

Analysis of Stimuli Attracting Customer Buying Behavior and their Satisfaction Level in Modern as Well as in Conventional Retail Stores

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Abstract: The paper highlights the stimuli that attract a prospective buyer in modern retail mall and conventional stores and researcher made a comparative analysis of those variables between modern retail format and conventional retail store. The purpose of this research is specifically to compare the level of satisfaction of the customers with the offerings and attributes offered to them in modern retail formats vis-à-vis conventional shopping stores.

I. Introduction

Richard, (2011), Consumer Behaviour studied the shopping habits of consumers to form an idea of whether or not the store concepts, product ranges and strategies of the companies are appropriate towards consumer requirements.

Customers are satisfied when the perceived service meets or exceeds their expectations. They're dissatisfied when they feel the service falls below their expectations. When retailers provide unexpected services, customers will be delighted. Thus, to delight customers, retailers need to understand the customer's expectations and take the necessary steps to meet the expected service (**Raut and Dash 2011**). The consumer is no longer shopping from the local market; rather the place of shopping has shifted to the stores in malls. Malls are also towards catering to the younger population segments. Shopping behavior of the consumer varies according to their age. Moreover shopping behavior of younger consumers' is focused towards seeking entertainment, while older consumers focus on convenience and leisure. India is currently in the second phase of evolution, that is, consumer demand organized formats (**Jhamb and Kiran, 2012**).

According to **Kotler, Keller, Koshy and Jha (2012)** "Customer Shopping Behaviour is the study of how individuals, groups and organizations select, buy, use and dispose of goods, service, idea, or experiences to satisfy their needs and wants".

II. Research Methodology

Objective of the Study

"To explore the stimuli that attracts a prospective buyer and compare the level of satisfaction of the customers with the offerings and attributes offered to them in modern retail formats vis-à-vis conventional shopping stores."

Research design

In this research descriptive research design is used.

Sampling Procedure

The present study is related to the customer's buying behaviour visiting different retail store format for shopping in Udaipur.

Data Collection

For data collection, sources are-

- Primary data: This data is collected by the help of questionnaire.
- Secondary data: This data is collected by the help of internet, books, articles, & journals.

Research instrument

Questionnaire is used as one of the research instrument

III. Facts And Findings-Data Analysis And Interpretation

Table 1: Ranking the features of Conventional shopping store

Features	Mean Rank Score	Rank
Bargain and easily negotiable	3.34	6
Convenient	4.92	1
Credit facility	4.54	2
Loyalty	3.24	7
Purchase in small quantity	3.93	4
Nearness/Proximity	4.28	3
Personalize attention	3.59	5

It is evident from the above mentioned table that when respondents were asked to rank the features which persuaded them to buy from Conventional Shopping Store then (according to the mean rank score), respondents have given 1st rank to “Convenient”, 2nd rank to “Credit Facility”, 3rd rank to ‘Nearness/Proximity” and successively 4th, 5th, 6th, and 7th rank to “Purchase in small quantity”, “Personalize attention”, “Bargain & Easily Negotiable” and “Loyalty” respectively.

The data thus exhibit that convenience is the main cause for approaching conventional stores for the shopping by its customers.

Table 2: Ranking the features of Modern retail store

Features	Mean Rank Score	Rank
Wide variety under one roof	8.03	1
Modern looking features	6.73	3
Discounts and schemes, offers	7.55	2
Pleasure, comfort and entertainment	5.80	6
Self comparison between various products brands	5.78	7
Appropriate number of billing counter	5.39	9
Products in the store are reasonably priced	5.83	5
Easy recognition through visual display	6.01	4
Convenient as bulk buying is required	5.52	8
Effective handling of customer queries by employees	4.53	10
Proper parking space	4.12	11

It is depicted from the above mentioned table that when respondents were asked to rank the features which persuaded them to buy from Modern Retail Store then (according to the mean rank score), respondents have given 1st rank to “Wide variety under one roof”, 2nd rank to “Discounts, schemes and offers”, 3rd rank to ‘Modern looking features” and successively 4th, 5th, 6th, 7th, 8th, 9th, 10th and 11th rank to “Easy recognition through visual display”, “Products in the store are reasonably priced”, “Pleasure, comfort & entertainment”, “Self comparison between various products brands”, “Convenient as bulk buying is required” ”, “Appropriate number of billing counter”, “Effective handling of customer queries by employees”, and “Proper parking space” respectively. Thus people approach modern retail stores because large no. of variety of goods is available under one roof.

Table 3: Are you satisfied with the offering and attributes provided by conventional shopping stores or modern retail store from where you purchase?

Response	Modern		Conventional	
	N	%	N	%
Yes	238	79.33	237	79.00
No	62	20.67	63	21.00
Total	300	100.00	300	100.00

The above table depicts that whether they are satisfied with the offerings and attributes provided by Conventional Shopping Stores or Modern Retail Store from where they purchase.

From the respondents of Modern Retail Store, 79.33% said “Yes” (they are satisfied) while 20.67% said “No” (they are not satisfied). Thus most of the customers of the store are satisfied with the offerings and attributes provided by it.

And from the respondents of Conventional Shopping Stores, 79.00% said “Yes” (they are satisfied) while 21.00% said “No” (they are not satisfied). The same result is thus found in Conventional buyers. They are also satisfied from offerings and attributes provided by Conventional Shopping Stores.

Table 4: How would you rate your satisfaction level?

Response	Modern		Conventional	
	N	%	N	%
Highly satisfied	70	23.33	80	26.67
Satisfied	118	39.33	104	34.67
Moderate	70	23.33	93	31.00
dissatisfied	33	11.00	13	4.33
Highly dissatisfied	9	3.00	10	3.33
Total	300	100.00	300	100.00

The distribution of data in the above table shows the satisfaction level of respondents of Modern and Conventional Stores. From the respondents of Modern Retail Store, 39.33% are satisfied, 23.33% are highly satisfied and same 23.33% are moderately satisfied, 11.00% are dissatisfied and 3.00% are highly dissatisfied. Thus majority of customers are satisfied either highly, average or moderate from the shopping from Modern Retail Store.

While from the respondents of Conventional Stores, 34.67% are satisfied, 31.00% are moderately satisfied, 26.67% are highly satisfied, 4.33% are dissatisfied and remaining 3.33% are highly dissatisfied. Thus the same response is there in case of conventional too as depicted in Modern Retail Store.

IV. Conclusion

As it is quite evident that the research is bending towards an end, and after having an exhaustive representation of the facts and findings of the research it would be justifiable to mention the conclusion drawn from the research without which the research seems to be baseless and in order to provide meaning to the research the researcher in this chapter has also incorporated the suggestions emanating from the research work. It leads to conclude that factors affecting consumer buying behaviour are significant while making choice of retail outlet by consumers that whether they prefer conventional shopping stores or modern retail format. People are highly satisfied with the offerings and attributes provided by Conventional Shopping Stores or Modern Retail Store from wherever they purchase as the data represents.

V. Suggestion

People move to conventional stores preferably because it is convenient for them to buy goods from such store. Nearness and convenience are two important factors on which organized retailers should focus on to attract more of potential customers and conventional stores should try to keep a good variety of products in their store which will help them to attract more of capable buyers.

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