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**FACTORS AFFECTING CONSUMER'S  
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RETAILING WITH REFERENCE TO STAR  
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## FACTORS AFFECTING CONSUMER'S BUYING BEHAVIOR TOWARDS ORGANIZED RETAILING WITH REFERENCE TO STAR BAZAAR IN PUNE CITY

□ Dr. Pushpraj Wagh\*

### ABSTRACT

*An understanding of consumers' buying behavior is a very important input for development of marketing mix and formulation of strategies to attract and retain customers.*

*Retail is one of the growing and a major sector contributing to the India's economy. Reliance Trendz, Star Bazaar, Aditya Birla More, Big Bazaar are the major players in this category. The emerging concept and a very high potential in retail sector makes the study of the retail consumers' buying behavior important to the marketing strategists.*

*In the present study, a structured questionnaire was used to collect the information from 150 consumers of Star Bazaar in Pune city, selected on the basis of convenience sampling. Regression, Chi-Square and factor analysis were used for statistical analysis of respondents' feedback.*

*The study revealed that, among the various factors affecting the consumers' behavior, quality is the most important factor having a significant impact. Other factors such as price and display of the products as well as their satisfaction towards products and associated services also have been seen to impact consumers' behavior.*

**Keywords:** *Factors affecting, Star Bazaar, Consumer buying Behavior, Retail sector, Pune City*

### I. INTRODUCTION:

The retail sector in India is a one of major contributor to the economy of the country as well as it provides employment opportunities to the masses in the society. Retail is fastest growing and a dynamic sector, many players have entered in the market. The increase in disposable income, changing lifestyles, increasing consumers' expenditure on luxury items is driving the growth of retail sector in India.

For the present study, the researcher has selected Star Bazaar which is one of the leading hypermarkets in India. Star Bazaar has its presence through 48 stores located across Mumbai, Pune, Hyderabad, Kolhapur and

Bangalore. Star Bazaar offers Tata brands at a value as well as all type's groceries, poultry, and daily essentials.

Consumer buying behavior is of critical importance to marketers to formulate the marketing mix and develop marketing strategies. A proper understanding of consumer buying behavior can help marketers to satisfy the consumers, sustain in the market and ensure the future growth.

The present research intends to study consumer buying behavior towards the products and services offered by Star Bazaar and includes the collection of response from 150 consumers' of Tata's Star Bazar in Pune City. The analysis of the information revealed quality, price,

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display of products and consumers' satisfaction towards the products and services as important factors influencing the consumers' buying behavior.

### **SIGNIFICANCE:**

The present study will be useful to understand the various factors influencing the retail consumer buying behavior and their relative importance.

The study can be a useful reference to retail marketing strategists as well as to retail start-ups to understand the various factors affecting the retail consumer behavior, to make use of this information to formulate an appropriate marketing mix and develop marketing strategies.

### **II. REVIEW OF LITERATURE:**

Fatima Zulaikha & Bisaria Charu (2017)<sup>1</sup> in their research attempted to identify the factors affecting the consumers' behavior with reference to the apparel industry. With the help of a structured questionnaire, they collected responses of 65 consumers in Lakhnow city. They concluded that payment mode, discount, location and ambiance are the important factors affecting the consumers' buying behavior in apparel industry.

Khan Sana (2018)<sup>2</sup> in her article studied the various factors influencing the consumer's buying behavior and their preferences towards organized retail outlets in India. Researcher, in the present study collected information from 80 respondents in Lucknow city. On the basis of collected information, the researcher concluded that staff behavior, ambiance, display, customers' state of mind, promotion and offers are the important factors that affect the impulse buying.

Dewangan, Jay & Vyas, J & Siddiqui, Imran. (2015)<sup>3</sup> in their research work studied the consumers' buying behavior towards organized retailing in Chattisgarh city. They used inductive modeling approach for their study. From the study of 1000 respondents from Chattisgarh city selected on the basis of

convenience sampling they concluded that the significant factors affecting consumer behavior are attitude, compulsiveness, in-store experience and buying perception.

Kakkar Sunil & Mathur Surbhi (2020)<sup>4</sup> in their research paper made a review of available literature on organized retailing. They concluded that the consumer buying behavior is framed on the basis of various factors like image, layout of the store, music, cleanliness, information graphics, and facilities offered, after sale service etc.

Alamelu D. (2018)<sup>5</sup> in her research work, conducted a survey of 200 consumers in Coimbatore City selected on the basis of convenience sampling. Correlation, case summary and percentages were used for the analysis of data. Researcher concluded that the various factors that affect the consumer behavior are apparel quality, price, brand, appeal, variety etc.

Lasune Suryakant (2018)<sup>6</sup> in his study intended to understand the various factors affecting purchase behavior, conducted a survey of 100 customers of Reliance Fresh outlet selected on the basis of convenience sampling in Hyderabad. His study suggested that better customer service, variety of merchandise, Store display and offering membership cards can help to increase the business or sales.

### **III. OBJECTIVES:**

1. To study the factors influencing purchase decision at Star Bazaar.
2. To study the satisfaction level of customers

### **IV. HYPOTHESES:**

1. There is impact of product quality on customer's purchase decision There is impact of prices on consumer satisfaction level
2. There is significant impact of product display on customers' purchase decision

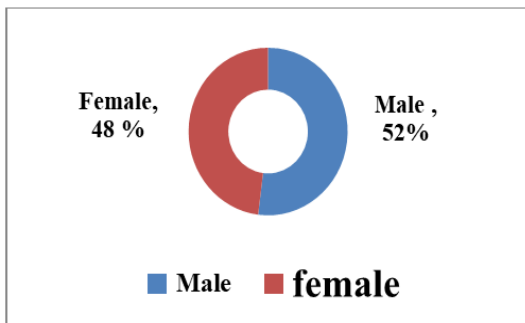
**V. RESEARCH METHODOLOGY:**

For the present research, primary data was collected through a structured questionnaire from 150 consumers of Star Bazaar selected on the basis of convenience sampling in Pune city. Secondary data was collected from various journals and websites. Percentage, frequency, mean, Chi-square, regression and factor analysis were used for the statistical analysis of the collected information. The reliability testing of datasets was done using Chronbach’s Alpha which was found to be 0.859.

**VI. DATA ANALYSIS AND INTERPRETATION:**

**1. Gender-wise Distribution-**

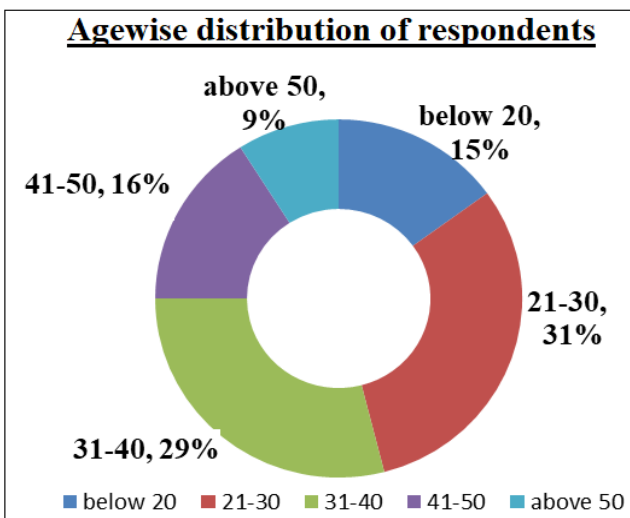
*Graph-1: Gender wise distribution*



Interpretation: It is observed that 52% respondents were made while 48% respondents were female in the research study carried out at Star Bazaar

**2. Age-wise distribution-**

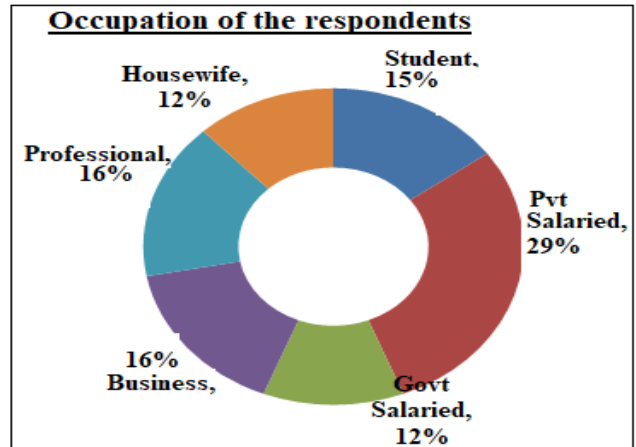
*Graph-2: Age wise distribution*



Interpretation: Majority of the respondents were between the age range 21-30 (31%) and 31 to 40 years (29%)

**3) Occupation-wise Distribution:**

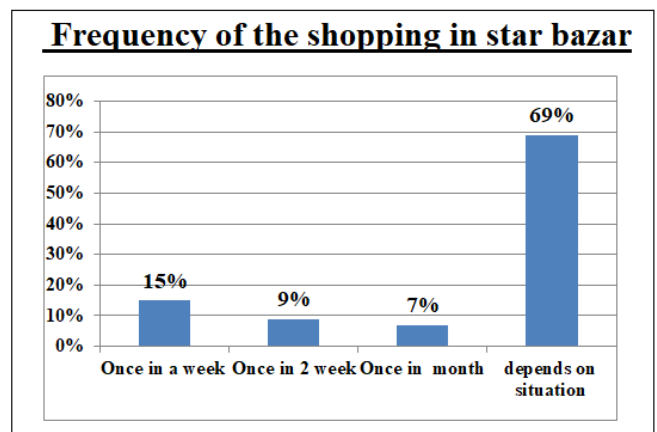
*Graph-3: Occupation wise distribution*



Interpretation:It is reported that in case of occupation distribution majority of the customer 29% it reported from private salaried jobs, followed by 16% business category, followed by professional 16%, followed by students 15%, it followed by Government salaried employees 12%, followed by housewife 12%

**4) Frequency of visit to the store:**

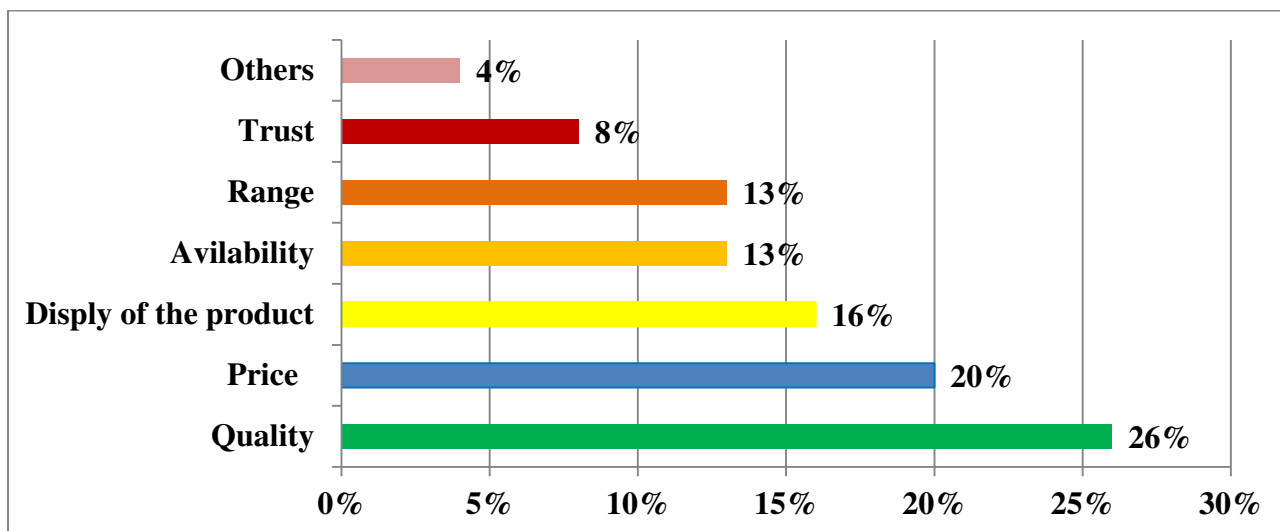
*Graph-4: Frequency of visit to the store*



Interpretation:It is reported that in case of frequency of shopping at Star Bazaar majority of the customer 69% said they shop at per the situation requirement, followed by 15% once in a week, followed by 9% in a 15 days followed by 7% once in a month

**5) Attribute attracting for purchase from Start Bazaar:**

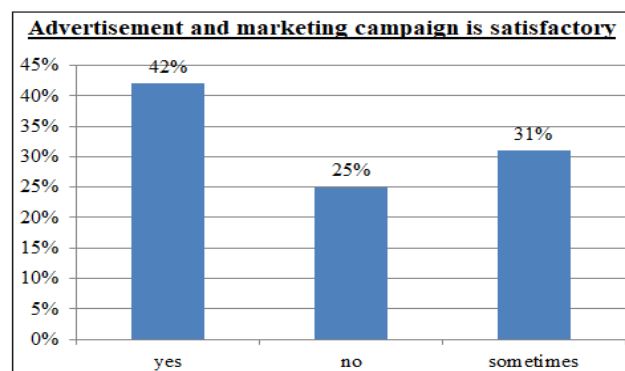
*Graph-5: Attribute attracting for purchase from Start Bazaar*



Interpretation- It is reported that in case of factors influencing purchase decision result of this respondents 26% reported that quality of the product his major factor, followed by price of the product 20% followed by display of the product 16% followed by the availability of the product 13% followed by range of the product 13% followed by trust of the company 8% followed by other miscellaneous factors

**6) Satisfaction towards advertisement and marketing campaign:**

*Graph-6: Satisfaction towards advertisement and marketing campaign*

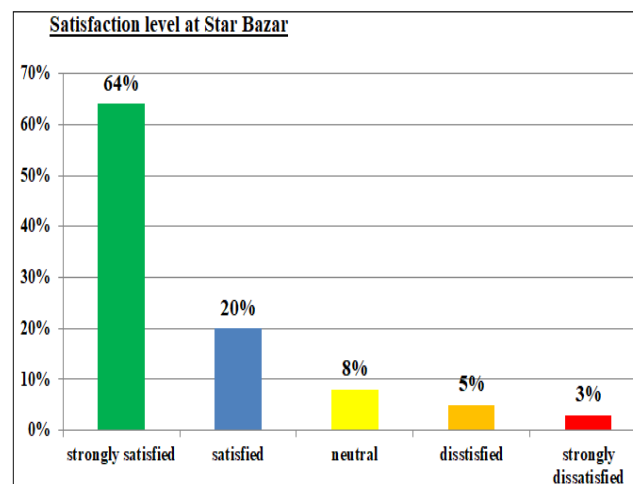


Interpretation: In case of impact of advertisement it and marketing campaign 42%

respondents said that they have significant impact on Purchase Decision, 25% respondents mentioned that marketing campaign and advertisement is not satisfactory.

**7) Satisfaction level at Star Bazaar:**

*Graph-7: Satisfaction level at Star Bazaar*



Interpretation: In case of satisfaction level at Star Bazaar 64% respondents said they are strongly satisfied, followed by 20% satisfied respondents, followed by 9% respondents said neutral, followed by dissatisfied responders 5% followed by strongly satisfied respondents 3%

## Factor Analysis:

Table-1: Factor Analysis

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Variance	of Cumulative %	Total	% Variance	of Cumulative %
Quality	2.130	35.493	35.493	<b>2.130</b>	<b>35.493</b>	<b>35.493</b>
Price	1.065	17.753	53.246	<b>1.065</b>	<b>17.753</b>	<b>53.246</b>
Display of the product	1.049	18.921	55.975	1.049	18.921	55.975
Availability	.938	15.637	68.883			
Trust	.699	11.646	80.529			
Range	.613	10.219	90.748			
others	.555	9.252	100.000			

### Extraction Method: Principal Component Analysis.

It can be inferred that, Quality and Price are two main factors.

## VII. TESTING OF HYPOTHESES

### Hypothesis 1:

H0 - There is no impact of product quality on customers' purchase decision.

H1 - There is impact of product quality on customers' purchase decision.

Table-2: Hypothesis Testing-1:ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.728	1	1.725	7.875	.008 <sup>b</sup>
	Residual	30.591	148	.197		
	Total	32.321	149			

a. Dependent Variable: 11) How do you feel after shopping at Reliance Trends

b. Predictors: (Constant), 8) Which attribute attracts you to purchase from Reliance Trends?-Quality

P value is 0.008 which is less than 0.05 i.e. level of significance. The null hypothesis is thus rejected. Researcher can infer that there is significance impact of quality of products on purchase decision

### Hypothesis 2

H0 – There is no impact of prices on consumer satisfaction level.

H1 - There is impact of prices on consumer satisfaction level.

Table-3: Hypothesis Testing-2:ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.659	1	1.689	7.682	.007 <sup>b</sup>
	Residual	30.628	148	0.189		
	Total	32.292	149			

As the p value is 0.007 which is less than significance level 0.05, null hypothesis is rejected. Researcher can infer that there is significant impact of price of products on purchase decision

### Hypothesis 3:

H0 - There is no significant impact of product display on customers' purchase decision

H0 - There is significant impact of product display on customers' purchase decision

Table-4: Hypothesis Testing-3:ANOVA

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.839	1	18.875	35.169	.001 <sup>a</sup>
	Residual	51.198	148	.533		
	Total	70.219	149			

a. Predictors: (Constant), merchandise display

b. Dependent Variable: overall satisfaction

As p value is 0.001 i.e. less than the level of significance (0.05), the null hypothesis rejected. Researcher can say that there is significance impact of display of the products on purchase decision

### VIII. FINDINGS OF THE STUDY:

1. Among the respondents, 48% are female whereas 52% are male.(Ref. Graph-1)
2. Most of the respondents i.e. 31% are between the age 21-30 and 29% in the age range of 31 to 40.(Ref. Graph-2)
3. Most of the respondents i.e. 29% are private salaried, 16% businessmen and 16% professional. (Ref. Graph-3)
4. Majority of the respondents i.e. 69% purchase products from Star Bazaar depending on situation.(Ref. Graph-4)
5. Majority of the factors influencing purchase decision of customers at Star Bazaar are

quality, price, display, visibility, availability, trust of the company, range and variety of the products. (Ref. Graph-5)

6. Most of the respondents i.e. 42% customers are satisfied with the advertisement and marketing campaign Star Bazaar.(Ref. Graph-6)
7. Majority of the respondents i.e. 84% customers are satisfied with the Star Bazaar while only 8% customers are dissatisfied. (Ref. Graph-7)
8. From hypotheses testing, it was found that quality, price and product display have a significant impact on consumers' purchase decisions. ( Ref. Hypothesis testing-1,2,3)

### IX. CONCLUSION:

On the basis of hypotheses testing and findings it can be concluded that quality of the products sold at Star Bazaar have shown a

significant impact on the consumers' buying decisions. Similarly, price of the products and display also have a significant impact on consumers' buying decisions. Satisfaction level is also found significant for the products and services sold at Star Bazaar.

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