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Exploring Youth Perspectives On Organized Retailers; An Empirical Study

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Abstract:

The youth population can perform all buyer roles, especially doing shopping with organized retailers. They are competent enough to choose the right type of products as well as retailers for better shopping and full fill their desired needs. The study aimed to identify the reason for preferring organized retailers and to study the drawbacks experienced by the youth while doing purchasing with organized retailers in Hassan city. Purposive samples of 98 youth were selected as a sample. Mean, standard deviation, and Principal Component Analysis were used to analyze the primary data. The emerging format is attracting the youths through offering Comfort and Facility Shopping, convenient places; Discounts, a variety of goods, etc are the main reason why youth are attracted towards organized retailers. In the meantime, the same respondents reported encountering issues with impersonal attitudes, lengthy payment waits, spend theft, and lack of credit facilities all of which are notable constraints faced by organised shops.

Keywords; Organized Retailing, Choice Behaviors, Organized Retail, Buyer Role and Behavior.

1. 1 INTRODUCTION

One of the biggest and fastest-growing industries in the world, as well as in India, is retail. Small, independent kirana stores and unorganised shopkeepers have long dominated the Indian retail market. In the weekly fair, or sunte, buyers and sellers meet on a specific day of the week at a specific location and exchange benefits for cash and cash's worth. This business model has its roots in the stage of rural culture. As old as human civilization itself is the history of corporatedevelopment. A straightforward period of transition complicates the business-to-customers system as human society expands. The essential needs of the prehistoric man were met in a directmanner. Selling products or merchandise from a particular place is known as retailing. For instance, small or large customers will directly spend money when they shop at a retail store, a clothes store, a kiosk, or a postal dispatch. It is the process of offering clients consumer goods or services via a variety of delivery options. Determine the demand, then use the supply chain to

augment it. In India, there are two categories of retailers: organised merchants, usually referredto as contemporary retailers, and unorganised retailers, sometimes termed traditional retailers. Weekly markets, pavement stores, kirana shops, peddlers, public distribution systems, etc. are examples of traditional retail. Subordinate service, such as goods delivery. The majority of conventional merchants are unorganised, numbering in the millions, operating tiny enterprises, and being family-owned for many years. The retail sector is currently one of the most promising in the Indian economy, contributing over ten percent of GDP, generating enormous employment opportunities alongside the agriculture sector, drawing foreign direct investment, promoting infrastructure development, and raising people's standards of living through the provision of high-quality goods, retail space, adaptable brands, etc. Currently, young people are capable of carrying out all buyer functions, particularly when making purchases from established merchants. They are capable of making the appropriate product and merchant choices to enhancetheir shopping experience and satisfy their demands. The lifestyle and status of young people in India are also being altered by organised retailing. The promotional efforts of organised shops draw in the youth demographic. In order to ascertain why consumers choose to purchase goods from organised shops and what disadvantages they may have encountered when making purchases in Hassan City, the current study has been conducted to to examine the reasons for preferring organized retailers to buy products over traditional buying pattern in Hassan city and to study the drawbacks experienced by the consumers while doing purchasing with organized retailers in Hassan city.

2. REVIEW OF LITERATURE

Perhaps the biggest shift in consumer behaviour and the way producers and consumers interact has been brought about by the collaborative economy, which presents both opportunities and challenges for established companies (Daniel Bulin et al., 2024). In terms of location accessibility, personalised and customised services, and easy exchange, Kirana stores outperformModern Retailers, who offer larger assortments of goods under one roof, a more upscale environment, digital cash registers, etc. (Aditi R Khandelwal, 2023). Retailers can now reach their target customers by using the Omni channel. Retailers need to gauge their driving and moderating effects on customer engagement. Front-line staff play a crucial role in providing customers with the information they need (Balan, C. 2021). For organised retailers in India, knowing consumer behaviour is essential. Many shops are not concentrating on cognitive dissonance in this procedure, despite the fact that it is essential to comprehend in order to maintain current customers. Cognitive dissonance and buying decision-making are positively

correlated (Bhavika R Karkera, V. E. 2021). Large international retailers are focussing on the Indian retail sector in an attempt to improve growth and opportunity. The characteristics of the store, devoted customers, advertising, affordable prices, atmosphere, and store goodwill are found to be the contributing factors in the expansion of organised retailers (Srikanth Reddy Nagella, A. A. 2019). It is investigated the store's strengths and weaknesses in relation to organised merchants. It is vital for organised businesses to comprehend the purchasing motivations and behaviours of their clientele. In addition to understanding and researching customer behaviour, stores should arouse customers' imaginations; provide them with joy, excitement, and entertainment during their purchases (Chitra, R. G. 2014). The younger consumer is drawn to this contemporary model, which is indirectly eroding the customer base of established merchants. Organised retailers are shown to be favourable formats in terms ofdemographics (Krishan Kant Pandey, N. B. 2014). The rise of organised retail has forced traditional retailers to transition into department stores, speciality stores, and discount stores. These days, organised shops are considering things like car parking, kid-friendly entertainment, and those with lower incomes (Sunil Atulkar, B. K. 2014). The primary factors influencing a consumer's preference for organised retailers are the demographic variables, along with quality, service, price, product variety, brand, and customer happiness. When compared to unorganised shops, the retailer's product quality is consistently high. Thus, well-run retailers ought to prioritise both service and product quality (Syed Md Faisal Ali Khan et al., 2014). The government regulations, the retail sector's FDI requirements, license agreements, and cash management all influence FDI in the retail industry. The retail industry is growing in a positive environment that includes rising urban population, rising per capita income, developing infrastructure, etc. (Dhillon1, I. 2014). The youth who desire high quality, brand loyalty, fashion consciousness, recreation, price consciousness, and impulsiveness are drawn to the new retail format. Youth have a lot of options with this shop style (Sarbjit Singh Bedi, A. K. 2014). It is discovered that although organised retail has significantly altered Indian customers' purchasing habits and conduct, unorganised shops continue to have a sizable market share. It is envisaged that the advancement of the concept of shopping malls will revolutionize how urban consumers buy (Kanetkar, M. 2013). Customers have been shown to prefer organised retailers because theyknow what to expect from them—they know they will have fashionable and stylish goods, an

excellent shopping experience, clever pricing strategies, and a better understanding of customer expectations than unorganised retailers (Rishi, B. 2011).

3. METHODOLOGY

This descriptive study aims to examine how young people view organised retailers. A purposeful sample of 98 youth from the Karnataka city of Hassan was chosen to participate in the survey. A predefined questionnaire was distributed via Google Form to 120 respondents in order to gather the primary data. The secondary data collected from various reputed online journals that have been published from 2013 to 2024. MS Excel and SPSS-20 were the software's utilized to analyze the primary data. The study's findings are analysed using statistical techniques such factor analysis, Cronbach's alpha, and tabulation.

4. HYPOTHESIS OF THE STUDY

H0: Youth population does not prefer organised retailers to buy products.

H1: Youth population prefers organised retailers to buy the products in Hassan city.

5. RESULTS AND DISCUSSION

Table 01: Demographic Profile of the Respondents

Gender	Female	57	58.16%
	Male	41	41.83%
Age	18-21 Years	00	00
	22-25 Years	78	79.59%
	25 and Above	20	20.40%
Occupation of head ofthe family	Farmer	30	30.61%
	Labour	8	8.16%
	Private Employee	5	05.10%
	Business Person	24	24.48%
	Government Employee	16	16.32%
	Others	15	15.30%
Average Monthly Income of the family	Less than 20,000	36	36.73%
	20,001 to 30,000	27	27.55%
	30,001 to 40,000	12	12.21%
	Above 40,001	23	23.46%

Source: Field Survey

Table 01; One of the intriguing conclusions is that young people have a good family income anda solid economic foundation. As a result, the can assume one or more buyer roles.

6. Table 02: Mean and Standard Deviation of the Responses

Preferences	Min.	Max.	Mean	S D	Interpretation
1. Comfort and Facility Shopping	1.00	5.00	2.76	1.2 7	General

2. Offer's variety of goods to choose	1.00	5.00	2.59	1.37	General
3. Provides services like home delivery, qualityassurance etc.	1.00	5.00	2.68	1.29	General
4. Offer Discounts	1.00	5.00	2.87	1.43	General
5. Better shopping ambiance	1.00	5.00	2.76	1.40	General
6. Parking facility	1.00	5.00	2.76	1.37	General
7. Low price compare to unorganizedretailers	1.00	5.00	2.64	1.31	General
8. Prompt electronic billing	1.00	5.00	2.54	1.22	General
9. Recognize the customer needs	1.00	5.00	2.86	1.35	General
10. Convenient Place and Location of the shop	1.00	5.00	2.63	1.22	General
11. Organized Sales	1.00	5.00	2.73	1.25	General
12. Better display of products	1.00	5.00	2.62	1.30	General
13. Better Shopping Experience	1.00	5.00	2.86	1.43	General
14. Window Shopping	1.00	5.00	2.68	1.17	General
15. Status	1.00	5.00	2.69	1.26	General
16. Separate Branch for each segment	1.00	5.00	2.93	1.39	General

Source: Field Survey

Table 02; shows the reasons for preferring organized retailers over traditional retailers to buy products in Hassan city has, Mean Values: the means for all preferences range around the mid-point (2.5) on a scale from 1 to 5, indicating a slightly positive attitude towards these preferences. None of the preferences have means indicating strong preference (closer to 5) or strong disfavor (closer to 1). Standard Deviations (SD): The standard deviations, ranging from 1.17 to 1.43, show moderate variability in the responses, suggesting that individual opinions on these preferences vary somewhat within the surveyed group. Table

02 revealed that; Separate Branch for each segment ($\bar{X}$2.93), Offer Discounts ($\bar{X}$2.87), Recognize the customer needs and Better Shopping Experience ($\bar{X}$2.86), and Comfort and Facility Shopping ($\bar{X}$2.76) were got highest mean value. The result of the mean table indicates that the null hypothesis "Youths do not prefer organized retailers to buy products" is rejected, hence the considered variables have got the mean value from 2.54to 2.93. According to a level of mean value; if the

mean score is between 2.34 to 3.67 is considered moderate. So The Youth in Hassan district comparatively prefer organized retailers instead of traditional retailers.

7. Table 03: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	760.215
	df	120
	Sig.	.000

Source: Field Survey

Table 03; The KMO value is used to measure the adequacy of the sample for factor analysis. It ranges from 0 to 1, with values closer to 1 indicating that factor analysis is likely to be useful with your data. 0.816 this value is considered "meritorious" (0.8 to 0.9), suggesting that the sample is adequate for factor analysis. Bartlett's test checks whether the correlation matrix is anidentity matrix, which would indicate that variables are unrelated and unsuitable for structure detection. A very low p-value (less than 0.05) indicates that the correlation matrix is significantly different from an identity matrix, thus the variables do relate to each other enough to consider factor analysis. The value of 0.816 is high, indicating that the sample is adequate forperforming factor analysis. The sample size is adequate for factor analysis (as indicated by a KMO value of 0.816). There are significant correlations among the variables (as indicated by a significant Bartlett's test with p-value = 0.000). These results collectively support the appropriateness of proceeding with factor analysis on this dataset.

8. Table 04: Total Variance Explained

Drawbacks of Organized Retailers	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1. No Credit facility	4.655	33.253	33.253	4.655	33.253	33.253
2. Long waiting time at payment queue	1.596	11.403	44.657	1.596	11.403	44.657
3. Motivate us to spend more	1.315	9.396	54.053	1.315	9.396	54.053
4. Impersonal approach	1.050	7.497	61.549	1.050	7.497	61.549
5. Require more time to search Products	.962	6.870	68.419			
6. No option for bargaining	.872	6.231	74.650			
7. No EMI / Loan Facility	.844	6.030	80.680			

8. Hidden Charges	.673	4.809	85.489			
9. Private label brands	.541	3.865	89.354			
10. Unscientific pricing	.431	3.079	92.433			
11. The frequent relocation of goods	.304	2.169	94.602			
12. Out of stock products	.274	1.958	96.560			
13. Impulsive purchase	.259	1.848	98.409			
14. Out dated or Display of Expired products	.223	1.591	100.000			

Source: Field Survey, Principal Component Analysis

Table 04 shows Principal Component Analysis, which is a dimension reduction technique used to minimize the maximum number of variables into a few factors. The PCA extracts the maximum variance and places them into the initial factors. After fixing the first variable it removes the first-factor variance before explaining the second factor's variance. The variables that got the total Eigen value more than one are considered as characteristics of the factors. In the above table four variables have got the Eigen value more than one the factors such as; No Credit facility (4.65), Long waiting time at payment queue (1.59), Motivate us to spend more (1.31) and Impersonal approach (1.05), these four factors explain 61.54 percentage of variance in the above table, meanwhile, the same factors are the main drawbacks experienced by the consumers while doing purchase from organized retailers in Hassan city. So to attract more youth and offer smooth service organized retailers should take necessary actions to solve the problems.

9. CONCLUSION

From the above analysis, it is concluded that the demographic factors and buyer roles significantly impact the Youth to prefer organized retailers in the study area. In the present scenario, middle-income families are the target group for organized retailers. The emerging format is attracting the youths by offering Comfort and Facility Shopping, convenient places; Discounts, a variety of goods, etc are the main reason why youth are attracted towards organized retailers. Meanwhile, the same respondents had experienced the problems

Like No Credit facility, long waiting queues to make payment, making spend theft, and doing impersonal approaches are the remarkable limitations of organized retailers.

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