

PURCHASING BEHAVIOR OF CONSUMER IN GROWING ECONOMY OF SALEM DISTRICT

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Abstract-Supermarket is a business enterprise that provides a service to customers. It does not produce a physical product of its own in the usual sense. Instead, it adds value by acquiring existing products from remotely-located suppliers, assembling them in regional warehouses, distributing them to local stores, and finally selling the supplier's products to local customers. The customer attitude towards supermarket is strongly influenced by the absence or presence of certain elements like location, infrastructures and amenities, ambience, merchandising and pricing, entertainment value and personal value. The present study focuses that purchasing behaviour of consumer in Salem district. This study suggests that customer satisfaction has an important role and therefore the retailer shop is the much all types of goods available in favorable to customer preference. The super markets much need service and quality.

Keywords: Super Market, Purchasing Behavior and Customer Satisfaction.

1. SETTING

Supermarket is a business enterprise that provides a service to customers. It does not produce a physical product of its own in the usual sense. Instead, it adds value by acquiring existing products from remotely-located suppliers, assembling them in regional warehouses, distributing them to local stores, and finally selling the supplier's products to local customers. Every week 32 million of people use supermarkets for shopping. It has become fashionable to bash the supermarkets, and often this is little more than snobbery. However, there are major problems with supermarket and some very good reasons for shopping elsewhere. Big stores have destroyed local town centers by drawing customers to out-of-town stores, and killed off specialist shops by stocking things like books and CDs. Supermarkets sell food and other household products to customers. Most supermarkets are very large stores which stock a wide range of products. Customers select the items that they want to buy from shelves as they go around a store. After a customer has selected the items he wants to purchase he takes them to a till where he must pay for them. Convenience and merchandise are the primary reasons behind choosing a supermarket, proximity of the supermarket, supermarket ambience and service being other reason [1]. Customers have started accepting modern supermarket and shopping malls for their shopping are compared. They even don't mind travelling 10-14kms for their shopping. Good customer service and convenience of parking and other facilities are also preferred by the customers [2].

2. ISSUES

The rapid growth of retailing in recent years has necessitated the upcoming many new firms to benchmark. Retail firms are concerned about the available resources and their optimum utilization with respect to consumers' need and preference [3]. Supermarket's customers are primarily local residents and small businesses that periodically need to replenish their stock of household products. A supermarket's suppliers are primarily producers of household products that are established far from the locations of their final customers. In effect, the supermarket provides a virtual marketplace that brings remote suppliers together with local customers. Supermarkets usually receive goods and merchandise in bulk from either manufacturers or large distributors in order to avail economies of scale and therefore, offer low prices and many deals or discounts to attract consumers. Customers get a detail and computerized bill so there is no possibility of any discrepancy in billing. Some supermarkets may also have banks, ATMs, coffee bar, juice bar and anything else that may attract customers. Some of the supermarket chains operating in India are Nilgirils, Auchan, Easy day, Food Bazaar, Food world, eritage Fresh, More, Namdhari's Fresh, Reliance Fresh, Safal, Spencer's, etc. Customers could also give their orders over the phone, which would be delivered to them. However, these days' provision stores are not limited to keeping just dry food and spices and have also expanded to include some daily used household items such as cleaning supplies, soaps, tissues, etc. The customer attitude towards supermarket is strongly influenced by the absence or presence of certain elements like location, infrastructures and amenities, ambience, merchandising and pricing, entertainment value and personal value. Situational factors like any kind of sales promotion, availability of products, opinions of relatives or it can variety seeking tendency and similar factors which may play a decision role for the shoppers while shopping. Customer satisfaction now represents a central strategic focus for customer-oriented firms across diverse industries [4]. The present study focused an objective to study the customer preference towards supermarket in Salem city.

3. METHODOLOGY

The study is based on primary data. Primary data collected from seven super markets in Salem city such as Jaisurya, PGT Super market, Bharathi, Reliance Fresh, Nilgiris and Vasantham super markets. The sample size is selected by adopting convenience sampling techniques. There were 110 respondents selected for this study. Primary data were collected directly from the customer like sex, age, material status, area of residence, education, occupation, income and family size.

4. ANALYSIS AND DISCUSSION

The concept of supermarket was developed by entrepreneur Clarence Saunders, who founded the Piggly Wiggly, stores in 1916 in US, which later spread all over the world. The shift from grocery stores to supermarkets began with the introduction of cheaper vehicles which allowed people mobility. The table-1 shows that gender of the respondents. 40 percent of the respondents are under the category of male and 60 percent of the respondents are female. 72 percent of respondent are married person and 28 percent of respondent are unmarried category. 16 percent of the respondents come under age group of below 20 years, 36 percent of the respondents come under age group of 21-30 years. The attitudes of the young segment (19-25 years old) towards malls and factor motivating consumption [5].The Indian youth primarily shop from a hedonic perspective. They importantly serve as new product information seekers and the retailing firm can directly frame and communicate the requisite product information to them. They also go shopping to have fun or just browse through the outlets [6]. 29 percent of the respondents come under age group of 31- 40 years and 19 percent of the respondents come under age group of above 40. Five percent of the respondents are illiteracy. 16 percent are up to +2 qualifications, 54 percent of respondent are UG, 20 percent of respondent are PG and five percent of respondent are diploma and I.T.I etc.

Table-4.1 Socio - Economic Condition of the Respondents

Gender	Respondents (110)	Percentage
Male	44	40
Female	66	60
Marital Status		
Married	61	55
Unmarried	49	45
Age		
Below 20	17	16
21-30	40	36
31-40	32	29
Above 40	21	19
Area of Residence		
Urban	66	60
Rural	14	13
Semi urban	30	27
Educational Qualification		
Illiteracy	05	05
Up to +2	28	16
UG	60	54
PG	22	20
others	05	05
Occupation		
Business	16	15
Student	10	10
Govt .employee	36	32
Private employee	48	43
Income Per Month (in `)		
Below 10,000	21	19
10,000 -.20,000	41	37
20,000 - 30,000	21	19
Above 30000	27	25

Family Size		
1-3	22	20
3-5	69	63
5-7	12	11
Above 7	7	6

Source: Primary Data

15 percent of respondent are doing business, 10 percent of respondents are student, 32 percent of the respondent are government employee and reaming 48 percent of respondents private employee. 19 percent of respondents are earning income below `10,000, 37 percent of the respondents areearning between `10,000- 20,000, 19 percent are `20,000-30,000, 25 percent are earning above `30000.20 percent of respondents arehaving 1- 3 members in their family, 63 percentare 3-5 members in their family, 11 percent are 5-7 members in their family and six percent areabove 7 members in their family.60 percent of respondents having been belonging in urban area, 13 percentare rural area and 27 percent are semi urban area. The following table shows that preference of super market in the study areas.

Table- 4.2 Preference of Super Market

Prefer Super Market	Respondents	Percentage
Jai surya	22	20
PTG Super Market	7	06
Bharathi	26	24
Reliance fresh	28	25
Nilgiris	23	21
Vasantham	4	04
Total	110	100

Source: Primary Data

Women feel that large stores provide better functional benefits and support for the local economy [7].The above table shows that 20 percent of respondents are prefers the jai surya, six percent are PTG super market, 24 percent are Bharathi, 25 percent are Reliance fresh, 21 percent are Nilgiris and balance four percent are Vasantham. The customer to visit malls primarily by the interior design of the mall, products that interest them, opportunities for socializing with friends and convenient one stop shopping [8].Retailers are offering newer service dimensions to create unique shopping experiences for the customers [9]. Reliance has to mainly focus on improving its customer care, increasing its bill payment centers and implementing verity of new attractive promotional campaigns to attract a huge crowd.

Table-4.3 Know About Super Market

Know About Super Market	Respondents	Percentage
Friends	38	35
Relatives	19	17
Advertisement	13	12
Neighbours	22	20
Others	18	16
Total	110	100

Source: Primary Data

Malls in India analysed the influence of selected attributes on store patronage for doing shopping. The study provided academics, Understanding of various components that contribute to malls experiences [10]. The above tableshows that 35 percent of respondents are known about supper market through friends, 17 percent are relatives, 12 percent are advertisement, 20 percent are neighbours and remaining 16 percent are others means self (by attraction of mall). It can be understand that advertising is very popular social media in the study area. Because of, the super market opened during the local and religion festival time. Also, the customer well awarded about super market through above said that.

Table-4.4 Reason For Prefer

Reason	Respondents	Percentage
Convenience	31	28
Customer service	27	25
More offers	27	25

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Low price compare to MRP	17	15
Others	08	07
Total	110	100

Source: Primary Data

Due to the brand crisis, some of the organization undergoes the process of rebranding to rebuild the brand reputation [11]. Price remains as the most common consideration when consumers are deciding where to buy. Only 32 percent of consumer said they prefer visiting shop to enjoy the shopping experience. Most often it is because they want to see, touch, try or verify the appearance of or features of a product before buying. The above table shows that 28 percent of respondents are prefers for their convenience, 25 percent are customer service, 25 percent are more offers, 12 percent are low price compare to MRP and 10 percent are others. Food quality and safety, human rights and ethical trading and environmental are issues. The customers shopping experience, entertainment and gaming facilities, promotion, discounts and low prices, add-on facilities and services, variety of products, and other factors for shopping convenience [12].

Table-4.5 Visit this Super Market

Visit This Super Market	Respondents	Percentage
Weekly	20	18
Fortnight	13	12
Monthly	62	56
Occasionally	15	14
Total	110	100

Source: Primary Data

The above table shows that 18 percent of respondents are visiting these (Jaisurya, PGT Super market, Bharathi, Reliance Fresh, Nilgiris and Vasantham) super market weekly, 12 percent are at fortnight, 56 percent are monthly and remaining 14 percent are occasionally. It can be understand 56 percent of the respondents visited monthly. Because of they have monthly salary and purchased monthly once. More than 38 percent of consumers in Australia, New Zealand, Canada, France, Belgium and South Africa were most likely to be influenced by price or promotions. In Asia, on the other hand, brand was typically, more important than price, particularly in China and India, where brand reputation was cited twice as often as price.

Table 4.6–Level of Purchase

Level of Purchase (in `)	Respondents	Percentage
Upto 500	17	15
501 - 1500	28	26
1501-3000	35	32
Above 3001	30	27
Total	110	100

Source: Primary Data

The above table shows that 15 of respondents are purchasing up to `500, 26 percent are `501-1500, 32 percent are 1501- 3000 and remaining 27 percent are above 3001. Perceived value for money played a much more significant role in the Discount store model, whereas consumption feelings were found to be more central to the Department store model. Price or promotions were the factor most likely to influence consumer's decision regarding which product or brand to buy [13].

Table-4.7 Super Market Provide Door Delivery

Super Market Provide Door Delivery	Respondents	Percentage
Yes	68	62
No	42	38
Total	110	100

Source: Primary Data

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The table-8 shows that 62 percent of respondents are said yes for door delivery and remaining 38 percent are said no for door delivery. Door deliveries only for those are purchased `above 5000. Globally, credit cards are the most common payment method – more common than the next two popular payment method combined PayPal and debit.

Table-4.8 Mode of Payment

Mode of Payment	Respondents	Percentage
Cash	64	58
Credit card	20	18
Debit card	20	18
Credit	6	06
Total	110	100

Source: Primary Data

The above table shows that 58 percent of respondent's payment is through cash, 18 percent are credit card, 18 percent are debit card and six percent are credit. Credit facilities only for friends and relative in PTG super market and others are not. Originality of the product is given highest preference by the respondents and they believe that retail showroom offers original product. It was followed by the availability of the product in large variety. The relationship and services offered by the retailer had emerged as another important issue which was given due consideration and scored better in consumer's preference list. The importance of recognition of consumers' value system and the discount offered by the retailer were found to be other important factors which respondent had considered in selecting the retail showroom [14].

Table 4.9– Reason for Choose Super Market

Reason For Choose	Respondents	Percentage
Discount	28	26
Variety	32	29
Service	35	32
Proximity	7	6
Others	8	7
Total	110	100

Source: Primary Data

The above table shows that 26 percent of respondents are choose super market for discount, 29 percent of respondents are choose super market for variety, 32 percent are choose super market for service, five are choose super market for proximity, one percent are choose super market for ambience and seven percent are choose super market for others such as product quality, maintain mall, remove the expiry date product, available for all class people and hygienic, etc. The consumers' preferences of marketplace largely depend on the convenience in purchasing at the marketplace along with the availability of additional services, attraction for children, basic amenities, and affordability [15].

CONCLUSION

Super market is one of the major centers for shopping. This to tap the opportunities in this sector, it is important to understand what factors the consumers are influenced by and how is the current shopping behavior pattern for the super markets in Salem city. In the modern marketing customer satisfaction has an important role and therefore the producer must take necessary steps to maintain cordial satisfaction. Based on the analysis and interpretation, the suitable suggestion to improve the performance of super markets in Salem city are when the problems are being pointed out, next step is to solve the problem. Some favorable suggestions are put forward in order to overcome such drawbacks. It's found that most of the target audience is unaware of the product brand; the advertisers task is to build awareness, with simple messages repeating the product/brand name. If the retailer should give any promotional offer the product should easily reach the customer as more. Retailer shop is the much all types of goods available in favorable to customer preference. Finally the research find out the super market much need service and quality.

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