Purchase Behaviour of Women Grocery Consumers in Bangalore City

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Abstract

Consumers decide the development of all businesses. In olden days much importance was not given to the attitudes and desires of consumers. The business people stated that their business was based on the knowledge and availability of funds. But now the situation has changed. Business in all sectors is consumer oriented. Even before commencing business itself the business people try to know the desire, attitudes and behaviour of the consumers. This will enable them to supply the materials at their convenience to the satisfaction of the consumers. Groceries are the important domestic products without which it is very difficult to survive. These are considered as fast moving consumer goods. Many traders are involved in grocery business. Though they tried a lot to increase the potential customers but due to heavy competition many traders who are involved in this business are in a position to close the business. On many occasions they face continuous loss in their business. Bangalore city in India experienced abnormal industrial development in the last two decades. Well known for Software industry, Bangalore is familiar for its development and income to the government by way of foreign exchange. Further most of the employees in software and other industries prefer sophisticated life and use groceries of high cost. So a number of grocery departmental stores and shopping complexes are operated in Bangalore city.

Key Words: Purchase Behaviour, Women Grocery, Consumers, Retailing.

INTRODUCTION

Retailing occupies a predominant position in the economics of all modern societies. The retail sector is changing at an ever increasing pace and this is leading to greater competitor activity. This activity leads to the need to improve the way companies approach retail marketing. In the retail environment, it is often stated, the only constant is change and it is certainly true that the pace of development within retailing appears to be accelerating. At the close of the twentieth century, one is witnessing the emergence of new forms of retailing, in part in response to the demand from increasingly sophisticated consumers. The market is becoming more segmented with retail formats focusing on the needs of particular consumer groups.

Once it was the manufacturers' brands that were all important. The 1990s saw the power of the retailer brands challenging the position of the suppliers. The traditional forms of independently owned small business and co-operatives have lost significant market share and, in developed economies, the retail sector is now characterized by large-scale multiple chains run by powerful and sophisticated organizations. The increasing size of the retailers and the intensifying rates of competition in the markets in which they are operating have led retailers to search for new ways in order to develop their business. An acceleration of retail internationalization has occurred resulting in familiar logos, liveries, store fascias and retail formulas being found throughout the world. Retailing is now a dynamic industry.

Retailing is not only an integral part of the economic structure but also shapes, and is shaped by, the way of life. While the trading of goods has always been a part of traditional societies, in recent times the buying and selling of products has become a much more formalized and brand-dominated activity. Today the retail sector is

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increasingly viewed as an important activity in the economy and its impact on society in general is readily acknowledged. This acceptance of its importance is a reflection of a number of factors like its large and increasing contribution to the GDP. Its economic importance is more visible, it is a major employer. Retailers are gatekeepers and they are diversifying on an international scale, blurring the areas of retail to include wider areas of business activity and the size of operations allowing for supply chain control.

Centuries ago people found it difficult to get the things they needed to make their lives more comfortable. Man had to hunt and kill animals for food and clothing. Then people started to exchange things. Afterwards, money came into use and people bought things instead of exchanging them with their friends and neighbours. This created a market place, where people came with money to buy the things they needed from others. These things were found in small stalls along the roadsides. The market place was convenient for people who lived in urban areas, but not for those who lived in rural areas. Both men and women started going to rural areas and sell their wares. These sellers were known as peddlers. They bought goods from the merchants and sold these goods to people in the rural areas.

As cities grew in size, the little roadside stalls became small, enclosed stores, where merchandise could be protected from bad weather and thieves. Then people started selling goods at one place for the convenience of the consumers to satisfy their needs. A number of retail outlets such as super bazaars, departmental stores, private retail shops, consumer cooperative stores, fair price shops and the like came into existence to distribute the required items. Generally, consumers tend to develop some sort of loyalty towards certain retail shops. The attitude towards various retail outlets mentioned above varies from consumer to consumer and from place to place.

RETAILING OF GROCERIES IN BANGALORE CITY

There are numerous grocery stores in Bangalore city. The grocery stores are local stores, departmental stores, co-operative stores and supermarkets. There are many local stores in Bangalore City. The departmental stores which are functioning in Bangalore City are Big Bazaar, Food World, Spencers, Shoppers Stop, Reliance Fresh, Greens Shop, Smart, Mota Foods and Stores Private Limited, Nature Fresh, Total Mall, 9 to 9 Super Market, Karnataka Fruits and Vegetables, Mysore Mini Super Market, Annapoorna Departmental Stores, Akshya Super Market, Banashankari Super Bazaar, Apna Bazaar, Jayanagar Super Bazaar, Lake View Super Market, Koshy's Departmental Stores, New Food Land Super Market, Nandini Departmental Stores, Noble Super Bazaar, Orange Cash and Carry Super Market, Park View Departmental Stores, Nilgiris Super Market, Ideal Food World, Afzal Departmental Store, Namma Groceries, SLV Departmental Stores, SM Super Market, Veekay Departmental Store, Trinetra Super Retail Limited, Tirumala Provisions and General Stores, Sum Provisional Stores and Zam Provision Store. Among the different types of grocery stores in Bangalore City, the Big Bazaar store occupies a dominant position. It has twelve branches in Bangalore City. The locations in which they are located are Indira Nagar, Panashankarai, Koramangala, Jaya Nagar, Malleshwara, J. P. Nagar, Chamarajpet, BTM lay out, Rajaji Nagar, Mahalakshmi lay out, Kalyan Nagar and Basaveshwara Nagar.

SIGNIFICANCE OF THE STUDY

There is no one in this world that is left out of the class of consumers. Immediately after a baby's arrival into this world there arises the need for the baby's foods, feeding bottle, oil, cloth, garments, medicines and the like. This brings the baby into the class of consumers. The consumer hood continues till one's last breath. So consumers are the key factor for the success of any marketing effort. Hence, the study on the purchasing pattern of consumers towards various retail outlets assumes significance. Indian consumers are a mixture of people with various levels of tastes, requirements and income. With advancement of science and technology production has become more sophisticated and a wide range of varieties are coming to the market. Such arrival in abundance has a two sided effect on consumers. On one side, consumers are in an advantageous position to choose a brand of their liking. On the other hand, a consumer is confused to a certain level as to which brand to buy and make a profitable purchase.

The present day's consumer has left behind a self-sufficient world and is now completely dependent on the market to meet his needs. Hence, purchasing becomes an inevitable activity in every family. Purchasing is a dynamic science and is the most important function of every family and a homemaker must devote time, attention and energy to it. As purchasing is a specialized activity the researcher is of the opinion that one should move with care and deliberation while making any purchase. The family as a consuming unit purchases a variety of goods and services to satisfy its wants and is always influenced by certain considerations which lead to selecting a particular commodity or retail outlet in preference to others. The popularity of these retail outlets is attributed to an unique factor that is "availability of wide range of a goods under one roof".

Bangalore, the electronic city of thick population of the high and middle-income group, holds great promise for the growth of retail outlets. At present there are a large number of retail outlets at different places both in the city and in the extension areas. This availability of a wide range of retail outlets has many difficulties for the families in the purchasing pattern of groceries, as of other items. It is the honesty and sincerity on the part of the businessmen and awareness and education on the part of consumers that help to understand the purchasing pattern.

The purchasing pattern consists of many decisions at every step and each family is unique in its way. The researcher strongly feels that the knowledge of the purchase pattern has immense significance in determining the economic life of the people who are the consumers and the masters of all trades. The study of the purchasing pattern is concerned not only with what consumers buy, but also with why they buy it, when, where and how. Hence, an attempt has been made by the researcher to study the purchasing behaviour of women grocery consumers in Bangalore city.

OBJECTIVES OF THE STUDY

The following are the specific objectives of the study.

1. To evaluate the pattern of grocery retailing in Bangalore city.
2. To determine the women consumer's choice of grocery retail shops.
3. To examine the feasible way of procuring / purchasing quality goods at economical rates.
4. To examine the buyer's behaviour in the choice of the groceries and
5. To evaluate the pattern adopted by the women consumers in the purchase of grocery.

SCOPE OF THE STUDY

The important task of any consumer is the purchase of groceries in the stores. The purchase behaviour includes the selection of the store and the selection of the brand by the consumers. The present study analyses the purchase behaviour of the women grocery consumers with special reference to Bangalore city. The study was related to the socio-economic background of the consumers like age, income level, educational status and occupation. This study enables us to learn about the various stores in Bangalore, brand awareness among the consumers and their purchase behaviour.

METHODOLOGY

The present study was based on both primary and secondary data. Primary data are those which are collected afresh and for the first time and original in character. Therefore, primary data was collected with the help of the interview method by using a structured questionnaire. The interview contained relevant questions based on the objectives of the study. Secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. The secondary data for the study were collected through books, periodicals, magazines, newspapers, journals, published and unpublished theses and web portals. The collected data were properly edited, coded and classified according to the requirements of the study. The necessary tables were formed through the classification of data.

A structured questionnaire was used as a tool for collecting the data for the project. The questionnaire contained four major parts. The questionnaire was first filled by a few respondents to check whether the questions led to the objectives. The questionnaire was partially changed by adding, deleting, reforming few questions and again retested and data collection was continued after ensuring the questionnaire conform to the objectivity of the result from the modified questionnaire. The researchers used the interview schedule method to collect the primary data. The target respondents were briefed about the research and the mode of filling up the questionnaire. The researchers made no attempt to influence or bias the opinions or feelings of the target respondents. The study was conducted from December 2011 to August 2012. Since the population of the selected area for the research is Bangalore city and could not be interviewed with the given time and cost limitations, only selected samples have been taken for the research. One Hundred and Fifty samples have been selected and the Random Sampling Method is employed by the researchers for the purpose. The primary data collected from the potential respondents from different areas have been sorted, classified, edited, tabulated in a proper format and analyzed by deploying appropriate statistical tools. The collected data are analyzed through Percentage Analysis, Chi-square test, Garrett's Ranking, Weighted Average, Yule's Coefficient of Association, t-test and Co-efficient of Variation.

REVIEW OF LITERATURE

Kollat and Willett conducted a study of "Customer Impulse Purchasing Behaviour" in the Super Market setting. The objectives of this study were to determine consumer's susceptibility to impulsive or unplanned purchasing, and also to find out the conditions and consumer characteristics that lead to unplanned purchasing. From the study it was found that unplanned purchasing was frequent among consumers. Customer characteristics did not have any relationship with unplanned purchasing. The inducements, which came from the display of the goods and the customer's tendency to not to plan their purchase, were the possible conditions which led to unplanned purchasing.

Ramakrishan Rao and Rama Prasad in their study titled "A Case Study of Consumers Attitude towards Fair Price Shops" has discussed the consumer's attitude to the working of the fair price shops and the problems of the consumers. They stated that though public distribution system performed the important function of distributing essential commodities to the vulnerable section of the society, the system has may weaknesses.

Subrahmanyam et al have studied about the "Marketing Structure and Super Bazaar – A Case Study of Visakhapatnam Steel City". The objective of the study was to find the preferences of the consumers for different consumer goods in retail outlets. Further they examined the attitude of the consumers to super bazaars in that city. They found that super bazaars were far from their residence. It was also observed that there was no difference between the super bazaars and the private shops in the view of the consumers. They have suggested that super bazaars could employ some sales representatives to increase their sales volume.

Whan Park et al have made a study on "The Effects of Situational Factors on In-store Grocery Shopping Behaviour: The Role of Store Environment and Time Available for Shopping". They ascertain the effects of two situational factors, store knowledge and time available for shopping on consumer's grocery shopping behaviour. The results indicate that these two factors have an impact on such shopping behaviour as failure to make the intended purchases, unplanned buying, brand and product class switching and purchase volume deliberation. They have suggested that the information processing activities that mediate these relationships differ across shopping conditions. Implications for managing the grocery store environment that may advance current practice are explained.

Murali and Kulkarni in their study titled "Awareness of Housewives Regarding Food Adulteration" have analyzed the awareness of food adulteration among housewives. This study showed the food purchasing pattern of families. The main responsibility of a housewife was to maintain the sound health of the family with nutritious food stuff. Further they suggested preventing food adulteration by purchasing of food stuff from well reputed shops. People should be educated regarding the ill effects of food adulteration.

Rosemary and Colin have conducted a research on "The Retail Revolution, the Carless Shoppers and Disadvantages. The spatial restructuring of retailing in the British cities in recent years has been characterized as a retail revolution. Off-centre superstores, retail warehouses, and planned regional shopping centers have been added to the pattern of traditional shopping facilities, which in turn have often experienced decline. The dichotomy between the old and the new shopping facilities is increasingly reflected in the market inequality in the opportunities of consumers, in which those with poor mobility are seen as disadvantaged consumers. Investigation of household shopping behaviour in the Swansea area following the recent development of many new car-oriented facilities shows that mobility, specifically car-ownership and the DIY products, and also for more specialized goods on sale at off-centre locations. The attractions of the newer off-centre opportunities dominate the shopping behaviour of the car-owning households. By contrast, the carless shopper appears constrained in behaviour and largely bypassed by the retail revolution.

Susan et al have made a study of "Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction". The authors examined how consumers form assortment perceptions in the face of stock keeping units reduction with a particular emphasis on two heuristic cues: the availability of a favourite product and the amount of shelf space devoted to the category. The results indicated that retailers might be able to make substantive reductions in the number of items carried without negatively affecting assortment perceptions and store choice, as long as only low-preference items are eliminated and category space is held constant.

Michelle and Brenda have carried out a study on "Consumer Response to Online Grocery Shopping", for the preliminary assessment of consumer response to a demand for online food retail channels. Data were collected from 243 US consumers who currently bought their groceries online. The majority of online users were less than 55 years of age, women with reported annual incomes of $70,000 or more. Over 70% reported convenience and saving time as their primary reasons for buying groceries online but 15% cited physical or constraint issues that made it difficult for them to shop at grocery stores. Nineteen per cent bought all of their groceries online. The study also reports demographic and online shopping variables that are significantly related to the primary reasons for shopping online, willingness to buy all grocery items online, perception of time spent shopping online is in the store, and experience with online grocery shopping.

Maria et al have carried out a research on "Diversity in Deprivation: Exploring the Grocery Shopping Behaviour of Disadvantaged Consumer". The study was conducted in a deprived residential area in Scotland. The researchers characteristized the respondents as economic shoppers, they were heavily dependent on the local convenience stores, mainly due to the financial and mobility restrictions they faced. It was found that the experience of social exclusion was not homogenous, within the sample, varying with other aspects of disadvantage, including social support networks, on illness, age, family situation and mobility.

LIMITATIONS OF THE STUDY

1. The study is restricted to a specified area, namely Bangalore city. Therefore the findings may not be applicable to other areas.
2. Due to resource constraints the analysis was limited to a sample size of 150 women grocery consumers only, which is not quite representative.
3. Due to limited area, the researcher has taken limited retail outlets and
4. Due to numerous brands of grocery, the researcher has taken only limited brands for the study.

ANALYSIS AND INTERPRETATION OF DATA

The data collected through the well structured questionnaire was analyzed and the interpretations made on the basis of such analysis are represented below:

(INSERT TABLE 1 HERE)

It is observed from Table 1 that a majority of the respondents (40 per cent) fall in the age group of 40-50 years. To be specific, 25 per cent are in the age group of 30-40 years and 23 per cent in the age group of 20-30 years. The least percentage of respondents (12 per cent) is in the above 50 years age group. Forty two per cent have only secondary education, 33 per cent of the respondents have college education and 25 per cent of the respondents have higher secondary education. Seventy two per cent are house wives and only 28 per cent of them fall under the category of employed women. Eighty nine per cent belong to nuclear families and 11 per cent belong to joint families. The table shows that a majority of the respondents 58 per cent have income below Rs.10,000, 27 per cent have income between Rs.10,000 and Rs.20,000, 11 per cent have income above Rs.30,000 and 4 per cent have income between Rs.20,000 and 30,000.

(INSERT TABLE 2 HERE)

It is noticed from Table 2 that out of the 150 respondents, 26 buy from any store and 124 buy from a particular store. Out of those who buy from a particular store, 48 have chosen a local store, 61 have chosen a departmental store, 11 have chosen a co-operative store and 4 have chosen a super market to buy grocery from.

(INSERT TABLE 3 HERE)

t-significance value below 0.05 indicates facilities with significant difference between the local stores and the organized stores. Door delivery, self-service, discount for heavy purchase, payment by cards, credit facility and packed goods are the various facilities with significant difference between local stores and organized store and hence the hypothesis is rejected for these facilities. Among the facilities with significant difference between the local and the organized stores, the perception of the respondents is in favour of the local stores in credit facility alone whereas in all other facilities the organized stores are favoured. The t-test makes it clear that there is no significant differences between the local and the organized stores in two facilities namely offer of different brand of groceries and policy of replacing defective goods. Hence, the hypothesis is accepted for these facilities.

(INSERT TABLE 4 HERE)

Table 4 shows that among the five attributes that influence the choice of store, the co-efficient of variation is the least for the attribute “reasonable price” (0.143), followed by “good quality” (0.161), “variety and assorted goods” (0.172), “attractive display” (0.183) and “sales promotion schemes” (0.387). So it can be concluded from the Table that the attribute reasonable price is one that influences the choice of the stores to the greatest extent, followed by good quality, variety and assorted goods, attractive display and sales promotion schemes in that order.

(INSERT TABLE 5 HERE)

Table 5 shows the ranking of the reasons for switch over of the store. The first rank is given to quality of goods, the second rank is given to low price, the third rank is given to variety of goods and the fourth rank is given to the availability of branded goods.

(INSERT TABLE 6 HERE)

Table 6 explains the ranking of the sources of information of the brands of grocery items. Garrett’s ranking finds out that the first rank is given for advertisement, the second rank goes to display in shops, the third rank is allotted to information from friends / neighbours, the fourth rank is assigned to samples and trial packs provided and salesman’s suggestion gets the fifth place.

(INSERT TABLE 7 HERE)

Table 7 explains the ranking of “The Motivating Factors for Choice of Brand”. Garrett’s Ranking finds that the first rank is for personal experience, the second rank is for family decision, the third rank is for advertisement, the fourth rank is for friend’s / colleagues’ suggestion and the fifth rank is for salesman’s suggestion.

(INSERT TABLE 8 HERE)

It is seen from Table 8 that most of the respondents prefer home made powder for wheat flour (62 per cent), chilly powder (79 per cent), coriander powder (81 per cent) and most of the respondents prefer branded powder for turmeric powder (67 per cent), bengal gram flour (87 per cent) and garam masala powder (69 per cent).

Relationship between Age Group and Use of Home Made / Branded Powder for Wheat Flour

A study is made to find the relationship between the age group of the respondents and the use of homemade / branded wheat flour. A hypothesis is framed and tested with the help of the Chi-square test.

(INSERT TABLE 9 HERE)

Null Hypothesis: There is no relationship between the age group and the use of homemade / branded powder of wheat flour.

As the calculated Chi-square value (4.54) is less than the table value (7.81) at 5% level of significance for 3 degrees of freedom, the null hypothesis is accepted and it could be concluded that there is no relationship between the age group and the use of homemade / branded powder for wheat flour.

Relationship between Age Group and Use of Homemade / Branded Powder For Chilly Powder

A study is made to find the relationship between the age group and the use of homemade / branded chilly powder by the respondents. A hypothesis is framed and tested with the help of the Chi-square test.

(INSERT TABLE 10 HERE)

Null Hypothesis: There is no significant relationship between the age group and the use of homemade / branded powder for chilly powder.

As the calculated Chi-square value (0.95) is less than the table value (7.81) at 5% level of significance for 3 degrees of freedom, the null hypothesis is accepted and it could be concluded that there is no significant relationship between the age group and the use of homemade / branded powder for chilly powder.

Relationship between Age Group and Use of Homemade / Branded Powder for Bengal Gram Flour

A study is made to find the relationship between the age and the use of homemade / branded bengal gram flour of the respondents. A hypothesis is framed and tested with the help of the Chi-square test.

(INSERT TABLE 11 HERE)

Null Hypothesis: There is no association between the age group and the use of homemade / branded powder for Bengal gram flour.

As the calculated Chi-square value (2.61) is less than the table value (7.81) at 5% level of significance for 3 degrees of freedom, the null hypothesis is accepted and it could be concluded that there is no association between the age group and the use of homemade / branded powder for Bengal gram flour.

Relationship between Type of Family and Use of Homemade / Branded Powder for Wheat Flour

To find the association between the type of family and the use of branded / non-branded powder for wheat flour, Yule's Co-efficient of Association is calculated.

(INSERT TABLE 12 HERE)

$$Q = \frac{(AB)(ab) - (Ab)(aB)}{(AB)(ab) + (Ab)(aB)} = 0.2686$$

Thus, there is little positive association between the type of family and the use of branded / non-branded wheat flour. Hence, it is concluded that only a small percentage of the joint families use branded wheat flour.

Relationship between Type of Family and Use Of Homemade / Branded Chilly Powder

To find the association between the type of family and the use of branded / non-branded chilly powder, Yule's Co-efficient of Association calculated.

(INSERT TABLE 13 HERE)

$$Q = \frac{(AB)(ab) - (Ab)(aB)}{(AB)(ab) + (Ab)(aB)} = -0.637$$

There is a high degree of negative association between the type of family and the choice of branded / non-branded chilly powder. Hence it is concluded that most of the joint families use non-branded chilly powder.

Relationship between Type of Family and Use of Homemade / Branded Bengal Gram Flour

To find the association between the type of family and the use of branded / non-branded Bengal gram flour, Yule's Co-efficient of Association calculated.

(INSERT TABLE 14 HERE)

$$Q = \frac{(AB)\,(ab) - (Ab)\,(aB)}{(AB)\,((ab) + (Ab)\,(aB)} = 0.0413$$

Thus, there is very little positive association between the type of family and branded / non-branded bengal gram flour. It is concluded that very few joint families use branded bengal gram flour.

(INSERT TABLE 15 HERE)

Table 15 shows the ranking for the 'reasons for switch over of brand'. The weighted average method is used and the first rank is given to better quality, the second rank is given to small packs, the third rank to better price and the fourth rank to non-availability of the previous brand.

(INSERT TABLE 16 HERE)

t-significance value below 0.05 indicates those factors with significant difference between the influence on housewives and employed women. Discounts, free gifts, duration of shelf life and small packs are the factors which influence the two groups, housewives and employed women, in significantly different ways. Hence, the hypothesis is rejected for these factors. Employed women give more importance to discount, free gifts, duration of shelf life and small packs than housewives do. The factors like attractive packing, low price and quality of goods have the same level of influence on both the groups, housewives and employed women. Hence the hypothesis is accepted for these factors.

Relationship between Occupation and Pattern of Purchase by the Respondents

A study is made to find the relationship between the occupation and the purchase pattern of the respondents. A hypothesis is framed and tested with the help of the Chi-square.

(INSERT TABLE 17 HERE)

Null Hypothesis: There is no relationship between the occupation and the pattern of purchase by the respondents.

As the calculated Chi-square value (2.78) is less than the table value (3.84) at 5% level of significance for 1 degree of freedom, the null hypothesis is accepted and it could be concluded that there is no relationship between the occupation and the pattern of purchase.

Relationship between Monthly Income and Pattern of Purchase By The Respondents

A study is made to find the relationship between the monthly income and the pattern of purchase of the respondents. A hypothesis is framed and tested with the help of the Chi-square. Yate's correction is also employed.

(INSERT TABLE 18 HERE)

Null Hypothesis: There is no relationship between the level of the monthly income and the pattern of purchase.

As the calculated Chi-square value (4.54) is less than the table value (7.81) at 5% level of significance for 3 degrees of freedom, the null hypothesis is accepted and it could be concluded that there is no relationship between the level of income and the pattern of purchase.

(INSERT TABLE 19 HERE)

Table 19 shows the ranking for the reasons for purchase in small lots. The Weighted average method is used and the first rank is given to convenience, the second rank is given to economical, the third rank is given to control over consumption and the fourth rank is given to easy to determine quantity.

(INSERT TABLE 20 HERE)

Table 20 shows the ranking for the reasons for purchase in bulk and the first rank is given to economic, the second rank is given to convenience, the third rank is given to possibility of door delivery and the fourth rank is given to control over quantity.

Relationship Between Occupation And Persons Involved In Purchasing

A study is made to find the relationship between the occupation of the respondents and the persons involved in purchasing the groceries of the respondents. A hypothesis is framed and tested with the help of the Chi-square test.

(INSERT TABLE 21 HERE)

Null Hypothesis: There is no relationship between the occupation of the respondents and the persons involved in purchasing.

As the calculated Chi-square value (0.64) is less than the table value (3.84) at 5% level of significance for 1 degree of freedom, the null hypothesis is accepted and it could be concluded that there is no relationship between the occupation of the respondents and persons involved in purchasing.

Relationship between Education and Awareness of Consumer Rights

An attempt is made to identify the relationship between the education of the respondents and their awareness of consumer rights. A hypothesis is framed and tested with the help of the Chi-square test.

(INSERT TABLE 22 HERE)

Null Hypothesis: There is no relationship between the education and the awareness of consumer rights.

As the calculated Chi-square value (41.77) is less than the table value (5.99) at 5% level of significance for 2 degrees of freedom, the null hypothesis is rejected and it could be concluded that there is a relationship between the education of the respondents and their awareness of consumer rights.

SUGGESTIONS

1. Bangalore is the Capital of Karnataka State. A considerable part of the population is literate and many of them are working. The escalating number of middle class families and the growing number of working women are the other stimulating features for the growth of retail outlets in Bangalore. Groceries are products of necessity and the city is crowded with local kirana shops, departmental stores and co-operative stores selling grocery along with stationery. But there is only one supermarket that is New Food Land. The big retail outlets like Shopper's Stop, Nilgris, Food World and the like may be requested to extend their services to Bangalore city so that the consumers may enjoy the benefit of assortment of goods at competitive prices.
2. Consumers are getting accustomed to buy from the departmental stores and so the departmental stores in Bangalore may be suggested to branch out to the various areas in the length and breadth of the city. As most of the women consumers prefer to buy from the nearby stores, the local stores may be suggested to set up their shops near residential quarters like flats, apartments and the like.
3. Most of the stores offer cash sales and credit sales. With the advancement of banking facilities in the globalised era, many consumers prefer to pay using the credit cards. So the retail outlets in Bangalore may provide the consumers the facility of payment by card.
4. It is a welcome feature that most of the consumers are aware of branded grocery products and specify the brands when they make purchases. The grocery manufacturing companies may improve their advertisements and sales promotion techniques to motivate more and more consumers to go for branded grocery products and branded grocery powdered products.
5. Among the companies that manufacture grocery products, Hindustan Lever Limited is not yet popular. Its products like 3 Roses, Taj Mahal, Red Lable, Taaza, BRU, Green Lable and the like are not well known among the consumers of Bangalore. Hence, it is suggested that the company enhances its publicity.
6. For grocery products which are consumed in bulk quantities, like rice and pulses, only the local brands are popular among the consumers. It is suggested that the big manufacturing companies and the retail outlets take necessary steps to popularize the established non-local brands. The salesmen may also be advised to inform the consumers on the availability of the various brands for rice and pulses.
7. Women grocery consumers are not by and large aware of the consumer rights. Even those who are aware of their rights hesitate to take action against adulteration and other malpractices. It is suggested that the NGOs, the educational institutions and the

consumer forums educate the consumers and motivate them to take action against erring grocery stores and grocery manufacturing companies.

CONCLUSION

The opportunity for watching women choose the shops for making their grocery purchases was very interesting both as an experience and as education. The observation of the process has to be almost an indispensable part of the training of a research scholar. It helps her realize the way in which theories in social and management sciences are based on the realities of individual and social behaviour. The ability to trace the patterns behind what are the traits of individual behaviour by expanding one's area of observation from individuals to groups is necessary for any one who would be a business person, an administrator of any kind or an executive. In that way this project work has been an exhilarating experience. It has enabled the researchers to identify the areas in which further research will be useful and rewarding. For instance, there could be studies in all products and requirements of the domestic business sector. It should be informative to try to find out how modernization percolates from metropolitan to big cities, towns and villages. The study has enabled the researcher to gain the confidence that she could train in industrial and business organization, as an organizer and counsellor.

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Table 1: Composition of the Sample of Respondents

Sl. No.	Profile of the Respondents	Number of Respondents	Percentage
1.	AGE GROUP		
	20 – 30 years	34	23
	30 – 40 years	37	25
	40 – 50 years	60	40
	Above 50 years	19	12
2.	EDUCATIONAL QUALIFICATION		
	Secondary Education	63	42
	Higher Secondary Education	38	25
	College Education	49	33
3.	OCCUPATION		
	Housewives	108	72
	Employed	42	28
4.	TYPE OF FAMILY		
	Joint	16	11
	Nuclear	134	89
5.	MONTHLY INCOME		
	Below Rs.10,000	87	58
	Rs.10,000 – Rs.20,000	41	27
	Rs.20,000 – Rs.30,000	6	4
	Above Rs.30,000	16	11

Source: Primary Data

Table 2: Choice of Grocery Store

Sl. No.	Type of Stores	Number of Respondents	Percentage
1.	Any Store	26	17
2.	Particular Store: Local Store	48	32
3.	Department Store	61	41
4.	Co-operative Store	11	7
5.	Super Market	4	3
	Total	150	100

Source: Primary Data

Table 3: Perception Of Consumers Regarding The Facilities Offered By The Stores

Sl. No.	Facilities	Mean		T-value	t-Significance (2-tailed)
		Local Store	Organized Score		
1.	Door Delivery	1.23	2.13	6.321*	0.000
2.	Self - Service	1.00	1.71	5.512*	0.000
3.	Discount for Heavy Purchase	1.27	1.95	5.017*	0.000
4.	Payment by Vards	1.00	1.37	3.266*	0.001
5.	Credit Facility	1.17	1.00	3.867*	0.000
6.	Packed Goods	2.66	2.72	2.104*	0.037
7.	Variety of Brands	2.83	2.68	1.553	0.123
8.	Replacement of Defective Goods	2.85	2.93	1.469	0.144

* Significant at 0.05 level of significance

Table 4: Opinion of Consumers Regarding the Attributes of the Stores

Sl. No.	Attributes	Mean	Standard Deviation	Co-efficient of Variation	Rank
1.	Reasonable Price	4.113	0.587	0.143	I
2.	Variety and Assorted Goods	4.161	0.714	0.172	III
3.	Attractive Display	3.766	0.688	0.183	IV
4.	Good Quality	4.137	0.667	0.161	II
5.	Sales Promotion Schemes	2.653	1.028	0.387	V

Source: Primary Data

Table 5: Ranking for the Reasons of Switch Over of the Store

Sl. No.	Reasons	Number of Respondents Assigning the Ranks				Weighted Score	Weighted Average Score	Rank
		I	II	III	IV			
1.	Low Price	14	16	10	15	139	2.53	II
2.	Quality of Goods	11	21	17	6	147	2.67	I
3.	Variety of Goods	13	13	16	13	136	2.47	III
4.	Availability of Branded Goods	17	5	12	21	128	2.33	IV

Source: Primary Data

Table 6: Ranking for the Sources of Information about Brand of Groceries

Sl. No.	Reasons	Number of Respondents Assigning the Ranks				Score	Mean Score	Garrett Rank
		I	II	III	IV			
1.	Advertisement	100	23	8	2	9785	1957	I
2.	Samples and Trial Packs Provided	8	45	32	48	7245	1449	IV
3.	Display in Shop	5	32	81	26	7535	1507	II
4.	Salesman's Suggestion	2	24	3	57	5620	1121	V
5.	Information from Friends / Neighbours	35	26	26	17	7315	1463	III

Source: Primary Data

Table 7: Ranking of Motivating Factors for Choice of Brand

Sl. No.	Reasons	Number of Respondents Assigning the Ranks					Score	Mean Score	Garrett Rank
		I	II	III	IV	V			
1.	Friends' / Colleagues' Suggestion	16	24	35	48	27	6985	1397	IV
2.	Family Decision	33	62	29	22	6	8675	1735	II
3.	Advertisement	24	20	56	44	3	7675	1535	III
4.	Salesman's Suggestion	5	14	6	26	99	5030	1006	V
5.	Personal Experience	72	30	21	12	15	9105	1821	I

Source: Primary Data

Table 8: Details about Consumption of Grocery Powders

Sl. No.	Grocery Powder	Number of Respondents		Total
		Home Made Powder	Branded Powder	
1.	Wheat Flour	93 (62)	57 (38)	150 (100)
2.	Chilly Powder	118 (79)	32 (21)	150 (100)
3.	Coriander Powder	122 (81)	28 (19)	150 (100)
4.	Turmeric Powder	50(33)	100 (67)	150 (100)
5.	Bengal Gram Flour	20 (13)	130 (87)	150 (100)
6.	Garam Masala Powder	47 (31)	103 (69)	150 (100)

Source: Primary Data

Table 9: Age Group and Use of Home Made / Branded Powder for Wheat Flour

Sl. No.	Age Group	Number of Respondents		Total
		Home Made	Branded	
1.	20 – 30 years	24 (21.08)	10 (12.92)	34
2.	30 – 40 years	25 (22.94)	12 (14.06)	37
3.	40 – 50 years	36 (37.20)	24 (22.80)	60
4.	Above 50 years	8 (11.78)	11 (7.22)	19
	Total	93	57	150

Source: Primary Data (Figures in brackets represent the expected frequency)

Table 10: Age Group and Use of Homemade / Branded Powder for Chilly Powder

Sl. No.	Age Group	Number of Respondents		Total
		Home Made	Branded	
1.	20 – 30 years	26 (26.75)	8 (7.25)	34
2.	30 – 40 years	28 (29.11)	9 (7.89)	37
3.	40 – 50 years	48 (47.20)	12 (12.80)	60
4.	Above 50 years	16 (14.95)	3 (4.05)	19
	Total	118	32	150

Source: Primary Data (Figures given in the brackets represent the Expected Frequency)

Table 11: Age Group and Use of Homemade / Branded Powder for Bengal Gram Flour

Sl. No.	Age Group	Number of Respondents		Total
		Home Made	Branded	
1.	20 – 30 years	4 (4.53)	30 (29.47)	34
2.	30 – 40 years	5 (4.93)	32 (32.07)	37
3.	40 – 50 years	10 (8.00)	50 (52.00)	60
4.	Above 50 years	1 (2.53)	18 (16.47)	19
	Total	20	130	150

Source: Primary Data (Figures given in the brackets represent the Expected Frequency)

Table 12: Type of Family and Use of Homemade / Branded Powder for Wheat Flour

Sl. No.	Type of Family	Branded (b)	Non-Branded (b)	Total
1.	Joint (A)	8	8	16
2.	Nuclear (a)	49	85	134
	Total	57	93	150

Source: Primary Data

Table 13: Type of Family and Use of Branded / Non-Branded Chilly Powder

Sl. No.	Type of Family	Branded (B)	Non-Branded (b)	Total
1.	Joint (A)	1	15	16
2.	Nuclear (a)	31	103	134
	Total	32	118	150

Source: Primary Data

Table 14: Type of Family and Use of Branded / Non-Branded Bengal Gram Flour

Sl. No.	Type of Family	Branded (B)	Non-Branded (b)	Total
1.	Joint (A)	14	2	16
2.	Nuclear (a)	116	18	134
	Total	130	20	150

Source: Primary Data

Table 15: Ranking Of Reasons for Switch Over Of Brands

Sl. No.	Reasons	Number of Respondents Assigning the Ranks				Weighted Score	Weighted Average Score	Rank
		I	II	III	IV			
1.	Non-Availability of Previous Brand	7	8	7	22	88	2.00	IV
2.	Better Quality	24	10	9	1	145	3.29	I
3.	Small Packs	1	21	5	7	104	2.36	II
4.	Better Price	12	5	13	14	103	2.34	III

Source: Primary Data

Table 16: Factors Guiding the Purchase of Groceries

Sl. No.	Factors	Mean		T-value	t-significance (2-tailed)
		House Wife	Employed		
1.	Discounts	1.83	2.38	4.024*	0.000
2.	Free Gifts	1.69	2.00	2.168*	0.032
3.	Attractive Packing	2.40	2.55	1.064	0.289
4.	Duration of Shelf Life	2.56	2.95	3.580*	0.000

5.	Small Packs	2.59	2.86	2.300*	0.023
6.	Low Price	2.69	2.67	0.252	0.801
7.	Quality of Goods	2.89	2.90	0.225	0.822

* Significant at 0.05 level of significance

Table 17: Occupation and Pattern of Purchase

Sl. No.	Occupation	Bulk	Small	Total
1.	Housewife	86 (82.08)	22 (25.92)	108
2.	Employed	28 (31.92)	14 (10.08)	42
	Total	114	36	150

Source: Primary Data (Figures given in the brackets represent the Expected Frequency)

Table 18: Monthly Income And Pattern Of Purchase

Sl. No.	Monthly Income	Bulk	Small	Total
1.	Below Rs.10,000	65 (66.12)	22 (20.88)	87
2.	Rs.10,000 – Rs.20,000	29 (31.16)	12 (9.84)	41
3.	Rs.20,000 – Rs.30,000	5 (4.56)	1 (1.44)	6
4.	Above Rs.30,000	15 (12.16)	1 (3.84)	16
	Total	114	36	150

Source: Primary Data (Figures given in the brackets represent the Expected Frequency)

Table 19: Reasons for Purchase in Small Lots

Sl. No.	Reasons	Number of Respondents Assigning the Ranks				Weighted Score	Weighted Average Score	Rank
		I	II	III	IV			
1.	Convenience	19	7	4	6	111	3.08	I
2.	Control Over Consumption	0	12	12	12	72	2.00	III
3.	Economical	14	10	12	0	110	3.06	II
4.	Easy to Determine Quantity	3	7	8	18	67	1.86	IV

Source: Primary Data

Table 20: Ranking of Reasons for Purchase in Bulk

Sl. No.	Reasons	Number of Respondents Assigning the Ranks				Weighted Score	Weighted Average Score	Rank
		I	II	III	IV			
1.	Economic	64	15	16	19	352	3.088	I
2.	Door Delivery is Possible	13	55	28	18	291	2.553	III
3.	Convenience	27	36	48	3	315	2.763	II
4.	Control Over Quantity	10	8	22	74	184	1.596	IV

Source: Primary Data

Table 21: Occupation of the Respondents and Persons involved in Purchasing

Sl. No.	Occupation	Self Purchase	Purchase by Somebody	Total
1.	Housewife	67 (69.12)	41 (38.88)	108
2.	Employed	29 (26.88)	13 (15.12)	42
	Total	96	54	150

Source: Primary Data (Figures given in the brackets represent the Expected Frequency)

Table 22: Education and Awareness of Consumer Rights

Sl. No.	Education	Aware	Not Aware	Total
1.	Secondary Education	18 (34.44)	45 (28.56)	63
2.	Higher Secondary Education	20 (20.77)	18 (17.23)	38
3.	College Education	44 (26.79)	5 (22.21)	49
	Total	82	68	150

Source: Primary Data (Figures given in the brackets represent the Expected Frequency)