

The Impact of Demographic Factor on Consumer Buying Behavior: A Study of Retail Sector in Delhi NCR

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Abstract

The retail sector is growing at a faster pace in India due to demographic shift in population and growing middle class. It is an opportunity for both organized and unorganized sector. The purpose of this article is to study the customer perception and shopping experience about organized and unorganized retailing with special reference to Delhi and NCR and find out whether the preferences for organized and unorganized retailing are dependent or independent demographic characteristics of consumers. The study has used the primary data collected from 200 respondents through survey method using structured questionnaire. Convenient sampling method was used during the collection of data. The data was analyzed through techniques such as chi-square tests and ANOVA. The factor analysis was carried out to identify major factors in each Unorganized/Organized retailing which affects the consumer buying behavior. The factors were: quality, price, satisfaction, distance and fast service, schemes, offers and variety. The importance of these factors differ across different demographic variables such as age, income, education, occupation and gender.

Keywords: *Customer Perception, Consumer Buying Behavior, Demographic Factors Organized Retailing, Unorganized Retailing.*

INTRODUCTION

The retail sector is growing a faster pace in India due to demographic shift in population and growing middle class. It is an opportunity for both organized and unorganized sector. Presently Indian retail market is estimated to be worth US\$ 511 billion and it is expected to be Rs 47 trillion (US\$ 782.23) by 2016-17. In 2013 the organized retail was approximately 4.7 million square feet (sq ft), which has registered a growth of about 78 percent over the total mall supply of 2.5 million sq ft in 2012 (Indian Retail Market View, 2013).

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Liberalization of the economy, rise in per capita income and growing consumerism have encouraged larger business houses and manufacturers to set up retail formats. The Indian retail market has around 14 million outlets and has the largest retail outlet possibilities in the world, (Sinha and Uniyal, 2007). According to Talwar (2010) during the past decade, retail industries have built up strong lifestyle brand positioning themselves to cater to the tastes and preferences of their consumers and utilizing the increasing income of the end users. The modern Indian consumer is seeking more value in terms of improved availability and quality pleasant shopping environment, financing option, trial rooms for clothing products, return and exchange policies and competitive

prices. Halepete (2008) expresses that due to rapid growth in retail sector, global retailers like Wal-Mart, GAP, Tesco, J.C Penney, Sears and Carrefour are trying to establish themselves in Indian market; In fact Wal-Mart and TESCO has already opened their stores with Bharti and TATA in Indian market. This has created a rapid growing opportunity for organized, modern retail formats to emerge in recent years and grow at a fast pace(Sinha and Kara, 2007)The Indian retail sector is transforming from the old traditional concept to the modern new formats by providing varieties to consumers and offering them an ideal experience all under a single roof. The emerging retail formats that are considered to understand the impact that it creates in the consumer buying behavior are:

Table 1: Types of Emerging Retail Formats

Formats	Attributes	Why Consumer's Prefer
Malls	Collection of shops, wide variety, amalgamation of products, service and entertainment, all at one place with size ranging between 60,000 sq ft to 7,00,000 sq ft.	Due to variety, different brands of products and services at one place, along with entertainment.
Convenience Stores	Small stores located near residential areas, limitedline of high-turnover convenience products, charge high prices due to convenience, open for long hours for all seven days a week.	Due to easy availability of products, less timeconsuming while shopping.
Departmental Stores	Systematic division of products with in different departments well managed merchandise and easiness for consumers.	Due to better shopping experience without any inconvenience.
Hypermarkets/ Supermarkets	Large self-service outlets carries wide product-range- Food and Grocery, Home-ware, Appliances, Clothing, Furniture, Sports etc.	Due to changing lifestyle, better environment ofthe outlets, better products at normal prices.
Discount Stores	Offer discounts on MRP but lack of variety due to reaching economies of scale and stock Cancellation or excess stock left over.	Due to price reduction.
Specialty Stores	Carry a single product line, customers have widevariety to choose due to Specialization in particular product like music stores; apparel Stores, book stores, sporting goods stores etc.	Quality preference and all brands at one place.
Factory Outlet	Assortment of products at one place of the same brand.	Reasonable price, genuine product
Corporate Chains	These are the outlets which carry one brand at different places for easy accessibility.	Same quality, Price and features.

According to Swar(2007), several demographics indicators show favorable trends for the growth of Organized trade in India. These are:

- i) **Rapid income growth:** Consumers have a greater ability to spend
- ii) **Increasing urbanization:** larger urban population that value convenience, coupled with the higher propensity of the urban consumers to spend.
- iii) **Growing young population:** growth of the post liberalization maturing population with the attitude and willingness to spend.
- iv) **Spend now vs. Save earlier:** consumers are willing to borrow for present consumption.

LITERATURE REVIEW

Aggarwal (2007) and Bhardwaj and Makkar (2007) highlight the emergence of organized retailing in India and view the Catalytic effects of retail on Indian Economy. Employment generation, growth of real estate, increase in disposable income and development of retail ancillary market are the various catalytic effects on Indian economy. The changing Indian retail scenario with the intervention of organized retail in the form of modern retail formats has also seen remarkable shift in the preferences of consumers. Gupta *et al.*, (2003) studied the changing Indian consumer behavior in the past decade due to availability of large assortment of major products leaving an impact on their consumption and consumption structure. The consumer is no longer shopping for clothes/household products from the local market; rather the place of shopping has shifted to the stores in malls.

Arshad *et al.*, (2008) and Ghosh *et al.*, (2010) highlighting the prospects of retailing in India opined that 47% of

India's population is under the age of 20 and this will further increase to 55% by 2015 and this young population will immensely contribute to the growth of the retail sector in the country. Goyal and Aggarwal (2009) and Ali and Kapoor (2010) opine that in India, a consuming class is emerging as a result of increasing income levels and dual career families with high disposable incomes. With retailers eyeing their presence in the market, it is important to identify the target shoppers as well as the prime factors of enjoyment in shopping.

The consumer has multiple options to choose ranging from the shopkeeper to the most sophisticated Supermarkets, departmental stores, plazas and malls which provide the latest and better quality products and it made India the top spot among the favored retail destination as observed by Gupta (2004), Jasola (2007) and India Retail Report (2009). According to Mishra (2007) and (2008), consumers buy essentially convenience goods with low level of risk from organized outlets and essential products of more involvement from traditional retailers.

Further Mishra (2007) explores that India is currently in the second phase of evaluation, i.e., consumer demand organized formats. Retailers need to customize retail models as per taste and preferences of Indian consumer.

The study by Satish and Raju (2010) throws light on the major Indian retailers which highly contribute to the retail sector in India. Pantaloon, Tata Group, RPG Group, Reliance Group and A V Birla group are some of the major Indian retailers. Gupta (2004) highlighted that last decade has witnessed a change in Indian consumer behavior. Availability of large assortment of major products is leaving an impact on consumption and consumption structure of Indian consumer. Herpen and Pieter (2000)

identify that the attribute approach captures consumer's perception of assortment variety better than the product based approach and that it offers new insights into assortment variety. Lather and Kaur (2006) study uncovered six main indicators: namely, price, sales, personnel, quality of merchandise, assortment of merchandise, advertising services and conveniences services that play key role for retailers in choosing the type of retail formats that may help them to cope up with the changing preferences of consumers.

According to Reichheld and Scheffer (2000) retention of existing customers is five times more profitable than adding new ones. The results indicate that customer's perceived value is an important indicator of customers continued intention and so are the loyalty incentives provided by the store. Customers value convenience more than enjoyment. Organized retailers can increase customer retention by focusing their strategies in making customer experience more value and convenience.

Grewal (2009) focuses on the role of macro factors in the retail environment and how they can shape customer experiences and behaviors. Several ways (e.g. promotion, price, merchandise, private label brands, supply chain and location) to deliver a superior customer experience are identified which should result in higher customer satisfaction, more frequent shopping visits, larger wallet shares and higher profits. (Ghosh *et al.*, 2010) recommends the various strategies for retailers in designing their outlets that would meet the expectations of shoppers and thus motivate them towards store patronage decisions. The outcome of the study reveal that cross-merchandise, private-label brands, fun and entertainment, effective sales personnel and technology adoption are the strategies recommended for retailers.

OBJECTIVES OF THE STUDY

1. To determine the factors influencing the consumers buying preferences from organized and/or unorganized retailer.
2. To find out the role of various demographic factors in buying habits of retail consumers.
3. To compare the overall shopping experience of customers regarding organized and unorganized retailing.

HYPOTHESIS

- H₀1: There is no significant impact of age and the factors considered for buying from the organized retailer.
- H₀2: There is no significant impact of the gender and the factors considered for buying from the organized retailer.
- H₀3: There is no significant impact of the education and the factors considered for buying from the organized retailer.
- H₀4: There is no significant impact of the occupation and the factors considered for buying from the organized retailer.
- H₀5: There is no significant impact of the income and the factors considered for buying from the organized retailer.
- H₀6: There is no significant impact of the family size and the factors considered for buying from the organized retailer.
- H₀7: There is no significant impact of the type of family and the factors considered for buying from the organized retailer.
- H₀8: There is no significant impact of the location and the factors considered for buying from the organized retailer.

- H₀9: There is no significant impact of the married status and the factors considered for buying from the organized retailer.
- H₀10: There is no significant impact of the age and the factors considered for buying from the unorganized retailer.
- H₀11: There is no significant impact of the gender and the factors considered for buying from the unorganized retailer.
- H₀12: There is no significant impact of the education and the factors considered for buying from the unorganized retailer.
- H₀13: There is no significant impact of the occupation and the factors considered for buying from the unorganized retailer.
- H₀14: There is no significant impact of the income and the factors considered for buying from the unorganized retailer.
- H₀15: There is no significant impact of the family size and the factors considered for buying from the unorganized retailer.
- H₀16: There is no significant impact of the type of family and the factors considered for buying from the unorganized retailer.
- H₀17: There is no Association between the location and the factors considered for buying from the unorganized retailer.
- H₀18: There is no Association between the married status and the factors considered for buying from the unorganized retailer.

RESEARCH METHODOLOGY

Sampling Unit, Sample Selection and Sample Size

The population studied here is Indian customers in Delhi and NCR region. The

sampling unit was the customers who have visited any organized retail outlet in last six months and had been shopping at unorganized retail outlets located in NCR Delhi. Convenience sampling method was adopted to select the customers. There was no discrimination on the bases of occupation, age, or educational level. The sample is broadly representative of the population for purposes of cross sectional survey. Sample selection was to ensure generalization and validity of findings.

Sampling Procedure: Since there are large number of buyers in NCR we adopted Convenience sampling method, only those respondents were selected at random who had shopping experience at both organized and unorganized retail outlet.

Data Collection Method: The main instrument used for data collection in this research was the well structured questionnaire. In order to develop a questionnaire, in depth literature reviews has been carried out. Prior to the final survey, the questionnaire was pre tested using a sample of respondents similar in nature to the final sample. The goal of pilot survey was to ensure readability and logical arrangements of questions. The questionnaire was administered to 25 customers to ensure that the respondents understand the questions. The responses have been collected by means of face-to-face interviews by authors from 200 consumers of Delhi-NCR.

Measurement Scales Employed

The overall satisfaction of the respondents towards the provision of different services provided by retailers was gauged using a questionnaire containing close-ended questions, which were designed to ascertain satisfaction level of the respondents using a five point Likert scale with following options: Excellent, Good, Satisfactory, Poor, Worst. Excellent being

the highest satisfaction level followed by good, satisfactory and poor. Worst was considered as the no satisfaction level. The respondents were asked to read the questions and then choose the option for their response. Questions were explained to them if the respondent does not understand a particular question. Prior to the final survey, the questionnaire was pre tested using a sample of respondents similar in nature to the final sample.

Research and Statistical Tools Employed

The research and statistical tools employed in this study are frequency analysis, factor analysis, and ANOVA (Analysis of variance). SPSS 16 was used to perform statistical analysis. The

reliability of the data was carried out by using Cronbach's Alpha Value. ANOVA was employed to find the association between demographic and relevant factor related with the organized and unorganized retails sector. The third major analysis carried out was a factor analysis to examine the underlying or latent factors related to retail sector. Both Bartlett's test of sphericity and measure of sampling adequacy (MSA) were also carried out to ensure that the requirements of factor analysis were met.

ANALYSIS AND INTERPRETATION

The demographic profile of the

Table 2: Demographic profile of Respondents

Variable	Characteristics	Frequency	Percent
Age	Less than 30	68	34
	31- 40	92	42
	Above 40	30	15
Gender	Male	104	52
	Female	96	48
Education qualification	Undergraduate	43	21.5
	Graduate	88	44
	Post Graduate	44	22
	Professional	25	12.5
Occupation	Student	34	17
	Govt. Employee	44	22
	Private Employee	56	28
	Business	15	15
	Professional	16	8
	Housewife	20	10
Monthly Income	Less than 10000	15	7.5
	10000-15000	25	12.5
	15000-20000	41	20.5
	Above 20000	119	59.5
Family Nature	Joint	106	55.8
	Nuclear	84	44.2
Marital Status	Single	74	37
	Married	126	63

respondents shows that the majority of them are in the age group of 31-40 (42%) are graduate (44%) are decently employed (50% Govt. or Private employment) and have monthly income above 20000 (59.5) This also indicate that there is high

education are 52% male and 48% are female. Further it is revealed that approximately 63% of respondents are married and majority of respondents (55.5%) live in joint families. This is ideal demographic profile who prefer to buy from organized sector (Table 2)

Table 3: Reliability Statistics

Cronbach's Alpha	Number of Items
.708	52

Reliability and Validity: Table 3 reflects the result of reliability analysis-Cronbach's Alpha Value. This test measured the consistency between survey scales. A Cronbach's Alpha score of 1.0 indicate 100

percent reliability. Cronbach's alpha score were all greater than the Nunnally's (1976) generally accepted score of 0.7. The score was 0.708 for different characteristic in the findings that indicates reliability of the survey.

Table 4: KMO and Bartlett's Test – Organized Sector

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.724
Bartlett's Test of Sphericity	Approx. Chi-Square	649.668
	df	91
	Sig.	.000

Table 5: KMO and Bartlett's Test – Unorganized Sector

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.729
Bartlett's Test of Sphericity	Approx. Chi-Square	633.479
	df	78
	Sig.	.000

Factor Analysis

To carry out the factor analysis, the suitability of data was examined with the help of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMSA) and Bartlett's Test of Sphericity (Hair *et al.*, 2006). Result of test are given in the Table 4.

Overall, the set of data meets the fundamental requirements of factor analysis satisfactorily (Hair *et al.*, 2006). In analyzing the data given, the 14 response items for organized sector and 13 items for unorganized sector were subjected to a factor analysis using the principal component method. As in common practice, a Varimax rotation with

Kaiser Normalization was performed to achieve a simpler and theoretically more meaningful factor solution. The

Cronbach's alphas score for all the factors were above the cutoff point (0.7) recommended by Nunnally (1978).

Table 6: Total Variance Explained- Organized Sector

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.729	26.632	26.632	2.178	15.560	15.560
2	1.869	13.353	39.985	2.119	15.136	30.696
3	1.371	9.796	49.781	2.077	14.839	45.535
4	1.167	8.336	58.117	1.762	12.582	58.117
5	.971	6.933	65.050			
6	.840	5.999	71.048			
7	.728	5.203	76.251			
8	.634	4.531	80.782			
9	.588	4.199	84.982			
10	.533	3.808	88.790			
11	.486	3.470	92.260			
12	.432	3.089	95.349			
13	.360	2.571	97.920			
14	.291	2.080	100.000			

Extraction Method: Principal Component Analysis.

Table 7: Rotated Component Matrix^a Organized sector

	Component			
	1	2	3	4
Good Quality and Reliable products	-.026	-.156	.100	.788
Affordable prices	-.082	-.096	.756	.271
Schemes and Offers	.051	.043	.791	.120
Self service and Satisfaction	.075	.326	.333	.612
Value added service	.196	.236	.388	.477
Discounts	.300	.315	.660	-.067
Door Delivery	.628	.143	.206	.204
Credit Facility	.692	.088	-.015	-.005

Variety in Product	.143	.537	.035	.332
Lucky Draw offers	.737	-.094	.263	-.216
Parking Facilities	.502	.363	-.183	.417
Memberships cards	.571	.341	-.108	.221
Distance	.116	.778	.106	-.136
Fast service	.085	.803	.064	.074

Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Table 8: Total Variance Explained-Unorganized Sector

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.644	28.032	28.032	2.418	18.597	18.597
2	1.748	13.448	41.480	2.099	16.149	34.746
3	1.496	11.511	52.991	1.913	14.715	49.461
4	1.003	7.717	60.708	1.462	11.247	60.708
5	.939	7.222	67.930			
6	.774	5.954	73.885			
7	.744	5.723	79.608			
8	.601	4.624	84.231			
9	.553	4.254	88.485			
10	.447	3.441	91.926			
11	.407	3.128	95.054			
12	.359	2.761	97.815			
13	.284	2.185	100.000			

Note: Extraction Method: Principal Component Analysis.

It is clear from the factor loadings as highlighted in Table 5 and 8, that four factors emerged. These four factors represent different elements of organized Retailing/Unorganized Retailing form the underlying factors from the original 14/13 scale response items given.

Referring to the Table 6, first factor represents elements directly related to

credit facility, door delivery, lucky draw offers, parking facility and membership cards, is named as "External Factor". The second factor is related to fast service and distance and is named as "Time factor". The third factor is related to affordable price, schemes and offers and discount and is named as "Price factor". Fourth factor is directly related to responsiveness of the quality, it is therefore labeled as

Table 9: Rotated Component Matrix^a - Unorganized Sector

	Component			
	1	2	3	4
Good Quality	-.090	-.051	.048	.871
Affordable Price	.591	.161	-.233	.432
Schemes and Offers	.816	.054	.108	-.022
Self Service and Satisfaction	.209	.545	-.048	.360
Value added services	.455	.385	.109	.152
Discount	.763	.091	.178	.050
Door Delivery	.239	.315	.152	.556
Credit facility	.515	-.116	.431	-.004
Variety Product	.106	.281	.696	.191
Lucky draw offers	.477	-.061	.643	-.082
Parking facility	.012	.224	.792	.014
Distance	.016	.857	.135	-.053
Fast service	.000	.797	.217	.071

Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

“Quality factor”. These elements are good quality, self-service satisfaction and value addition.

Table 9 represents four factors for unorganized sector. They are “Value factor” (schemes and offers, discount, affordable prices and credit facility), “Time factor” (self-service, distance, fast service and value addition service) “External Factor” (variety product, lucky draw offers, parking facility) and “Quality factor” (good quality and door delivery).

Hypothesis Testing

In order to find whether there is any impact of demographic elements on retail sector and test hypothesis we carried out ANOVA on the customers responses. The result of ANOVA are given in the Table 10 for the organized sector retail outlets and in Table 11 for unorganized sector retail outlets.

Based on the significance value of 0.05 level we find that none of the factor has significance level lower than 0.05 so we accept the H_0 1 that age has is no significant impact on the factors considered for buying from the organized retailer. Similarly we find that for location has no significant impact and accept the H_0 8.

In the remaining demographic elements we find that at least one of the factor has significant impact on the factors considered for buying from the organized retailer, therefore we reject the null hypothesis from 2-7 and 9. These elements are price of products, self service, value added service, discount, credit facility, door delivery, lucky draw scheme, parking facility, membership scheme and fast service.

Based on the significance value of 0.05 level, we find that none of the factor has

Table 10: Computation of ANOVA : Organized Sector

Factors	Age		Gender		Education		Occupation		Income		Type of Family		Location		Married Status	
	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
Quality	1.418	0.239	3.440	0.065	2.256	.065	0.799	0.551	0.592	0.621	0.401	0.528	2.043	0.133	.496	0.482
Price	1.204	0.310	1.361	0.245	4.386	0.002	1.505	0.190	2.052	0.108	1.446	0.231	0.069	0.934	1.134	0.288
Schemes	0.846	.470	1.569	0.212	1.287	.277	0.902	0.481	0.955	0.415	1.006	0.317	1.057	0.349	0.415	0.520
Self Service	0.787	0.503	1.405	0.237	0.746	0.562	2.368	0.041	0.692	0.558	0.975	0.325	0.569	0.567	5.570	0.019
Value added service	0.199	0.897	0.044	0.834	1.841	1.123	0.928	0.464	0.194	0.900	4.068	0.045	0.047	0.954	0.682	0.410
Discount	0.638	0.591	4.168	0.043	0.586	0.673	0.341	0.887	0.426	0.735	3.849	0.051	0.935	0.395	0.109	0.741
Door Delivery	2.287	0.080	1.366	0.244	0.537	0.709	1.376	0.235	0.276	0.843	3.058	0.082	1.577	0.209	3.860	0.051
Credit facility	1.364	0.255	10.55	0.001	0.928	0.449	3.835	0.002	1.650	0.179	7.093	0.008	1.853	0.160	11.257	.001
Variety	1.138	0.335	0.023	0.880	1.472	0.212	1.434	0.214	2.192	0.090	0.185	0.668	2.621	0.075	0.815	0.368
Lucky draw	1.721	0.164	0.393	0.532	1.224	0.302	1.851	0.105	2.793	0.042	2.202	0.140	2.384	0.095	5.280	0.023
Parking facilities	0.452	0.716	1.319	0.252	1.932	0.107	0.823	0.535	3.015	0.031	0.446	0.505	0.627	0.535	0.881	0.349
Membership cards	1.161	0.326	0.008	0.930	1.381	0.242	1.784	0.118	2.510	0.060	0.690	0.407	0.520	0.596	6.406	0.012
Distance	1.263	0.288	0.062	0.803	0.438	0.781	0.659	0.655	0.477	0.699	0.413	0.521	0.400	0.671	2.113	0.148
Fast service	2.318	0.077	0.363	0.548	0.560	0.692	0.539	0.746	1.625	0.185	1.455	0.229	0.649	0.524	5.430	0.021

Significance level : 0.05

Table 11: Computation of ANOVA : Unorganized Sector

Factors	Age		Gender		Education		Occupation		Income		Type of Family		Location		Married Status	
	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
Quality	1.809	0.147	0.352	0.554	1.512	0.200	.267	.931	0.350	0.789	0.350	0.789	0.325	0.723	0.995	0.320
Price	0.765	0.515	2.520	0.114	5.511	.000	1.316	.259	1.721	0.164	1.721	0.164	0.266	0.767	1.033	0.311
Scheme	0.104	0.958	0.088	0.767	1.648	0.164	1.456	.206	2.194	0.090	2.194	0.090	1.089	0.339	0.397	0.529
Self Service	3.723	0.012	1.398	0.239	0.171	0.953	2.803	.018	3.010	0.031	3.010	0.031	3.754	0.025	18.109	.000
Value added service	0.329	0.804	0.210	0.647	0.467	0.760	1.607	0.160	3.904	0.010	3.904	0.010	0.562	0.571	1.909	0.169
Discount	0.450	0.718	0.072	0.789	5.145	0.001	1.537	0.180	2.170	0.093	2.170	0.093	0.281	0.756	0.001	0.977
Door Delivery	0.505	0.679	0.305	0.581	1.271	0.283	1.352	0.244	1.564	0.200	1.564	0.200	1.131	0.325	1.187	0.277
Credit facility	3.115	0.027	1.236	0.268	1.201	0.312	2.929	0.014	3.885	0.010	3.885	0.010	2.199	0.114	3.948	0.048
Variety	0.543	0.654	0.197	0.657	0.849	0.496	1.043	0.394	0.923	0.431	0.923	0.431	1.967	0.144	0.075	0.784
Lucky draw	0.395	0.757	0.618	0.433	0.475	0.754	1.853	0.105	0.196	0.899	0.196	0.899	0.344	0.709	1.951	0.164
Parking facilities	0.284	0.837	0.675	0.412	1.081	0.367	1.062	0.383	1.440	0.233	1.440	0.233	3.153	0.045	0.035	0.852
Distance	0.205	0.893	0.002	0.961	0.524	0.718	0.569	0.724	1.896	0.132	1.896	0.132	3.417	0.035	0.032	0.859
Fast service	1.120	0.342	0.273	0.602	0.987	0.416.	0.205	0.960	3.135	0.027	3.135	0.027	0.453	0.636	0.151	0.698

Significance level : 0.05

significance level lower than 0.05 so we accept the H_0 that gender has no significant impact on the factors considered for buying from the unorganized retailer. In the remaining demographic elements we find that at least one of the factors has significant impact on the factors considered for buying from the unorganized retailer, therefore we reject the null hypothesis 10 and from 12 to 18. These elements are price of products, self service, value added service, discount, credit facility, lucky draw scheme, parking facility, distance and fast service.

CONCLUSION

Factor analysis has clearly brought out four factors for organized as well as unorganized retail outlets. The common factors for both types of retail external factor, time factor and quality factor where

price factor is important for organized retailers and value factor is important for unorganized retail outlets.

Based on the ANOVA results, we find the age of the respondents and location of the store has no significant impact for buyers in case of organized retailer where as gender of respondents has no significant impact for buyers in case of an unorganized retailer. We find that there are common factors which have significant impact on both types of retailers. These elements are price of products, self service, lucky draw scheme, value added service, discount, credit facility, parking facility, distance and fast service. Door delivery, membership scheme are significant only for organized retail where as distance from home is significant for unorganized retailers. The retailers may keep these factors in mind while designing their offer, services and products

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