A Study on Factors Influencing towards Organized Retailing in Coimbatore City - A Gender Perspective

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Abstract-**Organized retail sector is a upcoming trend in major cities across the globe and booming in India. However, it is in the burgeoning stage in many of the important cities other than metros. It is expected that by 2030 modern retail industry in India will be 1.5 tn billion. This is mainly due to strong income growth, changing life style, fun and entertainment and favourable demographic patterns creates a need for organized retail sector. The study mainly focuses on factors influencing towards organized retail sector based on gender perspective by applying T test. Here the Product related factors, Service and physical factors are taken for the study in order to find out there is any difference in the opinion about the factors which influence the male and female to choose the organized retail sector.**

Index Terms: Customer Perception, Organized Retail Sector, Gender Perspective

INTRODUCTION

Organized retail sector is emerging as the new phenomenon in India despite, slump situation, the market is growing exponentially. As economic growth brings more of India's people into the consuming classes and organized retail lures more and more existing shoppers. We can expect in near future more than 300 million shoppers are likely to patronize organized retail chains. Consumer markets in emerging market economies like India are growing rapidly owing to robust economic growth. India's modern consumption level is set to double within five years to US$ 1.5 trillion from the present level of US$ 750 billion. The growing middle class is an important factor contributing to the growth of retail in India. It is estimated that by 2030, 91 million households will be 'middle class', up from 21 million today. Also by 2030, 570 million people are expected to live in cities, nearly twice the population of the United States today. Thus, with tremendous potential and huge population, India is set for high growth in consumer expenditure. Moreover, with India's large 'young' population and high domestic consumption, the macro trends for the sector look favorable. Hence, it will be more interesting to know about the difference in the opinion about the factors which influence the male and female to choose the organized retail sector.

COIMBATORE: GEARING UP FOR RETAIL REVOLUTION

The organized retail in Coimbatore District so far has been a high street story. Coimbatore city is the second largest city in Tamil Nadu after Chennai, but it is yet to get attention from large number of retailers the way other cities in India have been receiving. With the existence of Fun Republic and Brookfield Plaza people in Coimbatore already experiencing organized retail boom and it has quality space for shopping and entertainment. But with the city of a population more than 20 Lakhs these two malls are not enough there is a need for more than 5 malls and so that it do enormous business in the city.

LITERATURE REVIEW

K Ramya (2016) concentrated on consumer understanding and promotional activities for the organized retail market. In the report, promotions should be improved for special occasions, mainly by favoring the retail shop's preference for T.V. advertising, and mainly their gender, profession, marital status, and income. Ashokan and G.Hariharan (2008) in his study, "Profile and Perception of Retail Consumers -An Empirical study in Palakkad district", identified the purchasing habits as well as the expectation and perception of the shoppers. Vijay Durga Prasad (2007) observed in his study, "The Spread of Organized retailing in India – with special reference to Vijayawada City", identified that vast group of respondents (78%) opinioned that they would prefer to buy household and items in one stop-shop. G.LakshmiPrabha and AmatulBaseer (2007) in their study, "Emerging Retail Trends in India", observed that the rapid

revolution is due to the young customers, increasing middle class, rising income levels, increased pressure on opening up of FDI in retail sector. Prof.Anu Singh lather and Tripat Kaur (2006), in his study," Its' All at the Mall: Exploring present shopping experience", identified nine key indicators that influence the customers to purchase in the mall. The indicators such as product offering physical characteristics of store, store personnel, location, convenience, general characteristics of the store prices charged by the store, customer services, advertising by the store and popularity of the store. Zeithmal (1998), Perceived quality is defined as the consumer's judgement about the extent of superiority or excellence of the product.

NEED & RELEVANCE

Industry experts believe that the city will soon experience an entire gamut of retail development as people in Coimbatore District at Tamil Nadu are capable of enough disposable income due to their entrepreneurial nature and off late are equally brand conscious and lifestyle aspirants as well. The researcher found that there is a need for 4-5 malls for the Coimbatore population. Hence, there is a need to study the perception of customers towards the organized retail sector on the basis of gender.

OBJECTIVES

• To study the perception of gender towards organized retail sector in Coimbatore.

• To understand the mean differences in the factors influencing the choice of organized retail sector on gender perspective.

SUGGESTIONS & LIMITATIONS

The study mainly focuses on factors influencing towards organized retail sector based on gender perspective by applying T test. Here the Product related factors, Service and physical factors are taken for the study in order to find out there is any difference in the opinion about the factors which influence the male and female to choose the organized retail sector. The study may increase the sample size and find out the exact contributors for enhancing customer satisfaction at organized retail sectors.

METHOD OF STUDY

Research Design

The research is descriptive in nature because the study aims to find out the perception related factors towards organized retail store in view of gender perspective by applying mean differences (T test) to understand the significance based on gender.

Sampling & Procedure

A sample of 200 respondents adequately representing customers into purchase at organized retail stores in Coimbatore city were selected for the study. The samples taken from following stores based on convenient sampling technique has been indicated below:

Sample Distribution

Name	Place	Sample Distribution
Big Bazaar	Oppanakara street	40
Sri Kannan Departmental Stores	RajajiRoad,Gandhipuram	40
Nilgiris	Avinashi Road	40
Spencer's Retail	R.S puram	40
MORE	Gandhipuram	40

N=200

RESULTS & DISCUSSION

Table: 1 Distribution of Respondents in Accordance With Gender

Gender	Number of Respondents	Percentage
Male	103	51.5%
Female	97	48.5%
Total	200	100%

N=200

The above table indicated 51.5 percent of the respondents were males, which is slightly over the female population.

Table: 2 Distribution of Respondents In Accordance With Organized Retailing

Opinion	Number of Respondents	Percentage
Change (from usual format)	35	17.5%
Convenience	79	39.5%
Competitive Cost	66	33%
Customer Service	20	10%
Total	200	100%

N=200

The above table revealed that 39.50 percent of the respondents feel organized retailing is convenient; 33 percent of the respondents prefer organized retailing is mainly due to competitive costs, 17.50 percent of the respondents indicated that they like organized retailing because it is different and change from usual procedures and only 10 percent of respondents have opted organized retailing due to customer service.

Table: 3 Distribution of Respondents in accordance with Factors (Related to Products) Influencing buying aspects in Organized Retail Stores

Factors	H	%	M	%	L	%	N	%	Total	%
Price	81	40.5%	85	42.5%	24	12%	10	5%	200	100%
Quality of the products	116	58%	84	42%	-	-	-	-	200	100%
Assortment of products	102	51%	98	49%	-	-	-	-	200	100%
Product display	123	61.5%	62	31%	15	7.5%	-	-	200	100%
One stop shopping	146	73%	54	27%	-	-	-	-	200	100%
others	-	-	-	-	-	-	-	-	-	-

N=200

73% of the respondents are highly influenced by one stop shopping to buy in organized retail store, 61.5% of the respondents are highly influenced by product display to buy in organized retail store, 58% of the respondents are highly influenced by quality and 51% of the respondents are highly influenced by the assortment of products to buy in organized retail store.

Table: 4 Distribution of Respondents in accordance with opinion on important Service Factors

Factors	H	%	M	%	L	%	N	%	Total	%
Sales personnel behavior	148	74%	52	26%	-	-	-	-	200	100%
Complaint handling	158	79%	42	21%	-	-	-	-	200	100%
Billing system & card acceptance	148	74%	52	26%	-	-	-	-	200	100%
Sales personnel response to queries	151	78.5%	43	21.5%	-	-	-	-	200	100%
Home delivery facilities	102	51%	98	49%	-	-	-	-	200	100%
After sales service	123	61.5%	77	38.5%	-	-	-	-	200	100%
Others	-	-	-	-	-	-	-	-	200	100%

N=200

79% of the respondents are highly influenced by complaint handling and sales personnel response to queries, 74% of the respondents are highly influenced by sales personnel behaviour & billing system & card acceptance, 61.5% of the respondents are highly influenced by home delivery facilities and 51% of the respondents are highly influenced by after sale service factors to buy in organised retail sector.

Table: 5 Distribution of Respondents In Accordance With Opinion about Physical Factors

Factors	H	%	M	%	L	%	N	%	Total	%
Cleanliness	168	84%	32	16%	-	-	-	-	200	100%
Ventilation	168	84%	32	16%	-	-	-	-	200	100%
Shopping ease	145	72.5%	55	27.5%	-	-	-	-	200	100%
Location	126	63%	74	37%	-	-	-	-	200	100%
Parking	145	72.5%	47	23.5%	4	2%	4	2%	200	100%
Air Condition	145	72.5%	55	27.5%	-	-	-	-	200	100%

N=200

84% of the respondents are highly influenced by Cleanliness & Ventilation facilities, 72.5 % of the respondents are highly influenced by Parking facilities, Air condition and shopping ease, 63% of the respondents are highly influenced by the location to visit the organized retail sector.

T Test
The "T" statistics is defined as

$$t = \frac{\overline{X} - \mu}{S} \sqrt{n} \qquad = t\,(n-1)\ d.f$$

Applications
"T" Test is used to test the significant difference between
- Sample Mean and Population Mean
- Two Sample Means

H_1: Testing the opinion about the factors (related to products) influencing towards organized retailing
To find out whether the gender, which has more influence on the opinion on about the factors (related to products), the scores in importance with respect to male and female were compared using 'T' test.

Null Hypothesis
Both male and female exhibit average same level of opinion about factors (related to products) influencing towards organized retailing

Level of Significance
   $\alpha = 0.05$
Test Statistics

	Gender	N	Mean	Z_0	Z_e
Score_q11	Male	103	17.57		
	Female	97	17.52	0.158	1.96

✓ Z0<Ze The Null Hypothesis has been accepted as both male and female have average level of opinion about factors (related to products) influencing towards organized retailing.

H_2: Testing the opinion about the service factors influencing towards organized retailing.
To find out whether the gender, which has more influence on the opinion on about the service factors, the scores in importance with respect to male and female were compared using t' Test.

Null Hypothesis
Both male and female will possess average level of opinion on service factors influencing towards organized retailing

Level of Significance
   $\alpha = 0.05$

Test Statistics

	Gender	N	Mean	Z_0	Z_e
Score_q12	Male	103	22.43	1.513	1.96
	Female	97	21.92		

✓ Z0<Ze The Null Hypothesis has been accepted as both male and female have average level of opinion on service factors influencing towards organized retailing.

H_3: Testing the opinion about the physical factors influencing towards organized retailing

To find out whether the gender, which has more influence on the opinion on about the physical factors, the scores in importance with respect to male and female were compared using T'test.

Null Hypothesis
Both male and female will have average same level of opinion on physical factors influencing towards organized retailing.

Level of Significance
$\alpha = 0.05$

Test Statistics

	Gender	N	Mean	Z_0	Z_e
Score_q13	Male	103	22.62	1.183	1.96
	Female	97	22.22		

✓ $Z_0 < Z_e$ The Null Hypothesis has been accepted as both male and female opined on average level of opinion on physical factors influencing towards organized retailing.

CONCLUSION

The world is full of technology and humankind purely needs change in all the fields. Also, expects the change to adopt and follow. Hence, there is a huge transformation from kirana shops, unorganized sectors to organized sectors. The young population expects shopping should be with fun and entertainment. In support of this expression, the organized retail sectors have to pave the way to meet their expectations and satisfy the needs. The research study found the interesting result that, the gender perception on the factors influencing towards organized retailing is average in terms of all factors.

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