A Study on Store Atmosphere in Grocery Retail Market at Tiruchirappalli

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ABSTRACT

Store atmosphere plays an important role in the retail market and also it is new concept to present the product with light, color, music, interior, exterior, fixtures and display. Store atmosphere is the way of presenting store by displaying the products to the customer. A proper store atmosphere help the store to increase the customer walk-ins and in-turn increase the sales of the product. The increase in competition has necessitated retailers to differentiate themselves from their competition.

KEYWORDS: atmosphere, store display, walk-in, fixtures, exterior, interior

1. Introduction

The Indian retail sector, which is one of fast growing sectors contributing about 15 per cent to the GDP, is surely on the roll for the last few years. However, due to being largely fragmented and unorganized and reluctance by small and medium retailers to embrace the latest technology to be competitive, the sector finds it hard to keep the momentum sustainable.

There are around 13 million retail outlets across the country accounting for 95% of the total outlets that are still to be automated or organized giving a huge opportunity for Point of Sale (POS) solution providers and manufacturers to reach out to retailers. These outlets are largely dominated by small retailers such as local Kirana shops, owner-manned general stores, chemists, footwear shops, apparel shops, and other small and medium retail showrooms.

However, rising competition and customer preferences are prompting the unorganized stores to change and go techy to tap the new opportunities and remain competitive. With the government amending rules to make way for foreign direct investment in the multi-brand retail, local retail shop owners should now go for a paradigm shift towards technology and process implementation. To compete in urban markets and middle-class neighborhood, kirana store owners must have at least basic traditional device such as cash register which can do basic functions like billing and sales summery. However, these devices lack flexibility and capability to produce comprehensive MIS reports and integrate key peripherals to provide complete automation.

By automating their business, these small retailers not only accelerate their transaction process, but also improve customer satisfaction level, do more business, achieve flawless inventory management and better usage of store space and staff.

2. OBJECTIVES OF THE STUDY

1. To study the factors influencing the customer buying behaviour.
2. To study about the interior and exterior of the store.
3. To study about the store layout which are all used in the grocery store.
4. To study the important factor of visual merchandising to attract, engage and motivate the customer toward making a purchase.
5. To study the overall store image in consumer mind.
SCOPE OF THE STUDY
The scope of the study is to determine which factor influence the customer to go for the particular shop. To find out which feature of the store attract the user to purchase the product whether it is store interior or exterior and also study which will increase the store image from the consumer side.

AREA OF THE STUDY
Tiruchirappalli (formerly Trichinopoly in English), also called Tricky, is a major tier II city in the Indian state of Tamil Nadu and the administrative headquarters of Tiruchirappalli District. Tricky is the fourth largest city as well as the fourth largest urban agglomeration in the state. Located 322 kilometres (200 mi) south of Chennai and 374 kilometres (232 mi) north of Kanyakumari, Tiruchirappalli sits almost at the geographic centre of the state. Occupying 167.23 square kilometres (64.57 sq mi), the city was home to 916,857 people in 2011.

3. RESEARCH DESIGN
A research design is to represent what how to approach our research and condition for collection and analysis of the data to combine relevance to research purpose. The research design is the conceptual structure with in which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. The task of defining the research problem is the preparation of the design of the research project, popularly known as the research design.

4. PERCENTAGE ANALYSIS
Table No: 4.1.1
Table Name: Gender of the respondent

| Valid | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| mal   | 122       | 73.9    | 73.9          | 73.9               |
| fem   | 43        | 26.1    | 26.1          | 100.0              |
| Tot   | 165       | 100.0   | 100.0         |                    |

Interpretation
The above table shows that 74% of the respondents are male and 26% of the respondents are female.

Inference
The majority of the respondents are male only.

Table No: 4.1.2
Table Name: Age of the respondent

| Valid | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| <20   | 17        | 10.3    | 10.3          | 10.3               |
| 21-30 | 118       | 71.5    | 71.5          | 81.8               |
| 31-40 | 23        | 13.9    | 13.9          | 95.8               |
| 41-50 | 7         | 4.2     | 4.2           | 100.0              |
| Tot   | 165       | 100.0   | 100.0         |                    |

Interpretation
The above table shows that 74% of the respondents are male and 26% of the respondents are female.

Inference
The majority of the respondents are male only.
Interpretation
The above table shows that 10% of the respondents are from the age group of 20 and below, 72% of the respondents are from the age group of 21 – 30, 14 % of the respondents are from the age group of 31 – 40 and 4% of the respondents are from the age group of 41 – 50.

Inference
The majority of the respondents are from the age group of 21 – 30.

Table No: 4.1.3
Table Name: Marital status of the respondent

| Valid | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Unm   | 115       | 69.7    | 69.7          | 69.7               |
| Mar   | 50        | 30.3    | 30.3          | 100.0              |
| Tot   | 165       | 100.0   | 100.0         |                    |

Interpretation
The above table shows that 70% of the respondents are unmarried and 30% of the respondents are married.

Inference
The majority of the respondents are unmarried only.

Table No: 4.1.4
Table Name: Occupation of the respondent

| Valid | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Gove  | 28        | 17.0    | 17.0          | 17.0               |
| Pri   | 57        | 34.5    | 34.5          | 51.5               |
| Busi  | 6         | 3.6     | 3.6           | 55.2               |
| Profe | 4         | 2.4     | 2.4           | 57.6               |
| Othe  | 70        | 42.4    | 42.4          | 100.0              |
| Tot   | 165       | 100.0   | 100.0         |                    |
Interpretation
The above table shows that 17% of the respondents are working in government, 35% of the respondents are working in private, 4% of the respondents are doing business, 2% of them are professional and 42% of the respondents are doing others.

Inference
The majority of the respondents are doing others as the occupation.

Table No: 4.1.5
Table Name: Monthly income of the respondent

| Valid | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| >15K  | 93        | 56.4    | 56.4          | 56.4               |
| 15-30K| 44        | 26.7    | 26.7          | 83.0               |
| 30-45K| 17        | 10.3    | 10.3          | 93.3               |
| 45-60K| 8         | 4.8     | 4.8           | 98.2               |
| >60K  | 3         | 1.8     | 1.8           | 100.0              |
| Tot   | 165       | 100.0   | 100.0         |                    |

Interpretation
The above table shows that 56% of the respondents income is 15,000 and below, 27% of the respondents income is 15,001 – 30,000, 10% of the respondents income is 30,001 – 45,000, 4% of the respondents income is 45,001-60,000 , 2% of the respondents income is above 60,000.

Inference
The majority of the respondents income is in the range of 15,000 and below.

5. HYPOTHESIS SETTING
Hypothesis 1
H0 = There is no significant association between gender and average amount spend
H1 = There is significant association between gender and average amount spend.

Chi square analysis
Hypothesis 1
H0 = There is no significant association between gender and average amount spend
H1 = There is significant association between gender and average amount spend.

Chi-Square Tests

|                | Value   | DOF | SIG VALUE |
|----------------|---------|-----|-----------|
| Chi-Square     | 10.940  | 4   | .027      |
| Ratio          | 11.058  | 4   | .026      |
| Linear-by-Linear| 0.055  | 1   | .814      |

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 2.08.

Calculated value (10.94) is greater than the Asymptotic significance value (0.027) H0 is rejected. H1 is accepted. There is significant association between gender and average amount spend.
Hypothesis 2
H0 = There is no significant association between marital status and reason for shop
H1 = There is significant association between marital status and reason for shop

| Chi-Square Tests                      | Value     | Degree of freedom | Asymptotic Significance (2-sided) |
|---------------------------------------|-----------|-------------------|----------------------------------|
| Pearson Chi-Square                    | 47.544+   | 15                | .000                             |
| Likelihood Ratio                      | 40.755    | 15                | .000                             |
| Linear-by-Linear Association          | .247      | 1                 | .619                             |

a. 16 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

Calculated value (4.544) is greater than the Asymptotic significance value (0.000) H0 is rejected. H1 is accepted. There is significant association between marital status and reason for shop.

Hypothesis 3
H0 = There is no significant association between monthly income and average amount spend
H1 = There is significant association between monthly income and average amount spend

| Chi-Square Tests                      | Value     | Degree of freedom | Asymptotic Significance (2-sided) |
|---------------------------------------|-----------|-------------------|----------------------------------|
| Pearson Chi-Square                    | 55.125+   | 16                | .000                             |
| Likelihood Ratio                      | 61.295    | 16                | .000                             |
| Linear-by-Linear Association          | 2.154     | 1                 | .142                             |

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .15.

Calculated value (55.12) is greater than the Asymptotic significance value (0.000) H0 is rejected. H1 is accepted. There is significant association between monthly income and average amount spend.

HYPOTHESIS 4
H0 = There is no significant association between monthly income and stick on list
H1 = There is significant association between monthly income and stick on list

| Chi-Square Tests                      | Value     | Degree of freedom | Asymptotic Significance (2-sided) |
|---------------------------------------|-----------|-------------------|----------------------------------|
| Pearson Chi-Square                    | 41.024+   | 16                | .001                             |
| Likelihood Ratio                      | 48.554    | 16                | .000                             |
| Linear-by-Linear Association          | .381      | 1                 | .537                             |

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .07.

Calculated value (41.02) is greater than the Asymptotic significance value (0.001) H0 is rejected. H1 is accepted. There is significant association between monthly income and stick on the list.

HYPOTHESIS 5
H0 = There is no significant association between educational qualification and average amount spend
H1 = There is significant association between educational qualification and average amount spend

| Chi-Square Tests                      | Value     | Degree of freedom | Asymptotic Significance (2-sided) |
|---------------------------------------|-----------|-------------------|----------------------------------|
| Pearson Chi-Square                    | 82.160+   | 16                | .000                             |
| Likelihood Ratio                      | 91.009    | 16                | .000                             |
| Linear-by-Linear Association          | .147      | 1                 | .701                             |

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .19.

Calculated value (82.16) is greater than the Asymptotic significance value (0.000) H0 is rejected. H1 is accepted. There is significant association between educational qualification and average amount spend.
6. **FINDINGS:**

**Percentage analysis**
- The majority 74% of the respondents are male only.
- The majority 72% of the respondents are from the age group of 21 – 30.
- The majority 70% of the respondents are unmarried only.
- The majority 42% of the respondents are doing others as the occupation
- The majority 56% of the respondents income is in the range of 15,000 and below.

7. **SUGGESTIONS**

The consumer should be very careful while making purchase decisions they should not be carried away with promotional strategies employed by the retailers and make a proper analysis and make a purchase.

The organized retail sector is concerned they should make a careful study before making investments because the need of the hour and biggest challenge is the retail space and the cost of rentals.

Good ambience provide by the retailers helps customer linger around the store for more time. The physical environment has a major influence on the customer buying behaviour. Therefore, retailers must take utmost care to create a dynamic shopping experience in their stores.

Promotional activities by the retail store attract customers to large extent. Promotional activities are undertaken during special occasions, off seasons, festivals or particular days.

Good variety in retail store act as a major motivator for customers to visit a store again and again.

8. **CONCLUSION**

It is concluded that the retail store outlet should be based on the interior, exterior, store layout and visual merchandising. These factors are very important for maintaining and running an outlet successfully. If any one of the factor is missing or out of trend the retail store image will goes down so the merchandiser should be in trend and also know about future facts and trends related to the retail store. The retail store is running successfully many consumer were walk-in, spend money and time to purchase the product and get satisfaction.

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