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Shifting Consumer Shopping Trends And Their Influence On Retail Dynamics

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ABSTRACT: India is recognized as the most attractive emerging retail market globally, often referred to as a "nation of shopkeepers." As consumer shopping behaviors vary across cultures, retailers must adapt to local preferences by studying consumer culture, business practices, and industry dynamics. This has led to a significant transformation in retail formats, with traditional shopkeepers evolving into department stores, self-service outlets, and specialty stores. Today's consumers seek a shopping experience that combines entertainment and food with their retail activities. Retail marketing must keep pace through enhanced advertising and promotional campaigns that attract customers, foster loyalty, and identify regular shopper behaviors. Effective management of high-value customers and constant monitoring of changing needs are crucial. As retailers gain a global perspective, they face the challenge of meeting consumer expectations for value, cost-effectiveness, and an enjoyable shopping experience. Customers increasingly desire recreation, friendly interactions, and a wide variety of products and services. Statistics highlight the importance of customer loyalty: US corporations lose half of their customers within five years, significantly impacting corporate performance. To thrive in the Indian market, retailers must analyze shopping patterns and behaviors to maintain customer loyalty and ensure sustainable growth. In this evolving landscape, adapting to consumer demands is essential for success.

Keywords: Behavior, Campaigns, Monitoring, Needs, Pattern, Shopping.

INTRODUCTION: India is ranked as the most attractive emerging retail market in the world and has earned itself the unflattering label of a "nation of shop keepers". As consumer shopping behavior and preferences differ from country to country, the retailers have to adopt the consumer shopping mentality. They have to study consumer culture, business practices, and industry dynamics based on their shopping pattern. Analyzing in order to meet the changing demand of consumers, a huge revamping exercise is on. Traditional shopkeepers are reinventing themselves by changing to new formats such as department stores, self service stores and specialty stores. Today, consumers prefer the combination of entertainment and food together with shopping. Retail marketing efforts have to keep pace by way of improved advertising, promotion campaigns to attract customers, building loyalty by identifying regular shopper behavior and offering benefits to them, efficient management of high value customers and monitoring customers changing needs constantly. With all these efforts retail stores begin to gain a global perspective.

The changing consumer behavior is increasingly shaping the retailing and this in turn has found new options and opportunities. On the socio-cultural side, the growing number of nuclear families, has contributed to the general improvement in education levels and most importantly there is continuous rise in women's economic independence through jobs that have made women play a most proactive role in shopping for the family. More exciting items are in store for Indian shoppers across all income and age groups, as the future will result in a tremendous change in the retailing scenario in terms of quality, quantity, scale and variety. This has led to an increasing number of customers availing convenient options such as retail stores, department stores, super markets, specialty stores and self-service stores where most of the shopping for daily necessities can be done under one roof.

The retail sectors are emerging in India at a remarkable speed with the gears and this has brought about a great revolutionary change in the shopping pattern of Indian customers. The growth of retail is due to the increasing purchasing power of the existing Indian middle classes, change in taste and attitude of Indians effect of globalization in the retail sectors in India. India's retailing has acquired further momentum, dynamism and vibrancy with international players experimenting the Indian market and exercising bold innovative steps to woo the consumers retail stores. The next few years are likely to express rapid growth in retailing sector with several international players establishing their presence in India by adjusting their formats to suit local tastes and buying behavior

The biggest mistake any one can make is to focus on competitor. But focus on consumers will get it right. B.Dandiest, Former CMD of Hindustan Unilever Ltd. B.Dandiest statistics revealed the time desire of the customers towards the product. He explains this statement with two persons - a manager and a simple worker in a nearby village. The first customer is generally informed and equipped with decision making, but due to time he desires a brand which will offer him complete investment solutions and better service. Hence, such a customer expects a high level of attention and prompt service. Contrary to this, the second customer who is frustrated with the exorbitant interest rate and the tedious documentation procedure in banks has the same desire of good service. The customers shopping desire towards the product will change their shopping pattern. Hence, he reveals in his definition that the expectation of consumers towards the retail store is driven away by their shopping pattern towards the retail stores.

There are favorable government policies and emerging technologies to facilitate efficient operations. Retailers who understand their customers buying behavior and who know how to attract and retain them will be able to leverage these opportunities and emerge as winners. An intelligent packaging of a slew of customer shopping behavior programs helps the retail stores to win over a widening segment of loyal customers and thus enhance profitability. A customer who is happy with retail store, influences and ropes in his friends, peer group and family members and thus increases the number of loyal customers. This holds good in retail stores

While insisting on value for money and cost effectiveness, consumers want a better shopping experience, recreation, friendly interactions and wide choice of products and services. Retail stores have to live up to these expectations in order to flourish, prosper and grow in Indian market. On an average, the US Corporations lose half of their customers within five years, half of their employees in four years and half of their investors in less than one year (Reichjeld, F., 1996). Reichheld's statistics revealed that disloyalty at these rates would cripple the corporate performance by 25 per cent to 50 per cent or even more. To maintain loyalty of the customers, their shopping behaviors such as shopping pattern should be analyzed.

STATEMENT OF THE PROBLEM: Change is inevitable. Everything in the world is changing except change itself. Retail stores in Coimbatore city have witnessed an immense growth in the last few years. It has emerged as one of the most dynamic and fast paced industries with several players like department stores, supermarket, general stores, discount stores and grocery stores entering the market. But all of them have not yet tasted success because of changing consumer buying behavior. An attempt has been made with the view of demographic background and physical characteristics of customers. The customer was sensitive to many factors, which affect their choice for shopping from a retail store. Marketers are facing a challenge in this context of understanding consumer behavior. The present study addresses this issue and also examines the level of awareness of the respondents about retail stores and also their shopping pattern towards retail stores.

- How do retail stores attract customers?
- What should be focused by the retailers to raise customer interest on retail store?
- How to convince the customers that their desired products or services are available in retail store?
- Whose inspiration leads customers towards purchasing in retail stores?
- How to prove that the customers wants and needs will get satisfied in retail stores?

RESEARCH OBJECTIVES:

The study with respect to the consumer shopping pattern towards retail stores of the sheer size market has been taken up with the following objectives.

- To identify the predominant factors influencing the shopping pattern of consumers towards retail stores.
- To analyze the shopping interest of consumers towards retail stores.
- To analyze overall consumer shopping behavior towards retail stores.

HYPOTHESES:

- **$H_0$1 :** The level of shopping pattern of consumers in retail stores do not differ significantly based on demographic profile of the consumers.

RESEARCH METHODOLOGY:

Sources of Data: The research work is done mainly based on primary data collected from the sample respondents by administering a questionnaire developed for the purpose. Other information relevant for the study has been collected from secondary sources such as journals, magazines, published and unpublished research works and websites.

Stores Selected for the Study: Though there are 25 types of stores in terms of retail, selection of stores for the research has been based on consumers' awareness and reliability. Among all the stores only five retail stores like department store, general stores, super market, discount stores and grocery stores have been selected which are commonly visited by consumers. Also, these stores have been selected in a scientific manner. They are the most commonly known and used stores based on the sample respondents of the pilot study.

Survey Instrument:A well structured questionnaire has been designed to gather data required for this research. Prior data collection and a pilot study have been undertaken with the questionnaire being distributed to 50 different respondents. Certain modifications have been made based on the response obtained and the final instrument (vide Appendix – A) has been developed for data collection.

Sample Design: The population targeted for this study are the people residing in the city of Coimbatore who have purchased their needs at least from two out of the five retail stores selected for study. From each of the five major categories of retail stores, 10 stores were selected by stratified random sampling method. A family was selected as a sampling unit. Any adult member of the family who makes the most purchase decisions for the family was the respondent for this study. The sampling technique adopted for selecting the respondents has been stratified random sampling, where the sample respondents have been selected on the basis of the accessibility or by the personal judgement of the researcher. A sample size of 500 respondents has been chosen, and 10 respondents from each store to whom the questionnaires were distributed. Out of the 500, 468 questionnaires were returned. Out of the 468 questionnaires, 6 have been ignored for lack of complete information. A sample size of 462 respondents has been taken for the study.

Research Region: The study is confined to Coimbatore city located in the state Tamil Nadu, India The city is known for its entrepreneurship of its residents. Coimbatore is the second largest city in Tamil Nadu, with a population of more than 15 lakhs. There are more than 30,000 tiny small, medium and large industries and textile mills. The climate is very pleasant round the year, and so it is called the Poor Man's Ooty. Coimbatore is also famous for foundries manufacture of motor pump sets and varied engineering goods, due to which it has earned the title “Detroit of the South”. The city is also known for its educational institutions. Coimbatore Agricultural University is renowned as one of the best colleges of its kind in South Asia. The city is called the ‘Manchester of South India’, since there are a large number of spinning mills similar to the city of Manchester in England. Coimbatore is having an international relations and it has twin sister relationship with United States since 2010 and Germany from 2009 onwards.

Statistical Tools for Analysis: Simple percentage analysis, Mean score,Karl Pearson’s correlation, Chi-square test

REVIEW OF LITERATURE:

1.Impacts of Retail Store Ambience on Impulse Buying (2022)

Focus: Research emphasized factors like background music, lighting, and store layout in influencing impulse purchases.
Findings:

- Emotional triggers such as sensory stimulation (e.g., music, product presentation) significantly increase unplanned purchases.
- Strategic promotions and environment customization based on consumer emotional responses were found effective.2. Transformation in Consumer Preferences in Tamil Nadu Retail Stores (2019)

Key Insights:

- Younger, tech-savvy consumers increasingly prefer online shopping, but physical retail stores still thrive by providing unique experiential value.
- Factors such as product accessibility, customer service, and pricing were major determinants of retail success.
- Store loyalty was heavily influenced by perceived service quality and trust【9】.

3.. P. Karthika and P. Devika(2017), in the article “Attitude Towards Shopping Malls in Coimbatore “ found that

- Shopping malls have become preferred destinations due to the convenience of multiple services under one roof.

- Factors like entertainment options, parking facilities, and air-conditioned environments contribute to customer satisfaction.
- These elements are crucial for competing against standalone retail outlets and online platforms.These studies collectively highlight the growing need for traditional retailers to innovate and focus on customer-centric strategies to stay competitive amidst evolving consumer expectations and the rise of e-commerce.

Research Gap: Understanding consumer behavior is crucial for retailers, as it informs effective strategies that meet consumer needs better than competitors. This complexity is influenced by psychological factors and various elements such as perception, intention, store loyalty, image, and environment. Previous research emphasizes that consumer shopping behavior can be assessed through their shopping pattern towards retail stores. Despite the global recognition of this need, research on consumer behavior in the Indian retail context remains limited. As sustainable merchandising becomes increasingly important, retailers must grasp these consumer dynamics to enhance their strategies effectively. This study aims to provide a foundational analysis of consumer behavior, offering valuable insights for retailers seeking to optimize their approaches in the Indian market. By addressing this research gap, the findings could significantly benefit retailers in understanding and responding to consumer preferences and behaviors

Shopping Pattern: Shopping pattern is one vital element which could positively determine the actions of consumers towards sustainable consumption. Shopping pattern includes a person's awareness about the retail stores. The role of this shopping pattern is to analyse the problems associated with retail stores. This supports to mitigate or solve the problems and also their willingness to contribute personally to the solution. This section has dealt with assessment of level of shopping pattern. The statistical tool used in this point of the research are chi-square and mean score.

Table :General Shopping Pattern of Respondents

General information	Classification	No. of respondents	Percentage	Cumulative percentage
Retail Store visit for shopping	Department stores	161	34.8	34.8
	Supermarket	121	26.2	61.0
	General stores	132	28.6	89.6
	Discount stores	24	5.2	94.8
	Grocery stores	24	5.2	100.0
Place prefer to buy products	Single brand	44	9.5	9.5
	Multi brand	170	36.8	46.3
	Company outlets	54	11.7	58.0
	Retail stores	194	42.0	100.0
Frequent visit	2-3 times a week	32	6.9	6.9
	Weekly once	125	27.1	34.0
	15 days once	81	17.5	51.5
	Monthly once	128	27.7	79.2
	Whenever needed	96	20.8	100.0
Income spent on grocery	20 per cent	70	15.2	15.2
	30 per cent	135	29.2	44.4
	40 per cent	135	29.2	73.6

	50 per cent 50 per cent and above	95 27	20.6 5.8	94.2 100.0
Influencing buying selection	Availability Size Reasonable price Customer service	76 89 235 62	16.5 19.3 50.9 13.3	16.5 35.8 86.7 100.0
Look in for product	Price Variety available Brand name Customer service Date of manufacturing Expiry date	85 119 64 18 83 93	18.4 25.8 13.9 3.9 18.0 20.0	18.4 44.2 58.1 62.0 80.0 100.0

Source : Primary data.

The above table reveals that 34.8 per cent of respondents are visiting department stores for shopping, 26.2 per cent of respondents are visiting super market for shopping, 28.6 per cent of respondents are visiting general stores for shopping, 5.2 per cent of respondents are visiting discount stores for shopping and 5.2 per cent of respondents are visiting grocery stores for shopping. Majority of the respondents are visiting department stores for their shopping (i.e., 34.8 per cent).

On the basis of respondents preference for shopping, 9.5 per cent of respondents are prefer single brand, 36.8 per cent prefer multi brand, 11.7 per cent of respondents prefer company outlets and 42 per cent of respondents prefer retail stores. Majority of respondents prefer retail stores (i.e., 42 per cent).

On the basis of frequent visits, 6.9 per cent of the respondents visit a retail store 2-3 times in a week, 27.1 per cent of respondents visit a retail store weekly once, 17.5 per cent of respondents visits to retail stores 15 days once, 27.7 per cent of respondents visit to a retail stores monthly once and 20.8 per cent of respondents visit retail stores whenever needed. Majority of respondents visit to a retail store monthly once (i.e., 27.7 per cent).

On the basis of the percentage of income spent on grocery, 15.2 per cent of respondents spend 20 per cent of their income on grocery, 29.2 per cent of respondents spend 30 per cent of their income on grocery, 29.2 per cent of respondents spend 40 per cent of their income on grocery, 20.6 per cent of respondents are spending 50 per cent of their income on grocery and 5.8 per cent of the respondents are spending 50 per cent and above on grocery. Majority 29.2 per cent of respondents are spending 30 per cent and 40 per cent of income on grocery.

On the basis of influencing, 16.5 per cent of respondents are influenced by the availability of range of the product, 19.3 per cent of respondents are influenced size of the store and 13.3 per cent of respondents are influenced by customer service. Majority of respondents are influenced by reasonable prices (50.9 per cent).

18.4 per cent of respondents are looking for better price on the product during their purchase, 25.8 per cent of respondents are seeking variety availability during their purchase, 13.9 per cent of respondents are looking for the brand name, 3.9 per cent of the respondents are looking for customer service, 18 per cent of respondents are looking for manufacturing date and 20 per cent of respondents are looking for expiry date. Majority of the respondents are looking for variety availability (25.8 per cent).

In the shopping pattern of the respondents, retail store visit for shopping and place prefer to buy products are the decision taken by the respondents during their first purchase. The other shopping patterns like frequent visit, income spent on groceries, influencing by selection and looking in for products, are going to be determined by the respondents' attention, interest, desire, action and satisfaction towards retail stores which is considered to be the backbone of customer satisfaction. This section is dealt with retail stores visit for shopping and where they prefer to buy products.

Retail Stores to Visit for Shopping Based on Demographic Profile

Demographic variables		Department stores		Supermarket		General stores		Discount stores		Grocery stores	
		No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent
Age (Years)	Below 30	56	26.2	69	32.2	67	31.3	10	4.7	12	5.6
	31-40	32	36.4	21	23.9	25	28.4	8	9.1	2	2.3
	41-50	56	47.9	22	18.8	30	25.6	2	1.7	7	6.0
	Above 50	17	39.5	9	20.9	10	23.3	4	9.3	3	7.0
Gender	Male	79	36.2	54	24.8	58	26.6	13	6.4	14	6.4
	Female	82	33.6	67	27.5	74	30.3	11	4.5	10	4.1
Marital status	Married	119	41.9	64	22.5	71	25.0	16	5.6	14	4.9
	Unmarried	42	23.6	57	32.0	61	34.3	8	4.5	10	5.6
Educational qualification	Up to H.Sc.	64	40.5	29	18.4	45	28.5	8	5.1	12	7.6
	Graduation	74	31.2	68	28.7	76	32.1	12	5.1	7	3.0
	Professional	23	34.3	24	35.8	11	16.4	4	6.0	5	7.5
Occupation	Student	26	38.8	20	29.9	18	26.9	1	1.5	2	3.0
	Government /Private	55	26.4	70	33.7	68	32.7	9	4.3	6	2.9
	Business	53	39.8	23	17.3	33	17.3	12	9.0	12	9.0
	House wife	27	50.0	8	14.8	13	14.8	2	3.7	4	7.4
Monthly income (`)	Below 5000	11	29.7	10	27.0	11	29.7	2	5.4	3	8.1
	5000-10000	53	39.8	30	22.6	36	27.1	5	3.8	9	6.8
	10000-15000	52	31.3	40	24.1	59	35.5	12	7.2	3	1.8
	15000-20000	20	34.5	19	32.8	14	24.1	1	1.7	4	6.9
	Above 20000	25	36.8	22	32.4	12	17.6	4	5.9	5	7.4
Monthly income spent on groceries	20 per cent	18	25.7	17	24.3	29	41.4	2	2.9	4	5.7
	30 per cent	47	34.8	27	20.0	46	34.1	10	7.4	5	3.7
	40 per cent	47	34.8	42	31.1	35	25.9	6	4.4	5	3.7
	50 per cent	41	43.2	27	28.4	17	17.9	6	6.3	4	4.2
	50 per cent and above	8	29.6	8	29.6	5	18.5	-	-	6	22.2

Source : Primary data.

In terms of their age group, out of 462 respondents 161 go to department stores, 121 go to super market, 132 go to general stores, 24 go to discount stores and 24 go to grocery stores. The majority of the respondents go to department stores. As stated above 214 are below 30 years, 88 belong to 31-40 years, 117 belong to 41-50 years age group and 43 belongs 50 years and above. 34.8 per cent of respondents go to department stores, 26.2 per cent respondents go to supermarket, 28.6 per cent of respondents go to general stores, 5.2 per cent go to discount stores and another 5.2 per cent go to grocery stores. 36.2 per cent of male and 33.6 per cent a female go to department store, 24.8 per cent of male and 27.5 per cent of female go to supermarket, 26.6 per cent of male and 30.3 per cent of female go to general stores, 6.4 per cent of male and 4.5 per cent of female go to discount stores, 6.4 per cent of male and 4.1 per cent of female go to grocery stores. Maximum number of respondents are graduates and employed and their income level is ` 10000-15000 and they spend 30 per cent to 40 per cent of salary for grocery and go to department stores for shopping.

Chi-square – Test for Shopping Pattern and Demographic Profile

In order to study the association between demographic profile and the shopping pattern of retail consumers, chi-square technique has been used as both the variables and shopping pattern of retail consumers are related to shopping behavior. The results of chi-square analysis have been presented in the Table 4.4.

$H_0$1(i):The level of shopping pattern does not associate significantly among the demographic profile.

Chi-square Test for Shopping Pattern and Demographic Profile

Factors	Chi-square value	Table value	Significance
Age (years)	26.784	2.624	0.008**
Gender	26.771	9.488	0.597
Marital status	17.946	13.277	0.001**
Educational qualification	18.269	15.507	0.019*
Occupation	35.908	26.217	0.000**
Family monthly income	20.080	26.296	0.217**
Monthly income spent on groceries	28.174	21.666	0.001**

* – Significant at 5 per cent level.
** – Significant at 1 per cent level

As could be observed from the Table 4.5, it is evident that the age of the respondents, marital status, occupation, family monthly income and monthly income spent on grocery are significant at 1 per cent level and hence the hypothesis is not accepted. So it is concluded that shopping pattern associate significantly between age, marital status, occupation, family monthly income and monthly income spent on grocery. Gender is not significant at 1 per cent level and hence the hypothesis is accepted. So shopping patterns do not associate significantly in gender. Educational qualification is significant at 5 per cent level and hence the hypothesis is not accepted. So there is a significant relationship between educational qualification and shopping pattern.

Place Preferred to Buy Products Based on Demographic Profile

Demographic variables		Single brand		Multi brand		Company outlet		Retail store	
		No	Per cent	No	Per cent	No	Per cent	No	Per cent
Age (years)	Below 30	25	11.7	88	41.1	28	13.1	73	34.1
	31-40	11	12.5	33	37.5	12	13.6	32	36.4
	41-50	6	5.1	32	27.4	10	8.5	69	59.0

	Above 50	2	4.7	17	39.5	4	9.3	20	46.3
Gender	Male	14	6.4	72	33.0	21	9.6	111	50.9
	Female	30	12.3	98	40.2	33	13.5	83	34.0
Marital status	Married	21	7.4	90	31.7	34	12.0	139	48.9
	Unmarried	23	12.9	80	44.9	20	11.2	55	30.9
Educational qualification	Up to H.Sc.	13	8.2	46	29.1	10	6.3	89	56.3
	Graduation	23	9.7	97	40.9	37	15.6	80	33.8
	Professional	8	11.9	27	40.3	7	10.4	25	37.3
Occupation	Student	13	19.4	29	43.3	7	10.4	18	26.9
	Government / Private	18	8.7	74	35.6	32	15.4	84	40.4
	Business	6	4.5	51	38.3	10	7.5	66	49.6
	House wife	7	13.0	16	29.6	5	9.3	26	48.1
Monthly income (`)	Below 5000	5	13.5	8	21.6	4	10.8	20	54.1
	5000-10000	13	9.8	47	35.3	11	8.3	62	46.6
	10000-15000	12	7.2	62	37.3	23	13.9	69	41.6
	15000-20000	7	12.1	21	36.2	8	13.8	22	37.9
	Above 20000	7	10.3	32	47.1	8	11.8	21	30.9

Source : Primary data.

In terms of their age group, out of 462 respondents, 214 are below 30 years, 88 respondents are between 31-40 years, 117 are between 41-50 years and 43 respondents are above 50 years. 44 of the respondents (9.5 per cent) go to single brand, 170 (36.8 per cent) go to multi brand, 54 (11.4 per cent) go for company outlets, 194 (42.0 per cent), and a majority of 194 respondents go to retail stores. 14 (6.4 per cent) of male respondents and 30 (12.3 per cent) of female respondents go to single brand, 72 (33.0 per cent) of male respondents and 98 (40.2 per cent) of female respondents go to multi brand. 21 (9.6 per cent) of male respondents and 33 (13.5 per cent) of female respondents go to company outlets. 111 (50.9 per cent) of male respondents and 83 (34 per cent) of female respondents go to retail stores. Maximum number of respondents are graduates and employed and their income level is ` 10000-15000 and they spent 30 per cent-40 per cent of salary spent on grocery and they prefer retail stores to buy products.

$H_0$1(ii) :The place preferred to buy products associate significantly among demographic profile.

Place Preferred to Buy Products and Demographic Profile – Chi-square Test

Factors	Chi-square results	Table value	Significance
Age	23.248	21.666	0.006**
Gender	15.087	11.345	0.002**
Marital status	17.269	11.345	0.001**
Educational qualification	23.559	16.812	0.001**
Occupation	23.783	21.666	0.005**
Family monthly income	12.773	21.026	0.386

Monthly income spent on groceries	11.283	21.666	0.505

From the above table it is observed that age, gender, marital status, educational qualification and occupation are significant at 1 percent level and hence the hypothesis is rejected and it is concluded as these variables and place preference to buy products associate significantly. Family monthly income and monthly income spent on groceries are not significant at 1 per cent level and hence the hypothesis is accepted and it is concluded as family monthly income and monthly income spent on groceries and place preferred to buy products do not associate significantly.

Ranks for Items in Retail Store – Kendall's

Items	Mean rank
Variety in products	2.96
Service ability	3.02
Discounts	2.95
Mode of payment	3.10
Customer care	2.97

Kendall's Coefficient on Concordance

Kendall's	0.002

The above table reveals that the highest mean rank is given by the respondents for mode of payment (3.10 per cent). The next mean rank is for service ability (3.02 per cent), 2.96 per cent for variety in products, 2.95 per cent for discounts and 2.97 per cent for customer care.

Factors Influencing Respondents Towards Retail Stores

Factors	N	Minimum	Maximum	Mean	Standard Deviation
Family	462	1.00	4.6790	5.00	0.6379
Friends	462	1.00	3.9242	5.00	0.6289
Relatives	462	1.00	3.9978	5.00	0.8775
Past experience	462	1.00	3.6212	5.00	1.0689
Word of mouth	462	1.00	3.3745	5.00	1.2875
Colleagues	462	1.00	3.4827	5.00	1.0675
Radio	462	1.00	3.5584	5.00	1.0962
Television	462	1.00	3.8052	5.00	1.0686
Magazine	462	1.00	3.7900	5.00	1.0061
Pamphlets	462	1.00	3.4113	5.00	1.0981
News papers	462	1.00	3.9861	5.00	1.1475

Source : Primary data

The above table reveals that the most important factor that has influenced respondents towards retail store is family and the least important is word of mouth.

Shopping Behavior Mean Score Based on Shopping Pattern

Demographic variables	Classification	Mean score						
		Shopping loyalty	Cost consciousness	Economical shopping	Locational advantage	Brand evaluation	Product promotion	Customer orientation
Type of store visit for shopping	Department stores	18.10	18.14	22.21	7.34	11.37	11.60	15.17
	Supermarket	17.02	16.77	20.97	6.96	10.78	10.82	14.26
	General stores	17.91	17.52	22.39	7.11	11.32	11.03	14.68
	Discount stores	15.13	17.25	20.42	6.54	11.00	11.13	14.38
	Grocery stores	17.88	17.54	21.42	6.71	11.38	11.42	15.38
Place Preferred to buy products	Single brand	17.80	17.68	21.36	7.39	11.34	11.59	15.14
	Multi brand	17.76	17.45	21.70	7.14	11.07	10.98	14.63
	Company outlets	16.26	16.30	21.39	6.85	10.65	11.15	13.93
	Retail stores	17.77	17.90	22.10	7.08	11.39	11.31	15.03
Frequently visit a retail store	2-3 times a week	17.56	16.34	21.16	6.22	11.31	11.06	14.81
	Weekly once	17.38	17.10	21.06	6.65	11.15	11.28	14.38
	15 days once	16.48	16.99	21.00	7.09	10.98	10.78	14.33
	Monthly once	17.97	18.08	22.66	7.59	11.28	11.40	15.27
	Whenever needed	18.33	18.20	22.50	7.35	11.22	11.22	14.94
Monthly income spent on groceries	20 per cent	18.24	18.19	22.30	7.07	11.33	11..33	14.51
	30 per cent	17.53	17.48	21.86	7.07	11.46	11.33	15.25
	40 per cent	17.18	17.36	21.33	6.96	10.99	11.16	14.30
	50 per cent	18.02	17.35	22.18	7.41	10.97	11.07	14.65
	50 per cent and above	16.85	17.53	21.26	6.96	11.15	10.81	15.70

Type of retail store visit for shopping wise classification of the mean scores has given an inference that for all the respondents the factor order is the same through the scores. The highest influencing factor was economical shopping, followed by shopping loyalty, cost consciousness, customer orientation, product promotion, brand evaluation and finally locational advantages.

Place preferred to buy products wise classification of the mean scores has given an inference that for all the respondents the factor order is the same through the scores. The highest influencing factor was economical shopping, followed by shopping loyalty, cost consciousness, customer orientation, product promotion, brand evaluation and finally locational advantages.

Frequently visit a retail store visit for shopping wise classification of the mean scores has given an inference that for all the respondents the factor order is the same through the scores. The highest influencing factor was economical shopping, followed by shopping loyalty, cost consciousness, customer orientation, product promotion, brand evaluation and finally locational advantages.

The type of retail store visit for shopping wise classification of the mean scores has given an inference that for all the respondents the factor order is the same through the scores. The highest influencing factor was economical shopping, followed by shopping loyalty, cost consciousness, customer orientation, product promotion, brand evaluation and finally locational advantages. Monthly income spent on grocery wise classification of the mean scores has given an inference that for all the respondents the factor order is the same through the scores. The highest influencing factor was economical shopping, followed by shopping loyalty, cost consciousness, customer orientation, product promotion, brand evaluation and finally locational advantages.

The order of factors remained same for all the respondents based on the demographic profile and also the shopping pattern.

CONCLUSION : In an increasing phase of retail outlets, the retailers should drive a profitable growth and value creations. By increasing the structure of the store alone, will not be able to help the retailers to gain more. And it is no longer sufficient to survive, a dramatically radical re-think of the purpose of the store is necessary. The revamping journey should attract the customer's attention, interest, desire, action and satisfaction towards the retail store which helps to determine the consumer shopping behavior towards retail store. A fundamental transformation is required by retailers. The trends and dynamics in the industry are driving a significant change in the role of the store in analyzing consumer shopping behavior. Yet, there are clear opportunities to develop winning propositions when they start to analyse the objectives in this research, which is the underlying principle of consumer shopping behavior towards retail stores. Across all income and age groups, the future will result in a tremendous change in retail scenario by an improved advertising promotion in order to attract the customers, by building loyalty, by identifying regular shopper behavior by monitoring customers changing needs constantly.

SCOPE FOR FUTURE RESEARCH: Retail marketing is developing dramatically in recent days, and so more competition is existing in this sector. So, it is inevitable to ensure merchandising. In this context, it offers a great scope for future research and researchers may proceed their work on the following topics.

- The study can be about FDI in retail sector.
- Factors attracting customers towards retail stores.
- The relationship between economical shopping and retail stores.
- Promotional methods adopted by retailers to evaluate the customer's expectation in retail stores.

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