AN ANALYTICAL STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BRANDED RETAIL OUTLETS WITH SPECIAL REFERENCE TO GWALIOR

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ABSTRACT

India's retail sector has evolved from the kirana (grocery store) to the modern supermarket. While initially disorganized, the presence of supermarkets, hypermarkets, shopping malls, etc. has led to a rise in the organized sector. The purpose of this paper is to learn more about customers' tastes and habits in the organized retail industry. The availability of quality, commercial space, quantity, and brand communication are some of the elements driving organized sales in India, according to a study based on a review of the current bibliographic research, and this, in turn, would have an effect on consumer choice. This research demonstrates the significance of several factors, including product details, customer participation, ambiance, customer attributions, and customer choices, at different points in the client's decision-making procedure. Nowadays, consumers choose shopping malls because they can get everything they need in one convenient location, and because the mall itself can be a source of entertainment.

Keywords: Consumer behavior, organized retail, non-organized retail, consumer preference.

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1. Introduction

In India, the retail industry is still establishing its footing in terms of store location, store size, product assortment, and market segmentation. The retail sector in India is the biggest of all sectors, accounting for approximately 8% of employment and producing over 10% of GDP. This industry has evolved into one of the most exciting and fast-paced in recent years. More than ninety-five percent of the Indian retail market is unorganized. By 2015, the percentage of the retail market occupied by organized sales was expected to rise from 5 to 6 percentage points, reaching 14 to 18 percent. It was when the organized retail sector was at 85% penetration in the US, 80% in France, 66% in Japan, 20% in China, and barely 5-6% in India. This proves India's early stage of development in the evolution of organized sales, which bodes well for future expansion. Rapid and sustained development is projected to be realized by both unorganized and organized retail sectors in the coming years. Right now, both the government and the business community are trying to reinvigorate the organized retail sector before it is overtaken by the unorganized retail sector. In spite of this distinction, independent merchants are making strides to compete with bigger, chain stores.

Customer Preference: Customer preferences are best understood as subjective valuations of various product packages' relative usefulness. The buyer is given the option of categorising these bundles according on the value they provide. As a result, there is a great opportunity for India's retail sector, which can capitalize on the country's large working-age population and rapidly shifting consumer tastes by always seeking out new ways to improve both the shopping experience and the goods and services it offers. Active shopping malls, multi-story shopping malls, and enormous shopping complexes with entertainment and restaurants under one roof are all examples of the new contemporary retail ideas of Western tendencies that have invaded the retail industry in India. Retailers' ability to produce and provide value to customers across a variety of sales forms is crucial to the continued success of the organized store. There will soon be more supermarkets, hypermarkets, and other types of supermarkets than ever before in India's cities, as the country's organized retail industry prepares to open the largest number of megamalls ever. Supermarkets, hypermarkets, and shopping malls aren't only storefronts for various merchants; they're also a site where new companies may gain traction before expanding into other markets. The major goal is to narrow in on the target demographic and expand the reach of these distribution channels. When compared to industrialized and other emerging nations, India's organized sales models remain in their infancy. Within the recent decade, there has been a dramatic shift in India's retail industry. Today's consumers place a higher value on careful consideration before making any purchase, and the decisions they make are more nuanced and consequential than ever before. Some of the elements that affect the retail landscape in India include the taste and shifting preferences of consumers, as well as rising disposable income and the inclination to spend.

Retail Trends in Past Few Years

Despite having hundreds of cities and nations, India remained a developing nation until the 1980s. The people of the country were adapting to their new roles as business owners and customers, just two examples of the ways in which they had watched evolution at work. All the pieces were in place for a thriving economy, and the country's youth were drawing in fresh perspectives from a variety of sectors. And with this possibility comes the growth of the retail sector. This trend will first be felt in major urban centres, followed by secondary cities, and finally the rural consumer base. At this time, India's retail sector was fully decentralized, with small and medium-sized businesses operating independently throughout the country. There was a dearth of worldwide exposure in the International journal of advanced research and development, and just a few of Indian enterprises have investigated the potential of the large-scale sales platform. Only a few of foreign brands— Levi's, Pepe, Marks & Spencer, etc.—had broken into the upper-middle class and wealthier segments of the Indian market. But the market wasn't fully captured since more than half of the population was comprised of persons in the lower middle class. The success of companies like Big Bazaar and Pantaloons today is indicative of the potential of the Indian retail sector; these companies later realized that their goods and services were available to all classes of society. The explosion of shopping malls throughout India's many regional marketplaces was a major shift that heralded the beginning of the country's Retail Revolution. Although he was at the pinnacle of his career, it was the mall's cultural influence that ultimately introduced India to the organized retail structure. The retail malls may have been designed for the elite classes, but they have been effectively modified to service the greatest populace in India. So it's not surprising that modern shopping malls have altered the standard Indian consumer's approach to retail therapy. Many parts of retail service in India are not yet matured to international standards, thus there is still a lot of opportunity for improvement in the culture of Indian shopping malls. Surprisingly, a decade ago there was not a single shopping centre in India, and only a few years ago there were only a handful that struggled. However, today there are more than fifty shopping centres in various cities across the country, and within the next two years, it is anticipated that approximately five hundred shopping centres will increase. Although this is a highly encouraging trend, we should first examine the state of the Indian retail market at the present before venturing into the unknown.

Review of Literature

Abhishek and Koshy Abraham (2008) investigated at how merchants might impact consumers' views of shop brands' quality through the use of a variety of signals. The quality that consumers attribute to store brands compared to name brands will vary depending on the kind of extra signals that are included. Customers will react positively to the retailer's promotion of house brands.

Amrita Sahney (2016) conducted research on Indian consumers' shopping habits at branded retail stores. Consumers, especially the younger generation, are increasingly showing a preference for brick-and-mortar stores, as seen by their shopping habits. From the neighborhood shopkeeper to the most hi-tech of supermarkets, consumers are spoiled for choice.

Baltas (2003) provided empirical evidence to support the claim that consumers' propensity to buy store brands does not increase with age, family size, working time, or receptivity to promotions. Consequently, factors including risk perception, quality variation, and cost concern are included into a variety of models.

In an effort to explain the differences in store brand buying across product categories, Batra and Sinha (2000) have separated this construct into three main factors. In this article, we'll take a look at how these three risk perception factors affect shoppers' decisions to buy store brands. Among these three factors are the repercussions of an error in a According to Bhattacharya and Sen (2003), "consumer behaviour" encompasses "consumers' conscious and unconscious mental and emotional processes, as well as their observable behaviours" throughout the product discovery, purchase, and use stages. Understanding consumer behaviour entails looking at where, when, what, and why consumers make purchases. It integrated concepts from economics, sociology, anthropology, psychiatry, and psychology to evaluate the impact of the consumer's social networks (including family, friends, and reference groups) on their purchasing decisions.

Brijesh and Ashish (2013) investigated what variables influence shoppers' happiness at upscale department shops. Factor analysis results revealed that the product, personnel service, shopping convenience, physical characteristics, and price were the five most important aspects of organized retail establishments in determining consumer happiness. In addition, the results indicated that "shopping convenience" had the greatest effect on satisfaction, while "physical aspects" had little bearing on it. The data shows that shoppers in Surat are pleased with the city's well-organized places to shop.

Objectives of the Study

- The goal of this research is to learn how brand-conscious customers are.
- To determine the buying habit among consumers.
- To determine the factors affecting purchasingdecision

Hypothesis

H01: Consumers' acquaintance with different brands does not correlate much with their level

of knowledge.
H02: People's purchasing habits do not correlate much with their level of education.
H03: There is no statistically significant correlation between income and consumer behaviour.

Data Analysis And Interpretation

Demography of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	85	56.7	56.7	56.7
	Female	65	43.3	43.3	100.0
	Total	150	100.0	100.0	
Age					
18-25		93	62.0	62.0	62.0
26-35		40	26.7	26.7	88.7
36-45		15	10.0	10.0	98.7
46-55		2	1.3	1.3	100.0
	Total	150	100.0	100.0	
Marital status					
	Single	109	72.7	72.7	72.7
	Married	39	26.0	26.0	98.7
	Divorced	2	1.3	1.3	100.0
	Total	150	100.0	100.0	
Education					
	High school	16	10.7	10.7	10.7
	under-graduate	49	32.7	32.7	43.3
	Graduate	40	26.7	26.7	70.0
	postgraduate	34	22.7	22.7	92.7
	Doctorate	9	6.0	6.0	98.7
	Other	2	1.3	1.3	100.0
	Total	150	100.0	100.0	
Income					
	Under 20000	57	38.0	38.0	38.0

	Under 20000	57	38.0	38.0	38.0

Demography of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	20000-30000	49	32.7	32.7	70.7
	30000-40000	29	19.3	19.3	90.0
	more than 40000	15	10.0	10.0	100.0
	Total	150	100.0	100.0	
Gender	Male	85	56.7	56.7	56.7
	Female	65	43.3	43.3	100.0
	Total	150	100.0	100.0	
Experience					
	Under 5 years	90	60.0	60.0	60.0
5-10 years		46	30.7	30.7	90.7
over 10 years		14	9.3	9.3	100.0
Total		150	100.0	100.0	

Which brand retail are you aware with.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Big bazar	59	39.3	39.3	39.3
	Mall	52	34.7	34.7	74.0
	Easy way	16	10.7	10.7	84.7
	Vishal Mega mart	23	15.3	15.3	100.0

	Total	150	100.0	100.0	

From where do you get information about various brand retail Outlets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	T.V	51	34.0	34.0	34.0
	Posters	29	19.3	19.3	53.3
	Radio	8	5.3	5.3	58.7
	Magazines	11	7.3	7.3	66.0
	Others	51	34.0	34.0	100.0
	Total	150	100.0	100.0	

Where do you like to do Shopping?

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Big Bazar	52	34.7	34.7	34.7
	Mall	57	38.0	38.0	72.7
	Easy way	21	14.0	14.0	86.7
	Vishal mega mart	20	13.3	13.3	100.0
	Total	150	100.0	100.0	

How often you use to go for Shopping.

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Once in Week	27	18.0	18.0	18.0
	Once in 15 Days	45	30.0	30.0	48.0
	Once in Month	69	46.0	46.0	94.0
	Once in year	9	6.0	6.0	100.0
	Total	150	100.0	100.0	

How far you have to travel to go for purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 K.M	23	15.3	15.3	15.3
	2-4 K.M	57	38.0	38.0	53.3
	4-10 K.M	56	37.3	37.3	90.7
	More than 10 K.M	14	9.3	9.3	100.0
	Total	150	100.0	100.0	

Price affecting your purchasing Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	84	56.0	56.0	56.0
	Strongly Agree	36	24.0	24.0	80.0
	Neutral	24	16.0	16.0	96.0
	Disagree	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

Quality affecting your purchasing Decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	46	30.7	30.7	30.7
	Strongly Agree	85	56.7	56.7	87.3
	Neutral	17	11.3	11.3	98.7
	Disagree	1	.7	.7	99.3
	Strongly Disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Design affecting your purchasing Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	64	42.7	42.7	42.7
	Strongly Agree	54	36.0	36.0	78.7
	Neutral	31	20.7	20.7	99.3
	Strongly disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Material affecting your purchasing Decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	55	36.7	36.7	36.7
	strongly Agree	58	38.7	38.7	75.3
	Neutral	31	20.7	20.7	96.0
	Disagree	5	3.3	3.3	99.3
	Strongly Disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Variety affecting your purchasing Decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	62	41.3	41.3	41.3
	Strongly Agree	50	33.3	33.3	74.7
	Neutral	33	22.0	22.0	96.7
	Disagree	4	2.7	2.7	99.3
	Strongly disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Colour affecting your purchasing decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	47	31.3	31.3	31.3
	Strongly Agree	58	38.7	38.7	70.0
	Neutral	36	24.0	24.0	94.0
	Disagree	9	6.0	6.0	100.0
	Total	150	100.0	100.0	

Comfort affecting your purchasing decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	56	37.3	37.3	37.3
	Strongly Agree	59	39.3	39.3	76.7
	Neutral	29	19.3	19.3	96.0
	Disagree	5	3.3	3.3	99.3
	Strongly disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Location affecting your purchasing Decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	46	30.7	30.7	30.7
	Strongly Agree	50	33.3	33.3	64.0
	Neutral	41	27.3	27.3	91.3
	Disagree	8	5.3	5.3	96.7
	Strongly Disagree	5	3.3	3.3	100.0

	Total	150	100.0	100.0	

Brand Name affecting your purchasing Decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	56	37.3	37.3	37.3
	Strongly Agree	52	34.7	34.7	72.0
	Neutral	35	23.3	23.3	95.3
	Disagree	5	3.3	3.3	98.7
	Strongly Disagree	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Sales promotion activities affecting your purchasing Decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	36	24.0	24.0	24.0
	Strongly Agree	51	34.0	34.0	58.0
	Neutral	47	31.3	31.3	89.3
	Disagree	9	6.0	6.0	95.3
	Strongly Disagree	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

Safety affecting your purchasing Decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	18	12.0	12.0	12.0
	strongly agree	57	38.0	38.0	50.0
	Neutral	41	27.3	27.3	77.3
	Disagree	22	14.7	14.7	92.0
	Strongly disagree	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Parking affecting your purchasing decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	16	10.7	10.7	10.7
	strongly agree	60	40.0	40.0	50.7
	Neutral	51	34.0	34.0	84.7

	Disagree	16	10.7	10.7	95.3
	Strongly disagree	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

Surrounding affecting your purchasing decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	11	7.3	7.3	7.3
	Strongly Agree	75	50.0	50.0	57.3
	Neutral	48	32.0	32.0	89.3
	Disagree	13	8.7	8.7	98.0
	Strongly Disagree	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Infrastructure affecting your purchasing decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	17	11.3	11.3	11.3
	Strongly agree	63	42.0	42.0	53.3
	Neutral	51	34.0	34.0	87.3
	Diasgree	19	12.7	12.7	100.0
	Total	150	100.0	100.0	

Lift Service affecting your purchasing decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	14	9.3	9.3	9.3
	Disagree	71	47.3	47.3	56.7
	Neutral	45	30.0	30.0	86.7
	Disagree	17	11.3	11.3	98.0
	Strongly Disagree	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Chi-Square Tests

H01:Customers' level of education does not correlate with their level of brand awareness across categories".

Education level * awareness about brand retail outlets in Gwalior. Cross tabulation

	Awareness about brand retail outlets in Gwalior	

		YES	NO	Total
Education level	High school	11	5	16
	under-graduate	41	8	49
	Graduate	33	7	40
	Postgraduate	33	1	34
	Doctorate	8	1	9
	Other	2	0	2
Total		128	22	150

Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	8.050[a]	5	.154
Likelihood Ratio	9.176	5	.102
Linear-by-Linear Association	5.433	1	.020
N of Valid Cases	150		

The Pearson chi-square test results indicated that there is no significant link between education level and awareness of brand retail shops in Gwalior, with a chi-square value of 8.050 (df =5, N=150, P>0.05) being significant at 5 degrees of freedom. Given these findings, it is reasonable to conclude that the null hypothesis failed to be rejected and that the alternative hypothesis is rejected. In the preceding table, we can see that the degree of education does not correlate with the extent to which Gwalior residents are aware of the existence of branded retail establishments. The majority of respondents (128) stated that they are aware of brand retail shops, and they also believed that their degree of education is a vital component in their awareness, as shown in the table above.

H02: People's buying habits do not correlate much with their level of education.

Education level * How often you use to go for Shopping. Cross tabulation

		How often you use to go for Shopping.				Total
		Once in Week	Once in 15 Days	Once in Month	Once in year	
Education level	High school	4	1	9	2	16
	under-graduate	9	10	26	4	49
	Graduate	8	15	14	3	40
	postgraduate	5	15	14	0	34
	Doctorate	1	3	5	0	9
	Other	0	1	1	0	2
Total		27	45	69	9	150

Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	15.815[a]	15	.394
Likelihood Ratio	19.852	15	.178
Linear-by-Linear Association	1.330	1	.249
N of Valid Cases	150		

According to the Pearson chi-square Tests, there is a significant relationship between education level and knowledge of people's purchasing habits. The chi-square value is 15.815 (df =15, N=150, P<0.05), which is significant at 15 degrees of freedom. It follows that the alternative hypothesis is false, and the null hypothesis is correct. Statistical analysis reveals a correlation between levels of education and consumer behaviour, as indicated in the table above. According to the data shown above, there is a wide range of correlations between education and consumer behaviour, but the vast majority of respondents (69) feel that their degree of education has a significant influence on their shopping habits. H03. Consumer buying behavior is not significantly correlated with income.

Monthly income * How often you use to go for Shopping. Cross tabulation

		Buying habit people				Total
		Once in Week	Once in 15 Days	Once in Month	Once in year	
Monthly income	Under 20000	10	11	30	6	57
	20000-30000	12	20	15	2	49
	30000-40000	2	10	17	0	29
	more than 40000	3	4	7	1	15
Total		27	45	69	9	150

Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	15.580[a]	9	.076
Likelihood Ratio	17.846	9	.037
Linear-by-Linear Association	.318	1	.573
N of Valid Cases	150		

Since the chi-square value for this connection is 15.580 (df =9, N=150, P>0.05), there is no statistically significant link between monthly income and consumer spending patterns, as shown by the Pearson chi-square test. As can be seen, the given data supports the premise of no significant difference between the two hypotheses. The following data table demonstrates a correlation between one's monthly disposable income and their inclination to shop. According to the data in the table above, the degree to which each responder is connected to consumers' propensity to make purchases varies widely.

Factor Analysis

Factor analysis is a method for simplifying complex systems by breaking down a large number of independent variables into a smaller set of commonalities. With this method, we can determine the maximum shared variance and use it to create a shared score. This score may be used as an index into all other variables in the investigation. Like other elements of the General Linear Model (GLM), factor analysis makes a number of assumptions about the data being analysed, such as that the relationships between the variables and the factors being examined are linear and that multicollinearity does not occur. While there are various options, principal component analysis sees the most frequent use.

The Kaiser-Meyer-Olkin (KMO) index is a useful tool for determining whether an adequate sample was taken to accurately represent the population of interest. Partial correlation coefficients are compared to the observed correlation coefficients. KMO values below 0.50 are not considered acceptable (Kaiser 1961). Values of KMO (0.622) and Bartlett's Test of Sphericity (0.000) are observed in the current research, both of which are significantly lower than the threshold value of 0.05.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.622
Bartlett's Test of Sphericity	Approx. Chi-Square	199.438
	Df	105
	Sig.	.000

The above table shows that respondents place a premium on six different types of service offered by brand retail stores. The responders have also been affected to a lesser extent by the other factors. Factor loading has been used to assess the results of principal component analysis.

Total Variance Explained

Component		Initial Eigenvalues			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	2.420	16.132	16.132	2.420	16.132	16.132
	2	1.413	9.418	25.550	1.413	9.418	25.550
	3	1.351	9.007	34.558	1.351	9.007	34.558
	4	1.244	8.292	42.850	1.244	8.292	42.850
	5	1.091	7.272	50.122	1.091	7.272	50.122
	6	1.026	6.839	56.961	1.026	6.839	56.961
	7	.974	6.494	63.455			
	8	.886	5.904	69.359			
	9	.866	5.776	75.135			
	10	.822	5.481	80.616			
	11	.683	4.552	85.168			
	12	.664	4.429	89.597			

13	.585	3.897	93.495			
14	.520	3.466	96.961			
15	.456	3.039	100.000			

Extraction Method: Principal Component Analysis.

The following table displays six variables with Eigen values greater than one. These six factors account for 56.96% of the total variation. The accompanying table highlights six factors that respondents ranked as more significant when considering the services offered by branded retail locations. The responders have also been affected, albeit less so, by the other factors.

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
Price affecting your purchasing Decision			.689			
Quality affecting your purchasing Decision.		.701				
Design affecting your purchasing Decision			-.573			
Material affecting your purchasing Decision.		.605				
Variety affecting your purchasing Decision.		.628				
Colour affectingyour purchasingDecision.		.518				
Comfort affecting your purchasing Decision.				-.463	-.461	
Location affecting your purchasing Decision.	.707					
Brand Name affecting your purchasing Decision.	.627					
Sales promotion activities affecting your purchasing Decision.	.733					
Safty affecting your purchasing Decision.					.814	
parking affecting your purchasing decsion				.438		-.489
Surrounding affecting your purchasing Decision.						.738

Infrastructure affecting your purchasing Decision			.454			.433
Lift Service				.715		

Principal Component Analysis is used as the extraction technique. Using the Varimax with Kaiser Normalization Rotary Method.
a. Rotation converged in 12 iterations.
Six factors, determined by those with the greatest Eigen values in the table above, are then extracted. Two methods are used for extraction and rotation which are principle component Analysis and varimax with Kaiser Normalization.

Factor Distribution

FactorName	**Initial Eigen Values**	**% of variance**	**Statement**	**Loading value**
Sales promotion Activities	2.420	16.132	Salespromotion activities. Location. Brand name	.733 .707 .627
Quality	1.413	9.418	Quality. Material. Variety. Colour.	.701 .605 .628 .518
Price	1.351	9.007	Price. Design. Infrastructure.	.689 -.573 .454
Lift service	1.244	8.292	Lift service Comfort Parking	.715 -.463 .438
Safety	1.091	7.272	Safety. Comfort.	.814 .461
Surroundings	1.026	6.839	Surroundings. Parking. Infrastructure.	.738 -.489 .433s

The details of six determents which are based on Eigen value are as under.

1. Sales promotion activities: it includes sales promotion (.792), location (.707),andbrand name(.627).
2. Quality: it includes quality (.701), material (.605), variety (.628), and colour(.518).
3. Price: it includes price (.689), design (-.573), and infrastructure(.454).
4. Lift service: it includes lift service (.715), comfort (-.463), and parking(.438).
5. Safety: It includes safety (.814), and comfort(.461).
6. Surroundings: it includes surroundings (.738), parking (-.489), and infrastructure(.433).

Findings

The term "consumer behaviour" refers to the academic field that analyses shoppers' habits and motivations in terms of where, when, what, and why they make purchases. It makes an effort to understand how buyers make up their minds both alone and collectively. Brand retail stores can only thrive in today's competitive economic environment if they have a deep understanding of their customers. Both quantitative and qualitative approaches are essential to the study of consumer behaviour. Consumers are looking for more variety and higher quality. Consumer behaviour is "the process and behaviours individuals participate in while looking for, choosing, buying, utilising, evaluating, and discarding items and services to meet their wants and desires," as defined by Belch & Belch. At each juncture of the buying cycle, the consumer decision making process highlights different aspects of the parent's demographic and behavioural factors that are relevant to the choice to buy. Consumers' brand-retail-store purchasing habits in the city of Gwalior, Madhya Pradesh, have been analysed.

- Respondentsarefrombothgendergroup sinwhichmostrespondentsaremales85(56.7%)a ndfemalerespondents are 65(43.3%).
- Many respondents (93 or 62 percent) were between the ages of 18 and 25; another 40 or 26.7% were between the ages of 26 and 35; 15 or 10.0% were between the ages of 36 and 45; and only 2 or 1.3% were between the ages of 46 and 55. It means that respondents from all groups are aware about brand retail outlet stores and going for shopping mostly of 18 to 25 years of agegroup.
- As a proportion of the entire population, single people make up 72.67 percent of the customers polled, while married people make up 26.00 percent and divorced people make up 1.33 percent.That means single group of marital status are mostly attracted towards brand retail outlet stores in Gwalior than the married group.
- 32.7 %, 49 respondents are under-graduate and 26.7 %, 40 respondents are graduate and 22.7%, 34 respondents are postgraduatesand10.7%,16 respondentsareHigh schooland6%,9respondentsareDoctorateand1. 3%(2)have other qualification. That implies that customers with more education always act in a different manner than those with less. In general, educated customers are aware of and quick to respond to market trends of all kinds. Therefore, the researcher thought it would be useful to categorise the customers according to their level of education.
- Experienceofconsumerstowardsshoppi ngtobrandretailoutletsinGwaliorcity(90)60%re spondentshaveunder 5 years of experience and (45) 30 % respondents have 5 to 10 years of experience and (14) 9.3 % respondents have over 10 years of experience visiting retail outlet stores. That means people are now mostly going retail outlets than localstores.
- A person's propensity to shop increases as his or her monthly income does. Consumer spending is influenced by a person's level of income since the wealthy may afford to indulge their every whim, while the less fortunate may have to pass up expensive necessities in favour of other, more basic essentials. People with more disposable income tend to spend it on luxury goods, whereas those with less money choose to purchase necessities. Companies take the average household income of their target demographics into account when determining the prices at which to sell their various brands and goods. There were a total of 157 responses, and those people's incomes were broken down into four categories: less than or equal to Rs.20,000 (57 people), Rs.20,000-Rs.30,000 (49 people), Rs.30,000-Rs.40,000 (29 people), and Rs.40,000 (or over) (15 people). People with annual household incomes of less than $20,000 are a target demographic. This trend indicates that shoppers of all socioeconomic levels are gravitating toward factory and outlet outlets for top brands.
- 128 (85.3 %) respondents have awareness of brand retail outlets in Gwalior and 22 (14.7%) respondents does not have awareness of brand retail outlets in Gwalior. That means mostly people are aware about brand retail outlets in Gwaliorcity.
- 59(39.33%)respondentsareawarewithb igbazarand52(34.7%)respondentsareawarewit hmallsand23(15.33 %)respondentsareawarewithVishalmegamarta nd16(10.7%)respondentsareawarewithEasywa y.Thatmeans we can say that most people are aware with big bazar and othermalls.
- Information source is the main promotional tool for the consumers to get know of new brands and new trends 51 (34.0%) respondents have get information from T.V and 29 (19.3%) respondents have get information from posters and 8(5.3%) respondents have get information from Radio and 11 (7.3%) respondents have get information from magazines and 51(34.0 %) respondents have get information from othersources.
- 34.7% (52) respondents like to do shopping from big bazar and 38.0% (57) respondents like to do shopping from malls and 14.0% (21) respondentslike to do shopping from Easy way and 13.3% (20) respondents like to do shopping from Vishal mega mart. That means most people are going for shopping to big bazar and malls inGwalior.
- Sixty-nine percent of

respondents (69%) go shopping at least once a month; thirty percent (30%) go shopping at least once every fifteen days; eighteen percent (18%) go shopping at least once a week; and nine percent (6%) go shopping at least once a year.

- (38%) consumers have to travel 2 to 4 K.M for going to purchase and 56 (37.3%) consumers have to travel 4 to10

K.M for going to purchase and 23 (15.3 %) consumers have to travel less than 2 K.M for going to purchase and 14 (9.3%) consumers have to travel 10 K.M for going to purchase.

- Mostrespondents84(56%)agreethatthe price of the productaffectsthepurchasingdecisionand36(24 %)respondents strongly agree that the price affects purchasing decision and 24 (16%) respondents are neutral regarding price factor and 6(4%) disagree with the price factor. That indicates that the price tag has the most impact on consumers' final decisions. The onus is on merchants to price items reasonably.
- Quality is the most important factor in retail outlet stores it depends on the customer’s choice preferences, and income because good quality of goods and brands are expensive, so everyone cannot buy such type of goods that is consumers has to pay good amount for a product and accordingly will get good quality product. we can say that 85 (56.67 %) respondents are strongly agree with the quality affect and 46 (30.7 %) respondents are agree with that and 17 (11.33%) respondents are neutral regarding quality affect and (0.67%) are otherrespondents.
- 64 (42.7 %) respondents are agree and 54 (36 %) respondents are strongly agree and 31 (20.7 %) respondents are
- neutraland1(.7)Respondentarestrongly disagree,withthedesignaffectingduringpurchasingatretailoutletstores that means retailers have to be carefull regarding design ofproducts.
- we can analysis that material affects the purchasing decision of consumers mostly respondents 58 (38.7 %) are strongly agree with that and 55 (36.7 %) respondents are agree with that and 31 (20.67 %) respondents are neutral with this factor and 5(0.67 %) respondents are disagree with that they does not affect with material and 1 (0.07 %) respondents are disagree withthis.
- we can say that different varieties of goods affects the purchasing decision of consumers, mostly respondents 62(41.3 %) are agree with that and 50 (33.3 %) respondents are strongly agree with that and 33 (22 %) respondents are neutral with this factor and 4(2.7%) respondents are disagree with that they does not affect and 1 (0.07 %) respondents are disagree that they does not affect their purchasing decision with variety of goods. That means there should be different varieties of goods so that consumers will get rightchoice.
- We can say that colour affects the purchasing decision of consumers mostly respondents 47 (31 %) are agree with thatand
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58(38.7%)respondentsarestronglyagreewiththatand36(24 %)respondentsareneutralwith thisfactor and 9 (6 %) respondents are disagree with thisfactor.

- wefindthatcomfortatbrandretailoutletstoresaffectsthepurchasingdecisionofconsumers mostlyrespondents59 (39.3 %) are strongly agree with that and 56 (37.3 %) respondents are agree with that and 29 (19.3 %) respondents are neutral with this factor and 5(3.3%) respondents are disagree with that they does not affect with material and 1 (0.07 %) respondents are disagree withthis.
- we can say that location of the retail outlet store affects the purchasing decision of consumers because consumers
- havetoreachthespecificlocationsomostlyrespondents50(33.3%)arestronglyagreeand46(30.7%)respondents are agree with that and 41 (27.3 %) respondents are neutral with this factor, and 8(05.3%) respondents are disagree
- and5(3.3%)respondentsarestronglydisagreewiththattheydoesnotaffectwithlocationoftheretailoutletstores duringpurchasing.
- we can say that brands of the retail outlet store affects the purchasing decision of consumers brand respondents 56 (37.33 %) are agree and 52 (34.67%) respondents are agree with that and 35 (23.33%) respondents are neutral with this factor, and 5(1.33%) respondents are disagree and 2 respondents are strongly disagree with that they does not affect with brand available at the retail outletstores.
- we can say that sales promotion activities of the retail outlet store affects the purchasing decision of consumers because consumers should aware of the new brands so that mostly respondents 36 (24%) are agree and 51 (34 %) respondents are strongly agree

with that and 47 (31.3%) respondents are neutral with this factor, and 9(6%) respondents are disagree and 7 (4.7 %) respondents are strongly disagree with that they does not affect with sales promotion activities of the retail outlet stores duringpurchasing.

- In light of the fact that most shoppers want to feel secure when they're out doing their shopping, we may conclude from our research that safety policies implemented by retail outlets have an impact on customers' willingness to make purchases there. 57 (38%) are in agreement, 18 (12%) are somewhat or completely disagree, 41 (27.3%) are neutral, 22 (14.7%) are disagree, and 12 (8.0%) are severely disagree. That's why it's crucial for outlet malls to include safety precautions,
- we can analyse that the presence or absence of parking facilities at a retail outlet store affects customers' propensity to make a purchase, with 16 percent of customers agreeing, 60 percent strongly agreeing, and 31 percent remaining neutral. However, 16 percent of customers disagreeing and 7 percent strongly disagreeing that parking facilities at retail outlets have an impact on their purchasing decisions.
- wecananalysisthatsurroundingsaround theretailoutletstoresaffectsthepurchasingdecisi onofconsumersbecause consumers attract with good surroundings, mostly respondents 11(7.3 %) are agree and 75 (50%) respondents are
- stronglyagreewiththatand48(32%)res pondentsareneutralwiththisfactor,and13(8.7%) respondentsaredisagree and 3 (2 %) respondents are strongly disagree with that they affect with thisfactor.
- we can analysis that infrastructure of the retail outlet store affects the purchasing decision of consumers mostly respondents17(11.3%)areagreeand63(42%)res pondentsarestronglyagreewiththatand51(34%) respondents are neutral with this factor, and 19(12.7%) respondents are disagree, that means infrastructure should be good so that consumers may attract towards retail outlets and have no effect on their purchasingdecision.
- we can analyse that lift service in the retail outlet shops influences the purchase choice of customers, with the majority of respondents 14 (9.3%) agreeing and 71 (47.3%) strongly agreeing with that, while 45 (30%) respondents were neutral with this aspect. The fact that 17(11.3%) respondents were disagreeing and 3 (2%) were severely disagreeing indicates that there is too much importance of lift in the retail outlet stores since consumers can easily go from one level to another.
- When it comes to the assistance supplied by brand retail establishments, respondents rank six factors as most significant. A lesser extent of effect has been exerted by the other factors on the responders. Factor loading has been used to assess the results of principal component analysis
- There are six variables whose value is more than 1.0 Eigen value. These six factors account for 56.96% of the total variation. Each responder highlights six factors that are more significant to them when it comes to the services offered by branded retail shops. There is also evidence that the other factors have had some modest effect on the responses as well.
- There are six factors which are extracted and which are based on highest Eigen value. Two methods are used for extraction and rotation which are principle component Analysis and varimax with KaiserNormalization.

Sugesstions

Young consumers look for affordable brand names. Brand retail outlet outlets may attract a significant number of young customers by stocking their shelves with affordable branded goods and providing additional leisure options. Consumers are most concerned with cost when making purchases at brick-and-mortar stores, with other factors like product quality, brand loyalty, accessibility, and convenience coming in a distant second. Therefore, branded retail establishments should prioritise product quality, customer loyalty, store accessibility, operational excellence, competitive pricing and marketing, and the provision of novel, on-trend products with a comprehensive inventory covering a broad range of manufacturers. That would make Gwalior's consumers more loyal to their favourite brand stores.

The vast majority of customers regularly frequent brand retail outlets at least once each month. Retail outlets may improve customer spending by providing incentives, better-than-average product quality, and a full range of convenient services. The growth of well-organized retail is in large part due to the availability of high-quality name-brand merchandise. There must be a brand-new product available now. Consumers' attention and perception and happiness should both increase as a result. Sixty percent of customers have been frequenting these outlet shops regularly for the last five years, indicating their satisfaction with the establishment, whereas forty-six percent of respondents have only been once a month. The ease of use is a major factor in drawing in many buyers. Therefore, there should be enough parking facilities, and regulars and large buyers should be able to park for free. Customers' perceptions of and satisfaction with brand retail outlet stores would improve if they were given parking cards with reserved, free spots and other services like lift service. If such amenities were lacking, the stores would also need to take precautions to ensure the safety of their customers. Consumers' shopping habits have a major bearing on the success of businesses in the modern age of organised retail outlets.

The study's findings show that 85.3% of customers are brand-savvy and that the majority of respondents regularly shop at outlet shops for their favourite brands. In order to maximise sales and profits, organised retail outlets need to take these into account while developing their marketing strategies, particularly those pertaining to in-store and outdoor advertising, product placement, and merchandising.Otherfacilitiessuchassafetymeasures,parking,liftservices,surroundingsandinfrastructureintheretail outlet stores should be properly taken that will overcome the affect on consumers shopping towards branded retail outlets in Gwalior.

2. Conclusion

Approximately eight percent of India's labour force is engaged by the retail sector, and this sector accounts for fourteen to fifteen percent of the country's gross domestic product. Many changes have occurred in the retail sector in India during the last decade. Department shops have felt the pressure of specialty, outlet, and discount stores, which offer lower prices and a wider variety of products. The results of this research provide suggestions for improving customer satisfaction management. Consumers care about more than just the products themselves, the store itself, the promotions, and the people they meet there. If chain stores want to increase consumer happiness, they need to focus on three areas: product quality, shop convenience, and after-sale support. Organized retail outlets are tasked with ensuring not only the quality of items sold, but also the availability of new products, the availability of appealing promotional schemes, the provision of adequate security measures, and the enhancement of customer happiness.

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