

# Buying Behaviour of Customers of Buldhana District visiting General Shop and Super Shop – A Comparative Study

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**Abstract:** The recent phenomenon of information and technology as well as the social media has made the branding and advertising very competitive. However, all this resulted in customers getting lot of information even for daily use grocery items. This in turn affected the customers buying behaviour big time. Moreover, the situation is so dynamic that generalizing customer behaviour may not help the companies for sustainable growth. Hence, this study was carried out to determine the preferences of customers with respect to their choice of general or super shops for buying groceries. The study was conducted at Buldhana District of Maharashtra. The data for this study was collected using a structured research instrument and by following survey method. Moreover, the primary data was analysed with the aid of SPSS 18.0 Software. The results showed that customers of study area prefer either general shop or super shop for buying groceries. For example, most of the customers visiting general shop buy groceries daily while those preferring super shop buy groceries fortnightly. Also, the amount spent on groceries varies considerably with super shops getting more business. Various schemes offered by the shops are also determinants of the buying behaviour. Thus, overall, there is marked difference in the customer's preferences for buying groceries from general or super shops.

**Keywords:** Branding, advertising, customers, grocery items, general shop, super shop

## 2.0 Introduction

It has been reported widely that consumer buying behavior for grocery products has always been influenced by style of economic, cultural, psychological and lifestyle factors. However, the recent changes in the technology that governs supply chains has offered advantage to certain types of stores (super shops) and the traditional general stores are at some disadvantage. However, since, both the types of shops i.e. the traditional general shop and super shops are operational, there has to be some strategy followed by each of the shops to attract customers. Thus, the consumer behaviour becomes all the more important in such a competitive field of business. Consumer behavior is that the study of consumers and also the processes they favor to use, and eliminate products and services, including consumers' emotional, mental, and behavioral response. Moreover, understanding the behavior of consumer towards retailing is a subject matter of interest not only in India but across the globe.

In today's competitive market, decisions made by the consumers determine who stays in business and who does not. Moreover, in case of the Indian consumers, the behaviour pattern has undergone a major change in the organized retail sector and also the consumer landscape is changing very fast. Also, the occupational changes and penetration of media have caused a significant change in the way the consumer spends his money. The consumer now wants to eat shop and get entertained under the same roof. Consumers today see an exciting explosion of choices, new categories and new shopping options and have increasing disposable income to fulfil their aspirations. Thus, in simpler words, consumer behaviour can be defined as the set of activities and actions of consumer in purchasing and using goods and services. However, it involves a study of buying motives in order to examine the selection criteria of the consumers for the products they choose and what motivates them to behave as they do in the market places. In view of the above information a systematic study was conducted to investigate buying behaviour of customers of Buldhana District of Vidarbha region of Maharashtra visiting General Shop and Super Shop for purchasing various grocery items.

## 3.0 Research Methodology

**3.1 Research Design :** The present study is conducted by using a descriptive research design.

### 3.2 Sample Size

In the present investigation data was collected from 100 grocery shop owners. Out of which 50 were owners of general (smaller) shop and 50 were owners of super shops, which are bigger than the general grocery shops but smaller than the big shopping malls.

### 3.3 Primary data collection

The primary data was collected using a reliable and valid short structured questionnaire and by following survey method.

### 3.4 Secondary Data

In this study, the secondary data was collected from different National and International Magazines, Trade Unions, Journals, Books of the reputed authors, internet and other sources.

### 3.5 Statistical Analysis of Data

Analysis of the data was carried out with the help of various statistical tests. All the statistical analysis was carried out by using SPSS 18.0 Software. The descriptive statistics, such as frequency, mode, percentage, etc were determined from the collected data.

#### 4.0 Results & Discussion

##### 4.1 Frequency of buying groceries

**Table 1:** Frequency of buying groceries

Frequency	Customers of General shop		Customers of Super shop	
	Nos.	Percentage	Nos.	Percentage
Daily	31	62.0	4	8.0
Weekly	13	26.0	17	34.0
Fortnightly	6	12.0	29	58.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>50</b>	<b>100.0</b>

**Table 1** presents information pertaining to frequency of buying groceries by the customers visiting general and super shops. 62.0% and 8.0% customers buy groceries daily from general and super shops respectively. However, 26.0% customers visiting general shop and 34.0% customers visiting super shops buy groceries weekly. In addition to this, 12.0% customers buy groceries from general shop and 58.0% buy from super shop fortnightly.

##### 4.2 Expenditure on groceries per month

**Table 2:** Expenditure on groceries per month

Rs.	Customers of General shop		Customers of Super shop	
	Nos.	Percentage	Nos.	Percentage
< 1000	27	54.0	5	10.0
1000 to 3000	13	26.0	34	68.0
> 3000	10	20.0	11	22.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>50</b>	<b>100.0</b>

**Table 2** presents information pertaining to expenditure on groceries per month by the customers visiting general and super shops. 54.0% and 10.0% customers spent less than 1000 Rs. on purchasing groceries from general and super shops respectively. However, 26.0% customers visiting general shop and 68.0% customers visiting super shops spend 1000 to 3000 Rs. on groceries. In addition to this, 20.0% customers buying groceries from general shop and 22.0% buying from super shop spend less than 3000 Rs.

##### 4.3 Importance of name/brand of shop

**Table 3:** Importance of name/brands of shop

Response	Customers of General shop		Customers of Super shop	
	Nos.	Percentage	Nos.	Percentage
High	9	18.0	34	68.0
Moderate	18	36.0	12	24.0
Low	23	46.0	4	8.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>50</b>	<b>100.0</b>

**Table 3** presents information pertaining to importance given to name/brand by the customers visiting general and super shops. 18.0% and 68.0% customers purchasing groceries from general and super shops respectively give high importance to name/brand of shop. However, 36.0% customers visiting general shop and 24.0% customers visiting super shops give moderate importance to name/brand of shop. In addition to this, less importance is given to name/brand of the shop by 46.0% customers visiting general shop and 8.0% customers visiting super shop.

##### 4.4 Buying groceries on specific day of week

**Table 4:** Buying groceries on specific day of week

Response	Customers of General shop		Customers of Super shop	
	Nos.	Percentage	Nos.	Percentage
Initial days of week	6	12.0	3	6.0
Mid week	4	8.0	5	10.0
Weekends	11	22.0	35	70.0
Any day	29	58.0	7	14.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>50</b>	<b>100.0</b>

**Table 4** presents information pertaining to buying groceries on specific day of week by the customers visiting general and super shops. 12.0% and 6.0% customers of general and super shops respectively buy groceries on initial days of week.

However, 8.0% customers visiting general shop and 10.0% customers visiting super shops buy groceries in mid of the week. In addition to this, 22.0% and 70.0% customers of general and super shops respectively buy groceries on any day of the week.

#### 4.5 Regular discounts offered by the store

**Table 5:** Regular discounts offered by the store

Response	Customers of General shop		Customers of Super shop	
	Nos.	Percentage	Nos.	Percentage
Yes	9	18.0	39	78.0
No	25	50.0	8	16.0
Don't know	16	32.0	3	6.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>50</b>	<b>100.0</b>

**Table 5** presents information pertaining to regular discount offered to the customers visiting general and super shops. According to 18.0% and 78.0% customers of general and super shops respectively the store offers regular discount. However, according to 50.0% customers visiting general shop and 16.0% customers of super shop their store do not give regular discount. In addition to this, 32.0% and 6.0% customers of general and super shops respectively are not aware about discount offer of the store.

#### 4.6 Payment method

**Table 6:** Mode of payment method

Response	Customers of General shop		Customers of Super shop	
	Nos.	Percentage	Nos.	Percentage
Online	14	28.0	42	84.0
Cash	12	24.0	8	16.0
Credit	24	48.0	0	0.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>50</b>	<b>100.0</b>

**Table 6** presents information pertaining to mode of payment used in general and super shops. 28.0% and 84.0% customers of general and super shops respectively make online payments. However, 24.0% customers visiting general shop and 16.0% customers visiting super shop do cash payments. In addition to this, 48.0% customers of general shops make credit payments.

#### 5.0 Conclusions

**5.1: Frequency of Buying Groceries :-** On the basis of the study results it is evident that most of the customers visiting general shop buy groceries daily while those preferring super shop buy groceries fortnightly.

**5.2 Expenditure on Groceries per month :-** From the study results it is evident that most of the customers visiting general shop spend less than 1000 Rs. while those preferring super shop spend 1000 to 3000 Rs. on buying groceries.

**5.3 Importance of name/brand of shop :-** In view of the study results it is evident that most of the customers visiting general shop give less importance to name/brand while those preferring super shop give high importance to name/brand.

**5.4 Buying groceries on specific day of week :-** In the backdrop of study results it is evident that most of the customers visiting general shop buy groceries on any day while those preferring super shop buy groceries on weekends.

**5.5 Regular discounts offered by the store :-** On the basis of the study results it is evident that most of the customers visiting general shop do not get regular discount while those preferring super shop get regular discount.

**5.6 Payment method :-** On the basis of the study results it is evident that most of the customers visiting general shop make credit payment while those preferring super shop make online payments.

#### 6.0 References

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