**87**	**100**

Source: Primary data

The Table 4 shows that respondents' preference for buying from unorganized retail formats. 66% of the respondents preferred to buy from conventional stores, 24% from neighborhood stores, and 10% preferred to make purchases from others places like street vendors, kirana stores and daily shops, etc.

From the Table 5, we can understand that under the categories of organized retail formats, 30% of the respondents preferred to purchase grocery items from organized retail stores, 11 % preferred to buy textile products, 14% purchased Stationery and other items, 22% preferred to buy vegetables and fruits from organized retail stores. 4% preferred to buy durables items, 13% preferred to buy Food items and ready to eat items, and 6% preferred to make all

Table 5: Respondents' Opinion Of Products Purchased From Organized Retailers			
SI.No	**Items purchased from organized retailers**	**No.of Respondents**	**Percentage**
1	Grocery	19	30
2	Textiles	7	11
3	Stationery	9	14
4	Vegetables	14	22
5	Food Items	8	13
6	Durables	2	4
7	All the above	4	6
	Total	**63**	**100**
Source: Primary data			

the afore mentioned purchases from organized retail formats.

Table 6: Respondents' Opinion Of Products Purchased From The Unorganized Retailers			
SI.No	**Items purchased from organized retailers**	**No.of Respondents**	**Percentage**
1	Grocery	34	39
2	Textiles	11	13
3	Vegetables	12	14
4	Food Items	4	4
5	Stationery	8	9
6	Durables	5	8
7	All the above	13	13
	Total	**87**	**100**
Source: Primary data			

From the Table 6, we can understand respondents' preference of buying different products from unorganized retail stores . 39% preferred to buy grocery items from unorganized retail stores. 13% purchased Textile items,14% Vegetables, 4% preferred to buy Food items, 9% bought stationery and related items, 8% bought durable items from unorganized retailers, and 13% of the respondents purchased all the afore- mentioned items from unorganized retailers.

Table 7: Reason For Buying From Organized Retailers			
SI.No	**Reason for buying from organized retailers**	**No.of Respondents**	**Percentage**
1	Good Quality	18	29
2	Affordable Price	11	17
3	Offers	6	10
4	Attractive Schemes	6	10
5	Door Delivery	5	7
6	Self-Service and Satisfaction	6	10
7	Discount	4	6
8	Credit Facility	-	-
9	Value Added Customer Services	7	11
	Total	**63**	**100**
Source: Primary data			

The above Table 7 shows respondents' opinion for buying from organized retailers. 29% of the respondents bought items due to good quality, 17% made purchases due to price factors, 10% of the respondents preferred to make the purchase due to the incentive of Attractive schemes and Offers.7% of the respondents made purchases due to home delivery, 10% attributed their reason for purchase to self-service arrangements, 6% shopped at organized retail stores due to attractive discounts and 11 % made their purchases for value added customer services.

In the category of organized retail formats/stores, according to the opinion given by respondents, information about products, product quality, value-added services and customer care are the most important factors and at the same time, the organized retailers scored poorly in the case of complaint redressal. In the case of unorganized retailers, respondents were happy with the product quality, price, discount and value-added services offered by unorganized retailers. However, the respondents were of the opinion that customer care was given least importance. As a comparison, information about products was given more importance in organized retail stores, whereas, it was given least importance at unorganized retail stores.

Table 8: Respondents' Opinion About The Quality Offered By Organized Vs Unorganized Retailers

SI.No	Quality of organized Vs unorganized retailers	Organised					Unorganised				
		3	2	1	Total Weight	Rank	3	2	1	Total Weight	Rank
		G	N	B			G	N	B		
1	Grocery	36	20	7	2.46	1	42	37	8	2.39	2
2	Vegetables	19	31	13	2.09	5	48	36	3	2.52	1
3	Homemade Appliances	26	34	3	2.37	3	29	39	19	2.11	5
4	Textiles	14	30	19	1.93	6	31	45	11	2.22	4
5	Electrical and Electronics	26	31	6	2.32	4	19	43	25	1.93	6
6	Food Items	29	33	1	2.44	2	17	35	25	1.68	7
7	Stationery & Casual Purchases	9	37	17	1.87	7	29	49	9	2.23	3

Source: Primary data ** G - Good N - Neutral B - Bad

Regarding the respondents' preference (Table 8) of buying different products from organized and unorganized retailers, under the category of organized retailers, most of the respondents preferred to buy products like grocery, food items, home-made appliances and electrical and electronic appliances. Little preference was given to stationery and casual purchases. Under the category of unorganized retailers, most of the respondents preferred to buy vegetables, grocery, stationery and casual purchases and textiles. Least preference was given to food items and electrical and electronic items. In comparison, under the organized retail stores, food items were getting more preference, whereas, it was the least preferred item to be purchased from unorganized stores. At the same time, stationery and casual purchases, which were getting least priority under organized stores, were the preferred items of purchase from unorganized retail outlets.

Table 9: Respondents' General Rating Of Organized Retailers Compared With Unorganized Retailers

SI.No	Rating Given by Respondents	Weight	No.of Respondents	Mean score
1	Very Good	5	36	3.27
2	Good	4	48	
3	Neutral	3	32	
4	Bad	2	19	
5	Very Bad	1	15	
	Total		**150**	

Source: Primary data

Regarding respondents' rating of organized retail formats (Table 9) , while compared with unorganized retail formats, most of the respondents had a neutral opinion about both types of retailers. So, it shows that respondents still do not have any particular preference for either type of retailer.

Table 10: Respondents' Opinion of Getting A Pleasant Shopping Experience				
Sl.No	Types	No.of Respondents	Percentage	Rank
1	Organised Retailers	102	68	1
2	Unorganised Retailers	48	32	2
	Total	**150**	**100**	
Source: Primary data				

It can be inferred from the above Table 10 that the shoppers were getting a pleasant shopping experience at both the organized and unorganized retail shops . 68% of the respondents expressed that they got a pleasant shopping experience at organized retail shops, and 32% disclosed that they received the same experience at unorganized retail shops.

Table 11 : Majority of Purchases Made By Respondents According To Their Income					
Sl.No	Income	Respondents' Opinion on Majority of Purchases			
		Organized	Percentage	Unorganized	Percentage
1	Less than ₹ 10,000	9	23	17	22
2	₹ 10,000- ₹ 15,000	24	60	42	54
3	Above ₹ 15,000	7	17	19	24
	Total	**40**	**100**	**78**	**100**
Source: Primary data ; *** Students and housewife categories have been excluded.					

The Table 11 shows that majority of the purchases made by respondents, both at organized and unorganized retail stores, depended on their income level. 23% of the respondents, whose income was less than ₹ 10,000, preferred to buy from organized retailers, and at the same time, 22% of the respondents in the same income category preferred to buy from unorganized retailers. 60% of the respondents falling in the income category of ₹ 10,000- ₹ 15,000 preferred to buy from organized stores and 54% of the respondents belonging to the same category preferred to make purchases from unorganized stores. 17% of the respondents in the income category of above ₹ 15,000 preferred to buy from organized stores, and 24% preferred to buy from unorganized stores.

Table 12 : Majority of Purchases Made By Respondents Based on Family Nature					
Sl.No	Nature of Family	Majority Sources of Purchases			
		Organized	Percentage	Unorganized	Percentage
1	Joint	24	38	35	40
2	Nuclear	39	62	52	60
	Total	**63**	**100**	**87**	**100**
Source: Primary data					

Regarding the majority of purchases made by respondents both at organized and unorganized retail stores based on their family nature (Table 12), under the joint family system, 38% of the respondents preferred to buy from organized stores and 40% preferred to buy from unorganized stores. Under the nuclear family system, 62% of the respondents preferred to buy from organized retail stores, and 60% preferred to make purchases from unorganized retail stores. Regarding respondents' opinion of purchasing from organized and unorganized retail stores, based on their nature of location (Table 13), 60% of the respondents belonging to the urban category preferred to buy from organized retail stores, whereas, 36% preferred to buy from unorganized retail outlets. 30% of the respondents belonging to the semi-urban areas preferred to buy from organized stores, and 41 % preferred to buy from unorganized stores. 10% of the respondents residing in rural locations preferred to buy from the organized stores, whereas, 23% preferred to buy from the unorganized retail stores.

Table 13: Majority of Purchases Made By Respondents Based on Nature of Location					
S1.No	**Nature of location**	**Majority of Purchases**			
		Organised	**Percentage**	**Unorganised**	**Percentage**
1	Urban	38	60	31	36
2	Semi-urban	19	30	36	41
3	Rural	6	10	20	23
	Total	**63**	**100**	**87**	**100**
Source: Primary data					

Table: 14 : Factors Taken Into Consideration While Purchasing From Organized Retailers (Based On Gender)

HI: There is an association between Factors considered while making a purchase from organized retailers (based on Gender).

HO: There is no association between Factors considered while making a purchase from organized retailers (based on Gender).

Chi-square test is used to test the above hypothesis.

S1. No	**Gender**	**Factors considered while making a purchase**				**Statistical inference**
		Good Quality	**Affordable Price**	**Self-Service Satisfaction**	**Total**	**Chi value= 1.498**
						df= 2
1	Male	14	11	13	38	**0.059 P>0.05**
2	Female	11	9	5	25	
Total	**25**	**20**	**18**	**63**		
Source: Primary data						

As indicated in Table 14, there is no association between Factors considered while making a purchase from organized retailers (based on Gender), and **hence, the null hypothesis (HO) is accepted**.

Table 15 : Factors Taken Into Consideration While Purchasing From Unorganized Retailers			
SI.No	**Reason for buying from unorganized retailers**	**No.of Respondents**	**Percentage**
1	Good Quality	21	24
2	Affordable Price	14	16
3	Offers	9	10
4	Customer Care	21	24
5	Attractive Schemes	4	5
6	Home Delivery	8	9
7	Discount & Credit	7	8
8	Others (Specify)	3	4
	Total	**87**	**100**
Source: Primary data			

The Table 15 shows the respondents' opinion for buying from the unorganized retailers. 24% made purchases due to good quality of products, 16% for competitive prices, 10% for offers, 24% for customer care and 14% for attractive schemes and home delivery. 8% of the respondents made purchases due to attractive discounts and credit facility and 4% made purchases for other reasons like convenience of making purchases and due to a good relationship with the store owner etc.

Table 16: Respondents' Opinion About The Factors That Influence Their Purchases From Organized Or Unorganized Retailers

Sl.No	Reason for making purchase from organized and unorganized retailers	Organized					Unorganized				
		3	2	1	Mean Weight	Rank	3	2	1	Mean Weight	Rank
		G	N	B			G	N	B		
1	Product Quality	32	21	10	2.35	2	34	44	9	2.29	1
2	Price	26	29	8	2.29	5	36	43	4	2.28	2
3	Discount	19	39	5	2.22	7	29	38	20	2.10	3
4	Offers	26	28	9	2.27	6	18	39	30	1.87	6
5	Customer Care	24	35	4	2.31	4	15	38	34	1.78	8
6	Complaint Handling	19	30	14	1.92	8	19	41	27	1.91	5
7	Value Added Services	26	32	5	2.33	3	26	39	22	2.04	4
8	Information about Products	29	31	3	2.41	1	24	24	39	1.83	7

Source: Primary data ** G-Good N- Neutral B-Bad

Table 17: Factors Taken Into Consideration While Purchasing From Unorganized Retailers (Based On Gender)

HI: There is an association between factors taken into consideration while purchasing from unorganized retailers (based On Gender).

HO: There is no association between factors taken into consideration while purchasing from unorganized retailers (based On Gender).

Sl.No	Gender	Factors considered while making a purchase				Statistical inference
		Good Quality	Affordable Price	Self-Service Satisfaction	Total	Chi value = 0.23
1	Male	19	18	17	54	df=2
2	Female	11	10	12	33	0.095 P>0.05
	Total	**30**	**28**	**29**	**87**	**Not Significant**

Source: Primary data

Chi-square test is used to test the above hypothesis.

As indicated in Table 17, there is no association between factors taken into consideration while purchasing from unorganized retailers (based On Gender), and hence, **the null hypothesis (HO) is accepted.**

Table 18: Factors Taken Into Consideration While Purchasing From Unorganized Retailer (Based On Income)

HI: There is an association between factors taken into consideration while purchasing from unorganized retailers based on Income.

HO: There is no association between factors taken into consideration while purchasing from unorganized retailers based on Income.

Chi-square test is used to test the above hypothesis.

SNo	Income (₹)	Factors considered while making a purchase				Statistical inference
		Good Quality	Affordable Price	Self-Service Satisfaction	Total	Chi value= 1.101 df=4
1	Less than ₹ 10,000	7	5	5	17	0.079 P>0.05
2	₹ 10,000 - ₹ 15,000	13	14	15	42	Not Significant
3	Above ₹ 15,000	8	5	6	19	
	Total	**27**	**25**	**26**	**78**	

Source: Primary data

As indicated in Table 18, there is no association between factors taken into consideration while purchasing from unorganized retailers based on Income and hence, **the null hypothesis (HO) is accepted**.

Table 19: Respondents' Perception About Organized And Unorganized Retailers With Respect To Location

HI: There is an association between respondents' perception about organized / unorganized retailers based on their location .

HO: There is no association between respondents' perception about organized / unorganized retailers based on their location .

Sl.No	Location	Opinion about organized / unorganized retailer				Statistical inference
		Good	Neutral	Bad	Total	Chi value= 1.21 df=4
1	Urban	21	32	16	69	
2	Semi-urban	19	26	10	55	
3	Rural	9	10	7	26	
	Total	**49**	**68**	**33**	**150**	**0.094 P>0.05**
						Not Significant
Source: Primary data						

As indicated in Table 19, there is no association between respondents' perception about organized / unorganized Retailers and their location status, and hence, **the null hypothesis (HO) is accepted**.

Table 20: Respondents' Perception About Shopping Experiences At Organized / Unorganized Retailers With Respect To Their Age

HI: There is an association between age of the respondents and shopping experience at organized and unorganized retailers.

HO: There is no association between age of the respondents and shopping experience at organized and unorganized retailers.

Sl.No	Age	Respondents' opinion about shopping experience			Statistical Inference
		Pleasant	unpleasant	Total	Chi value= 30332 df= 3
1	Less than 35 yrs.	16	13	29	
2	36-40 yrs.	21	11	32	
3	41-45 yrs.	32	35	67	
4	Above 45 yrs.	10	12	22	**0.12 P>0.05**
	Total	**79**	**71**	**150**	**Not Significant**
Source: Primary data					

As indicated in Table 20, there is no association between age of the respondents and shopping experience at organized and unorganized retailers. **Hence, the null hypothesis (HO) is accepted.**

Table 21 : Sign Test Shows Respondents Opinion about Retail Formats Giving Effective Service to Buyers (1 to 5 Rating)

Hl: There is a difference in the opinion of buyers about the services offered by organized and unorganized retail formats.

HO: There is no difference in the opinion of buyers about the services offered by organized and unorganized retail formats.

Sl.No	Type of Retail format	Scores of Unorganized	
1		+ Sign	- Sign
2	No. of Zeros	90	48
3		**12**	
Source: Primary data			

The total number of respondents is 150. The number of Positive Signs is 90. The number of Negative Sign is 48. The number of Zeros is 12. So Total Number of usable response is 138. P = 90/138 = 0.652.
The Standard Error Proportion is Square root (0.5 x 0.5)/138 = 0.0036.
Z = P-p/ Square root (pq)/n 0.652 - 0.5/square root (0.5x 0.5)/138 =0.152/0.0601 = 2.52.
At 5 % level of significance, the acceptance region is $-1.960<z<1.960$. As the calculated value does not fall in the acceptance region, **the hypothesis HO is rejected**. i.e., the buyers perceive the difference between the service effectiveness of both organized and unorganized retail formats.

KEY FINDINGS

1) 45% of the respondents belonged to the age category of 41-45 years. More than 59% of the respondents were males.

2) 34% of the respondents were graduates.

3) Regarding Occupational Status of respondents, it was found that more than one-fifth (21 %) of the respondents were employed in the government sector.

4) 56% of the respondents belonged to the income category of ₹ 10,000 - ₹ 15,000. Nearly two-thirds (61 %) of the respondents belonged to the nuclear family system.

5) 46% of the respondents were residing in urban location. Regarding the marital status of the respondents, 75% of the respondents were married and nearly one-fourth (23%) of them were married and had dependent children.

6) 58% of the respondents made purchases from unorganized retailers. Regarding the preference of buying from different organized retail formats and unorganized retailers, 75% bought from Supermarkets.66% of the respondents preferred to buy from conventional stores. Most of the respondents preferred to buy grocery items from organized retail stores (30%) and 39% bought the same from unorganized retail stores.

7) 24% of the respondents preferred to shop from the unorganized retails because of quality. Regarding the respondents' opinion about various attributes of both organized retail and unorganized retail stores, it was found that in the case of organized retail formats/stores, information about products, product quality, value-added services and customer care are given more importance. Furthermore, it was found that the respondents chose to buy from unorganized retailers due to good product quality, customer care, attractive prices, discounts and value-added services.

8) It was found that there is no association and significance between factors considered to buy from organized and unorganized retailers based on respondents' gender. Regarding consumers opinion about buying from unorganized retailers based on their income, it was found that both the variables are independent, and also, it was found that there is no association between respondents' nature of location, and perception about organized and unorganized retailers.

9) It was found that there is no association between respondents' age and shopping experience at organized and unorganized retail outlets, and it was also found that buyers perceive a difference among services offered by organized and unorganized retailers.

SUGGESTIONS

☸ For Unorganized Retailers

1) Researchers suggest that if the unorganized retailers give adequate importance to get feedback from shoppers about the products they offer to them, that will help them to retain the existing buyers.

2) If they target consumers with the strategy of *"Category Killing"* rather than specialized selling, they can increase their sales volume.

3) A better product mix and assortment strategy may be reconstituted to target the consumers who are lying in the income group of less than ₹ 10, 000/- per month.

☸ For Organized Retailers

1) Researchers suggest that the organized retailers should take effective care on consumer complaint management, if it works out well, it would help them to retain more number of consumers.

2) A comprehensive credit scheme may help the organized retailers to enhance their sales potential and growth.

3) A comprehensive segmentation strategy may be developed to focus on the consumer groups with income less than ₹10, 000 and below, with a positioning package of volume cum beneficial base.

CONCLUSION

This present study was conducted with the purpose of understanding the changes taking place in the minds of the consumers regarding organized and unorganized retailers (because of new marketing strategies adopted by organized and unorganized retailers). The researchers observed that due to the recent changes in the demographic system of consumers, and the awareness of quality consciousness consumption, consumers prefer to buy different products both from the organized and unorganized retailers. Both the organized and unorganized retailers endeavor to implement various value-added services to provide pleasant shopping experiences to consumers. Even though the retailers were making adequate efforts, there are some factors where the service gap level is wider in nature. The researchers have given suggestions to bridge this gap, and the same have been presented in the form of suggestions to both organized and unorganized retail stores and retailers.

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