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THE IMPACT OF DEMOGRAPHIC FACTOR ON CONSUMER BUYING BEHAVIOUR: A STUDY OF RETAIL SECTOR IN DELHI NCR

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Abstract: *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 organised and unorganized sectors. The purpose of this article is to study the customer perception and shopping experience about organised and unorganised retailing with special reference to Delhi and NCR and find out whether the preferences for organised and unorganised 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. Chi-square tests and ANOVA have been used to test the hypothesis. The Factor Analysis was carried out to identify major factors in each Unorganised/ Organised retailing which affects the consumer buying behaviour. The factors are quality, price, satisfaction, distance & fast service, schemes & offers, variety.*

Keywords: *Customer Perception, Consumer Buying Behaviour, Demographic Factors, Organised Retailing, Unorganised Retailing*

INTRODUCTION

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

India has witnessed growing consumerism due to rise in per capita income and growth of middle class. Also retail market has become very attractive after liberalisation of the economy in 1991. This prompted larger business houses and manufacturers to set up retail store across Indian cities. The Indian retail market has largest retail outlet numbering close to14 million (Sinha and Uniyal, 2007). Retail industry have adopted lifestyle brand positioning to address the tastes and preferences of their consumers and taping the growing income of end user (Talwar, 2010). In order to keep in tune with demand of customers, the retailers have been taking many initiatives such as pleasant shopping environment, trial rooms, competitive pricing andreturn and exchange policies.

Many global retailers inspired by rapid growth in retail sectorare waiting for an appropriate opportunity to enter in Indian market. These include Wal-Mart, GAP, Tesco, J.C Penney, Sears and Carrefour (Halepete, 2008). Wal-Mart and TESCO in joint venture with Bharti and TATA has already opened their stores in Indian market. This has created a rapid growing opportunity for organised, 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 formats by providing varieties to consumers and offering them an ideal experience all under a single roof.

Organised retail in India have witnessed favorable trends for the growth due to changing demographics indicators such as rapid growth in income, increasing pace of urbanisation, growing young population with the attitude and willingness to spend (Swar, 2007).

LITERATURE REVIEW

There are several studies which highlighted the emergence of organised retailing in India and its catalytic effects of retail on Indian Economy. These studies have found that increase in disposable income, employment generation, growth of real estate and development of retail ancillary market are the various catalytic effects on Indian economy (Aggarwal, 2007; Bhardwaj and Makkar, 2007). It has been observed that modern retail formats are responsible in bring remarkable shift in the preferences of consumers.The change in Indian consumer behavior has been attributed to availability of large assortment of major products which has

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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 sqft 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 time consuming while shopping.
Departmental Stores	Systematic division of products with in differentdepartments well managed merchandise andeasiness 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 toreaching 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 Specialisation 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.

created an impact on their consumption and consumption structure. This has also led to change of shopping place from tradition allocal market to the stores in malls (Gupta, Jain and Jain, 2003)

It is well known fact that 55% of India's population is under the age of 25 and this young population will drive the growth of the retail sector in the country (Arshad and Hisam, 2008; Ghosh, Tripathi and Kumar, 2010). This indicates that there is immense potential of growth in retail in India. The studies of Goyal and Aggarwal (2009) and Ali and Kapoor (2010) also support these propositions. They further stated that in India due to rising number of dual career families with high disposable incomesis emerging as a driver a consuming class. Almost all retailers are looking at the opportunities to have their presence in the emerging retail market, at the same timeit is important to identify the target shoppers and prime factors of enjoyment they find in shopping in a modern retail outlet.In this present retail environment the consumer has multiple options to choose from the traditional shopkeeper to the most sophisticated supermarkets, departmental stores, plazas and malls. These outlets provide the latest and better quality products with the pleasing ambience.

India has emerged at the top spot among the favoured retail destination in the world (Gupta, 2004; Jasola, 2007; India Retail Report, 2009). Mishra (2007, 2008), in his studies found that consumers convenience goods with low level of risk from organised outlets and essential products of more involvement from traditional retailers. Further these studies have also found that India is currently in the second phase of evaluation, i.e., consumer demand organised formats. It is imperative that retailers need to understand taste and preferences of Indian consumer and customize retail models as per Indian condition.Satish and Raju (2010) found that major Indian retailers which highly contribute to the retail sector in India. These include Pantaloon, Tata Group, RPG Group, Reliance Group and A V Birla group.

Availability of large assortment of major products is leaving an impact on consumption in India in the last decade (Gupta, 2004). The attribute approach captures consumer's perception of assortment variety better that the product based approach and it offers new insights into assortment variety (Herpen and Pieters, 2000).

All the retailers, in order to cope with the changing preferences of consumers, have to take care of price, sales, quality of merchandise, assortment of merchandise, advertising services and conveniences services. These factors play key role when the consumer is choosing the type of retail formats they would like to visit for shopping (Lather and Kaur, 2006). It is well established fact that retention of existing customers is five times more profitable than adding new ones (Reichheld and Schefter, 2000). This established the fact that customer's perceived value is an important indicator of customers continued intention and the loyalty incentives provided by the store are an important part of customer retention. It is also found that customers value convenience more than mere enjoyment of visiting these shopping malls, hence retailers can increase customer retention by focusing their strategies in making customer experience more value and convenient.

The retail environment provides insight in the role of macro factors and how it helps in shaping customer experiences and behaviours (Grewal, 2009).There are several waysto deliver a superior customer experience. These may include promotion, price, merchandise, private label brands, supply chain and location. If taken proper care it should lead to more frequent shopping visits and high spending by the customers It will result in higher customer satisfaction which in turn help in realizing higher profits for the organisations. Ghosh *et al.* (2010) recommend 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 present study also reveal that cross-merchandise, private-label brands, fun and entertainment, effective sales personnel and technology adoption are some of the strategies which these retail outlets can adopt to ensure higher customer satisfaction and profits.

OBJECTIVES OF THE STUDY

1. To determine the factors influencing the consumers buying preferences from organised and/or unorganised 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 organised and unorganised retailing.

HYPOTHESIS

H01: There is no significant impact of Age and the factors considered for buying from the organised retailer.

H02: There is no significant impact of the Gender and the factors considered for buying from the organised retailer.

H03: There is no significant impact of the Education and the factors considered for buying from the organised retailer.

H04: There is no significant impact of the Occupation and the factors considered for buying from the organised retailer.

H05: There is no significant impact of the Income and the factors considered for buying from the organised retailer.

H06: There is no significant impact of the family size and the factors considered for buying from the organised retailer.

H07: There is no significant impact of the Type of family and the factors considered for buying from the organised retailer.

H08: There is no significant impact of the Location and the factors considered for buying from the organised retailer.

H09: There is no significant impact of the Married Status and the factors considered for buying from the organised retailer.

H010: There is no significant impact of the age and the factors considered for buying from the unorganised retailer.

H011: There is no significant impact of the gender and the factors considered for buying from the unorganised retailer.

H012: There is no significant impact of the education and the factors considered for buying from the unorganised retailer.

H013: There is no significant impact of the occupation and the factors considered for buying from the unorganised retailer.

H014: There is no significant impact of the income and the factors considered for buying from the unorganised retailer.

H015: There is no significant impact of the family size and the factors considered for buying from the unorganised retailer.

H16: There is no significant impact of the type of family and the factors considered for buying from the unorganised retailer.

H017: There is no association between the loaction and the factors considered for buying from the unorganised retailer.

H018: There is no association between the married status and the factors considered for buying from the unorganised retailer.

RESEARCH METHODOLOGY

Sampling Unit, Sample Selection and Sample Size

The population of the present studyis Indian customers based 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 unorganised retail outlets located in NCR Delhi. Convenience sampling method was adopted to select the customers. There was no discrimination on the basis 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 generalisation and validity of findings.

Sampling Procedure

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

Data Collection Method

A well-structured questionnaire was designed by the authors for primary data collection for present study in order to develop a questionnaire, in depth literature reviews has been carried out. Pilot study was undertaken prior to the final survey, the questionnaire was pre-tested using a sample of respondents similar in nature to the final sample. This 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 question, 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 did 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

Frequency analysis, factor analysis, and ANOVA (Analysis of variance) are the statistical tools employed in this study are. SPSS 16 was used to perform statistical analysis. The reliability of the data was carried out by using Cronbach's Alpha Value. In order to find the association between demographic factors and factors related with the organised and unorganised retails sector ANOVA was employed.The factor analysis was used to examine the underlying or latent factors related to retail sector. To ensure that the requirements of factor analysis, Bartlett's test of spherecity and measure of sampling adequacy (MSA) were also carried out.

ANALYSIS AND INTERPRETATIONS

The analysis of this data was divided into following section:

(i) Demographic profile of Respondents : Table 1
(ii) Reliability and Validity : Table 2
(iii) Factor Analysis : Table 3to8
(iv) ANOVA : Table 9&10

Table 1: 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

The demographic profile of the 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 indicates that they are highly educated. 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 an ideal demographic profile of the respondents who prefer to buy from organized sector.

Reliability & Validity

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.708	52

Table 2 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 characteristicin the findings that indicates reliability of the survey.

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, Black,Babin and Tatham, 2006). Results of test are given in Table 3(a) and (b).

Table 3 (a):KMO and Bartlett's Test-Organised Sector

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

Table3 (b): KMO and Bartlett's Test-Unorganised Sector

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

Table 4: Total Variance Explained- Organised 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 5: Rotated Component Matrixa Organised Sector

	Component				
	1	**2**		**3**	**4**
Good Quality & Reliable products	-.026	-.156		.100	.788
Affordable prices	-.082	-.096		.756	.271
Schemes & Offers	.051	.043		.791	.120
Self-service & 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

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalisation.

a. Rotation converged in 7 iterations.

Table 7: Total Variance Explained-Unorganised 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			

Extraction Method: Principal Component Analysis.

Table 8:Rotated Component Matrixa-Unorganised Sector

	Component			
	1	2	3	4
Good Quality	-.090	-.051	.048	.871
Affordable Price	.591	.161	-.233	.432
Schemes & Offers	.816	.054	.108	-.022
Self-Service &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

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalisation.

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

It is clear from the factor loadings as highlighted in Table 4 &7, that four factors emerged. These four factors represent different elements of organised Retailing/Unorganised Retailing form the underlying factors from the original 14 / 13 scale response itemsgiven.

Referring to the Table 5 (Organised sector), 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 re-

Table 9: Computation of ANOVA: Organised Factor

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 10: Computation of ANOVA: Unorganised Factor

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

lated to fast service and distance and is named as "Time factor". The third factor is related to affordable price, schemes & offers and discount and is named as "Price factor". Fourth factor is directly related to responsiveness of the quality, it is therefore labeledas "Quality factor". These elements are good quality, self-service satisfaction and value addition.

Table 8 represents four factors for unorganized sector. They are "Value factor" (schemes & 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 results of ANOVA are given in Table 9 for the organised sector retail outlets and in Table 10 for unorganised sector retail outlets.

Based on the Significance value of 0.05 level we find that none of the factor has significance level lower that 0.05 so we accept the H01 that age has is no significant impact on the factors considered for buying from the organised retailer. Similarly we find that for location has no significant impact and accept the H08.

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 organised 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 significance level lower that 0.05 so we accept the H011 that gender has is no significant impact on the factors considered for buying from the unorganised retailer. 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 unorganised retailer, therefore we reject the null hypothesis 10, 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 organised as well as unorganized retail outlets. The common factors for both type of retail are external factor, time factor and quality factor where is price factor is important for orgnised retails and value factor is important for unorganised 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 organised retailer whereas gender of respondents has no significant impact for buyers in case of unorganised retailer. We find that there are common factors which have significant impact on the both type 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 to door delivery, membership scheme are significant only for organised retail whereas distance from home is significant for unorganised retailers. The retails may keep these factors in mind while designing their offer, services and products.

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