



A Comparative Study of Customer Perceptions: Organized Stores versus Kirana Stores in the Retail Landscape

A. Varalakshmi¹, Tarannum Jahan², Nune Teja Sri³, Nusrath Begum⁴, Nusrath Unnisa⁵, Nuzhat Fatima⁶

^{1,2}Lecturer, IPGDCW(A), Nampally, Hyderabad, Telangana, India.

^{3,4,5,6}Student, IPGDCW(A), Nampally, Hyderabad, Telangana, India.

Abstract

This research aims to conduct a comprehensive comparative analysis of customer perceptions towards organized retail stores and traditional kirana stores. As the retail landscape undergoes transformation, understanding the factors that shape customer preferences and perceptions is crucial for both types of stores to effectively cater to consumer needs. Using a mixed-methods approach, this study combines qualitative insights gathered through interviews and focus group discussions with quantitative surveys to analyze and compare customer perceptions. Qualitative data will provide an in-depth understanding of the factors influencing customer opinions, while quantitative analysis will identify trends, preferences, and correlations among various aspects of organized and kirana stores. The research aims to uncover key determinants influencing customer choices, including the impact of the shopping experience, product availability, pricing strategies, convenience, and overall retail environment. Additionally, it seeks to identify areas for improvement and innovation within both types of stores by evaluating factors contributing to customer satisfaction and loyalty. The findings from this research are expected to offer valuable insights for retailers, policymakers, and industry analysts. By understanding the nuanced preferences of consumers in both organized and kirana retail settings, retailers can tailor their strategies to better meet customer expectations, fostering a competitive and adaptive retail environment. This study contributes to the broader understanding of consumer behavior in the evolving retail sector, providing a foundation for further research and strategic decision-making in the industry.

Keywords: Customer Perception, Comparative Study, Organized Retail, Kirana Stores, Consumer Preferences, Shopping Experience, Product Availability, Pricing, Convenience, Loyalty, Retail Environment

1. Introduction

This chapter is introductory in nature. It represents introduction, need and importance of the study, objectives of the Study, objectives of the study, statement of the problem, scope of the study, research methodology, Profile of the respondent, Period of the study, chapterization, literature review and limitations of the study. "The world is as you perceived We all would have come across this face reception is way that one selects organize and interpret the stimuli into meaningful and golden picture of the world. People Act and react

on basis of their perceptions, which also underlies the preferences. customer perception refers to how customers view a certain product based on their own conclusion [1-3]. these conclusions are derived from a number of factors such as price and overall experience.

2. Organized Store

Retail is a process of selling consumer goods and or services to customers through multiple channels of distribution to earn a profit. domain is created through diverse target Markets and promotional



tactics, satisfying customer wants and needs through a lean supply chain. Retail in India came with Revolutionary patterns from kirana stores to supermarkets [4]. the sector was organized in the initial stage and after that it is carry forward and now it is growing as supermarket and Hypermarket. organized retail is introduced in the last decade and has emerged as one of the of sunrise industries in India. The study will mention the impact of organized retail.

3. Kirana Store

The survey intends to analyses the customer perception towards organized Kirana retail store.

4. Needs and Importance of the Study

- The study is important to understand the changing customer perception towards organized and kirana store.
- The study of customer's attitude involves identifying what are the factors that influence customers to purchase from organized and kirana store.
- Help us to know the customer perception towards organized and kirana store.

5. Statement of the Problem

In the present study we propose to analyses the customer perception. A comparative study on organized and unorganized Kirana stores to identify and find out the major factors that influence the customers to visit organized retail store on organization kirana store.

6. Objective of the Study

- To study and analyses the factor influencing the customer to choose retail outlet
- To analyses the satisfaction level of customers

7. Scope of the Study

- The scope of the studies confirms to analyses the customer's perception towards organized and kirana store.
- The study is limited to the organized and kirana store in Hyderabad.

8. Literature Review

- Mathew and Gupta (2008) while studying the impact of organized retailing on traditional retailing observed that with the increase in number of various formats for shopping like

malls, departmental stores, hypermarkets etc., the Indian consumer's preferences are changing towards these.

- Another study conducted by Radha Krishnan (2003), found that with the entry of superstores, the most affected stores are precisely the smaller stores, whose sales are associated with small areas, few number of employees, low sales volumes and the isolated stores (Stores that do not have partnership with other retailers).
- Ghosh and Tripathi (2010), attempted to analyze purchase pattern of customers towards organized retail outlets in terms of merchandise categories purchased, time spent within the store, number of merchandises purchased on each visit, stores switching behavior and store attribute. The results of the study depicted that the younger generation has greater tendency to visit organized retail outlets. The shoppers which remained within a store for at least two hours considered shopping to be a stress releaser and fun activity [5]. The commonly purchased items from a retail outlet are garments followed by groceries, lifestyle products and household appliances. The study further reveals that customers in tier 2 and tier 3 cities evaluate a store on convenience and merchandise mix, store atmosphere and services.
- Prasad and Aryasri (2008), and Reynes and Benito2008, have expressed that customer satisfaction and loyalty have become critical issues for the survival of retailers in a typical retail market characterized by the growing heterogeneity of customer demand and proliferation of new types of retail formats.
- Sathya (2012) and Sheela Rani (2012) in their research work as private labels i.e., retailers' own brand is attracting consumers and have created keen interest in making purchase decision of these brands. Further, they have stated that private label brand is emerging due to the growth of organized retailers.
- Lakshmi Narayan, Ketal., (2013) in their study

unorganized retailer near organized retailers are heavily affected in terms of profit and volume. They have stated that some factors like location, goodwill, loose items, convenient timings, credit facility and home delivery are attracting the customers towards unorganized retail stores [6-8].

- Ravi, R. A., “An analysis on consumer’s intention of Buying private label brands within food and grocery sector - A study in Chennai region”,

9. Limitations of the Study

- The sample size is limited to 100 respondents only.
- The details collected only from the respondents of Hyderabad.
- The period of the study is limited to one year.
- The data depends totally on respondent’s view which may be biased.
- Due to time constraint the study was conducted for a short period only.

10. Findings

- The study finds that 54% of the kirana store purchasers are female and 56% of the organized store purchasers are male.
- The study finds that 50% of the kirana store purchasers are between 25-35 years of age group and 49% of the organized store purchasers are between 25-35 years of age group.
- The study finds that 52% of the kirana store purchases are married and 55% of the organized store purchasers are unmarried.
- The study finds that 40% of the kirana store purchases are graduate and 34% of the organized store purchasers are post graduate.
- The study finds that 35% of the kirana store purchasers are private employee and 41% of the organized store purchasers are also private employees
- The study finds that 62% kirana store purchasers earn between Rs 20000-35000 per month and 43% of the organized store purchasers earn between Rs 20000-35000.
- The study finds that maximum of the sample

respondents purchases grocery and vegetables from the both outlets.

- The study finds that 44% of the kirana store Purchase purchasers whenever they require 80% of the organized store Purchase purchasers whenever they required.
- The study finds that maximum of the kirana store purchasers are satisfied with the affordable price with good quality and maximum number of organized purchasers are satisfied with the variety of the product with good quality.
- The study finds that 30% of the kirana store purchasers spend below Rs 500 per Visit and 35% of the organized store purchasers spend above Rs 2000 per visit.
- The study finds that maximum number of the kirana store purchasers and organized store purchasers ranked convenience as a reason for preference.
- This study finds that 94% of the Kirana store purchasers are willing to continue with the same store and 92% of the organized store purchasers are willing to continue with the same Store.
- The study finds that 87% of the kirana store purchasers are ready to recommend to others and 88% of the Organized store respondents are ready to recommend to others.
- The study finds that 83% of the kirana store purchasers are satisfied with the respective stores and 67% of the organized store purchasers are satisfied with the respective stores.

Conclusion

Based on the findings of the study, the following conclusions are presented below:

- It can be concluded that maximum number of sample respondents per female and they are purchasing from kirana store as well as maximum sample respondents are male and they are purchasing from organized Store.
- It can be concluded that the maximum sample respondents of kirana store and organize store are between age group of 25-35 years.



- It can be concluded that maximum of the sample respondents is married people who prefer kirana store and maximum number of sample respondents are unmarried people who prepare organized Store.
- It can be concluded that maximum number of sample respondents are graduates who prefer kirana store and maximum of the sample respondents are postgraduate who prefer organized Store.
- It can be concluded that maximum number of sample respondents of Kirana store and Organized Store are Private Employees.
- Hence it can be concluded that maximum number of sample respondents income is between Rs 20000-35000 in both the retail stores.
- Hence concluded that the maximum sample respondents of kirana store and organized store purchases are equal.
- Hence it can be concluded that maximum number of sample respondents purchase grocery and vegetables from the both outlets.
- It can be concluded that maximum number of sample respondents purchase whenever they required in both or retail outlets.
- It can be concluded that maximum number of kirana store purchasers Are satisfied with the affordable price with good quality of the product on the other hand maximum number of organized store purchasers are satisfied with the variety of the products with good quality.
- It can be concluded that maximum sample responding spend below Rs500 in kirana store and maximum sample respondents spend above Rs 2000 in organized Store.
- It can be concluded that maximum sample respondents rank convenience as a reason for preferring in both outlets.
- Hence it can be concluded that majority of the sample respondents are willing to continue the purchase with the same Store the both outlets.
- It can be concluded that majority of the sample respondents are willing to recommend both organized and kirana store others.
- Hence it can be concluded that measure of the sample respondents is satisfied with their specified store in both outlets.
- The sample size is limited to 100 respondents.
- The details collected only from the respondents of Hyderabad.
- The period of the study is limited to one year.
- The data depends totally on respondent's view which may be biased.
- Due to time constraint the study was conducted for a short period only.

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