A Study on Buying Pattern of People towards Retail Industry

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Abstract:*Retail is the sale of goods and services from individuals or businesses to the end-user. Retailers are part of an integrated system called the supply chain. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesale, and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations like stores or markets, door-to-door or by delivery.*
Keywords:*Buying pattern, change trends, customer's taste.*

I.   Introduction:

Now - a - days retail industries are growing very fast. The reason isthat there is a drastic changein trends, culture, and lifestyle of the people they are adapting. The rural people are moving towards urban life and the standard of living of the people also gets raised. The taste, preferences, life style, social class, user status, and user loyalty of people are getting entirely changed. It can be clearly explained by the marketing strategies concept such as segmentation, targeting, and positioning. The retail industries give more benefits to the customers by giving high valuable products with reasonable cost. They are getting all the products at one place so that the people will buy variety of products according to their tastes. All segments of people (high, medium, and low) are getting mutual benefits. Due to these the buying patterns of the people are gets entirely changed. Instead of going to just for a super market they are going to retail shops to fulfill their needs and getting high level of satisfaction. Hence my study has been focused to the buying pattern of the people towards retail sector.

Objectives:
✓   To study the buying pattern of things among different age group of people
✓   To decide upon the stores which they like according to their demographic condition

Research design: Descriptive type
Sources of data collection:
The sources of data include both**primary data and secondary data**
Primary data through Questionnaire and Interview Schedule
Sample size: 450 units
1. SAMPLING UNIT: People from areas in and around Madurai.
2. SAMPLING SIZE: The sample size was 450.
3. SAMPLING PROCEDURE: Area wise convenience sampling

II.   Findings:

Age	Stores					Total	Percentage
	General merchandise	Home fashion	Fashion	Luggage	Food		
<25	1	0	1	0	0	2	5.3%
25-35	0	2	10	2	1	15	39.45%
35-50	4	5	0	0	7	16	42.1%
>50	1	0	0	0	4	5	13.15%
Total	6	7	11	2	12		
Percentage	15.8%	18.5%	28.9%	5.3%	31.5%	38	100%

Interpretation:
✓   42.1% of men are between 35-50 years of age
✓   31.5% of men are interested in buying on food products

Age	Stores					Total	Percentage
	General merchandise	Home fashion	Fashion	Luggage	Food		
<25	0	1	16	0	1	18	20.7%
25-35	0	10	22	2	6	40	45.9%
35-50	0	7	2	6	10	25	28.8%
>50	0	2	0	0	2	4	4.6%

Tot	0	20	40	8	19		
Percentage	0%	22.9%	45.9%	9.3%	21.9%	87	100%

Interpretation:
- ✓ 45.9% of men are between 25-35 years of age
- ✓ 45.9% of women are interested in buying on fashion dresses

Findings:
- ✓ People wanted a clear floor direction apart mentioned in the lift
- ✓ Offer prices mentioned in the newspapers are not clearly understand by the customers
- ✓ In food bazaar food items are not visible to the customers clearly

III. Suggestion:
- ✓ Offers also wanted for fashion clothes
- ✓ People want to extend the offer days while providing during seasonal occasions
- ✓ People want to process the bill counters in a fast manner
- ✓ People wanted to give instrumental music rather than songs
- ✓ People also wanted to give advertisement in pamplets

IV. Conclusion:
Hence I conclude that the buying patterns of the people are changing very effectively due to the increasing economic status of the people and also the change lifestyle. All people are adapting innovative changes and now – a – day's retail industries are an inevitable thing for us.

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