The Most Influential Factors Of Consumers' Buying Pattern At Organized And Unorganized Retail Stores With Special Reference To Kakinada City, Andhra Pradesh

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ABSTRACT

Recent emergence of organized retailing and its huge customer attraction and retention marketing strategies, the adoption of technology and patronizing retailing shops and value-added services have created a market space for them in India. The existing unorganized retailers have also started to add more number of product mix/product lines to their existing selling assortments in order to create a feeling of "one time and comprehensive shopping" in the minds of the consumers, so that the consumers prefer their stores for the next purchase. The consumers' tentative buying patterns become a "riddle" for the organized and unorganized retailers. The researchers selected this particular topic and tried to analyze the perceptual changes in the retail sector with reference to organized and unorganized retailers. By studying the present topic, the researchers are shedding light on the state of mind of the consumers, which would be beneficial for both the organized and unorganized retailers, as insights about consumer behavior would help them to realign their present marketing/selling strategies to retain the customers for their businesses.

Keywords: Consumers, Buying Patterns, Organized Retail, Unorganized Retail, Retail Service Factors, Customer Retention

INTRODUCTION

Retail comes from the French word 'retaillier', which refers to 'cutting off, clip and divide' in terms of tailoring. The term 'Retailing' refers to any activity that involves a sale to an individual customer. Retailing is the most active and attractive sector. The Retail industry has been present for many years in our country. However, it is only the recent past that has witnessed so much dynamism in this industry. The emergence of retailing in India has more to do with the purchasing power of the buyers, especially of those who live in the post liberalization period. The current retailing revolution has been provided an impetus from multiple sources. These 'revolutionaries' include many traditional and conventional stores upgrading themselves to modern retailing; companies are entering into the market directly to ensure exclusive assortment for their products and services. The retail industry offers to increase the economies of scale, with the aid of modern supply and distribution management systems and solutions. Chain stores are coming up to meet the needs of the manufacturers who do not fall into either of the above categories. Attractiveness, accessibility and affordability seem to be the key offerings of the retail chain.

SCOPE OF THE STUDY

This study deals with the emerging issues of various formats of Organized and Unorganized retail, with a special reference to Kakinada City. The city lies in the coastal delta area of Andhra Pradesh. It is located 465 kilometers (289 miles) east of the state capital, Hyderabad. It is also the headquarters of the East Godavari district. Kakinada is one of the famous deep-water sea port cities in India, where exports and imports are being voyaged to foreign countries like China, Japan, and some other Asian countries, with a turnover of millions of dollars since years. Apart from these, Kakinada is famed for rapid industrialization through the establishment of SEZs (Special Economic Zones) and a proposed 'Petroleum, Chemical and Petrochemical Investment Region' (PCPIR). The city had an urban population of 376,861 as per the census of 2001, making it the eighth largest city in Andhra Pradesh by population. This study

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pertains to know a couple of key issues about the buying patterns of retail consumers with reference to Kakinada, Andhra Pradesh.

OBJECTIVES OF THE STUDY

This study examines the issues relating to the determinants of consumer buying patterns towards the various formats of organized and unorganized retail stores located in Kakinada City. The main objectives of the study are as follows :

1) To study the opinion of the consumers about organized and unorganized retail stores in Kakinada city.

2) To determine the factors influencing the consumers to prefer to buy from organized and unorganized retail stores.

3) To offer suggestions to both organized and unorganized retailers so that they can enhance the level of value added services offered to the consumers.

METHODOLOGY OF THE STUDY

This study is embodied with both primary and secondary data. The primary data was collected from the customers of organized and unorganized retail stores in Kakinada city. The study also embodied a sizeable sample of 500 respondents through personal interviews. The data was collected from various retail customers. An equal number of organized and unorganized retail formats were selected like grocery general merchant, vegetable products, electrical and electronic goods , stationery and textiles in Kakinada city through personal interviews during the year 2010-2011. The selection criteria was based upon the data availability, convenience and the level of participation. Simple random sampling technique was used to select the respondents. This is an analytical study which is mainly based on two different scientifically developed questionnaires. And these questionnaires were separately administered to the consumers of both organized and unorganized stores in Kakinada. Finally, the researchers tested the gathered consumers' opinion data by using SPSS version 16.0 software. The retail consumers were sought to rate the factors that contributed towards their shopping experience. In this regard, the retail consumers could give their ratings to various factors by using the Likert-Type scale. The typical Likert-Type scale consists of various parameters - indicating each parameter by quoting the priority numbers, i.e. Number '1' indicates "Strongly Disagree", Number '2' indicates "Disagree", Number '3' indicates "Neither agree nor disagree", Number '4' indicates "Agree", and '5' indicates "Strongly Agree".

LIMITATIONS OF THE STUDY

The present study has the following limitations:

1) The study was conducted at Kakinada city. Therefore, the derived results of the study are limited to this area.

2) The study is mainly based on the responses of the retail consumers, and it is assumed that the information given by them is unbiased.

SAMPLE SELECTION

500 respondents were considered for the present study. Out of the 500 respondents, 215 respondents gave their opinion on various factors in relation to the organized retail stores; whereas, 285 respondents gave their opinion on various factors relating to unorganized retail stores at Kakinada city. Random sampling technique was used for selecting the respondents. The respondents were interviewed in person. The field survey for primary data collection was conducted in three different phases. In the first phase, a pilot survey was conducted to prepare a prototype questionnaire for both organized and unorganized retail consumers. In the second phase, the questionnaires were tested and finalized. In the third phase, the final field survey was conducted. The respondents were interviewed on the basis of the purchases made by them at various organized and unorganized retail stores in Kakinada city.

REVIEW OF LITERATURE

Marketers have recognized the significance of customer satisfaction services in order to retain the customers' loyalty in the retail sector. Most of the studies have emphasized that service quality is essential for any retailer, irrespective of the nature of their retail business. For the present study, the authors considered several studies pertaining to the retail sector conducted in the past . Clark (2000) concluded that the main motivation to visit discount store channels lay with

low price and convenience of the location, as the meaning of discount store implies. Service factor was relatively less important than the merchandise factor. Sivadas and Previt (2000) suggested that there is a positive relationship between affective loyalty (satisfaction) and conative loyalty. If satisfied with the purchase at one particular store, consumers are likely to have a positive attitude towards that store. Bridson and Hickman (2003) found that both hard and soft attributes were significant predictors of satisfaction with the merchandise, trading format, customer service and customer communication of the store. It was also found that there was a significant impact of the two types of attributes - satisfaction with the trading format; customer services and customers' communication are better predicted by hard attributes ; whereas merchandise satisfaction is better predicted by soft attributes. Piyush and Arindam (2004) found influential factors on consumers' buying patterns at retailers like store location, store design and physical facilities, merchandise assortment, advertising and sales promotions, store personnel, customer services and clientele (social-class membership). The report prepared by Images (2005) retail on career opportunities in retail provided insights into different career opportunities available in retail trade in India. Different institutions offer specialized courses and also provide training to acquire skill sets required for different positions, provide information on the existing gap for such skill sets, and also offer solutions to fill up the gaps thus identified. Jinfeng and Zhilong (2009) indicated the positive effects of store image dimensions such as Convenience, Perceived price, Physical facilities, Employee service, and Institutional factors on retailer equity dimensions as antecedents of retailer equity. An article published about the Retail industry in India in Economic Times (2010) stated that the retail businesses in India also need to focus on nurturing the customer base to enhance the profitability of the retail firms and contribute to their superior performance. Kalia and Kalia (2011) opined that the share of the unorganized 'Kiranas' will come down in the future, and the share of the organized sector will go up because of its efficiency in buying and distributing, but retailers must find the USP of these sectors, because this is an extremely low margin business, and ultimately, everybody has to sell within the cost. Malik (2012) found that the organized retailers need to enhance customer satisfaction in terms of ensuring product quality, store convenience, after-sales services, availability of new products and lure buyers with attractive promotional schemes.

ANALYSIS AND DISCUSSION

❖ **Demographic Characteristics Of The Sample Respondents :** The study covered 500 consumers (i.e. 215 respondents and 285 respondents) of various organized and unorganized retail stores respectively at Kakinada city. The Table 1 presents the Demographic factors of the respondents.

❖ **Factors Considered At Both Organized And Unorganized Retail Stores In Kakinada City :** The Table 2 presents the most important factors of both organized and unorganized retailers which are likely to have the greatest impact over consumers' buying pattern.
The Table 2 consists of two columns, where the left column of the table presents 20 factors pertaining to the organized retailers; whereas, the right column of the table presents 12 factors pertaining to unorganized retailers. The factors presented in the table are significant factors which generally influence the consumers whilst they make purchases at organized and unorganized retail stores. The factors signify the quality and services offered by the various retailers in Kakinada city. The factors presented in the Table 2 have their own importance and influence on the consumers in the retail business. Hence, these factors are considered as the key distinguishers between the organized and unorganized retailers.

❖ **Factor Analysis To Ascertain The Most Influential Factors Of Consumers' Buying Patterns At Organized And Unorganized Retail Stores :** The factor analysis is a widely used multivariate technique in marketing research. Factor analysis trims a large number of variables to reach at few factors to explain the original data more economically and efficiently. Marketing decision makers always try to figure out what exactly makes a customer buy a product, and what really drives buyer behaviour from a large number of possible purchasing criteria. Factor analysis is an important tool for resolving this confusion and identifying factors from an array of seemingly important variables. Adequacy of the data is tested on the basis of results the Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy and Bartlett's test of sphericity (Homogeneity of variance) provide. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is a statistic which indicates the proportion of variance in variables, which is common variance, i.e., which might be

Table 1: Demographic Factors Of The Respondents									
AGE									
	18-28 Years		**28 - 39 Years**		**40 - 50 Years**		**Above 51 Years**		**Total**
No. of Respondents	97		107		223		73		500
Percentage	19		21		45		15		100
GENDER									
	Male			**Female**					**Total**
No. of Respondents	297			203					500
Percentage	59			41					100
MARITAL STATUS									
	Single			**Married**					**Total**
No. of Respondents	127			373					500
Percentage	25			75					100
FAMILY LIFE CYCLE									
	Bachelor	**Newly married without children**		**Married with dependent children**		**Married with independent children**		**Married with no children**	**Total**
No. of Respondents	127	22		167		147		37	500
Percentage	25	5		33		29		8	100
FAMILY TYPE									
	Joint			**Nuclear**					**Total**
No. of Respondents	197			303					500
Percentage	39			61					100
EDUCATIONAL QUALIFICATION									
	Under Graduate		**Graduate**		**Post Graduate**				**Total**
No. of Respondents	120		213		167				500
Percentage	24		43		33				100
OCCUPATION									
	Un-employed	**Government Employee**	**Private Employee**	**Business/ Trade**	**Profe-ssional**	**Home-maker/Part Time-Job**	**Agric-ulture**	**Others**	**Total**
No. of Respondents	23	73	144	37	53	97	40	33	500
Percentage	4	15	29	7	11	19	8	7	100
MONTHLY INCOME									
	Below ₹ 15,000/-		**₹ 16,000/- to ₹ 25,000/-**		**₹ 26,000/- and Above**				**Total**
No. of Respondents	93		320		87				500
Percentage	19		64		17				100
NATURE OF RESIDENTIAL LOCATION									
	Urban		**Semi-Urban**		**Rural**				**Total**
No. of Respondents	230		183		87				500
Percentage	46		37		17				100
Source: Primary data									

Table 2: Distribution of Factors Between Organized And Unorganized Retailers	
Factors of Organized Retail Stores	**Factors of Unorganized Retail Stores**
Good Product Quality	Good Product Quality
Affordable Prices	Affordable Prices
Discount Schemes/ Offers	Discount Schemes/ Offers
Availability of Credit Facility	Credit Facilities available
Near to Home	Near to Home
Home Delivery Facility	Bargaining Possible
Fresh Items available	Less Crowd and hassle free
Self-Service satisfaction	Personal interaction with the shop owner
Easy to Shop	Easy to shop
Good shopping experience	Petty purchasing
Customer assistance by crew	-
Value added Customer services	No other option
All things under one roof	Good shopping experience
More Variety	-
Latest Products available	-
Security and Emergency management	-
Ambience	-
Parking Facility Available	-
Brand Name	-
Complaint handling/ Customer Care	-
Source: Primary Data	

caused by underlying factors. High values (close to 1.0) generally indicate that factor analysis may be useful with the given data. If the value is less than .50, the results of the factor analysis probably won't be very useful.

❖ **Factor Analysis To Recognize The Influential Factors Of Organized Retail Consumers :** The Table 3 shows that the KMO measure is .508. Thus, this is confirming the appropriateness of Factor Analysis. Bartlett's test of sphericity indicates whether a given correlation matrix is an identity matrix, which would indicate that the variables are unrelated. The significance level gives the result of the test. Very small values (less than 0.05) indicate that there are probably significant relationships among the given variables. A value higher than about 0.10 or so may indicate that the data is not suitable for factor analysis. In this case, the significance level has a very small value i.e. 0.000, which is less than 0.05, thus suggesting that the variables are highly correlated. The Table 4 shows the factors which are rotated with varimax with Kaiser Normalization rotation method. Here, the researchers used the Principal Component Analysis (PCA) method for factor extraction, taking those factors only whose values are greater than 0.5 for the purpose of interpretation.

Table 3: KMO and Bartlett's Test For Factors Affecting The Organized Retail Consumers		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.508
Bartlett's Test of Sphericity	Approx. Chi-Square	283.696
	Df	190
	Sig.	.000
Source: Primary Data		

Table 4: Rotated Component Matrix[a] For Factors Influencing The Organized Retail Consumers								
Variables	Component							
	1	2	3	4	5	6	7	8
Parking facility available	0.715							
Security and emergency management	0.675							
Good Shopping experience								
Discount Schemes/Offers								
Easy to shop		0.672						
Good product quality								
More variety								
Ambience								
Latest products available			0.745					
Customer assistance by crew			0.687					
Value added customer services				0.721				
Door delivery Facility				0.673				
All things under one roof					0.679			
Brand name					0.612			
Near to home								
Complaint handling/customer care						0.626		
Fresh Items available							0.707	
Self-service satisfaction							0.595	
Credit Facilities available							0.506	
Affordable prices								0.831
Total Factors	2	1	2	2	2	1	3	1
Source: Primary Data								
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.								
[a] Rotation converged in 11 iterations.								

The Table 4 (Rotated Component Matrix) shows the prime eight components which played a great role in influencing the consumers to make purchases from various organized stores in Kakinada city. This rotated component helps in making a broad interpretation of 8 parameters that are identified. Here, the researchers found 2 variables like 'Availability of parking facility', 'Security and emergency management' , which have a loading of 0.715 and 0.675 on Factor 1 (i.e. Component 1). This implies that Factor 1 is a combination of these variables. This factor can be interpreted as *'In-store and out -of-store services'*. The Factor 2 (i.e. Component 2) consists of only 1 variable like 'Easy to shop' having a loading of 0.672. Hence, this factor can be interpreted as *'Consumer convenience while shopping'*. Then, the Factor 3 (i.e. Component 3) consists of 2 variables like 'Latest product availability' and 'Customer assistance by the store personnel' having a loading of 0.745 and 0.687 respectively. This implies that Factor 3 is a combination of these variables. This factor can be interpreted as *'Product availability and assistance'*. The fourth factor (i.e. on Component 4) consists of 2 variables like 'Value added customer services' and 'Door delivery Facility' having loading of 0.721 and 0.673 respectively. This implies that Factor 4 is a combination of these variables. This factor can be interpreted as *'Value added services'*. The fifth factor (i.e. on Component 5) consists of 2 variables like 'All things under one roof ' and 'Brand name' having a loading of 0.679 and 0.612 respectively. This implies that Factor 5 is a combination of these variables. This factor can be interpreted as *'Protection of brand image'*. The Factor 6 (i.e. on Component 6) consists of only 1 variable like 'Complaint handling/customer care' having a loading of 0.626. Hence, this factor can be interpreted as *'Complaint handling/customer care'*. The Factor 7 (i.e. on Component 7) consists of 3 variables like 'Fresh Items available', 'Self-service satisfaction' and 'Credit Facilities available', having a loading of 0.707, 0.595, and 0.506 respectively. This infers that Factor 7 is a combination of these variables. This factor can be

interpreted as *'Financial services'*. The last and the Factor 8 (i.e. on Component 8) consists of only 1 variable like 'Affordable prices' , having a loading of 0.831. Hence, this factor can be interpreted as *'Charging affordable prices'*.

Table 5: KMO and Bartlett's Test For Factors Affecting The Unorganized Retail Consumers		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.552
Bartlett's Test of Sphericity	Approx. Chi-Square	152.002
	df	66
	Sig.	.000
Source: Primary Data		

❖ **Factor Analysis To Recognize The Influential Factors Of Unorganized Retail Consumers :** In this case, the KMO measure is .552 (Table 5), which is confirming the appropriateness of Factor Analysis. Bartlett's test of sphericity indicates whether a given correlation matrix is an identity matrix, which indicates that the variables are unrelated. The significance level gives the result of the test. Very small values (less than .05) indicate that there are probably significant relationships among given variables. A value higher than about 0.10 or so may indicate that the data is not suitable for factor analysis. In this case, the significance level has a very small value i.e. 0.000, which is less than .05, thus suggesting that the variables are highly correlated. The Table 6 shows that the factors are rotated with varimax with Kaiser Normalization rotation method. Here, the researchers used the Principal Component Analysis (PCA) method for factor extraction, taking only those factors whose values are greater than 0.5 for the purpose of interpretation.

The Table 6 (Rotated Component matrix) shows the prime five components which played a great role in influencing the consumers to buy from various unorganized stores in Kakinada city. This rotated component helps in making a broad interpretation of 5 parameters that are identified. Here, the researchers found only 1 variable like 'Good shopping experience' , having a loading of 0.698 on Factor 1(i.e. Component 1). This factor can be interpreted as *'Good*

Table 6: Rotated Component Matrix[a] For Factors Influencing The Unorganized Retail Consumers					
Variables	**Component**				
	1	**2**	**3**	**4**	**5**
Good Product quality		.595			
Affordable prices					
Discount schemes/Offers					
Credit facilities available					.630
Near to home				.533	
Bargaining possible					
Less crowd and hassle free shopping		.595			
Personal interaction with the shop owner					
Easy to shop					.637
Petty purchasing			.749		
No other option					
Good shopping experience	.698				
Total Factors	**1**	**2**	**1**	**1**	**2**
Source: Primary Data					
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
[a] Rotation converged in 11 iterations.					

shopping experience'. The Factor 2 (i.e. on Component 2) consists of 2 variables like 'Good Product quality', 'Less crowd and hassle free shopping' having a loading of 0.595 and 0.595 respectively. This implies that Factor 2 is a combination of these variables. This factor can be interpreted as *'Good quality products with quick delivery'*. The Factor 3 (i.e. on Component 3) consists of only 1 variable like 'Petty purchasing', having a loading of 0.749. Hence, this factor can be interpreted as *'Entertaining petty purchases'*. The Factor 4 (i.e. on Component 4) consists of only 1 variable like 'Near to home' having a loading of 0.533. This factor can be interpreted as *'Offering the products and services at the door steps of the consumers'*. The Factor 5 (i.e. on Component 5) consists of 2 variables - 'Credit facility available' and 'Easy to shop', having a loading of 0.630 and 0.637. This implies that Factor 5 is a combination of these variables. This factor can be interpreted as *'Credit facility and customer convenience'*.

FINDINGS

1) Most of the consumers preferred to get the in-store and out - of-store services from the organized retailers.

2) Consumers' buying patterns were favorable in case of convenience whilst they shopped at various organized retail stores.

3) Most consumers would like to get updates regarding the latest products, and desired the assistance of the store personnel while shopping at organized retail outlets.

4) Value added services were expected by a significant number of consumers shopping at organized retail stores in the city.

5) The brand image of the retailers plays a pivotal role in attracting the consumers.

6) Most consumers of organized retailers preferred consolidated complaint handling and customer care mechanisms at organized retail stores in the city.

7) Most of the consumers strongly desired the availability of attractive financial services apart from other services at organized retail outlets.

8) Affordable prices was one of the most important factor to positively influence the buying attitude of consumers towards unorganized retailers in the city.

9) Most consumers strongly recommended that unorganized retailers should render a good shopping experience at their stores.

10) Most of the consumers were satisfied with the shopping experience at unorganized retail outlets, as they offered good quality products with quick home delivery.

11) According to the customers, the availability of petty items was the most favourable factor with reference to unorganized retail stores in the city.

12) Most consumers had a good experience shopping at unorganized retail stores as they offered the provision of free home delivery.

13) Most consumers were quite comfortable shopping at the nearby *kirana* store, as they knew the store owner personally, and they had the option of availing credit facility. Furthermore, since the store owner knew their preferences, it was quite convenient for the respondents to shop at unorganized stores.

SUGGESTIONS FOR THE ORGANIZED RETAILERS

1) The organized retailers should start offering public awareness programmes to establish the confidence and trust in the consumers' minds. Hence, the retailers are suggested to conduct a wide range of interactive advertising campaigns to attract the consumers. Besides offering attractive sales promotions, retailers are suggested to offer the facility of free home delivery.

2) The organized retailers are suggested to extend their stores' services to the highly populated residential areas of the city.

3) The organized retailers should provide entertainment and amusement programmes to delight the customers within

the stores, especially for consumers with kids. This can increase the amount of time the consumers spend at the store, and might become a reason for the increase in sales.

4) Wheel-chairs and emergency first aid medicines should be made available at the stores.

5) The organized retailers must offer a wide variety of product assortments for the convenience of all types of consumers. Furthermore, in order to maintain a competitive edge, the organized retailers should ensure that they do not have much price variation with that of their competitors.

6) For the loyal and regular customers, the organized retailers can start offering credit facility.

7) The organized retailers should have the provision of sufficient parking space.

8) The organized retailers should offer adequate security measures.

9) The retailers should have a proper feedback mechanism in place, wherein the customers can offer their feedback regarding their shopping experiences , and how the same can be improved. This can reduce the level of cognitive dissonance of consumers.

10) The organized retailers should properly train the shop keeping crew and back office staff to maintain a good rapport with the consumers. The store personnel should intimate the shoppers about the new arrivals of merchandise.

11) Most of the organized retailers have already adopted advanced software, and are maintaining a huge consumer database. The consumers are now directly informed about store offers through e-mails, SMSes, and pamphlets by the retailers. Moreover, the retailers (if feasible) should try to avoid the procedure of bill checking by the security guards at the exits. This activity sometimes may hurt the ego of the consumers.

SUGGESTIONS FOR THE UNORGANIZED RETAILERS

1) The unorganized retailers have to upgrade themselves to compete with the organized retailers.

2) Most retailers still adhere to the traditional format of retail transactions. This perhaps makes them lose their customers to the organized retailers.

3) The unorganized retailers need to offer good quality products, with a wide range of product assortments to effectively compete with the organized retailers.

4) The unorganized retailers have to introduce proper packaged grocery bearing the price label, date of packing, weight and other information thereon, instead of following the old practice of packing goods in plastic bags and newspaper packages.

5) In order to retain the consumers, the unorganized retailers also have to offer attractive promotional schemes and attractive discounts as offered by the organized retailers. The unorganized retailers have to maintain their edge over the organized retailers by keeping small and daily use items (petty purchases like needles and threads, buttons, shampoo sachets, etc.) at their stores.

6) The unorganized retailers should maintain personal relations with their customers and record the preferences of their regular customers. The retail owners should privilege the regular and frequent consumers in terms of offering discounts or credit facilities. These interactions can improve the relationships with the consumers. Hence, the unorganized retailers have to follow the marketing strategy like "Category Killing" rather than specialized selling in order to increase their sales volumes.

7) The unorganized retailers who sell electrical and electronic items must offer good quality and durable goods with proper guarantee cards. Food and grocery items should be fresh and should carry the "best before" mark. The store owners have to clear off the stale and outdated food and grocery items from their store racks.

8) The consumers should be allowed to pay their bills through any mode of payment. In this regard, the unorganized retailers have to maintain the card swapping machines at their stores. These machines are required for the consumers who wish to pay their bills through debit and credit cards.

CONCLUSION

Undoubtedly, the retail sector is one of the key sectors in the Indian economy. The major contributive part of retailing in the Indian economy would ensure the prosperity of the nation in terms of employment creation and deployment of resources. The modernization of the retail business is indeed challenging for the traditional retailers as they have to cope with the competitive pace of the markets. This study is mainly focused on the factors which generally influence the consumers whilst they make purchases at the organized and unorganized retail stores. Apparently, the retail consumers' attitudinal dimensions force them to have diversified patterns at various buying spots. Thus, the situation makes the retailers more vigilant about adopting consumer-friendly marketing strategies in terms of selling the best quality products and services continuously to the consumers.

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