



## Customer buying behavior by frequency of time: A study in Krishna district, Andhra Pradesh

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### Abstract:

The main objective of the paper is to examine the consumer retailing behaviour on retail format patronage decisions in Krishna District. Consumer is prime factor in retailing. A customer can adapt various buying roles like initiator, influencer, decider, buyer, preparer, maintainer and disposer in purchasing and using the products. It is concluded that majority of the respondents visited both kirana stores and supermarkets twice in a week for purchasing food and grocery products.

**Key words:** food and grocery, consumer retailing, satisfaction

### Introduction

Consumer is prime factor in retailing. A customer can adapt various buying roles like initiator, influencer, decider, buyer, preparer, maintainer and disposer in purchasing and using the products. Buying behavior helps marketers learn the intensity and degree of involvement of customers in purchasing the products. Customer buying behavior is broadly classified into three types. Extensive problem solving buying behavior is exhibited when a customer buys high involvement, expensive and less frequently purchased products. Consumers are involved in routine problem solving decision-making process, when they purchase routinely purchased, low cost products. Variety seeking behavior is seen when customers purchase low-involvement products.

Customers usually go through five stages in arriving at a purchase decision, though it might not be so in all the cases. In the first stage, the customer identifies an unsatisfied need in him. In

the second stage, customers collect the information about the product and available brands through personal sources, commercial sources, public sources or experiential sources. In the third stage, the customers evaluate all the alternatives with the help of available information. In the fourth stage, the customer makes a purchase decision. And finally in the fifth stage, he experiences post purchase satisfaction or dissatisfaction. However, the consumer retailing is influencing by various factors. Every consumer always tries to purchase commodities in a store without shift if that store provides satisfactory services, quality of product what the consumer prefers. On the other words, if the retail industries the levels of customers are satisfied with service and product variety and quality availability, they tend to continue doing business with the same store.

### Objectives and methodology

The main objective of the paper is to examine the consumer retailing



behaviour on retail format patronage decisions in Krishna District. A total of About 650 consumers of organized (total of 265) and unorganized outlets (385 customers) were selected in this regard. Vijayavada Municipal Corporation is selected due to five strong presences of organized retailers are located in Moghalrajpuram, Nidamanuru, Ring Road- Benz Circle, Governerpet. Surrounding areas also covered towards neighboring Kirana stores

### Data Analysis

Classification of customers by gender, age and educational qualification and Occupation. Gender determines what is expected, allowed and valued in a woman or a man in a given context. In most societies there are differences and inequalities between women and men in responsibilities assigned, activities undertaken, access to and control over resources, as well as decision-making opportunities. With the passage of time and with increase in literacy of the women and with their exposure to technical education, management education, the level of confidence of the women has increased and also the hardworking nature and dedication of woman towards work made the women to compete with their male counterparts in all walks of life. At the same time, women have to act vital roles in family as well as at office. Thus, their role might have significant level in marketing. Hence, an attempt has been made to identify the gender role in retail marketing.

Table 1 shows the personal profile of customers like gender, age and

marital status. It is fact that consumption pattern of the consumers varies time to time, place to place and on to person as customers' buying behaviour depend on psychological feelings of the production and place of purchase. Hence, an assumption is made here that young people purchase is more than the old and too young. Therefore, age wise classification has also carried in the study. It is found from the study that all respondents were adult male and female food & grocery retail customers consisted of 440 female (67.69 percent) and 210 male (32.31 percent).

### Age composition of the entrepreneurs

As said in the earlier chapter, retailing in modern formats depends on young population. Most of the old people prefer to traditional formats. This analysis is useful to estimate the customers by age groups. It is found that majority of the customers are belonging to 15-25 years of age group followed by the age groups of 26-35 years (32.31%), 36-45 years (18.46%) and above 46 years (13.54%) respectively.

### Respondents Shopping Behaviour

#### Purchase pattern in retail format by frequency of time

Ho: Retail format choice behaviour by frequency of (visiting) time, attribute is affecting retail format choice decisions

H1: Retail format choice behaviour by frequency of (visiting) time attribute is not affecting retail format choice decisions



Table 1: Distribution of respondents by gender and marital status

S.No	Variable	Description	Number	%age
1	Gender	Male	440	67.69
		Female	210	32.31
		Total	650	100.00
2	Age	15-25 Years	232	35.69
		26-35 Years	210	32.31
		36-45 Years	120	18.46
		46 and above	88	13.54
3	Marital Status	Married	292	44.92
		Un-married	358	55.08

Table 2 reveals the statistical information on Consumers' shopping behaviour at food & grocery Retail format in the study area. Majority of the respondents (52.31 percent) revealed that they had always shopped food and grocery products from various retail formats for their household consumption. About 30.46 percent revealed that they had usually shopped, 11 per cent revealed that they had occasionally shopped and the rest of 7.23 percent rarely shopped food and grocery products from different retail formats. The mean number of respondents of shopping in deferent times is recorded by 162.5. The SD value is recorded at large by 136.1531 and the CV is 0.83787 which indicates lower variation in shopping period.

In case of the customers of neighborhood kirana stores, majority of the respondents (63.90 percent) revealed that they had always shopped food and grocery products. About 24.68 percent revealed that they had usually shopped, 8.31 per cent revealed that they had occasionally shopped and the rest of 3.12 percent rarely shopped food and grocery products from different retail formats. The mean number of respondents of shopping in deferent times is recorded by

96.25 The SD value is recorded by 105.9131 and the CV at 1.1004 which indicates lower variation in shopping period.

The similar trend is recorded in case of the customers of Super markets. Majority of the respondents (38.87 percent) revealed that they had usually shopped. About 35.47 percent revealed that they had always shopped, 12.45 per cent revealed that they had occasionally shopped and the rest of 13.21 percent rarely shopped food and grocery products from different super market retail formats. The mean number of respondents of shopping in deferent times is recorded by 66.25 The SD value is recorded by 37.4288 and the CV at 0.56496 which indicates lower variation in shopping period.

Meanwhile, the p-value is recorded at 0.00 which is less than the ANOVA Alfa of 0.05. Thus, the null hypothesis 'retail format choice behaviour at Kirana stores and supermarkets by frequency of time' attributes is affecting retail format choice decisions' at 5 per cent level of significance.

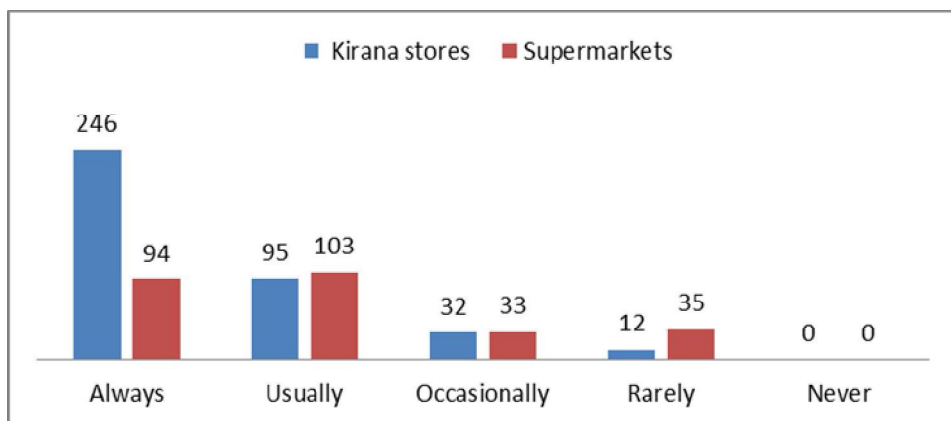


Table 2: Statistical information on retail format choice behaviour at Kirana stores and supermarkets by time

S. No	Frequency of time	Neighborhood Kirana stores		Supermarkets		Total	
		Number	%age	Number	%age	Number	%age
1	Always	246	63.90	94	35.47	340	52.31
2	Usually	95	24.68	103	38.87	198	30.46
3	Occasionally	32	8.31	33	12.45	65	10.00
4	Rarely	12	3.12	35	13.21	47	7.23
5	Never	0	0.00	0	0.00	0	0.00
	Total	385	100.0	265	100.00	650	100.00
	Mean	96.25		66.25		162.5	
	SD	105.9131		37.4288		136.1531	
	CV	1.1004		0.56496		0.83787	
	<i>P-value @0.05</i>	0.000016					
	<i>F</i>	0.236172					
	X <sup>2</sup> Value	59.418					
	Results	Accepted					

It is concluded that Majority of the respondents revealed that they had always shopped food and grocery products from various retail formats for their household consumption. Regarding, the p-value is recorded at 0.00 which is less than the ANOVA Alfa of 0.05. Thus, the null hypothesis 'retail format choice behaviour at Kirana stores and supermarkets by frequency of time' attributes is affecting retail format choice decisions' at 5 per cent level of significance.

Figure 1: Retail format choice behaviour at Kirana stores and supermarkets by time



**Purchasing pattern in retail format by time period**

Statistical information on respondents' purchase pattern of food



and a grocery product from retail format by time period is presented in table 3. It is found from the table that about 20.15 percent of the respondents visited both kirana stores and supermarkets twice in a week for purchasing food and grocery products. Out of which about 40.62 percent of the respondents visited once in a week, 15.08 % visited once in a fortnight and 24.15 per cent once in month. The mean number of respondents of shopping in deferent time period is recorded by 260. The SD value is recorded by 226.7212 and the CV at 0.44212 which indicates lower variation in shopping period.

In case of customers visited neighborhood Kirana stores, about 24.68 percent of the respondents visited twice in a week for purchasing food and grocery products. Out of which about 43.12 percent of the respondents visited once in a week, 18.96 % visited once in a fortnight and 13.25 per cent once in month. The mean number of respondents of shopping in deferent time period is recorded by 154. The SD value is recorded by 136.158 and the CV at 0.51791 as lower variation.

Table 3: Statistical information on respondents' purchase pattern of food and a grocery product from retail format by time period

S. No	Range	Neighborhood Kirana stores		Supermarkets		Total	
		Number	%age	Number	%age	Number	%age
1	Twice in week	95	24.68	36	13.58	131	20.15
2	Once in week	166	43.12	98	36.98	264	40.62
3	Once in fortnight	73	18.96	25	9.43	98	15.08
4	Once in month	51	13.25	106	40.00	157	24.15
	Total	385	100.00	265	100.00	650	100.00
	Mean	154		106		260	
	SD	136.158		95.92445		226.7212	
	CV	0.51791		0.62871		0.44212	
	<i>P-value @0.05</i>	0.0					
	<i>F</i>	0.415277					
	X <sup>2</sup> Value	59.418					
	Results	Accepted					

In case of customers visited super markets, about 13.58 percent of the respondents visited supermarkets twice in a week for purchasing food and grocery products. Out of which about 36.98 percent of the respondents visited once in a week, 9.43 % visited once in a fortnight and 40 per cent once in month. The mean number of respondents of shopping in deferent time period is recorded by

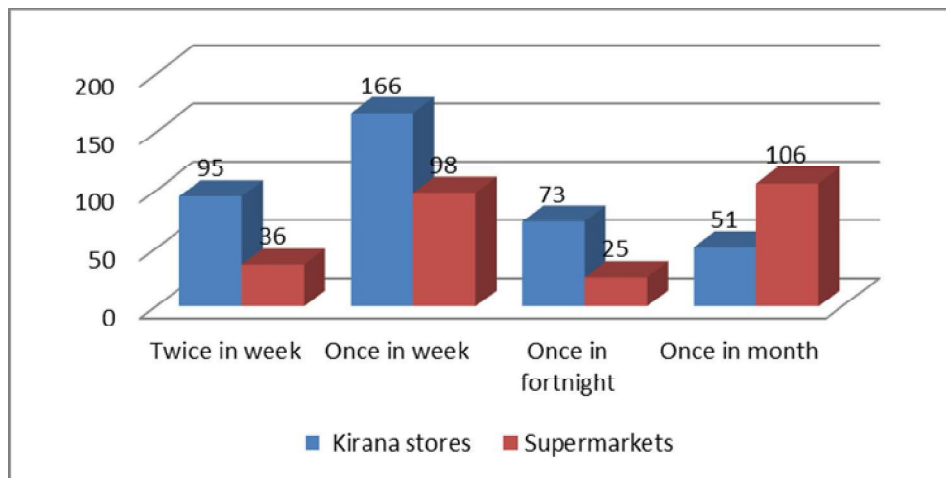
106. The SD value is recorded by 95.924 and the CV at 0.62871 as lower variation.

The chi-square results ( $\chi^2 = 59.418$  and,  $p=0.00$ ) regarding shopping period of the customers of both formats also revealed that there was a significant association at 5 per cent level between purchase frequency / pattern and type of store format. It was implicit from the findings



that retail format choice decisions were dependent on purchase pattern.

Figure 2: Respondents' purchase pattern from retail format by time period



### Conclusion

It is concluded that majority of the respondents visited both kirana stores and supermarkets twice in a week for purchasing food and grocery products. Regarding, the p-value is recorded at 0.00 which is less than the ANOVA Alfa of 0.05. Thus, the null hypothesis 'retail format choice behaviour at Kirana stores and supermarkets by time period attributes is affecting retail format choice decisions' at 5 per cent level of significance. It is found that promotional factors of the super markets attracting in the study area. Offering hassle free value added services for customer acquisition and retention. More importantly, sales personnel should have lot of concern and empathy towards customer needs and wants. Meanwhile, a wide variety of branded and quality merchandise must be made available at competitive prices. Quality store brands at competitive prices should be made available to all segments of consumers.

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