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"AN ANALYSIS OF CUSTOMER DECISION-MAKING PATTERNS IN RETAIL SHOPPING: KALYAN-DOMBIVLI REGION PERSPECTIVE"

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ABSTRACT-

The research paper titled "An Analysis of Customer Decision-Making Pattern in Retail Shopping: Kalyan-DombivliRegion Perspective" delves into the intricate dynamics of consumer decision-making within the retail landscape of Kalyan-Dombivli. This study is motivated by the rapid growth of economic activities in the region, transforming it into a hub for diverse retail formats. Kalyan-Dombivli's close proximity to Mumbai makes it an ideal microcosm for investigating consumer choices in retail shopping. The research is rooted in the transformative trends observed in the retail sector, where organized formats such as shopping malls, supermarkets, and department stores have gained widespread acceptance among consumers from various backgrounds in Kalyan-Dombivli. This shift reflects broader urban patterns, where consumers consciously allocate their time and financial resources, preferring branded products and showing a willingness to invest in desired goods and services.The research methodology for this study involves surveying a randomly selected sample of 100 customers, recognizing the significant influence of both indoor and outdoor retail formats on consumer purchasing behavior.The research methodology for this study involves surveying a randomly selected sample of 100 customers, recognizing the significant influence of both indoor and outdoor retail formats on consumer purchasing behavior.

KEYWORDS: *Retail, Retailing, Retail Shopping, Indoor Retail Shopping, Outdoor Retail shopping.*

INTRODUCTION

The retail landscape is undergoing a profound transformation, marked by the emergence of diverse formats and a dynamic shift in consumer preferences. This metamorphosis is particularly evident in rapidly developing urban centers such as Kalyan-Dombivli, which has emerged as a significant hub for economic activities. Situated in close proximity to Mumbai, Kalyan-Dombivli is witnessing a paradigm shift in the retail sector, with a surge in organized retail formats such as shopping malls, supermarkets, and department stores. This transformation raises intriguing questions about the factors influencing consumer decision-making in retail shopping modes.

This research paper embarks on a comprehensive exploration of the intricate dynamics that govern consumer choices within the retail landscape of Kalyan-Dombivli. This research will specifically focus on analyzing customer preferences towards both indoor and outdoor retail shopping modes. As the retail sector evolves to meet the diverse needs of consumers, understanding the nuanced aspects of decision-making becomes imperative for both businesses and policymakers.

Kalyan-Dombivli, with its unique socio-economic characteristics, provides an ideal setting for unraveling the complexities of consumer behavior in the context of contemporary retail trends. This study aims to provide valuable insights into the preferences and motivations that drive consumer choices in the retail market. By focusing on key variables such as age and income, the research endeavors to offer a nuanced and insightful analysis of the consumer landscape in Kalyan-Dombivli. As we navigate the intricate tapestry of retail decision-making, this research seeks to contribute to the broader understanding of consumer behavior in evolving urban retail environments.

EXPERIMENTAL SETUP

The experimental setup for conducting primary research involves selecting Kalyan-Dombivli as the focal point due to its rapid economic development and proximity to Mumbai, making it an ideal study area for observing retail trends. The region has witnessed a notable surge in organized retail formats, including shopping malls, supermarkets, and department stores, embraced by diverse demographics in Kalyan-Dombivli. This mirrors a growing urban trend where consumers, especially in metropolitan areas, allocate both time and money consciously, showcasing a penchant for branded products and an inclination to spend on desired goods and services. This trend facilitates the targeting of specific consumer segments entering the Indian retail market, reflecting their increasing acceptance.

The questionnaire, administered to a sample of 100 randomly selected customers, acknowledges the significant influence of both indoor and outdoor retailers on consumer purchasing behavior, with income being a pivotal variable. The modern shopping paradigm, characterized by high disposable incomes and attractive salary packages, particularly resonates with the younger, skilled demographic. The research focuses on analyzing Four age group and four in come srang has been decided for sample collection.

A1-below 20 years

A2-25-45 years

A3- 45-65 years A4-above 65 years

I1- below 20000 Rs per monthI2- 20000-40000 Rs per monthI3- 40000-60000 Rs per monthI4-above60000 Rsper month

Limitations of the Study

The study's constraints are outlined as follows:

The research is delimited to the Kalyan-Dombivli Area in Thane District exclusively. Given the metropolitan nature of this city, variations in demographics, income levels, shopping patterns, spending tendencies, and lifestyles may distinguish it from other cities. Consequently, the study'sfindings can only be extrapolated to other regions if analogous consumer characteristics persist under comparable circumstances.

The pool of consumer respondents considered for the study comprised individuals present in stores during the survey period, particularly those who frequently patronize malls and stores. Convincing every contacted consumer to participate in the survey proved challenging. Consequently, the respondents encompassed only those consumers willing to allocate time to complete the questionnaire.

DATA INTERPRETATION AND RESULTS

Preference Towards Mode of Retailing (Overalland Age-wise Distribution)

The participants were requested to indicate their preference for either Indoor Retail Shopping, Outdoor Retail Shopping, or both. This inquiry aimed to gain insights into their inclinations regarding different retailing modes. The collected responses have undergone analysis, considering the age and income demographics of the participants.. Table 1 shows overall as well asage-wiseresponses of the respondents.

Table1:Preference of Different Age Group Towards Mode of Retailing.

Modes of Retailing	PreferenceTowards Mode of Retailing (Overal land Age-wise Distribution)				
	A_1	**A_2**	**A_3**	**A_4**	**All**
Indoorretailing	39	47	52	63	201
Outdoorretailing	43	40	29	21	133
both	18	13	19	16	66
total	100	100	100	100	400

Indoor Retailing:

- Among respondents below 20 years of age (A1), 39% prefer indoor retailing.
- Among respondents aged 25-45 (A2), 47% prefer indoor retailing.
- Among respondents aged 45-65 (A3), 52% prefer indoor retailing.
- Among respondents above 65 years of age (A4), 63% prefer indoor retailing.
- Overall, 50.25% of all respondents prefer indoor retailing.

Outdoor Retailing:

- Among respondents below 20 years of age (A1), 43% prefer outdoor retailing.
- Among respondents aged 25-45 (A2), 40% prefer outdoor retailing.
- Among respondents aged 45-65 (A3), 29% prefer outdoor retailing.
- Among respondents above 65 years of age (A4), 21% prefer outdoor retailing.
- Overall, 33.25% of all respondents prefer outdoor retailing.

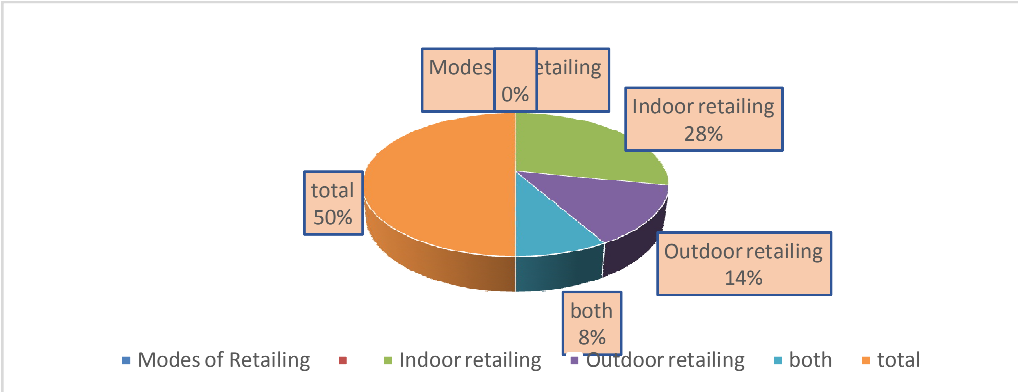
Both (Indoor and Outdoor Retailing):

- Among respondents below 20 years of age (A1), 18% prefer both indoor and outdoor retailing.
- Among respondents aged 25-45 (A2), 13% prefer both indoor and outdoor retailing.
- Among respondents aged 45-65 (A3), 19% prefer both indoor and outdoor retailing.
- Among respondents above 65 years of age (A4), 16% prefer both indoor and outdoor retailing.
- Overall, 16.5% of all respondents prefer both indoor and outdoor retailing.

Total: The percentages in each age group and for the overall preference add up to 100%, indicating that the data is based on a sample of 400 respondents.

In summary, this data reveals the varying preferences of different age groups toward modes of retailing. Younger respondents (A1) tend to show a preference for outdoor retailing, while older respondents (A4) favor indoor retailing. The middle-aged group (A2 and A3) demonstrates a mix of preferences. Overall, indoor retailing appears to be the most preferred mode among the surveyed population, with 50.25% of all respondents indicating a preference for it. Outdoor retailing is the second most preferred option, chosen by 33.25% of respondents, while 16.5% prefer both indoor and outdoor retailing.

Figure1: Donut graph of preferences towards mode of retailing.



It's evident that younger individuals (A1) exhibit a stronger inclination towards outdoor retailing, with 43% favoring this mode. Conversely, the older demographic (A4) demonstrates a significant preference for indoor retailing, with 63% opting for it. The middle-aged groups (A2 and A3) display more varied preferences, with A2 slightly favoring indoor retailing (47%) and A3 having a moderate preference for it (52%)

Overall, indoor retailing emerges as the most favored mode, with 50.25% of the entire sample preferring it. Outdoor retailing, though favored by a significant portion of respondents, ranks second at 33.25%. Additionally, 16.5% of respondents express a preference for both indoor and outdoor retailing, reflecting a preference overlap between these two modes. These findings emphasize the importance of tailoring retail strategies to cater to the distinct preferences of different age groups.

Weighted Rankings for Modes of Indoor Retailing (Overall and Age-wise Distribution)

The table provides an overview of the respondents' collective preferences concerning the weighted rankings of various indoor retailing modes. Notably, 'shopping malls' emerges as the most favored mode, securing a weighted ranking of 137, while 'supermarkets' closely follows with a weighted ranking of 103. On the other hand, 'department stores' and 'discount stores' are perceived as the least preferred modes, earning weighted rankings of 56 and 41, respectively. Interestingly, 'exclusive stores' receive a moderate level of preference from the respondents, as reflected in their weighted ranking of 63. This pattern of responses illustrates the varying degrees of liking for different indoor retailing modes among the surveyed individuals.

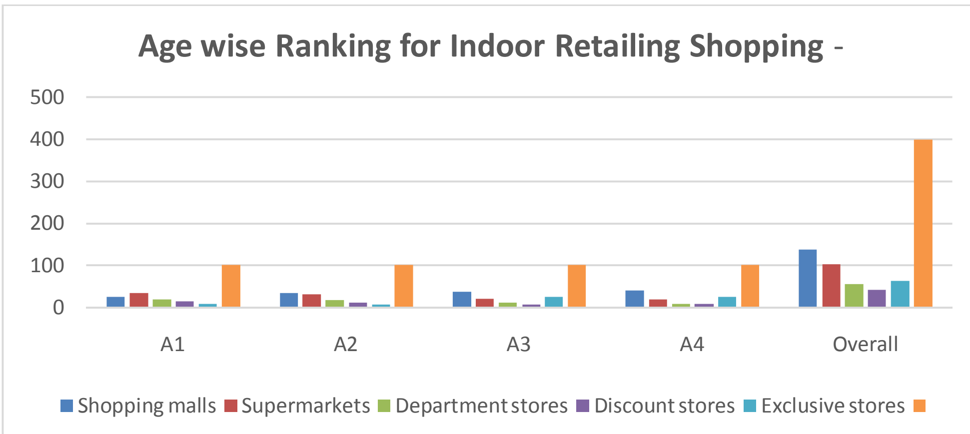
Table 3 : Preference of Different Age Group Towards Mode of Retailing.

Modes of IndoorRetailing	Weighted Age-wise Rankings for Indoor Retailing Shopping (Overall and Age-wise Distribution)				
	A_1	A_2	A_3	A_4	overall
Shoppingmalls	25	35	37	40	137
Supermarkets	34	30	20	19	103
Departmentstores	19	17	12	8	56
Discountstores	14	11	7	9	41
Exclusivestores	8	7	24	24	63
	100	100	100	100	400

The table presents a comprehensive analysis of age-wise preference rankings for various modes of indoor retail shopping, categorized into four distinct age groups: A1 (below 20 years), A2 (25-45 years), A3 (45-65 years), and A4 (above 65 years). The rankings are weighted to indicate the relative preferences within each group.

Shopping Mallsemerge as the top preference across all age groups, with a total weighted ranking of 137, suggesting their universal appeal.Supermarketscome in second place, favored by a variety of age groups, with an overall weighted ranking of 103.Department Stores rank third, with a weighted ranking of 56, demonstrating consistent but slightly lower appeal across the age spectrum.Discount Storesfollow closely behind in fourth place, garnering moderate preference across the groups and earning a total weighted ranking of 41.Exclusive Storessecure the fifth position, with a total weighted ranking of 63, driven by strong interest from respondents in the 45-65 and above 65 age groups.

Figure 3: Donut graph of preferences towards mode of retailing.



Overall, these rankings highlight the prominence of shopping malls and supermarkets in indoor retail preferences, indicating their wide-ranging popularity. Additionally, this data emphasizes the importance of tailoring retail strategies to cater to diverse age group preferences, with each demographic having its unique preferences and inclinations towards different modes of indoor retail shopping.

Weighted Rankings for Modes of Outdoor Retailing (Overall and Age-wise Distribution)

The examination of the table data highlights that Fair/Festival stands out as the most favored mode for outdoor retailing, boasting a weighted ranking of 174. Following closely behind are 'Door-to-door selling' and 'direct mail catalogs,' occupying the second and third positions in the preference hierarchy, with weighted rankings of 36 and 22, respectively. Meanwhile, 'Telemarketing' holds a weighted ranking of 50, indicating that it is less favored among all respondents. On the other hand, 'electronic shopping' boasts a significantly higher weighted ranking of 118, emphasizing its distinct popularity. This suggests that respondents not only enjoy the experience of outdoor shopping but also place a high value on convenience when making their retail choices.

Table 5 : Preference of Different Age Group Towards Mode of Retailing.

Modes of OutdoorRetailing	**Weighted Rankings for Modes of Outdoor Retailing (OverallandAge-wise Distribution)**				
	A_1	**A_2**	**A_3**	**A_4**	**All**
Online shopping	19	32	35	32	118
Fair/Festival	69	50	27	28	174
Direct mail catalogues	3	04	08	07	22
Door to-door selling	8	05	11	12	36
Telemarketing	1	09	19	21	50
	100	100	100	100	400

The table provides a comprehensive breakdown of age-wise preference rankings for different modes of outdoor retailing, with respondents grouped into four distinct age categories: A1 (below 20 years of age), A2 (25-45 years of age), A3 (45-65 years of age), and A4 (above 65 years of age). The rankings are weighted to reflect the relative preferences within each group.

Online Shopping: Across all age groups, online shopping is a popular choice for outdoor retailing. It receives a ranking of 19 from respondents below 20 (A1), 32 from those aged 25-45 (A2), and 35 from both the 45-65 (A3) and above 65 (A4) age groups. This broad appeal results in an overall weighted ranking of 118, making online shopping a favored mode of outdoor retailing for respondents of all

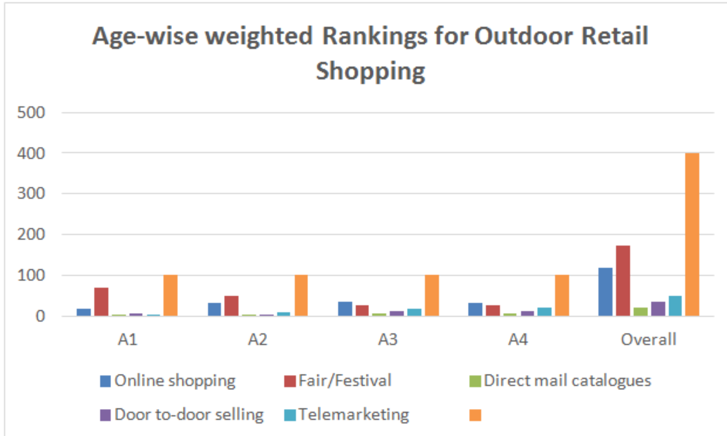
Fair/Festival: Interestingly, fairs and festivals emerge as the most preferred mode of outdoor retailing across all age groups. It receives the highest ranking among respondents below 20 (A1) at 69, a ranking of 50 from those aged 25-45 (A2), 27 from the 45-65 (A3) group, and 28 from those above 65 (A4). This widespread appeal contributes to an overall weighted ranking of 174, indicating that fairs and festivals are highly favored for outdoor shopping by respondents of all ages.

Direct mail Catalogues: This mode garners relatively lower preference across all age groups. The lowest ranking comes from respondents below 20 (A1) at 3, while the other age groups rank it slightly higher. The overall weighted ranking for direct mail catalogues is 22, indicating it's not a prominent choice for outdoor retailing among the respondent.

Door to-Door Selling: Similar to direct mail catalogues, door-to-door selling doesn't receive high rankings across age groups. The highest ranking is from the 45-65 (A3) group at 11, with lower rankings from the other age groups. The overall weighted ranking for door-to-door selling is 36, suggesting it's not a top choice for outdoor retail shopping among the respondents.

Telemarketing: Telemarketing is the least preferred mode among all age groups, receiving the lowest ranking from those below 20 (A1) and the second-lowest ranking from the other three age groups. The overall weighted ranking for telemarketing is 50, indicating it's the least favored mode of outdoor retailing among the respondents.

Figure 5 : Donut graph of preferences towards mode of retailing.



In summary, this data reveals that online shopping and fairs/festivals are the most preferred modes of outdoor retailing among respondents of all age groups. In contrast, direct mail catalogues, door-to-door selling, and telemarketing are less favored options for outdoor retail shopping, with telemarketing being the least favored across all age groups.

CONCLUSION

The evolving landscape of the Indian retail sector has witnessed a substantial shift, marked by the integration of traditional and modern formats. Beyond the physical realm of stores, the surge in non-store formats has become a significant trend, providing consumers with educational information and an extensive array of essential products. Diverse retail formats, including shopping malls, department stores, and supermarkets, have emerged, coexisting with newer outlets such as kiosks. Simultaneously, non-store formats like telemarketing, electronic retail, and direct mail catalogs have gained traction, offering consumers 24/7 accessibility to fulfill their needs efficiently.

In today's dynamic retail scenario, customer preferences for indoor and outdoor shopping modes contribute to the multifaceted nature of the market. The appeal of indoor shopping, exemplified by shopping malls and supermarkets, lies in the controlled environment and diverse product offerings. On the other hand, outdoor retail experiences, including fairs and specialty stores, offer a unique and experiential aspect to the shopping journey. These customer preferences reflect the nuanced dynamics shaping the contemporary retail landscape, where a blend of traditional and modern formats coexists to meet the diverse needs and preferences of today's consumers.

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